

Gender and Career Equity Study

2022





Welcome

● **History**

10 years of doing this research with **Material+** (2012, 2017, 2022)

● **Goal**

Further women and other marginalized groups in the research industry

● **Study**

Talked to n=873 people in the research industry (both men & women) in 34 countries (skewed US) from late May to late July 2022

● **Thank You**

To those who participated!

● **Results**

Excited to share today!

2022 is a very **different** place

COVID-19 shifted priorities and where we work

Gender pay gap remains the same and inflation doesn't help

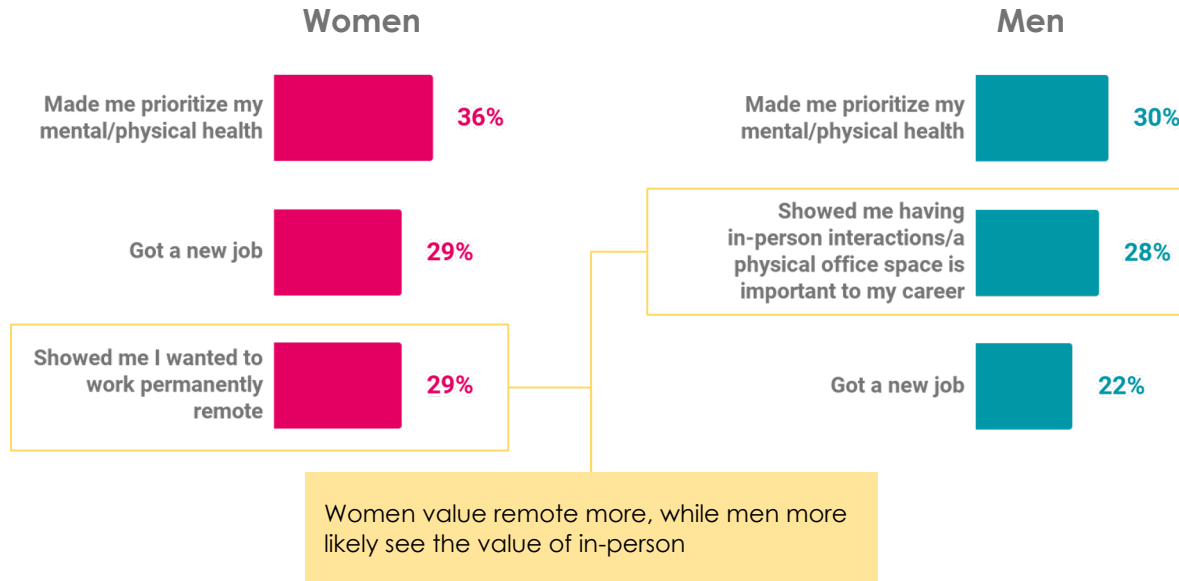
Women have growing access to seniority, but not all moms can make the life sacrifices and men increasingly overestimate equality

Employers recognize the demand for DEI, but employees know when commitment is real

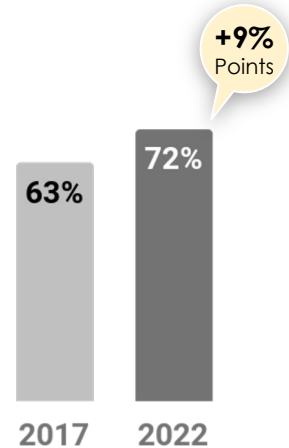
So what impact
did these changes have?

COVID shifted priorities and made employees and employers re-think work

Top 3 Impacts of Covid on Careers



% Employers Offering Flexible Schedules





“COVID made me realise the importance of mental health and happiness for my family.”
- Woman, age 56



“My new job didn't need 70-80 hours/week, so reducing hours is a positive outcome of COVID in my case.”
- Woman, age 49

