



**Ethnocultural Diversity
amongst
UK Directors**

An Analysis for Directors UK

Webber Phillips 11 March 2014

About Webber Phillips

Webber Phillips is a specialist research and advisory company which provides unique data streams and evidence-based intelligence in the field of gender and ethnocultural diversity.

We aim to promote improved organisational performance and better service to clients, customers and consumers. Through our unique Origins software, we promote greater transparency and provide accurate, timely, non-intrusive and affordable diversity information.

UK Directors

I Background

Webber Phillips was asked by Directors UK to undertake a short study of members and non-members. The source material comprises two files, one containing the personal and family names of 5,288 members on the Directors UK database, the other containing the personal and family names of 5,854 non-members. The output will be tables analysing both membership and potential membership by ethnocultural background. We have added some limited commentary on our findings.

Process

Coding Procedure

We have appended three additional fields to each of the files presented.

The first, headed "Origins", is the Origins type which we consider to be the best predictor of the cultural background of that name at the very finest level of the classification.

The second field, headed "Group", shows a higher level summary grouping into which the type is classed.

The third field represents the Origins type as a three digit code. This code is hierarchic; the first digit of the code represents the Origins group and the second a useful intermediate division between the detailed types and the summary groups.

When examining the enriched file containing the names and these additional fields we find it convenient to sort records by the three digit field. This will cause all the Black African names to occur in sequence and, within that sequence, you will find the various types of West African name, followed by different South African tribal groups, different East African categories and so on.

Output

The two output files are supplied in xlsx format, sorted by Origins three digit code. Their names are "members output" and "non-members output".

Of the 11,142 names contained in the files which you have sent us just one name, members -LI0067, could not be recognised. Other than that we only found two other names, both on the non members file, that could not be given a classification, KA0020 (consisting of an initial and probably an incorrectly spelt surname) and PA0175 (which is described as "Not Payable"). Note an unrecognised name is one which we can not recognise. An unclassified name is one which we can recognise but which we can not classify for one reason or another, such as a name with an initial.

If requested we are able to check for potential data entry errors both in personal and family names using the information that you have sent.

II Profiles: An Explanation

We attach four .xlsx files which show the distribution of names by Origins. One pair, “members profile” and “non members profile” show the number of names in each Origins type both as counts i.e. absolute numbers (header = “count”) and as percentages of the total size of the file (header = “count %”). For example:

Comparing Origins Ethnocultural Profile of Members With UK Population

Origins Category	Count	Count %	Base %	Index
England	3250	61.46	62.62	98
Scotland	555	10.50	9.83	106
Irish Republic	330	6.24	6.35	98
Wales	350	6.62	6.23	106
Pakistan	20	0.38	1.18	32
Poland	33	0.62	1.09	57

To the right of these are added two further columns.

The column headed “Base %” gives you the percentage of UK adults in each of the Origins types. This enable you to identify which Origins codes are more commonly or less commonly represented on each file than among UK adults.

The column headed “index” is designed to enable you to measure this level of representation where a value of 100 represents a level of representation of that Origins type equal to the national average. Thus the index of “57” on Polish indicates that there were about half as many people with Polish names on your members file as you would expect if the names were drawn randomly from the UK adult population. This comparison ensures that we are comparing your files with the appropriate national profile; this minimises errors particularly in relation to small groups.

The two other profile files, “members group profile” and “non members group profile”, are similar in format to the “members profile” and “non members profile” except in that they report at the summary group level rather than at the detailed type level. Initially you may find these group profiles more useful than the detailed profiles.

The detailed profiles are sequenced in the alphabetic order of the Origins labels. We have ordered the groups so that the groups with the largest UK base % come at the top of the list.

III Findings

Members

People with British or Irish names are found among members almost exactly in proportion to their membership of the British adult population. What might be described - crudely - as the white British/non-white British split is similar to that of the population as a whole - roughly 88:12.

However, the summary profile reveals a clear differentiation between minority groups in their likelihood to be Directors UK members. There is a marked under-representation of people from the broad Black, Muslim and Asian communities; but this is balanced by a significant over-representation of people from Jewish and continental European backgrounds. Taking people with Jewish names for example, you have 60 members where, on the basis of random probability, you would have expected just 11. The outcome is that whilst the membership probably reflects the white British community, its minority membership is far less representative of visible minorities than the population as a whole.

The more detailed picture revealed by the complete profiles suggests that African Caribbean origin directors over-index relative to the size of that community, whilst West African origin directors are under-represented relative to their presence in the UK population. Given the small numbers involved we would attribute the difference to the age profiles of the two groups.

