



# GENDER PAY GAP REPORT 2024

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LEADING THE INDUSTRY FOR  
THREE YEARS IN A ROW







# INTRODUCTION

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As an industry leader in the Irish retail market, Life Style Sports remains committed to transparency and equality in our workplace. In alignment with the Gender Pay Gap Information Act 2021 and subsequent amendments, we are proud to share our gender pay gap report for 2024.

This report highlights our ongoing efforts to foster a balanced, inclusive environment where all employees can thrive. By meeting and exceeding regulatory reporting requirements, we reaffirm our dedication to equitable remuneration and well-being across every level of our business.

At Life Style Sports, we believe that achieving gender balance is essential to the success of our team and the strength of our Brand.





# WHAT IS THE GENDER PAY GAP?

**LIFE**  
**STYLE**  
**SPORTS**





# WHAT IS THE GENDER PAY GAP?

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To start off, it's important to acknowledge that **Equal Pay** and the **Gender Pay Gap** are two separate things.

## EQUAL PAY

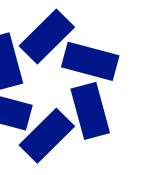
Means men and women performing equal work should receive equal pay.



## GENDER PAY GAP

Refers to the difference between men and women's average hourly pay across an organisation. It's usually expressed as a percentage.

