



**amberjack**



**FEARLESS FUTURES**

# Diversity & Inclusion

## Insights 2023

# Introduction



## Rubie Clarke,

Director of Consultancy at Fearless Futures

This year, Amberjack partnered with DEI experts Fearless Futures Consultancy and Data Solutions team to access deeper, richer and more precise DEI insights from 2023's early careers candidate data. Using Fearless Futures DEI data frameworks and tools for analysis, our team unlocked hidden insights and trends across 350,000 applicants to 33 employers, in 12 sectors. The result is an insightful and revealing report for 2023 - **our analysis shows the joint effects of demographics like Ethnicity, Race and Gender on the outcome of an application**, producing critical insights for employers.

DEI data analysis often approaches demographic categories (and inequities like Racism and Sexism) as separate and discrete. Fearless Futures' intersectional approach goes further to reveal the specific trends at the intersection of these factors (such as for Black Women, Chinese Women) and the unique outcomes across the recruitment cycle for candidates facing multiple inequities. As you digest the reported trends you will notice areas where a positive trend for a single category - like Gender - actually becomes a negative trend when we look intersectionally - such as for Black Women;

2023 data shows that Women are more likely to receive offers than Men across all ethnicities - a positive trend by and large, from a Gender-equity perspective. However when we looked at Gender with Race and Ethnicity intersectionally, this higher likelihood is diminished for Black Women and is furthered for Chinese Women. This is the power of intersectional analytics: with more accurate insights employers can see the specific barriers for specific candidates and identify the ripe areas of opportunity for intersectional DEI focus and initiatives.

What this year's report demonstrates is not only the need for intersectional approaches to data analysis but the opportunity for employers to take intersectional approaches to DEI solutions. Some ideas from me of places for employers to start:

- **Targeted outreach.** Amplify opportunities to candidates who sit at the intersection of systemic inequities (like Sexism and Disablism) by connecting with organisations that network and platform these communities.
- **Codify expectations and needs for your open roles.** Clarity is DEI's best friend; clear criteria outlining precisely what skills and qualifications are required minimises scope for inequitable ideas about who is or is not the right "fit" to shape recruitment outcomes and opportunities unfairly.
- **Intersectional DEI training for hiring professionals.** There are a myriad of ways inequity can seep through decision making - to ensure teams are properly equipped to identify and disrupt intersectional barriers through the recruitment processes, DEI training that centres intersectionality - as a framework and a practice - can significantly accelerate the DEI capability of your hiring teams.

Robust data insights can catalyse change in exciting directions for accelerated results - with diversity selected as a top priority for almost half of all employers this year, I hope that the insights in this report can help inspire and focus employers' strategic DEI initiatives in coming cycles.

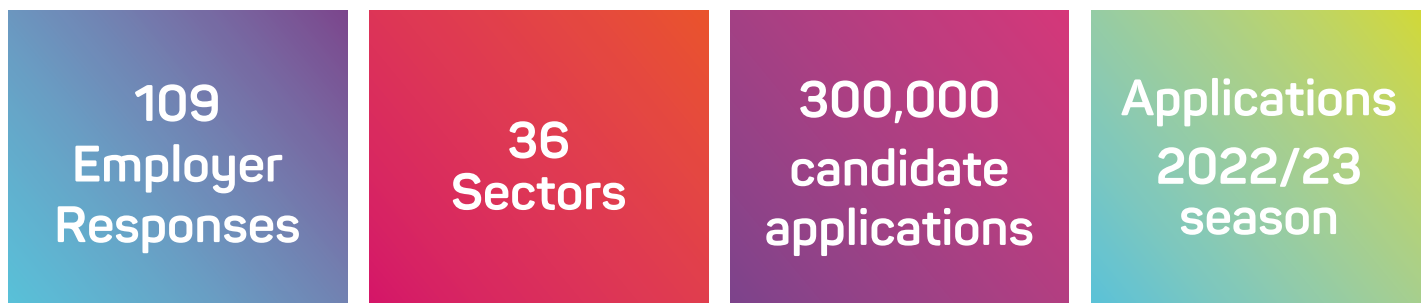
# Welcome to our Insights Reports for 2023!

