

#timeTo

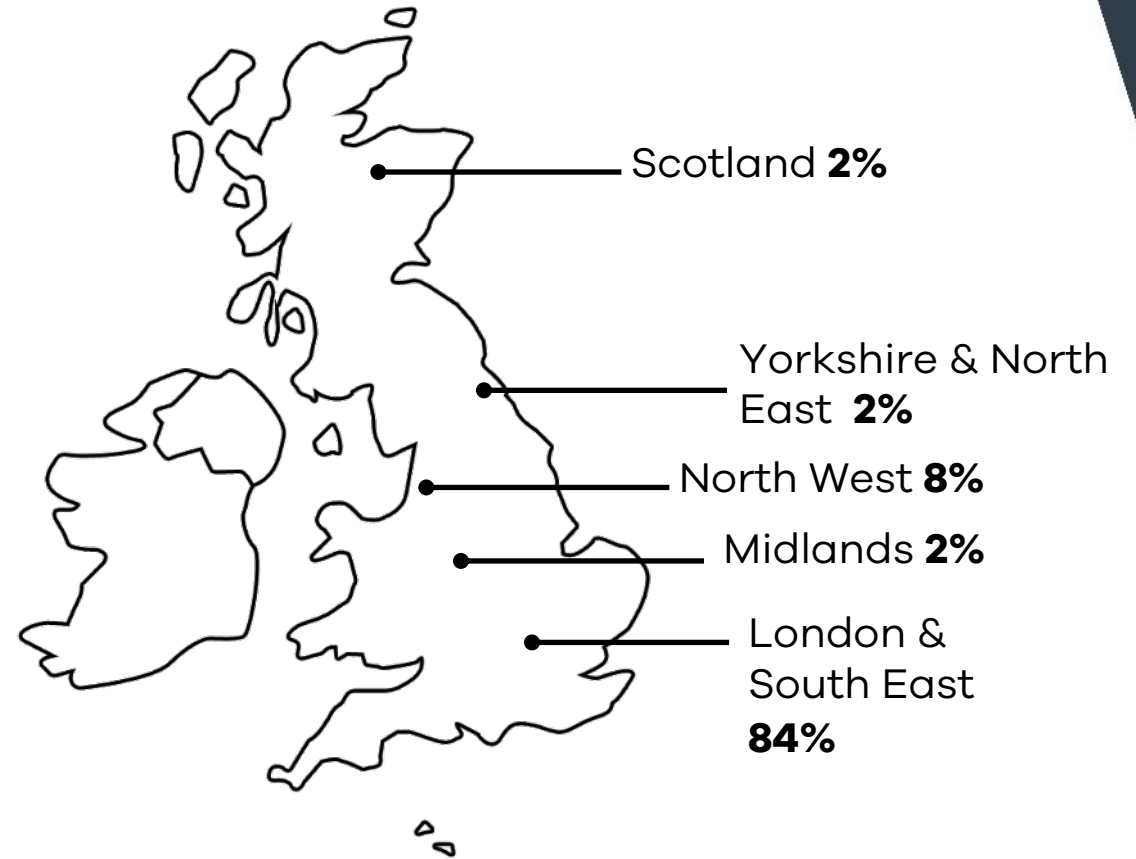
Where do you draw the line?

