

DEI Data 101



WHAT YOU NEED TO KNOW

- Demographics data is sourced **directly from government data** and is therefore reported at the occupation level.
- When you use an Emsi demographics report, searching with an occupation or SOC code is required.

WHAT'S CONSIDERED "DEMOGRAPHICS" DATA THAT FUELS DEI?

- Age
- Race
- Gender
- Demographics

WHY DATA?

Data helps you understand diversity within different regions and occupations. This is important since diversity varies from region to region (and occupation to occupation). **In order to have a good strategy, you need objective facts.**

THE DEI DATA IN EMSI:

1 Benchmark the diversity of a particular market and occupation:

- **Report:** Occupation Age & Diversity
- **Report Function:** Benchmark an occupation in a particular location

This report is excellent for building an understanding of the diversity within a market and an occupation group.

- You can't make a plan until you understand the reality in which your business exists.
- If you have DEI goals, it is essential to begin with benchmarking your locations and occupations.
- If you don't have a plan, understanding your locations and occupations is a great way to start building one.

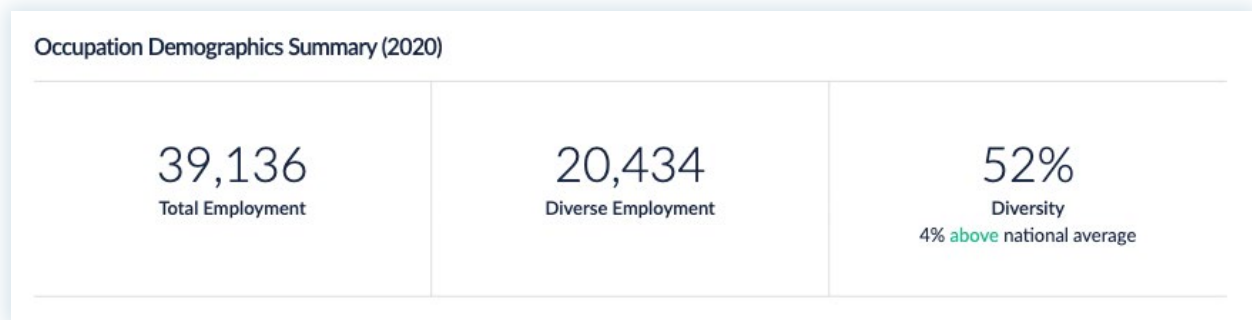
■ How to Run the Report:

1. Set up:

- Under “Select an Occupation” input your target SOC/Occupation Group.
- Under “Select a Region” input your target region.
- Run report.

2. Results:

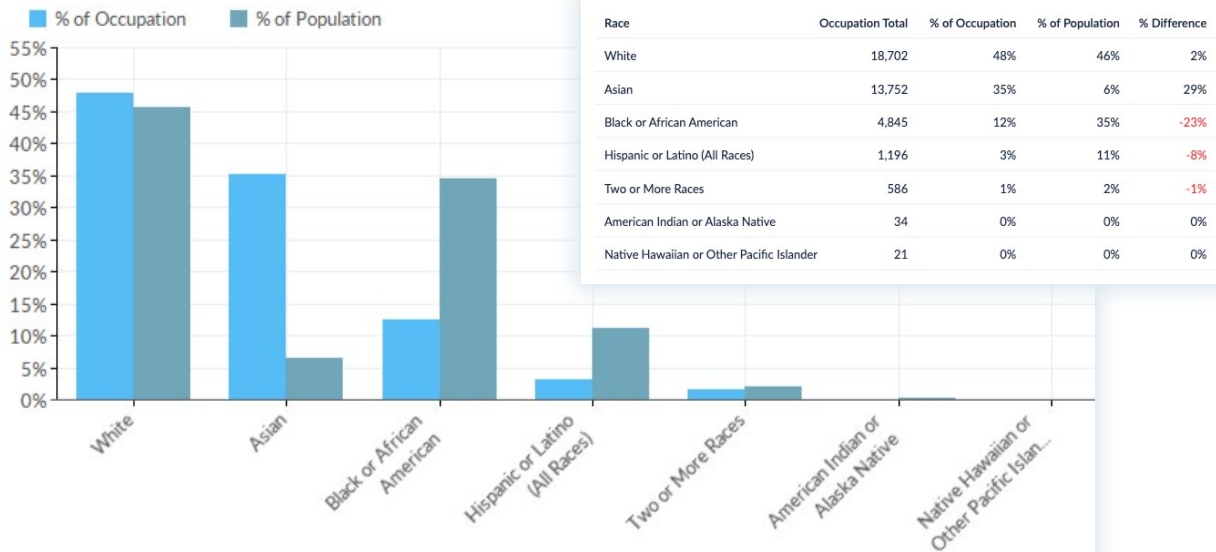
- First you will see a summary of the Occupation Diversity Metrics:
Total diversity is defined here as non-white employees.



- Next, compare your target occupation to both the workforce of the region and the population of the region, respectively.



Race/Ethnicity Population Comparison (2020)



c. The report concludes with gender, age, and educational attainment demographics.