For the last 12 years, we have been running our Annual Insights Research Reports to provide the Early Talent industry with insights into employer considerations and candidate behaviour. This year's reports have been split into three main categories to help organisations plan the 2023/24 recruitment season more strategically.

- Attraction Insights
- Diversity and Inclusion Insights
- Assessment and Candidate Experience Insights

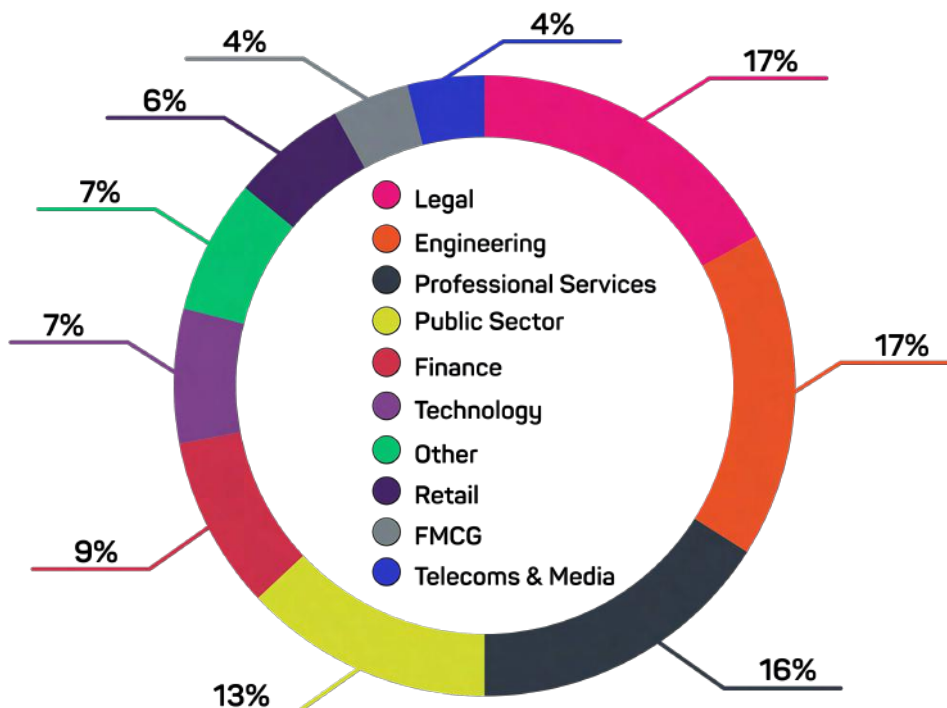
## Data Overview

The 2023 reports are curated using data from the 2022/23 recruitment season, with 109 Employer Survey responses, across 36 sectors, and over 300,000 candidate applications.



The data has been collated from Graduate and Apprentice populations to provide a sweeping look at the Early Careers market and the differences between the subsets. Where these differences are significant, the data points have been separated to show each individually.