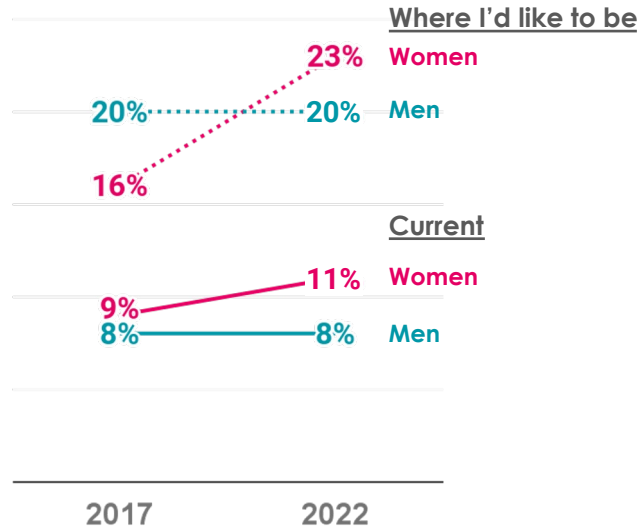


Women increasingly desire balance...but could use support

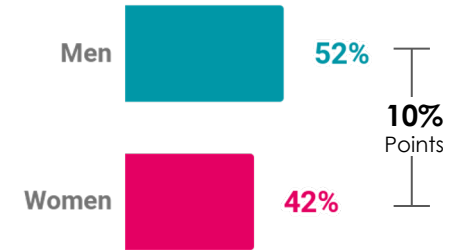
“**I am a new mom** and it is difficult to get flexible opportunities as a team lead and as a client-facing account manager. **I feel I am going to have to give up the leadership role in order to have the flexibility that I want.**”

- Woman, age 28

% Prioritize Personal Life Over Career

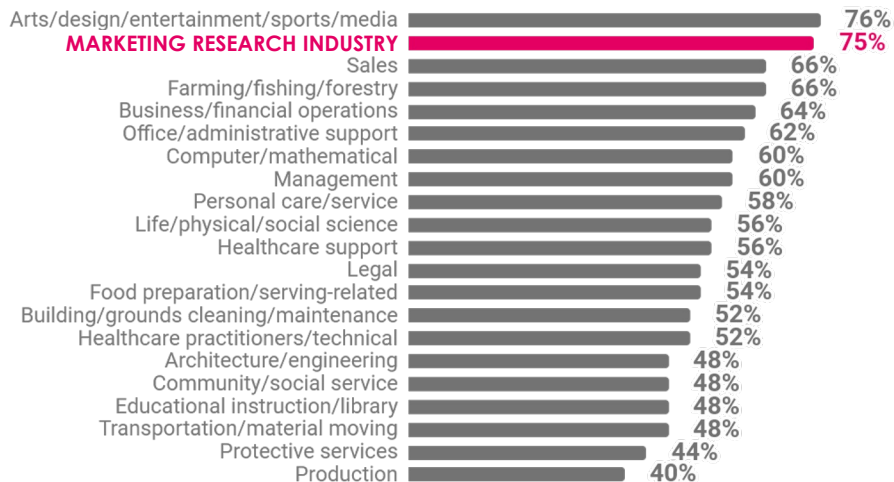


% Extremely/Very Comfortable Setting Boundaries at Work for Life Priorities



COVID sent us home...and we've stayed (so far)

% Time Work Remotely[†]