2020 Research Report
Presented by Credos

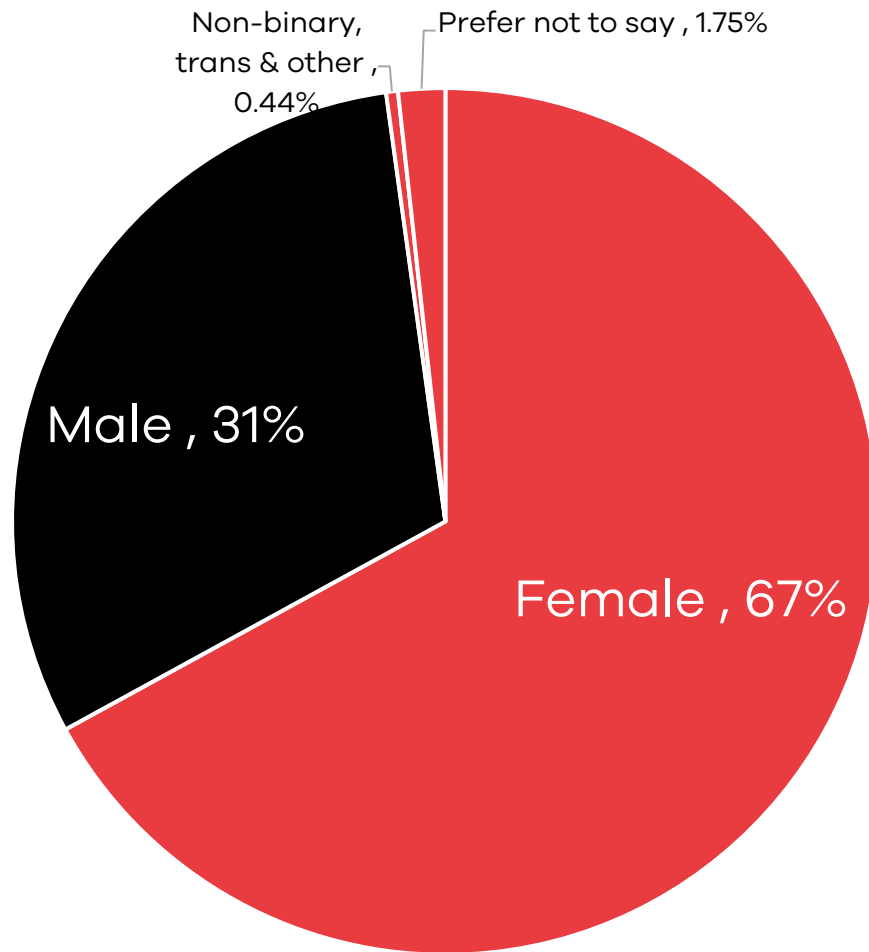
Who We Spoke To

1250 respondents

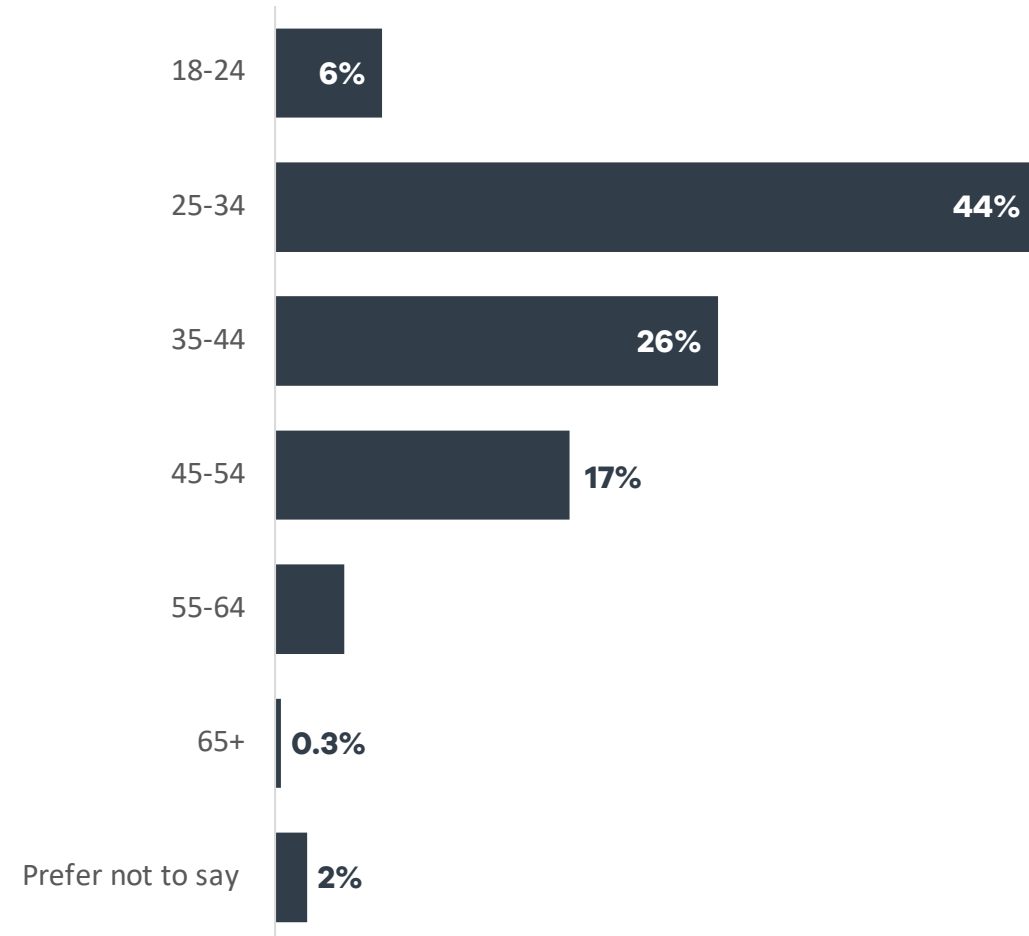
**75%
completion rate**



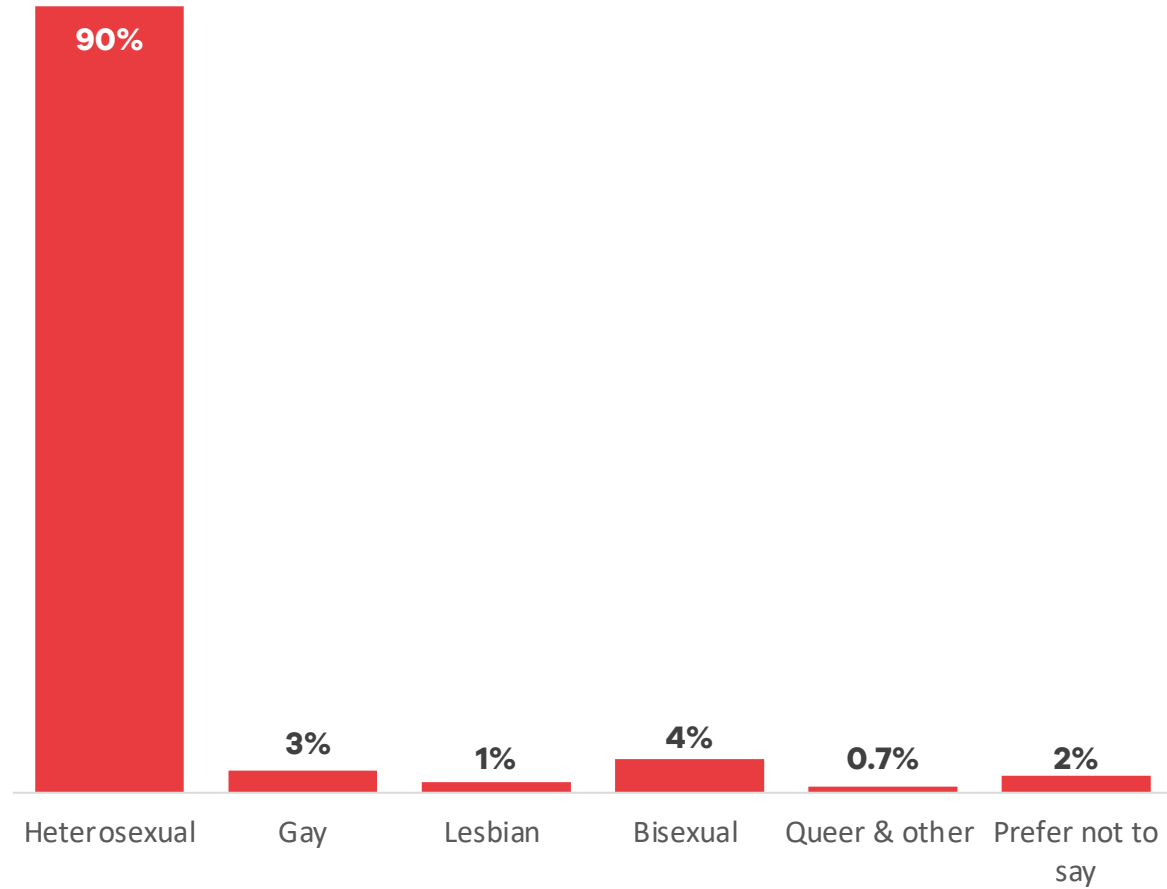
Gender Identity



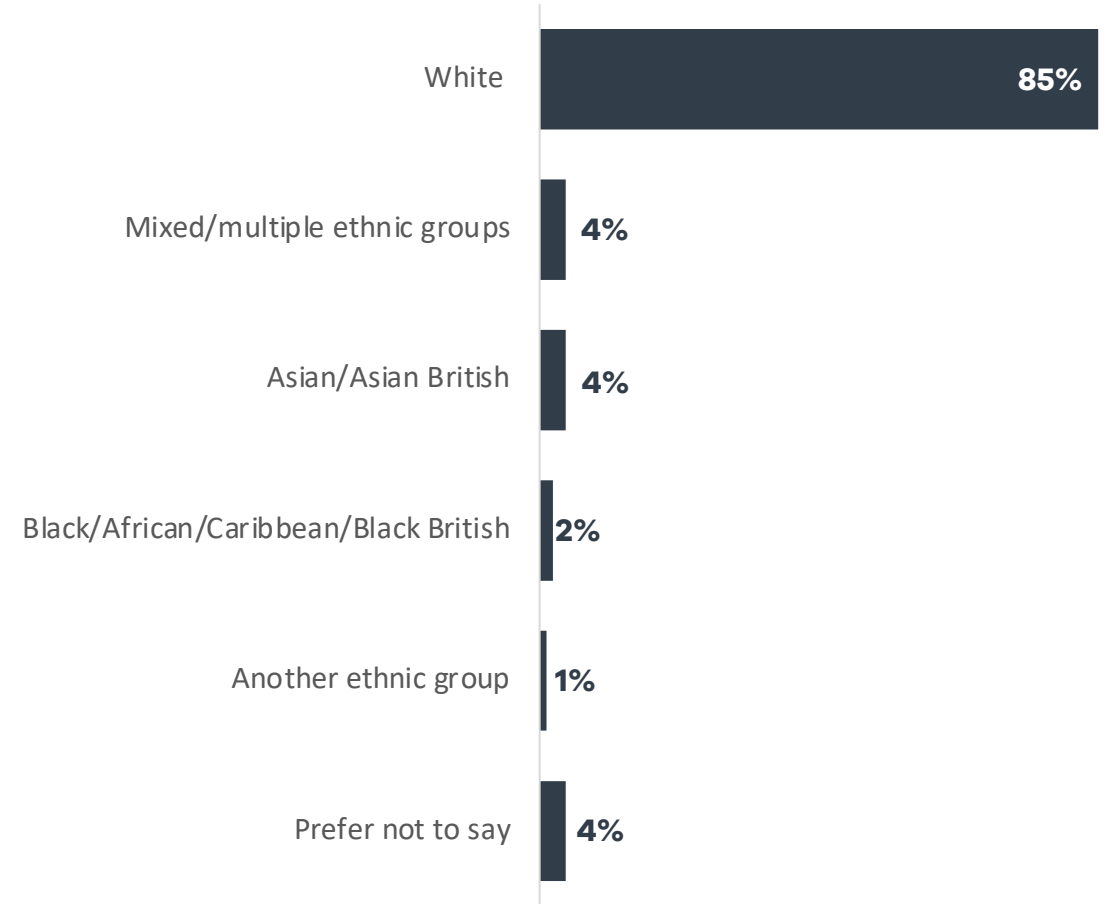
Age



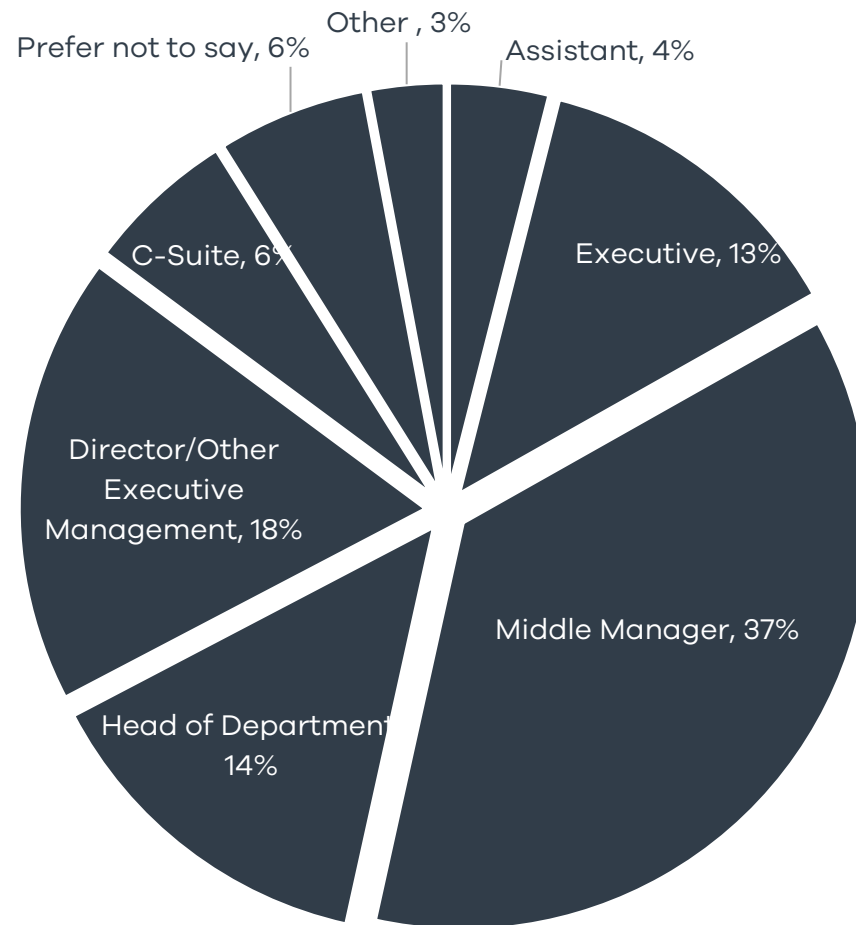
Sexual Orientation



Ethnicity



Role at Work



**Old Normal or
New Normal?**

Returning to offices is expected to increase sexual harassment

49%

think sexual harassment will be more of
an issue as businesses return to offices

Lockdown provided respite for some, but was a temporary pause



