

# Diversity: Does it create a Happier & More Productive Workplace?

Insight report

May 2021

**WorkL**  
FOR BUSINESS

# Executive Summary

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**Overview:** This report examines diversity in the workplace using results from the Individual WorkL Happiness Survey.

This report focuses on responses obtained since 2020, resulting into 25,000 responses total.

Data and Results are based on overall **Happiness in the Workplace**, and the six steps to workplace happiness, with the specific survey questions asked identified below,



## REWARD AND RECOGNITION

I am fairly paid  
I am happy with the hours I work  
I am recognised when I do something well.



## INFORMATION SHARING

I have enough information to do my job well  
Information is freely and openly shared with me  
My views are heard at work



## EMPOWERMENT

I have what I need to do my job well  
I am allowed to make decisions  
I am trusted to make decisions.



## INSTILLING PRIDE

I do something worthwhile  
I feel proud to work for my organisation.  
I would recommend my friends and family to work for my organisation.



## JOB SATISFACTION

I am treated with respect  
I enjoy my job.  
I have a good relationship with my manager  
I am being developed.



## WELL-BEING

My employer cares for my well-being  
I rarely feel anxious or depressed about work  
I am happy with my working environment  
I feel happy at work.

**Results:** In our data, numbers suggest little-to-no correlation if diversity makes a workplace happier or more productive. Our framework suggests Happiness contributes to more productive workplace and while separating happiness/productivity metrics, this scores were quite similar, thus showing value to our 6 steps methodology. We can use this methodology to framework Next Steps.

**How to Read:** Our data reviews all 26 sectors and ranks the sectors by percentage of the volume diversity between each. Diversity is considered by how much of each demographic is being utilised throughout. We then pull the TOP 5 diverse and LEAST 5 diverse sectors and review individual the Happiness and Productivity scores. After each demographic (i.e Age, Gender, Ethnicity, Sexual Orientation, Disability), areas for improvements are captured against our 6 Step Framework.

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# 1. DIVERSITY OVERVIEW

# What is Diversity & Why is it Important

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To better understand diversity, we need to understand the number of factors that define diversity.

The first thing that comes to mind is gender, age, race, sexual orientation, but throughout an individual's life, experience, education, upbringing, predispositions, alter who we are and can be subjected in the workplace. To improve happiness and productivity requires providing value to each demographic group, making each group feel empowered, safe and respected, while giving opportunities to develop and succeed.

## **Types of Diversity in the Workplace:**

- Race
- Ethnicity
- Age
- Gender/ Gender Identity / Gender Expression
- Sexual Orientation
- Disability (Physical, Cognitive, Emotional)
- Citizen Status
- Income
- Skills
- Beliefs/ Ideologies/ Morals
- Upbringing
- Education
- Privilege
- Marital & Parental Status
- Political Beliefs & Leanings

## **Why Diversity is Important?**

### *In the Workplace;*

- Improve work environment
- More exchange of information and insights
- Increase profits
- Reduce employee turnover
- Company brand / Reputation boost

### *In a Team;*

- Brings higher innovation
- Promotes creativity and new ideas to problem-solving
- Opens the working environment
- Bring new direction and provide other prospects

### *As an Individual;*

- Higher employee engagement
- Increase satisfaction
- Raises employee confidence
- New way of thinking

# Diversity Data Sources

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This report examines diversity and inclusion in the workplace, using results from our WorkL Happiness Survey.

The data provided is a snapshot of statistics performed between a 2-year period. Questions are based on our 6 steps to a Happier Workplace, pulling themes related to Inclusion and Diversity.

## **Happiness Influences**

- Employee Engagement
- Management & Workplace Environment
- Growth Potential And Professional Development
- Hours, Flexibility, Use Of Meetings
- Work Area, Floor Space, Location

## **Productivity Influences**

- Recognition, Feedback And Communication
- Intrinsic Motivators, Interesting Work, Autonomy
- Work-life Balance
- Tools & Technology

## 2. DIVERSITY: GENDER BY SECTOR

# Diversity: Gender by Sector

Reviewing 26 sectors, we have pulled the variances of Gender Diversity and ranked by Highest and Lowest sectors for further review.

Top 5 Most Diversified and Least Diversified Sectors by employees classified by different Gender in the workplace.

## Top 5

Marketing & Advertising  
Agriculture, animals & Forestry  
Financial Services  
Business & Management  
Travel & Leisure

## Least 5

Health & Social Care  
Education & Research  
Construction & Building Materials  
Transportation & Logistics  
Energy & Utilities

Sector vs. Gender	Female	Male	Difference	Other	Prefer not to say
Health and Social Care	77.57%	21.82%	-55.75%	0.27%	0.34%
Education and Research	75.88%	23.44%	-52.44%	0.36%	0.32%
Construction and Building Materials	23.74%	74.88%	-51.14%	0.89%	0.49%
Transportation and Logistics	25.00%	74.64%	-49.64%	0.12%	0.24%
Energy and Utilities	28.62%	70.67%	-42.05%	0.71%	0.00%
Advanced Manufacturing and Services	30.18%	66.64%	-36.45%	1.82%	1.36%
Defence	30.23%	63.57%	-33.33%	2.33%	3.88%
Non-profit Organisation and Charities	66.29%	33.26%	-33.04%	0.22%	0.22%
Technology	33.21%	65.54%	-32.32%	1.07%	0.18%
Hospitality	64.67%	34.58%	-30.08%	0.48%	0.27%
Legal Services	61.03%	36.76%	-24.26%	1.47%	0.74%
Retail	61.11%	38.11%	-22.99%	0.57%	0.21%
Manufacturing of Consumer Goods	37.73%	60.58%	-22.84%	0.68%	1.02%
Real Estate, rental and leasing	60.41%	39.09%	-21.32%	0.51%	0.00%
Chemicals, Mining and Metals Manufacturing	38.24%	57.99%	-19.75%	2.51%	1.25%
Architecture and Design	40.28%	55.45%	-15.17%	2.13%	2.13%
Grand Total	55.77%	43.06%	-12.70%	0.70%	0.47%
Telecommunications and Publishing	43.68%	55.26%	-11.58%	0.00%	1.05%
Other	54.70%	44.03%	-10.66%	0.88%	0.39%
Public Sector and Government	53.61%	45.75%	-7.85%	0.55%	0.09%
Wholesale	44.97%	52.79%	-7.82%	1.40%	0.84%
Entertainment and Media	53.38%	45.61%	-7.77%	1.01%	0.00%
Travel and Leisure	53.39%	46.33%	-7.06%	0.28%	0.00%
Business and Management Services	45.62%	52.36%	-6.74%	0.79%	1.24%
Financial Services	46.36%	52.46%	-6.10%	0.69%	0.49%
Agriculture, animals, forestry and fishing	46.89%	49.72%	-2.82%	2.54%	0.85%
Marketing and Advertising	50.13%	48.85%	-1.27%	0.51%	0.51%