% of Time Prefer to Work Remotely



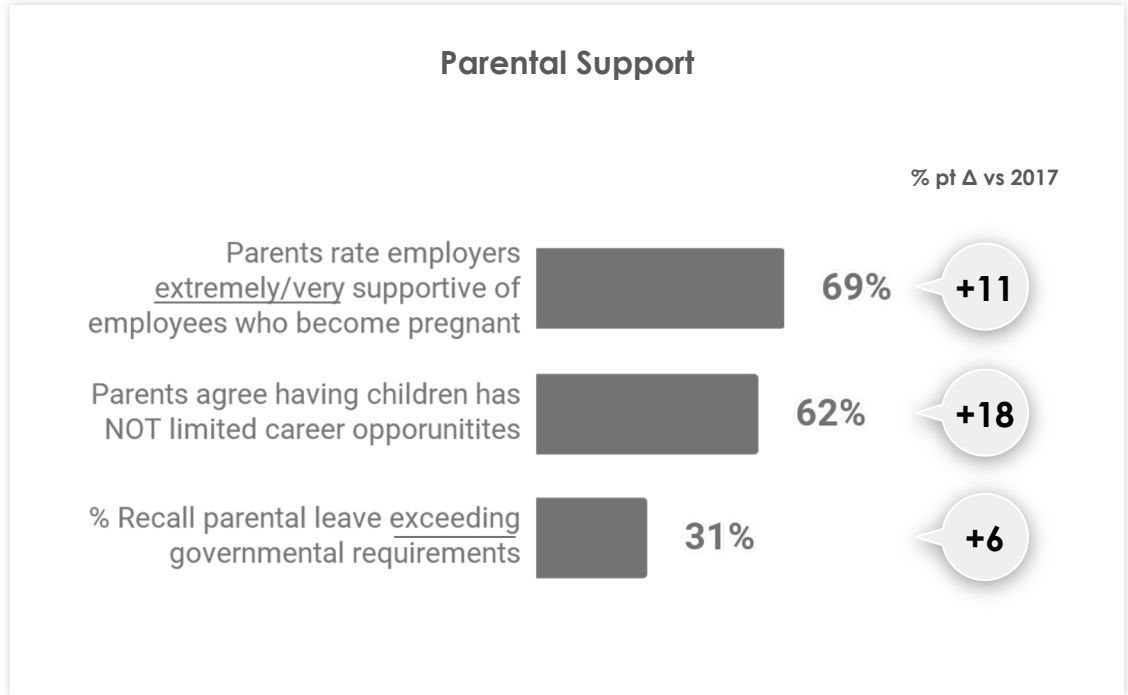
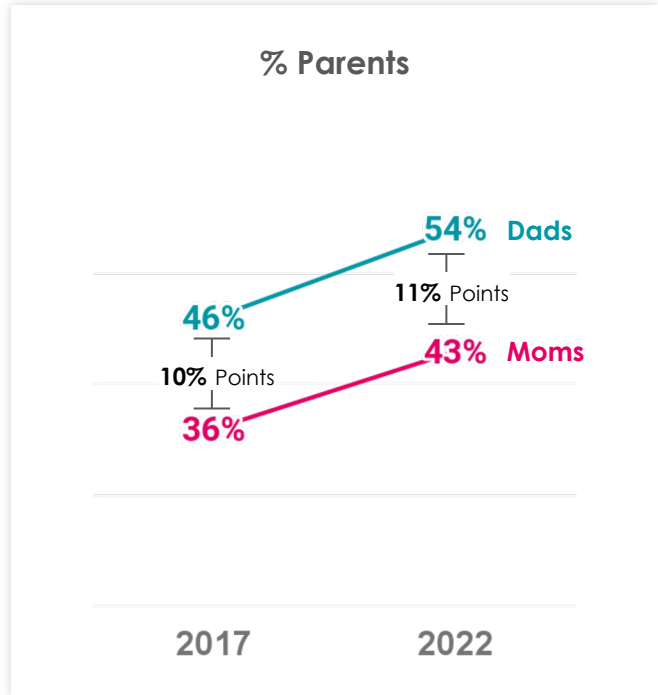
Women especially, don't mind staying home

“At this point, I love being able to work remotely because it does **give me more time to spend with my family**. At this point in my career it is the best for us.”
- Woman, age 34

“Being able to work from home, and off and on throughout the day has **allowed me to juggle my barrage of medical issues, procedures, and appointments** while being able to perform at the best of my ability in a full time job. **I'm well rested, tending to my health, and able to work the late hours that my body prefers.**”