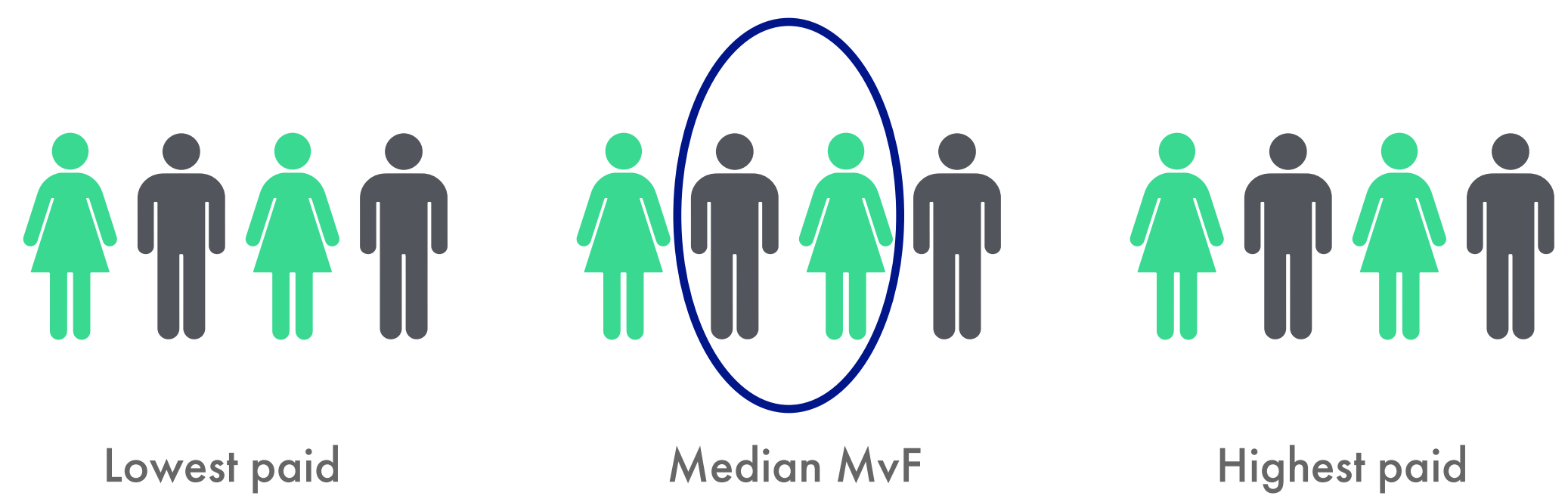




# MEDIAN AND MEAN PAY EXPLAINED

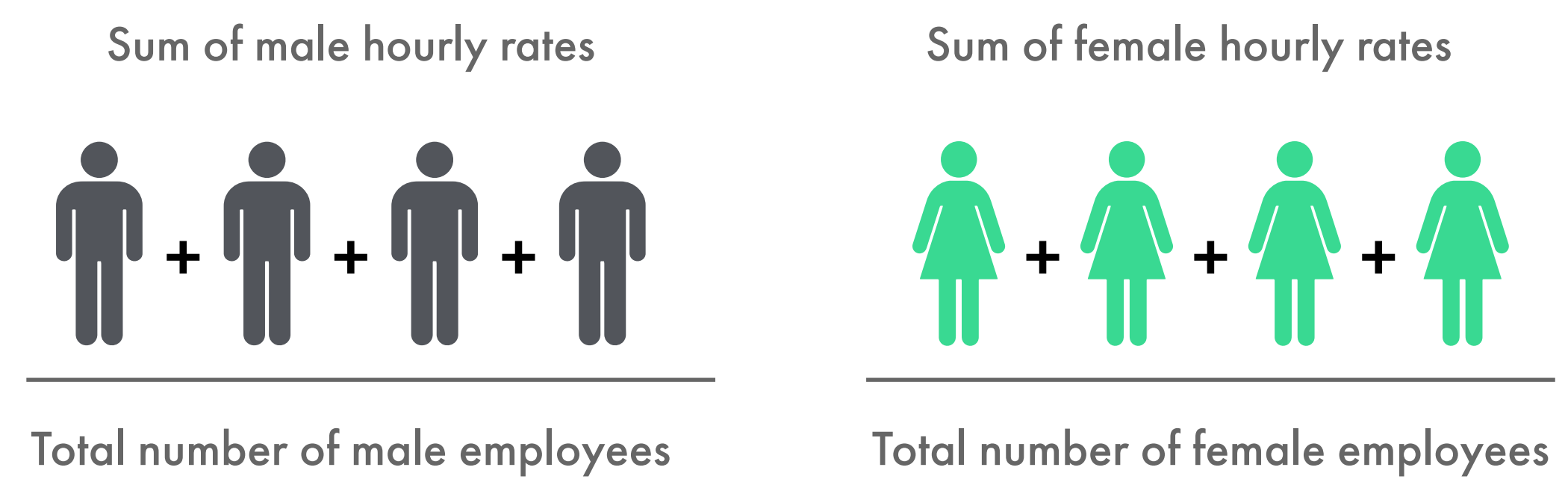
## MEDIAN SALARY

refers to the exact middle of all the salaries earned



## MEAN SALARY

refers to the average salary across our business







# OUR DATA

**LIFE**  
**STYLE**  
**SPORTS**



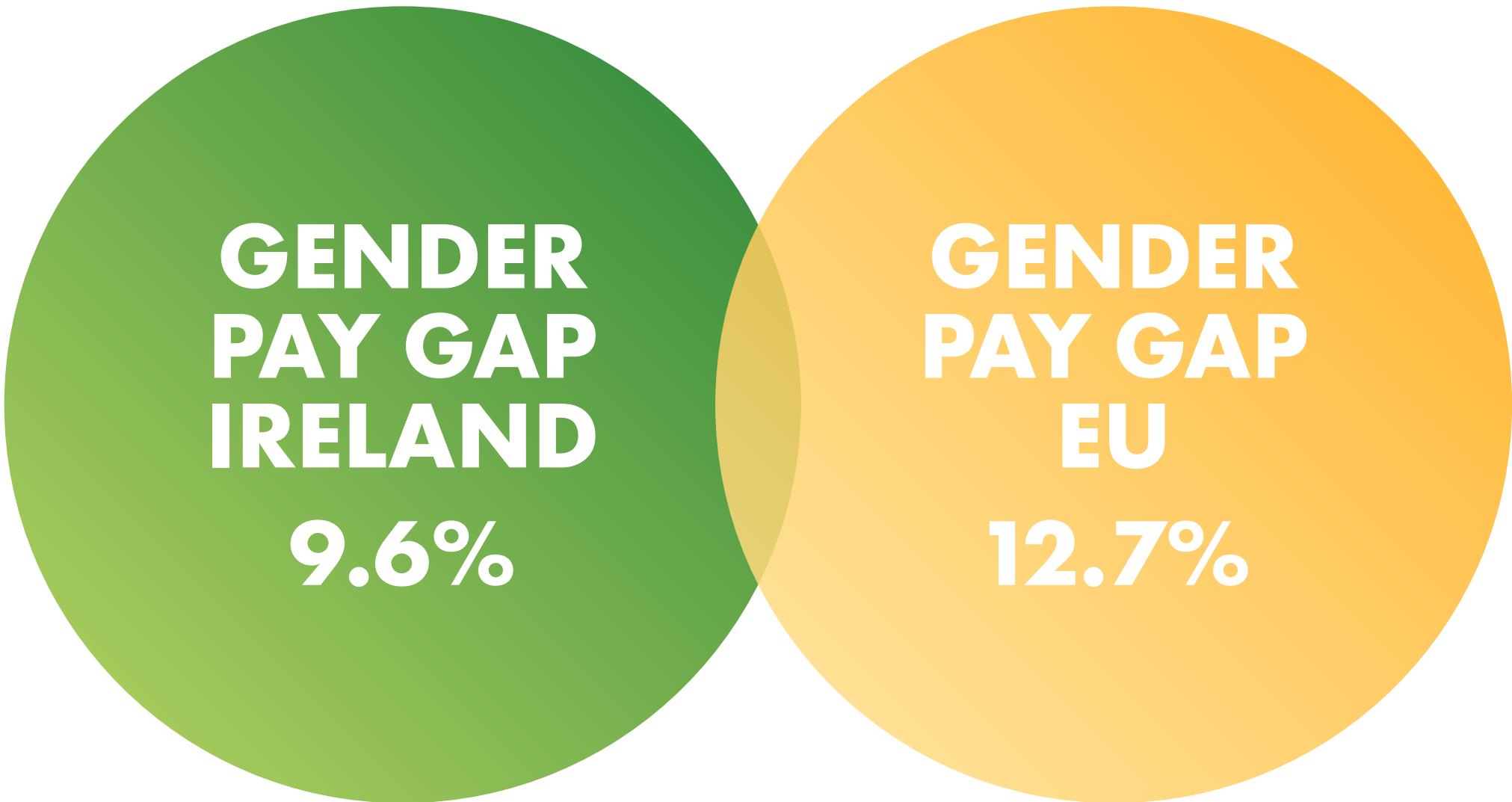




# OUR DATA

2022's average Gender Pay Gap in Ireland was estimated to be 9.6%, according to the Central Statistics Office, while the EU average sat at 12.7% in 2021. This year, our figure of -2.32%, means we are, on average, 11.92% better than the Irish Market and 15.02% better than the EU market regarding the Gender Pay Gap.

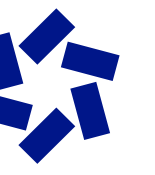
For the Third year running, our Gender Pay Gap figure has been less than zero. The 2024 figure vs the 2022 CSO figures has reduced from -0.47% to -2.32%.