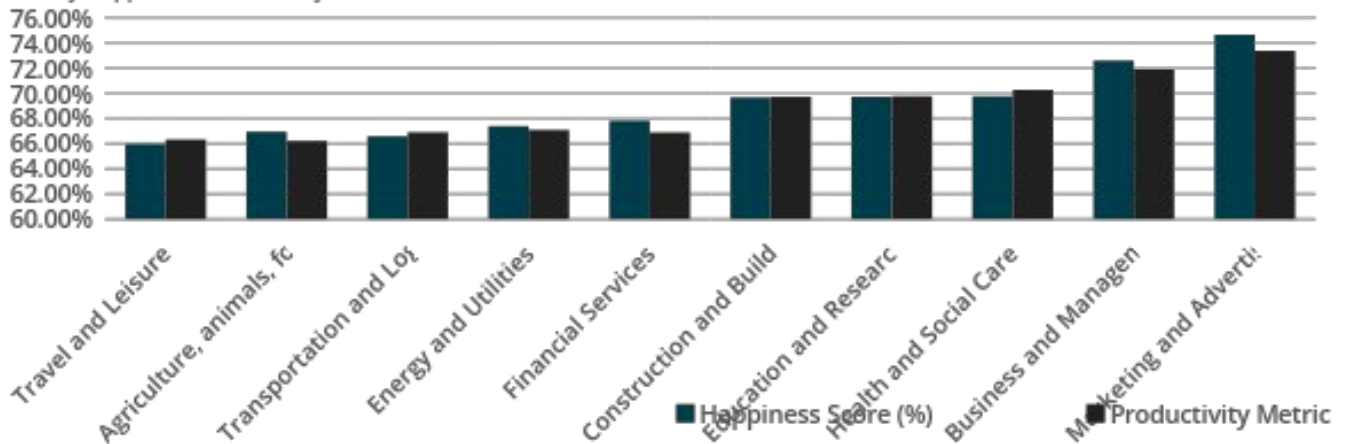


# Diversity: Sector Happiness

Reviewing the 'Top 5 Most Diversified' and 'Least Diversified Sectors' we then review the overall Happiness Scores along with Productivity. As shown in our diagram below, the Top 5 and Least 5 diverse sectors show low correlation if Diversity increases individual Happiness. Happiness Scores and Productivity scores do show similarity, thus indicating Happiness has a strong correlation to Productivity.

## TOP/LEAST 5 Gender Diversified Sectors

Ranked by Happiness/Productivity



- The Top 5 and Least 5 Gender Diverse sectors show no strong correlation if diversity makes you happier
- Well-Being Overall was the lowest ranking step across most sectors.
- Well-Being, Reward & Recognition and Information Sharing are the key areas for improvement
- In the TOP5 most diverse groups, Marketing and Advertising shown strong scoring across all 6 steps. Job Satisfaction at is highest.
- LEAST5 diverse sectors show low happiness around Reward & Recognition, whereas the most Diverse show most happiness in Empowerment.

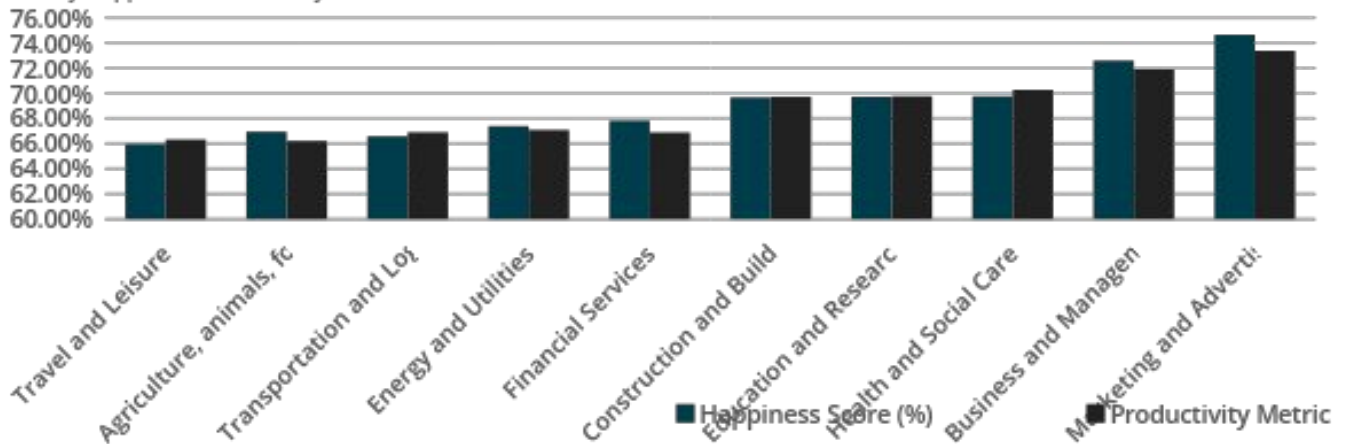
6 Steps/Sector	Reward & Recognition	Instilling Pride	Information Sharing	Empowerment	Job Satisfaction	Well-Being
Agriculture, animals, forestry and fishing	64.20%	67.55%	65.00%	66.10%	68.56%	66.96%
Business and Management Services	71.37%	71.43%	71.68%	73.30%	74.28%	70.53%
Construction and Building Materials	69.05%	67.71%	69.98%	72.88%	69.99%	67.23%
Education and Research	67.35%	73.97%	68.53%	69.04%	71.47%	66.43%
Energy and Utilities	67.24%	66.36%	66.45%	69.25%	67.83%	65.94%
Financial Services	68.38%	66.11%	68.39%	68.88%	68.88%	64.11%
Health and Social Care	66.44%	75.90%	69.38%	71.65%	70.67%	64.22%
Marketing and Advertising	73.79%	73.66%	73.78%	74.44%	76.08%	71.56%
Transportation and Logistics	66.97%	67.33%	65.68%	68.33%	66.07%	64.29%
Travel and Leisure	64.55%	65.71%	66.60%	68.53%	66.35%	63.62%

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## TOP/LEAST 5 Gender Diversified Sectors

