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Stop the Bias Report 2024

It's not black and white

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Introduction

Diversity, equality and inclusion continues to be a hot topic in recruitment. Perhaps surprisingly, it's not actually a legal requirement to have an DE&I policy. And various studies and surveys suggest many organisations are falling short.

We don't live in an ideal world. We'd all like to think that it's skills, experience and aptitude that gets us a job, but the truth is that it's murkier than that.

Official UK government data[1] from 2021 shows that 76% of white people were employed, compared with 67% of people from all other ethnic groups combined, dropping to just 58% of the Pakistani and Bangladeshi ethnic group. The gender pay gap[2] is decreasing, but is still 14.9%, and women effectively work for free for two months a year.

Yet diversity wins, with McKinsey analysis[3] showing that businesses with better gender equity are 26% more likely to financially outperform their peers, and the more ethnically diverse firms perform 36% better too.

But what do those looking for jobs think? Do they believe they are facing bias in the recruitment process? And what do they think should be done about it?

In early 2022 we started our Stop the Bias campaign, launching with a report that revealed that less than a quarter of job applicants believed diversity data was benefiting them, and every individual surveyed believing that something about them, be it age, gender, ethnicity, accent or other factor, was going against them in the job hunt.

This past year we've seen hybrid working accelerating, women being cast into the spotlight and speaking up about the pressure of being a working mum, a growing movement around LGBT+ rights and gender diversity, lively protests over the cost of childcare and pregnancy, and a financial crisis.

Has any of this affected bias in recruitment, or candidate concerns around bias? Have the rallying cries of Tribepad and our progressive peers in the industry made a difference? Are people more confident that they will not be discriminated against? And what are the solutions to reducing bias and getting great people from all walks of life into the jobs where they will excel?

In this report we've tuned back into the sentiment of job applicants and dug a little deeper. This time, we've also looked for whether there is any need for candidate concerns around bias. We wanted to find out if things had changed. This report includes:

● Candidates personal discrimination fears

● How worries have changed year on year

● The discrimination reality: analysis of over two million direct to employer applications across different sectors to uncover whether or not discrimination worries are warranted

Read on to find out more.

"I had a recruiter say that it was a shame my name wasn't Jane Smith, because with all my experience she'd get me roles. She implied I was being passed over because of my name not sounding English enough!"

A, Female, 49, Indian

The shifts of change in candidate concerns around bias in recruitment

Since our last study, there are signs that candidates are, on the whole, less fearful of bias. In 2022 every individual surveyed said there was something about themselves that they believed would hold them back in the recruitment process. In 2023 11% chose the option 'none of the above.' This suggests some progress, but that still leaves a huge 9 in 10 people (89%) feeling they are at risk of prejudice when applying for a new role.

Age is the biggest concern, mental health and weight have moved into the top five, while ethnicity and gender have become less of a concern. Despite the fact that mental health and mental illness are becoming a more prevalent part of discourse both in and out of work, the number of candidates concerned that mental health could be used against them rose by a third, from 1 in 8 (13%) in 2022 to 1 in 5 (19%) in 2023, correlating with the growth of numbers known to be suffering with mental health issues.

Stigma around disability was also a concern for almost 1 in 5 people (18%) compared to 1 in 4 (23%) in 2022. This is an improvement, with people showing more confidence in the fairness of the process, but too many people living with disabilities are still worrying that their additional needs might be held against them.

Weight is a concern for almost 1 in 5 people (18%), and personal appearance for 1 in 4 (25%), both up a fifth since 2022. Sadly these fears are likely justified. A woman who is overweight is less likely to be selected to fill a higher-wage job that involves interacting with the public and overweight women are more likely to make less money than people of average weight, according to a study by Jennifer Shinall of Vanderbilt Law School[4].

Being seen as "too old" is the most prevalent candidate concern. The good news is that our analysis of in-house recruitment data shows that it needn't be.

> " It is economically rational for ambitious women to try as hard as possible to be thin.
>
> **The Economist, 2022**

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Trust in diversity data sharing is building

Candidates are more trusting in employers to do the right thing

It's common practice for organisations to collect data on diversity characteristics to monitor their levels of inclusion in a business. But do candidates believe it's being used to their advantage or held against them?

The proportion of people who believe that diversity data is used by prospective employers in a way that benefits them

has increased by nearly a third in relative terms. In 2022 only a quarter of candidates (24%) believed that this kind of data collection and reporting was beneficial to them as an applicant, but it's risen to a third (33%) in 2023. This suggests that candidates are reassured by the growing narrative around companies meaning what they say when it comes to equity, diversity and inclusion.
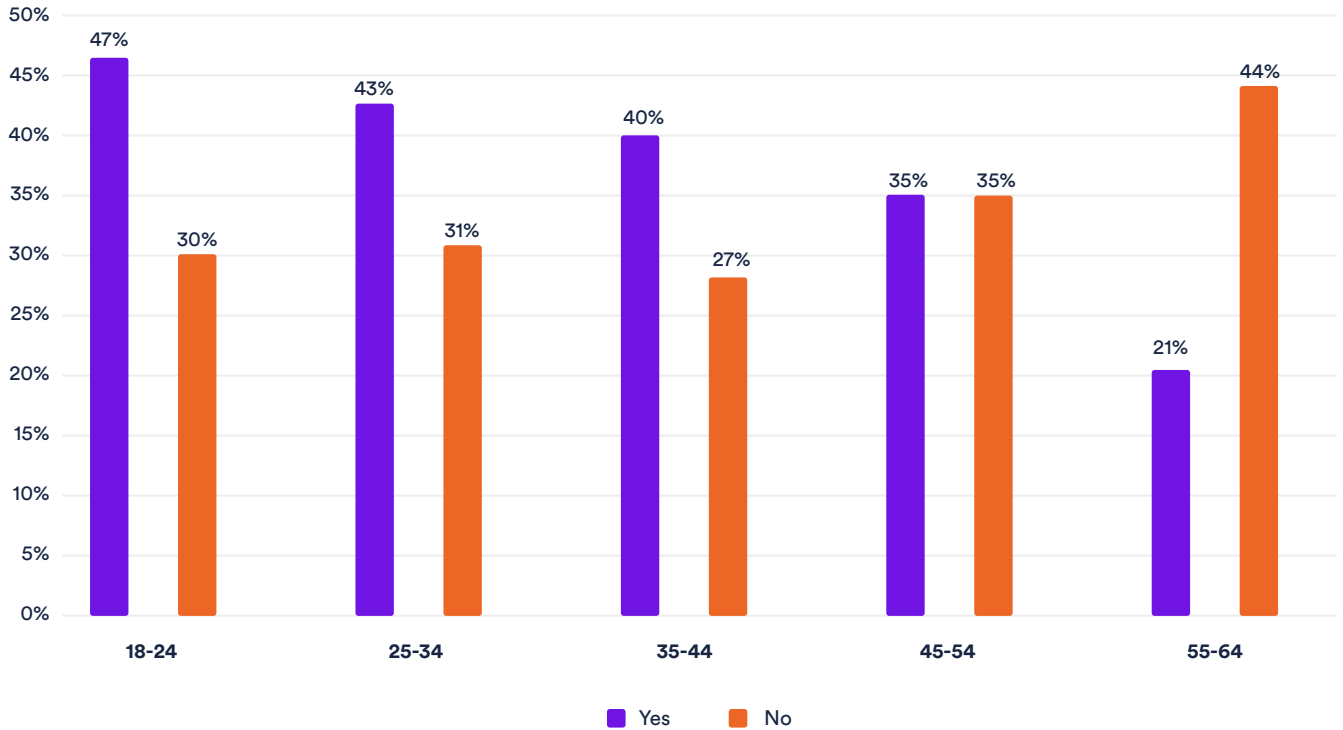
Do you trust diversity data is used for your benefit?
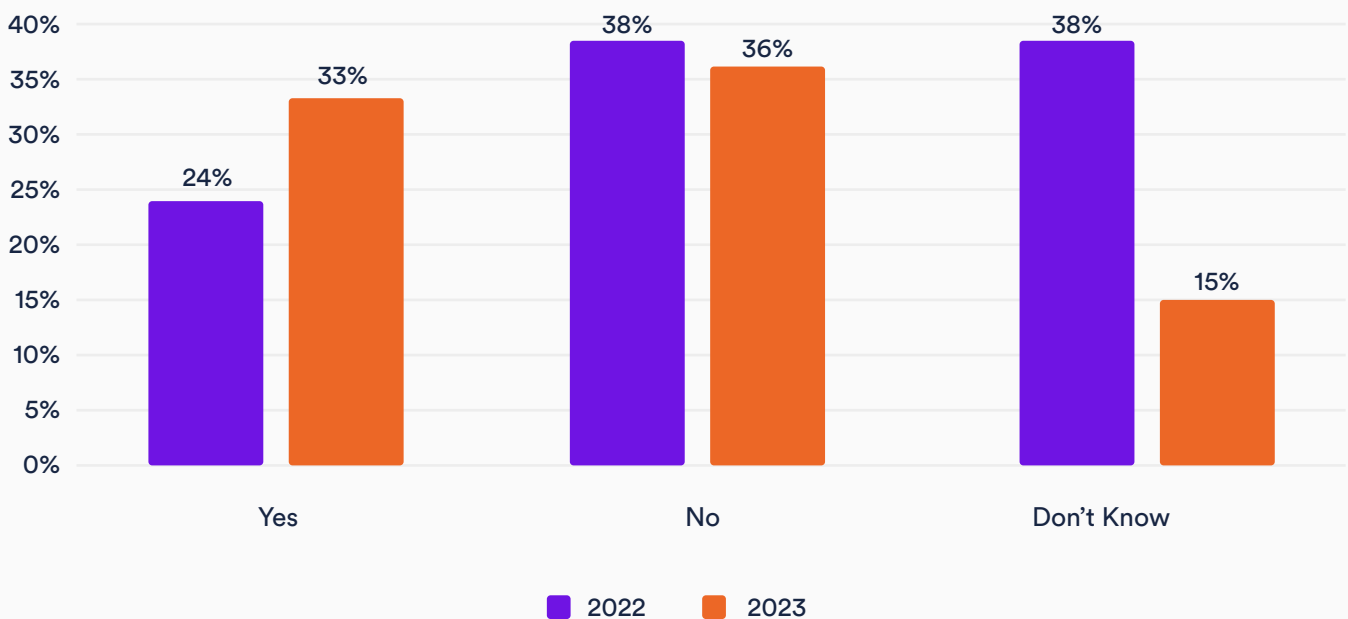
Nevertheless, trust reduces with age; 44% of 55-64 year olds do not believe the data collection benefits them, compared to 30% of 18-24 year olds. Meanwhile, younger applicants are over twice as likely to believe that their data was being used for good. The gender split is fairly even.

