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DIVERSITY IN DATA REPORT 2023-2024

A review of diversity within the **data industry**

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Analysis powered by Rockborne

DATA, AI & ANALYTICS
Diversity Guide 2023

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INTRODUCTION

Welcome to the latest edition of our Diversity in Data report, powered by Harnham's survey of more than 6,500 professionals across the data industry globally.

This year's report delves deep into the state of the data industry across the US, UK, France and the Netherlands; how fairly pay is distributed, how diversity at leadership levels is faring and what professional benefits are most appealing to different demographics.

Our research this year reveals an uneven landscape, dotted with pockets of progress and areas in need of improvement. One thing that is clear is that the work that global employers have been doing to diversify their teams is making a notable difference in certain areas. There are positive signs particularly in mid-level positions, where vast improvements in representation both in terms of ethnicity and gender are evident.

However, this unfortunately isn't necessarily translating to salary. Pay gaps that had been narrowing over previous years have opened wider in 2023. This isn't consistent across all regions; in the Netherlands, for example, the gender pay gap has been reduced from **23%** to **10%**, bringing it below the national average, whilst in the UK, Black/African/Caribbean/Black British data professionals remain the lowest paid group in the industry, facing a significant pay gap of **24%**.

On a more positive note, the data industry has showed itself to be burgeoning sector with a strong talent pipeline. The trend of the proportion of younger data professionals – those under the age of 35 – gradually shrinking across the US, UK and EU, has been abruptly stopped and in many cases reversed. With this age group showing diversity progress, we hope to see this reflected at a senior level in years to come.

I firmly believe that if businesses and, crucially, educational institutions keep pushing for better diversity, we will see significant change over the next five to ten years.

INTRODUCTION

One such organisation that is driving for greater diversity in data, through its unique data education and training programme, is our graduate development arm, Rockborne. You can learn more about Rockborne and how this analysis was completed in the “About This Guide” section.

One final thing to note is that we are conscious of this report being as representative as possible. For this reason, it is important for us to make clear that, on occasion, we compare White and Caucasian professionals with all of their Black, Asian, Minority Ethnic or Black, Indigenous, and People of Colour (BIPOC) colleagues. This allows us to discuss specific insights, such as the ethnicity pay gap, and how they may impact inclusivity moving forward.

I hope you find this guide informative and encouraging. If you have any questions about our findings or would like to share your thoughts on how to improve diversity in the data industry, we would love to hear from you. You can get in touch at **research@harnham.com.**

- Dave Farmer / CEO

DAVE FARMER
CEO

ABOUT **THIS GUIDE**

The analysis for this report was done by a team of Rockborne data consultants led by Callum O'Neill, Ewan West, Juliana Eniraiyetan, Sofia Basu and Tess Reehal.

Rockborne's CEO, Waseem Ali, discusses the process for this:

Harnham's most recent survey of the data industry received over 6,500 responses from data professionals across 34 countries across the UK, US and Canada, and Europe.

To produce effective and valuable insights from these responses, the data required cleaning, enhancement, and exploration across Excel, Power BI, and Python.

Standardisation is a key outcome of data cleaning, by identifying and removing outlier values and setting upper and lower limits for data distributions, we can create a more informative view of the data.

To compare different sectors within the data industry, core disciplines were grouped into their respective specialisms, in order to provide a more tailored diagnosis while maintaining validity with the number of responses.

In order to provide meaningful insights, the data was analysed across various diversity criteria, including race, age, gender, and disability for the U.S. and UK.

However, our analysis of the Netherlands and France only factored in disability and gender due to regulatory laws in the EU. Despite this, the use of numerous criteria resulted in the ability to have a more in-depth analysis with multiple dimensions to assess.

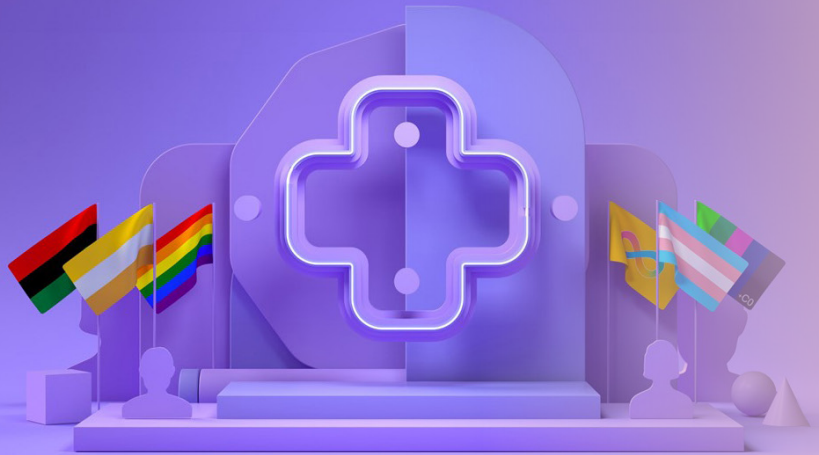
Rockborne's mission is to diversify the data space.

We try to tackle this in two ways; by connecting companies to diverse, Rockborne trained data consultants, and by providing data training to organisations that are looking to upskill their existing teams.

Learn more at **rockborne.com**

- Waseem Ali / CEO of Rockborne

WASEEM ALI
ROCKBORNE'S CEO



KEY STATS

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DIVERSITY
IN DATA

UK KEY STATS

- **29%** female data professionals - up from **27%** last year. But the gender pay gap also increased from **6%** to **16%**.
- **6%** average ethnicity pay gap – down from **8%** last year and number of White data professionals has decreased from **75%** to **61%**.
- **24%** pay gap for Black/African/Caribbean/Black British data professionals - lowest paid group in the industry.
- **29%** of head of/director roles occupied by White males, **11%** by Black, Asian & Minority Ethnic female data professionals.
- **11%** entry level positions held by women – down from **35%** last year.

US KEY STATS

- **22%** female data professionals – down from **26%** last year. Also, the gender pay gap increased from **10%** to **11%**.
- **58%** White/Caucasian data professionals – up from **53%** last year.
- Black, Indigenous, and people of colour professionals see the highest level of representation in mid-level positions, occupying **45%** of these roles.
- **33%** in technical lead/director positions held by White females but only 11% held by female Black, Indigenous, and people of colour professionals.
- **46%** of US data industry are under 35.

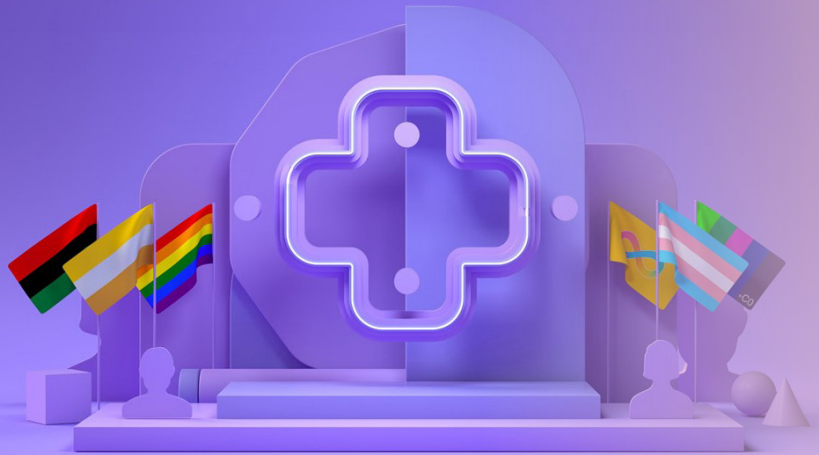
DIVERSITY
IN DATA

FRANCE KEY STATS

- **25.6%** female data professionals – down from **26%** last year.
- **17%** gender pay gap – up from **16%** last year.
- **24%** of director positions held by women – best in the EU but below **45%** national average.
- **4%** of data professionals have a disability – highest in the EU.
- **46%** of 25–34-year-olds occupy director level positions.

NETHERLANDS KEY STATS

- **21%** female data professionals
- **10%** gender pay gap – down from **23%** last year, and below national average of **14%**.
- **60%** of entry level positions held by women, down to **18%** at director level.
- **3%** of data professionals have a disability.
- Across the EU **49%** of men and **38%** women had their parental leave policy made available to them before applying to their latest role.



THE GENDER **DIVIDE**

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THE GENDER **DIVIDE**

IN THE **UK**

Gender diversity efforts are nudging certain areas of the UK's data industry towards gender parity, while other specialisms are falling behind — revealing a very mixed progress report.

