



## 2022 AIM/PAR Workplace Diversity Survey Shows Retention Despite the Great Resignation

**NEW YORK, (October 11, 2022)** — The Executive Summary of the 2022 *AIM/PAR Workplace Diversity Survey* was released today by NAMIC and The WICT Network during a Joint Town Hall Meeting at the Marriot Marquis in New York. The AIM/PAR topline survey results were shared as part of *Diversity Week 2022* at [The WICT Network Leadership Conference](#) and the [36th Annual NAMIC Conference](#).

The biennial survey, last conducted in 2019, is administered by [PwC](#) and funded by the [Walter Kaitz Foundation](#). Results below compare 2022 data to 2019.

This year's AIM/PAR Workplace Diversity Survey highlights the changes in the diversity benchmarks among participating media, entertainment and technology companies since the last report in 2019. Key findings in 2022 are as follows:

### Among People of Color

- **People of color, overall, experienced a 7-percentage point reduction in workforce representation.** The overall representation of people of color decreased from 44% to 37% since the 2019 survey, with the greatest decreases within junior level professional and manager ranks at Multi-System Operators (MSOs). Conversely, the percentages of people of color increased among participating programmers.
- **Talent Movement**
  - More than half of the job vacancies in 2021 among companies surveyed were filled by people of color (52%). This is a decrease from 57% since the 2019 report. Hiring rates for programmers exceeded the industry average by 6 percentage points.
  - People of color were promoted and transferred within their organizations at rates of 14% and 8%, respectively. This surpassed the overall industry rates by 3 and 2 percentage points.
  - Voluntary and involuntary turnover rates for people of color trailed the overall industry workforce at 3% and 6%.
- **Women of color representation increased in all roles.** The overall workforce of women of color increased 6 percentage points since the 2019 survey. In addition, the percentage of women of color increased in professional positions (8 percentage points), manager positions (8 percentage points), executive/senior manager positions (3 percentage points) and boards of directors (6 percentage points).

### Among Women

- **Representation of women in the industry increased by 5-percentage points,** despite the pandemic, from 33% to 38% since the 2019 survey. This occurred as women were exponentially more impacted by the pandemic in terms of employment. Women made up 51% of the workforce at programmer companies and 31% of the overall MSO workforce.
- **Talent Movement**
  - Women comprised 47% of all new hires in the media, entertainment and technology companies that participated in the 2022 survey. This is an increase of 15 percentage points from 2019.
  - Promotion and transfer rates for women of 11% and 6%, respectively, were comparable to the overall industry workforce.
  - The turnover rate for women is 9 percentage points lower than it is for the overall industry workforce.
- **Representation of women, including women of color, increased in all roles except board of directors.** In professional, manager and executive/senior manager roles, female representation increased by 9, 7 and 2 percentage points respectively, while representation of women on the boards of directors decreased 2 percentage points since 2019.

"The AIM study reinforces that real DEAI is more than policies, programs, and headcounts," said **Shuanise Washington**, president and CEO of NAMIC, Inc. "After many years of education, advocacy and DEAI capacity building within the media, entertainment and technology space, we see promising retention of diverse employees. The AIM/PAR survey remains an important yardstick catalyzing critical conversations that explore the unique needs, perspectives and potential of diverse employees."

"The data from this year's survey is especially critical in that it provides a baseline for measuring the impact of the COVID-19 pandemic and social justice movement of the past two years," said The WICT Network President, **Maria E. Brennan, CAE**. "Despite the Great Resignation and she-cession, our industry has created environments where women are able to thrive, while also highlighting challenges to overcome. As we continue to navigate new ways of working, we will use this data to help companies strengthen their practices to ensure that women remain on a trajectory to achieve parity with men."

The two surveys have been jointly administered since 2011. A total of 18 organizations participated in the online survey of cable, media and technology companies and employ more than 252,000 people. These organizations represent 69% of the industry workforce, suggesting results are representative of the industry.

**About NAMIC** NAMIC (National Association for Multi-ethnicity in Communications) is the premier organization focusing on cultural diversity, equity, and inclusion in the media, entertainment and technology industries. More than 4,000 professionals belong to a network of 18 chapters nationwide. Through initiatives that target leadership development, advocacy, and empowerment, NAMIC collaborates with industry partners to expand and nurture a workforce that reflects the cultural richness of the populations served. For more information, please visit [www.namic.com](http://www.namic.com) or follow @NAMICNational on Twitter.

**About The WICT Network** The WICT Network empowers women in media, entertainment and technology. Our mission is to create women leaders that transform our industry. We do this by providing unparalleled professional development programs, commissioning original gender research, and supporting a B2B network that helps advance women. For more than 40 years, The WICT Network partners with its members to help build a more robust pipeline of women leaders. Founded in 1979, and now over 10,000 members strong, The WICT Network is the largest and oldest professional association serving women in media.

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