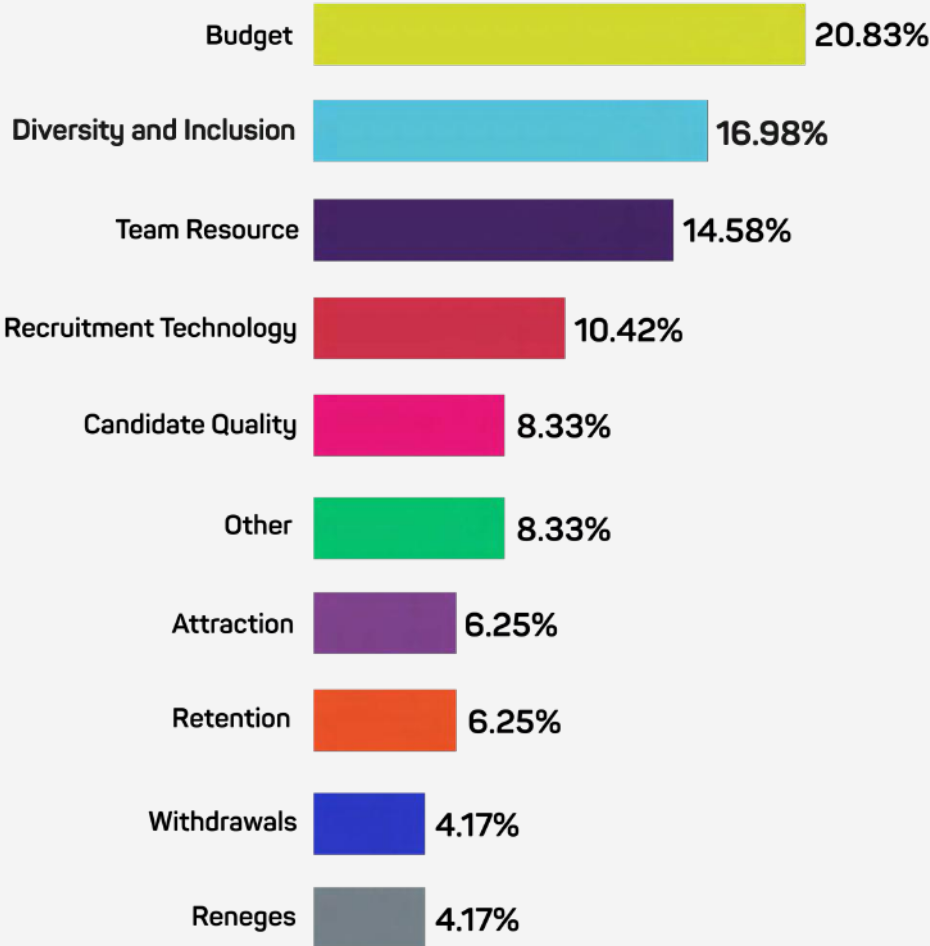
Our 109 employer responses came from these sectors:



# Section 1: Recruitment Challenges

Each year, Amberjack looks at key recruitment challenges to not only help us understand the state of the market at large, but also to support organisations to find effective and innovative solutions.

## What are your key recruitment challenges?



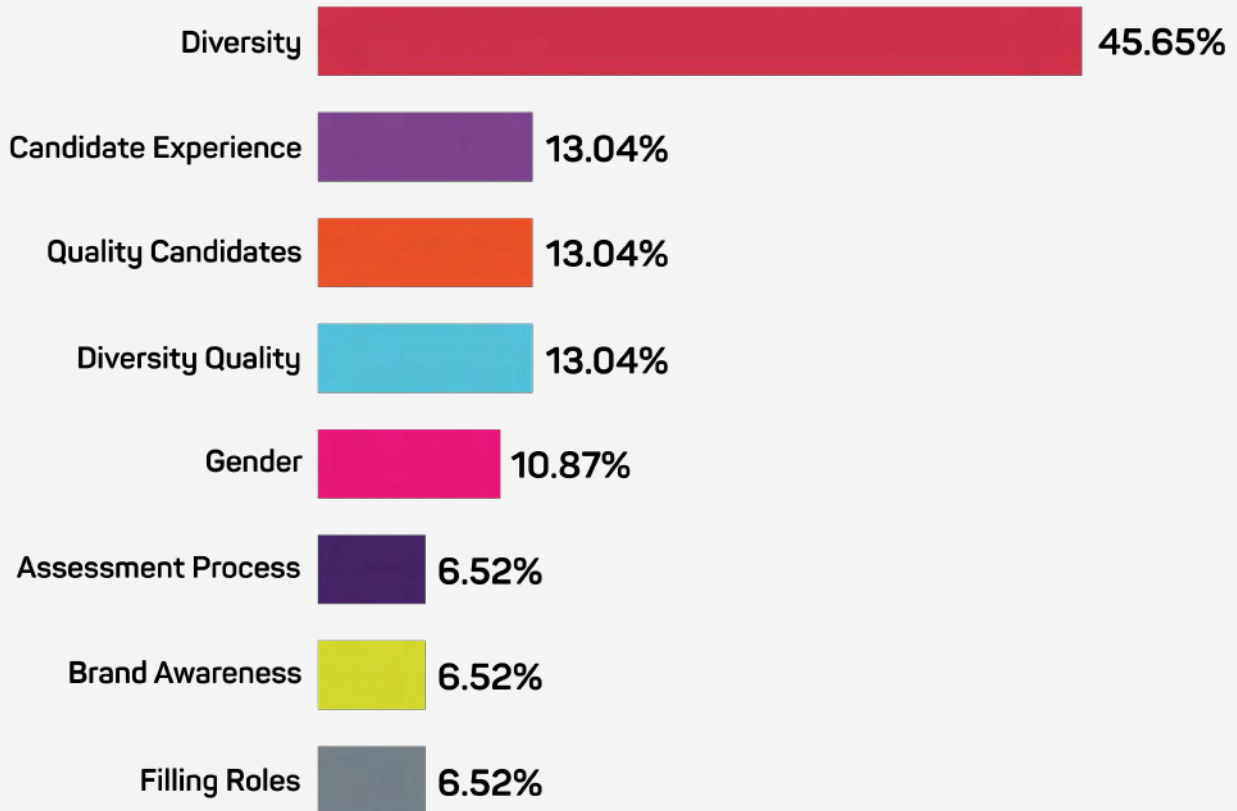
There have been some significant changes in the perceived challenges by employers this year. Perhaps unsurprisingly with the current Cost-of-Living Crisis, Budget has moved into the top spot and Team Resource has entered the top five.