Ranked by Happiness/Productivity

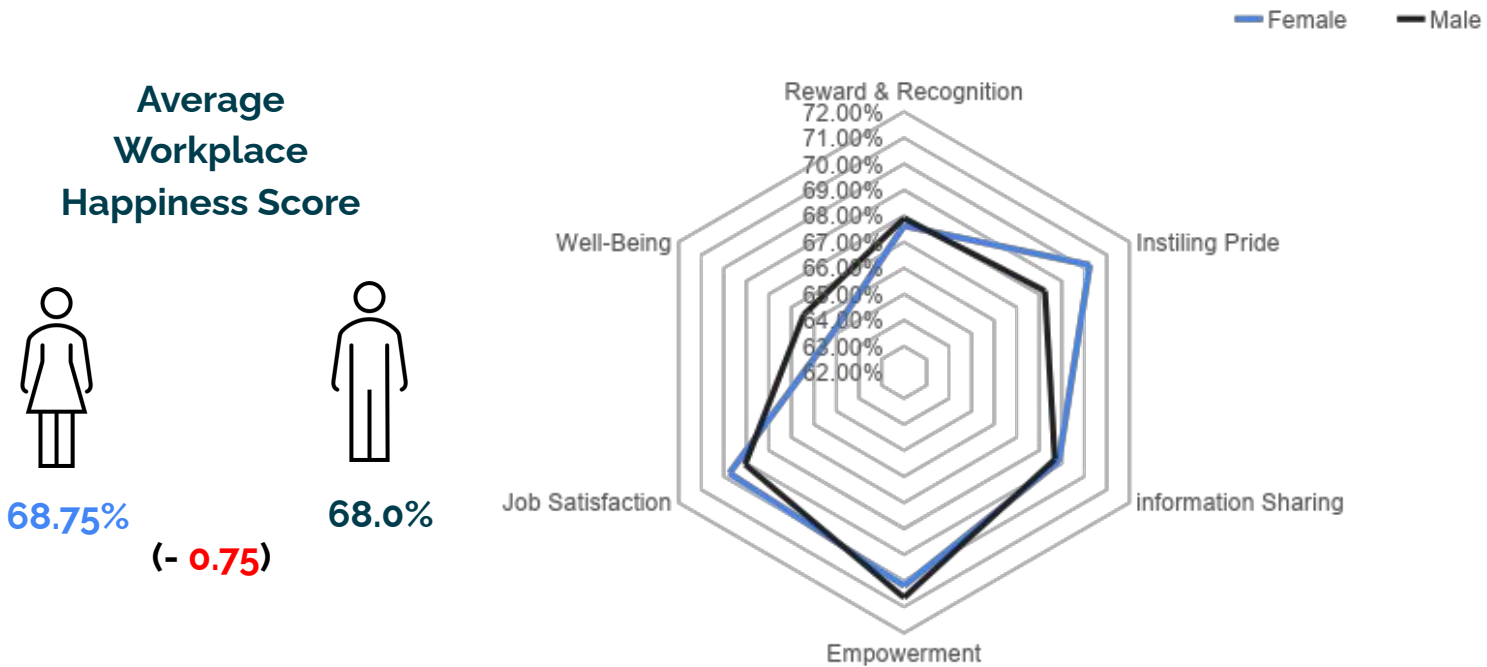


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- LEAST5 diverse sectors show low happiness around Reward & Recognition, whereas the most Diverse show most happiness in Empowerment.

6 Steps/Sector	Reward & Recognition	Instilling Pride	Information Sharing	Empowerment	Job Satisfaction	Well-Being
Agriculture, animals, forestry and fishing	64.20%	67.55%	65.00%	66.10%	68.56%	66.96%
Business and Management Services	71.37%	71.43%	71.68%	73.30%	74.28%	70.53%
Construction and Building Materials	69.05%	67.71%	69.98%	72.88%	69.99%	67.23%
Education and Research	67.35%	73.97%	68.53%	69.04%	71.47%	66.43%
Energy and Utilities	67.24%	66.36%	66.45%	69.25%	67.83%	65.94%
Financial Services	68.38%	66.11%	68.39%	68.88%	68.88%	64.11%
Health and Social Care	66.44%	75.90%	69.38%	71.65%	70.67%	64.22%
Marketing and Advertising	73.79%	73.66%	73.78%	74.44%	76.08%	71.56%
Transportation and Logistics	66.97%	67.33%	65.68%	68.33%	66.07%	64.29%
Travel and Leisure	64.55%	65.71%	66.60%	68.53%	66.35%	63.62%

# Diversity: Sector Happiness

Technology is the happiest sector amongst Males and Females compared to Chemical, Mining and Metals. Females are 0.75% happier than Males.



Females and Males are both feel least happy about their well-being compared to all categories. Females scored higher in instilling pride than males, whereas males feel more empowered than females.

Sector by Happiness	Female	Male
Chemicals, Mining and Metals Manufacturing	63.33%	61.55%
Wholesale	66.27%	63.70%
Retail	66.22%	65.13%
Travel and Leisure	67.49%	64.42%
Public Sector and Government	66.67%	65.73%
Real Estate, rental and leasing	70.51%	69.43%
Defence	71.15%	72.79%
Business and Management Services	72.41%	73.11%
Marketing and Advertising	74.31%	75.20%
Technology	81.22%	80.54%

# 3. DIVERSITY: SEXUAL ORIENTATION BY SECTOR

# Diversity: Sexual Orientation by Sector

Reviewing 26 sectors, we have pulled the variances of Diversity by Sexual Orientation and ranked by Highest and Lowest sectors for further review.

Top 5 Most Diversified and Least Diversified Sectors by employees classified by Sexual Orientation in the workplace.

## Top 5

Wholesale  
 Architecture and Design  
 Defense  
 Agriculture, animals, forestry and fishing  
 Chemicals, Mining and Metals Manufacturing

## Least 5

Travel and Leisure  
 Technology  
 Transportation and Logistics  
 Education and Research  
 Public Sector and Government

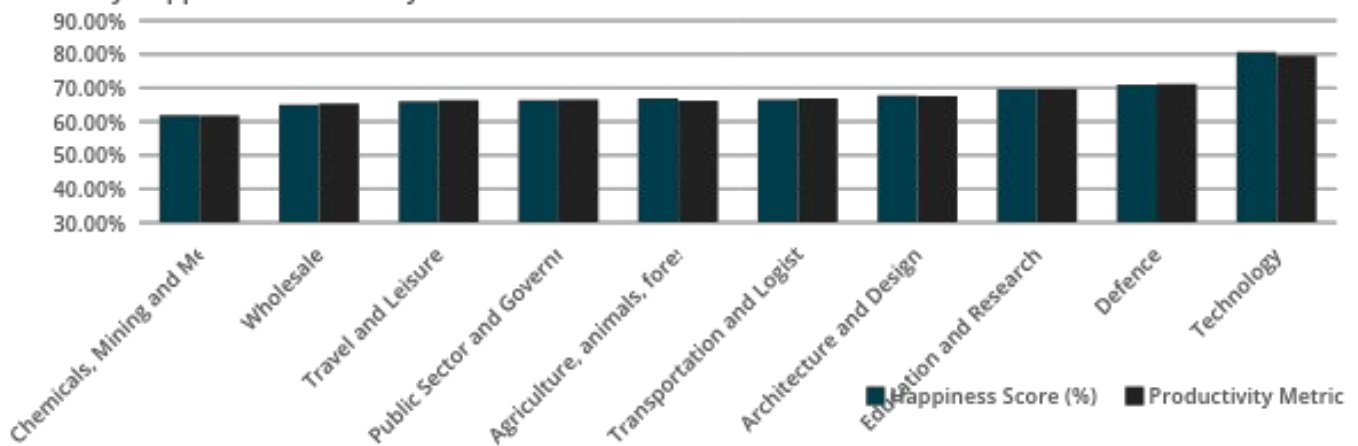
Sector by Sexual Orientation	Heterosexual/ Straight	LGBTQ+	Other	Prefer Not to Say	Vulnerable %
Travel and Leisure	89.53%	4.65%	1.16%	4.65%	3.49%
Technology	88.67%	8.67%	0.00%	2.67%	3.78%
Transportation and Logistics	88.48%	6.69%	1.86%	2.97%	3.84%
Education and Research	87.66%	7.23%	0.85%	4.26%	4.11%
Public Sector and Government	87.15%	9.38%	0.35%	3.13%	4.28%
Construction and Building Materials	87.09%	6.62%	0.33%	5.96%	4.30%
Manufacturing of Consumer Goods	87.06%	6.67%	1.18%	5.10%	4.31%
Legal Services	86.67%	10.67%	1.33%	1.33%	4.44%
Health and Social Care	86.47%	9.70%	0.66%	3.17%	4.51%
Financial Services	85.71%	12.50%	0.36%	1.43%	4.76%
Energy and Utilities	85.39%	8.99%	3.37%	2.25%	4.87%
Other	84.85%	6.20%	2.74%	6.20%	5.05%
Retail	84.85%	10.53%	1.22%	3.40%	5.05%
Real Estate, rental and leasing	84.62%	10.26%	0.00%	5.13%	5.13%
Non-profit Organisation and Charities	82.35%	8.82%	0.00%	8.82%	5.88%
Telecommunications and Publishing	82.00%	12.00%	0.00%	6.00%	6.00%
Hospitality	81.50%	12.15%	1.31%	5.05%	6.17%
Advanced Manufacturing and Services	80.92%	8.55%	2.63%	7.89%	6.36%
Marketing and Advertising	80.46%	11.49%	2.30%	5.75%	6.51%
Entertainment and Media	80.36%	12.50%	3.57%	3.57%	6.55%
Business and Management Services	78.52%	11.74%	2.68%	7.05%	7.16%
Wholesale	78.33%	15.00%	1.67%	5.00%	7.22%
Architecture and Design	77.78%	14.38%	3.92%	3.92%	7.41%
Defence	73.98%	11.38%	3.25%	11.38%	8.67%
Agriculture, animals, forestry and fishing	73.19%	14.49%	2.17%	10.14%	8.94%
Chemicals, Mining and Metals Manufacturing	71.26%	17.24%	3.45%	8.05%	9.58%
Grand Total	84.45%	9.68%	1.36%	4.51%	5.18%