What can employers do to increase trust that DE&I data sharing is improving equality? Perhaps collecting the data is just the first step, and it would be beneficial for large organisations to publish their findings, as presented later in this report.

Do you trust that employers use diversity data in a positive way that benefits the applicant? - by age

Chart legend: Yes (purple), No (orange)

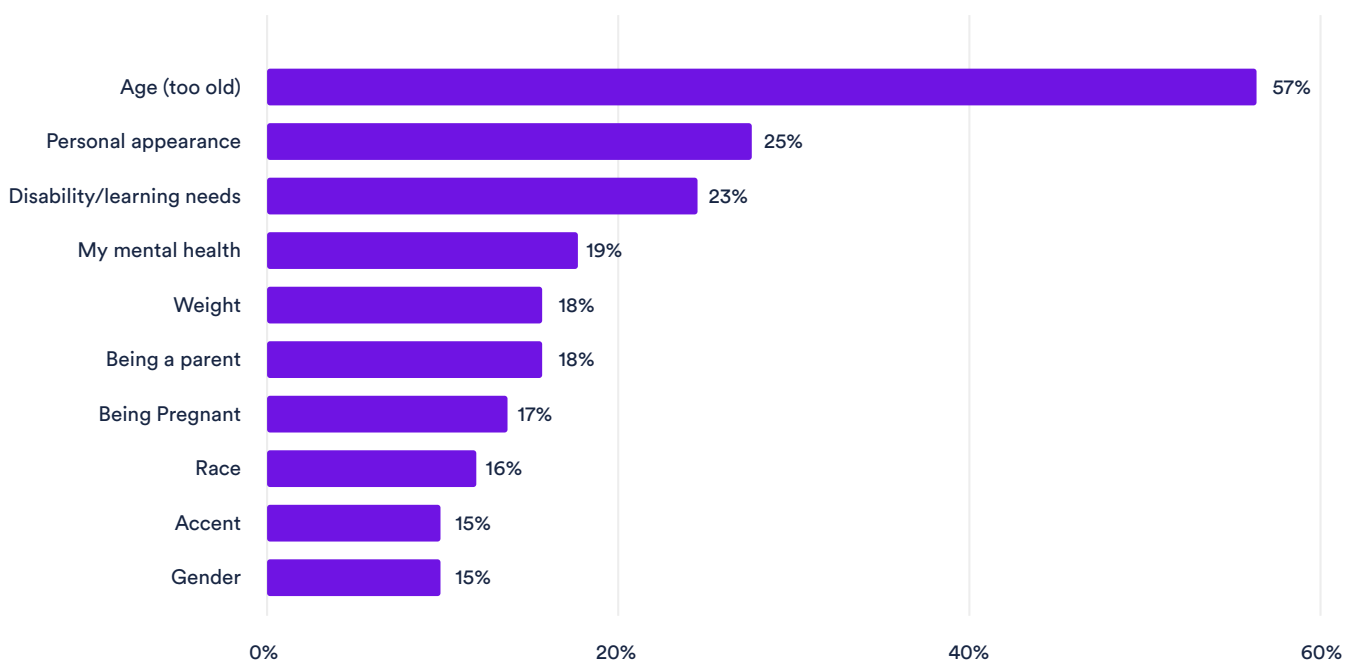| Age	Yes	No
18-24	47%	30%
25-34	43%	31%
35-44	40%	27%
45-54	35%	35%
55-64	21%	44%

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Section 1: The fears

Candidate concerns around potential bias

Our analysis shows that candidates have real concerns that biases, whether conscious or otherwise, may impact their chance of landing their next role. We asked respondents to imagine they were applying for a new job or promotion at work. Which of the following, if any, would they feel gives them less chance at getting the job than someone else?

Imagine you are applying for a new job or promotion at work... Which of the following, if any, would you feel give you less chance at getting the job than someone else? Select all that apply

Category	Percentage
Age (too old)	57%
Personal appearance	25%
Disability/learning needs	23%
My mental health	19%
Weight	18%
Being a parent	18%
Being Pregnant	17%
Race	16%
Accent	15%
Gender	15%

> *It's all about if your face fits.*
>
> *Discrimination in recruitment decisions is a market failure because it should be in the employers' own interest to hire the most productive workers—irrespective of their gender, race or ethnicity.*

