

WOMEN IN THE WORKFORCE

Polling Presentation

FEBRUARY 2021

Background



METHODOLOGY

This poll was conducted between February 22 – February 23, 2021 among a national sample of 2,001 U.S. female adults, excluding retirees and full-time students. An oversample of 100 female SMB executives was also collected, for a combined total of 233 female SMB executives. The interviews were conducted online. The general population data was weighted to approximate a target sample of female adults based on age, educational attainment, race/ethnicity, and region. Results among female adults have a margin of error of +/- 2 percentage points. Results among female SMB executives have a margin of error of +/- 6 percentage points.



TARGET AUDIENCE

- Female adults, excluding retirees and full-time students
- Female SMB executives:
 - Self-employed owner or founder of a business with 1 – 499 employees
 - Full-time VP level or higher at an employer with 1 – 499 employees

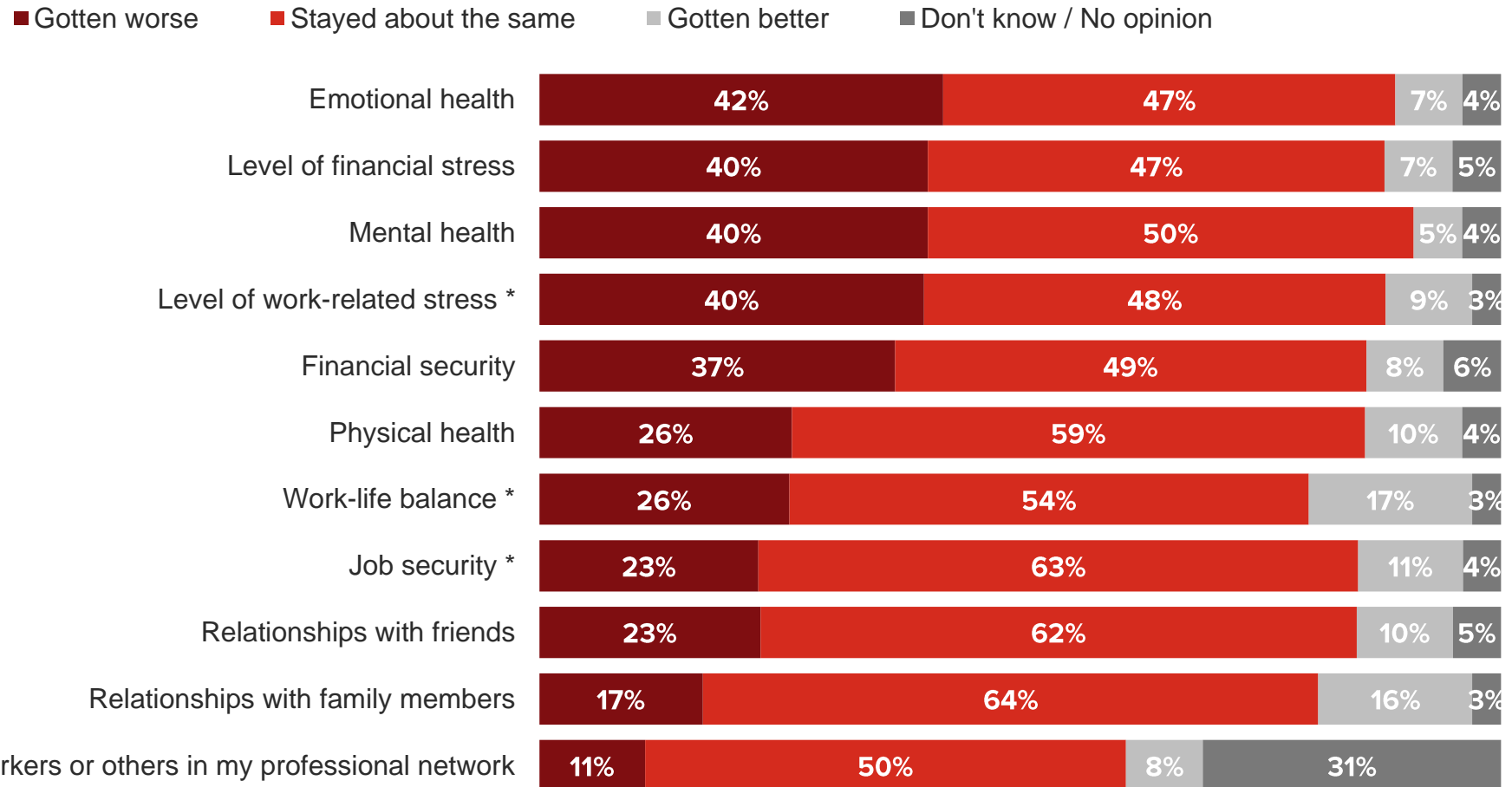
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About 2 in 5 women say their emotional health, financial stress, and mental health have gotten worse since the start of the coronavirus pandemic. 1 in 4 employed women say their work-life balance has gotten worse.

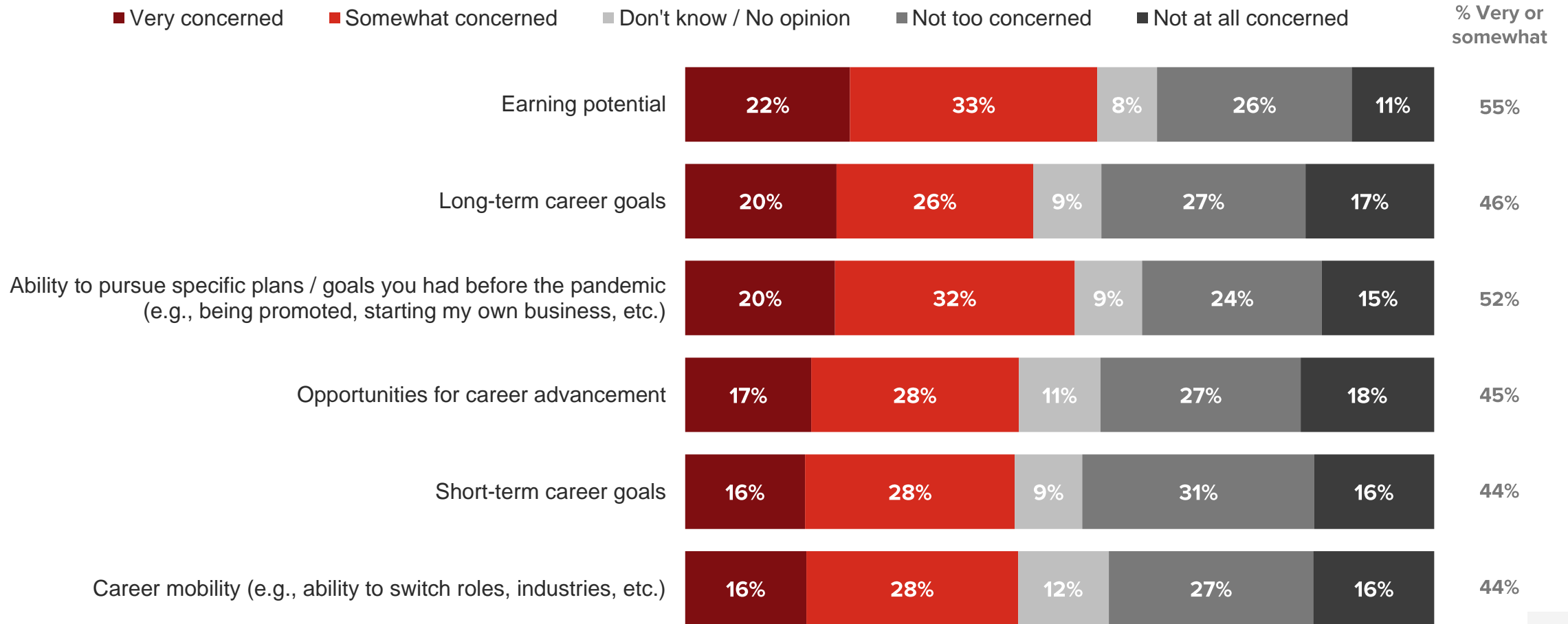
Since the start of the coronavirus pandemic, have the following gotten better or worse for you, or have they stayed about the same?



