

Company	2017 % of total workforce									change from previous data						Notes	Data for parent company - if no data	Sources							
	Female %	Male %	% White	% Asian	% Latino	% Black	% Multi	% Other	% Undeclared	female %	male %	white %	Asian %	Latino % change	Black % change				Two+ races %	Other % change	Undeclared % change				
U.S. Population	51	49	61	6	16	13	3	0	-	0	0	0	2	0	0	0	0	0	Jan 2018	In most cases gender data are global while ethnicity data are US only. Note - data don't always sum because of rounding.	Census Bureau	USBP164517			
Social media sites																									
Facebook	35	65	49	40	5	3	3	1	-	2	-2	-4	2	1	1	0	1	-	Aug 2017		Facebook	fb_2017_gender			
Instagram	35	65	49	40	5	3	3	1	-	2	-2	-4	2	1	1	0	1	-	Aug 2017		Facebook	fb_2017_gender			
Google+	31	69	56	35	4	2	4	1	-	0	0	-3	3	1	0	1	1	-	June 2017		Google	Fortune	fortune.com/google+		
YouTube	31	69	56	35	4	2	4	1	-	0	0	-3	3	1	0	1	1	-	June 2017		Google	Fortune	fortune.com/youtu		
LinkedIn	42	58	52	39	4	4	3	<1	-	0	0	-4	2	0	2	1	0	-	Nov 2017		Microsoft	LinkedIn	linkedin.com/company		
Pinterest	45	55	48	41	6	3	2	1	-	5	-5	-2	-1	4	2	2	-4	-	Dec 2017	Acquired by Microsoft 2016.	Microsoft	TechCrunch	techcrunch.com/2016/12/01/microsoft-acquires-pinterest		
Tumblr	37	63	45	44	4	2	2	3	-	0	1	-5	5	0	0	0	1	-	June 2016		Yahoo!	Yahoo!	yahoo.com/gadgets		
Flaskr	37	63	45	44	4	2	2	3	-	0	1	-5	5	0	0	0	1	-	June 2016		Yahoo!	Yahoo!	yahoo.com/gadgets		
Twitter	37	63	57	32	4	3	3	<1	-	3	-3	-2	3	1	1	0	-4	-	Jan 2017		Yahoo!	Twitter	twitter.com/about		
Secret	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	Company shut down in 2015.				
Tech companies																									
Yahoo!	37	63	45	44	4	2	2	3	-	0	1	-5	5	0	0	0	1	-	June 2016		Yahoo!	Yahoo!	yahoo.com/gadgets		
Google	31	69	56	35	4	2	4	1	-	0	0	-3	3	1	0	1	1	-	June 2017		Fortune	fortune.com/google			
Apple	32	68	54	21	13	9	3	1	-	0	0	-2	3	1	0	1	0	-	Nov 2017		Apple	apple.com/diversity			
Cisco	24	76	53	37	5	4	1	<1	-	1	-1	-1	-	-	-	-	-	-	Dec 2017		Cisco	cisco.com/about			
eBay	38	62	52	40	4	2	1	1	-	-5	5	-8	15	-1	-4	0	0	-	Mar 2017		eBay	ebay.com/about			
HP	37	63	73	12	8	4	2	<1	-	4	-4	-1	6	4	-3	1	0	-	Mar 2017	Calculated from EEO-1, as HP only provides % ethnicity data for new hires.	HP	hp.com/diversity	hp.com/diversity		
Indiegogo	50	50	68	28	7	4	-	3	-	6	-5	-6	5	-1	2	-	0	-	Mar 2017		Indiegogo	indiegogo.com/about			
Nvidia	17	83	37	45	3	1	14	<1	-	1	-1	-1	1	0	0	0	0	-	Aug 17, 2017		Nvidia	nvidia.com/about			
Dell	28	72	69	9	11	10	-	1	-	-2	2	-	-	-	-	-	-	-	Sept 2017	Latest report only gives numbers for 'people of colour' as a general category so we have not updated the ethnicity figures.	Dell	dell.com/index.htm			