# Diversity: Sector Happiness

Reviewing the 'Top 5 Most Diversified' and 'Least Diversified Sectors' we then review the overall Happiness Scores along with Productivity. As shown in our diagram below, the Top 5 and Least 5 diverse sectors show low correlation if Diversity increases individual Happiness. Happiness Scores and Productivity scores do show similarity, thus indicating Happiness has a strong correlation to Productivity.

## TOP/LEAST 5 Sexual Orientation Diversified Sectors

Ranked by Happiness/Productivity



- The Top 5 and Least 5 Sexual Orientated Diverse sectors show no strong correlation if diversity makes you happier
- Well-Being Overall was the lowest ranking step across most sectors.
- Well-Being, Reward & Recognition and Information Sharing are the key areas for improvement
- LEAST5 diverse sectors show low happiness around Well-Being whereas the most Diverse show most happiness in Instilling Pride and Empowerment.
- In the LEAST5 diverse groups, Technology shown strong scoring across all 6 steps. Instilling Pride at is highest.

6 Steps/ Sector	Reward & Recognition	Instilling Pride	information Sharing	Empowerment	Job Satisfaction	Well-Being
Agriculture, animals, forestry and fishing	64.20%	67.55%	65.00%	66.10%	68.56%	66.96%
Architecture and Design	66.95%	67.41%	67.03%	67.81%	68.64%	66.31%
Chemicals, Mining and Metals Manufacturing	60.71%	61.87%	60.89%	62.90%	63.19%	60.40%
Defence	69.77%	71.47%	68.58%	73.57%	73.43%	68.28%
Education and Research	67.35%	73.97%	68.53%	69.04%	71.47%	66.43%
Public Sector and Government	65.47%	69.07%	65.86%	68.34%	66.57%	62.24%
Technology	80.14%	81.13%	80.18%	81.10%	80.92%	78.93%
Transportation and Logistics	66.97%	67.33%	65.68%	68.33%	66.07%	64.29%
Travel and Leisure	64.55%	65.71%	66.60%	68.53%	66.35%	63.62%
Wholesale	65.27%	62.42%	65.88%	67.98%	64.62%	63.38%

# Diversity: Sector Happiness

Technology was the happiest overall sector for both LGBTQ+ and Heterosexuals together. LGBTQ+ feel less happy in the Real Estate sector compared to Defense and Travel and Leisure.

## Average Workplace Happiness Score

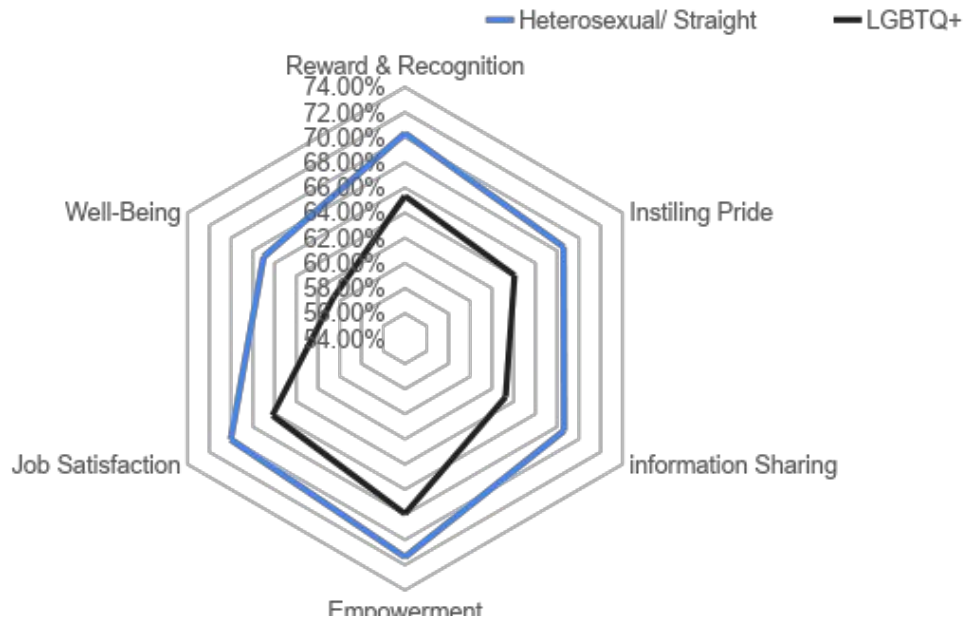


70.98%



68.07%

(- 2.91)



Technology was the happiest overall sector for both LGBTQ+ and Heterosexuals together. LGBTQ+ feel less happy in the Real Estate sector compared to Defense and Travel and Leisure.

Sector by Happiness	Heterosexual/ Straight	LGBTQ+
Chemicals, Mining and Metals Manufacturing	68.69%	60.93%
Wholesale	65.29%	63.67%
Retail	68.26%	62.62%
Travel and Leisure	68.34%	72.50%
Public Sector and Government	70.31%	68.48%
Real Estate, rental and leasing	73.70%	52.25%
Defence	71.68%	73.00%
Business and Management Services	72.82%	67.00%
Marketing and Advertising	74.81%	65.60%
Technology	72.91%	73.69%

# 4. DIVERSITY: ETHNICITY BY SECTOR



# Diversity: Ethnicity by Sector

Reviewing 26 sectors, we have pulled the variances of Diversity by Ethnicity and ranked by Highest and Lowest sectors for further review.

Top 5 Most Diversified and Least Diversified Sectors by employees classified by different Ethnicity Groups in the workplace.