Q23. Please tell us why. (Follow-up to Q22 which asks whether respondents expect sexual harassment to be more or less of an issue as businesses return to offices, compared with during lockdown.

Q28. Is there anything else you would like to say on the subject of sexual harassment in the advertising, marketing and communications industry?

#timeTo @Ad_Association @NABS_UK @WACL_1

There are concerns about boundaries having been forgotten

Some respondents worry that time spent away from the office and at home will have led to boundaries about what is appropriate being forgotten

“

People could have forgotten how to behave appropriately around colleagues having been apart for such a long time.

”

“

People haven't really had any human contact, think people are less socially aware of boundaries now and could step over the line.

”

For some there is also a concern around 'pent up' emotions leading to an increase in inappropriate behaviour once restrictions are lifted

“

There has been a lack of contact and ability to see people, meaning drinking and socialising may get out of hand.

”

“

There's a lot of general pent up aggression/ anxiety/ anger which can come out in strange ways.

”

Office social distancing is seen as a blessing and a curse

“

People are more cautious of any time of physical contact in the current environment.

”

“

There is the 1m distance rule. Also the environments where this often occurred – socials, late working, sharing taxis – will be more limited.

”

There is a hope that physically having to be further away from each other will mean fewer incidents of physical harassment

“

Smaller groups of people in the office due to restricted access may allow for more inappropriate behaviour if alone with an offending colleague.

”

“

Offices are going back in smaller groups meaning there will be fewer people to observe these sorts of situations.

”

However, there are also concerns that fewer people in offices could make individuals more vulnerable

