



# Diversity Analytics: A Fresh Source of Insight

# Diverse World, Diverse People



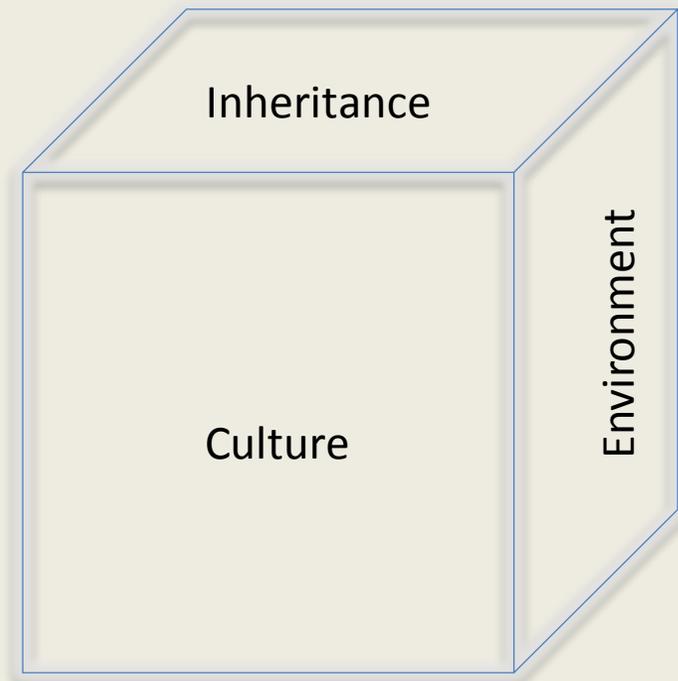
## Ten Things You Might Guess But Don't Know:

- Indian-heritage motorists prefer green cars....
- ....but the gift of a green hat to a Chinese man means you think his wife is unfaithful
- West Indians and people from the Western Isles share a passion: condensed milk
- The UK's biggest donors to human rights charities are Swedes and Jews...
- .....but Africans give more often – especially if you ask them in person
- British Muslims are 40% less likely to rate their GPs as “very good” as the average person
- At the 2012 Olympics, the most diverse “western” team was not Team GB. It was France
- The new owner of your local petrol station ... is probably going to be a Sri Lankan Tamil
- Chinese families respect old people, but prefer to live in new houses
- Muslims lean to Labour, Hindus tilt to the Tories