The UK saw a small rise in the percentage of female data professionals in the industry from **27%** to **29%**. Although just a modest increase, we are hopeful that this marks a turn in the stagnation of last year.

Whilst this figure falls far short of the percentage of women in the broader UK workforce, which sits at **47%***, variations within the data industry mean that certain areas are performing much better when it comes to gender diversity. Within *Marketing & Insight* for example, female data professionals make up just under half of the workforce (**47%**), increasing from **42%** last year. *Data Science* has also seen a small increase this year from **22%** to **25%**.

That said, other specialisms have not fared so well—female representation in *Data Technology* has fallen from **20%** to **17%** – **64%** lower than the UK average – and *Digital Analytics* also saw a decrease from last year, to **31%**. The negative news continues for the percentage of female professionals entering their first role in data, which historically has been the most gender diverse area of employment, falling by nearly half from **40%** last year to **23%** this year.

The number of data professionals identifying as a gender variant or non-binary saw no change this year, remaining at **0.7%** from 2022 to 2023. But variations in representation also exist across the industry. **2%** of data professionals within *Digital Analytics* identify as gender variant or non-binary, over double the industry average. However, in *Risk Analytics*, representation drops as low as **0.4%**.

Source: 15.73 million women (47%) and 17.15 million men were in employment in May to July 2023.* ***researchbriefings.files.parliament.uk*

THE GENDER **DIVIDE**

IN THE **US**

Female representation in the US data industry has experienced a downward trend this year, falling far below the national representation of female workers, which sits at 44%*. There are, however, pockets of progress emerging across the industry.

The US saw a **14%** decrease from last year in the number of female data professionals, meaning that women now account for **22%** of the US data workforce. This drop was more severe for women in their first role in data, decreasing by **36%**, which is mirrored by the lack of female representation (**12%**) in entry level positions, explored later in this guide.

Certain specialisms have been able to achieve greater gender parity – almost a third (**28%**) of *Advanced Analytics* (**28%**) and *Digital Analytics* (**27%**) professionals are female. This marks an **8%** and **4%** improvement on last year, respectively.

Unfortunately, this trend isn't reflected across the board and, despite the work being done to improve gender diversity, certain industries seemed to be moving in the wrong direction. *Data Science* endured the largest drop, decreasing by **44%** from **27%** last year to **15%** this year. This was closely followed by *Data Technology*, which fell by **35%** to a **18%** gender representation this year. The number of female professionals in *Life Sciences* also fell, for the second year in a row, from **32%** to **26%** this year.

However, there is more positive news for the representation of US data professionals identifying as a gender variant or non-binary which has doubled from last year, up to **0.8%**.

In certain areas this has increased even further – reaching **2%** in both *Data Science* and *Digital Analytics* – more than double the industry average.

Source: In 2022, about 74.09 million women were employed in the United States, out of 167.03 million.* ***www.statista.com*

THE GENDER **DIVIDE**

IN THE **EU**

Despite increases in gender diversity in previous years, progress within the overall EU data industry appears to have faltered over the last 12 months, although certain sectors have been able to shift closer to equal representation.

The EU saw a slight decrease in the number of female data professionals, from **24%** down to **22%** this year. This trend was not consistent across the board, however, with the drop in France being the least severe; a **2%** decrease.

Female professionals entering their first role in data – historically a more gender diverse area of the industry – saw a sharper reduction; from **37%** last year to **23%** in 2023.

That said, certain specialisms are performing above the industry average. In *Digital Analytics* and *Risk Analytics*, almost a quarter of the workforce are female – **25%** and **24%** respectively – and this rises to almost a third in *Marketing & Insight* (**30%**), over a third higher than the industry as a whole.

The percentage of data professionals identifying as a gender alternative or non-binary also fell slightly, from **0.8%** to **0.7%**.

However, *Risk Analytics* fared better in this space, with **2%** of professionals identifying as a gender alternative or non-binary, over double the industry average, and accounting for **1%** of professionals in *Data Technology* and *Data Science*.

THE GENDER DIVIDE

UK

29%

female professionals
(27% last year)

NETHERLANDS

21%

female professionals
(no data from 2022)

US

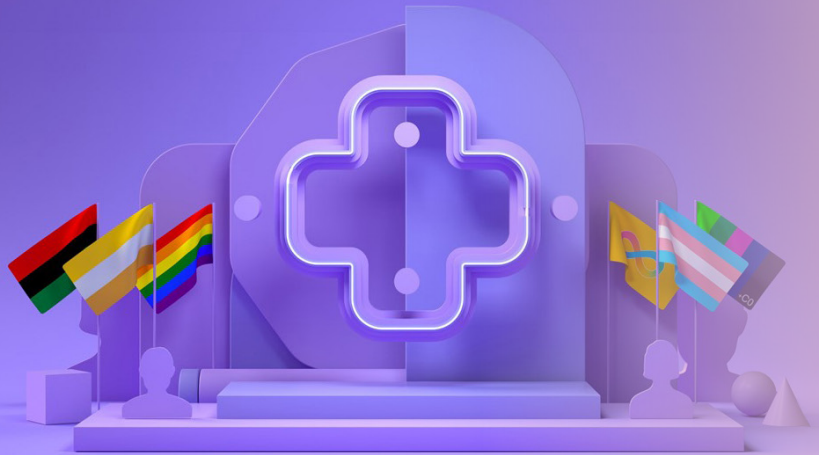
22%

female professionals
(26% last year)

FRANCE

25.6%

female professionals
(26% last year)



THE GENDER **PAY GAP**

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THE GENDER **PAY GAP**

Whilst the gender pay gap in both the US and UK appears to be getting wider, the EU has seen an improvement this year.

IN THE **UK**

In the UK data sector, the gender pay gap has increased significantly from **6%** in 2022 to **16%** in 2023 – more than doubling and topping the national average of **15%***. The overall data landscape in the UK is not looking positive, having experienced such a significant rise and in a worse position compared to other countries. With bonuses and other financial incentives taken into account too, there was a **3%** decrease in the gap, but male professionals were still favoured at **12%**.

Looking into the number of female professionals in the UK this year, there was a slight increase of **4%**, contrasting with a decrease of **14%** in the US and reinforcing a greater need for balancing the pay gap.

Unlike the US, the highest pay gap is seen in *Data Technology*, with a **17%** gap, rising to **20%** when bonuses are considered. In comparison, the lowest pay gap was in *Digital Analytics* with a gap of **7%**, portraying a more positive overview of the specialism. Similar to the US, female *Data Science* professionals earned more than male professionals this year with a pay gap of **14%**, once again highlighting the prominence of women in this sector.

*Source: ***www.ciphr.com***

THE GENDER **PAY GAP**

IN THE **US**

This year, the gender pay gap in the US data sector increased slightly, up to **11%** from **10%** the previous year, but is still coming in lower than the national average of **17%***. With bonuses taken into account, there was a **9%** decrease from 2022 but the gap still remains significant at **15%**, raising alarm bells for gender equity.

To paint a clearer picture, the number of women in US data roles has decreased in 2023 from **26%** to **22%**, possibly indicating that the worsening pay gap is forcing female professionals out of the industry. In particular, the number of women in their first data role has decreased from **37%** to just **24%** this year, highlighting an area in the US data market that needs significant improvement.

The *Life Sciences* sector experiences the worst gender pay gap of **39%**, increasing to a staggering **42%** when bonuses are included, showing it to be a sector that requires increased attention. *Data Science* and *Computer Vision*, however, have pay gaps positively weighted towards women, a rarity in the industry; women are earning **11%** more than men in *Data Science* and **7%** more in *Computer Vision*. A potential reason for higher pay in these roles may be a reflection of increasing numbers of women joining the industry in these particular areas, pushing up overall numbers but bringing down average salaries in entry-level roles.

Source:* ***www.forbes.com*

THE GENDER **PAY GAP**

IN THE **EU**

The gender pay gap in the EU data sector decreased this year to **9%**, which falls below the national average of **13%**[1]. However, this rises to **18%** with bonuses. By country there are clear differences, with Germany and France seeing the gap widen by **11%** and **6%** respectively compared to last year, but this is still below the German and French national pay gaps of **18%**[2] and **15%**,[3] which is positive.

In contrast, the Netherlands saw a significant drop from **23%** down to **10%** and means that the gap is now lower than the national average of **14%**[4], highlighting the region's stable position in the market.