## Top 5

Chemicals, Mining & Metals  
 Defense  
 Business & Management  
 Agriculture, Animals & Forestry  
 Entertainment & Media

## Least 5

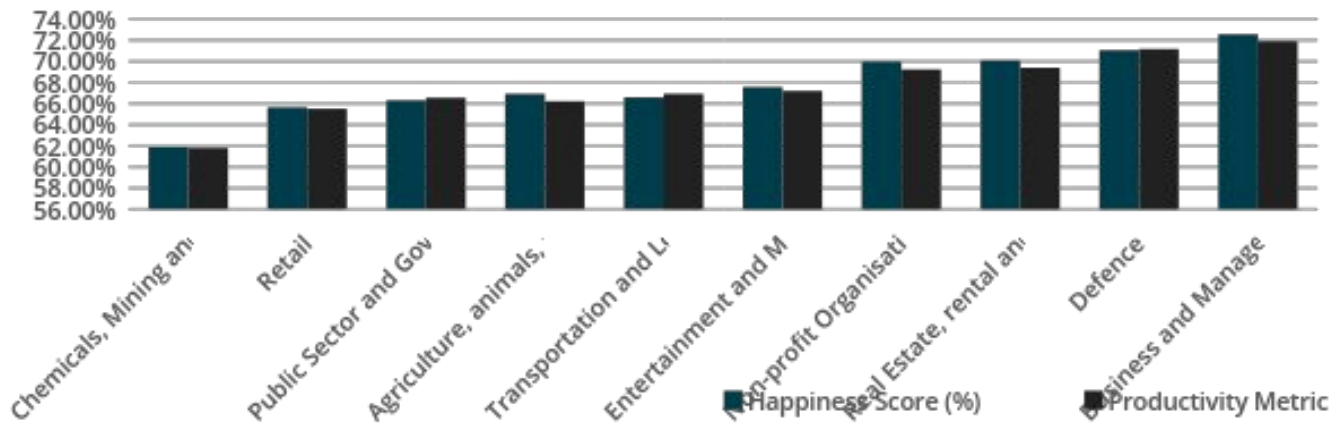
Public Sector & Government  
 Non-profit organization and charities  
 Transportation & Logistics  
 Retail  
 Real Estate, Rental & Leasing

Sector vs. Ethnicity	Arab	Asian	Black / African / Caribbean / Black British	Mixed / Multiple ethnic groups	Other ethnic group	White/Caucasian
Chemicals, Mining and Metals Manufacturing	4.81%	14.42%	9.94%	7.37%	1.28%	60.58%
Architecture and Design	1.22%	12.96%	10.51%	8.31%	0.73%	64.55%
Defence	5.51%	10.24%	11.02%	4.72%	2.36%	64.57%
Business and Management Services	1.15%	10.45%	7.69%	6.66%	1.03%	72.33%
Agriculture, animals, forestry and fishing	1.22%	11.62%	5.81%	6.42%	1.22%	73.09%
Entertainment and Media	1.03%	9.31%	8.97%	5.86%	1.72%	73.10%
Marketing and Advertising	0.79%	12.37%	7.11%	2.63%	2.37%	73.68%
Technology	0.18%	10.82%	5.05%	4.69%	2.61%	76.01%
Advanced Manufacturing and Services	0.37%	9.24%	5.14%	5.42%	1.59%	77.12%
Financial Services	0.40%	10.71%	6.61%	2.80%	1.50%	77.18%
Wholesale	1.13%	8.76%	3.67%	3.95%	1.13%	78.81%
Travel and Leisure	0.57%	9.46%	5.44%	2.58%	0.57%	80.23%
Manufacturing of Consumer Goods	0.68%	8.72%	4.10%	3.42%	1.71%	80.51%
Health and Social Care	0.42%	6.61%	5.92%	3.35%	1.13%	81.33%
Other	0.22%	7.02%	4.38%	3.03%	1.63%	81.53%
Energy and Utilities	1.84%	4.41%	4.04%	3.68%	2.57%	81.62%
Telecommunications and Publishing	0.54%	6.45%	5.38%	3.23%	2.15%	82.26%
Legal Services	0.38%	9.09%	3.03%	4.17%	0.76%	82.58%
Hospitality	0.62%	5.73%	4.35%	3.38%	1.38%	83.29%
Construction and Building Materials	1.81%	5.32%	3.51%	3.21%	1.30%	83.85%
Education and Research	0.64%	7.16%	3.70%	2.49%	1.25%	84.07%
Real Estate, rental and leasing	0.51%	4.06%	4.06%	4.06%	2.03%	84.26%
Retail	0.39%	6.72%	3.41%	3.18%	1.00%	84.32%
Transportation and Logistics	0.12%	6.44%	5.10%	2.31%	0.49%	84.33%
Non-profit Organisation and Charities	0.22%	4.49%	2.47%	4.49%	1.80%	86.07%
Public Sector and Government	0.28%	4.07%	2.87%	3.24%	0.74%	87.88%
Grand Total	0.64%	7.56%	4.87%	3.65%	1.31%	80.90%

# Diversity: Sector Happiness

Reviewing the 'Top 5 Most Diversified' and 'Least Diversified Sectors' we then review the overall Happiness Scores along with Productivity. As shown in our diagram below, the Top 5 and Least 5 diverse sectors show low correlation if Diversity increases individual Happiness. Happiness Scores and Productivity scores do show similarity, thus indicating Happiness has a strong correlation to Productivity.

**TOP/LEAST 5 Ethnicity Group Diversified Sectors**  
Ranked by Happiness/Productivity



- The Top 5 and Least 5 Ethnically Diverse sectors show those Ethnic Groups are happier
- Well-Being was the lowest ranking step across most sectors.
- Well-Being, Instilling Pride, and Reward & Recognition are the key areas for improvement
- LEAST5 diverse sectors show low happiness around Well-Being and Information Sharing whereas the most Diverse show most happiness in Job Satisfaction, Empowerment and Information Sharing.
- In the Top5 diverse groups, Chemical and Mining show low scoring across all 6 steps. Job Satisfaction at is highest whereas Business and Management (Top5) show strong scoring across all 6 steps.