* Among employed women

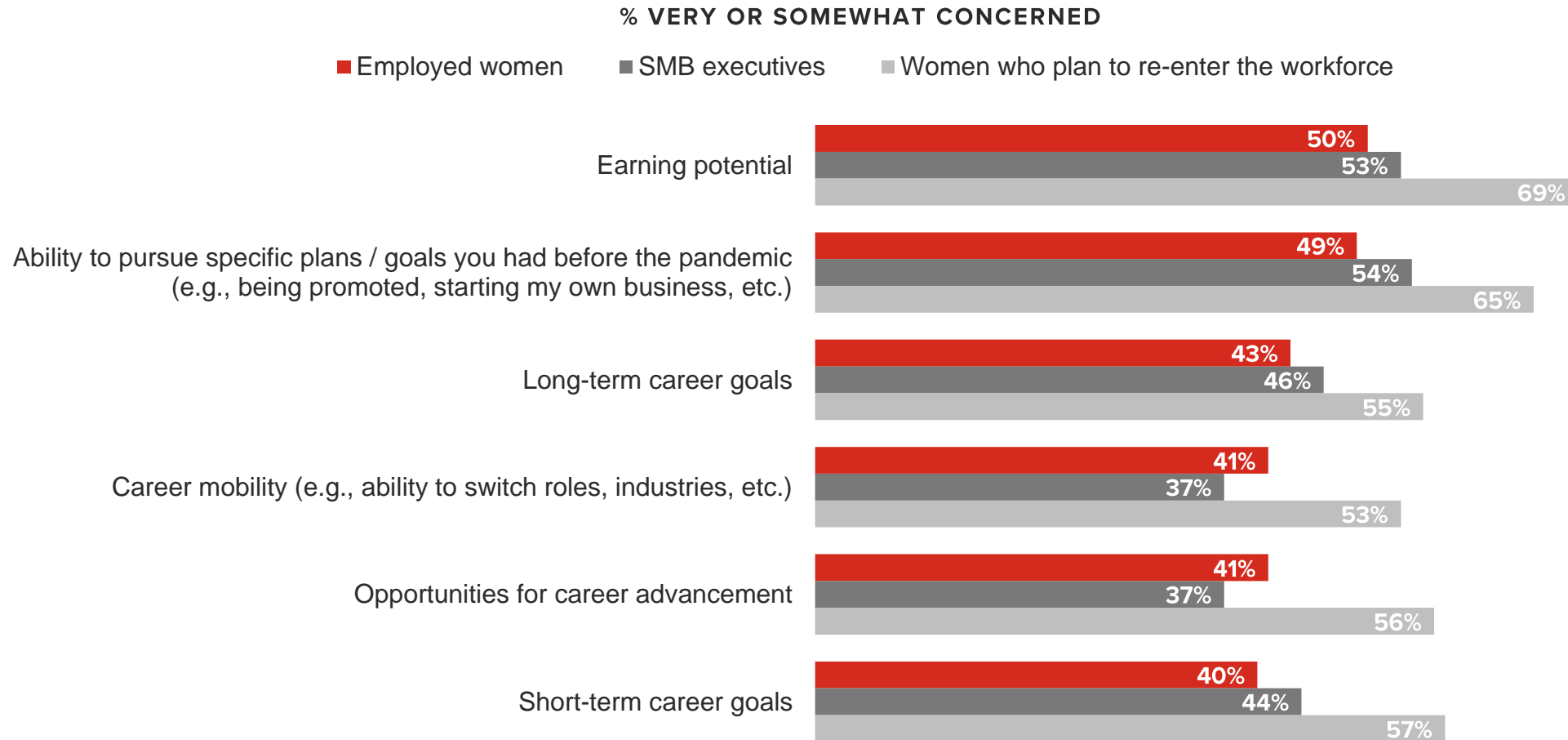
Most women who are either currently working or not currently working but plan to re-enter the workforce in the future express concern about the pandemic’s impact on their earning potential and career plans.

How concerned are you that the coronavirus pandemic will impact your...



Concern surrounding earning potential, career plans, and advancement opportunities is much stronger among women who plan to re-enter the workforce in the future than among women who are currently working.

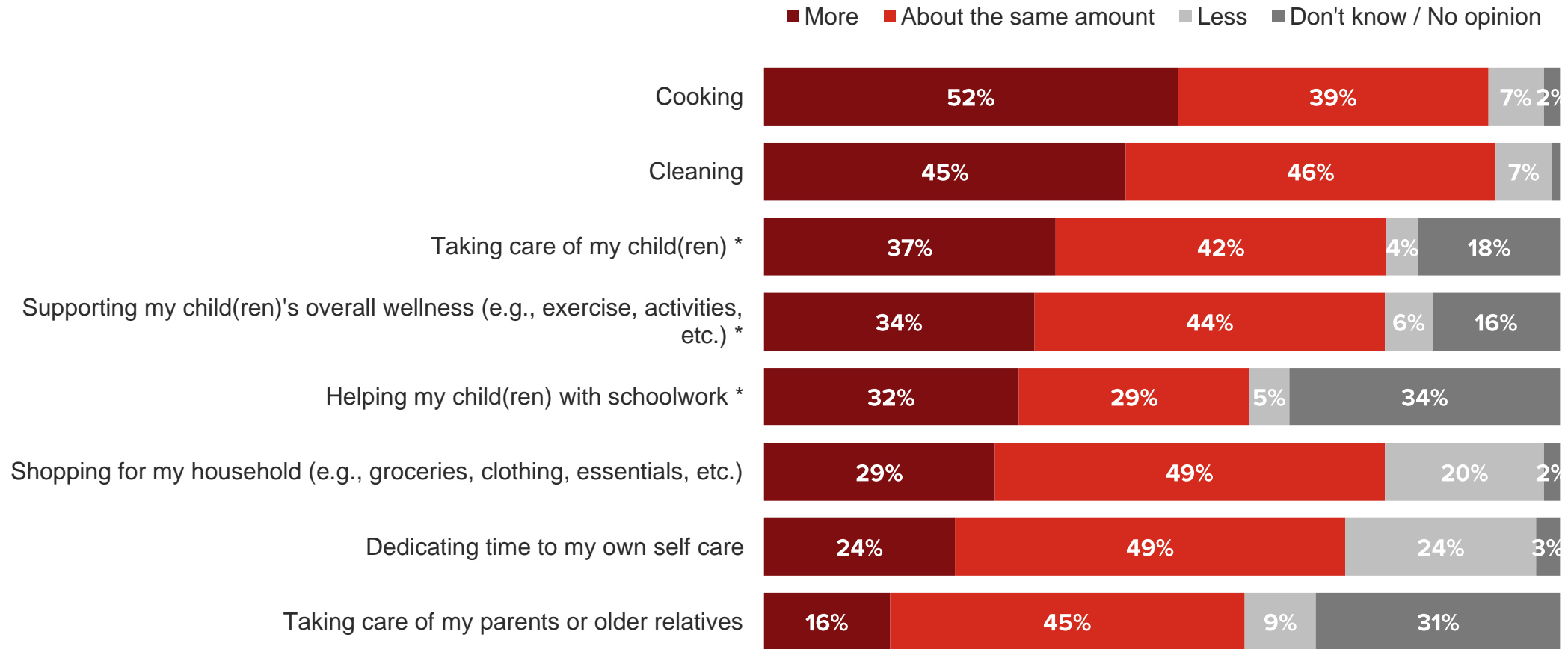
How concerned are you that the coronavirus pandemic will impact your...



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Not surprisingly, about 1 in 3 women with children say they have spent more time helping with schoolwork, supporting their child(ren)'s overall wellness, and generally taking care of their child(ren) compared to before the pandemic. Nearly 1 in 4 women (24%), including 29% of parents, say they have spent *less* time on their own self care.

Compared to before the coronavirus pandemic began, would you say you have spent more or less time on the following over the past year, or about the same amount?