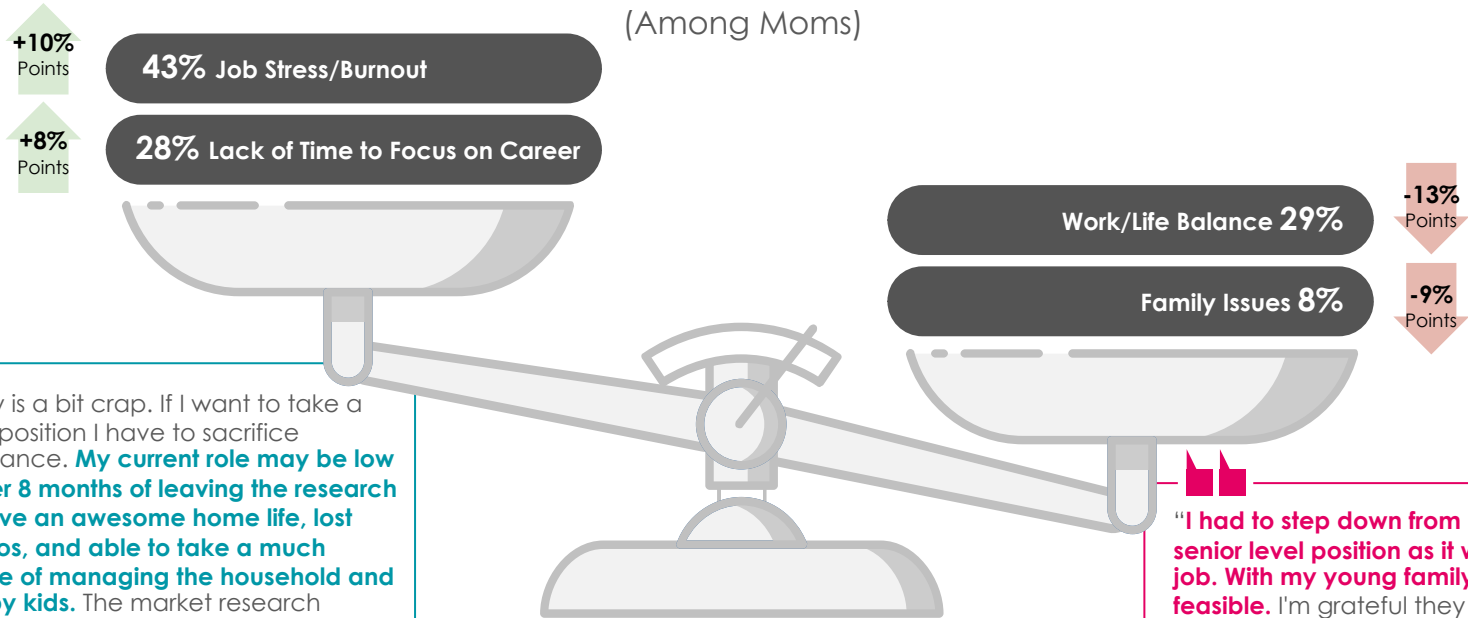
- Woman, age 42

% of parents grows with support...but still more dads than moms in research



Moms achieve better balance...but it comes at a professional cost (and some dads get a taste)

Factors Affecting Career Advancement Satisfaction (Among Moms)



"The industry is a bit crap. If I want to take a higher level position I have to sacrifice work/life balance. **My current role may be low key, but after 8 months of leaving the research agency I have an awesome home life, lost nearly 40 kilos, and able to take a much greater share of managing the household and raising happy kids.** The market research agency path is not fun." - Dad, age 39

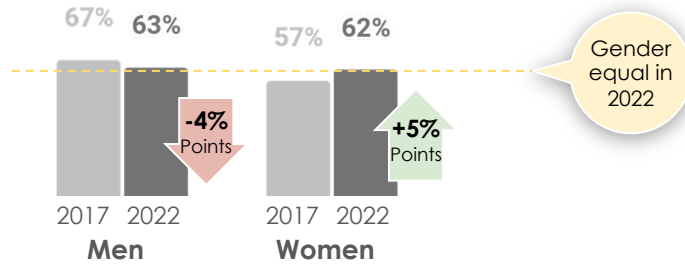


"I had to step down from a more senior level position as it was a 24/7 job. **With my young family it just wasn't feasible.** I'm grateful they let me do that with no impact to my pay, but it is a step down." - Mom, age 44



Women **feel** better in their current job...but they still get **paid less**

% Extremely/Very Satisfied with Current Job



"I am now in a position that is high level but I can still maintain a work-life balance. It is a function of my company, not of the position. **I have progressed to a place where I can make an impact but not have the constant stress I've had at other companies.**"

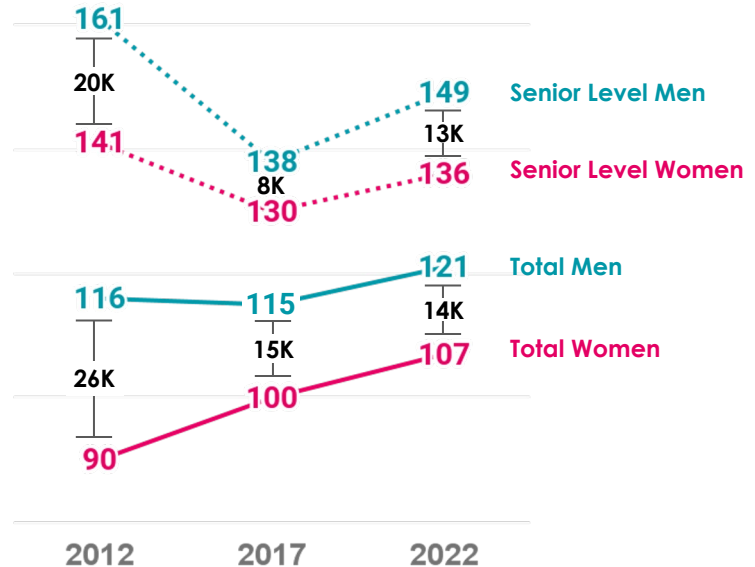
- Woman, age 42


"**I am given a lot of responsibility, autonomy, and creative freedom.** I feel empowered to use my voice and ideas, and manage my team."