With recent discussions in the industry focusing on ChatGPT, Artificial Intelligence, and anti-cheating, it's also not surprising to see that Recruitment Technology has ranked as the 4th biggest concern for employers right now.

As always, Diversity and Inclusion remains a challenge for employers looking to improve the diversity of their workforce with incoming Early Talent. Attracting this talent, and then making sure they make it through the Assessment process is still pulling a lot of effort and attention.

With an eye on the future, Amberjack also asked Employer Survey participants what their top three priorities for the rest of 2023 were.

## What are your top priorities for 2023?



In line with the perceived challenges by employers, Diversity is reported as their number one priority, with 46% of employers considering it a key focus. In addition, with Diversity Quality and Gender also appearing in the top eight priorities for 2023, it is clear to see that this recurring topic is here for the foreseeable future.

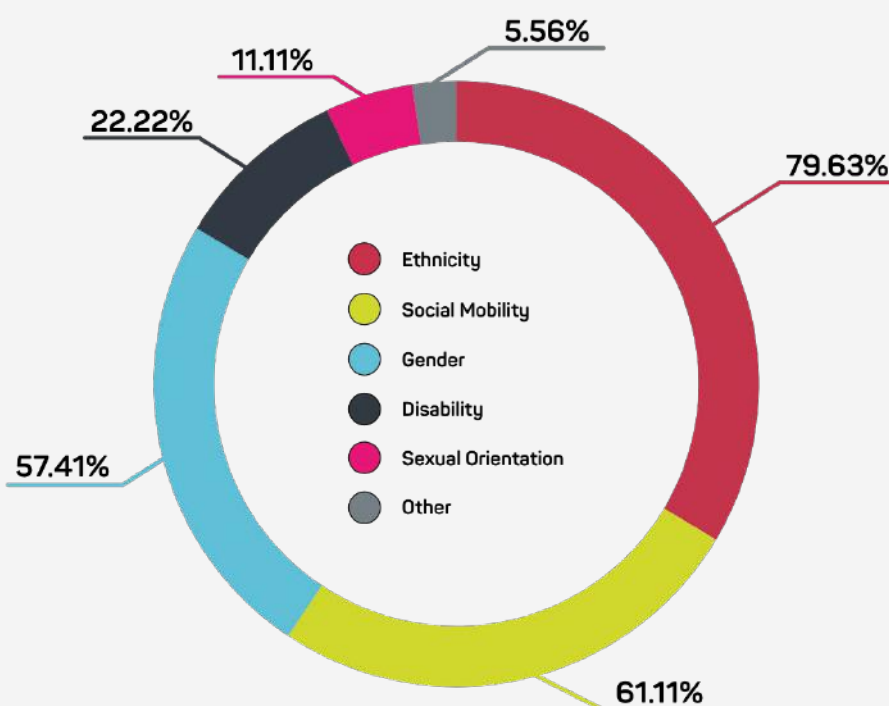
As always, Candidate Experience and the Quality of Candidates are also key priorities, foreseeable given the fierce competition for the best candidates.

