

Gender Pay Gap

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2022-23 reporting year.



Percentage of men & women in each hourly pay quarter	Men	Women
Upper hourly pay quarter	60.6%	39.4%
Upper middle hourly pay quarter	48.2%	51.8%
Lower middle hourly pay quarter	54.5%	45.5%
Lower hourly pay quarter	40.9%	59.1%

Percentage receiving bonus pay	Men	Women
	67.8%	63.8%

Difference in hourly pay	Mean	Median
	20.2%	10.0%

Difference in bonus pay	Mean	Median
	24.2%	27.8%

Fluent's policy of diversity and inclusivity within our workplace has resulted in a gender pay gap of 10.0% which is a reduction on the previous year reportable figure of 11.7% and 4.9 points (33%) below ONS data averages for 2022. **[Source: Gender pay gap in the UK: 2022, ONS, 10th March 23]**

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 60.6%/39.4% in favour of men. When considering the percentage of men and women who received bonus pay, the figures were 67.8% and 63.8% in respectively. At the time of reporting, 462 individuals were reviewed, 50.4% male and 49.6% female.

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