Anonymous job applications in Europe, Annabelle Krause, Ulf Rinne & Klaus F Zimmermann, IZA Journal of European Labor Studies, 2012[5]
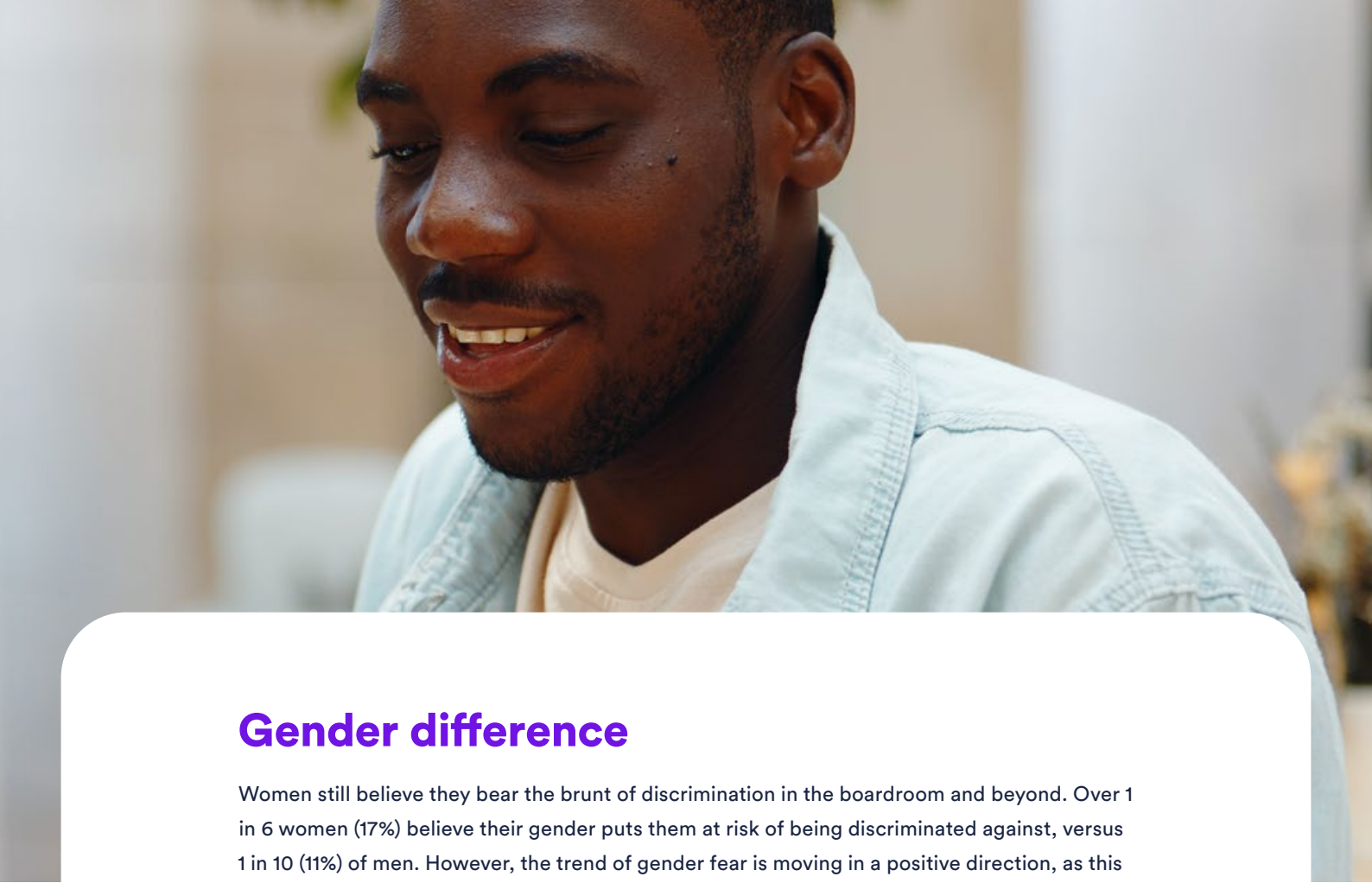
Gender difference

Women still believe they bear the brunt of discrimination in the boardroom and beyond. Over 1 in 6 women (17%) believe their gender puts them at risk of being discriminated against, versus 1 in 10 (11%) of men. However, the trend of gender fear is moving in a positive direction, as this represents a decrease of over one sixth in 2023 compared to 2022.

> **1 in 6 women believe they are at risk of discrimination**

% who believe that recruiters are biased towards their gender
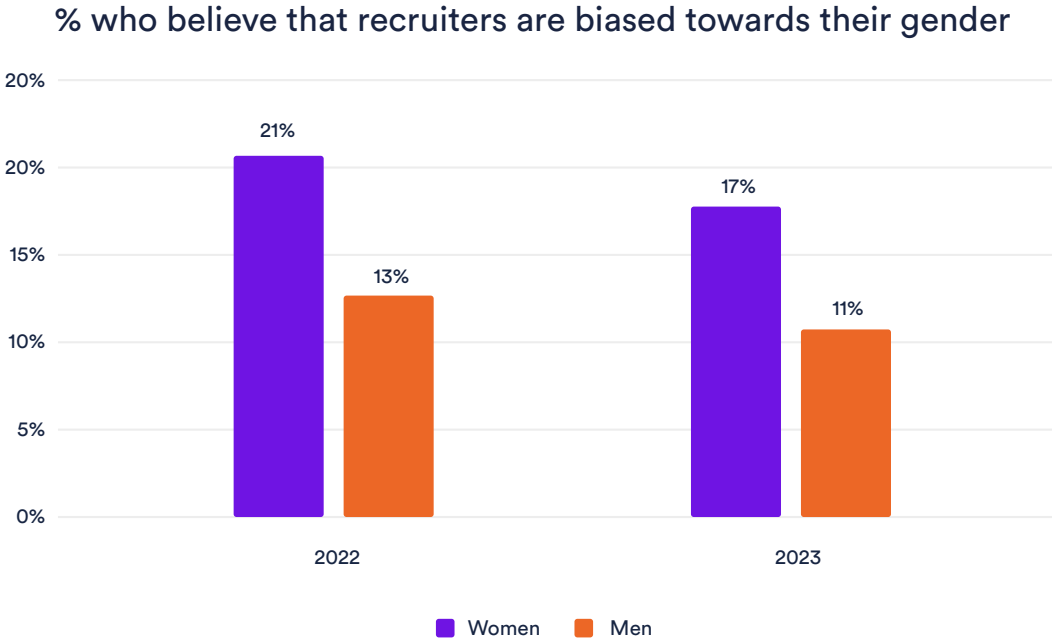
(Note: As with ONS data, we are unable to show results due to 0.06% of the population being non-binary, meaning we have insufficient data for analysis. In our data trans men/women are counted as they choose to identify).

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Too old or too young?

> **3 in 4 people aged 45 to 64 years fear being perceived as 'too old' for roles**

The belief that being too old holds people back has gone down, but is still significant - and is the number one concern. 3 in 4 (74%) of those aged between 45 and 64 years old fear being perceived as 'too old'. This fear rises to 8 in 10 (83%) of those aged between 55 and 64 years.

Men are more concerned about being seen as 'past it', with 59% worried that their maturity might hold them back, compared to 54% of females.
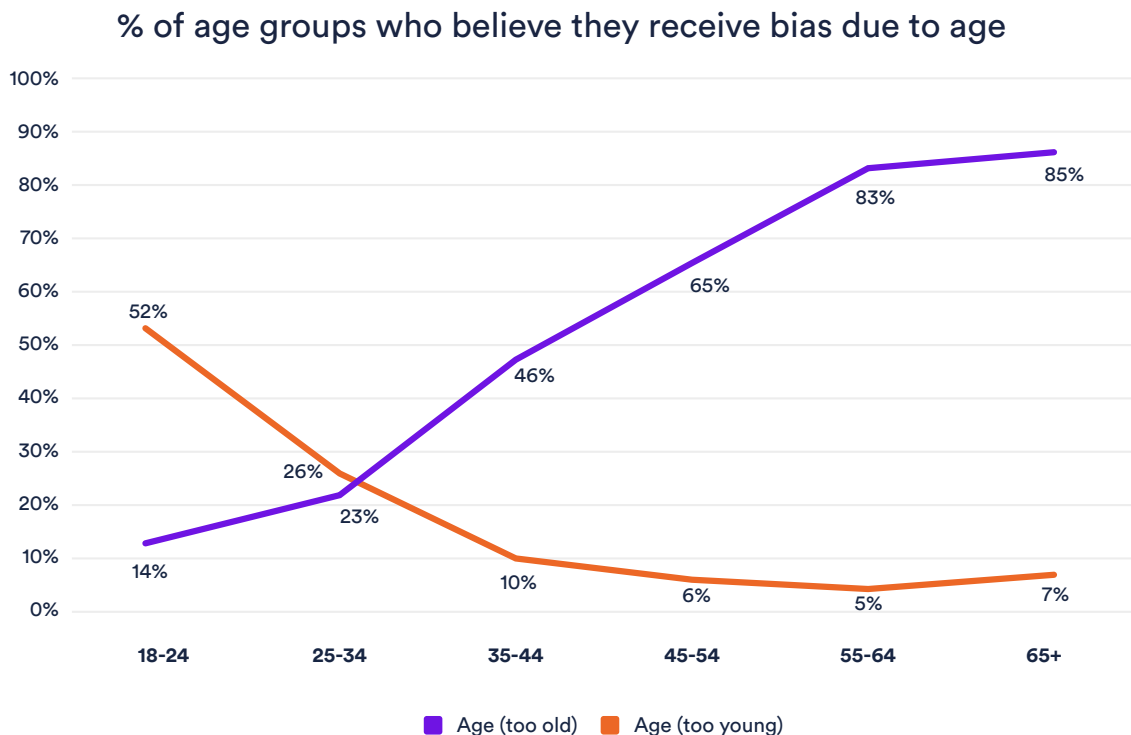
Only 4 in 10 (39%) of Londoners feel they are too old, compared to 7 in 10 (70%) of those living in East England.

