

# Advertising Industry Soars to Top Ranks in Employee Satisfaction, Outpacing Other Major Business Sectors

*The Myers Report Reveals Dramatic Improvement in Workplace Culture Across Genders, Ethnicities, and Experience Levels*



NEW YORK, NY, UNITED STATES,

September 10, 2024 /EINPresswire.com/ -- The advertising industry has made a remarkable leap in employee satisfaction and workplace culture, according to the latest Inclusion and Belonging Survey by [The Myers Report](#). Conducted in July 2024 among 3,460 advertising professionals, the survey highlights significant positive shifts in how employees perceive their industry, colleagues, and employers.

Compared to similar surveys across other sectors, the advertising industry now rivals top industries for positive workplace metrics. According to a Gallup report, the national average for job satisfaction stands at 85%, while advertising professionals report an impressive 89% job satisfaction. Similarly, the advertising industry leads in perceived [diversity](#) and inclusion efforts, with 89% of respondents agreeing that their companies actively promote diverse voices.

The survey included professionals from all aspects of the industry, including clients and various agency categories, with an emphasis on media agencies. Participation was facilitated through partnerships with leading organizations such as Publicis Media, GroupM, dentsu Americas, Canvas, Active International, the Association of National Advertisers, and the American Association of Advertising Agencies.

"The advertising industry's commitment to fostering an inclusive and supportive workplace is evident in these results," said Jack Myers, Chairman of The Myers Report. "Companies have made significant strides in employee engagement, and these efforts are paying off across all demographics. The advertising industry's ascension from historically low rankings to being among the top sectors for employee satisfaction is a testament to concerted efforts in improving workplace culture. With positive perceptions extending across genders, ethnicities, and experience levels, the industry sets a benchmark for others to follow."

Key Findings:

## 1. Workplace Inclusivity on the Rise

The survey shows that 89% of respondents agree that diversity and inclusion are actively encouraged within their organizations—a marked improvement over past years. Companies have demonstrated a commitment to diversity through initiatives like Employee Resource Groups (ERGs) for women, LGBTQIA+ individuals, and people of color.

## 2. Work-Life Balance and Emotional Wellness

Another standout area is work-life balance, where 89% agree that their organizations promote positive and respectful workplaces, underscoring a commitment to employee well-being. 89% of respondents feel supported in taking time off—a key indicator of emotional wellness. Larger companies, in particular, are excelling in this area, with 94% of employees from organizations with more than 20,000 employees reporting high satisfaction. This exceeds the national average for emotional wellness and work-life support by a notable margin. In contrast, a 2023 report by Deloitte found that only 61% of employees across various industries feel their employers support their well-being.

## 3. Support for New Talent

Professionals with two years or less in the industry report some of the highest satisfaction levels. These newer employees feel particularly well-supported in their professional development, with 87% stating that their companies offer strong personal and career growth opportunities. This bodes well for the industry as it seeks to attract and retain fresh talent.

## 4. Improvements Across Genders and Ethnicities

Satisfaction improvements extend across demographic lines. Notably, women and professionals from Black/African American and Hispanic/Latino backgrounds reported the highest levels of job satisfaction in areas such as workplace pride and inclusion, with 88% agreeing that they feel valued by their organizations. These groups also reported a strong sense of empowerment and recognition for their contributions.

a) **Gender Parity:** Women generally report higher satisfaction levels, particularly in feeling pride in their work (87% vs. 81% for men) and believing their work is purposeful (76% vs. 73% for men).

b) **Ethnic Diversity:** Black/African American and Hispanic/Latino professionals report high levels of satisfaction in internal social opportunities and collaboration, with 88% feeling included in company-supported social events.

### c) Challenges Remain for LGBTQ+ Inclusion

Despite the overall positive trends, LGBTQ+ professionals reported lower satisfaction across most categories, especially in terms of social and networking opportunities outside the organization.

## Comparative Industry Analysis

With 82% satisfaction in career support, the advertising industry surpasses the national average.

According to the Bureau of Labor Statistics, many industries struggle with career advancement opportunities, contributing to higher turnover rates. The advertising industry now ranks among the top U.S. industries for job satisfaction and inclusivity and in providing clear pathways for career advancement. These figures surpass national averages in other industries. For instance, a 2023 survey by Gallup reported that only 34% of U.S. employees are engaged at work, highlighting the advertising industry's significant progress.

### Moving Forward

The advertising industry has made clear strides toward creating an inclusive and supportive environment for its professionals. However, challenges persist, particularly around providing inclusive opportunities for LGBTQ+ employees and external networking engagements. Industry leaders are encouraged to continue building on these successes, ensuring that all demographic groups feel equally supported.

As more companies adopt these positive practices, the future looks bright for the advertising sector, with growing recognition of its efforts to foster a thriving workplace culture.

### About The Myers Report

The Myers Report is an authoritative source for [research](#) and insights on workplace culture within the advertising industry. Conducted annually, the Inclusion & Belonging Survey provides valuable data to help industry leaders understand and improve employee experiences.

For more details and access to the full report, visit [Myers Report](#).

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