Lighthouse Guide 12: Using Lighthouse to view your demographic data

Within Lighthouse, you have the ability to view demographic information for anyone belonging to your organisation - be that a local, regional or state party, or even an associated organisation.
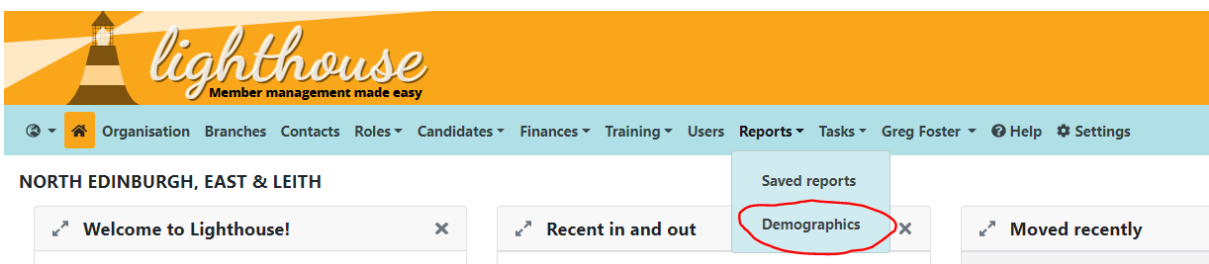
This data can be a really big help in improving your organisation's diversity as it gives you an accurate picture of just how much like your community you are as well as the impact your inclusion activities are having on your membership

Accessing the Dashboard

To access the Dashboard, you'll first need "View Demographics" permissions in Lighthouse. You can see if you have these by going to the Users tab and then locating your record.

If you don't have access, you'll need to speak to your local Super Users to get access.

If you do have access, you'll see a new sub-tab under "Reports" labelled "Demographics"

Understanding the Data

Once you've accessed the dashboard, you'll see a screen that looks like this:

The graphs on this page each show a characteristic that the party is able to track. All of the data for this is self-reported and it's always voluntary to provide the party with any of the information on this page. The categories covered are:

- Age. This one is fairly straightforward, it tells you how old your local party is.
- Ethnicity / Race. This covers the ethnicity of respondents. There is more granular detail available, but for most organisations this would lead to the graph displaying very little data as the numbers are very low.
- Gender. This displays which gender someone is.
- Gender identity as birth. This displays whether or not someone's gender today matches the one they were assigned at birth.
- Religion. This displays what self-reported religion someone follows.
- Sexual Orientation. This displays someones' self-reported sexual orientation, from a list of the most common options.
- Economic Activity. This displays the self-reported working status of members in your organisation.
- Occupation. This displays the self-reported occupation of members in your organisation, organised into standard categories to match the census.
- Disability. This displays whether or not members consider themselves to be disabled.

With all of the categories above, it's worth bearing in mind that this is all self-reported data and the party does not actively verify any of it, we take it on trust that members are reporting their own demographics accurately.

Where we can compare to the census for a characteristic, you'll see census comparisons alongside each bar.
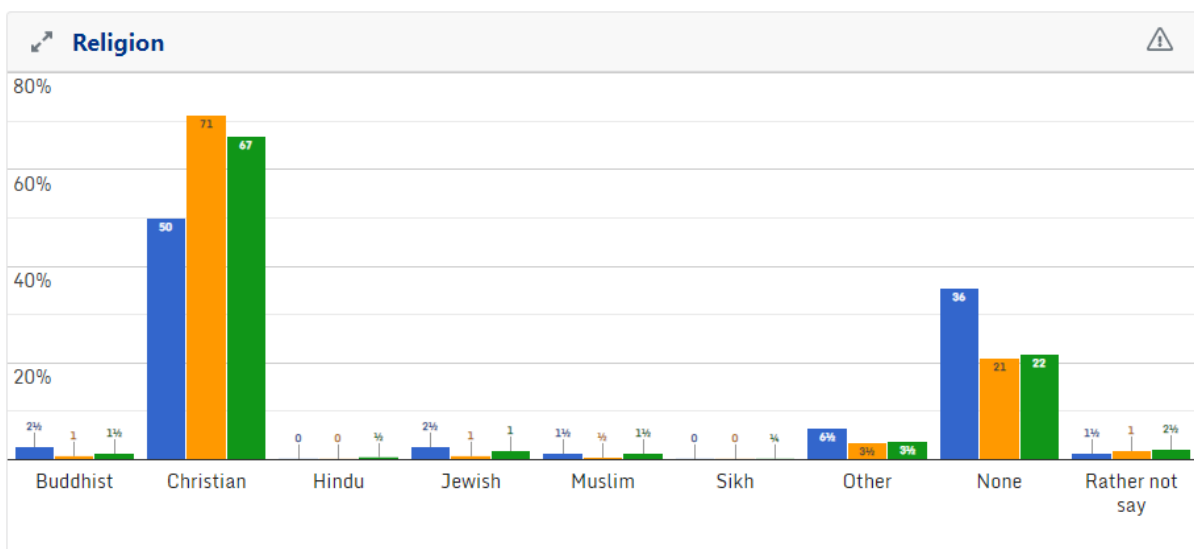
We have also done our best to conform to Equality Act and Census definitions where possible to allow as much comparison as possible.