"I have 11 to 15 years experience for the jobs I applied for only to be told I still don't have enough experience. It's definitely an age thing - when you get older they don't want you."

S, Female, 37, Tech

At the other end of the spectrum more than half of 18-24 year olds (52%) feel they may be being discriminated against for being too young, compared to a third (31%) in 2022 - an increase of 40%.

The sweet spot for being the right age seems to be 25-34, in candidates' eyes.

% of age groups who believe they receive bias due to age

Legend: ■ Age (too old) ■ Age (too young)

Data points — Age (too old): 18-24: 14%, 25-34: 23%, 35-44: 46%, 45-54: 65%, 55-64: 83%, 65+: 85%

Data points — Age (too young): 18-24: 52%, 25-34: 26%, 35-44: 10%, 45-54: 6%, 55-64: 5%, 65+: 7%

> *"I'd like to think it's just unconscious, but I do feel that people look at me and presume I can't do the job because of my age.*
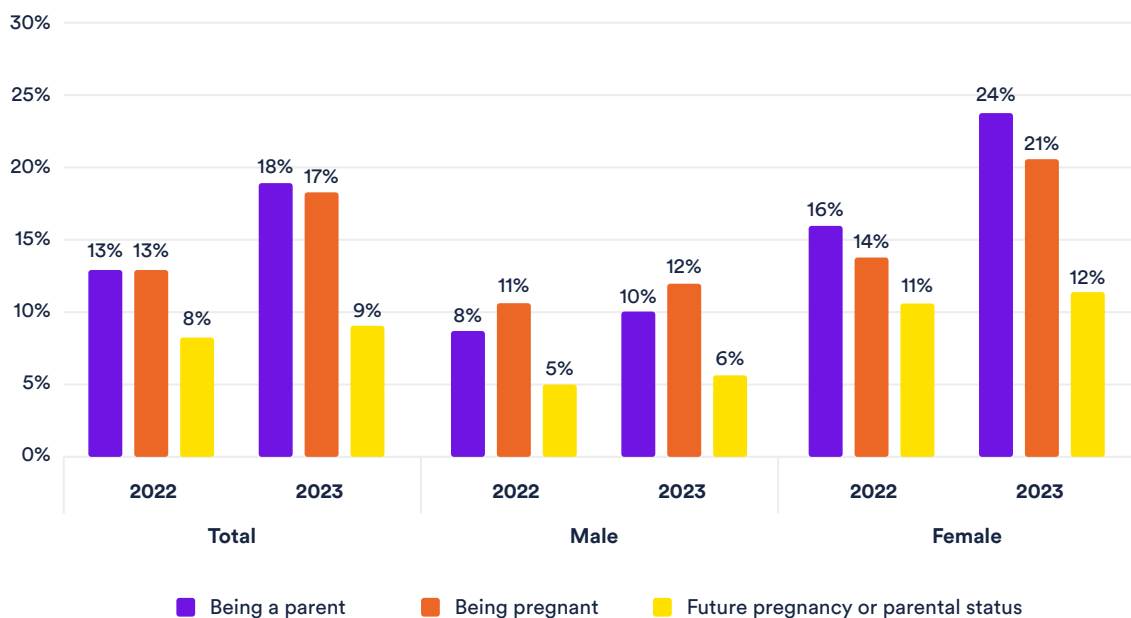
A, Female, 24

The parent trap

Pregnant and screwed - is that still a thing? There has been an increase in concerns amongst the public that being a parent or being pregnant could result in bias in recruitment. Over the past year, candidates concerned about this rose from 13% to 18% for parents and 17% for pregnancy.

The parent trap is a real worry of current and potential parents - and it's a growing fear. With childcare and parental leave hot topics in the news, it seems like we have a long way to go when it comes to parental equity.

> *Women are twice as likely to believe being a parent or pregnant affects their advancement*

% who believe they/partners receive bias due to pregnancy/parenthood

Legend: Being a parent · Being pregnant · Future pregnancy or parental status

	Being a parent	Being pregnant	Future pregnancy or parental status
Total 2022	13%	13%	8%
Total 2023	18%	17%	9%
Male 2022	8%	11%	5%
Male 2023	10%	12%	6%
Female 2022	16%	14%	11%
Female 2023	24%	21%	12%

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British women still take on the bulk of childcare responsibilities, with 2 in 5 (38%) females working part time, compared to just 1 in 7 (14%) men.

Unsurprisingly, women are 1.4 times more likely than men to feel that being a parent holds them back when applying for roles, and 80% more women than men believe that pregnancy, now or in the future will impact their chances.
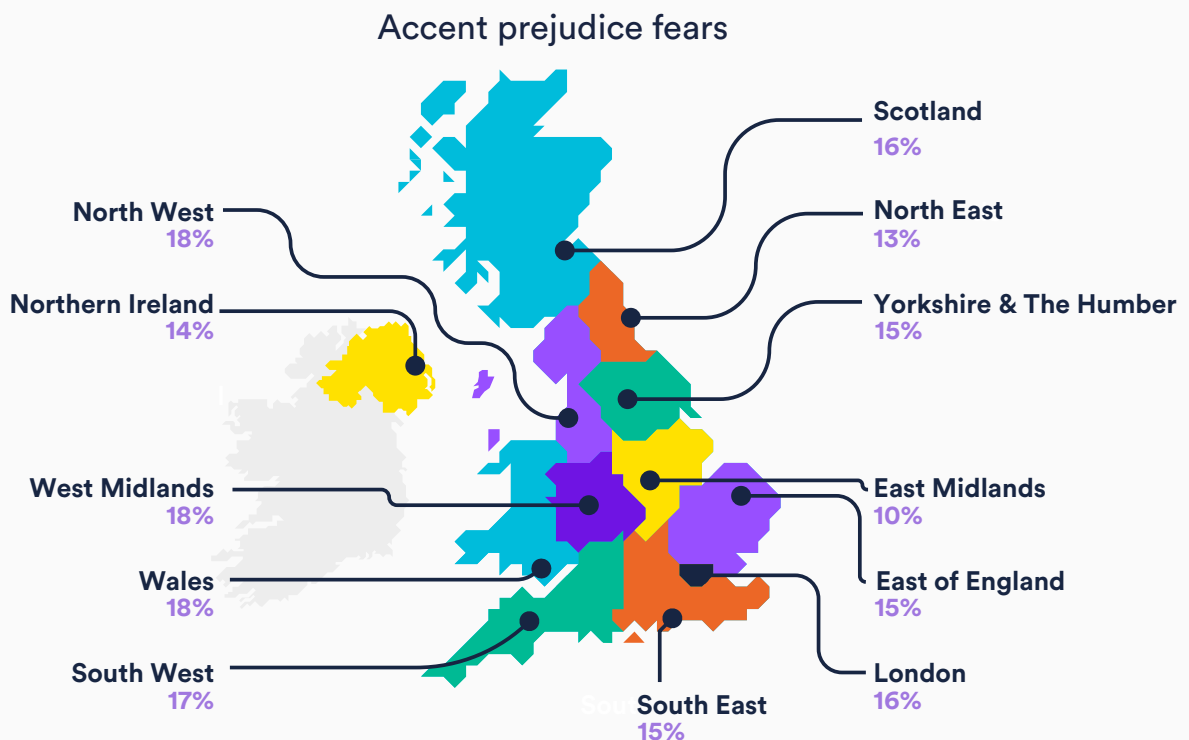
" *I know that other colleagues are getting pay rises. But with one under two and being pregnant, I'm worried that I won't get one, despite doing the same job.* "

J, Female, 33

Accents speak louder than words

In 2022 we reported on accentism - and candidate fears that it is a problem are growing. Those in Scotland, the South West and Wales say bias towards the way they speak is a particular concern.