# LIFE STYLE SPORTS ON AVERAGE

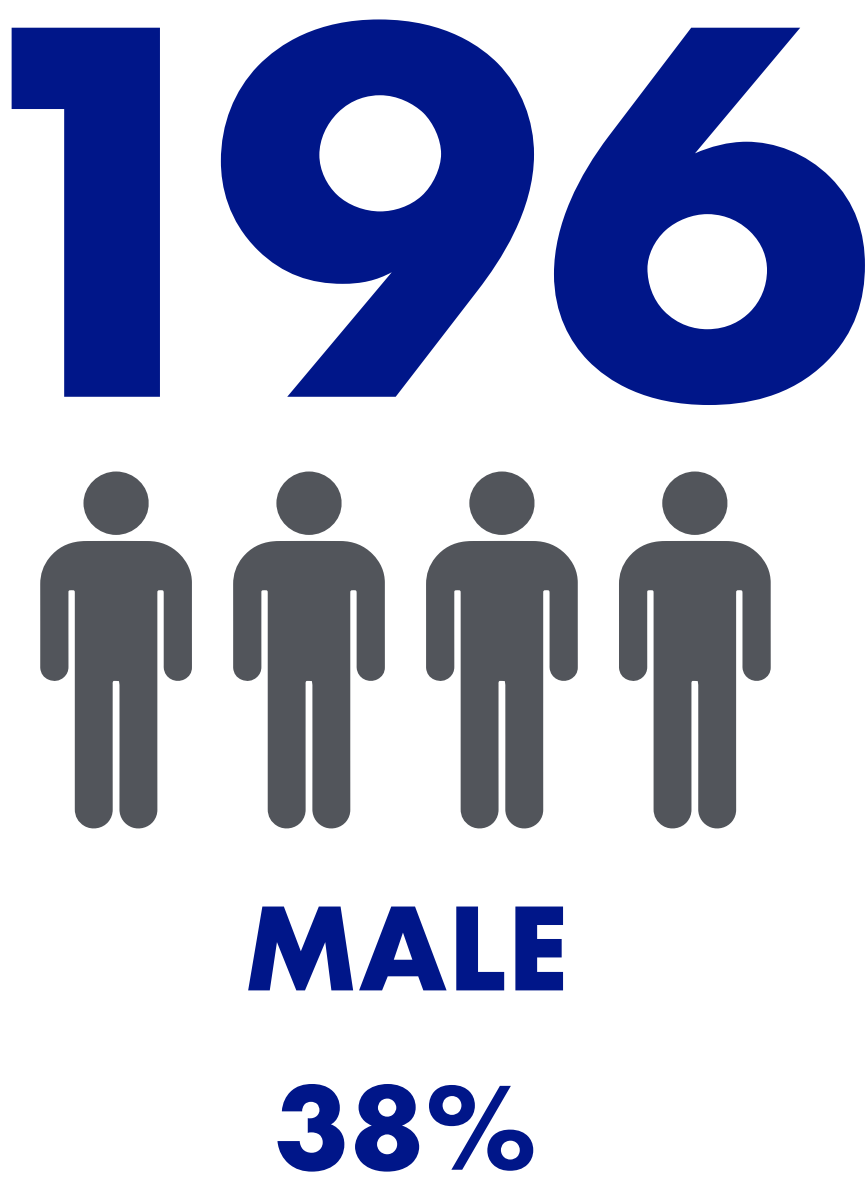
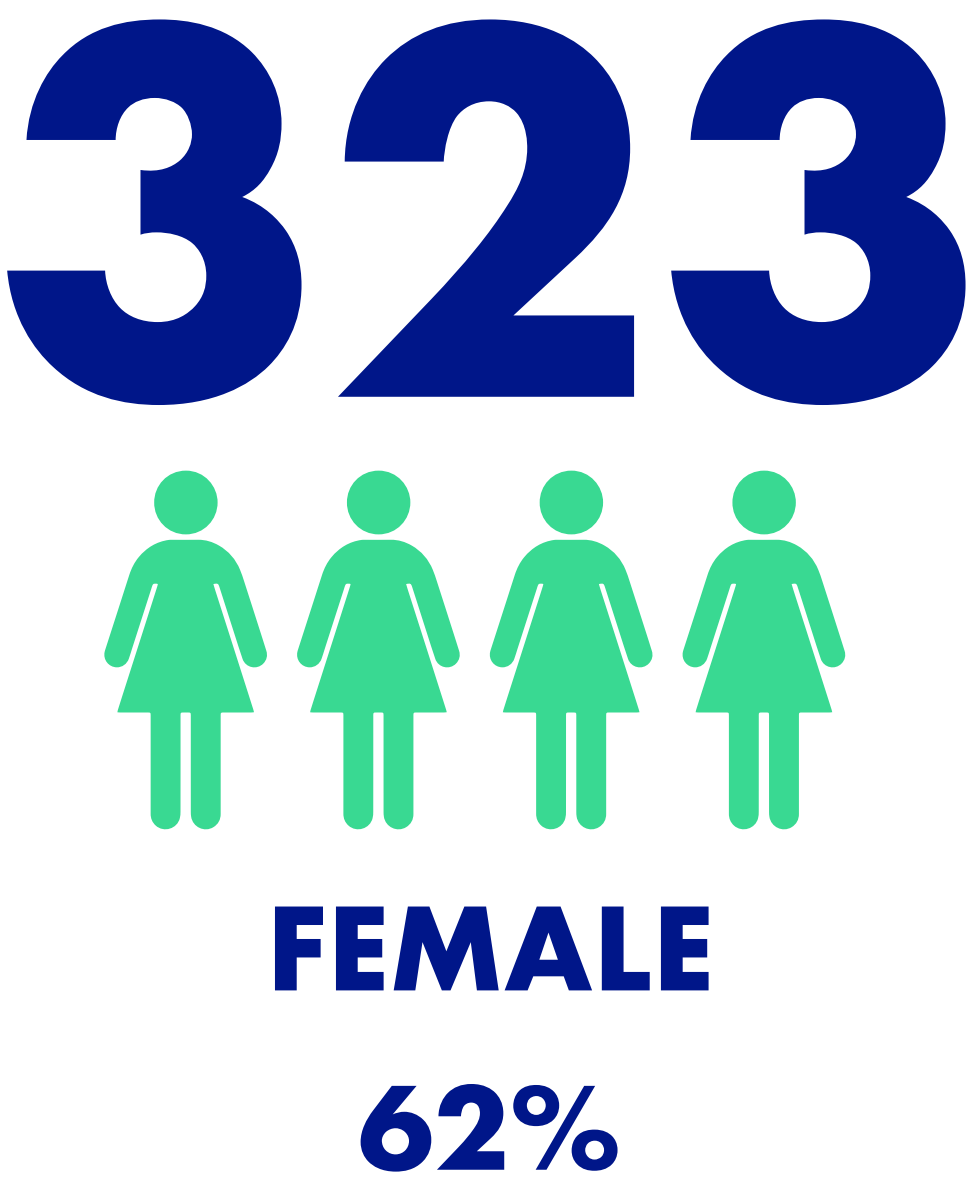