# The You Tube Conundrum



# The Architecture of Choice: the “ICE” Cube



## How Identity Shapes our Behaviour:

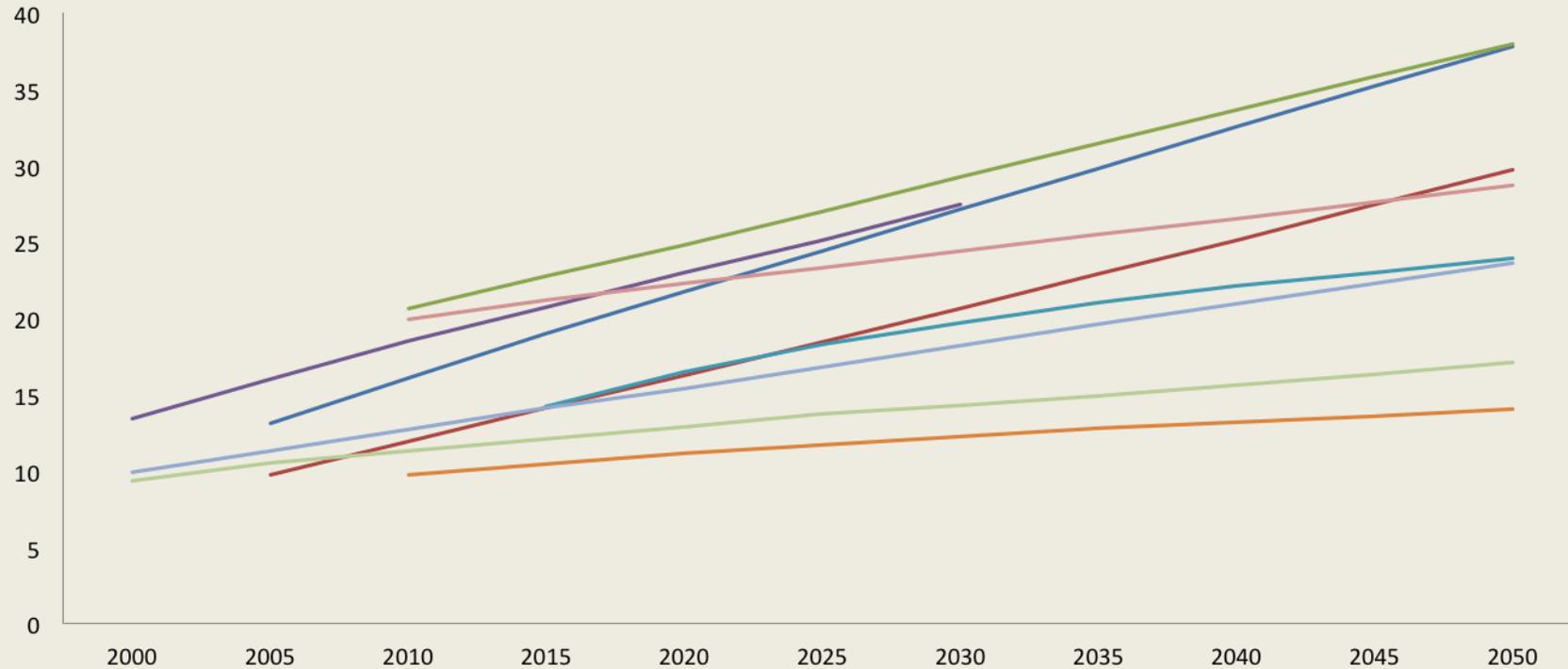
- **Inheritance:** what parents teach
- **Culture:** what communities say
- **Environment:** what families, friends and neighbours approve

# Why Inheritance Counts: Scotland's Irish Catholics



- On census night just 1 in 100 Scots – 52,000 - ticked the “Irish” ethnicity box; but.....
- Three-quarters of Glasgow Celtic FC’s weekly crowd – at 60 000, the largest in Scotland – identifies as Roman Catholic; Celtic claims 9 million fans worldwide
- Irish Catholics in Scotland are solidly pro- Labour; they see themselves as working class Scots
- In fact 1 in 10 Scots have Irish Catholic antecedents....so.....
- ....they back a “Scottish” club - Celtic - fiercely but are unenthusiastic about the Scotland national team
- They backed Labour but they were also strongly pro-independence – even compared to “historic” Scots
- Scotland’s Catholics **think** of themselves as working-class Scots – but **behave** like anti-Tory Irish men and women

# Europe 2050: less vanilla, more coffee



UK(2006 shift) UK(2006 non-whites) US (2008) Canada (2001) Norway (2009)  
Denmark (2009) Germany(median) Netherlands (2009) Austria (low)



## Why are we counting people?

- Global emphasis on diversity
  - 77 % of FTSE 100 earnings from overseas
  - 30% from emerging markets
  - 60% of Fortune 500 companies appoint a Head of Global Diversity
- Global monitoring requirements from Brussels and Washington; and the Financial Reporting Council?
- Context in setting goals – what are our comparators and competitors doing?
- Data for standard setting – what are our expectations of suppliers and sub-contractors?

# ...What we know about diversity amongst dogs, plants and wine...



## *The Kennel Club:*

**200** breeds – with data on lifespan, diet, home and health

## *The Royal Horticultural Society:*

**304** types of houseplant – with advice on character, care, pruning, positioning and propagation

## *The Wine Society:*

**1000** kinds of wine, with over 70 varieties of Cabernet Sauvignon alone – essays on description, origin, style, alcohol level.....and drink-by date

# What do we know about diversity among people?



The Companies Act requires firms to publish equality data annually; the public sector equality duty requires the same of public bodies

Yet in 2013....