We live in a highly mobile society and hybrid and flexible working is billed as a great way to recruit talent that isn't in the same geographical area, allowing employers to capture great talent beyond their local vicinity - but could accentism result in unconscious bias about a candidate's skills and ability?

Accent prejudice fears

Scotland 16%

North West 18%

North East 13%

Northern Ireland 14%

Yorkshire & The Humber 15%

West Midlands 18%

East Midlands 10%

Wales 18%

East of England 15%

South West 17%

London 16%

South East 15%

Broadly speaking people in most regions are concerned - suggesting that there is a pervasive level of anxiety about being judged for the way we speak.

Section 2: The reality

Are candidates' worries warranted?

Are candidates right to be worried? Or does the data suggest they have nothing to fear? What does the data from applications indicate? These questions were rightly raised in our 2022 report, so we decided to investigate.

We've analysed application data from a representative sample of over 2 million applications direct to employers covering the public sector and private sector across multiple industries and thousands of roles. We have looked at how confident people are at revealing information, how many people apply for jobs, and what the hiring rate is, to see if bias exists.

- **Total applications** - 2,488,983

- **Completed applications** - 2,031,221

- **Number of hires** - 66,523

Gender equality in job offers

According to Tribepad's data, gender does not appear to play a significant role in hiring choices. Men are slightly more likely to apply for roles, but hiring rates are similar. Whereas women make 46% of applications, but are hired 48% of times. Non binary data is too limited to draw any conclusions.

Application and hires by gender

Legend: Completed Application · Hired · Variance

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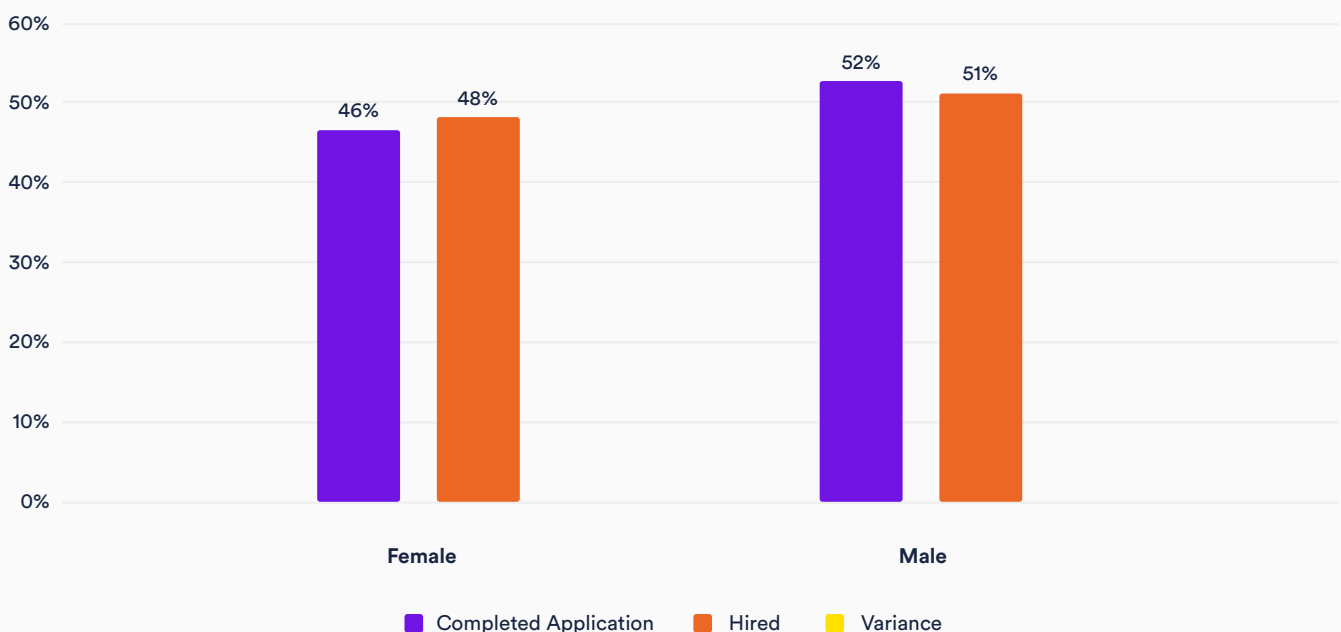
> **"** *The research demonstrates that as a society we have a long way to go to get diversity and inclusion right. It's all about demonstrating to potential candidates who we are as employers, what we do, and building cultures to make sure that everyone feels a sense of belonging. The encouraging part of this research shows that applicants versus job offers are improving, female applicant data is very encouraging, particularly for us coming from the construction industry.* **"**

Luke Janiec, National Resourcing Manager for Tarmac & CRH Europe

Discrimination in favour of older employees

Despite candidate fears, recruitment data indicates that age is not a negative determining factor for older applicants.
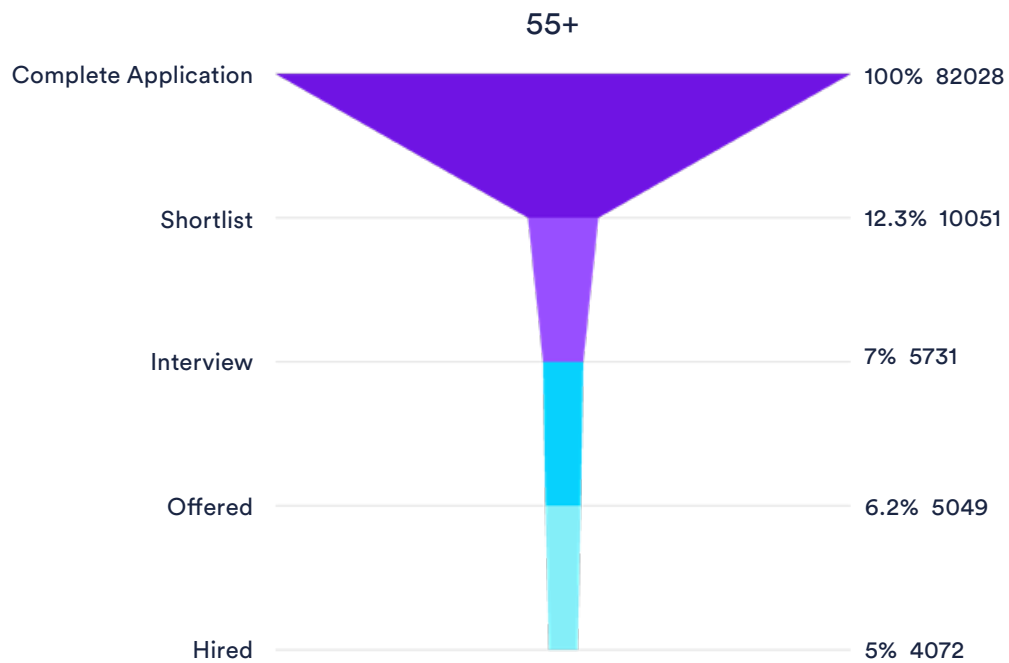
6.1% of roles in the sample data were filled by 55 year olds, despite only 4% of applications coming from this age group.

If we look at how each age group progresses through the process we can see that 5% of applicants from the 55 and over age-group are hired, compared to 3.2% for 25 and under and 3% for 26-55 year olds.