Ingram Micro	31	69	52	14	10	14	1	0	-	-	-	-6	2	5	0	0	-1	-	Sept 2017	Ingram Micro has not provided a total overall % of women in its workforce, only a breakdown of women at each level. The figures selected represent middle management.	Ingram Micro	ingrammicro.com			
Intel	26	74	48	38	9	4	1	<1	-	1	-1	-13	12	0	0	0	0	-	Aug 2017		Intel	intel.com/about			
Groupm	44	56	62	20	8	8	-	3	-	-3	3	-9	5	3	4	-	-1	-	Oct 2017		Groupm	groupm.com			
Amazon	39	61	48	13	13	21	-	5	-	2	-2	-12	0	4	6	-	2	-	Dec 17, 2017	Latest data available is from early 2016. Possibly because eBay has been undergoing a staff overhaul with massive redundancies.	Amazon	amazon.com			
Etsy	54	46	79	10	4	3	4	<1	-	3	-3	0	-1	0	0	0	0	-	Apr 2016		Etsy	etsy.com/about			
Microsoft	26	74	56	31	6	4	2	<1	-	-2	2	-3	2	1	0	1	-1	-	Sept 2017		Microsoft	microsoft.com/diversity			
Salesforce	31	69	65	24	4	3	3	<1	2	2	-2	-2	2	0	1	1	-3	-	Aug 2016		Salesforce	salesforce.com/diversity			
Pandora	49	51	65	16	8	5	1	1	-	0	0	-6	4	1	2	-1	0	-	Aug 2017		Pandora	pandora.com			
Uber	36	64	50	31	6	9	4	1	-	-	-	-	-	-	-	-	-	-	Mar 2017	No change recorded as this was first data published.					
average from our sample	36	64	55	30	7	5	3	2	-	1	0	-5	4	1	1	-1	0	-	-	-	-	-	-	-	
comparison																									
DiversityInc top 50	44	56	78*	6	7	9	-	-	-	-10	10	10	-4	-3	-3	-	-	-	-	2017	Ethnicity data represent those on the boards of directors only.	DiversityInc	http://www.diversityinc.com		
Fortune 500 CEOs	6	94	73	21	3	2	<1	<1	-	1	-1	-10	10	1	1	-	-	-	-	June 2017		Fortune	fortune.com/2017/06/28/diversity		
US Congress	20	80	80*	3	7	9	-	<1	-	1	-1	0	-3	1	1	-	-	-	Jan 2017		Pew Research	http://www.pewresearch.org/2016/08/04/congress-diversity			
* = estimated																									

Company	% of workforce									change from previous data								notes	Data for parent company - if no data	sources	Employees		
	Female %	Male %	% White	% Asian	% Latino	% Black	% Multi	% Other	% Undeclared	female %	male %	white %	Asian %	Latino % change	Black % change	Two+ races %	Other % change					Undeclared % change	
U.S. Population	51	49	64%	4%	16%	12%	1%	0	-	-	-	-	-	-	-	-	-	-	-	-	-	320,041,000.00	
Social media sites																							
Facebook	32	68	55	36	4	2	3	0	-	1	-1	-2	2	0	0	0	0	0	0	0	0	10,062.00	
Instagram	31	69	57	34	4	2	3	0	-	-	-	-	-	-	-	-	-	-	-	-	-	9.00	
Google+	30	70	60	31	3	2	3	<1	-	0	0	-1	1	0	0	-1	0	-	-	-	-	-	
YouTube	30	70	61	30	3	2	4	<1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
LinkedIn	42	58	56	37	4	2	1	<1	-	-3	-3	3	-1	0	0	-1	-1	-	-	-	-	7,900.00	
Pinterest	40	60	50	42	2	1	-	5	-	-	-	-	-	-	-	-	-	-	-	-	-	300.00	
