

Yelp Diversity Report

2022



Reflecting on Five Years of Progress

Over the past five years, I've had the privilege of leading Yelp's diversity, inclusion, and belonging efforts and accomplishments. However, it is the commitment and collaboration of our entire organization that allows us to cultivate an environment where employees can be their authentic selves.

These years have been some of the most challenging and rewarding of my 16-year career at Yelp, especially because the role of the Chief Diversity Officer has been completely transformed during this time. In 2020, the pandemic completely shifted the employee-employer dynamic, with work coming into our homes, and brought the importance of mental health to the fore.

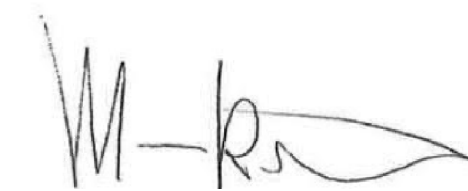
Yelp has always stood by its values, especially during the turbulent times of the past five years. When we saw the impact of regressive reproductive healthcare legislation, we not only took swift action to protect our own employees by implementing a new benefit that provides reimbursement of travel expenses for those who must travel out of state to access reproductive health care, but also advocated

for comprehensive reproductive healthcare and access to safe and legal abortion services. We also used our platform to combat disinformation for users seeking related services on Yelp. Reproductive justice and abortion access is an issue Yelp will continue to take action on as any restriction to equal healthcare access for half of the population poses barriers to equitable participation in the workforce.

Our commitment towards improving opportunities for underrepresented groups to take on leadership roles in our organization remains a focal point. Embracing fully remote work has enabled us to expand our talent pipeline; our Diverse Slate approach allows hiring managers to consistently consider historically underrecognized candidates; and our Diversity Task Forces hold leaders accountable for supporting the advancement of underrepresented talent. We've also continued our support of the LGBTQ+ community, having been recognized as one of the best places to work by HRC and partnering with organizations like Open to All to allow all individuals to feel safe, respected, and accepted where they live, shop, and work.

Fundamentally, we aspire to be a workplace where *everyone* has the opportunity to succeed and thrive.

We have laid a strong foundation for progress over the past five years. The road ahead to a world where everyone has equal opportunity to belong and to succeed is long, and we face many headwinds. Despite these challenges, I am optimistic that we will continue to advance diversity, inclusion, and belonging both within Yelp and beyond, not simply because it is the right thing to do, but because [the programs and practices we have established](#) are well-ensconced in our everyday operations, and because our values tolerate nothing less.



Miriam Warren
Chief Diversity Officer





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Introduction

Bringing one's full professional self to work is a concept that anchors many diversity, inclusion, and belonging (DIB) programs across the world and has been a core tenet of Yelp's own efforts over the years.

Since 2020, we have witnessed the world engage with issues of DIB, with numerous commitments from organizations across industries. More recently, we are observing a reversal, with DIB roles deprioritized and silence and inaction from companies that previously vowed change. We've also seen policymakers question the value of DIB initiatives, passing policies that significantly harm already marginalized communities. At Yelp, our commitment to these issues has not wavered. In fact, [we realize that this work is more important than ever before.](#)

Our mid-year report provides a look back at the progress we have made and the lessons we carry forward.





Representation at Yelp

We commit to improving workforce representation to better reflect the communities we serve. Through representation, our employees see themselves across the organization and feel empowered to own and share their stories.

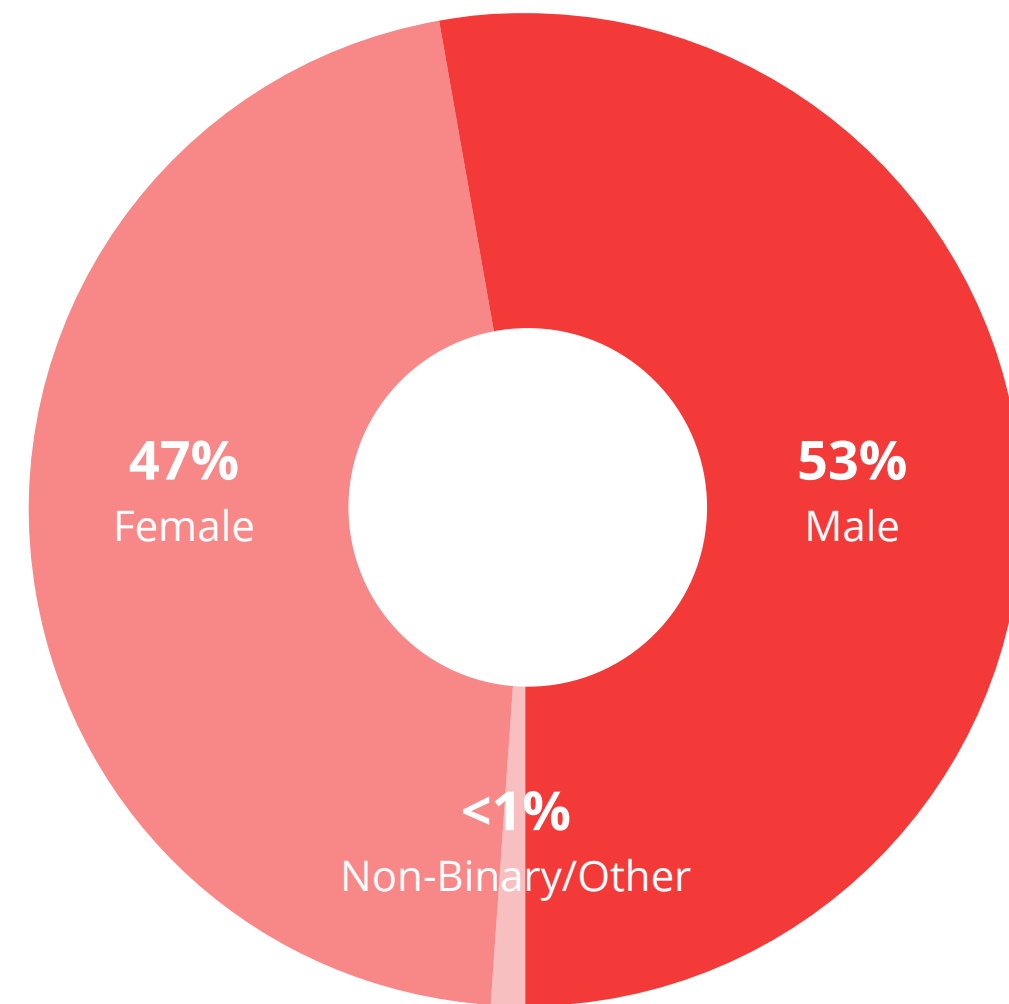
In 2022, we saw an increase in gender diversity org-wide, with higher representation of women across our General and Administrative, Tech, and Sales department. This includes an increase of 4% across our Sales departments and an increase of 3% at the leadership level, with 46% of Yelp's managers and above identifying as women.