- Woman, age 26

Average Annual Base Salary

(Among Full-Time Employees)





“I know I am underpaid for the work I do in the geographical area I am in. I've been at my company for 4 years and am still in the lowest level band in terms of growth. I am not eligible for bonuses, even though almost all people on my team are eligible.”

- Woman, age 33

“I would like to retire but cannot afford to. If I were a man, I would have the money by now.”

- Woman, age 57

Women have taken note of rising inflation and are looking for support

Younger workers struggle

"I'm still young and figuring things out but without switching client side or going into tech or something I **don't see how I can afford to live in the US much longer** with the cost of healthcare and rent." - Woman, age 26

Inflation cancels out promotions/pay raises

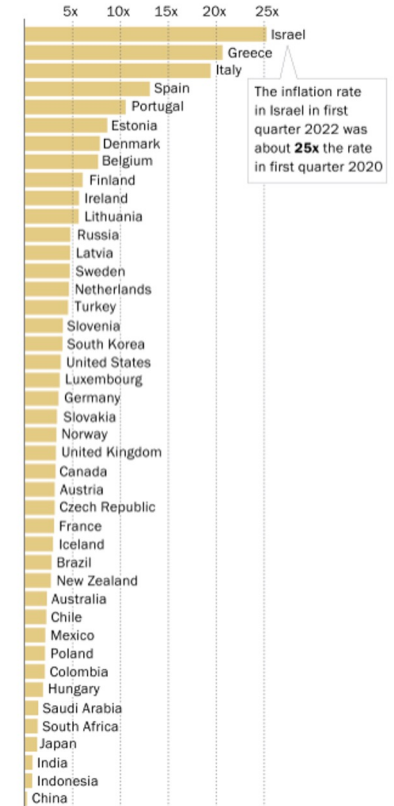
"Having a **higher pay and especially one that is adjusted for inflation**. I recently got a promotion + pay increase but now this buys much less than when it was given to me. Overall it now worths much less. Just pay is top of mind for me." - Woman, age 32

But some employers are taking inflation into account

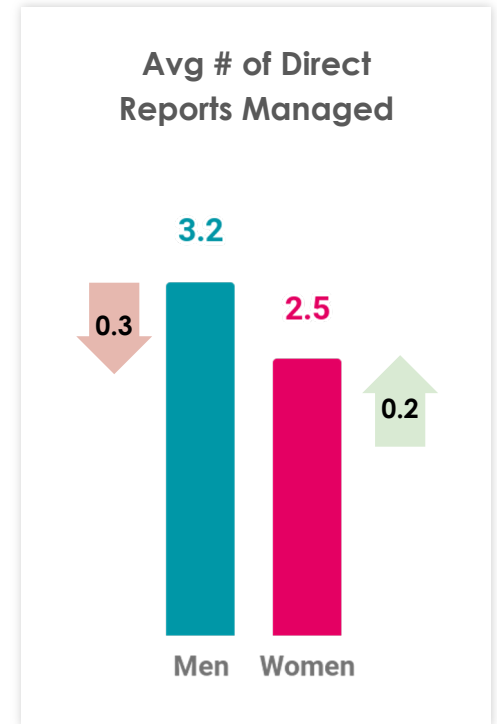
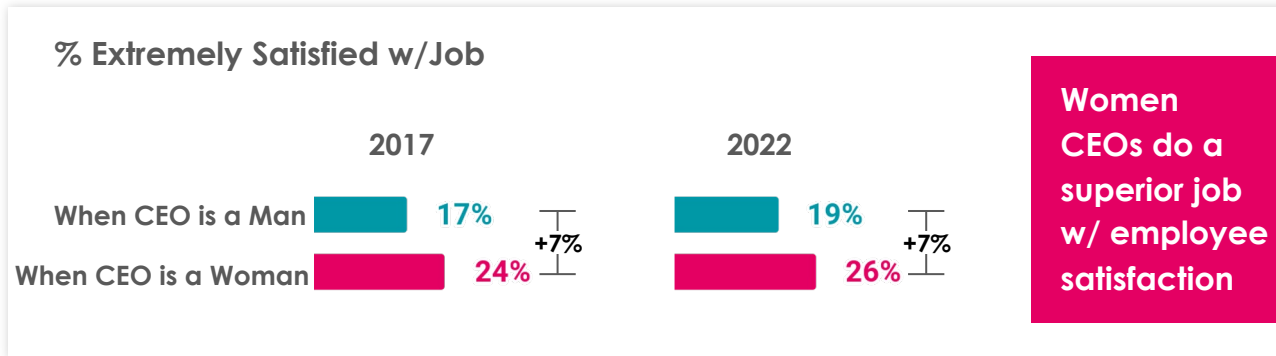
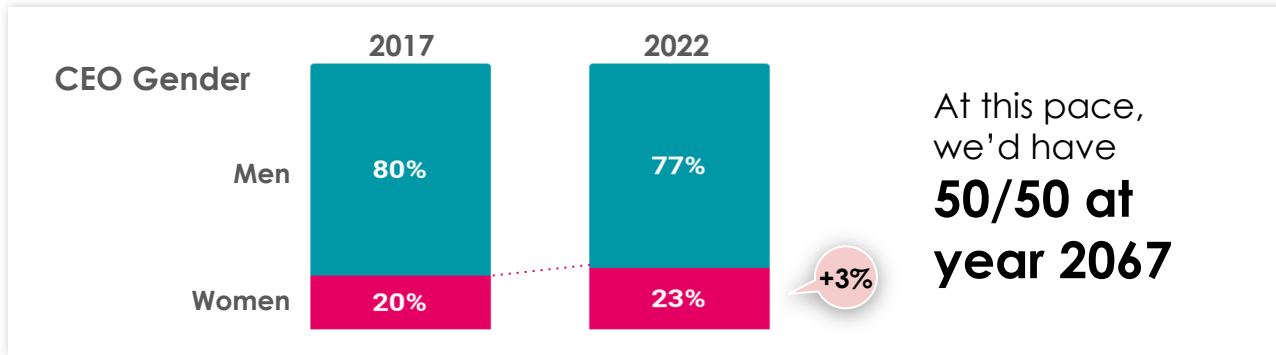
"Due to inflation in Pakistan, living is expensive but the service industry is not making profits. **Clients are cutting down on budgets, there is a kind of price war too in Pakistan's research industry**. But despite challenges on the business front, **the company has recently given an inflation management allowance to all its employees** which have increased financial burden of the company." - Woman, age 44