People with Western European, Nordic, Italian or Greek names are typically twice as likely to be members compared with the UK population. The only non-British white groups to under-index are people of Eastern European and Hispanic background. The latter group may include migrants from South and Central America as well as from Spain and Portugal.

Muslims are even less well represented proportionately than South Asians of Hindu or Sikh-origin. Directors of Chinese, East and South East Asian origin are least well represented of all.

Membership of Directors UK by Ethnocultural Background

Origins Group	Count	Members %	UK %	Index,
Total	5,288	100.00	100.00	100
ANGLO-SAXON	3,269	61.82	62.79	98
CELTIC	1,262	23.87	23.30	102
MUSLIM	74	1.40	3.56	39
SOUTH ASIAN	58	1.10	2.15	51
WESTERN EUROPEAN	247	4.67	1.98	236
SLAVIC	102	1.93	1.93	100
BLACK AFRICAN	29	0.55	0.92	60
HISPANIC	43	0.81	0.85	96
ITALIAN	79	1.49	0.84	177
CHINESE,EAST & SOUTH EAST ASIAN	10	0.19	0.71	27
NORDIC	36	0.68	0.35	193
GREEK/GREEK CYPRIOT	18	0.34	0.25	134
JEWISH/ARMENIAN	60	1.14	0.20	556
UNCLASSIFIED	0	0.00	0.12	0
OCEANIAN	1	0.02	0.01	211

Non members

The overall profile of non members is broadly similar to that of members but with two substantive differences, which together make it a far more diverse and cosmopolitan group than the members of Directors UK.

First the list of non-members is somewhat less dominated by the white British population than the members list. In our summary analysis, this group is relatively much smaller than the 88:12 white British/non-white British distribution we referred to above; in this case, the split is closer to 80:20.

People who are not of white British origin therefore represent a larger share of the non member file than the member file, in fact, 19.8% versus 14.3%. Interestingly, the difference in the non white British contingent of non members is composed of larger proportions of Jews and continental European just as much as it signals a larger presence among non-members of directors from visible minority groups.

In particular there is a nine-fold over-indexing amongst non-members with Jewish names.

That said, the visible minority populations are still more prevalent amongst non members file than amongst members file. The rank ordering of the minority groupings remains similar. African Caribbeans once again appear more frequently compared to their West African cousins.

There is one anomaly – the directors of Chinese, East or South East Asian backgrounds appear on this list at more or less the expected frequency given the size of the UK community. This suggests that they are to be far more likely be non-members than members, even when compared to directors from other visible minority groups.

Origins Group	Count	Non-Members %	UK %	Index
Total	5854	100	100	100
ANGLO-SAXON	3253	55.57	62.79	88
CELTIC	1442	24.63	23.30	106
MUSLIM	87	1.48	3.56	42
SOUTH ASIAN	70	1.19	2.15	55
WESTERN EUROPEAN	390	6.66	1.98	336
SLAVIC	156	2.66	1.93	138
BLACK AFRICAN	30	0.51	0.92	56
HISPANIC	97	1.66	0.85	195
ITALIAN	93	1.59	0.84	188
EAST/SOUTH EAST ASIAN	39	0.67	0.71	94
NORDIC	68	1.16	0.35	329
GREEK/GREEK CYPRIOT	15	0.26	0.25	101
JEWISH/ARMENIAN	111	1.90	0.20	929
UNCLASSIFIED	2	0.03	0.12	27
OCEANIAN	0	0.00	0.01	0

IV Comments and Conclusions

The analysis of the two data files presented by Directors UK suggests that whilst persons who are credited as directors tend to be as diverse as the population as a whole, viewed from a white British/non-white British perspective, there are large differences between the propensities of different minority groups to participate in this professional activity.

This suggests that there may be substantial opportunities to bring new talents to the profession, particularly from people of Muslim and South Asian backgrounds.

Our analysis also shows that Directors UK's own recruitment is not distributed evenly across the different ethnocultural groups. This obviously presents opportunities to win new members amongst underrepresented groups such as Black African directors. However, our analysis shows that there are also substantive opportunities at the other end of the spectrum – groups that are already well-represented in the profession and the membership, and therefore have a proven propensity to join Directors UK could yield even more members; the leading example of this is the Jewish group.

Finally, it may be worth observing that, whilst the general supposition in most professions is that underrepresentation stems from a lack of educational or from socio-economic disadvantage, this is unlikely to be true in this case. The most under-represented minority category is Chinese, East and South East Asian, which in Britain shows comparatively high educational and economic attainment. By contrast, the least under-represented visible minority group is Black African-Caribbean, which is amongst the ethnocultural groups most likely to experience educational or social disadvantage in the UK.

This suggests that the barriers to entry, both to the profession and to Directors UK membership are cultural rather than economic.

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