# Section 2:

## Diversity and Inclusion Challenges

Diversity and Inclusion is the biggest topic in the Early Careers space. Organisations dedicate significant time and resources to this area, so we're keen to understand the challenges employers face, and provide insight to help with planning for the upcoming recruitment season.

What are your key areas of focus for ED&I?



In this year's Employer Survey, we asked organisations about the areas of Diversity and Inclusion they were focusing on most. As always, Ethnicity is a huge focus. This year, it topped the list with 79% of employer respondents listing it as their key focus; with White candidates ranking more than twice as likely to receive an offer than Black candidates though, this increased focus is clearly still needed. Interestingly, Social Mobility appears to be trending upwards in importance. Last year, Social Mobility ranked 3rd, this year it ranked 2nd at 61%. This increased focus is also good to see; candidates who met Social Mobility criteria

were 7% less likely to get an offer than their counterparts.

In contrast, Gender has slipped down the rankings this year. In 2022, Gender could be found in the top spot as the number one area of focus for employers, this year, it's in 3rd place, an indication that the positive work by organisations and increasing numbers of female applications has contributed to this being less of a priority. In fact, our analysis showed that Cisgender women are 1.41x more likely to get a job offer than a Cisgender man, and non-binary candidates were 1.59x more likely.

For Gender, Social Mobility, and Ethnicity, this year's key areas of focus, we have broken down the data.

# Section 3: Diversity - The Data

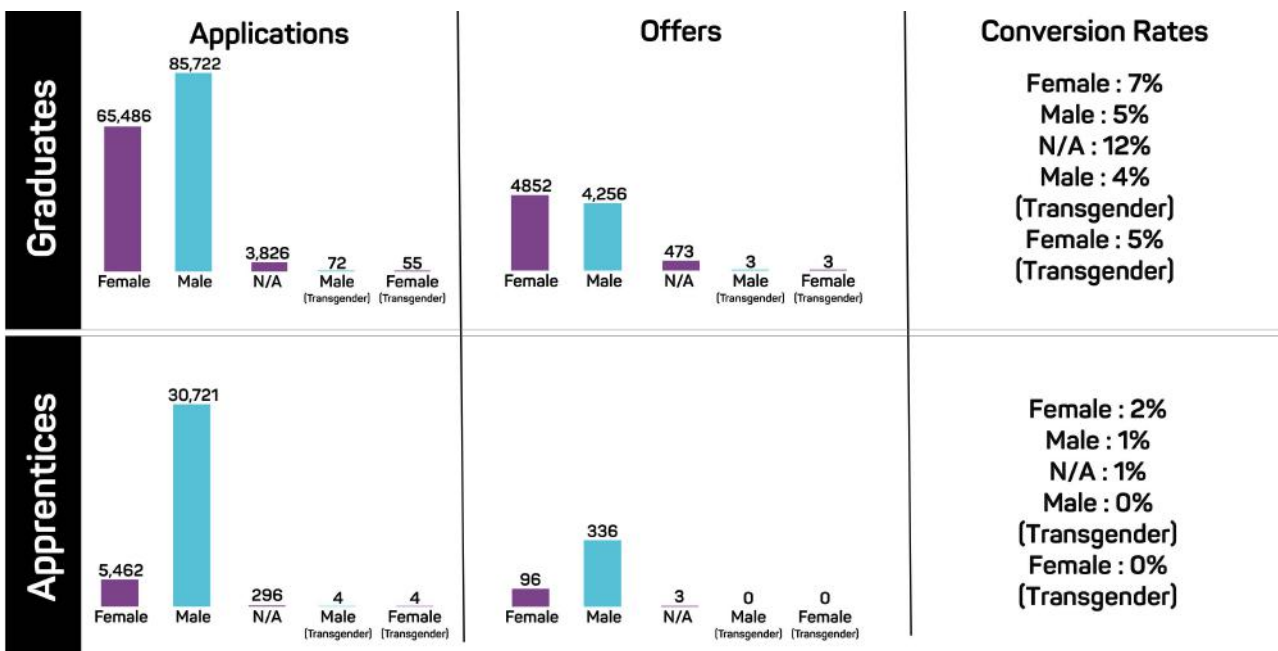
As an area of significant concern and priority, we were keen to look into a wealth of data for our analysis. There have been some interesting changes this year, with some positive movement. However, some disappointing trends still remain, too.