"Ladies, don't let anybody ever tell you you are past your prime."

Michelle Yeoh's winning speech at The Oscars for her role as Best Actress in 'Everything Everywhere All at Once'

25 and under

Stage		
Complete Application	100%	929849
Shortlist	11.3%	105256
Interview	4.6%	42766
Offered	4.1%	38528
Hired	3.2%	29824

26-55

Complete Application	100%	758765
Shortlist	10.2%	77363
Interview	4.6%	35086
Offered	3.9%	29467
Hired	3%	22565

55+

Complete Application	100%	82028
Shortlist	12.3%	10051
Interview	7%	5731
Offered	6.2%	5049
Hired	5%	4072

Despite being the front running candidate fear, it seems that in reality over 55 year olds can be confident in their abilities and experience, as the data overwhelmingly shows that they are more likely to get a role than they realise. It also indicates that employers are looking beyond image and perception and seeking people who are experts in their field who can contribute to the growth of the business.

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Discrimination in favour of some ethnicities over others?

"True diversity of talent means people from all walks of life and classes, and it really is upsetting to see the inner workings of recruitment in an organisation and identify that really, the people who get the jobs were going to get them from the time they were born. The other upsetting thing is to see that diversity numbers boosted through roles that are support roles, or support departments like HR or marketing/communications. I work for a small firm of around 1000 globally who do not have one single person in leadership who isn't from an extremely privileged background.. and so the cycle is just perpetuated. As an Executive Assistant, I see the emails, I know the thinking. Diversity in practice means strategically placing just enough "diverse" people in roles nobody wanted anyway to make it look like things are changing. It's really sad."
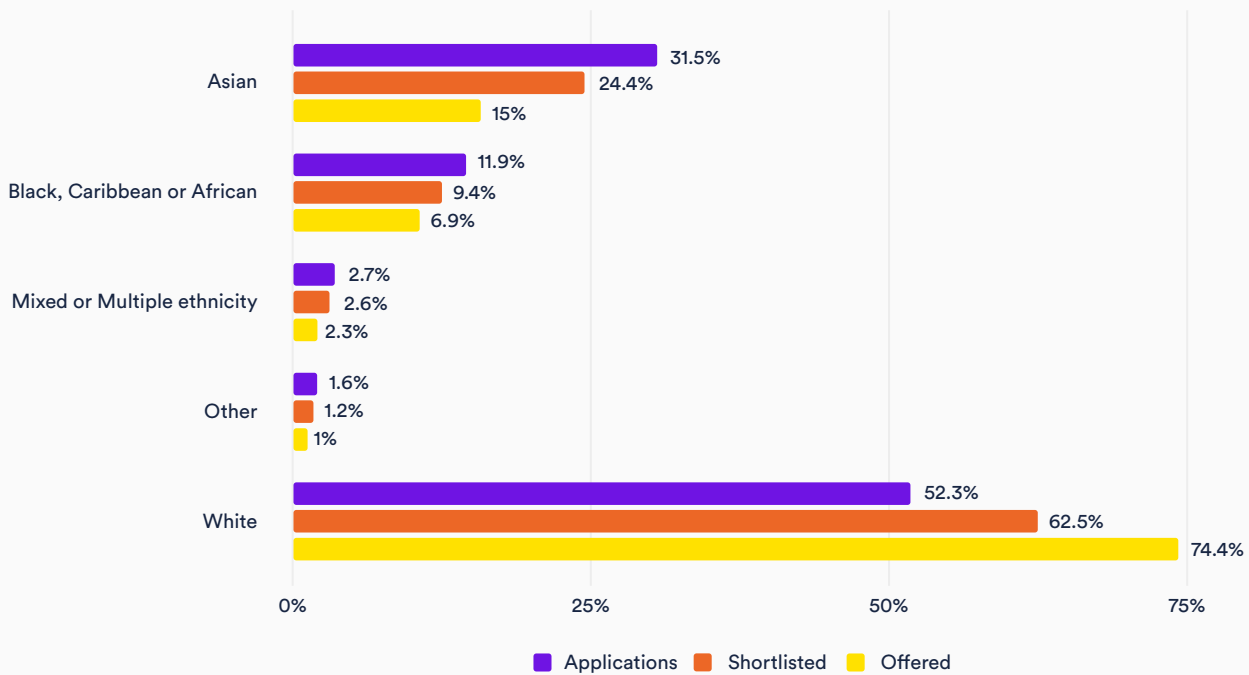
Female, 37, White immigrant

An interesting picture is painted by the ethnicity data in the 2 million applications analysed through Tribepad's platform. Applications were grouped to match the Office of National Statistics Census Data of 2021.

It appears that people whose ethnicities fall in the 'White' group are more likely to succeed in applying for roles. Here we see that all ethnicities aside from White have a lower proportion of success in being offered roles versus the proportion of shortlisted applicants. This requires further investigation.

Our discussions with recruitment and DE&I experts indicate that it may be that a large proportion of the drop between applicants and 'shortlisted' can be explained by a large number of applications being ineligible to work in the UK. Indeed, each ethnic group sees a drop between these two stages apart from 'White'. Almost a third of all applications (31.5%) are from 'Asian' applicants, despite this ethnic group representing under one in ten people in the UK (9.3% of the UK population is 'Asian'). Similarly, we see 12% of applications from 'Black, Caribbean or African' ethnicities, which is three times higher than the 4% representation of the UK population falling into this group.

Application completed to job offer

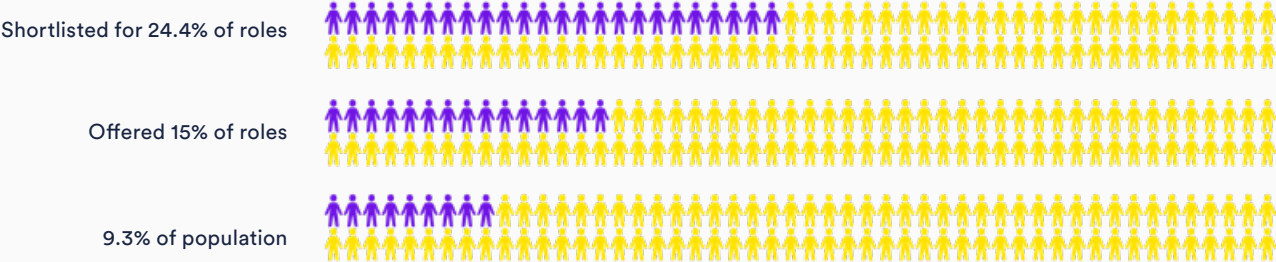|	Applications	Shortlisted	Offered
Asian	31.5%	24.4%	15%
Black, Caribbean or African	11.9%	9.4%	6.9%
Mixed or Multiple ethnicity	2.7%	2.6%	2.3%
Other	1.6%	1.2%	1%
White	52.3%	62.5%	74.4%

The numbers game facing ethnic minorities

If we look at the percentage of roles offered versus the proportion of the population in each ethnicity we see a general positive discrimination trend. While this looks positive, it requires a lot more job applications from people from ethnic minorities to stand a chance to be offered a role. We know from the previous section that people in these communities feel at risk of prejudice - and they overcome it by putting in more effort to apply for more roles.

