

Gender Pay Gap

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2021-22 reporting year.



Percentage of men & women in each hourly pay quarter	Men	Women
Upper hourly pay quarter	64.9%	35.1%
Upper middle hourly pay quarter	50.0%	50.0%
Lower middle hourly pay quarter	55.2%	44.8%
Lower hourly pay quarter	37.9%	62.1%

Percentage receiving bonus pay	Men	Women
	63.9%	62.8%

Difference in hourly pay	Mean	Median
	23.2%	11.7%

Difference in bonus pay	Mean	Median
	11.9%	-5.9%

Fluent's policy of diversity and inclusivity within our workplace has resulted in a gender pay gap of 11.7%, which is 3.7 (24%) points below ONS data averages for 2021. **(Source: Gender pay gap in the UK: 2021, ONS, 7th March 22).**

All roles with potential to earn bonus are universally applicable to all genders, and any bonus earned is solely down to individual merit and performance.

Our gender pay gap is mostly driven by the gender split in our most senior roles (upper hourly pay quarter) where the split is 64.9%/35.1% in favour of men. When considering the percentage of men and women who received bonus pay, the figures were almost level at 63.9% and 62.8% respectively. At the time of reporting, we reviewed 269 individuals, 49% male and 51% female.

Fluent continue to monitor, review, and focus on diversity within our workplace, from initial recruitment of new candidates to development across our existing workforce.