There are disparities between both males and females with childcare responsibilities in the EU. The average data salary for males with responsibility in 2023 is €84,900, up by **13%** from the previous year, and the salary for female professionals with responsibility is €76,330, up by **29%** from last year. Although both male and female salaries have seen an increase, there is still a pay disparity of **11%** between the genders for the same role.

Within the consultancy sector, the pay gap is positively weighted towards female data professionals, with a pay gap of **18%**, showing consultancy roles are more popular amongst women. However, when bonuses are considered, the gap favours male data professionals, with males earning an average of **8%** more than their female counterparts. To compare the pay gap between sectors, media, software and telecommunications are the industries experiencing the widest pay gap, with male data professionals earning an average of **31%**, **26%** and **21%** more than females working in each specialism respectively.

THE GENDER **PAY GAP**

Professionals working in e-commerce, finance, retail, media, marketing and technology are also suffering a gender pay gap ranging from **20%** at the higher end, to the lower end of the spectrum at **3%**.

[1] *Source:* ***www.eumonitor.eu***

[2] *Source:* ***blogs.loc.gov***

[3] *Source:* ***borgenproject.org***

[4] *Source:* ***www.dutchnews.nl***

GENDER PAY GAP

UK

16%

gender pay gap
(6% last year)

NETHERLANDS

10%

gender pay gap
(23% last year)

US

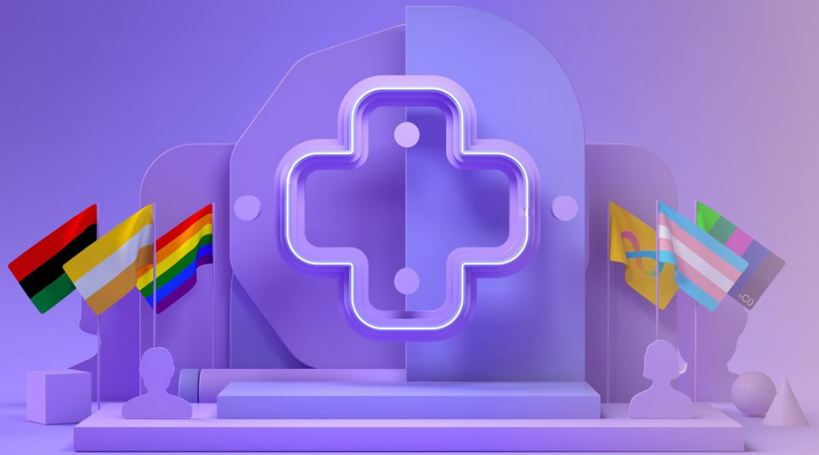
11%

gender pay gap
(10% last year)

FRANCE

17%

gender pay gap
(16% last year)



THE ETHNICITY **DIVIDE**

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THE ETHNICITY **DIVIDE**

From certain perspectives, the global data industry appears to reflect a relatively ethnically diverse workforce, particularly when set against wider population statistics. However, on closer inspection, there is still some way to go.

IN THE **UK**

An overview of the ethnic make-up of the data market in the UK reveals that over the past 12 months, the proportion of White/Caucasian data professionals has seen a sizeable decrease of almost a fifth. Where in 2022 this group made up **75%** of the sector's workforce, this year its proportion has dropped to **61%**.

Set against the wider UK population, which is made up of **82%** of White/Caucasians (according to 2021 Census data), the data industry appears to reflect a more diverse picture.

In the same period, however, the number of Asian/Asian British professionals across the industry has also dropped, with these professionals now accounting for **13%** of the industry's workforce overall (down from **15%** in 2022).

In terms of population, the latest Census records that **9%** of UK residents are from Asian ethnic groups, so even with the year-on-year drop, this group has relatively strong representation in the data world.

The proportion of Black/African/Caribbean/Black British data professionals has increased. While this group only accounts for **4%** of the workforce (up from **3%** in 2022), this correlates with the UK population, of which **4%** identify as Black/African/Caribbean/Black British.

ZOOMED IN: SPECIALISMS IN THE UK

Exploring the ethnic makeup of individual specialisms throws up some greater extremes. The least ethnically diverse specialism in the UK is firmly *Data Science*, with *Data Technology* at the other end of the scale.

To illustrate in percentages, *Data Science* has the worst representation of Black/African/Caribbean/Black British professionals, accounting for just **1%** of all candidates in this specialism. In contrast, in *Data Technology* the proportion of this group rises to **7%**, followed by **6%** in *Digital Analytics*.

THE ETHNICITY **DIVIDE**

For Asian/Asian British professionals, this group is also least represented in *Data Science*, making up **11%** of employees in this specialism, below the **13%** industry average. On the other hand, this ethnic group is growing its presence in the *Risk Analytics* field, now making up **16%** of this specialism, followed by **15%** in *Data Technology*.

The specialism that sees the most enduring dominance of White/Caucasian data professionals is *Marketing & Insight*, with this group representing **67%** of the workforce, compared with **14%** Asian/Asian British and **3%** Black/African/Caribbean/ Black British.

IN THE US

Across the Atlantic, the ethnic divide appears more pronounced at first inspection. The proportion of White/Caucasian data professionals in the US has increased over the course of the past year, with this group now making up **58%** of the workforce in 2023, compared with **53%** last year. Set against population data*, this proportion comes in only just below the **59%** of US residents who belong to this ethnic group.

Indian data professionals have also seen a significant increase in representation over the past 12 months, now accounting for **15%** of the data workforce overall (up from **11%**). Black/African American representation has also increased in this time period, with this group making up **4%** of US data professionals in 2023. However, with this ethnic group accounting for **14%** of the population, diversity appears to be facing an uphill battle in the sector.

Another negative indicator of ethnic diversity in the data sphere is the year-on-year decrease of South and East Asian representation, which has dropped by almost a third, from **16%** to **11%** of the workforce. It is worth noting, however, that **6%** of the population in the US are Asian, which shifts the relative picture.

ZOOMED IN: SPECIALISMS IN THE US

Where a spotlight on specialisms in the UK revealed the data industry is less ethnically diverse than it first appeared, in the US, some specialisms fare significantly better than the industry-

THE ETHNICITY **DIVIDE**

wide picture in terms of their ethnic makeup. The two most noteworthy examples are *Computer Vision* and *Risk Analytics*.

In *Computer Vision*, Black, Indigenous, and people of colour (BIPOC) make up **79%** of the workforce in the US. This is underpinned by a high proportion of Indian data professionals in this specialism, who account for **53%** of candidates, and South and East Asian professionals, who make up **16%**. Refreshingly, White/Caucasians represent just **21%** of this area of the data industry.

Over in *Risk Analytics*, BIPOC make up **66%** of the workforce. Once again, this is on account of a significant proportion of Indian data professionals, who make up a third of risk analysts, and South and East Asian candidates, who represent **24%**.

At the other end of the scale sit *Digital Analytics* and *Data Technology*. Just a third of digital analysts are BIPOC, with Indian and East Asian professionals each only making up **5%** of the workforce, whilst in *Data Technology*, overall BIPOC professionals make up **38%** of workers.

Interestingly, a spotlight on Black/African American professionals reveals a few anomalies. Where this group has negligible representation in the otherwise more ethnically diverse *Computer Vision* specialism – as outlined above – in *Digital Analytics*, which is the least diverse, Black/African American professionals make up **9%** of the workforce. This is the highest proportion of any specialism for this ethnic group, followed by **7%** in *Life Sciences*.

The lowest representation for Black/African American professionals, after *Computer Vision*, is recorded in *Data Science* (**3%**) and *Risk Analytics* (**4%**), despite the latter having been identified above as the second most ethnically diverse specialism above.

The industry also diversifies in the US when looking at candidates working in their first data role. Of these, **51%** are BIPOC professionals, including **7%** Black/African American, **21%** Indian and **15%** South and East Asian.

It appears that the ethnic diversity of the data industry in the UK and US is as varied as the specialisms within the sector, but there is undoubtedly work to be done to improve diversity.