Tumblr	37	62	50	39	4	2	2	2	1	-	-	-	-	-	-	-	-	-	-	-	-	298.00	
Flickr	37	62	50	39	4	2	2	2	1	-	-	-	-	-	-	-	-	-	-	-	-	-	
Twitter	30	70	59	29	3	2	3	4	-	-	-	-	-	-	-	-	-	-	-	-	-	3,600.00	
Secret	50	50	72	17	-	-	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Tech companies																							
Yahoo	37	62	50	39	4	2	2	2	1	-	-	-	-	-	-	-	-	-	-	-	-	12,300.00	
Google	30	70	60	31	3	2	3	<1	-	0	0	-1	1	0	0	-1	0	-	-	-	-	55,418.00	
Apple	31	69	54	18	11	8	2	1	6	1	-1	-1	3	0	1	0	0	-	-	-	-	80,000.00	
Apple (excluding undeclared)	30	70	59	20	12	9	2	1	-	0	0	-1	4	0	1	0	0	-	-	-	-	-	
Cisco	23	77	54	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	78,000.00	
eBay	43	57	60	25	5	8	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	34,600.00	
HIP	33	67	72	6	14	7	1	<1	-	1	-1	-1	3	0	1	0	0	-	-	-	-	317,500.00	
Indiego	45	55	64	23	8	2	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	100.00	
Nvidia	16	84	38	44	3	1	14	<1	-	-	-	-	-	-	-	-	-	-	-	-	-	8,800.00	
Dell	30	70	69	9	11	10	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	111,300.00	
Ingram Micro	42	58	63	11	16	10	-	0	-	-	-	-	-	-	-	-	-	-	-	-	-	1,200.00	
Intel	25	75	61	26	9	4	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	107,600.00	
Groupm	47	53	71	15	5	4	-	4	-	-	-	-	-	-	-	-	-	-	-	-	-	10,000.00	
Amazon	37	63	60	13	9	15	-	3	-	-	-	-	-	-	-	-	-	-	-	-	-	66,400.00	
Etsy	51	49	79	11	4	3	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Microsoft	28	72	59	29	5	4	1	1	-	1	-1	-3	0	0	0	0	0	-	-	-	-	128,000.00	
Salesforce	29	71	67	22	4	2	2	3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pandora	49	51	71	12	7	3	6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
average from our sample	35	65	59	26	6	4	4	2	2	1	-1	-1	0	0	0	0	0	-	-	-	-	-	
comparison																							
DiversityInc top 50	54	46	68	10	10	12	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fortune 500 CEOs	4.8	95	83*	1.8	2	1.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Kaiser Permanente	76	24	48*	20	18	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
US Congress	19	81	80*	5.8	6	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Venture Capitalists	11	89	87*	9	2	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
* = estimated																							

% of total workforce - latest data										notes	Data for parent company - if no data	Source	Link	Link	Employees	source link	
Company	Female %	Male %	% White	% Asian	% Latino	% Black	% Multi	% Other	% Undeclared	data date	In most cases gender data are global while ethnicity data are US only. Note - data don't always sum because of rounding.						
