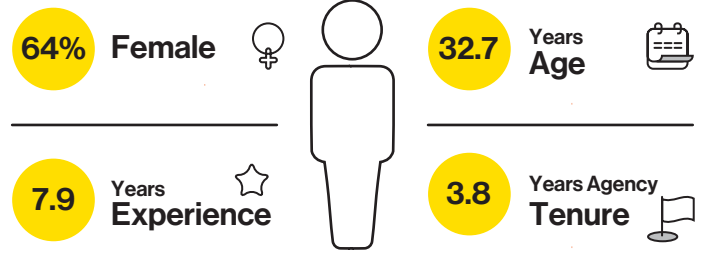


# 2024 Media Communication Industry Census

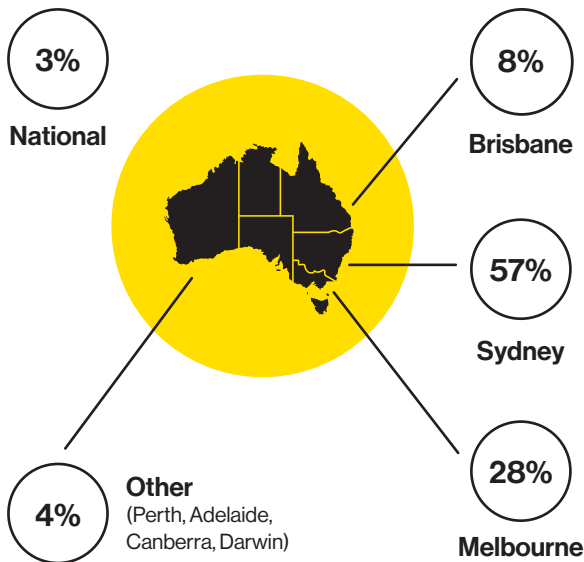
## Average Industry Person

More females and longer tenure.



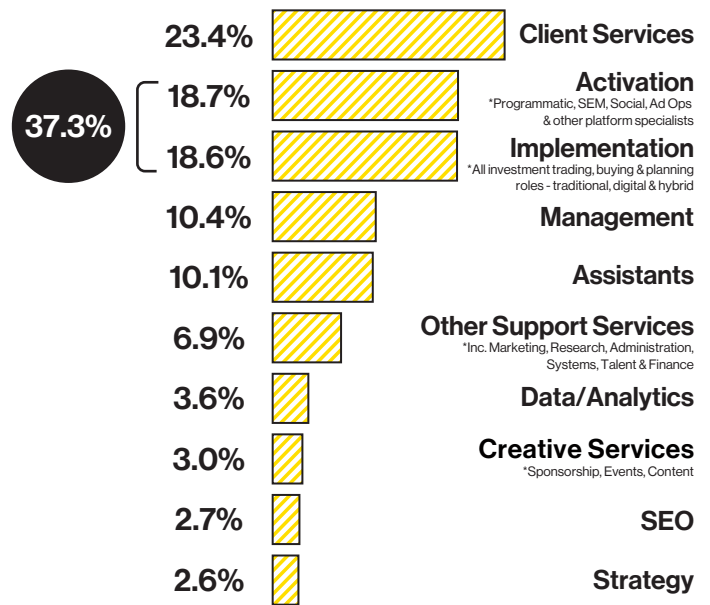
## Distribution by State

Concentration of workforce on eastern seaboard.