- 3 out of 10 public authorities didn't publish complete equality information about their staff
- 4 out of 10 public authorities didn't publish complete equality information about their clients
- No FTSE 100 company publishes information about the ethno-cultural make up of its staff or its customers

...and we could know so much more...



- The (Online) Dating Game 1: All men prefer Asian women – except Asian men
- The (Online) Dating Game 2: All women prefer white men – except black women
- Live Long and Prosper : UK life expectancy for 65-year-olds is highest in Harrow – along with the highest proportion of vegetarians.... and many wealthy Hindus
- The Premier League: Top managers are most likely to be Celts
- White Van Man: He isn't – he's a Sikh
- TV drama and soaps: up to 60 per cent of the audience is female - yet women direct just 8 per cent of the programmes

## ...the price of not knowing...



- For every percentage point added to a firm's **ethno-cultural** diversity sales rise by **9%**
- For every percentage point added to a firm's **gender** diversity sales rise by **3%**

# How America made Granny's Chocolate



- American Hispanics : 17% / 53m today....
- 2012 spend : \$1.2 trillion
- 31% / 129m in 2060
- Latino – but also American!





## The FTSE 100

- There are no declared Chinese heritage executives in the Top 20 of any FTSE 100 firm
- Just one in ten executive directors is a woman
- Over half FTSE 100 companies have no minority executives in their Top 20s



## UK Film and TV Directors

- Jewish directors are overrepresented by a factor of almost six amongst members of Directors UK...
- ...but even more so – nearly ten to one – amongst non-members
- African Caribbean Directors are overrepresented...
- ...whilst West Africans still have a way to go



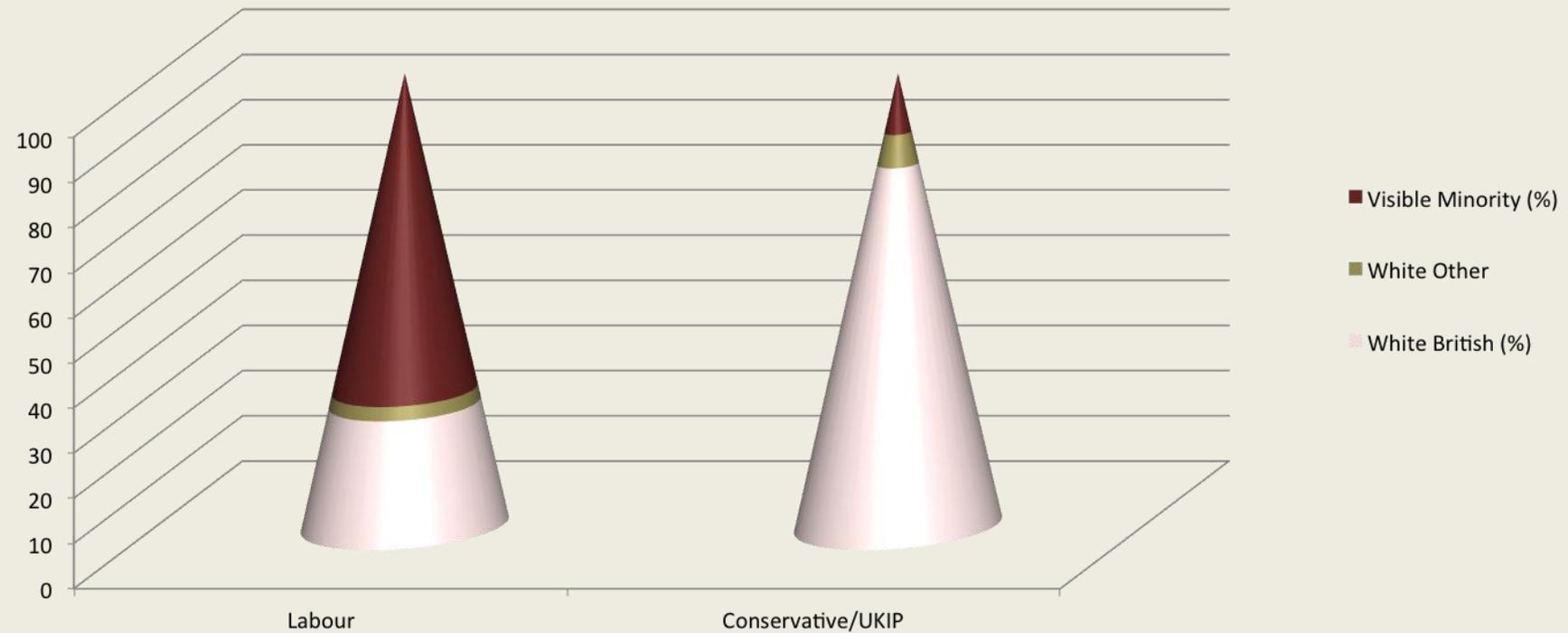
## Who votes for which party?

