

**Online supplemental materials to  
Conflicting Accounts of Inclusiveness in Accounting Firm Recruitment Website  
Photographs**

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## Appendix A

### Profile of Recruitment Website Photographs, by Firm

GT = Grant Thornton; CB = Collins Barrow; Del = Deloitte; EY = Ernst and Young

Compiled from firm websites as captured on January 6, 2013.

	BDO	GT	MNP	CB	Sum Next Four	PWC	Del	EY	KPMG	Sum Big Four	Total
Number of website pages	32	25	4	17	78	73	46	35	174	328	406
Number of photos	14	62	10	223	309	66	18	81	1019	1184	1493
Duplicate photos	4	22	0	38	64	35	3	37	198	273	337
Unique photos	10	40	10	185	245	31	15	44	821	911	1156
Objects only	1	6	1	0	8	0	4	5	53	62	70
Partial or obscured people	4	1	0	0	5	1	1	4	11	17	22
Unique photos with people	5 100%	33 100%	9 100%	185 100%	232 100%	30 100%	10 100%	35 100%	757 100%	832 100%	1064 100%
One person photos	2 40%	26 79%	8 89%	172 93%	208 89%	24 80%	6 60%	15 43%	678 90%	723 87%	931 88%
Two person photos	1 20%	5 15%	0 0%	7 4%	13 6%	4 13%	2 20%	8 23%	12 1%	26 3%	39 4%
Three person photos	0 0%	2 6%	0 0%	4 2%	6 3%	0 0%	1 10%	6 17%	11 1%	18 2%	24 2%
Four person photos	0 0%	0 0%	0 0%	2 1%	2 1%	0 0%	1 10%	4 11%	20 3%	25 3%	27 2%
Five person Photos	1 20%	0 0%	1 11%	0 0%	2 1%	0 0%	0 0%	1 3%	7 1%	8 1%	10 1%
Large group photos (>5 people)	1 20%	0 0%	0 0%	0 0%	1 0%	2 7%	0 0%	1 3%	29 4%	32 4%	33 3%

## Appendix B

### Composition of Photographs of People by Sex

GT = Grant Thornton; CB = Collins Barrow; Del = Deloitte; EY = Ernst and Young

Compiled from firm websites as captured on January 6, 2013.

	BDO	GT	MNP	CB	PWC	Deloitte	EY	KPMG	Total
Overall (for groups of 5 or less)									
Women in photos	6	24	7	127	11	9	27	435	646
Men in photos	3	18	6	79	21	6	46	415	594
Not determinable						1			1
Total	9	42	13	206	32	16	73	850	1241
Photos of one person									
Woman alone	2	17	4	103	8	3	6	352	495
Man alone	0	9	4	69	16	3	9	326	436
Total	2	26	8	172	24	6	15	678	931
Photos of two people									
Two women	0	1	0	0	0	1	1	2	5
Two men	0	1	0	3	1	0	3	3	11
One woman; one man	1	3	0	4	3	1	4	7	23
Total	1	5	0	7	4	2	8	12	39
Photos of three people									
1 woman; 2 men	0	2	0	0	0	0	6	7	15
2 women; 1 man	0	0	0	0	0	1	0	4	5
3 women	0	0	0	4	0	0	0	0	4
Total	0	2	0	4	0	1	6	11	24
Photos of four people									
1 woman; 3 men	0	0	0	0	0	0	1	7	8
2 women; 2 men	0	0	0	0	0	1	2	8	11
3 women; 1 man	0	0	0	0	0	0	0	5	5
4 women	0	0	0	2	0	0	0	0	2
4 men	0	0	0	0	0	0	1	0	1
Total	0	0	0	2	0	1	4	20	27
Photos of five people									
2 women; 3 men	0	0	0	0	0	0	0	4	4
3 women; 2 men	1	0	1	0	0	0	0	2	4
4 women; 1 man	0	0	0	0	0	0	1	0	1
5 women	0	0	0	0	0	0	0	1	1
Total	1	0	1	0	0	0	1	7	10
Photos of large groups									
More men than women	0	0	0	0	0	0	1	15	16
Balanced group of women and men	1	0	0	0	0	0	0	3	4
More women than men	0	0	0	0	0	0	0	7	7
Crowd – Not determinable	0	0	0	0	2	0	0	4	6
Total	1	0	0	0	2	0	1	29	33

## Appendix C

### Status of People Photographs

GT = Grant Thornton; CB = Collins Barrow; Del = Deloitte; EY = Ernst and Young

Compiled from firm websites as captured on January 6, 2013.

	BDO	GT	MNP	CB	Sum Next Four	PWC	Deloitte	EY	KPMG	Sum Big Four	Total
White women	4 44%	14 33%	7 54%	97 47%	122 45%	5 17%	7 44%	18 26%	338 40%	368 38%	490 40%
Non-white women	2 22%	10 24%	0 0%	30 15%	42 16%	6 17%	2 12%	9 12%	97 11%	114 12%	156 12%
Total women	6 66%	24 57%	7 54%	127 62%	164 61%	11 34%	9 56%	27 38%	435 51%	482 50%	646 52%
White men	2 22%	16 38%	3 23%	65 31%	86 32%	17 53%	3 19%	25 34%	342 40%	387 40%	473 38%
Non-white men	1 11%	2 5%	3 23%	14 7%	20 7%	3 9%	3 19%	17 23%	73 9%	96 10%	116 9%
Total men	3 33%	18 43%	6 46%	79 38%	106 39%	20 62%	6 38%	42 57%	415 49%	483 50%	589 47%
Sex not determinable	0 0%	0 0%	0 0%	0 0%	0 0%	1 4%	1 6%	4 5%	0 0%	6 0%	6 1%
Total people	9 100%	42 100%	13 100%	206 100%	270 100%	32 100%	16 100%	73 100%	850 100%	971 100%	1241 100%