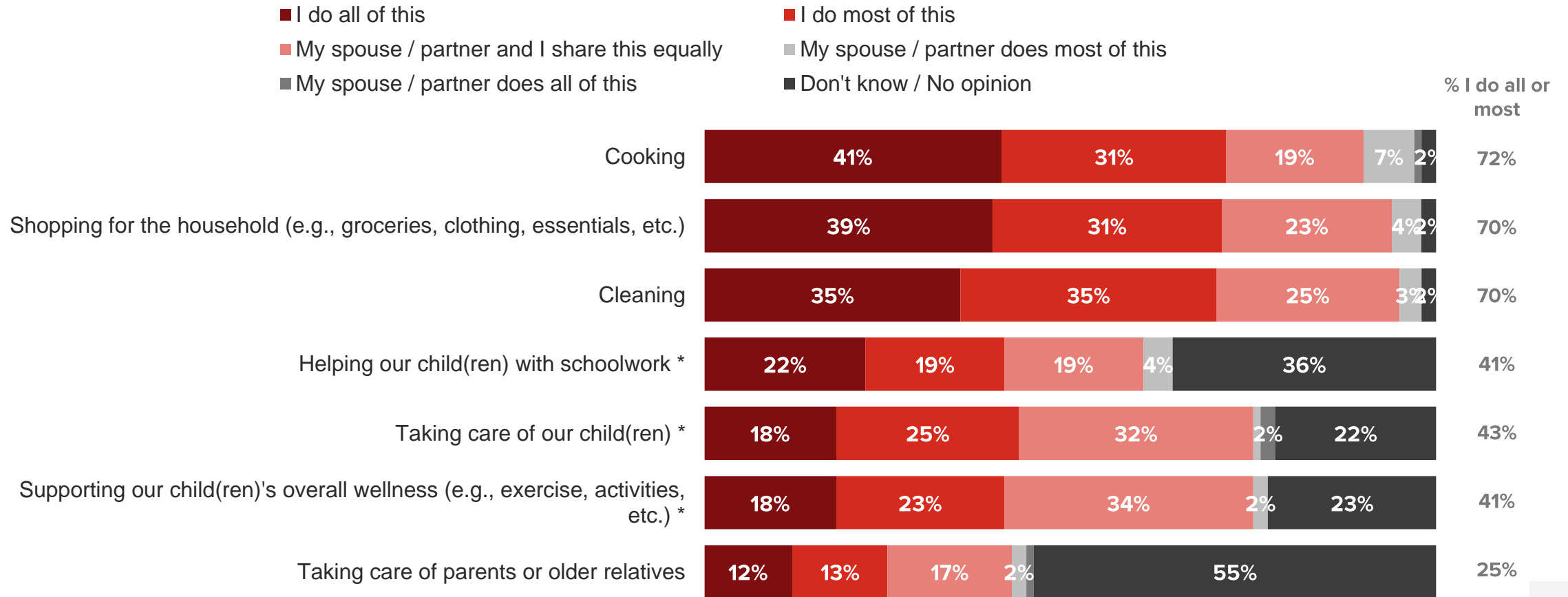


* Among parents

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Among women who are married or living with a partner, the majority say they do all or most of the cooking, shopping, and cleaning. About 2 in 5 parents say they primarily take care of their children (43%), while about a third (32%) say they share that responsibility equally with their spouse or partner.

Compared to before the coronavirus pandemic began, would you say you have spent more or less time on the following over the past year, or about the same amount?



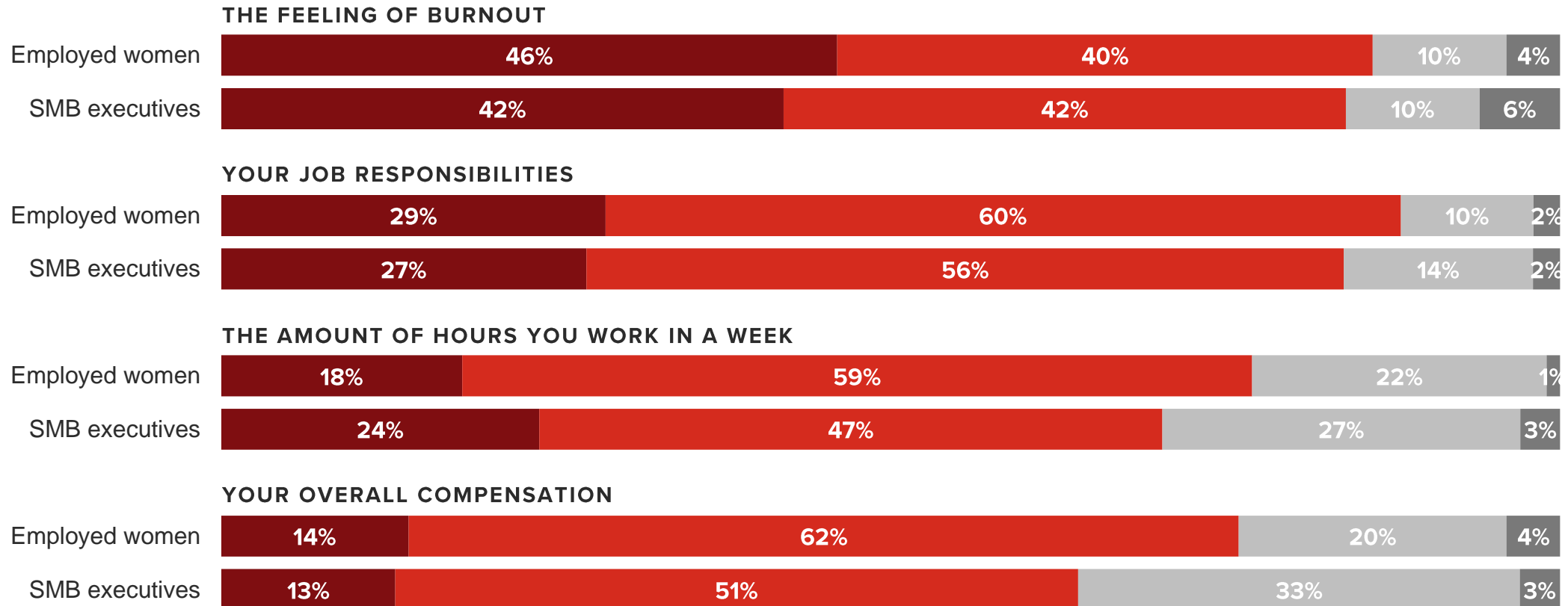
* Among parents

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Nearly half of employed women say their feeling of burnout has increased since the start of the pandemic. More than a quarter say their job responsibilities have increased (29%), though only 14% say their compensation has increased.

Since the start of the coronavirus pandemic, have the following increased, decreased, or stayed about the same for you?

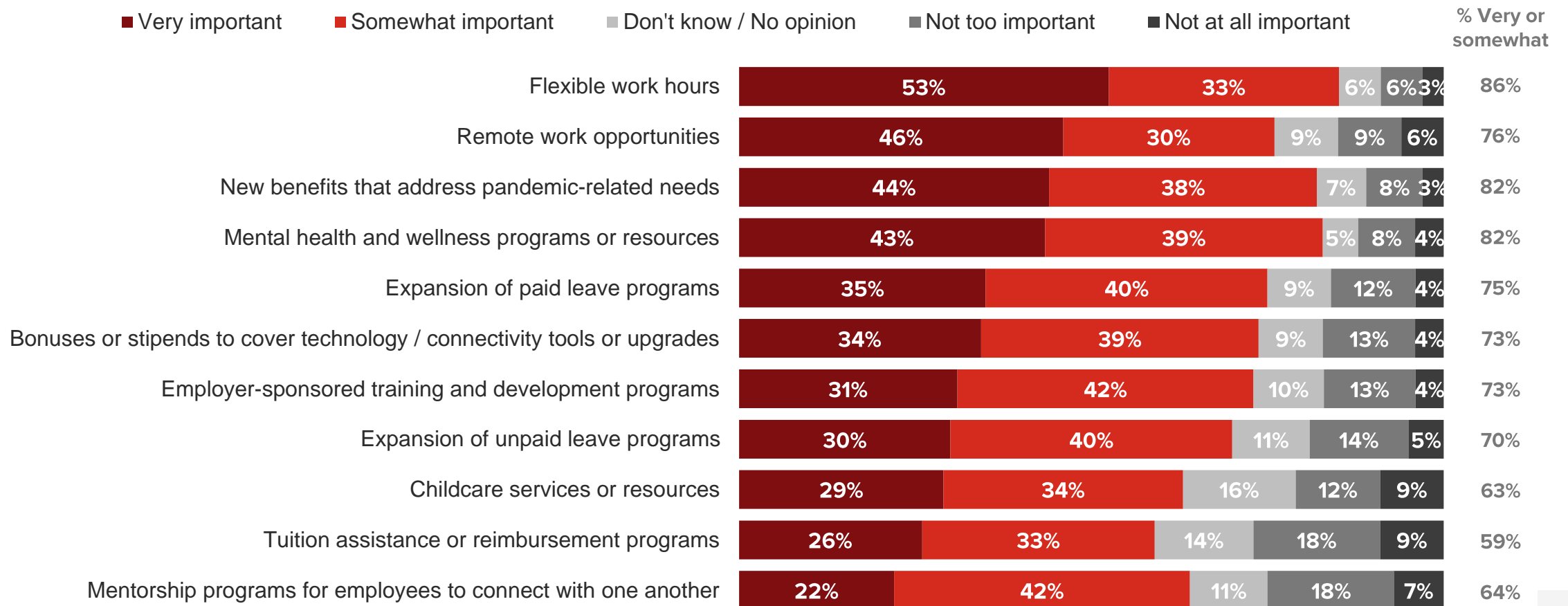
■ Increased ■ Stayed about the same ■ Decreased ■ Don't know / No opinion