*Source: ***www.census.gov***

THE ETHNICITY **DIVIDE**

EU

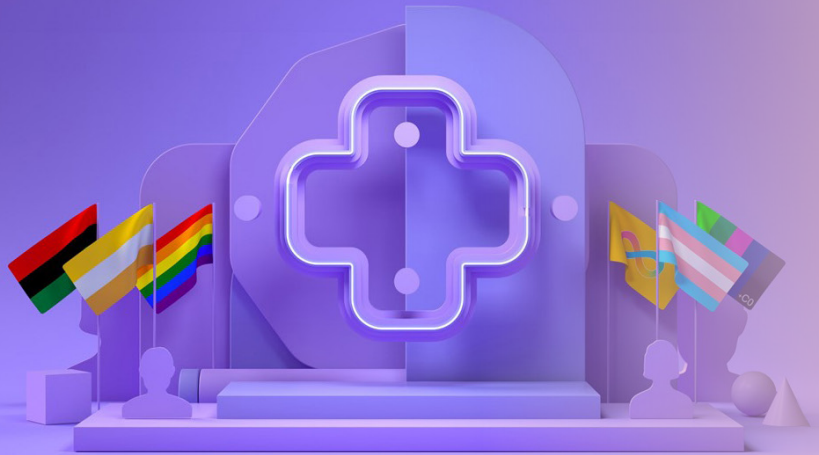
Please note that due to privacy stipulations, respondents based in the EU were not asked questions around their ethnicity. Therefore, this Diversity in Data report is not able to include analysis of the ethnicity divide in these markets.

ETHNICITY DIVIDE IN THE UK

- 61% White data professionals
- 4% Mixed or Multiple Ethnic Groups
- 13% Asian/Asian British data professionals
- 3% Other Ethnic Group
- 4% Black, Black British, Caribbean or African data professionals

ETHNICITY DIVIDE IN THE US

- 58% White/Caucasian data professionals
- 4% Black or African American data professionals
- 15% Indian data professionals
- 3% South Asian data professionals
- 9% East Asian data professionals
- 5% Other Ethnic Group
- 6% Mixed or Multiple Ethnic Groups



THE ETHNICITY **PAY GAP**

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THE ETHNICITY **PAY GAP**

IN THE **UK**

This year's ethnicity pay gap in the UK data industry falls far below that of the UK's national figure of 26%* but, despite the number of White/Caucasian data professionals seeing a sizeable decrease, salaries have not adjusted accordingly across the industry.

Now sitting at **6%** (versus **16%** with gender), the UK data ethnicity pay gap is down by **25%** from last year, with the average salary for White professionals sitting at £75,100 and Black, Asian & Minority Ethnic data professionals earning an average of £70,925 per year.

Asian/Asian British data professionals are now the highest paid ethnic group in the industry, receiving an average salary of £79,900, closely followed by professionals from Mixed or Multiple Ethnic Groups.

The narrowing of the overall pay gap can largely be seen as a result of greater diversity within certain specialisms. Within *Digital Analytics* for instance, salary differentiation has been reduced to **2%**, and data professionals from Mixed or Multiple Ethnic Groups are now paid on average **15%** more than their white counterparts.

There is positive news within *Marketing & Insight* and *Risk Analytics* too, with data professionals from Mixed or Multiple Ethnic Groups earning on average **14%** and **13%** more than White professionals, respectfully. The salary gap for Asian/Asian British data professionals has also flipped within *Data Science*, with average salaries **4%** higher than White data professionals.

However, this unfortunately isn't mirrored across the board. The pay gap within *Data Technology* is more than double the industry average, sitting at **13%**, and data professionals from Mixed or multiple ethnic groups earn **22%** less in this sector.

Despite the proportion of Black/African/Caribbean/Black British data professionals rising by **41.7%** from last year, these professionals remain the lowest paid group in the industry, with an average pay gap of a disappointingly high **24%**. This figure

THE ETHNICITY **PAY GAP**

has likely been caused by the stark lack of representability within certain verticals, such as *Risk Analytics* – where Black, Black British, Caribbean or African data professionals face a pay gap of **29%** and a **21%** imbalance in salary within *Data Technology*.

* *Source:* ***www.gov.uk***

IN THE **US**

The US data industry shows a landscape of peaks and troughs when it comes to progress towards equality of pay. Despite work to diversify the industry, the number of White/Caucasian data professionals in data has increased and certain industries have been unable to make the strides in parity of salary that they were aiming for.

The ethnicity pay gap across the US data industry sits at **2%** this year, with the average salary for White professionals sitting at £165,000 per year and Black, Indigenous, and people of colour data professionals earning an average of £161,810. Whilst the reduced size of the gap demonstrates progress in the right direction, the picture is not as positive across every ethnicity.

Despite over **10%** of the US population* identifying as multi-racial, data professionals from Mixed or Multiple Ethnic groups are paid the least in the industry, earning an average of £149,000 per year; a pay gap of **10%**. They are followed by South Asian data professionals who face a pay gap of **6%**, earning an average of £155,000 per year. As explored in our leadership research, the percentage of Black, Indigenous, and people of colour data professionals within senior positions is not at a level reflective of the ethnic make-up of the US workforce and could account for these clear salary imbalances.

That said, there are positive signs of note within certain verticals. In *Life Sciences* for example the pay gap has flipped to **20%** in favour of East Asian data professionals and **19%** in favour of Indian data professionals.

Within *Data Technology*, we have also seen a reversal, with Black or African American data professionals earning on average **14%** more than White/Caucasian data professionals.

THE ETHNICITY **PAY GAP**

This is even more pronounced in *Risk Analytics* where East Asian data professionals are earning **34%** more on average, and South Asian data professionals in *Advanced Analytics* receive a salary that is on average **27%** higher than White/Caucasian data professionals.

There are fluctuations, however, with certain specialisms unable to demonstrate salary parity. Indian data professionals in *Risk Analytics* receive salaries that are on average **36%** less, and **26%** less in *Computer Vision*. In *Advanced Analytics*, data professionals from Mixed or Multiple Ethnic Groups face **14%** difference in pay.

*Source: ***www.census.gov***

EU

Please note that due to privacy stipulations, respondents based in the EU were not asked questions around their ethnicity. Therefore, this Diversity in Data report is not able to include analysis of the ethnicity pay gap in these markets.

ETHNICITY PAY GAP IN THE UK

MINUS 7% White vs Asian/ Asian British pay gap

MINUS 3% White vs Mixed or Multiple Ethnic Groups pay gap

24% White vs Black, Black British, Caribbean or African pay gap

ETHNICITY PAY GAP IN THE US

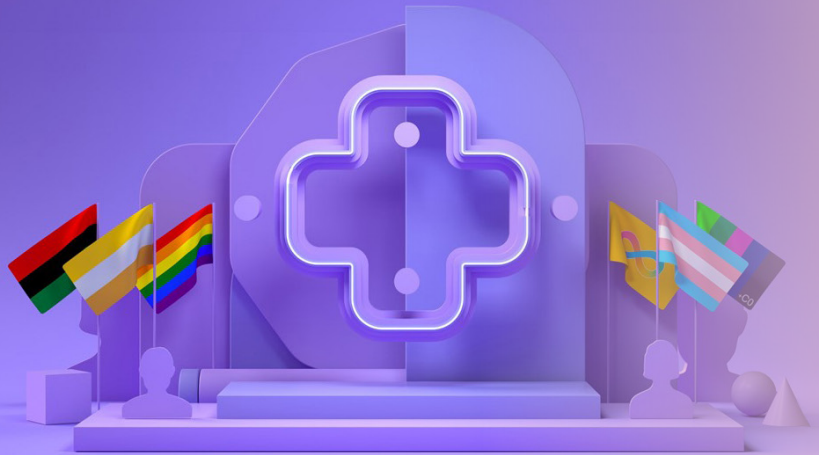
4% White/ Caucasian vs Indian pay gap

MINUS 1% White/Caucasian vs Black or African American data professionals

MINUS 2% White/Caucasian vs South Asian pay gap

6% White/Caucasian vs South Asian pay gap

10% White/Caucasian vs Mixed or Multiple Ethnic Groups pay gap



THE LEADERSHIP **DIVIDE**

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THE LEADERSHIP **DIVIDE**

IN THE **UK**

Whilst diversity in both ethnicity and gender appears to be improving within the middle levels of the UK data workforce, there is still a worrying lack of diversity within more junior roles and in senior positions.

The percentage of Black, Asian & Minority Ethnic professionals at both ends of the career spectrum has seen decreases since last year. At entry-level, representation has decreased from **42%** to **12%** and at head of/director level, the figure sits at **15%**, compared to **16%** last year.

However, there are signs of progress – in entry and mid-level positions, Black, Asian & Minority Ethnic data professionals are better represented than White data professionals, and now account for **43%** of mid-level positions and **31%** of technical lead/manager positions.

But as was the case last year, there is a clear trend of diversity decreasing as seniority rises. Only **15%** of head of/director positions are held by Black, Asian & Minority Ethnic data professionals, compared with 26% of White data professionals, a percentage difference of **73%**.