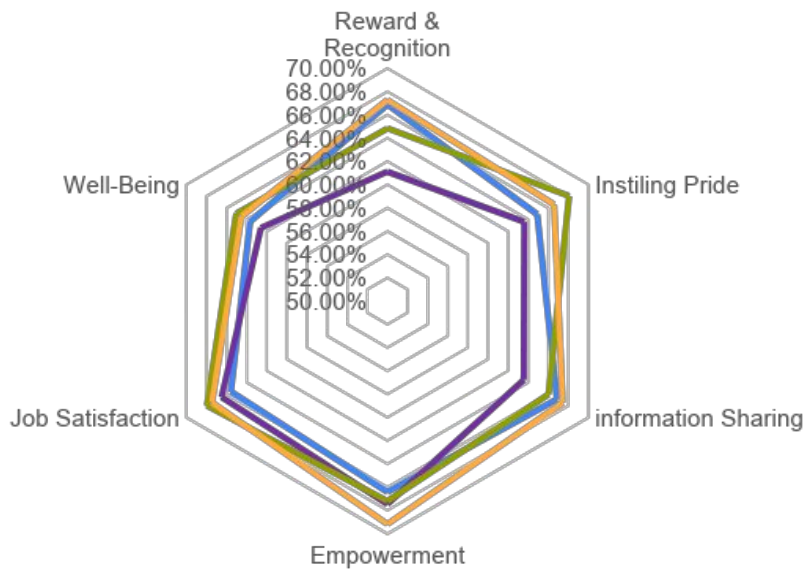
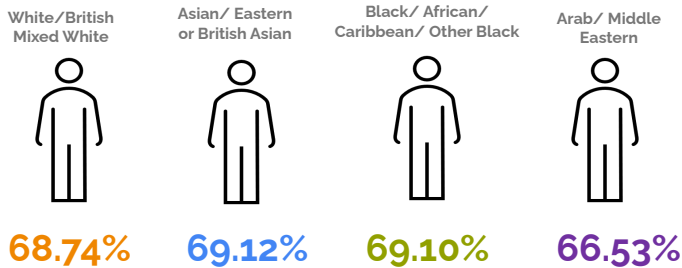
6 Steps/ Sector	Reward & Recognition	Instilling Pride	Information Sharing	Empowerment	Job Satisfaction	Well-Being
Agriculture, animals, forestry and fishing	64.20%	67.55%	65.00%	66.10%	68.56%	66.96%
Business and Management Services	71.37%	71.43%	71.68%	73.30%	74.28%	70.53%
Chemicals, Mining and Metals Manufacturing	60.71%	61.87%	60.89%	62.90%	63.19%	60.40%
Defence	69.77%	71.47%	68.58%	73.57%	73.43%	68.28%
Entertainment and Media	66.98%	66.43%	67.77%	69.91%	69.03%	64.38%
Non-profit Organisation and Charities	68.92%	74.20%	68.58%	69.98%	70.35%	66.45%
Public Sector and Government	65.47%	69.07%	65.86%	68.34%	66.57%	62.24%
Real Estate, rental and leasing	69.35%	68.56%	71.62%	72.71%	70.14%	67.58%
Retail	66.32%	63.30%	66.83%	68.01%	65.60%	63.02%
Transportation and Logistics	66.97%	67.33%	65.68%	68.33%	66.07%	64.29%

# Diversity: Sector Happiness

Marketing and Advertising scored highest for overall happiness. Middle Eastern and Asian Ethnic groups feel less happy working in No-Profit sectors whereas Black and White ethnic groups feel less happy in Chemicals and Mining sectors.

## Average Workplace Happiness Score

- Asian/Eastern Asian
- Arab/ Middle Eastern
- Black/ African/ Caribbean/ Other Black
- White/British Mixed White



All Ethnic groups scored high in Job Satisfaction. Asian and Black ethnic groups scored higher in instilling pride whereas White ethnic groups scored higher in Empowerment.

Sector by Happiness	Arab/ Middle Eastern	Black / African / Caribbean / Black British	White/British White or Mixed White	Asian / Eastern or Asian British
Non-profit Organisation and Charities	40.00%	72.55%	70.58%	51.84%
Agriculture, animals, forestry and fishing	39.00%	62.95%	68.98%	66.03%
Chemicals, Mining and Metals	59.87%	62.00%	63.21%	58.92%
Defence	73.00%	67.00%	73.09%	47.42%
Energy and Utilities	63.00%	66.55%	67.64%	68.75%
Telecommunications and Publishing	84.00%	71.20%	69.13%	62.86%
Technology	45.50%	79.89%	80.73%	84.35%
Financial Services	67.25%	71.58%	67.43%	85.08%
Marketing and Advertising	77.33%	75.15%	75.32%	68.81%
Real Estate, rental and leasing	93.00%	71.63%	69.17%	75.14%

# 5. DIVERSITY: DISABILITY BY SECTOR

# Diversity: Disability by Sector

Reviewing 26 sectors, we have pulled the variances of Gender Diversity and ranked by Highest and Lowest sectors for further review.

Top 5 Most Diversified and Least Diversified Sectors by employees classified with a Disability in the workplace.

## Top 5

Defense  
 Advanced Manufacturing and Services  
 Chemicals, Mining and Metals  
 Manufacturing  
 Architecture and Design  
 Non-profit Organization and Charities

## Least 5

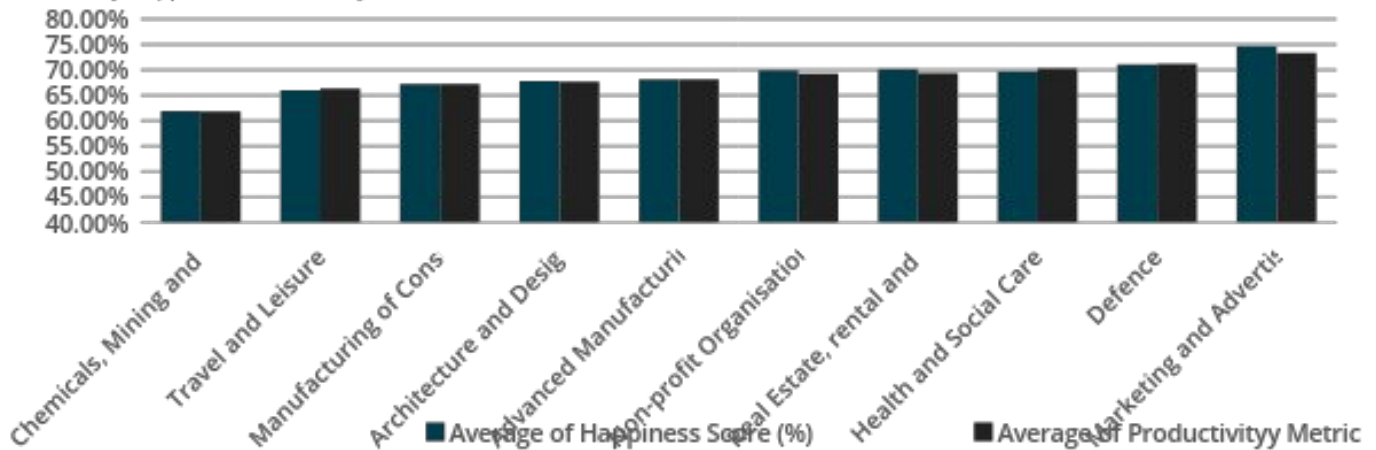
Real Estate, rental and leasing  
 Marketing and Advertising  
 Manufacturing of Consumer Goods  
 Health and Social Care  
 Travel and Leisure