SOURCES: CSO  
<https://www.cso.ie/en/releasesandpublications/ep/p-ses/structureofearningsurvey2022/genderpaygap>  
European Commission:  
[https://commission.europa.eu/strategy-and-policy/policies/justice-and-fundamental-rights/gender-equality/equal-pay/gender-pay-gap-situation-eu\\_en](https://commission.europa.eu/strategy-and-policy/policies/justice-and-fundamental-rights/gender-equality/equal-pay/gender-pay-gap-situation-eu_en)

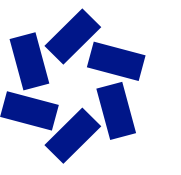


# OUR DATA HIGHLIGHTS

Life Style Sport’s gender pay gap data was collected as a snapshot average on 15th June 2024. At this time, there were 519 team members across the business (excluding Northern Ireland), of which 323 (62%) were female and 196 (38%) were male.







# AN OVERVIEW OF OUR DATA

## GENDER PAY GAP BY

	MEAN	MEDIAN
HOURLY RATE	-8.12%	-2.32%
BONUS	-98.70%	-9.92%
HOURLY RATE PART TIME	-0.45%	-0.53%
HOURLY RATE TEMP CONTRACTOR	0.00%	0.00%

## POPULATION BY PAY QUANTITIES

	MALE	FEMALE
LOWER	47.52%	52.48%
LOWER MIDDLE	45.77%	54.23%
UPPER MIDDLE	43.44%	56.56%
UPPER	34.99%	65.01%

## BONUS PAID PROPORTIONS

	MALE	FEMALE
	44.82%	39.21%

## BIK PAID PROPORTIONS

	MALE	FEMALE
	1.87%	4.09%





# OUR CULTURE

**LIFE  
STYLE  
SPORTS**







# OUR CULTURE

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We are proud to create opportunities for everyone within our organisation, supported by a flexible working culture across our stores and Brand Centre. Our focus on inclusion and fairness reflects our three core Brand values: Social, Inspirational, and Fearless.

A cornerstone of our Brand is our “Leading with Her” pillar, which champions the empowerment and participation of girls in sports. By prioritizing diversity and valuing female perspectives, we cultivate a workplace environment that is naturally welcoming and appealing to women.

When our data was collated, we had 97 team members across our Brand Centre. This is split into 65 (67%) females and 32 (33%) males.

Of 139 store managers, deputy managers and team managers, 103 (74%) were female, and 36 (26%) were male.

At a store team level, 156 (55%) were female, and 128 (45%) were male.