This also means that as data for the 2021 (2022 in Scotland) census is released, we'll be able to update the comparison data quickly and easily.

You'll also see comparisons to your Regional/State Party and to the Federal party - so you can analyse whether you're doing better or worse than the national party and if you're getting close to representing your area accurately.

There's a lot of data on display here, so if you want to cut it down and make it more manageable, jump ahead to the section on customising the Dashboard.
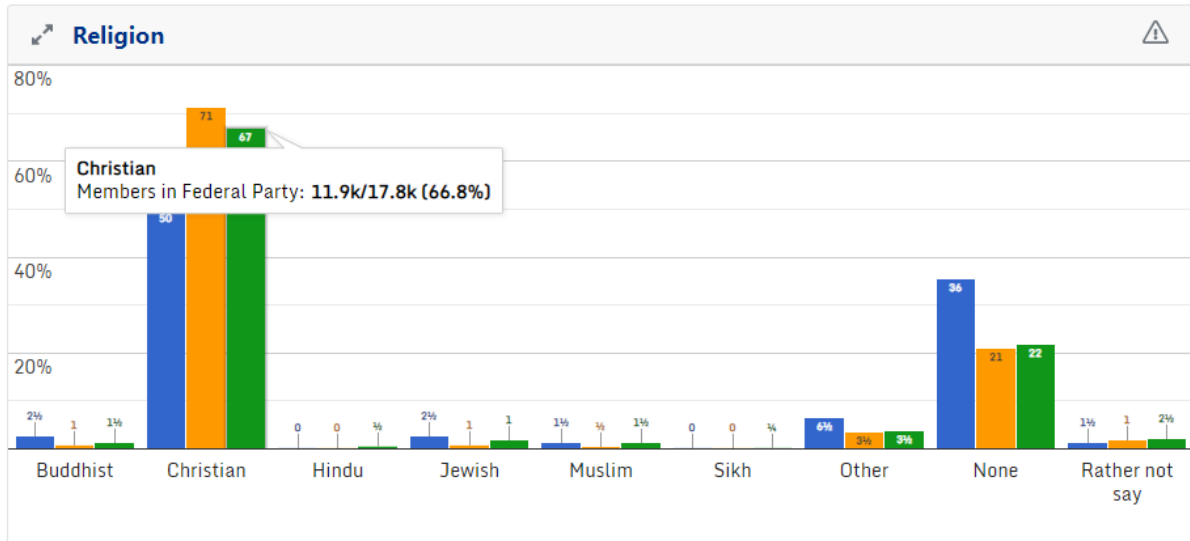
Interacting with the graphs

Each graph contains a number of useful features to help you make the most of it.

In the top left you'll find a double arrow icon, which allows you to blow the graph up to full screen size, allowing you to view it in much more detail.

In the top right, you'll see a hazard warning sign - where this is present, there will be a note about the data, or comparisons to the census.

On this one - religion - it's to note that the data is not available UK wide due to differences in collection between Census versions.

You can also get more information on a group by hovering over the bar.

The tooltip that appears will show you the raw number of responses, as a total of the whole as well as the relevant percentage.

Customising the Dashboard

There's a lot of data available on the dashboard and you might want to view a smaller subset, or even take a look at a smaller electoral area within your organisation's catchment area.

The good news is, you can do both of these things!

Toggling data on and off

At the top of the dashboard, you'll see a grid of checkboxes that looks like this:

To toggle a group's display on or off, you just need to click on the tick. When you do so, the box will no longer show a tick and the item will disappear from graphs.

If you tick at the top level - IE, where it says "Camborne, Redruth and Hayle" it'll disable all of the categories underneath that.

If you tick on the lower level, it'll only toggle that specific data series.
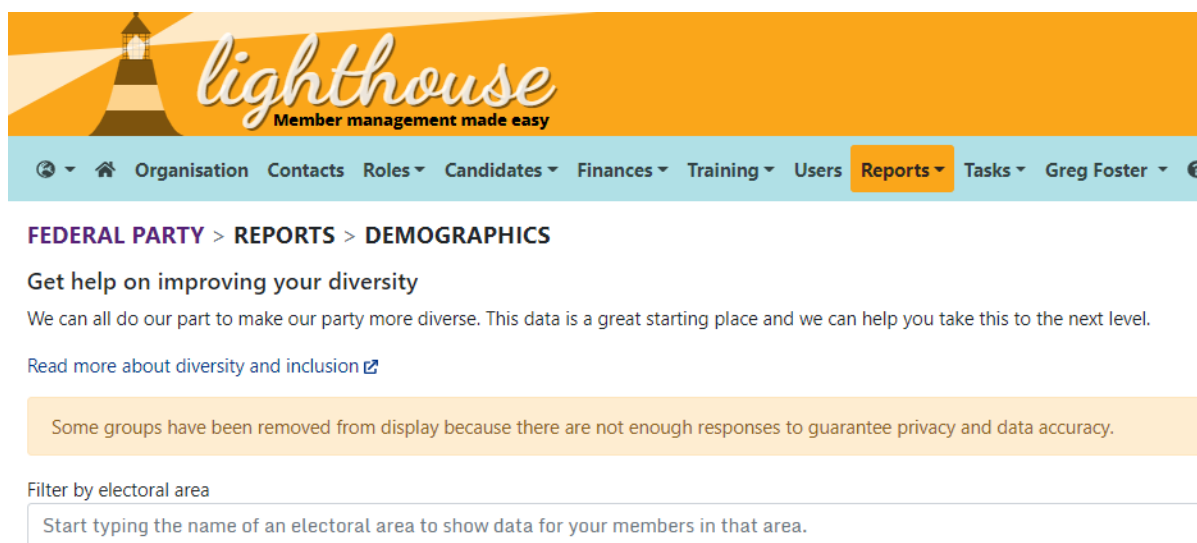
If you want to bring that option back, simply click on the box again and it will re-appear.