Sector by Disability	No	Yes	Difference	Prefer Not To Say
Real Estate, rental and leasing	100.00%	0.00%	100.00%	0.00%
Marketing and Advertising	97.67%	0.00%	97.67%	2.33%
Manufacturing of Consumer Goods	96.08%	1.18%	94.90%	2.75%
Health and Social Care	94.56%	3.19%	91.37%	2.26%
Other	94.13%	3.12%	91.01%	2.75%
Travel and Leisure	94.05%	3.57%	90.48%	2.38%
Legal Services	93.15%	2.74%	90.41%	4.11%
Retail	94.11%	3.76%	90.34%	2.13%
Wholesale	93.44%	3.28%	90.16%	3.28%
Construction and Building Materials	94.28%	4.71%	89.56%	1.01%
Hospitality	93.82%	4.31%	89.51%	1.87%
Education and Research	93.04%	3.84%	89.20%	3.13%
Transportation and Logistics	93.61%	4.51%	89.10%	1.88%
Financial Services	92.91%	4.61%	88.30%	2.48%
Technology	93.33%	5.33%	88.00%	1.33%
Business and Management Services	92.49%	5.80%	86.69%	1.71%
Public Sector and Government	92.01%	5.56%	86.46%	2.43%
Energy and Utilities	90.00%	6.67%	83.33%	3.33%
Agriculture, animals, forestry and fishing	89.86%	7.25%	82.61%	2.90%
Entertainment and Media	90.74%	9.26%	81.48%	0.00%
Telecommunications and Publishing	90.20%	9.80%	80.39%	0.00%
Defence	88.52%	8.20%	80.33%	3.28%
Advanced Manufacturing and Services	87.13%	8.25%	78.88%	4.62%
Chemicals, Mining and Metals Manufacturing	82.22%	8.89%	73.33%	8.89%
Architecture and Design	84.08%	12.10%	71.97%	3.82%
Non-profit Organisation and Charities	79.41%	14.71%	64.71%	5.88%
Grand Total	92.99%	4.49%		2.52%

# Diversity: Sector Happiness

Reviewing the 'Top 5 Most Diversified' and 'Least Diversified Sectors' we then review the overall Happiness Scores along with Productivity. As shown in our diagram below, the Top 5 and Least 5 diverse sectors show low correlation if Diversity increases individual Happiness. Happiness Scores and Productivity scores do show similarity, thus indicating Happiness has a strong correlation to Productivity.

**TOP/LEAST 5 Disability Diversified Sectors**  
Ranked by Happiness/Productivity



- The Top 5 and Least 5 Disability Diverse sectors show those who registered as disabled to be slightly happier
- Well-Being Overall was the lowest ranking step across most sectors.
- Well-Being, Reward & Recognition, Job Satisfaction and Information Sharing are the key areas for improvement
- LEAST5 diverse sectors show low happiness around Well-Being and Instilling Pride whereas the most Diverse show most happiness in Job Satisfaction.
- In the LEAST5 diverse groups, Marketing and Advertising show strong scoring across all 6 steps. Instilling Pride at is highest.

Six Steps/ Sector	Reward & Recognition	Instilling Pride	information Sharing	Empowerment	Job Satisfaction	Well-Being
Advanced Manufacturing and Services	67.24%	67.25%	67.75%	69.70%	69.04%	66.19%
Architecture and Design	66.95%	67.41%	67.03%	67.81%	68.64%	66.31%
Chemicals, Mining and Metals Manufacturing	60.71%	61.87%	60.89%	62.90%	63.19%	60.40%
Defence	69.77%	71.47%	68.58%	73.57%	73.43%	68.28%
Health and Social Care	66.44%	75.90%	69.38%	71.65%	70.67%	64.22%
Manufacturing of Consumer Goods	68.36%	65.12%	66.71%	68.17%	67.12%	65.73%
Marketing and Advertising	73.79%	73.66%	73.78%	74.44%	76.08%	71.56%
Non-profit Organisation and Charities	68.92%	74.20%	68.58%	69.98%	70.35%	66.45%
Real Estate, rental and leasing	69.35%	68.56%	71.62%	72.71%	70.14%	67.58%
Travel and Leisure	64.55%	65.71%	66.60%	68.53%	66.35%	63.62%

# Diversity: Sector Happiness

Those who registered as disabled are happier in sectors like Legal Services and Chemicals and Mining compared to sectors like Agriculture and Technology.

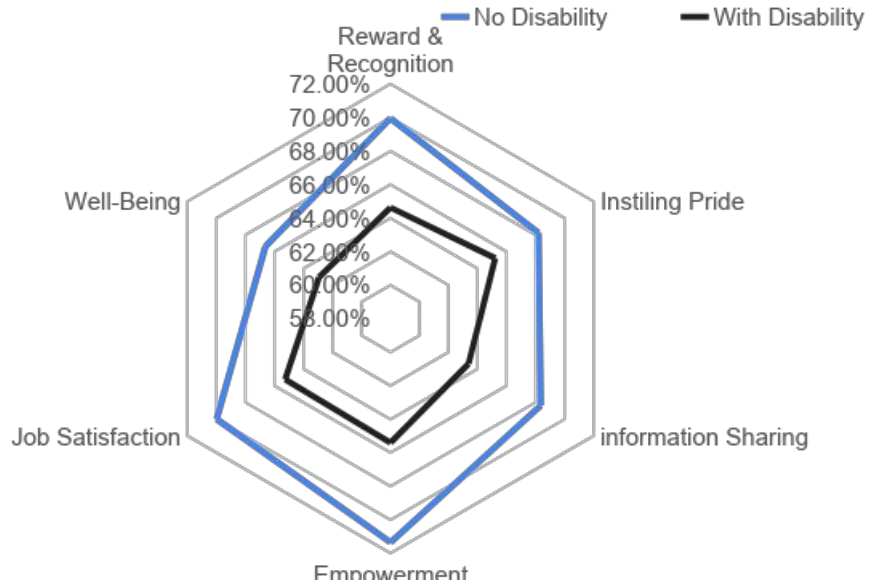
## Average Workplace Happiness Score



65.68%

70.87%

(- 5.19)



Management and Non-Management whom don't have a disability are happier than those who register with a disability.

Sector by Happiness	No	Yes
Wholesale	63.62%	66.50%
Manufacturing of Consumer Goods	66.71%	65.67%
Retail	67.85%	60.74%
Chemicals, Mining and Metals Manufacturing	67.32%	74.63%
Agriculture, animals, forestry and fishing	69.27%	58.60%
Construction and Building Materials	72.29%	68.57%
Health and Social Care	73.06%	65.52%
Technology	74.56%	59.00%
Legal Services	73.65%	88.00%
Financial Services	74.81%	65.92%

# 6. DIVERSITY: AGE GROUP BY SECTOR



# Diversity: Age Group by Sector

Reviewing 26 sectors, we have pulled the variances of Gender Diversity and ranked by Highest and Lowest sectors for further review.

Top 5 Most Diversified and Least Diversified Sectors by employees classified by different Age Groups in the workplace.