Inflation rises globally

Change in annual inflation rate between first quarter of 2020 and first quarter of 2022



Women have growing access to seniority, but...



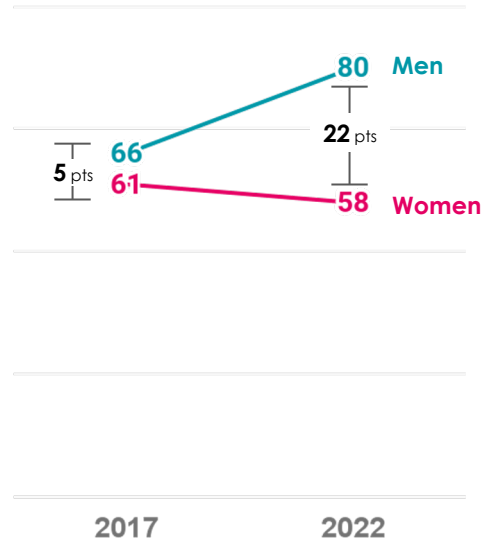
...Men increasingly overestimate how equal things really are

% Extremely/Very Fair of someone other than a cisgender man who performs equally well to get a promotion

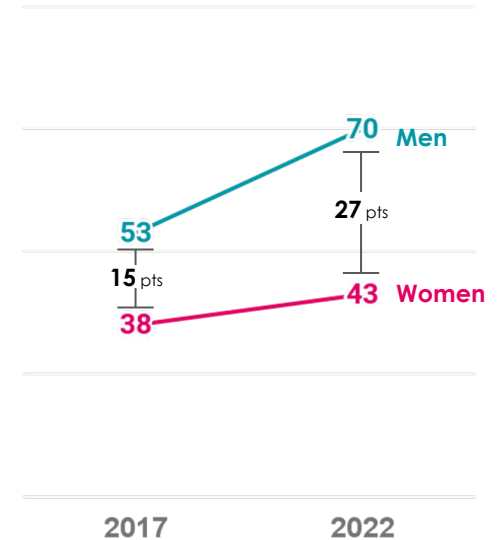
High majority of men believe everyone gets a fair shot