The question remains whether this is deliberate on the part of employers, or simply a numbers game in the quantity of applications from each ethnic group. It's also clear that this is at odds with the lived experience of many people from ethnic minorities, who face significant barriers when it comes to either getting a job, or progressing. What this data doesn't tell us is the seniority of these jobs. Ethnic minorities may be over-represented in certain jobs due to historical and socioeconomic factors, often facing systemic barriers to education and economic opportunities, leading to a concentration in lower-paying or less prestigious jobs. This reflects a history of marginalisation and lack of access to resources. It's not a case of just having a job - it should be a job that reflects skills, abilities and passions.
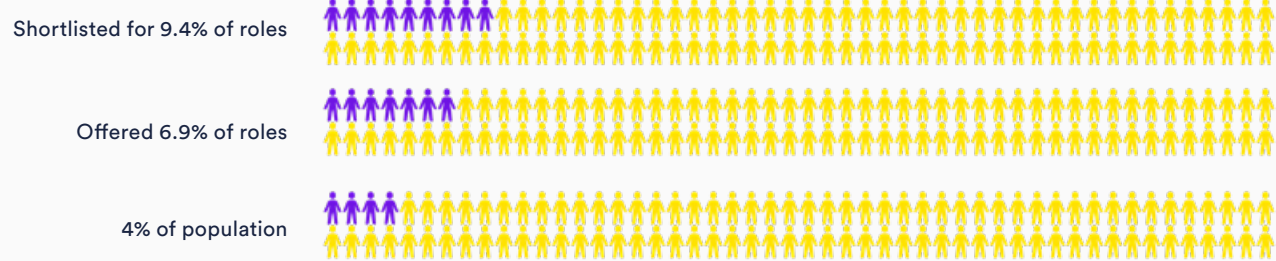
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For true equality should we expect to see equal chances for eligible applicants to succeed, or roles offered in proportion with the population? It's a question that employers who are trying to make things fairer - which should be them all - have been asking. And there are many questions. Do quota approaches to hiring work? How do we fairly assess what representation looks like? How can we remove barriers so everyone has equal opportunities? What role do employers play in challenging some of the structural inequalities such as education and poverty that lead on to a lack of representation in the workplace? And how do we change the culture so everyone has a chance to succeed?
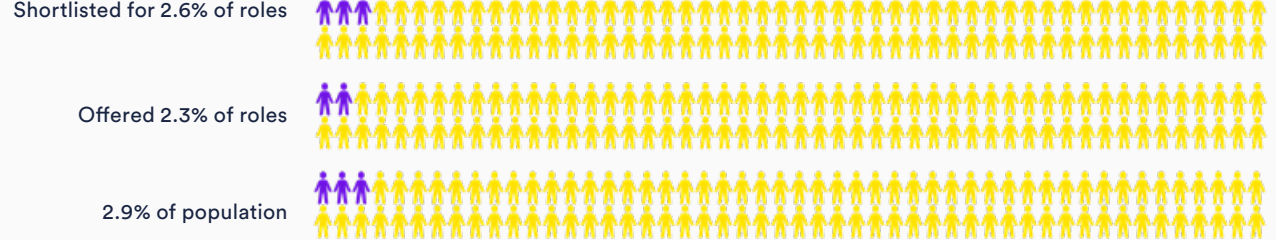
Asian, Asian British or Asian Welsh

Shortlisted for 24.4% of roles

Offered 15% of roles

9.3% of population

Black, Black British, Black Welsh, Caribbean or African

Shortlisted for 9.4% of roles

Offered 6.9% of roles

4% of population

Mixed or Multiple ethnic groups

Shortlisted for 2.6% of roles

Offered 2.3% of roles

2.9% of population

White

Shortlisted for 62.5% of roles

Offered 74.8% of roles

81.7% of population

> *When you look at Black representation in isolation it looks like a negative picture, but when you compare the recruitment data to the percentage of the population, it paints a better picture. For me, being Black, it's very important to see these improvements are happening for my people. To attract more applicants from diverse ethnicities we need to have easy applications.*

Male recruiter, Black British

Data from the Office of National Statistics shows an interesting picture when it comes to looking at levels of seniority. At first glance it seems that a number of minority groups are represented more strongly than White British at CEO level. Yet we know that this doesn't always chime with lived experience. Again the data seems at odds with what many report, and demands a nuanced analysis to ensure that numbers don't mask a very real issue.

Several minority ethnic groups are proportionally better represented at CEO level than the "White British" majority.

Office for National Statistics, 2023

Legend: White, Asian or Asian British, Mixed or Multiple, Black, Other

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So what does this mean?

We asked ourselves the same thing. Clearly the data is complex and nuanced, and chimes against the lived experience of so many. To help us get a better understanding, we pulled together experts from customers, partners and other DE&I experts to have have a full and frank discussion about what this means for organisations.

Their advice was clear.

Ask questions and dig deep

As an organisation you need to be asking questions of your data, and have a responsibility to sense check what's really happening. At first glance it appears that people from ethnic minorities are not experiencing discrimination through the process from application to hire when we compare the proportion to population data. What we don't know is the seniority of these positions, or the industry. The data might be very different for a senior leader in professional services compared to minimum wage jobs in care. White people are offered more jobs when we consider the percentage of applications they make - but investigating further we find that many from ethnic backgrounds may be applying from abroad and not have the right to work in the UK, meaning many of these applications fall at the first hurdle. Hiring in Birmingham, where almost 49% of the population are Asian, should lead to very different data than in the North East where only 7% of residents identified with Asian, black, mixed or 'other' ethnic groups in the latest census.

Think bigger picture

Assess your hiring policies and procedures. Application forms and processes are often tailored towards a White British population, and so people from different backgrounds (racial, neurodiversity, cultural) may not feel they are able to engage and best represent themselves. What this means is people drop off and are not even seen at interview - which is when they may shine. Your job ads should be accessible and use imagery that reflects the community you serve, which will be different for everyone.

Consider who is interviewing. It's very difficult for a candidate to feel confident in a room full of people who don't look and sound like them, which, combined with previous experience in work and life, may cause them to underperform. So panels should be diverse and have cultural competency training - which goes beyond the technicalities and the legalities around protected characteristics.

We've heard anecdotally of people not applying for jobs as they are unable to afford smart clothes for interview, and a survey of more than 2,000 16 to 25-year-olds in the UK for The Prince's Trust annual NatWest Youth Index 2024 found that one in 10 unemployed Gen Zers have had to turn down a job because of such costs. So ask yourself if for example a video interview is ok - which can also help with accessibility.

> *"So many companies have policies and state a commitment to diversity and inclusion but then everyone on the board is a White middle aged male, so when you go for an interview that's a big red flag. I always look at the 'about us' page of a website and deliberately seek out organisations where diversity is obvious - and at all levels. And ask people within your organisation from ethnic minorities whether they feel your brand and board is genuinely representative, and what could be done better. DE&I should run through everything.*

L, Female, 38, British Asian

Go beyond the hire

It's not enough giving people interviews, or even jobs – how do they progress through the company? How do you promote DE&I at all levels? Does everyone have the same opportunities to progress and reach senior positions - if they so wish? There has been criticism of diversity and inclusion 'washing', where businesses make a public statement to equality but don't back it up with diversity at levels and in all areas. This is where Talent Acquisition teams need to be integrated with Human Resources teams and have a voice at the board, so that we're looking at total talent rather than one single aspect.

Seek the data that will help you do the right thing

Good quality DE&I data isn't data that will make your organisation look good in reporting. It's the data that will help you do the right thing by people. Reflect on what you're asking and what it tells you - really - about your hiring process and the experience of candidates. Mix the quantitative data with the qualitative feedback to get a rounded picture of what's happening. Reporting and genuine thought through insight are key to driving improvements. Data shouldn't be a tickbox exercise – it's about the ultimate question of 'how as a business can we be better?' We want to go beyond the numbers and really embrace diversity and difference. As one of our panellists said "Because difference can make the business more successful." And that's something we stand with.

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Section 3: Removing bias from the hiring process

According to our 2023 candidate research, an increase in diversity data collection currently isn't reassuring people that such data collection addresses bias, with a number of issues prevailing for candidates.

Anonymous recruitment, where candidates remain unidentified throughout the process is favoured among applicants, with 76% of people questioned feeling this would make things fairer. This rises to 85% of 18-24 year olds.