We also saw an increase in racial diversity across our teams. In 2022, hiring rates for Black employees across our organization rose, with a year-over-year hiring rate increase of 5%. For employees who identify as Indigenous, we saw a 2X increase last year in hiring rates.

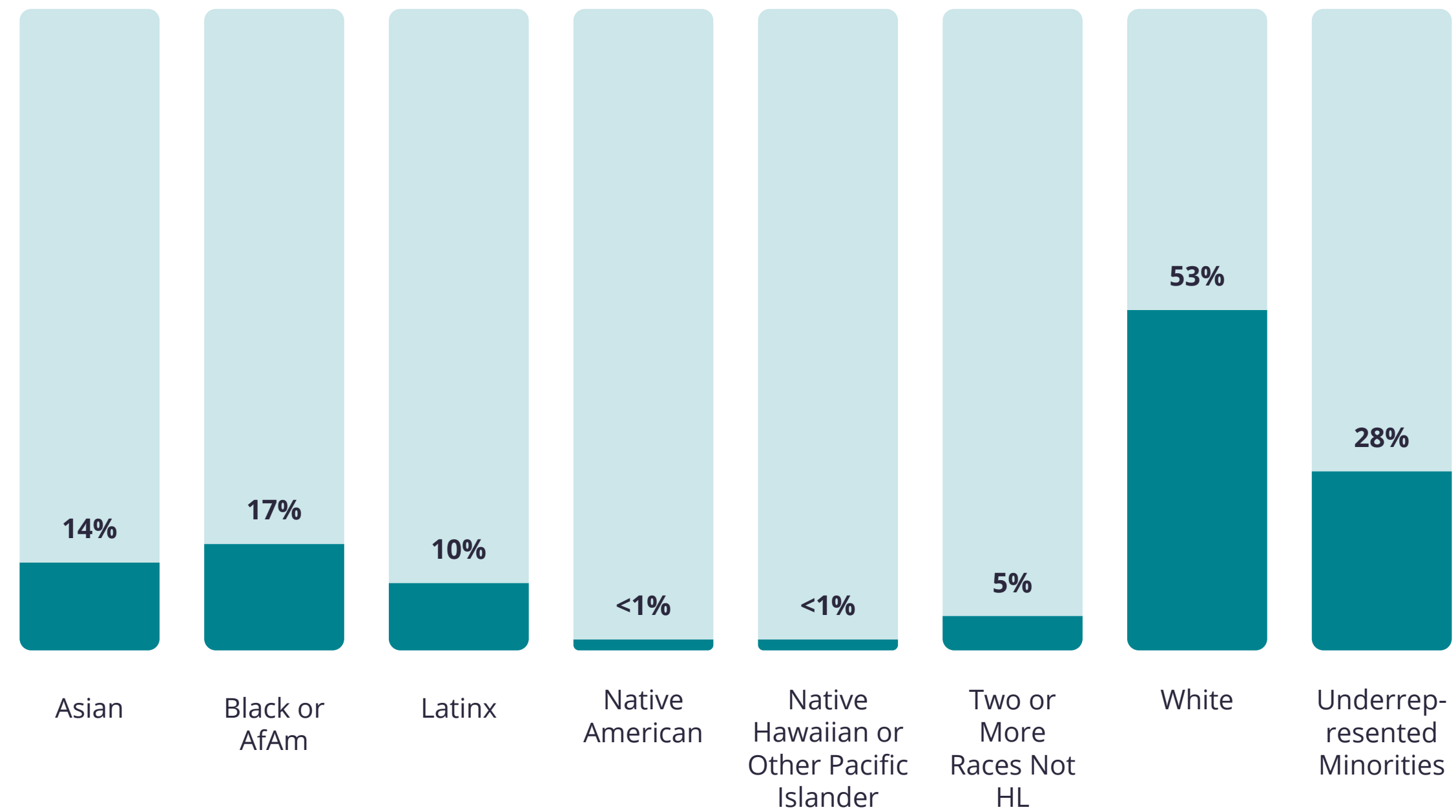
This year's report is the first in which we are reporting demographic data for non-binary employees. Providing our employees with the option to identify as non-binary is representative of the future enhancements we will continue to implement to better capture the diversity of our workforce, including offering employees the opportunity to further self-identify the races and/or ethnicities with which they may identify.