- Minority voters are a fifth less likely to vote Labour if they live outside a minority “cluster”
- Indian voters are twice as likely to vote Conservative away from Indian “clusters”
- ...but Muslim and African voters still vote Labour wherever they live
- In May 2014, 2 out of every 3 visible minority voters in London chose Labour...but 2 out of every 3 white voters chose the Conservatives or UKIP
- Scots of Irish Catholic descent were more likely to vote “Yes” to independence than their compatriots

# London Euro-Elections May 2014



From "Superdiversity and The Browning of Labour", Demos Quarterly (T Phillips, R Webber)



# Ways of Seeing: Some Novel “Clusters”



- Young Moroccan Dutch → Kick – Boxers
- Caribbean Status Seekers → Public Servants
- Africans Prefer Uniforms → Traffic Wardens
- South Asian Independence → Self–employed Professionals e.g.  
Dentists

# Origins: our USPs



## Origins:

- accesses records for over **1.2 billion** individuals;
- references a database of **4 million** different personal and family names.

## Origins:

- determines gender and ethno-cultural composition using just personal and family names;
- achieves > **99%** coverage in any population up to a million names;
- achieves > **95%** accuracy of gender and ethno-cultural composition in any population.

## Origins:

- provides meta-analysis linking ethno-cultural origin to postcodes, in order to provide associated spatial analysis;
- Segments any given list of names from 100 to 1 million by ethno-cultural background in less than **25 minutes**.

## Origins:

- is entirely non-intrusive;
- Is compliant with the requirements of data protection and equality legislation.

# How Origins Works



- Our database and software:

- 3 million different family names
- 0.8 million different personal names
- Sourced from the names of over a billion of the world's adult population

- Our classification:

- provides analysis in over 200 detailed ethnic, religious or linguistic categories
- aggregates the data into broader groups according to client requirement

# The Origins Advantage: Who do we think we are?



- 29% of people have at least one parent or grandparent born outside the UK, yet 14% tick a “minority” census category
- 3.4% were born in, or have parents or grandparents from India, yet just 2% tick the “Indian” box
- 7% were born in, or have parents or grandparents from Ireland, yet just 1% tick the “Irish” box
- 46% of Turkish and Greek Cypriot heritage Brits tick “White British”
- White British – not so British, not so white:
  - 17% of Brits born abroad tick “White British”
  - 35% of Brits with one minority parent tick “White British”
  - 52% of Brits with a minority grandparent tick “White British”
- Three-quarters of people who tick “Jewish” also tick “White British”



- The Arts Centre : How Many Minority Staff?
- The PTC : Why Some Patients Choose A&E
- The GMC : Taking A Medical History