Promotion Fairness

Mid-Level



Upper Management/ Executive Level

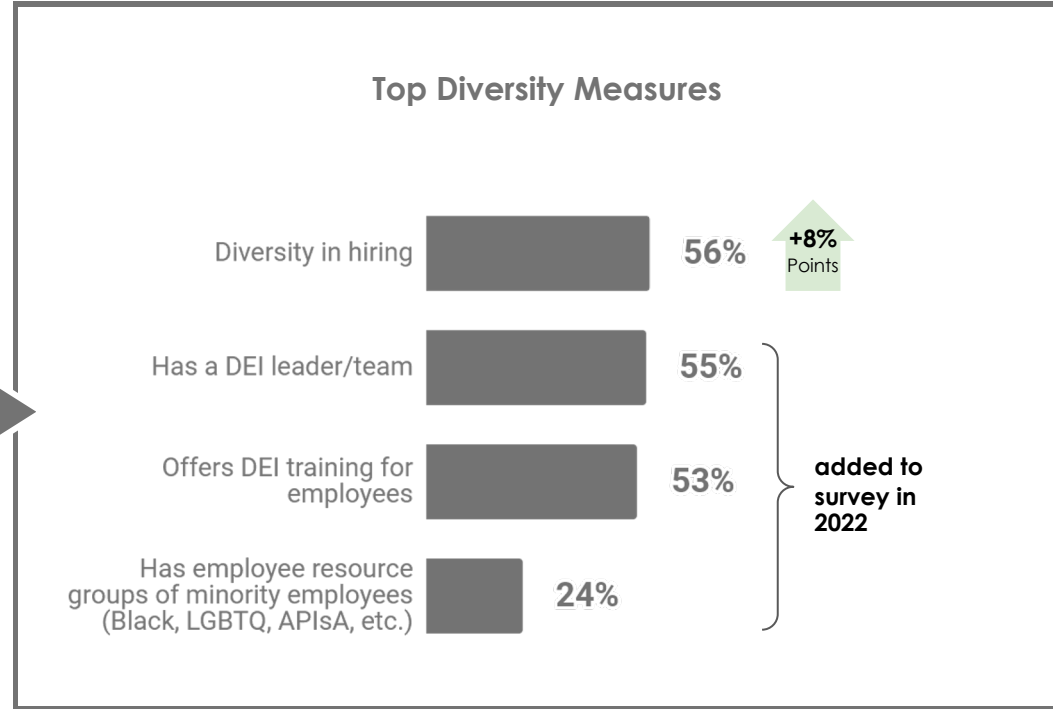
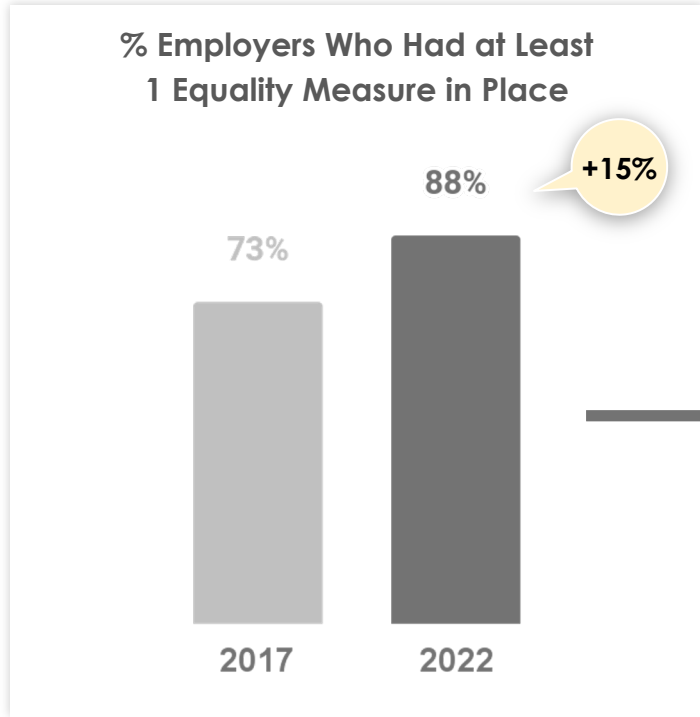




“I feel prouder to work at a company that takes equal opportunities seriously and have noticed a real change in the level of diversity within staff members over the last 2-3 years.”
- Man, age 34

“[My company] has become aware of certain issues that may have gone overlooked in the past, but since 2020 there has been a more concerted effort to address issues all around. The George Floyd death had a domino effect that made people look at race and gender issues in a way they had never before done so.”
- Man, age 48

While employers have increased efforts to address issues of diversity, equality, and inclusion...