Gender Diversity



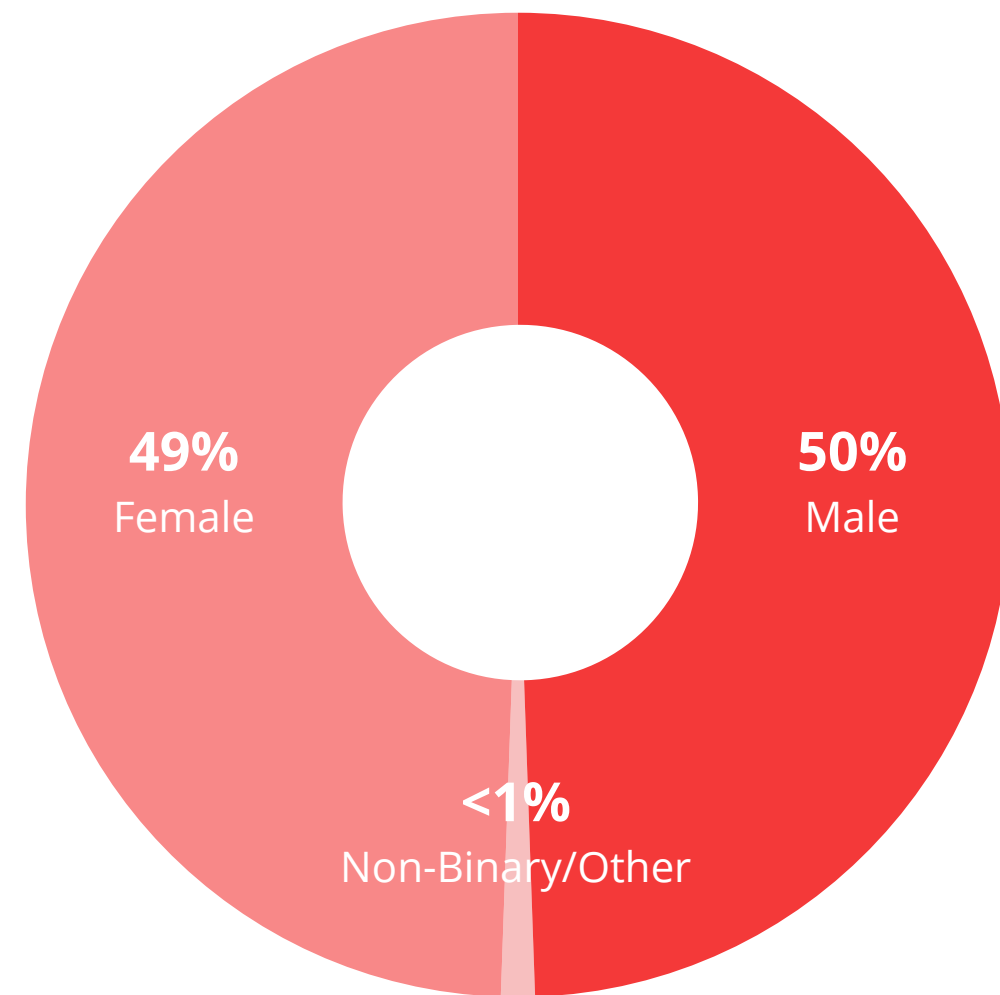
Racial and Ethnic Diversity



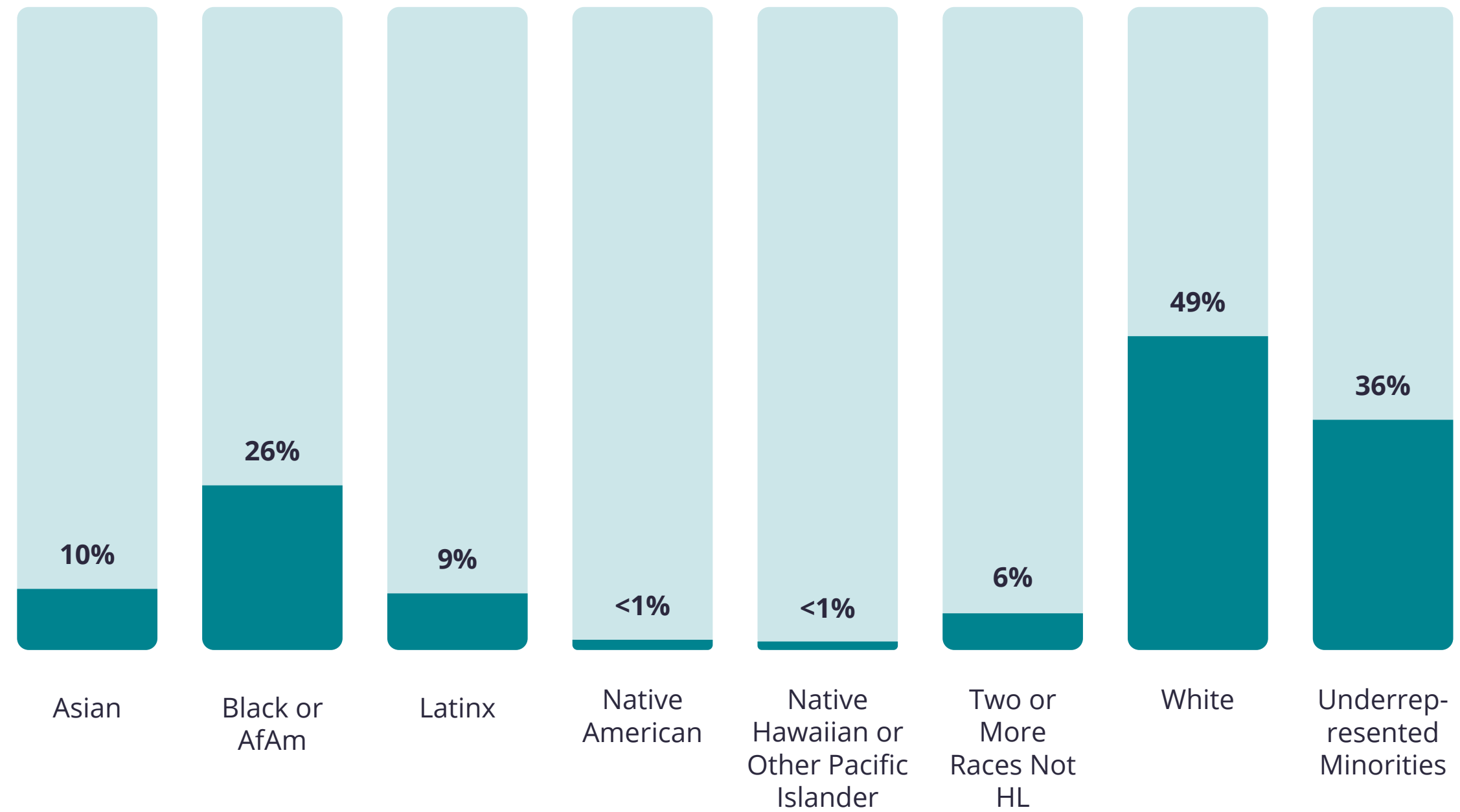
Native American grouping includes Native Americans, Alaska Natives, Native Hawaiian, and other Pacific Islanders (per U.S. EEO-1 reporting requirements). Underrepresented Minority (URM) grouping includes Black, Latinx, American Indian/Alaska Native, and Native Hawaiian/Pacific Islander employees. Yelp’s URM definition is the [UCSF definition](#) at the granularity of race and ethnicity data available to us. All figures reflect Yelp diversity from January 1, 2022–December 31, 2022. Our 2022 diversity data is based on self-reported information from our employees during the 2022 calendar year and does not include employees who declined to provide the relevant information. Leadership consists of employees who are People Managers.