This is reflected across the specialisms in varying degrees. In *Data Technology* and *Data Science*, Black, Asian & Minority Ethnic data professionals now make up half of mid-level roles (**50%**). In contrast, those specialisms are also the ones with the poorest representation at head of/director positions, with Black, Asian & Minority Ethnic professionals only accounting for **9%** and **8%** of roles respectively.

GENDER LEADERSHIP DIVIDE

Despite a **4%** rise in the number of female professionals in the industry, the percentage who are reaching head of/director positions has dropped from **26%** to **17%**. The number of female professionals entering the industry at entry-level has also fallen by more than half, from **35%** last year to **11%**.

There are pockets of positivity however, with percentages nudging closer to parity in mid-level (**37%**) and technical lead/manager (**35%**) levels, indicating that the higher numbers of female entry level candidates from last year may have been retained and have progressed.

THE LEADERSHIP **DIVIDE**

Figures fluctuate as we dive deeper into the various specialisms. In *Risk Analytics*, female data professionals only make up **5%** of entry level positions. Whilst in *Data Technology*, nearly half of mid-level positions are occupied by women (**47%**) and, in *Risk Analytics*, **42%** of technical lead or manager level candidates are female.

As we move into the more senior positions, *Digital Analytics* shows the best representation at executive/director/head of level – with **20%** female representation – **15%** higher than the industry average. At the other end of the spectrum, women only make up **7%** of these senior positions in *Data Science* and **12%** in *Data Technology*.

When considering the intersect between gender and ethnicity, White males still dominate the most senior positions, occupying **29%** of head of/director roles, whilst Black, Asian & Minority Ethnic female data professionals are the least represented group – making up **11%** of the same positions.

However, there has been progress at other levels. Within mid-level positions, Black, Asian & Minority Ethnic males are now the best represented group (**43%**) with Black, Asian & Minority Ethnic female data professionals only just behind (**42%**), outweighing both female and male White professionals. And at entry-level Black, Asian & Minority Ethnic females are the best represented group (**17%**) – over double that of White males (**7%**).

While **19%** of women working in data had taken an extended break (3 months+) for childcare, the same was true for only **3%** of male professionals. Female professionals, particularly within a certain age bracket, do seem to be bearing the brunt of childcare, with **34%** of 35 to 44-year-olds and **33%** of 45 to 54-year-olds taking a break, compared with **7%** and **2%** of male professionals respectively.

When examining the relationship between age and seniority, whilst those in the 45 to 54 age bracket occupy the most head of/director level roles (**42%**), it's interesting to note that **2%** of 25 to 34-year-olds and **1%** of 25 to 34-year-olds have also reached this level. Age-defined career boundaries are clearly becoming less fixed.

THE LEADERSHIP **DIVIDE**

IN THE **US**

As in the UK, mid-level data positions are becoming increasingly diverse, both in terms of ethnicity and gender, but, as seniority rises, the picture is less positive.

At entry-level, female and Black, Indigenous, and people of colour data professionals saw a decrease in representation of **27%** and **14%** respectively, whilst at VP or above the decrease was **21%** and **25%**.

Black, Indigenous, and people of colour professionals see the highest level of representation in mid-level positions, occupying **45%** of these roles industry wide. Black and African American data professionals have seen particularly significant rises, now accounting for **60%** of these positions. East Asian and Indian representation has also nudged closer to parity at mid-level (**50%** and **52%** respectively).

In entry-level roles there are also signs of increased diversity, with South Asian data professionals accounting for **25%** of roles and Black or African American data professionals making up **20%** – more than double that of White data professionals (**9%**).

However, as with the UK, this level of diversity is not consistent across more senior roles. In VP or above positions there is greater parity, with an equal percentage of Black, Asian & Minority Ethnic and White data professionals. In technical lead/ director positions, however, there is an imbalance, with **33%** White data professionals and **19%** Black, Indigenous, and people of colour professionals. South Asian data professionals have the highest representation at this level, overtaking White data professionals and accounting for **38%** of these positions.

GENDER LEADERSHIP DIVIDE

When considering gender, the data industry falls behind in terms of women in VP positions, sitting at **14%** female representation despite the national average being **30%***.

Representation of women at this seniority level is the lowest in *Advanced Analytics* (**5%**) and more than doubles in *Digital Analytics* (**11%**).

THE LEADERSHIP **DIVIDE**

Entry-level female representation also dropped this year to as low as **3%** in *Data Science*, which isn't good news for new pipelines of talent. That said, mid-level positions have fared better, with females occupying **39%** of these roles industry-wide and **43%** and **40%** of positions in *Life Sciences* and *Advanced Analytics* respectively. And in technical lead/director roles in *Digital Analytics*, female data professionals now make up more than a third of these positions (**33%**).

When considering the intersection between gender and ethnicity, Black, Indigenous, and people of colour female data professionals have the lowest representation in VP and above roles (**6%**), closely followed by White females (**7%**). White female representation rises to **33%** in technical lead/director positions, making it the most represented group at this level, while Black, Asian & Minority Ethnic females are the least, at just **11%**. Black, Asian & Minority Ethnic males are the next lowest, accounting for **22%** of these roles.

However, within more junior levels it's a different story. In both entry and mid-level positions, Black, Indigenous, and people of colour females are the best represented group at **17%** and **51%** respectively, and Black, Indigenous, and people of colour males are close behind at **9%** and **43%** respectively. We hope that this a sign of things to come, with diversity improving as more junior talent progresses through their careers.

In terms of career breaks (3 months+) for childcare, both women and men saw significant decreases from last year, of **34%** and **42%** respectively. That said, female professionals are impacted significantly more than their male counterparts, with **24%** of 34 to 44-year-old female data professionals taking a career break for this reason, compared with **8%** of the men of the same age, and **22%** of female 55to 64-year-olds, compared with **2%** of men.

In the US too, there is a trend of younger professionals reaching senior positions – those in the 18 to 24 and 25 to 34 age brackets occupy **9%** and **10%** of technical lead/director positions respectively, and over half of mid-level positions are held by the youngest age group (**55%**).

*Source: ***www2.deloitte.com***

THE LEADERSHIP **DIVIDE**

IN THE **EU**

Findings in the EU this year have revealed a very patchy landscape. Whilst entry-level female representation has dropped, there has been significant progress at senior levels, although still falling shy of the national average.

The representation of female professionals in the EU at entry-level has dropped to **34%** from **37%** last year. However, female representation at director level increased, rising from **11%** to **15%**. This is still, however, only half of the national figure, with **31%** of EU board members being female. *

There is of course, variation between countries. Women are the best represented at director level in France (**24%**) and, whilst this is positive, it still pales compared to the national figure – France has more women on company boards than any other EU nation at **45%***. Clearly the data industry has some catching up to do.

The Netherlands has the highest representation of female data professionals at entry level positions, where they occupy **60%** of roles, but this shifts down to **18%** at director level, despite women making up **36%** of boards nationally. *

When taking age into account, **24%** of 25–34-year-olds occupy director level positions across the EU, surging to a high of **46%** in France.

**Source: institutdelors.eu*

THE GENDER LEADERSHIP DIVIDE

UK

REPRESENTATION OF WOMEN

17% head of/director,
11% entry-level

UK

REPRESENTATION OF BLACK, ASIAN & MINORITY ETHNIC

26% head of/director,
7% entry-level

US

REPRESENTATION OF WOMEN

6% VP and above,
12% entry-level

US

REPRESENTATION OF BLACK, INDIGENOUS, AND PEOPLE OF COLOUR

7% VP and above,
11% entry-level

NETHERLANDS

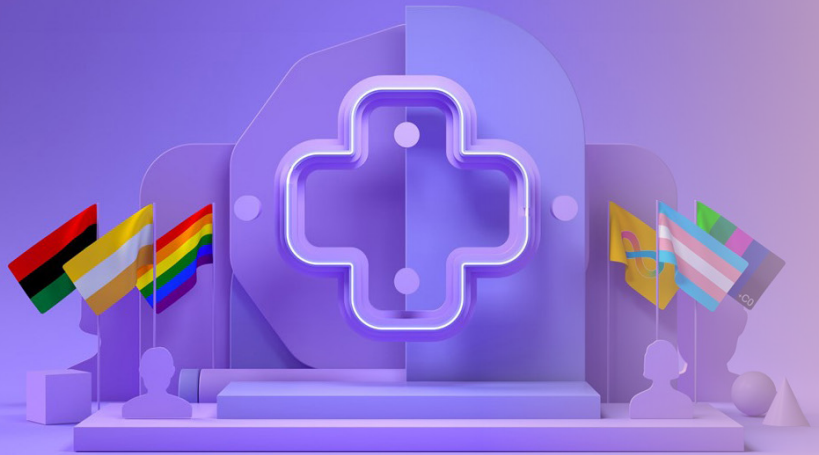
REPRESENTATION OF WOMEN

18% director level,
60% entry-level

FRANCE

REPRESENTATION OF WOMEN

24% director level,
29% entry-level



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THE DISABILITY **DIVIDE**

With varying populations in the UK, US and Europe, the number of working-age adults identified as having a disability in the data industry fluctuates across the board.