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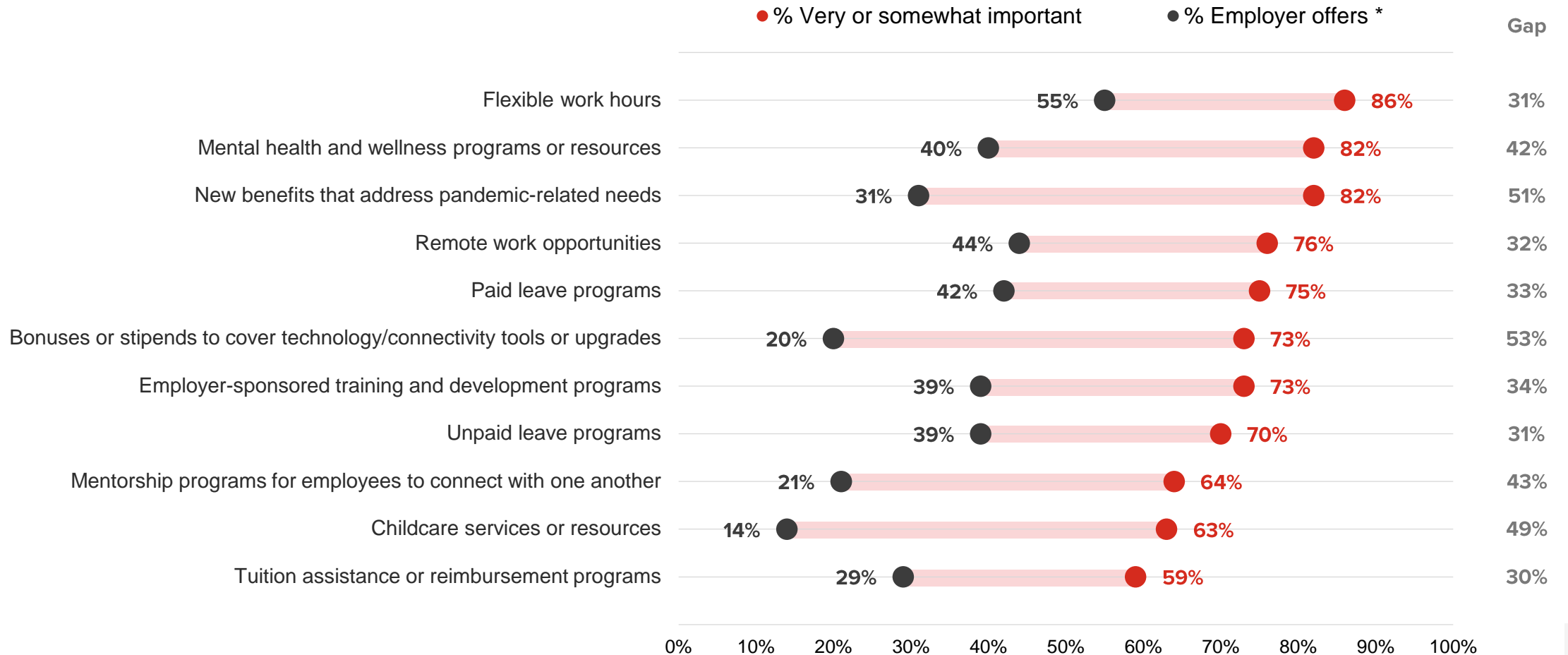
Working women view employer-sponsored resources as important for supporting employees who are balancing personal and work obligations amid the pandemic, especially flexible work hours (86%), benefits that address pandemic-related needs (82%), and mental health and wellness programs (82%).

How important do you believe it is for employers to offer the following to support employees who are balancing personal and work obligations amid the coronavirus pandemic?



However, the share of women who view each of these benefits as important far outpaces the share who say their employer currently offers them.

Does your employer offer any of the following to support employees who are balancing personal and work obligations amid the coronavirus pandemic?



* Among women who are employed at an employer (not self-employed)

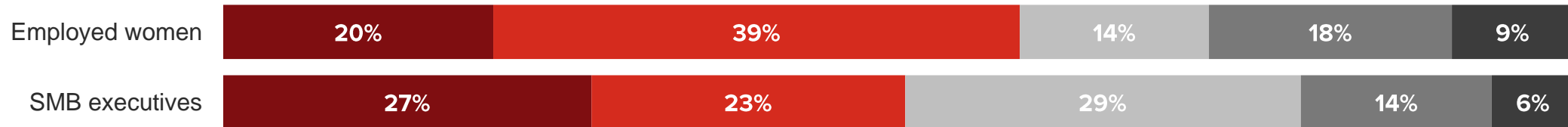
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Most working women feel comfortable talking to their teammates and manager about the challenges they are facing due to pandemic-related obligations (59%). Nearly half say the pandemic has caused the line between work and non-work hours to blur (49%).

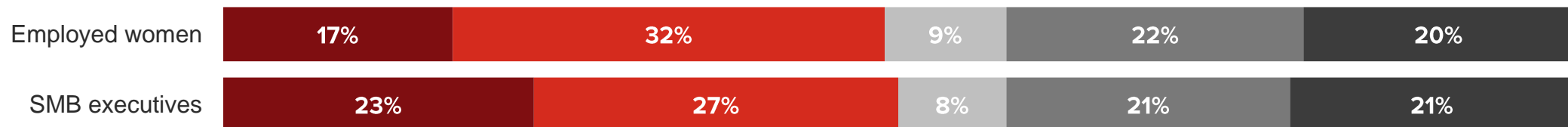
Do you agree or disagree with the following statements?

■ Strongly agree
 ■ Somewhat agree
 ■ Don't know / No opinion
 ■ Somewhat disagree
 ■ Strongly disagree

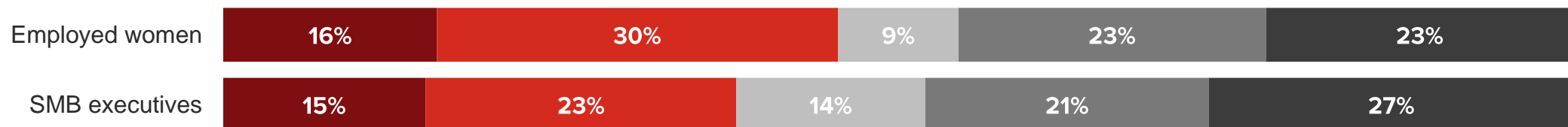
I FEEL COMFORTABLE TALKING TO MY TEAMMATES AND MANAGER ABOUT THE CHALLENGES I AM FACING DUE TO PANDEMIC-RELATED PERSONAL AND FAMILY OBLIGATIONS.



THE PANDEMIC HAS CAUSED THE LINE BETWEEN WORK AND NON-WORK HOURS TO BLUR FOR ME.



