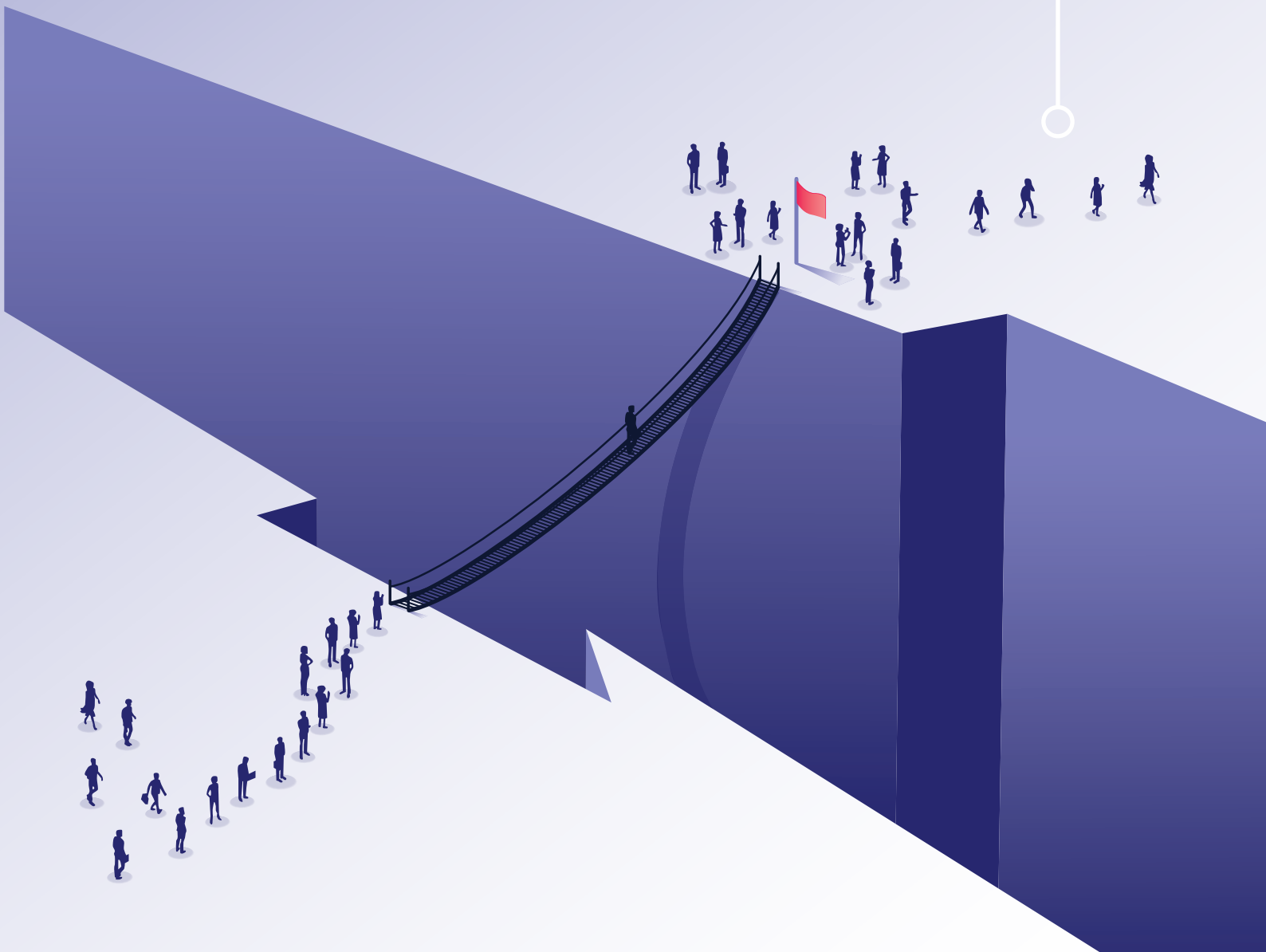


Ipsos B&A in Ireland

Gender Pay Gap Report 2025



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Ipsos B&A is Ireland's leading research, insights and polling agency. We help clients solve business challenges using bespoke approaches. Combining Ipsos Ireland (successor of MRBI, est. 1962) and Behaviour & Attitudes (est. 1985), we offer unparalleled local and international expertise.