Anonymised applications have tripled on Tribepad's platform, but are still in the minority. We actively encourage employers to normalise this as a process and system. Currently just 3.5% of applications on Tribepad's platform are anonymised. But that rate is increasing; in February 2024 over 1 in 4 of Tribepad customers are using or trialling Anonymous Applications.
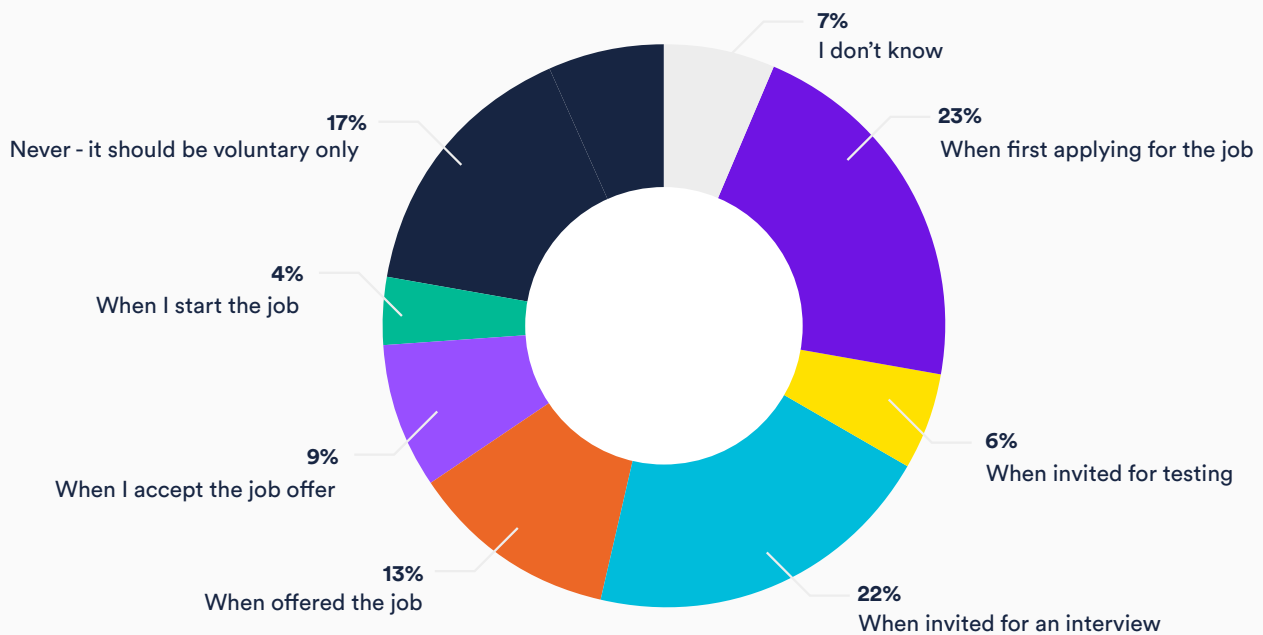
Would you feel more confident that recruitment was fair if characteristics were made anonymous until later in the process?

24%
No

76%
Yes
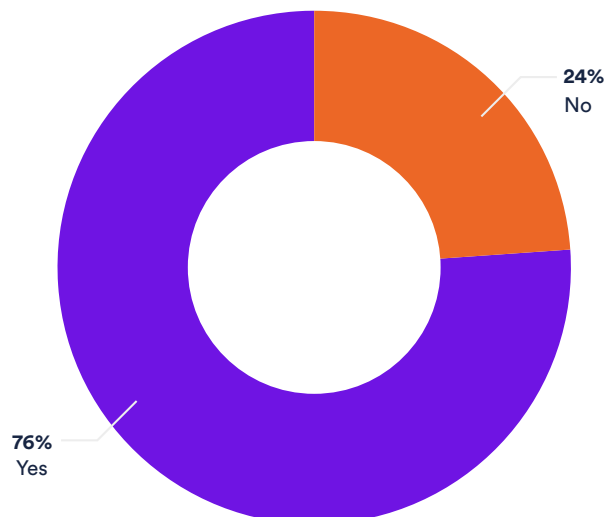
Most candidates would prefer disclosing personal information later on in the recruitment process, although the ideal point in the process is up for debate. A quarter (26%) say they should only be identified after being offered the job, with 1 in 6 (17%) believing there should be no rules and data sharing should be an entirely voluntary decision. However, there are some obvious practical issues with this for recruiters - undertaking truly anonymised interviews would be very difficult for most organisations.

When would you prefer to share your diversity data with the company?

7%
I don't know

23%
When first applying for the job

6%
When invited for testing

22%
When invited for an interview

13%
When offered the job

9%
When I accept the job offer

4%
When I start the job

17%
Never - it should be voluntary only

If anonymous applications are the answer, how do talent teams put them into practice? Since adopting Tribepad's Anonymous Applications feature; which helps reduce unconscious bias in the recruitment process, and a number of complementary initiatives, Coventry Council has seen an impressive increase in Black, Asian and Minority Ethnic candidate applications, with a rise from 18% to 39%.

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> *"To make progress, organisations need to understand their key performance indicators to know what to look for in diversity in recruitment, in order to implement tactics to improve them. Without this data it would be difficult to know where to start. We need to see it become more commonplace, if not mandatory, for all organisations to collect DE&I data, and to make candidates more comfortable sharing it."*

Dean Sadler, CEO, Tribepad

This is the time to have a full and frank discussion in our industry about what inclusion means and develop new solutions to eliminate bias. Here are some of the questions employers can ask internally:

- What training do we need to provide to hiring managers so they feel equipped to make unbiased decisions?

- How can technology, such as artificial intelligence, anonymisation and machine learning, help reduce bias in the recruitment process?

- How can we measure and track our progress in reducing bias in recruitment over time?

- How can job descriptions be crafted to minimise bias and attract a diverse range of candidates?

> *"These new findings paint a mixed picture. In some cases perceived bias is on the up - yet candidates do seem to be more trusting that employers are using diversity data for good. But it's still not enough. We need a world where it's not about where you've come from, what you look like, or your family situation, but the opportunities, skills and aptitude to land you a job. Biases can be so ingrained, and unconsciously so, making it difficult to change mindsets, but it can be done. It's 2023 - the time really has come to stop the bias."*

Dean Sadler, CEO, Tribepad

If you are struggling to find more diverse candidates then here's a few recommendations from Tribepad:

Evenbreak: a disability job board:
www.evenbreak.co.uk

Bridge of Hope Careers: supporting jobseekers from disadvantaged or marginalised backgrounds:
www.bridgeofhope.careers

Rare Recruitment: contextual graduate recruitment:
www.rarerecruitment.co.uk

Diversity Jobs Group: a suite of D&I job boards:
www.diversityjobsgroup.com

Jobs for Women: employers dedicated to supporting women at work:
www.jobsforwomen.co.uk

Careers with Disabilities: UK disability-friendly jobs board and accessible careers resource:
www.careerswithdisabilities.com

LGBT Jobs: helping talented LGBT+ candidates and inclusive employers find each other:
www.lgbtjobs.co.uk

If you'd like to talk to Tribepad about how they can help improve your recruitment processes or learn about the ED&I tools they have available then get in touch

Get in touch

Endnotes

1. Office of National Statistics Gender pay gap in the UK:2022 www.ons.gov.uk/employmentandlabour-market/peopleinwork/earningsandworkinghours/bulletins/genderpaygapintheuk/2022
2. McKinsey Diversity wins: How inclusion matters 2020 www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters
3. Overweight women lose in the labor market: Vanderbilt study, 2014
4. Krause, A., Rinne, U. & Zimmermann, K.F. Anonymous job applications in Europe. IZA J Labor Stud 1, 5 (2012). www.doi.org/10.1186/2193-9012-1-5

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Research Methodology

On behalf of Tribepad, Obsurvant carried out a survey targeting employed individuals working in a range of company sizes and industries across the UK. Respondents were incentivised and each provided opt-in consent in line with GDPR guidelines. Obsurvant is an accredited MRS company partner. This survey was taken by 2,097 respondents on both mobile and desktop devices and all were based in the UK. The study ran between 20th - 21st June 2023. The results were then indexed and compared to produce the final report.

Tribepad analysed aggregated data behind a total of 2,031,221 applications and 66,523 hires made across their platform between June 2022 and July 2023. Data was taken from 25 enterprise level organisations from a range of industries including both public and private sector. Personal information such as candidate names and addresses were not included in the analysis which was focused on responses to age, gender and ethnicity questions and overall application progress.

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