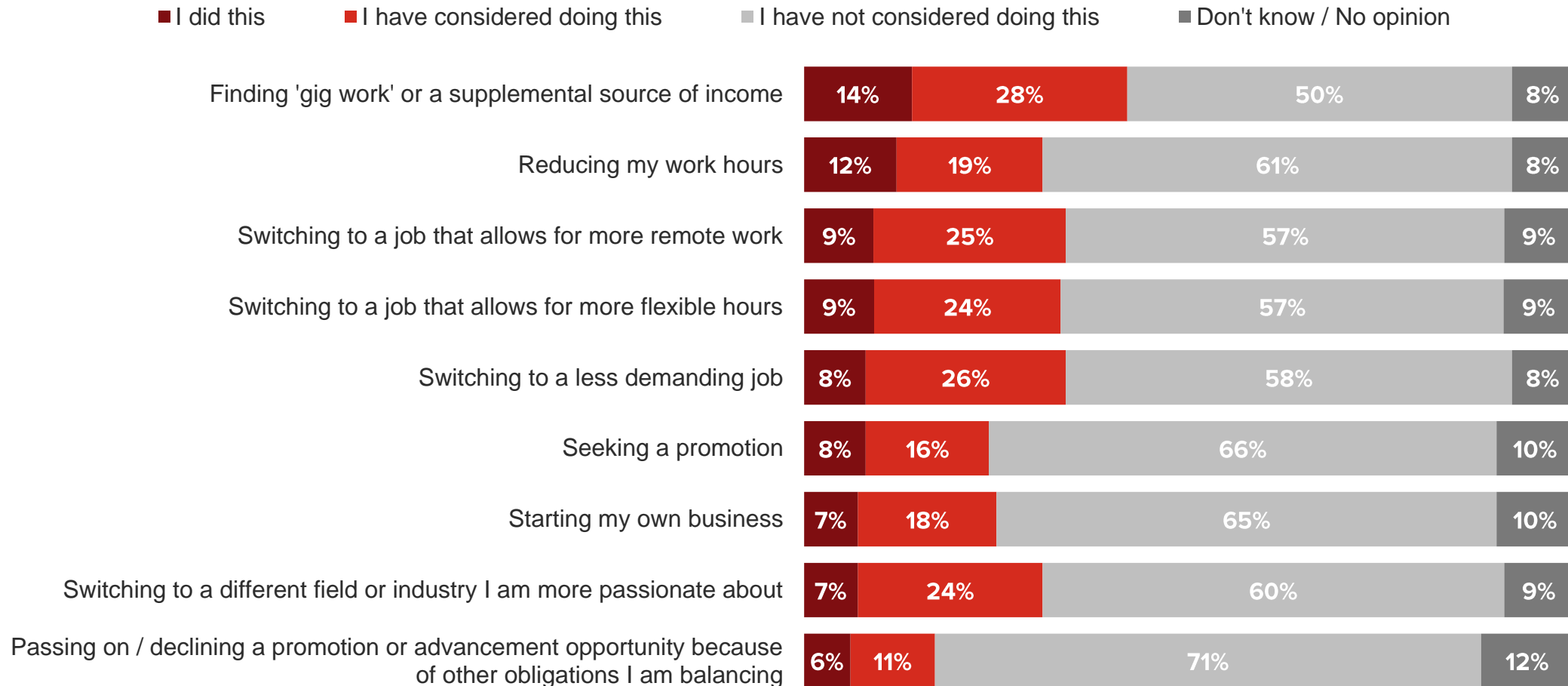
THROUGHOUT THE PANDEMIC, I HAVE WORRIED THAT THE PERSONAL AND FAMILY OBLIGATIONS I AM BALANCING WILL IMPACT HOW MY JOB PERFORMANCE IS VIEWED.



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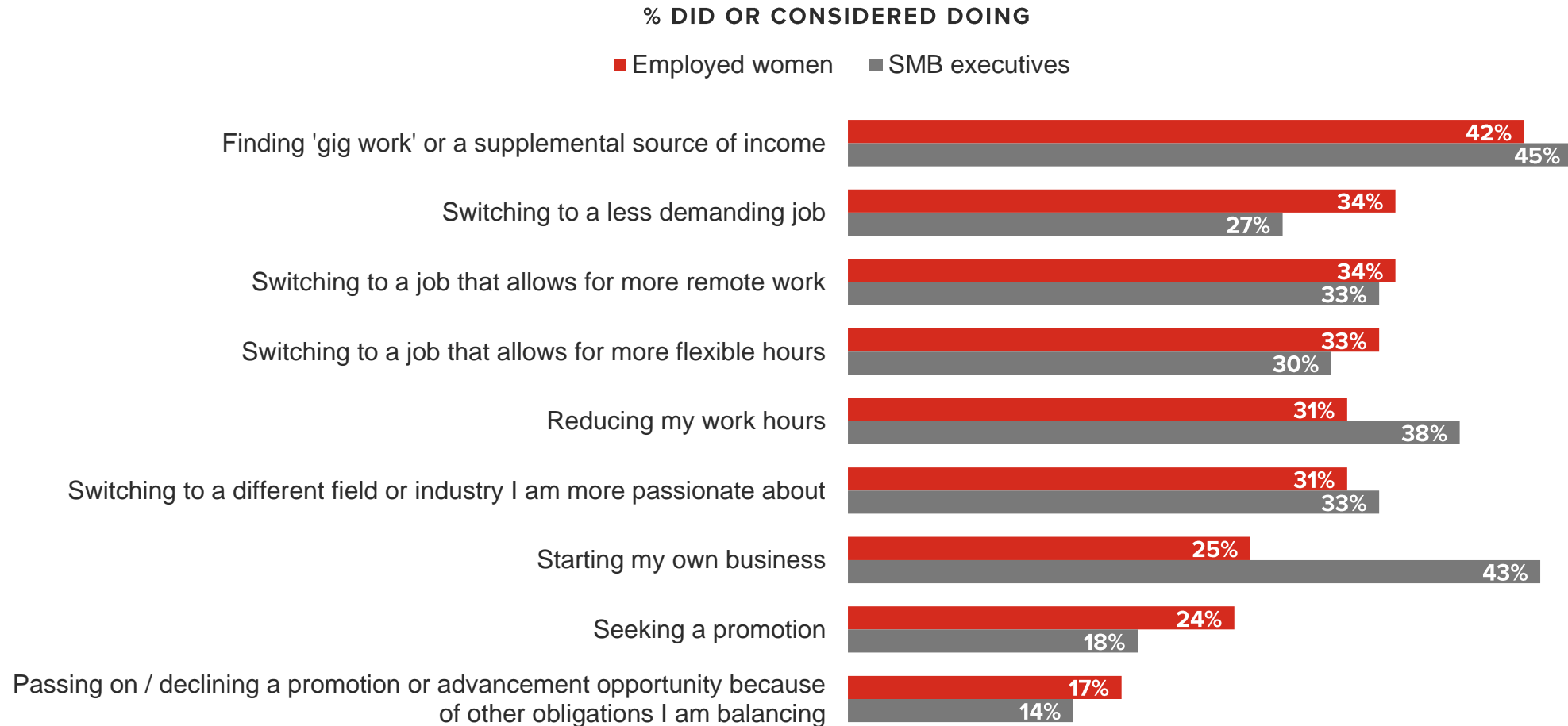
About 2 in 5 women say they have found or considered finding gig work or a supplemental source of income since the start of the coronavirus pandemic, and 1 in 3 say they have switched or considered switching to a job that allows for more flexibility.

Since the start of the coronavirus pandemic, have you done or considered doing any of the following?



Current SMB executives are, not surprisingly, more likely to say they have started their own business since the start of the coronavirus pandemic compared to all employed women.

Since the start of the coronavirus pandemic, have you done or considered doing any of the following?



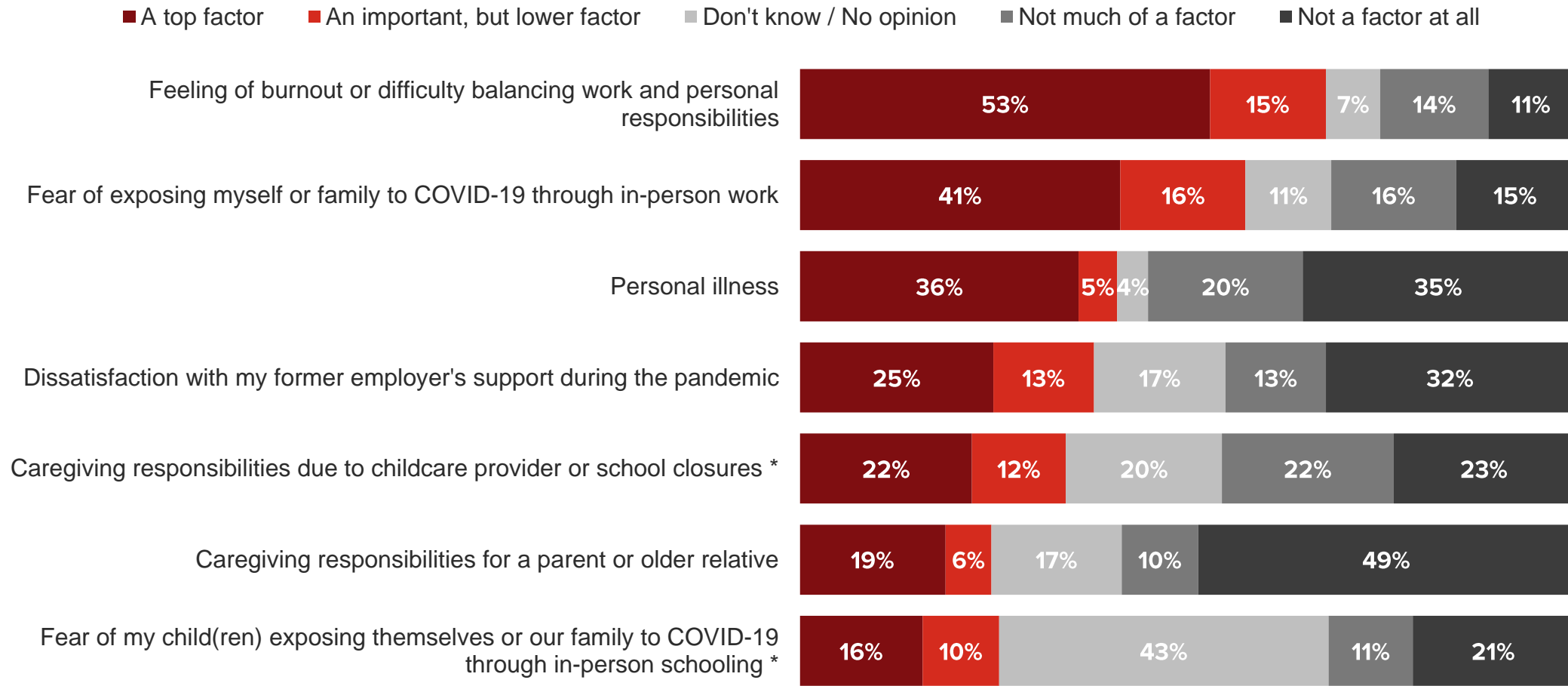
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Among women who voluntarily left their job during the coronavirus pandemic, most say burnout was a top factor (53%). About 2 in 5 say fear of exposure to COVID-19 through in-person work was a top factor (41%).