As an employer, we recognise that our people are our most valuable asset. We strive to attract and retain a workforce that represents, wherever possible, the wider community in which we operate. Our underlying principle of equality and diversity means treating people equally irrespective of their background, ethnicity, gender, disability, age, religion or belief, marital status or sexual orientation.

In keeping with the Gender Pay Gap Information Act 2021, this report details gender pay gap metrics for Ipsos B&A in Ireland (Ipsos).

Our Gender Pay Gap Metrics

The results below set out the gender pay gap metrics for Ipsos B&A in Ireland, with a snapshot date of 1 June 2025 and a reference period of 2 June 2024 – 1 June 2025. In the period under consideration, our headcount was 474, of whom 314 were women and 160 were men. We had 411 part-time employees and no temporary employees on the snapshot date. For this reason we cannot publish separate figures for temporary employees.

All employees – Ipsos B&A 2024-5

Hourly Remuneration		Lower Quartile		Lower Middle Quartile		Upper Middle Quartile		Upper Quartile		Bonus Receivers		Bonus Gap		Benefits in Kind	
Mean	Median	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Mean	Median	Male	Female
33.4%	0.7%	37.8%	62.2%	25.4%	74.6%	26.9%	73.1%	44.9%	55.1%	50.0%	53.2%	90.6%	89.2%	18.8%	9.9%

Part-Time employees Ipsos B&A – 2024-5

Hourly Remuneration	
Mean	Median
-10.6%	-0.6%

The Difference Between Equal Pay and The Gender Pay Gap

The Gender Pay Gap is not a measure of Pay Equity.

Pay Equity simply means there is no differentiation in employee remuneration because of gender or other illegitimate discriminatory factors. The application of **Pay Equity** ensures that women and men doing the same or comparable work are paid equitably, all other things being equal. Ipsos B&A is committed to the principle of **Pay Equity**.

Under Irish government rules, the **Gender Pay Gap** measures the broad average and median of pay for men and for women across the organisation. The **Gender Pay Gap** takes no account of the different roles that may be occupied by men and women.

An organisation applying **Pay Equity** principles can still have a **Gender Pay Gap**. This is because **Pay Equity** requires equitable treatment within roles and positions, while the **Gender Pay Gap** does not take account of different roles and positions.

Understanding the Gender Pay Gap Metrics

Hourly Remuneration refers to the difference in total earnings between men and women on a mean (average) and median (middle ranking) basis across all our employees. A positive percentage indicates a gap in favour of men. A negative percentage indicates a gap in favour of women.

Bonus Receivers sets out the proportion of men and of women who receive any form of bonus. 'Bonus' for this purpose includes annual bonus, voucher awards, share awards and competition award.

Bonus Gap refers to the gap between men and women on the value of all bonus items taken together, across all employees who received a bonus.

The lower quartile sets out, in respect of the lowest paid quarter of our people by hourly remuneration, what percentage are men and what percentage are women.

The upper quartile sets out, in respect of the highest paid quarter of our people by hourly remuneration, what percentage are men and what percentage are women. The same logic applies to the lower middle quartile and the upper middle quartile.

Benefits in kind sets out the percentage of our people who are in receipt of non-cash benefits of monetary value, including for example health insurance.

The Reason for the Gender Pay Gap at Ipsos B&A

Ipsos B&A in Ireland is committed to pay equity within particular roles and levels in the organisation. Our gender pay gap metrics do not indicate any deviation from pay equity principles – rather they are indicative of gender imbalances in different roles in the organisation.

Our workforce composition is distinctive. Casual workers, who assist us with conducting surveys, comprise 81% of our people. The hourly remuneration gap for our casual workers considered in their own right is below 1%. Pay for casual workers is however usually lower than for salaried staff. A contributor to the gender pay gap in the organisation as a whole is the fact that far more women than men are attracted to our casual worker roles.

We attribute the very high proportion of women among our employees generally to the nature of our work, the flexible nature of our working arrangements and our accommodation of people with family and caring responsibilities.

