

# Talent Demographic Report

## BEST PRACTICES FOR BUILDING A DIVERSE WORKFORCE

APPLICANT DEMOGRAPHICS: CLIENT VS. TOP 10 TALENT COMPETITORS							
ETHNICITY	HIGH	CLIENT	LOW	HIGH	TOP TALENT COMPETITORS	LOW	GAP
Asian	34.8%	33.6%	32.5%	33.8%	33.4%	33.0%	0.2
Black/African-American	2.2%	1.8%	1.5%	3.1%	3.0%	2.8%	-1.1
Hispanic/Latino	10.2%	9.5%	8.8%	12.9%	12.6%	12.3%	-3.1
White/Caucasian	52.3%	51.1%	49.8%	47.2%	46.8%	46.3%	4.3
Other	4.4%	4.0%	3.5%	4.5%	4.3%	4.1%	-0.3
GENDER	HIGH	CLIENT	LOW	HIGH	TOP TALENT COMPETITORS	LOW	GAP
Female	49.3%	48.2%	47.1%	46.8%	46.4%	46.0%	1.8
Male	52.9%	51.8%	50.7%	54.0%	53.6%	53.2%	-1.8
AGE	HIGH	CLIENT	LOW	HIGH	TOP TALENT COMPETITORS	LOW	GAP
18-24	13.9%	13.1%	12.2%	10.1%	9.9%	9.7%	3.2
25-34	56.2%	55.0%	53.8%	58.3%	57.9%	57.5%	-2.9
35-44	23.0%	22.0%	21.0%	23.8%	23.5%	23.2%	-1.5
45-54	9.2%	8.5%	7.8%	7.8%	7.6%	7.4%	0.9
55-64	1.7%	1.4%	1.1%	1.2%	1.1%	1.0%	0.3

Understanding the makeup of your workforce and the applicant pool is just the first step in understanding the effectiveness of diversity recruitment.

A critical step in accessing recruitment process effectiveness is knowing how the demographics of your applicants stack up compared to talent competitors. Knowing this information can help answer the following questions:

- What areas is my recruitment strategy strong in and where do I have greatest opportunity to improve?
- Am I attracting my target talent?
- Is my diversity messaging resonating the best with the individuals I want to attract to the organization?

Knowing what your target talent want in the job and company can substantially help in creating job advertisements and messaging that will directly help with attracting the right individuals.

TARGETED TALENT'S TOP EMPLOYMENT FACTORS						
ETHNICITY	SALARY	BENEFITS	LOCATION	ADVANCEMNT OPPORTUNITES	WORK-LIFE BALANCE	REPUTABLE COMPANY
Asian	87.03%	75.88%	65.93%	47.60%	31.40%	29.08%
Black/African-American	78.00%	77.98%	63.89%	49.80%	33.65%	27.88%
Hispanic/Latino	82.34%	69.00%	70.51%	27.80%	28.78%	26.09%
White/Caucasian	91.09%	80.18%	74.62%	35.83%	34.09%	27.04%
Other	88.97%	77.98%	64.98%	35.90%	21.37%	30.57%
GENDER	SALARY	BENEFITS	LOCATION	ADVANCEMNT OPPORTUNITES	WORK-LIFE BALANCE	REPUTABLE COMPANY
Female	89.03%	74.18%	64.93%	38.35%	35.40%	28.70%
Male	88.00%	76.78%	63.79%	37.97%	33.38%	26.78%
AGE	SALARY	BENEFITS	LOCATION	ADVANCEMNT OPPORTUNITES	WORK-LIFE BALANCE	REPUTABLE COMPANY
18-24	86.03%	74.54%	64.93%	47.44%	33.20%	30.07%
25-34	78.20%	76.94%	65.89%	38.90%	32.75%	24.84%
35-44	82.14%	68.00%	71.51%	47.80%	29.88%	24.09%
45-54	90.09%	80.28%	73.62%	25.54%	35.19%	26.34%
55-64	89.97%	78.78%	68.98%	35.09%	23.47%	29.67%
65+	78.88%	91.97%	77.93%	34.60%	34.60%	30.18%

Through targeted surveys of top talent, Personified provides insights for how to best reach these individuals and attract them to your organization with the smallest investment possible.

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