## Gender

As mentioned in section two, Gender appears to be less of a concern this year, with offer percentages from traditionally marginalised groups, such as Cisgender women and non-binary people, ranking above Cisgender men. However, the offer rates for Transgender people remain low, with Transgender men experiencing the lowest offer rate of just 4%. It is important to note though, that these populations make up significantly less of the candidate pool, and so the numbers need to be taken with a pinch of salt.

| Gender                  | Offer % | Total Count |
|-------------------------|---------|-------------|
| N/A                     | 27.6%   | 933         |
| Prefer to Self-Describe | 9.2%    | 195         |
| Other Gender Identity   | 8.0%    | 125         |
| Non-Binary              | 7.6%    | 608         |
| Woman (Cisgender)       | 7.5%    | 69,345      |
| Prefer not to say       | 7.4%    | 2,110       |
| Woman (Transgender)     | 5.5%    | 55          |
| Man (Cisgender)         | 5.0%    | 92,190      |
| Man (Transgender)       | 4.0%    | 76          |

Table 1:  
Offer Rates by Gender Identity'



Graph 1:  
Offer Rates by Gender Identity for Graduates and Apprentices

# Social Mobility

For Social Mobility, our analysis revealed that those from lower socioeconomic backgrounds are 7% less likely to receive an offer. Close attention is needed to help these candidates in your recruitment process.

|                | In Care And/or FSM | Offer % | Total Count |
|----------------|--------------------|---------|-------------|
|                | No                 | 8.2     | 70,169      |
|                | Prefer not to say  | 7.5     | 5,774       |
|                | Yes                | 6.8     | 16,427      |
|                | Not applicable     | 6.4     | 15,031      |
| <b>Average</b> | I don't know       | 6.2     | 8,150       |
|                | N/A                | 3.1     | 50,086      |

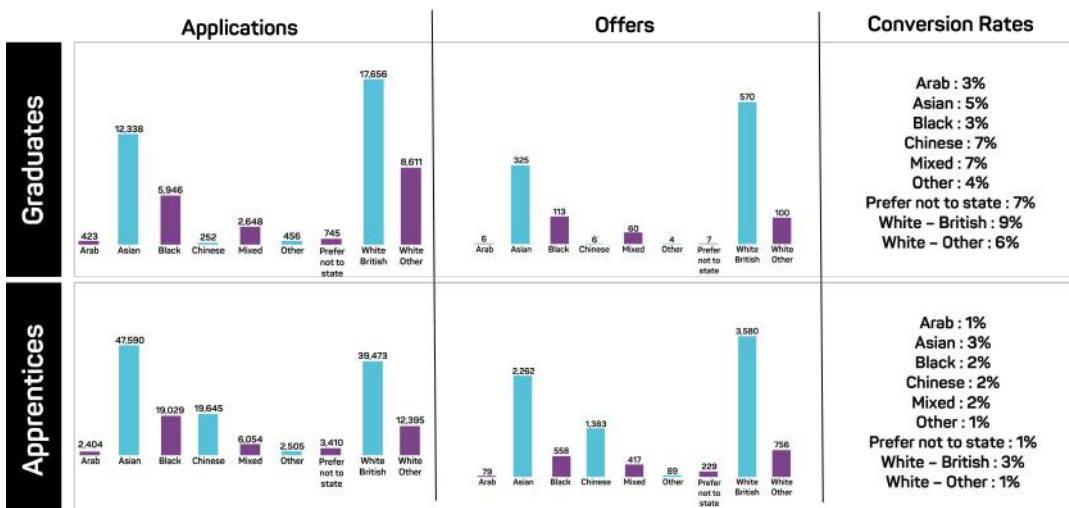
Table 2:  
Offer Rates by Social Mobility (Care Status, and Free School Meals)