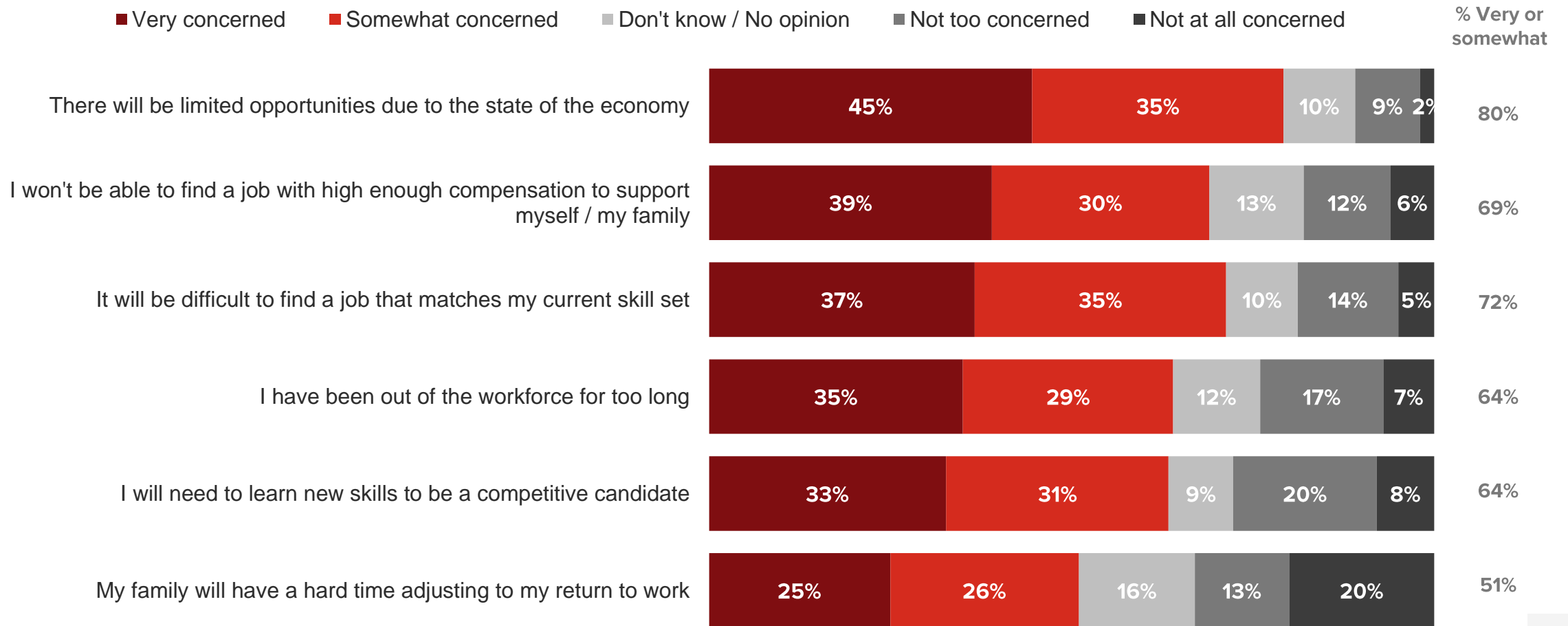
You indicated that you left your job as a result of the coronavirus pandemic. To what extent were the following factors in your decision?



* Among parents

Women who plan to re-enter the workforce in the future are largely concerned about the state of the economy limiting their opportunities (80%) and difficulty finding a job that matches their existing skill set (72%).

Thinking about re-entering the workforce in the future, how concerned are you about the following?

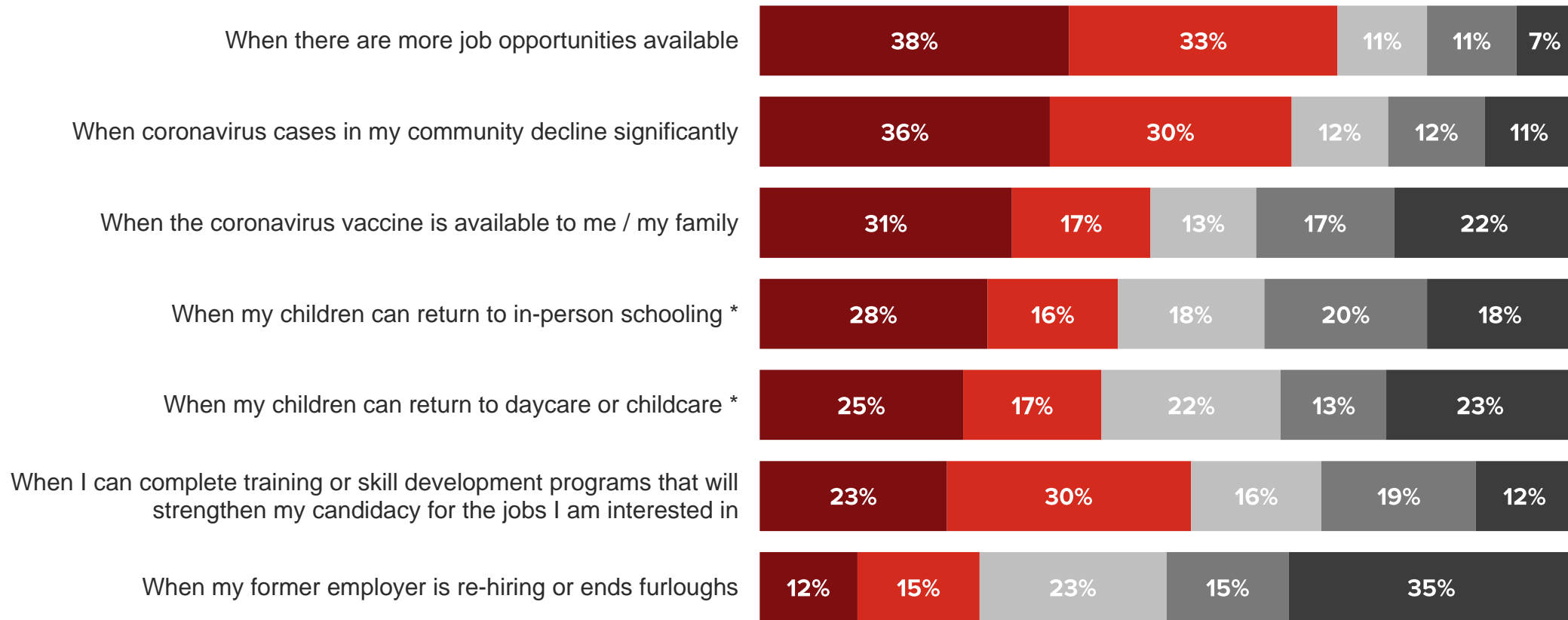


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Reinforcing this finding, women most commonly say that availability of job opportunities is a top factor in their decision about when to re-enter the workforce (38%), followed by decline of coronavirus cases in their community (36%).