IN THE **UK**

In the UK, whilst ethnic and gender diversity remains a popular area of conversation, disability is becoming an increasingly discussed topic, with new data creating conversations.

Amongst data professionals, the number of individuals with a disability sits at **7%**, a slight decrease of **4%** from last year, and far below the national average of **23%**. Of those who are identified as having a disability, the number of females has increased by **5%** to **40%**.

Research shows that 1 in 7 of the population* are thought to be neurodiverse and industry wide, neurodiverse individuals and those with an invisible disability are the best represented of all disabilities making up **5%** of the data industry. However, this marks a **10%** decrease on last year's figure.

Those with mobility, vision or hearing disabilities account for just **1%** of the entire industry which is surprising considering out of 13.3 million disabled people in the UK[1], the most commonly reported impairments are those that affect mobility.[2]

In addition, with remote and hybrid working shaping business working models, it's noteworthy and surprising to see mobility and physical disability figures remain low at **0.4%**, considering the number of studies which have highlighted the benefits of hybrid and remote working to disabled employees in terms of the ability to manage their health.[3]

When examining individual sectors, the highest proportion of data professionals with a disability are working in *Data Technology*, making up **3%** of the sector, whilst *Risk Analytics* have the lowest percentage – just **1%**.

THE DISABILITY **DIVIDE**

Data Technology is also the most diverse when it comes to data professionals who are neurodiverse or have an invisible disability; with **2%** of the field identifying as such. *Data Science* and *Risk Analytics*, on the other hand, showed representation as low as **0.4%**.

*Source: **www.governmentevents.co.uk***

[1] *Source: **www.gmc-uk.org***

[2] *Source: **www.gov.uk***

[3] *Source: **theippo.co.uk***

IN THE **US**

One-quarter of the US population lives with a disability but **70%** of disabilities, especially those that are cognitive in nature, are defined as invisible. *

Awareness around disability within the US data market has increased in recent years, helping to paint a clearer picture of the entire industry. While over 1 in 5 US adults identify as having a disability, in the data industry this number sits at **8%**, which is a slight decrease of **3%** from last year and far below the national average of **21.3%**. [1]

Looking at the industry as a whole, neurodiverse individuals and those with an invisible disability make up **8%** of the data industry, making cognitive and invisible disabilities the most common across both the US and UK. With **15%** of the US population thought to be neurodiverse,[2] the data industry is employing just over half of this group. *Advanced Analytics* is performing the best when it comes to the representation of professionals who are neurodiverse or have an invisible disability at **3%**.

THE DISABILITY **DIVIDE**

The highest number of professionals with a disability are currently working in the *Advanced Analytics* sector (**3%**), whilst the lowest number of disabled professionals are found in *Life Sciences* (**0.2%**), showing it is a sector that needs support to cultivate greater inclusivity.

Those with mobility and/or physical disabilities account for just **1%** of the US data industry, down from last year's low figure of **1%**. Research shows that physical impairment is the most common disability in the US, with 1 in 7 adults struggling with mobility.[3] With representation figures down in many areas, there is work to do in the US to create a more inclusive space for data professionals.

* *Source:* ***www.nbcnews.com***

[1] *Source:* ***www.bls.gov***

[2] *Source:* ***www.forbes.com***

[3] *Source:* ***www.inclusivecitymaker.com***

IN THE **EU**

In the EU, **18%** of working-age adults identify as having a disability. Data professionals who identify as disabled falls significantly lower than this at **2%**, however this is a marked increase of **20%** from the previous year, showing clear progress.

The figures vary across each EU country, with data professionals in the Netherlands making up **3%** of the industry, more than double last year's figure – **1%**. In Germany, the numbers are much less optimistic with just **1%** of data professionals identifying as disabled, falling from **4%** the previous year. France has the highest number of data professionals with a disability at **4%**. Overall, the number of women in this category has dramatically decreased by **23%**, making up just **22%** of the data market.

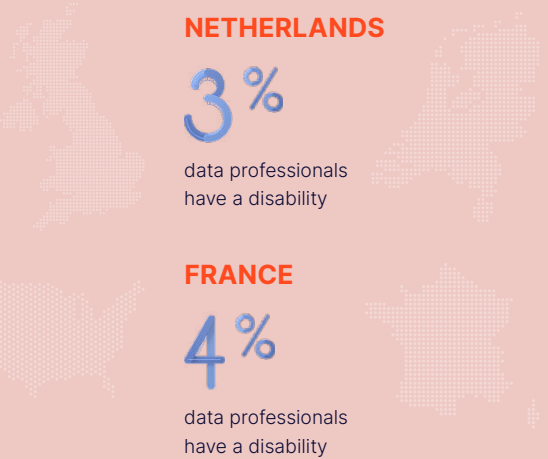
THE DISABILITY **DIVIDE**

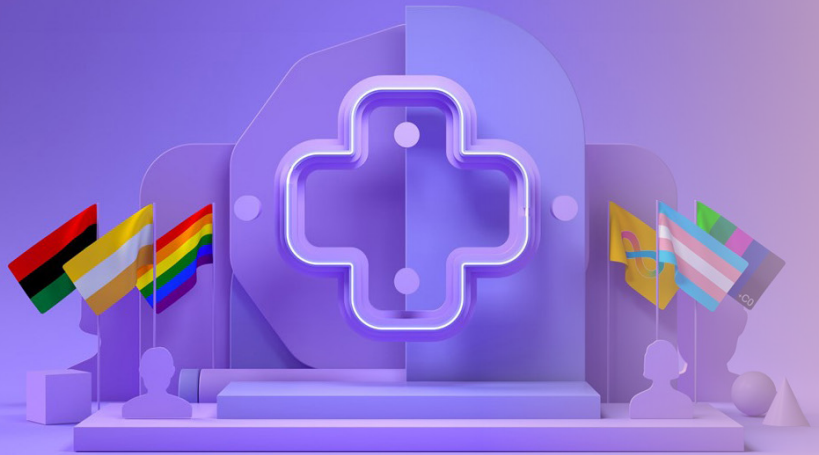
Overall, **10%** of the total EU workforce is made up of neurodiverse individuals [1] and those who class themselves as neurodiverse or who have an invisible disability account for just **2%** of the data industry, contrasting with the UK and US where this category is most prominent.

Data professionals with a disability also face pay disparity in the EU, falling by **3%** to **6%** this year. Although there have been significant improvements within the Netherlands and promising numbers in France, there is a lot of work to do in the EU to achieve an inclusive data industry, particularly in Germany. With the UK and US falling below the national average in hiring employees with a disability, the industry is calling out for greater attention in this area to make it more accessible.

[1] *Source:* ***europeanbrainsatwork.eu***

THE DISABILITY DIVIDE





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THE AGE **DIVIDE**

Over the last three years, our report has tracked a trend in which the proportion of younger data professionals – those under the age of 35 – has been gradually shrinking across the US, UK and EU. In 2023, this trend has come to an abrupt stop and, in the case of the US and EU, it has even reversed.

We have speculated in the past that the shrink could be a consequence of COVID-19 or that it is perhaps a sign of a 'newer' industry maturing, with the workforce demographic ageing slightly as specialisms become more established.

We do expect to witness a maturing trend over time. However, the sudden U-turn in the proportion of younger professionals – explored on a regional basis below – suggests that this trend may indeed have been linked to the impact of COVID-19 and the well-reported, higher level of job losses experienced among younger workers. The apparent end of this three-year trend could be seen as a positive sign, indicating that the data industry once again has a stabilised workforce post pandemic.

IN THE **UK**

Delving into the specifics of this trend in the UK, in 2020, under 35s accounted for **63%** of the data workforce in this region. This proportion reduced to **55%** in 2021 and reached **53%** in 2022 but it has plateaued at this level in 2023.