U.S. Population	50.79	49.21	64.00%	4.00%	16.00%	12.00%	1.00%	3.00%	-	-	-	Prison Bars, CIA	https://www.cia.gov	https://www.urfg	320,051,000.00		
Social media sites																	
Facebook	31	69	57	34	4	2	3	0	-	June 2014.		Facebook	http://newsroom.f		8,348.00	http://newsroom	
Instagram	31	69	57	34	4	2	3	0	-	June 2014.		Facebook	http://newsroom.f		9.00	http://www.buiss	
Google+	30	70	61	30	3	2	4	<1	-	Jan 2014.		Google	http://www.google		-		
YouTube	30	70	61	30	3	2	4	<1	-	Jan 2014.		Google	http://www.google		-		
LinkedIn	39	61	53	38	4	2	2	1	-	2014		LinkedIn	http://blog.linkedin		6,000.00	http://press.link	
Pinterest	40	60	50	42	2	1	-	5	-	September 2014.	no category for mixed race.	Pinterest	http://engineering		300.00	https://about.pint	
Tumblr	37	62	50	39	4	2	2	2	-	June 2014.		Yahoo!	http://yahoo.tumblr		298.00	https://www.tumblr	
Flickr	37	62	50	39	4	2	2	2	-	June 2014.		Yahoo!	http://yahoo.tumblr		-		
Twitter	30	70	59	29	3	2	3	4	-	2014	ethnicity self reported based on an informal tweet	Twitter	https://blog.twitter		3,600.00	https://about.twitter	
Secret	50	50	72	17	-	-	-	11	-	-		David Bytown (co	https://twitter.com		-		
Tech companies																	
Yahoo!	37	62	50	39	4	2	2	2	-	June 2014.		Gigaom	https://gigaom.co		-		
Google	30	70	61	30	3	2	4	<1	-	Jan 2014.		Yahoo!	http://yahoo.tumblr		12,300.00	https://investor.y	
Apple	30	70	55	15	11	7	2	1	9	June/Aug 2014		Google	http://www.google		51,564.00	https://investor.g	
Apple (excluding undeclared)	30	70	60	16	12	8	2	1	-	June/Aug 2014	Cisco only supplies Caucasian / non-Caucasian ethnicity breakdown.	Apple	http://www.apple		80,000.00	https://www.apple	
Cisco	23	77	54	-	-	-	-	-	-	gender FY 2013.		Cisco, page D13	http://www.cisco		78,000.00	http://www.macro	
eBay	42	58	61	24	5	7	1	1	-	June 30, 2014		eBay	http://blog.ebay.c	http://blog.ebay.c	31,800.00	http://www.macro	
HP	33	67	72	6	14	7	1	<1	-	2013		HP	http://h20135.wel		317,500.00	http://www.status	
Indiegogo	45	55	64	23	8	2	-	3	-	August 2014.	no mixed race category.	Indiegogo	http://go.indiegog		100.00	http://fortune.com	
Nvidia	16	84	38	44	3	1	14	<1	-	2014		Nvidia	http://www.nvidia		8,800.00	http://www.macro	
Dell	30	70	69	9	11	10	-	1	-	2006-10, averaged o/w Asian includes Pacific Islanders		CNNMoney	http://money.cnn		111,300.00	http://www.status	
Ingram Micro	42	58	83	11	16	10	-	0	-	2006-10, averaged o/w Asian includes Pacific Islanders		CNNMoney	http://money.cnn		1,200.00	http://www.ingram	
Intel	25	75	61	26	9	4	-	1	-	2006-10, averaged o/w Asian includes Pacific Islanders		CNNMoney	http://money.cnn		107,600.00	http://www.intel.c	
Groupm	47	53	71	15	5	4	-	4	-	2014		Groupm	https://www.group		10,000.00	http://investor.g	
Amazon	37	63	60	13	9	15	-	3	-	July 2014		Amazon	http://www.amazon		88,400.00	http://www.amazon	
Salesforce	29	71	67	22	4	2	2	3	-	June 2014		Salesforce	http://www.salesf		-		
Pandora	49	51	71	12	7	3	6	1	-	August 2014		Pandora	http://www.pandor		-		
Microsoft	29	71	61	29	5	4	1	1	-	30 September 2014		Microsoft	http://www.micror		-		
average from our sample	34	66	60	26	6	4	4	2	-	-							
comparison																	
DiversityInc top 50	54	46	68	10	10	12	-	-	-	-			http://www.divers				
Fortune 500 CEOs	4.8	95	83 estimated	1.8	2	1.2	-	-	-	-	assumed 1% for mixed & other to create 83% white total					http://www.divers	
Kaiser Permanente	76	24	48 estimated	20	18	13	-	-	-	-						http://www.divers	
US Congress	19	81	80 estimated	5.6	6	8	-	-	-	-			http://www.divers				
Venture Capitalists	11	89	87	9	2	2	2	2	-	-			http://www.divers				