To what extent are the following factors in your decision about when to re-enter the workforce in the future?

■ A top factor ■ An important, but lower factor ■ Don't know / No opinion ■ Not much of a factor ■ Not a factor at all

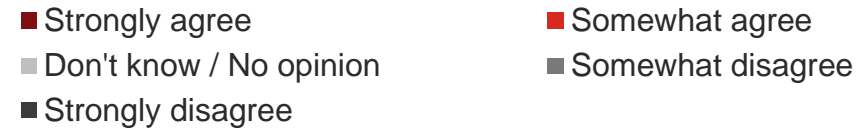


* Among parents

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Most women with plans to re-enter the workforce in the future say the pandemic has made them more interested in learning new professional skills (52%), though 59% say they cannot afford the training and skill development programs they think they will need to be competitive.

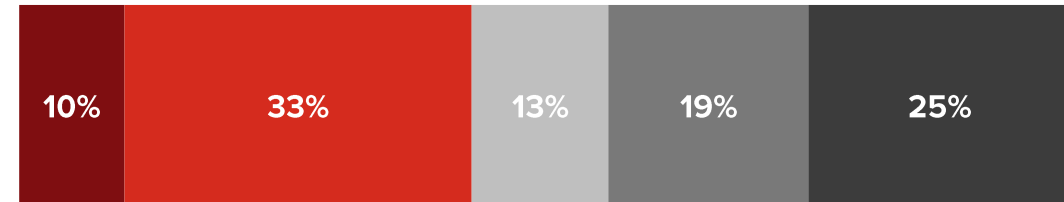
Do you agree or disagree with the following statements?



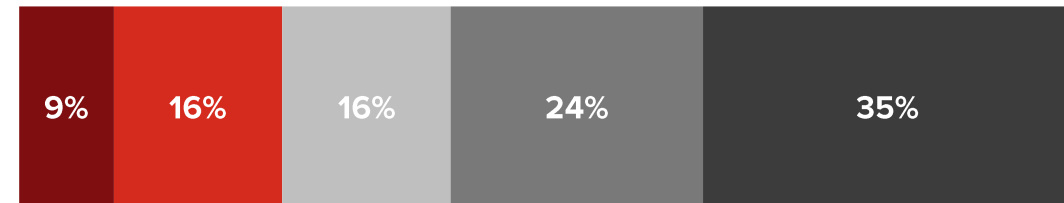
The coronavirus pandemic has made me more interested in learning new professional skills that I can apply in the future.



I know where to turn for resources and training to help me re-enter the workforce.



I can afford the training and skill development programs I think I will need to remain competitive in the workforce.

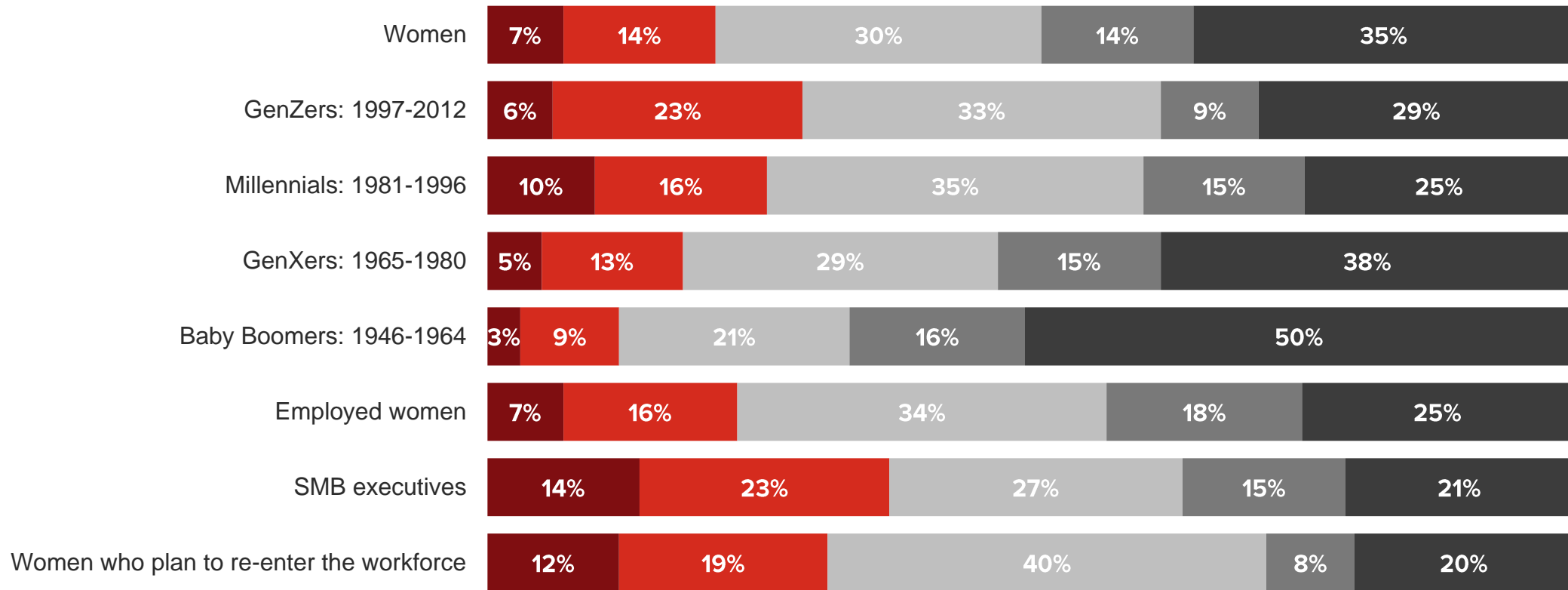


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About a quarter of working women (23%) and nearly a third of women with plans to re-enter the workforce in the future (31%) say they are interested in dedicating 3+ hours per week to professional development. More than a third of SMB executives say the same (37%).

About how much time per week would you say you are interested in dedicating to programs and resources related to professional development (e.g., skill development workshops, trainings, networking activities, mentorship/coaching programs, etc.)?

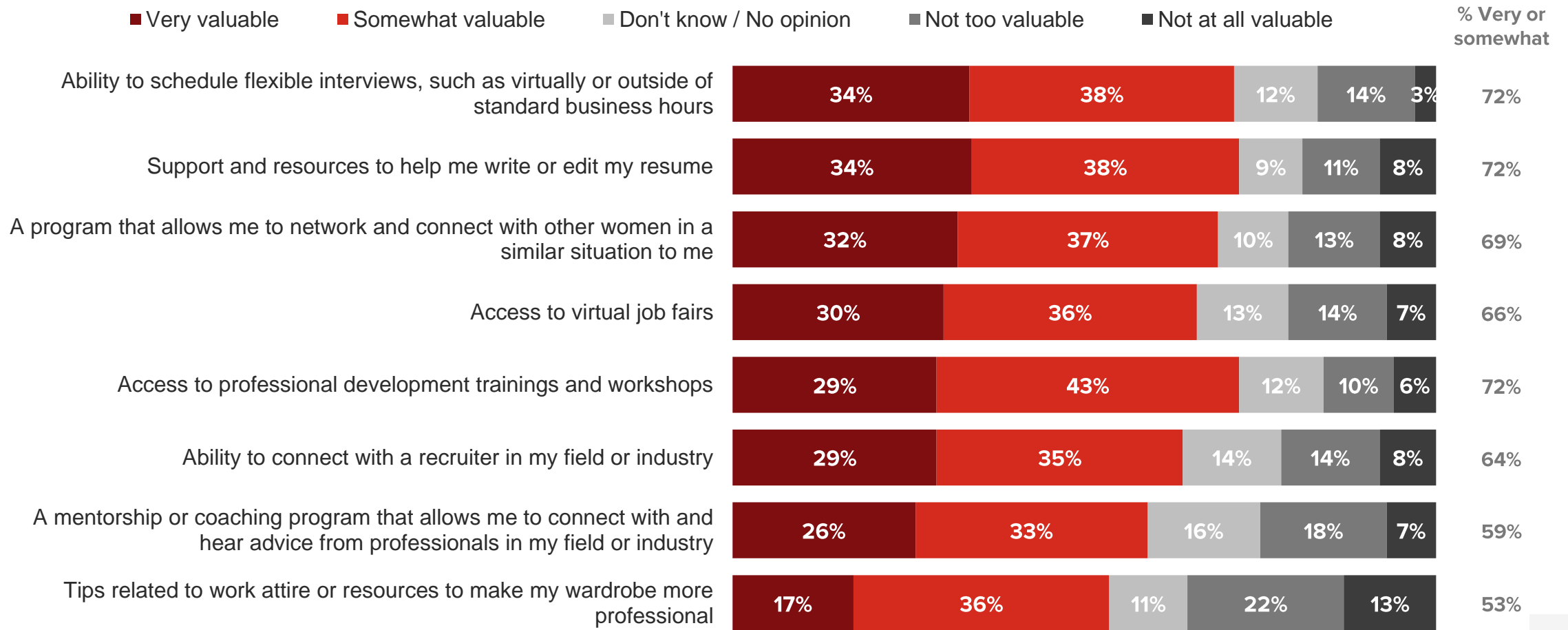
■ 5 hours or more ■ 3 - 4 hours ■ 1 - 2 hours ■ Less than an hour ■ I am not interested in dedicating time to professional development



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Nearly 3 in 4 women who plan to re-enter the workforce in the future say that the ability to schedule flexible interviews, support and resources to help write or edit their resume, and access to professional development trainings and workshops would be valuable to them.