Gender Diversity



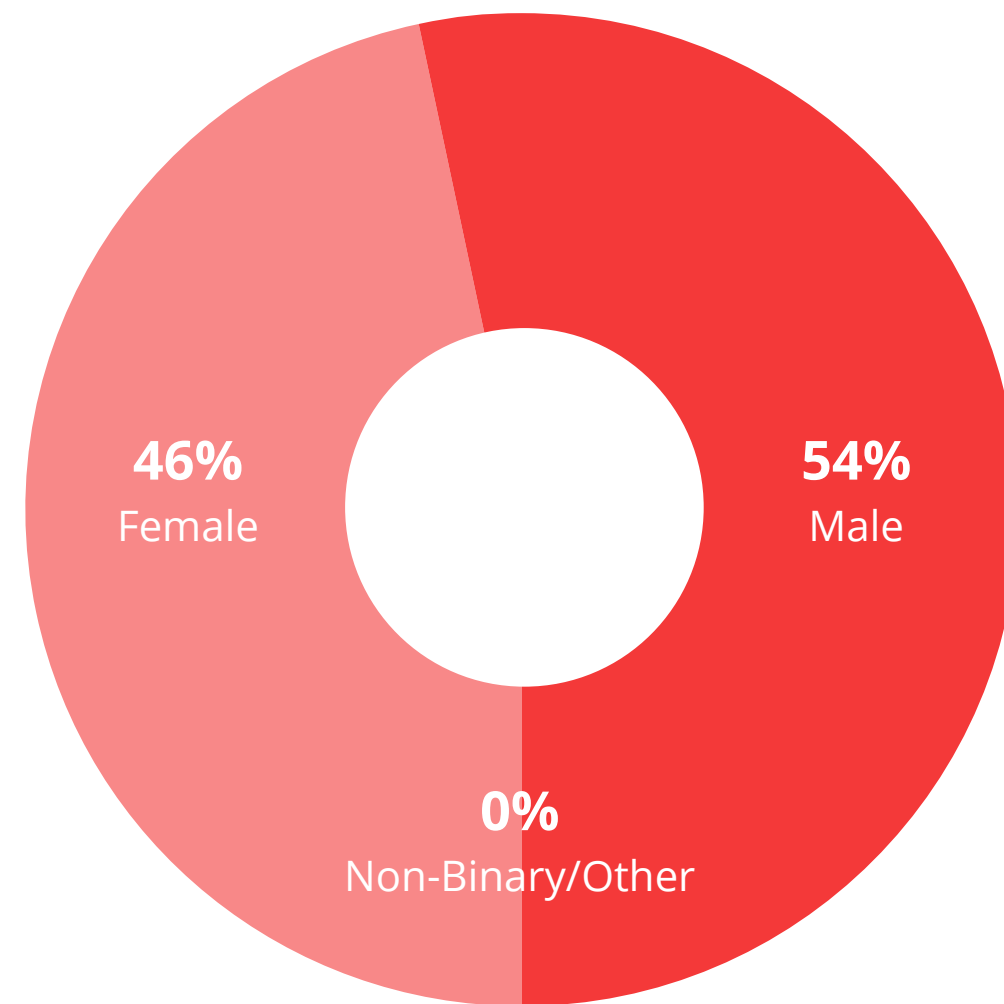
New Hires Diversity



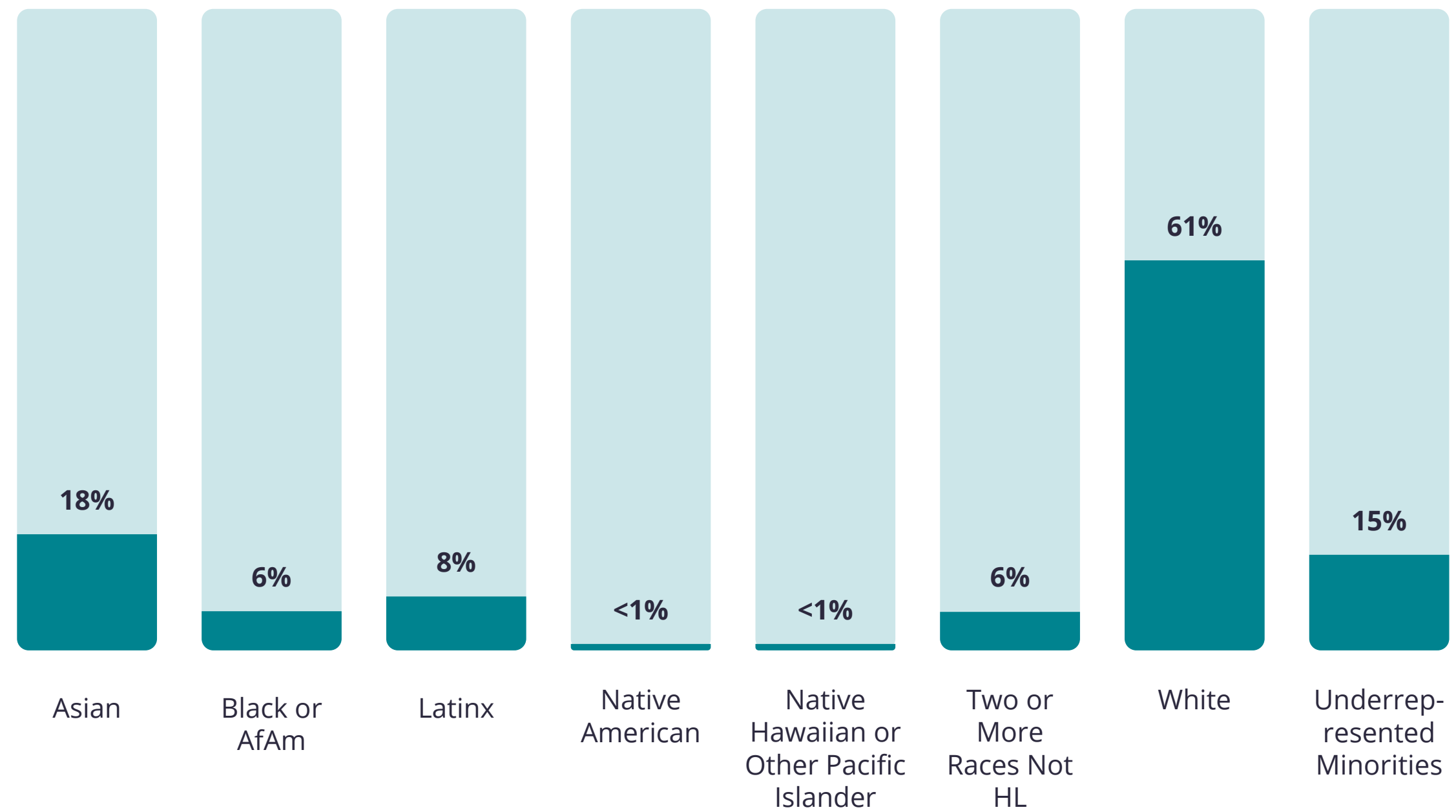
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Gender Diversity