■ Other reports you can use for benchmarking:

1. Rank & Filter Occupation
2. Map Occupations
3. Market Comparison
4. Demographics

2 Identify pockets of diverse talent across the U.S.

■ Report: Map Occupation

■ **Report Function:** Identify pockets of diverse talent within an occupation.

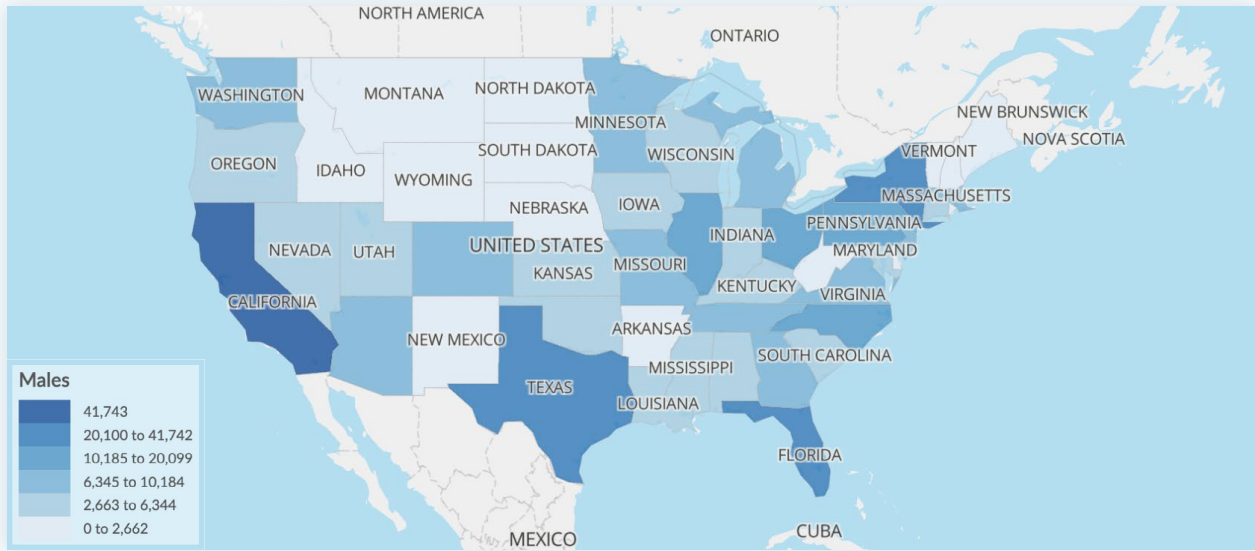
■ How to Run the Report:

1. Under “**Select an Occupation**” input your target occupation group.
2. Under “**Select Regions**” toggle between all available or limit by region to narrow your search.
3. Under “**Select the data you would like to display**” select the “Diversity & Demographics” button or choose “Custom Data Selection” to fine-tune your report.
4. Run report.



■ **Results:**

1. This report will show a heat map of your selected region and occupation based on the data you input.



2. You can organize data columns of interest by clicking on them to rank and filter results.
Selecting a column also changes the heat map.

State	State Name	Males	Females	Males % of Region	Females % of Region	Total Diversity	Hispanic or Latino	White	Black or African American	American Indian or Alaska Native
6	California	41,743	271,278	13%	87%	189,080	54,538	123,940	18,656	650
48	Texas	25,691	200,867	11%	89%	110,306	44,745	116,252	37,283	509
12	Florida	20,100	167,723	11%	89%	79,097	29,307	108,726	34,611	270
36	New York	20,114	163,023	11%	89%	75,493	15,730	107,644	29,347	284
17	Illinois	12,023	118,170	9%	91%	42,146	8,494	88,046	15,979	103
34	New Jersey	8,332	73,289	10%	90%	33,536	7,411	48,085	12,025	83
13	Georgia	6,889	70,407	9%	91%	32,311	2,048	44,985	25,763	90





3. You can adjust the regions of comparison by clicking on the region drop down menu in your control panel.

State ▼ Filter ▼ Keep Hide Jump To ▼ + Create Group Add/Remove Columns



3 Compare potential locations:

- **Report:** Market Comparison
- **Report Function:** Compare the diversity of occupations across multiple target locations.
- **How to Run the Report:**
 1. Under “**Select Regions to compare**” input your target regions.
 2. Under “**Add Occupations to compare across regions**” input any occupations you would like to compare. The information will not be aggregated.
 3. Under “**Select the data you would like to display**” select “Custom Data Selection” to input occupational diversity data.
 4. Run report.
- **Results:**
 1. The data displayed will be a comparison of your selected occupations and regions.
 2. You can choose to re-sort the columns by clicking on a data point.

	Seattle-Tacoma-Bellevue, WA	Dayton-Kettering, OH	Racine, WI	Mount Vernon-Anacortes, WA
Columns Sorted By: Hispanic or Latino for Computer Occupations and Engineering				
Occupation Metrics Computer Occupations and Engineering				
Males	75,579	6,443	573	250
Females	18,348	2,032	181	67
Males % of Occupation	80.5%	76.0%	76.0%	78.9%
Females % of Occupation	19.5%	24.0%	24.0%	21.1%
Hispanic or Latino >	3,043	146	48	13
White	43,823	6,718	603	235
Black or African American	1,865	605	29	<10

