Our 2020 Gender Pay Gap Report

We are committed to fairness, inclusion and equal opportunities, and are working wholeheartedly to reduce our gender pay gap.

Pay gap as at 5 April 2020

Hourly pay gap

Mean: 29.9%
Median: 33.9%

Bonus pay gap

Mean: 51.2%
Median: 37.1%

For GfK in the UK, the average hourly fixed pay was 29.9% lower for women than for men, and the median figure was 33.9% lower for women than for men.

For GfK in the UK, the average bonus paid was 51.2% lower for women than for men, and the median figure was 37.1% lower for women than for men.

Our pay and bonus pay gap figures are due to the imbalance of men versus women in the upper quartile of earners. We have seen an increased presence of women in the upper quartile, which is reflected in the reduced mean pay gap from the previous year, but it remains a focus area for us.

Mean
Women received a bonus, 24.2% did not receive a bonus.
Men received a bonus, 32.9% did not receive a bonus.

Median
Women received a bonus, 24.2% did not receive a bonus.
Men received a bonus, 32.9% did not receive a bonus.

Steps we are taking to reduce our gender pay gap

We are committed to reducing our gender pay gap with the following actions and initiatives:

1. Charter published with clear statement of GfK commitment to inclusion and equal opportunities for all.
2. Mandatory face-to-face “unconscious bias” awareness training for managers, and e-learning for all staff.
3. Online training for all new joiners.
4. Expansion of Fast Forward to support and promote women within GfK as well as wider diversity issues.
5. Structured talent management process to cover all staff at least annually.
6. Mentoring scheme promoted to empower staff to own their development within GfK.

Culture

- Quarterly gender data reviewed and published.

Recruitment

- Development of an open and transparent recruitment process.
- Agency partners to submit at least 40% (25% for Tech & Product) female candidates.
- Female interviewer involved at each interview stage of senior candidates.
- Training provided to all technical roles.

Development

- Structured data management framework to support all staff of both genders.

Inclusion and diversity

- Recruitment to be open and transparent.
- Development of a comprehensive training programme for all staff.

I confirm that the data given above are accurate and that the calculations have been carried out in accordance with the regulations given.

Anthony Norman, Commercial Director
10-Jun-21