# Ethnicity

This year, we found that Asian candidates made up the biggest population of candidate applications by ethnic identity. Despite this, White candidates still experienced the highest proportion of offers, with their offer rate coming in at 8.3%. For Black candidates, the story is still disappointing, with an offer rate of just 3%.

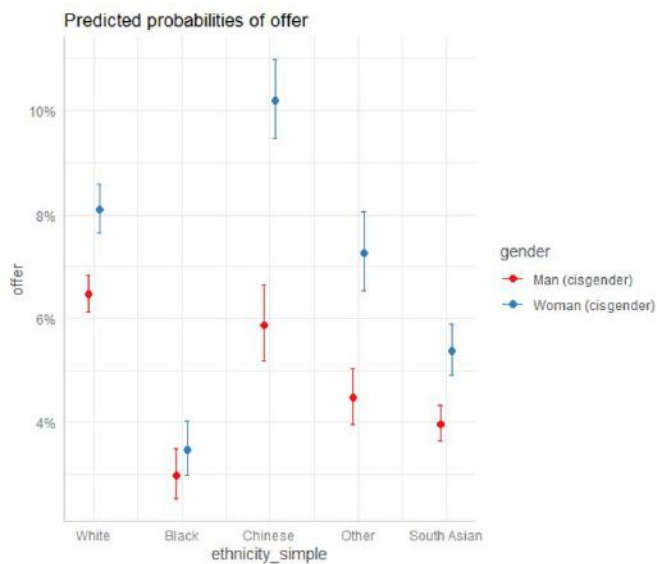
|                | Racial Identity                            | Offer % | Total Count |
|----------------|--|---------|-------------|
|                | N/A  | 9.1%    | 2,664       |
|                | White                                      | 8.3%    | 55,841      |
|                | Mixed or Multiple Ethnic Groups            | 6.9%    | 6,511       |
| <b>Average</b> | Prefer not to say                          | 6.7%    | 3,505       |
|                | Asian or Asian British                     | 5.5%    | 71,547      |
|                | Other Ethnic Group                         | 3.3%    | 5,186       |
|                | Black, Black British, Caribbean or African | 3.1%    | 20,369      |
|                | Prefer to Self-Describe                    | 0.0%    | 14          |

Table 3:  
Offer Rates by Ethnic Identity'



Graph 2:  
Offer Rates by Ethnic Identity for Graduates and Apprentices'





Graph 3:  
Predicted probability of offer by Gender and Ethnicity'

As illustrated by Graph 3, this year we also looked intersectionally at gender and ethnic identity. This analysis revealed that women are more likely than men, across all ethnicities, to receive a job offer. However, for Black women, the likelihood is much less significant, and for Chinese women it was much more substantial.



# Considerations for Employers



- Running the most effective DEI strategies needs an intersectional approach. There are subtle differences between groups and subsets, these are even more complex when layered. Research the specific issues facing the very people you are trying to attract.
- These challenges become even more complicated when adding different sectors to the mix. Be responsive to the specific challenges of your candidate pool and the different groups within it.
- Significant work needs to be done to improve the disappointing trends seen for candidates from lower socioeconomic and Black Heritage backgrounds.



With some positive changes as well as shocking statistics, it's continuously clear that Diversity and Inclusion is an area that is far from straight forward. This is why a dedicated approach that breaks down the data is critical to understanding the issues facing your candidate pool.

**Discover more information on Amberjack's products and services, including our Attraction offerings, or request a chat with a member of our team, by getting in contact, today.**

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