Leadership Diversity



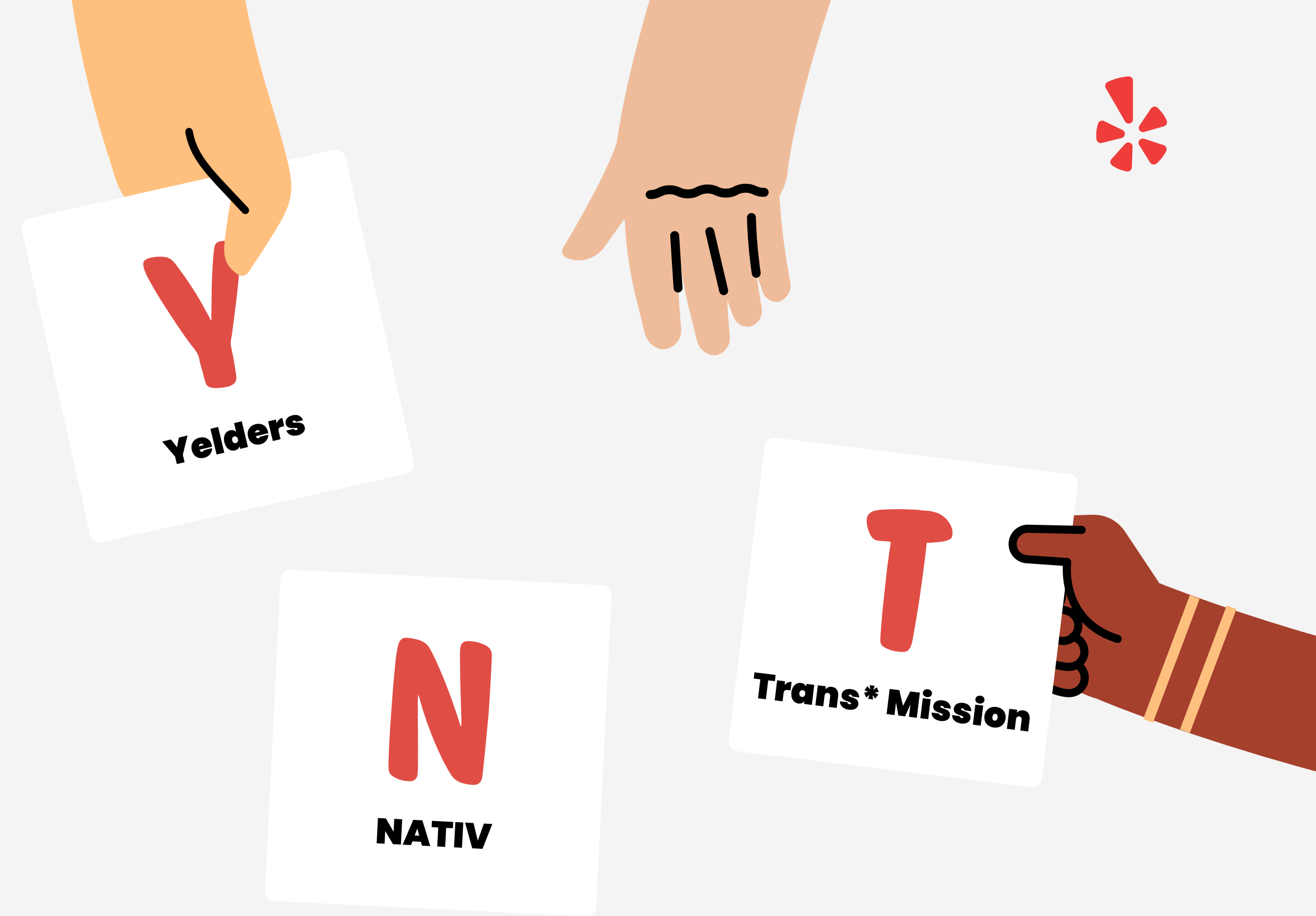
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Scaling the Impact of Yelp Employee Resource Groups

Many of our employees find belonging through one or more of our 20+ voluntary, employee-led Yelp Employee Resource Groups (YERGs). These groups foster org-wide connections and [build community](#). YERGs serve as a resource for employees with shared social identities, characteristics, and/or life experiences (for example, race, sex, and disability), as well as their allies.

At Yelp, we have dedicated a [program manager to work closely with YERG leaders to collaborate, design, and help them deliver enterprise-wide events and programs](#). This allows Yelp to amplify the priorities that matter most to our employee communities.

We continue to grow and invest in these employee-led communities as volunteers step forward to start new YERGs and champion belonging for the many identities that exist within Yelp. In 2022, we established three new groups: Yelders, in support of Yelp’s 40+ community, NATIV (Native American, Tribal, and Indigenous Voices), and Trans*Mission, a space for Yelp’s transgender and non-binary community.



We also continue to host our annual YERG Summit, which is an opportunity for group leaders to meet and collaborate with each other, plan for the year ahead, and hear from ERG leaders from other organizations that are similarly committed to DIB.