## Top 5

Retail  
Agriculture, animals, forestry and fishing  
Advanced Manufacturing and Services  
Wholesale  
Non-profit Organization and Charities

## Least 5

Telecommunications and Publishing  
Technology  
Financial Services  
Marketing and Advertising  
Entertainment and Media

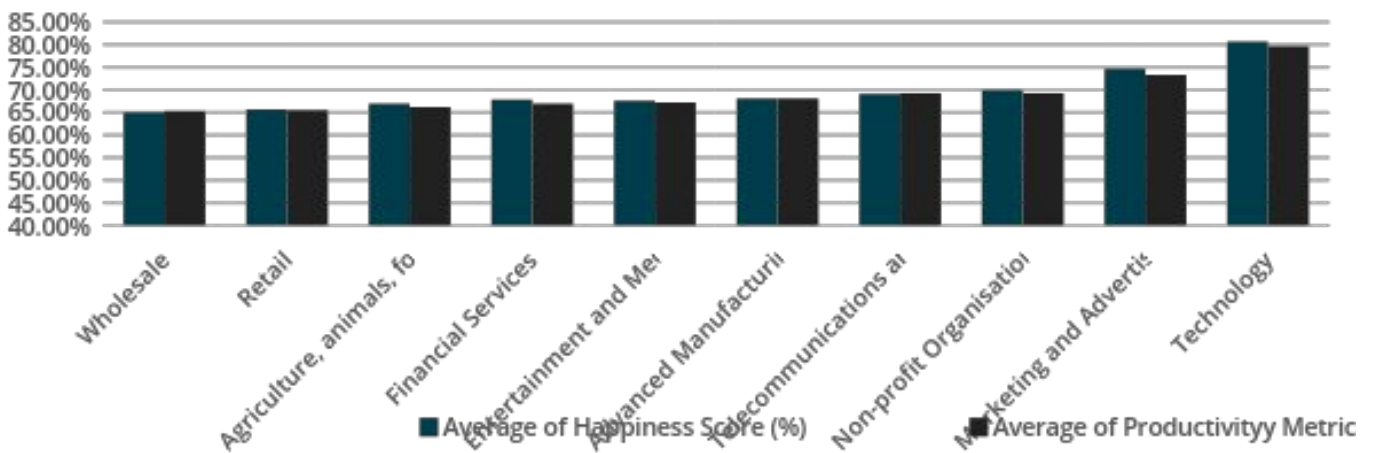
Sector by Age Group	-18	19-24	25-34	35-44	45-54	55-64	65+	Vulnerable %
Telecommunications and Publishing	0.53%	15.26%	35.79%	24.21%	14.21%	10.00%	0.00%	6.67%
Technology	0.80%	13.66%	30.45%	28.13%	19.82%	6.61%	0.54%	6.90%
Financial Services	0.30%	18.31%	33.46%	24.80%	14.57%	7.68%	0.89%	6.96%
Marketing and Advertising	2.04%	26.46%	36.64%	20.36%	9.41%	3.31%	1.78%	7.17%
Entertainment and Media	2.03%	25.00%	33.45%	22.97%	9.46%	5.07%	2.03%	7.26%
Health and Social Care	1.19%	16.83%	34.00%	21.97%	16.44%	8.60%	0.97%	7.34%
Education and Research	1.27%	13.83%	28.65%	27.06%	18.51%	9.65%	1.03%	7.38%
Architecture and Design	3.55%	25.59%	37.20%	18.48%	10.19%	3.32%	1.66%	7.39%
Manufacturing of Consumer Goods	2.88%	17.60%	30.12%	25.04%	14.72%	8.12%	1.52%	7.47%
Legal Services	1.84%	18.38%	36.03%	19.12%	17.65%	5.51%	1.47%	7.48%
Transportation and Logistics	0.36%	8.09%	25.00%	29.47%	23.55%	12.56%	0.97%	7.59%
Construction and Building Materials	1.48%	15.73%	27.40%	26.81%	19.09%	8.31%	1.19%	7.63%
Business and Management Services	2.02%	26.29%	30.45%	22.81%	10.79%	6.07%	1.57%	7.79%
Chemicals, Mining and Metals Manufacturing	1.88%	24.45%	26.02%	26.96%	12.23%	7.21%	1.25%	7.84%
Public Sector and Government	0.73%	10.32%	26.21%	26.76%	21.19%	13.52%	1.28%	7.84%
Real Estate, rental and leasing	1.02%	16.75%	32.99%	19.80%	18.27%	8.63%	2.54%	7.87%
Hospitality	4.77%	28.65%	32.26%	19.85%	10.91%	2.93%	0.61%	7.98%
Defence	4.65%	24.03%	31.78%	20.16%	14.73%	4.65%	0.00%	8.01%
Other	3.70%	20.28%	28.29%	22.54%	15.03%	8.90%	1.27%	8.20%
Energy and Utilities	0.71%	18.02%	30.04%	20.14%	19.43%	9.54%	2.12%	8.30%
Travel and Leisure	3.67%	18.36%	28.53%	20.06%	16.10%	12.15%	1.13%	8.57%
Retail	4.22%	25.35%	28.07%	19.96%	13.65%	7.72%	1.04%	8.66%
Agriculture, animals, forestry and fishing	5.65%	33.90%	31.36%	15.82%	8.19%	3.39%	1.69%	8.80%
Advanced Manufacturing and Services	4.64%	25.45%	26.45%	20.55%	13.64%	7.27%	2.00%	8.83%
Wholesale	5.03%	22.91%	26.82%	20.11%	15.92%	8.10%	1.12%	8.85%
Non-profit Organisation and Charities	0.45%	9.38%	21.43%	23.88%	25.45%	14.96%	4.46%	9.11%
Grand Total	2.40%	19.54%	29.98%	22.98%	15.78%	8.13%	1.20%	7.84%

# Diversity: Sector Happiness

Reviewing the 'Top 5 Most Diversified' and 'Least Diversified Sectors' we then review the overall Happiness Scores along with Productivity. As shown in our diagram below, the Top 5 and Least 5 diverse sectors show low correlation if Diversity increases individual Happiness. Happiness Scores and Productivity scores do show similarity, thus indicating Happiness has a strong correlation to Productivity.

## TOP/LEAST 5 Age Group Diversified Sectors

Ranked by Happiness/Productivity



- The Top 5 and Least 5 Age Group Diverse sectors show those with less Diversity, are happier
- Well-Being and Instilling Pride Overall was the lowest ranking step across most sectors.
- Well-Being, Instilling Pride, and Job Satisfaction are the key areas for improvement
- LEAST5 diverse sectors show low happiness around Well-Being and Instilling Pride whereas the most Diverse show most happiness in Job Satisfaction, Empowerment and Information Sharing.
- In the LEAST5 diverse groups, Technology show strong scoring across all 6 steps. Instilling Pride at is highest.

Six Steps/ Sector	Reward & Recognition	Instilling Pride	information Sharing	Empowerment	Job Satisfaction	Well-Being
Advanced Manufacturing and Services	67.24%	67.25%	67.75%	69.70%	69.04%	66.19%
Agriculture, animals, forestry and fishing	64.20%	67.55%	65.00%	66.10%	68.56%	66.96%
Entertainment and Media	66.98%	66.43%	67.77%	69.91%	69.03%	64.38%
Financial Services	68.38%	66.11%	68.39%	68.88%	68.88%	64.11%
Marketing and Advertising	73.79%	73.66%	73.78%	74.44%	76.08%	71.56%
Non-profit Organisation and Charities	68.92%	74.20%	68.58%	69.98%	70.35%	66.45%
Retail	66.32%	63.30%	66.83%	68.01%	65.60%	63.02%
Technology	80.14%	81.13%	80.18%	81.10%	80.92%	78.93%
Telecommunications and Publishing	70.83%	68.07%	67.84%	69.63%	69.45%	67.19%
Wholesale	65.27%	62.42%	65.88%	67.98%	64.62%	63.38%

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