You can turn off, or on, as many options as you like - but you have to redo this every time that you load the dashboard up.

Viewing an electoral area

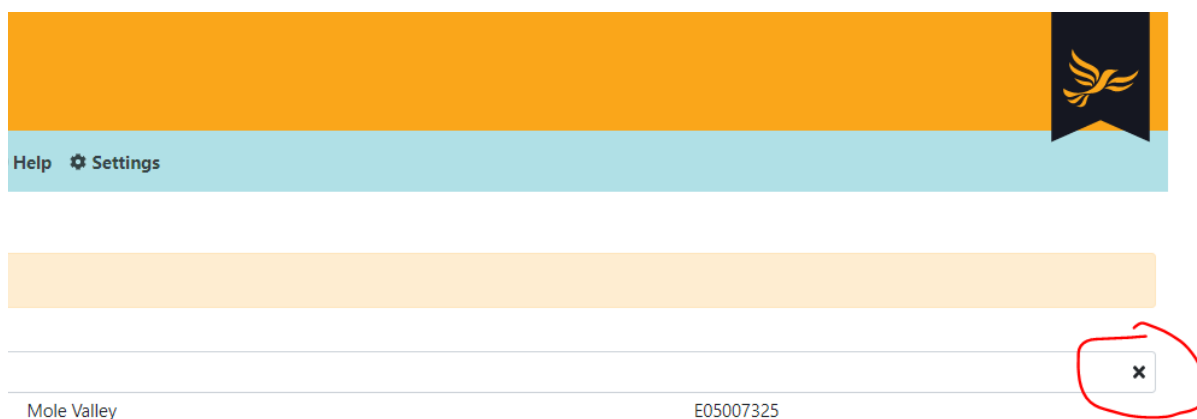You might also want to view the stats on a ward or constituency basis - and you can do this too.

To do this, you simply need to type the name of the electoral area you're looking for in the search box:

That will bring up a list of areas that match your search below the box. Select one and the dashboard will re-load, showing you data for that area.

When you're done with that electoral area and want to load another, simply click the cross on the far right of the search box and start searching again.

It's also worth bearing in mind that when drilling down to an individual council ward it's likely that you'll have less data displayed on the graphs, as many groups will be under the cut-off where it would be disclosive to display that information.

Next Steps

So, you've got your data and you know how your local party is doing at reflecting your community.

What's next?

Well, there's a couple of practical things that you can do to help make sure you're taking diversity seriously.

1. Make sure you have a Diversity Officer in place*. [You can learn more about Diversity Officers here](#).

   Whilst lived experience is important, please don't just ask someone to be a Diversity Officer because they come from an underrepresented group and then expect them to deal with all diversity matters.

   This is the responsibility of all members, not just those from diverse communities.

2. Make contact with your Regional/State Diversity Officer to see if they can provide any help. You can find their contact details on the Demographic Dashboard in Lighthouse.

3. Read our training on diversity on the website and make a plan to engage diverse communities. [You can see what's on offer here](#).

4. Read "Whose vote are you missing" - which is a comprehensive guide on how to build an inclusive culture in your local party. [You can find that here.](#)

5. Read the "Boost Guide" - which is a comprehensive guide on running an engaging and effective local party. [You can find that here.](#)

6. Set up regular reporting on demographic trends to your local party executive so that you can measure your performance over time.

   At the moment, Lighthouse only displays point in time data, so if you're wanting to track it, you will need to do this by storing the data outside of Lighthouse - for

example in an Excel or Google Sheet.

We're working on changing that in the future, so that this won't be necessary.

7. Put in place a practical, actionable plan on how you're going to work on improving your local party's culture and recruit more members from diverse backgrounds.

   This could mean ensuring you canvass in areas of your local party where underrepresented groups tend to live, making contact with diverse faith groups in your area, or encouraging women in your party to stand for election, become local party officers or encourage their female friends to join the party.

   You can find out more about how to do this here.