The YERG Summit serves as a great opportunity to learn and share with peers while also helping YERG leaders experience collaboration among trusted colleagues who are similarly passionate about championing belonging.



Promoting Diversity Across Our Workforce

Yelp remains committed to standing for workplace equality as well as equity for all individuals—from the LGBTQ+ community to communities of color and individuals who identify as women.

Yelp continues to diversify its workforce through our recruiting, hiring, and promotion processes. One area that we've revisited in 2023 is our focus on our long-standing four-year degree requirement. Yelp now lists a college degree or *equivalent work experience* as a requirement for certain sales, community, and administrative roles, opening up the pool to a broader swath of qualified candidates and removing a barrier for potential talent who may not have a degree and/or what is typically considered a traditional academic history.

Promoting equity through our inclusive hiring practices is merely one piece of the puzzle. We also recognize the importance of building external relationships with diverse talent pools. In 2022 and 2023, we continued to expand on our recruiting efforts by partnering with organizations like [WomenHack](#) and [Hispanotech](#), alongside virtual career fairs with various Historically Black Colleges and Universities (HBCUs).



As part of our Diversity Task Force program, we routinely meet with departmental leaders across the organization, training them to be better sponsors. Each month, we dedicate time for leaders to share best practices and progress related to the professional development and career advancement of employees from underrepresented groups. Through this work, we can ultimately help [fix the broken rung](#) and close the promotion gap we see across industries. Now operationalized within Yelp’s largest departments, Diversity Task Forces allow us to build a diverse leadership pipeline early on and demonstrate to employees the importance of owning their professional development.

In an effort to increase diversity in our internal sales management pipeline, leaders now proactively notify every eligible employee of open management opportunities instead of merely sharing eligibility requirements and leaving it up to employees to take the initiative to apply. This approach minimizes bias and imposter syndrome by ensuring that qualified employees from all backgrounds—including employees who may not see themselves represented in leadership roles today—feel empowered to pursue advancement opportunities. With this change, we continue to see greater leadership diversity, including a 4% increase last year in leadership representation for women across our Sales departments as well as a gradual increase in org-wide Latinx leadership representation year-over-year since 2020.





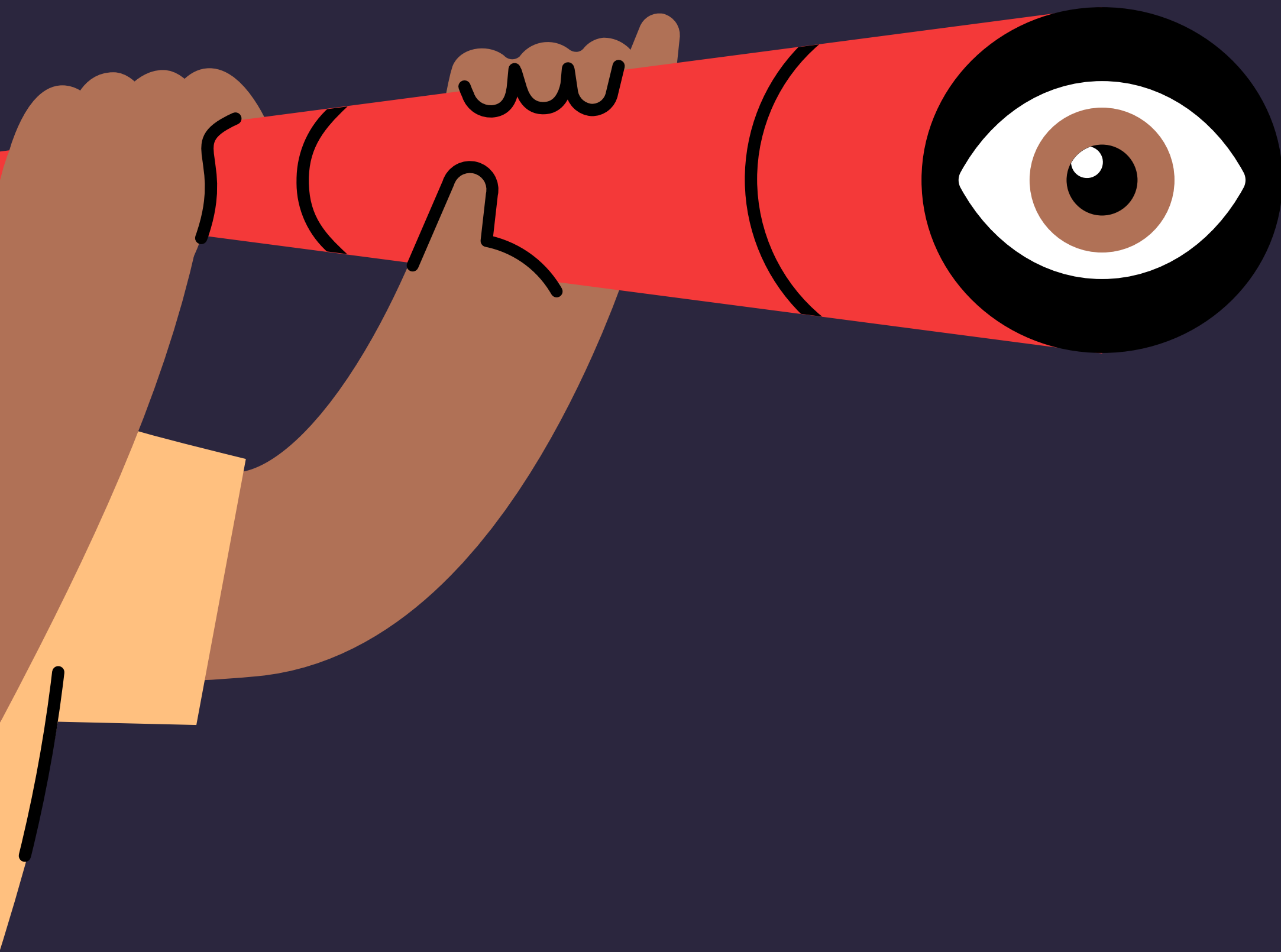
Amplifying Underrepresented Business Owner Communities