Whilst the emerging shift towards greater age diversity has now halted, the picture changes when looking at individual specialisms.

Data Technology, for example, leads the way in age diversity, with by far the greatest span of employee ages. Remarkably, this field not only has the greatest proportion of data professionals in the 18 to 24 age bracket of any specialism (**7%**), it also has the highest proportion of 45 to 54-year-olds (**14%**) and 55 to 64-year-olds (**4%**). *Data Technology* is also the only field in the UK with representation in the 65+ age category, thus demonstrating a relatively age-diverse workforce, when set against other verticals.

THE AGE **DIVIDE**

Conversely, the 'youngest' specialism is *Data Science*. Two thirds of these professionals are under 35, with just **1%** of employees falling within the 55 to 64 bracket, the lowest of any specialism. *Marketing & Insight* follows close behind, with **58%** of professionals in this field under the age of 35 and just **1%** in the higher, 55 to 64 age bracket.

Looking at the relationship between age and gender in the UK data scene, this year, half of male professionals are under the age of 35 – in line with last year – but the percentage of female professionals under 35 has dropped slightly to **59%**.

IN THE US

Exploring the 'shrinking' trend of data professionals under 35 in the US, again, the proportion of this group industry-wide has reduced every year since 2020, from **54%** to **43%** by 2022. This year, however, the proportion of under 35s has once again swelled, and now makes up **46%** of all data professionals in the US.

Keeping the focus on younger professionals to look more closely at specialisms, the 'youngest' fields in the US are *Data Science* and *Advanced Analytics*, both of which comprise of **51%** of professionals under 35, higher than the **46%** industry average.

Taking it back to early-career candidates, the specialism with the lowest number of entry-level professionals (18 to 24) is *Computer Vision*, with no representation in this age group. However, curiously, *Computer Vision* has the highest proportion of candidates from the next age bracket up (25 to 34). *Life Sciences* also has a very low proportion of entry-level employees, with this age group accounting for just **2%** of professionals.

Our findings show that *Risk Analytics* is the most age diverse specialism in the US. Like *Data Technology* in the UK, *Risk Analytics* in the US has the greatest proportion of data professionals from across three separate age bands. There are, proportionately, more professionals from the 18 to 24, 45 to 54 and 55 to 64 age brackets working in *Risk Analytics* than in any other specialism.

In terms of gender, **45%** of all male professionals are under 35, a **13%** uptick on last year, whilst **51%** of all female data professionals are under 35.

THE AGE **DIVIDE**

IN THE **EU**

Overall, the EU is the 'youngest' market for data professionals, and the least age diverse, when set against the US and UK.

The median age band for data professionals in EU markets is 25 to 34 – one bracket younger than the US and UK – and, industry-wide, only **11%** of data professionals in the EU are aged 45 and above (compared with **23%** in the US and **15%** in the UK).

Furthermore, across the ten specialisms in this region, the 55 to 64 age group is only represented in four of them.

The industry here has also witnessed a sudden stop – and reversal – of the 'shrinking' proportion of under 35s trend explored above. However, consistent with this being a younger market, it is more pronounced in this region.

Three years ago, **65%** of data professionals were under the age of 35 in the EU. This proportion has shrunk every year, reaching **51%** in 2022. This year, however, the proportion of these younger data professionals has risen again, with under 35s now accounting for **57%** of the industry's workforce.

Contributing to this trend reversal is a swell in the proportion of male professionals in the under 35 category this year, up by **16%** year-on-year.

Taking a closer look at individual fields, professionals in the 25 to 34 age group consistently dominate all specialisms in the EU, with the one exception being retail, where they account for just **36%** of the workforce.

The most age diverse specialism is financial services, in which **19%** of the workforce is over 45, which is significantly higher than the industry average for this age group.

THE AGE **DIVIDE**

The highest proportion of under 35 professionals are found in ecommerce and insurance, whilst entry-level professionals have most representation in the consultancy and software specialisms.

THE AGE DIVIDE

UK

53%

data professionals under 35 (63% in 2020, 55% in 2021 and 53% in 2022)

EU

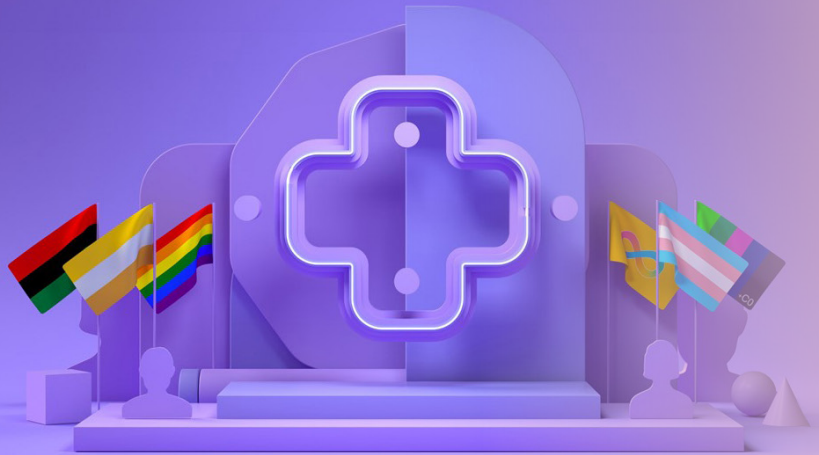
57%

data professionals under 35 (65% in 2020 and 51% in 2022)

US

46%

data professionals under 35 (54% in 2020 and 43% in 2022)



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THE BENEFITS **DIVIDE**

Across the UK, US, and EU, some key themes emerge with regards to the benefits preferences of data professionals. Bonuses, flexible working hours, work from home policies and health insurance are the top-rated benefits, but who values these most highly is dependent on location, age, gender, and ethnicity. There are also key consistencies among shares, education and training, and charitable contribution benefits.

Whatever primary disparities exist among the three locations are likely to be due to difference in cultural values. In the US, a health insurance benefit is highly valued, most likely due to the privatised healthcare system, whereas in the EU, work life balance has been documented to be important, possibly explaining why benefits that provide greater freedom and opportunities are more popular, such as working from home policies.

While there are some fluctuations among diverse groups in terms of the benefits that are valued most, there is a general consistency across the board that is likely reflective of the largely Western culture adopted by the UK, US and EU.

IN THE **UK**

In the UK, three benefits consistently come out on top: bonuses, health insurance, and flexible working hours. While these shift around the three top spots, when assessing for age, gender and ethnicity, some notable trends emerge.

The most valued benefit is bonuses. When divided by age group, bonuses are considered the best benefit industry-wide at **25%**, with only 55 to 64-year-olds favouring flexible hours more at **27%**, although **18%** still consider bonuses of value. Similar data is evident when analysing gender and ethnicity preferences. **26%** of male data professionals and **24%** of female professionals value bonuses, and **23%** of Black, Asian & Minority Ethnic professionals and **26%** of White professionals consider bonuses to be the most valuable benefit.

THE BENEFITS **DIVIDE**

Health insurance and flexible working hours tend to alternate between second and third place. For females, both of White and of Black, Asian & Minority Ethnicity, flexible working is considered more valuable than health insurance (**22%** and **21%** respectively). However, males are more likely to prefer health insurance to flexible working, with **20%** of White professionals and **21%** of Black, Asian & Minority Ethnic professionals valuing health insurance the most.

Also of note is the difference in value for shares and education/ training allowance. Only females value education/ training allowance as a benefit over shares, with **4%** of female professionals rating this the most valuable benefit, compared to **3%** finding the most value in shares. Despite this, shares are valued by **7%** industry-wide, whereas education/ training is valued at **4%**, demonstrating the general skew towards males in this industry.

Another interesting finding is the data on charitable giving. This is consistently rated as low on the priority list across the board, with other benefits, including gym membership, car allowance and tech allowance rated higher. Industry-wide, only **0.2%** of professionals value charitable giving as a benefit. However, this statistic rises to **2%** among 55 to 64-year-olds. Considering the current cultural climate surrounding social responsibility, particularly among younger employees, it is interesting that the oldest generation surveyed are more willing to give charitably, compared to just **0.1%** of 18 to 24 and 35 to 44-year-olds and **0.7%** of 25 to 34-year-olds. Male UK data professionals prefer charitable giving over female professionals, at **0.2%**.