...Discrimination still exists, despite most saying it hasn't impacted their job satisfaction

Despite small sample size (n=15), **95% of Black employees** report race discrimination

"I'm well where I'm working, but sometimes I'd like to earn the money I deserve for so many years of experience. **I choose to work in a place with values similar to mine, giving up money... not that I can afford it, but I had to.**" - Woman, age 36

	Total 2022	Men	Women	White	Black/Latinx/Asian (US only)	Straight	Bisexual	Gay/Lesbian	18-34	35-55	56 or older	Moms	Dads	Non-Parents	Senior Level emp	Jr Level emp
Experienced ANY discrimination in my career	61%	55%	65%	66%	72%	60%	79%	56%	52%	65%	62%	66%	56%	60%	65%	52%
Top 5 Discriminations Experienced (over 20% of the group)	Gender		Gender	Gender	Race	Gender	Gender	Sexual Orientation	Age/Gender	Gender	Age	Gender	Age	Gender	Gender	Gender
	Age		Age	Age	Gender/Age	Age	Education Level	Gender		Age	Gender	Age		Age	Age	Age
							Age						Parental Status			
Average Annual Base Salary (in 100,000s)	\$113	\$121	\$107	\$133	\$118	\$116	\$79	\$116	\$76	\$131	\$148	\$124	\$137	\$97	\$143	\$70
Not Satisfied with Job because of discrimination	5%	3%	6%	3%	10%	5%	2%	4%	3%	5%	11%	7%	6%	3%	6%	4%

Highlighted cells are 40% or more

But employees are paying attention and can see through smoke and mirrors...

EMPTY COMMITMENT



"Honestly, this is my first experience with a tech company, and though there's a lot of talk about doing the right thing, it all feels like it falls a little flat. It's like they're **choosing issues to highlight that won't be too controversial** (like giving out pride t-shirts to those who want them). No money for safe travel for women's healthcare needs coming through here!" - *Woman, age 36*

"The company **took measures comfortable and affordable for them**. However those measures are not trusted and they still remain tone-deaf. Changes that need to be made will never be met because the people on the levels where employees are actually met with racist and unequitable behavior will never be corrected." - *Woman, age 45*

"Trainings are nice, but without the follow-ups, there is no significant impact. Diversity in hiring is great, but further along the line there needs to be careful consideration of the opportunities given and of the support received. And one actual needed step of auditing internally all salaries, is been avoided for quite some time." - *Woman, age 40*

"My impression is that **my company checks the boxes but doesn't genuinely care**. They have goals and teams to make sure we interview diverse employees, and hold guest lectures each month on different topics of diversity. But they aren't flexible when it comes to work from home for women or people with disabilities. They force all new employees to be based in New York or LA even though we have offices in less expensive cities which are much more attainable for entry level employees coming from lower income backgrounds." - *Woman, age 31*



...Employees know when real commitment is made

REAL COMMITMENT



“As a lesbian woman, I feel very comfortable at my company because diversity is always a topic of conversation. My line managers are very attentive to diversity issues and they receive support from senior leadership. For instance, **one international vendor refused to use words like non-binary or transgender in surveys. My boss told me this didn't align with our company values** and she told me I could write a letter to the vendor to explain. **We all agreed to use other vendors.**”

- Woman, age 33

“**Being able to hire outside of the home office area [headquarter city] post-pandemic has opened the doors for diversity.** I believe this has made us stronger, more diverse, and brought in expertise that could not have been present before.”

- Woman, age 57

“**I was one of the founding members of our first ERG (an LGBTQ specific group)** and now I'm network lead for 2 - one of which is concerned with improving diversity & accessibility in research methods. It's been a long hard slog/one step back for every 2 steps forward - but it's a big part of my current work satisfaction & I can't imagine working somewhere I couldn't be part of DEI efforts.”

- Woman, age 29



What Can We Do?



- Continue to be flexible - work is different now and holds a different priority for some
- Help women set boundaries to maintain progress in career satisfaction
- Seniority for women should come with a title and an equivalent pay to men
- Salaries should account for impact of inflation
- Equality is not just an announcement, it needs real measurable action and part of a company's KPIs
- Even though employees are at home, people need connection to lower the chance of discrimination (budget for travel to allow periodic in-person connection)

What Can We Do?

WOMEN

- Negotiate salaries
- Negotiate flexibility
- Demonstrate and quantify your value

MEN

- Give others a seat at the table and a voice
- Challenge your assumptions
- Advocate for measurable DEI actions and KPIs at your company

WIRE
Accelerate
Program



WIRe Webinars

“Get the Promotion
- The Power of Self
Advocacy”



LinkedIn

“Top Ways
Companies are
Measuring DEI
Progress”



Thank You!