The Need for Further Education

There are still opportunities to educate on what good looks like

Perceptions of company stance on sexual harassment

52%

agree their company has a strong
enough stance on sexual
harassment

17%

feel their company does
not have a strong
enough stance on sexual
harassment

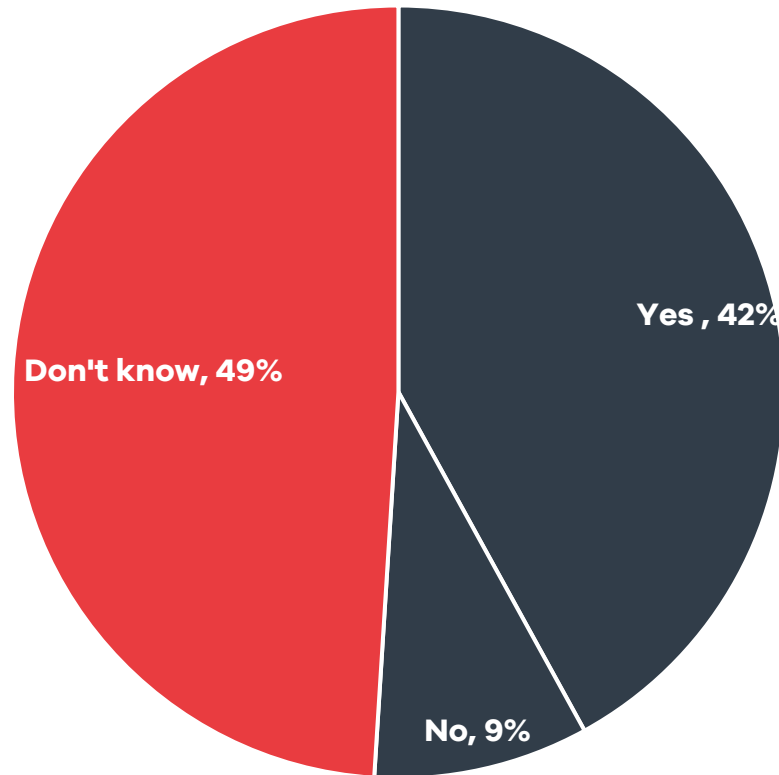
30%

say they don't know

With nearly a third of respondents unsure if their company has a strong enough stance on sexual harassment, and just over half agreeing with this statement, there are opportunities to educate further on this issue

Many don't know if their company is signed up to timeTo

Awareness of company engagement with timeTo



Around half of respondents don't know if their company is signed-up to the timeTo code of conduct

This means either there are more businesses to engage, or those which are engaged need to do more to embed the code

There is a desire for a refresher on this issue

“

It would be good to see a refresh of all social conduct policies, reminding people what is acceptable when returning to the office.

”

“

Keep it on the agenda. Safety in workplaces shouldn't solely be regarding COVID-19.

”

Respondents want their companies to bring this issue back to the fore and remind employees of expected behaviours

“

Be aware that this is not simply gender targeted but has deep roots in race, ethnicity, sexual bias too.

”

“

Truly embed the behaviour change that timeTo promotes, and have zero tolerance of sexual harassment alongside zero tolerance of other transgressions such as racism.

”

This is partly as part of a general 'resetting' after COVID-19, but also as part of a wider dialogue about respect and appropriate behaviour which includes topics like racism, homophobia and sexism

People also want businesses to be more transparent

There is a sense that if businesses would be more transparent about how often incidents are occurring (whilst maintaining confidentiality), it might make employees feel safer to report incidents they experience and witness

“

I'd like to see transparency in terms of reporting back to the wider business about reports of harassment.

”

“

Talk about if it is happening and how it is being tackled whilst maintaining privacy of those individual victims.

”

For those who have not experienced or witnessed sexual harassment themselves, greater transparency could help remind them that this remains a prevalent issue

“

In my current employment, I am not aware that sexual harassment is a major issue, but this could be that, due to the nature of the incidents, they are shrouded in secrecy to protect the victims. I think that more transparency in showing the current levels of sexual harassment in our company would be helpful in bringing the issue to the fore and make everyone more aware and better at spotting it happening.

”

More opportunities for reporting is also raised

“

I would like to see companies actively nominate a person or persons that any member of staff would feel comfortable reporting any incident to.

”

“

Whistleblowing facilities - with reduced number of people in offices, it would be good to know that there's a safe person to go to with complaints.

”

“

Have several people, from different backgrounds, of different ages making up the board of people available to talk to about issues such as sexual harassment.

”

“

If I did see an example of sexual harassment I wouldn't really know who specifically to report it to other than the CEO and someone in HR.

”

When asked what changes they would like to see businesses make as offices are reopened, more opportunities for anonymous reporting of incidents of sexual harassment and the creation of safe spaces and channels are often raised

#timeTo

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