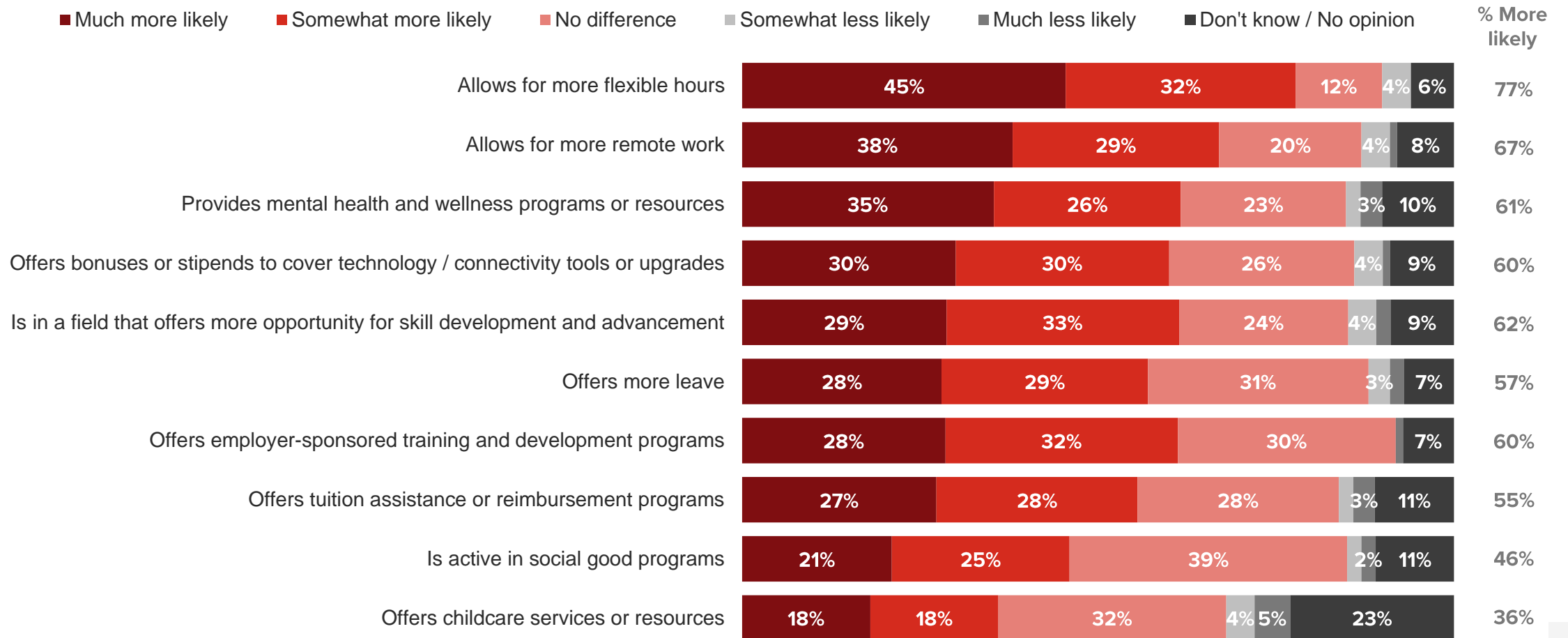
How valuable would the following resources be to help you re-enter the workforce?



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Women who plan to re-enter the workforce in the future say they will be more likely than they were before the pandemic to want a job with flexible hours (77%) and remote work opportunities (67%). Nearly 2 in 3 say they'll be looking for a job in a field that offers more opportunity for skill development and advancement (62%).

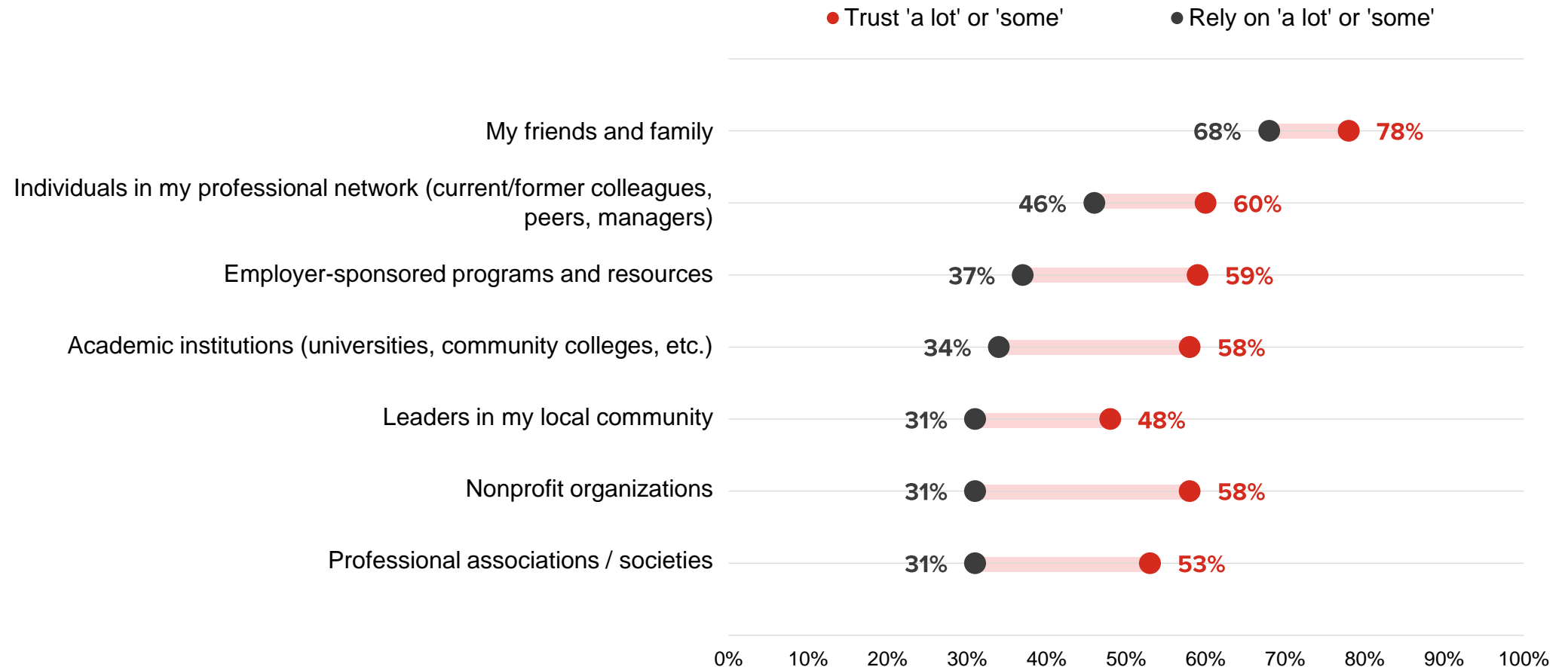
Thinking about when you re-enter the workforce, will you be more or less likely compared to before the coronavirus pandemic to want a job that...



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Among the sources tested, women are most likely to say they trust and rely on their friends and family for support and resources related to professional development and career guidance, followed by individuals in their professional network.

How much do you trust each of the following for support and resources related to professional development and career guidance? And, to what extent do you rely on each of the following for support and resources related to professional development and career guidance?



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