THE BENEFITS **DIVIDE**

IN THE **US**

The US presents a similar view to the UK in consistency of benefits preferences. For all ages, genders and ethnicities, health insurance is valued the most highly by **21%** of professionals, industry-wide, with the 55 to 64-year-old age group valuing health insurance the most at **23%**. This is likely due to the privatised healthcare system in the US, that is less common in the UK.

The next two most valuable benefits are working from home and bonuses. Only professionals aged 55 to 64 and 65 and older consider bonuses to be more valuable than working from home policies. This is possibly due to it being a fairly recent change or because, on reaching this age, people begin thinking more of retirement than their working practices. Among gender and ethnicity, working from home policies are consistently valued at second place, rated most highly by White female respondents (**19%**) and least highly by Black, Indigenous and People of Colour respondents (**17%**).

When analysing charitable giving in the US, similar results emerge as in the UK. It is consistently rated as a low-value benefit, at **0.1%** industry-wide. When divided among age groups, the only group to value this as a benefit at all was 35 to 44-year-olds, at **0.3%**. Females are twice as likely to value this benefit, at **0.2%**, than males, who value it at **0.1%**.

Within the US, some of the most highly rated benefits are related to time or money. Industry-wide, benefits such as 401k matching (**11%**), equity (**8%**), and shares (**3%**) are rated highly. Similarly, flexible working hours (**8%**), unlimited vacation days **5%**), and extra time off (**3%**) are included in the top benefits among data professionals. When considering benefits, professionals seek those that provide a tangible increase in their bank account or their freedom.

THE BENEFITS **DIVIDE**

IN THE **EU**

Within the EU, working from home policies, flexible working hours and bonuses are considered the most important benefits by data professionals, industry-wide, at **20%**, **18%** and **14%** respectively, with health insurance coming a close fourth at **12%**. However, unlike in the UK and US, where there tends to be some homogeneity in benefits which are most valued across groups, professionals in the EU show more variation in their preferences.

Working from home policies are the most popular among all age groups except 55 to 64-year-olds, **21%** of whom consider bonuses to be more valuable. This could once again be due to how close this group is to retiring, as previously stipulated, although they still consider working from home policies highly valuable at **18%**. Flexible working hours are the second highest rated benefit for 25 to 34-year-olds (**18%**), 35 to 44-year-olds (**19%**) and 45 to 54-year-olds (**17%**). While 18 to 24-year-olds still consider flexible working important (**15%**), they prefer bonuses (at **17%**).

Among both male and female data professionals in the EU, working from home policies are the most valued (**19%** and **21%** respectively) and flexible working hours the second most valued (**18%** and **19%**). Females tend to value health insurance more than males at **13%**, whereas **15%** of males consider bonuses to be more important. Females also prefer unlimited holiday allowance at **5.7%**, whereas only **4%** of males consider this benefit important. Instead, **8%** of males prefer shares as a benefit, compared to only **5%** of females. This offers a quite clear picture of the benefit preferences of males and females, with males valuing financial rewards while females prioritise their time.

THE BENEFITS **DIVIDE**

In the EU, tech allowances are favoured far more than in the US and the UK. Where industry-wide appetite for this benefit sits at **3%** in the UK and just **0.7%** in the US, **5%** of EU professionals consider a tech allowance to be a valuable benefit. **9%** of EU 55 to 64-year-olds value this benefit most highly, compared to **2%** of UK 55 to 64-year-olds and **1%** of the same age group in the US. Male and female data professionals value a tech allowance benefit equally.

Charity contributions in the EU are similarly not rated highly as a benefit, with only **0.2%** of professionals considering it important. Unlike in the UK and US, however, both males and females value charitable contribution equally at **0.2%**.

THE BENEFITS DIVIDE

UK

BONUSES RATED MOST HIGHLY

by **24%** of data professionals

EU

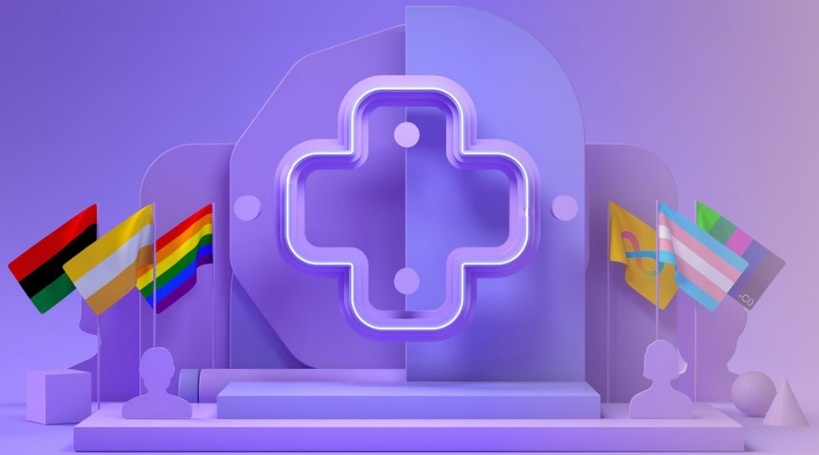
WORKING FROM HOME POLICIES RATED MOST HIGHLY

by **20%** of data professionals

US

HEALTH INSURANCE RATED MOST HIGHLY

by **21%** of data professionals



OTHER **FACTORS**

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OTHER **FACTORS**

MENTORSHIP

IN THE **UK**

Mentorship across the data sector slightly increased in the UK, from **24%** to **25%**, with both male and female professional mentorship increasing by a similar amount.

However, the gender divide of last year has continued with female professionals more likely to have a professional mentor, sitting at **28%** this year, whilst for male professionals the statistic is **24%**.

As was the case last year, across all specialisms men are more likely to have a mentor of the same gender (**19%**) than women (**13%**).

When diving into industry specialisms, the balance moves closer to parity, with the percentage of female professionals with a mentor rising **40%** in *Data Science*, whilst in *Digital Analytics* only **13%** of men have a mentor.

Data professionals within *Risk Analytics* are the most likely to have a mentor (**31%**) whilst only **17%** of those *Digital Analytics* reported having one.

IN THE **US**

Mentorship increased across the board this year, with **37%** of respondents having a professional mentor, up from **24%** last year.

This increase was more pronounced for male professionals, which increased from **32%** to **36%**, whilst female professionals saw an increase from **38%** to **41%**. The theme of female professionals being more likely to have a mentor than their male colleagues continues this year, as has the trend of men being more likely to have a mentor of the same gender (**27%**) than women (**21%**).

However, differences do emerge within industry specialisms; within *Digital Analytics* for example, **60%** of female professionals have a mentor, whilst within *Life Sciences*, this drops to **9%**.

OTHER **FACTORS**

As is the case in the UK, data professionals within *Risk Analytics* are the most likely to have a mentor, with over half of respondents reported to have one (**52%**), whilst those within *Computer Vision* are the least likely to use a mentor (**33%**).

SEXUALITY

IN THE **UK**

The percentage of data professionals identifying as heterosexual fell slightly this year from **86%** to **85%**, but is still more diverse than the UK as a whole – coming in 4 percentage points below the national average of **89%***

Professionals identifying as gay or lesbian have dropped from **5%** to **4%** and **5%** to **1%** respectively and bisexual/pansexual representation has risen slightly from **4%** to **5%**.

Asexual representation also saw a small change from **0.5%** to **0.52%**, albeit with a small sample size.

Those identifying as an alternative sexuality saw a decrease by more than half, from **0.5%** to **0.2%**. Although this figure still sits higher than the national average of **0.02%***

IN THE **US**

While some areas of diversity in the data market seem to suggest that the industry is less diverse than the US as a whole, this is less so the case when it comes to sexuality.

The percentage of data professionals identifying as heterosexual increased by **7%** this year, to **89%** overall, but this figure still sits below the national average of **93%**[1]

There was little fluctuation amongst other sexualities, with gay/lesbian professionals remaining static at **5%**, roughly double the national average.

The sample size was smaller other sexualities, but there were still some changes. The percentage of professionals who identify as bi/pansexual increased from **5%** to **6%**, representation of asexual professionals decreased by half to **0.4%** and those who identify as an alternative sexuality, fell slightly from **0.5%** to **0.4%**.

Source: **www.ons.gov.uk*

[1] *Source: **news.gallup.com***

CONTACT HARNHAM

We hope you've found our commentary on the state of diversity in the data market interesting.

Should you wish to ask for further information about any of the figures or markets referenced in this guide, please feel free to give us a call.

Beyond finding your next hire or next role, please feel free to get in touch if you need any support from Harnham.

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