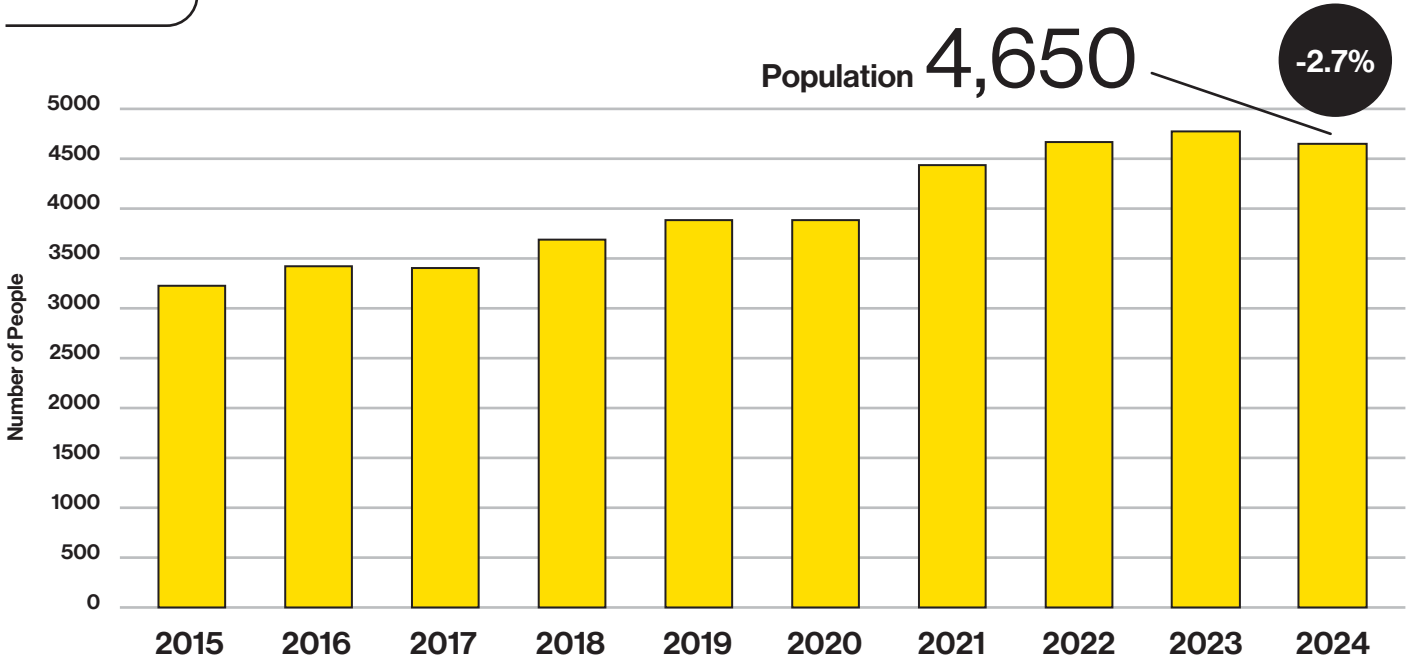


## Distribution by Department

More than 1/3 in Activation and Implementation roles.

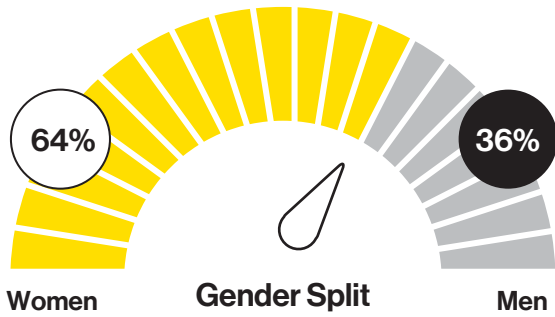


## Workforce



## Gender Diversity

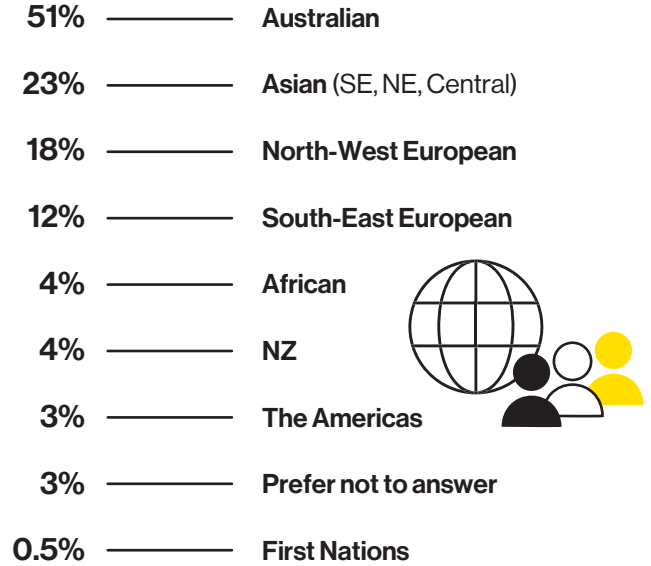
Increased women representation in management.



**-2.8%** | **Average female full-time salary**  
\*Compared to male in media agency industry

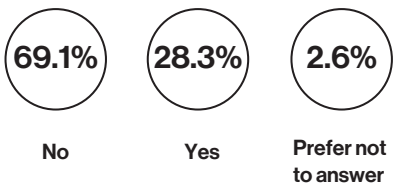
## Cultural Diversity

49% from diverse cultural backgrounds (many people identify with several).



## Diversity

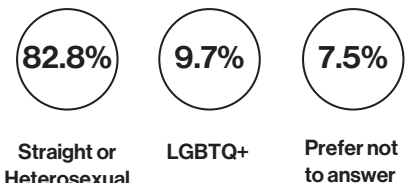
**28.3%**  
Speak language other than English at home



**5.7%**  
Living with diagnosed Disability or Special Need



**Sexual orientation you consider yourself to be**

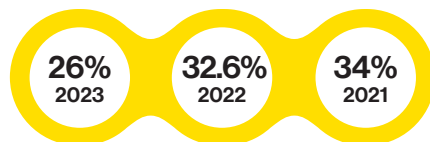
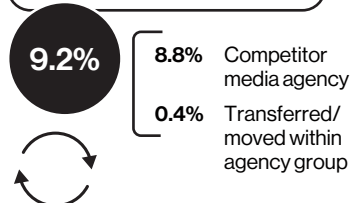


## Staff Turnover

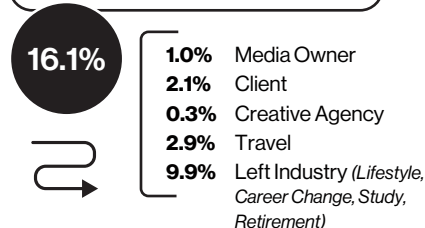
Regrettable loss is stable.

**25.3%**  
2024 Regrettable Loss

**Move between agencies**



**Leave media agency industry**



**6.7%**

2024 Non-Regrettable Loss