Among our salaried staff there are imbalances in the proportions of men and women in particular roles and at particular levels within the organisation. We anticipate gradual change over time – two out of three of our most recent appointments at Director level were women. It remains the case at present that the majority of our most senior positions are held by men. This provides the main reason for our mean hourly remuneration gap.

While the proportion of men in our most senior positions is a contributor to the bonus gap, the government's rules on calculating the bonus gap require us to compare vouchers awarded to casual staff to senior management bonuses. These are clearly very different types of awards which would not be considered comparable for any other purpose.

Our Intentions

Ipsos B&A is proud of the working and career environment that we provide. We offer equal opportunities irrespective of gender or any other discriminatory characteristic. It is noticeable that women have tended to be attracted to careers and roles within Ipsos B&A and within the polling industry generally. This may in part be attributable to the nature of the work. It is also in our case due to the working conditions that we provide – in particular, flexibility, attention to employee wellness and accommodation of those with caring responsibilities.

Ipsos B&A intends to

- » Maintain pay equity and fairness within particular roles
- » Continue driving internal diversity, equity and inclusion through our Belong initiative
- » Ensuring a working environment where everyone is treated with dignity and respect
- » Having recruitment practices that encourage people from all sections of the community
- » Promoting flexible working practices to all employees, such as part-time work, working from home, sabbaticals and childcare support
- » Offering opportunities for career progression using a process that is open to all

Ipsos Cares

In the Ipsos group, we are committed to delivering a unique people experience while preparing our team for the future and developing inclusive leadership.

By keeping people at the heart of our strategy, we create an environment where they can thrive and contribute to the success of our organization. We are united by strong values: *Integrity, Curiosity, Collaboration, Client First, Entrepreneurial Spirit.*

Our Ipsos Cares programme is designed to create a strong connection with our people and support them in their journey towards personal and professional fulfilment. We believe in technology, caring leaders, and a supportive work environment to ensure the well-being of our people. This not only enhances overall satisfaction and engagement, but also cultivates a positive team dynamic, collaboration, and creativity within the workplace.

The Ipsos Cares programme is founded on the principles of Mental, Physical and Social health, as they collectively address the comprehensive needs of our people. By focusing on these three pillars, we aim to empower our people to lead healthier, happier and more fulfilling lives, recognizing that true well-being goes beyond simple physical health and encompasses the complex interaction of mind, body and social connections.

Carer Pledge

Ipsos B&A recognises that employees may have caring responsibilities for older, disabled or sick relatives, children, partners or friends, and that there may be challenges in combining work with care. Ipsos B&A's Carer pledge commits us to supporting employees who are carers, for example through flexible working options, special leave policy, annual leave policy and our employee assistance program.

The Gender Balance Network

The Gender Balance Network operates internationally within the Ipsos Group. It is open to our employees in Ireland, and influences policy in Ireland as it does in all the countries in which Ipsos operates. It is dedicated to achieving equality of career progression opportunities for all Ipsos employees.

The Gender Balance Network has three goals, which are embraced by Ipsos internationally:

1. Ensuring Equity in Opportunity for Progress

We are committed to providing fair and competitive compensation that reflects the skills, responsibilities, and performance, regardless of gender. Furthermore, we believe that promotion opportunities should be merit-based, transparent, and accessible to all.

2. Cultivating an Empowering Workplace

We are committed to creating a culture where everyone feels valued, heard, and motivated to reach their full potential. We believe in providing ample opportunities for personal and professional growth, fostering a sense of autonomy, and encouraging healthy life rhythms.

3. Driving Sustainable Business Impact

We are committed to being recognized as a business that harmonizes profit with purpose, delivering value to our clients while making a positive impact on society through our commitment to gender balance.

Conclusion

The gender pay gap at Ipsos B&A arises from the combination of two factors: a majority of women among our people generally, and a high proportion of men amongst our most senior people. It does not arise from unequal pay within positions in our company. When we look in isolation at, for example, our casual workers, the gender pay gap essentially disappears.

It benefits our company to seek validation of its approach to employees from our own people. Ipsos B&A's latest Employee Pulse survey indicated that 94% of employees feel able to be themselves at Ipsos B&A regardless of their background while 84% are proud to work for us. We intend to maintain an environment in which all our people can thrive on an equitable basis.