In light of the United States Supreme Court's recent decision in *303 Creative LLC v. Elenis*, ruling that a website designer had a First Amendment free speech right to discriminate against same-sex couples, it is even more crucial for consumers to be able to identify businesses that allow them to feel safe and accepted. Yelp introduced the [Open to All attribute](#) in 2018, which allows businesses to distinguish themselves as a safe and welcoming place to everyone, regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, religion, or disability. We currently have more than 714,000 businesses using the Open to All attribute as of August 17, 2023, and continue to [encourage businesses](#) to use the attribute to help individuals connect with organizations that support their values.

Our diversity-focused [business attributes](#) continue to increase visibility of business owners from historically, persistently, or systematically marginalized groups and continue to have a positive impact.

[A recent research study has demonstrated how attributes on review platforms can help improve customer engagement](#), evident in increased consumer demand and revenue for businesses that utilize them. In 2022, Yelp launched a veteran-owned business attribute and announced the [Veteran Business Fund](#), which awarded \$10,000 to several veteran-owned small businesses.





To further support underserved business communities, Yelp continues to host its [Women in Business](#) and [Black in Business](#) Summits to celebrate diverse business owners and provide a forum for them to share their stories and offer tactical advice for entrepreneurs.

To build on these efforts, in 2022, [Yelp for Business](#) partnered with Luminary, a global gender-inclusive platform and professional networking hub, to launch the [Luminary Fellowship](#)—a year-long program that provides customized, one-on-one support to those looking to build, grow, or manage a woman-founded or woman-owned business. The first cohort included 15 fellows across a variety of industries with diverse backgrounds and experiences.



Promoting Policies That Drive Change

These last few years have posed challenges for many of our employees who have had to witness the value of their identities and lived experiences be put into question on a national stage.

As a company that has fully embraced remote work, Yelp is committed to supporting consistent access to healthcare across our workforce, especially as reproductive health services and gender-affirming care continue to be under attack. In 2023, Yelp has continued to evolve our benefits to support our remote workforce, and this includes expanding the reproductive healthcare travel benefit we introduced in 2022 to provide travel reimbursement when any covered services are not available in an employee’s state due to bans or other state regulations.

In addition to providing a robust suite of benefits to address the diverse needs of our workforce, Yelp continues to speak out against actions that negatively impact our employees, customers, and users. We’ve recently spoken about why [pulling back on DIB efforts](#) is the wrong call to encourage other businesses to prioritize diversity, inclusion, and belonging initiatives at a time when their employees—and underrepresented communities at large—need their support more than ever.



Looking Ahead

As we look ahead toward the next five years, we are hopeful about the progress we will make by building on our current programs. By grounding ourselves in objective measures, we are able to recognize what is working and identify opportunities for improvement. Our ultimate goal is to continue to share our learnings widely to help ourselves and other organizations move the needle on DIB outcomes and deliver programs that champion and recognize the intersectional experiences of our Yelp communities.

This year, we are embarking on a cross-functional project to update our internal demographic surveys to better capture the intersectional experiences of our workforce. As we have referenced in past reports, to truly measure DIB, we require both intersectional and disaggregated data. As an example, we will offer employees the option to identify as Black and further as Afro-Caribbean, or as Asian and more specifically as Southeast Asian. As referenced earlier, the option for Yelpers to indicate the races and/or ethnicities

with which they may identify recognizes the diverse experiences of multiracial individuals. As the multiracial population continues to grow in the U.S.—with predictions that multiracial Americans are one of the fastest growing demographics—treating multiracial employees (or any other diverse group, for that matter) as a monolith does a disservice to recognizing the diversity of this community.





Conclusion

As a wholly distinct department within Yelp, we're situated to embed DIB best practices across all aspects of our business, with more intentional incorporation into business strategies and goals—from people to product.

True inclusion and belonging celebrate that not everyone thinks the same way and create space

for different experiences and perspectives. We've continued to evolve our programming to feature more intersectional identities so more employees are able to see their full selves represented in public forums—not just isolated characteristics.

Though Yelp continues to make progress, our journey is still in its early stages. Diversity, inclusion, and belonging has been woven into our values since the inception of Yelp, and we look forward to continuing this important work in the years to come.

