

WOMEN IN THE WORKFORCE

United States

MARKET
INSIGHTS

TALENT SUPPLY

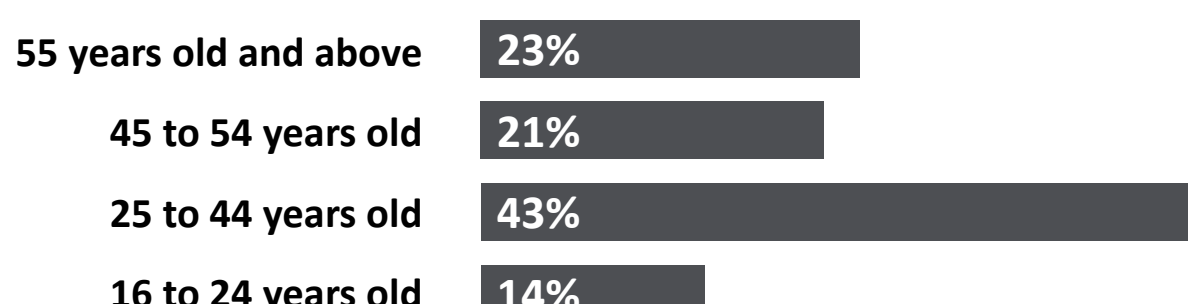


TOTAL WORKFORCE (2019)

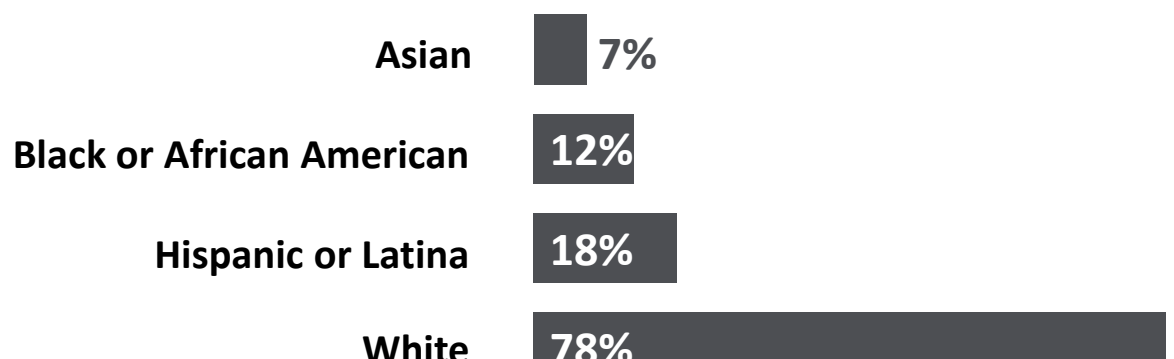
74M

Ages 16 and over

AGE DISTRIBUTION



ETHNICITY BREAKDOWN



Source: Bureau of Labor Statistics 2020

CAREERS FOR WOMEN

COMMON JOBS FOR WOMEN

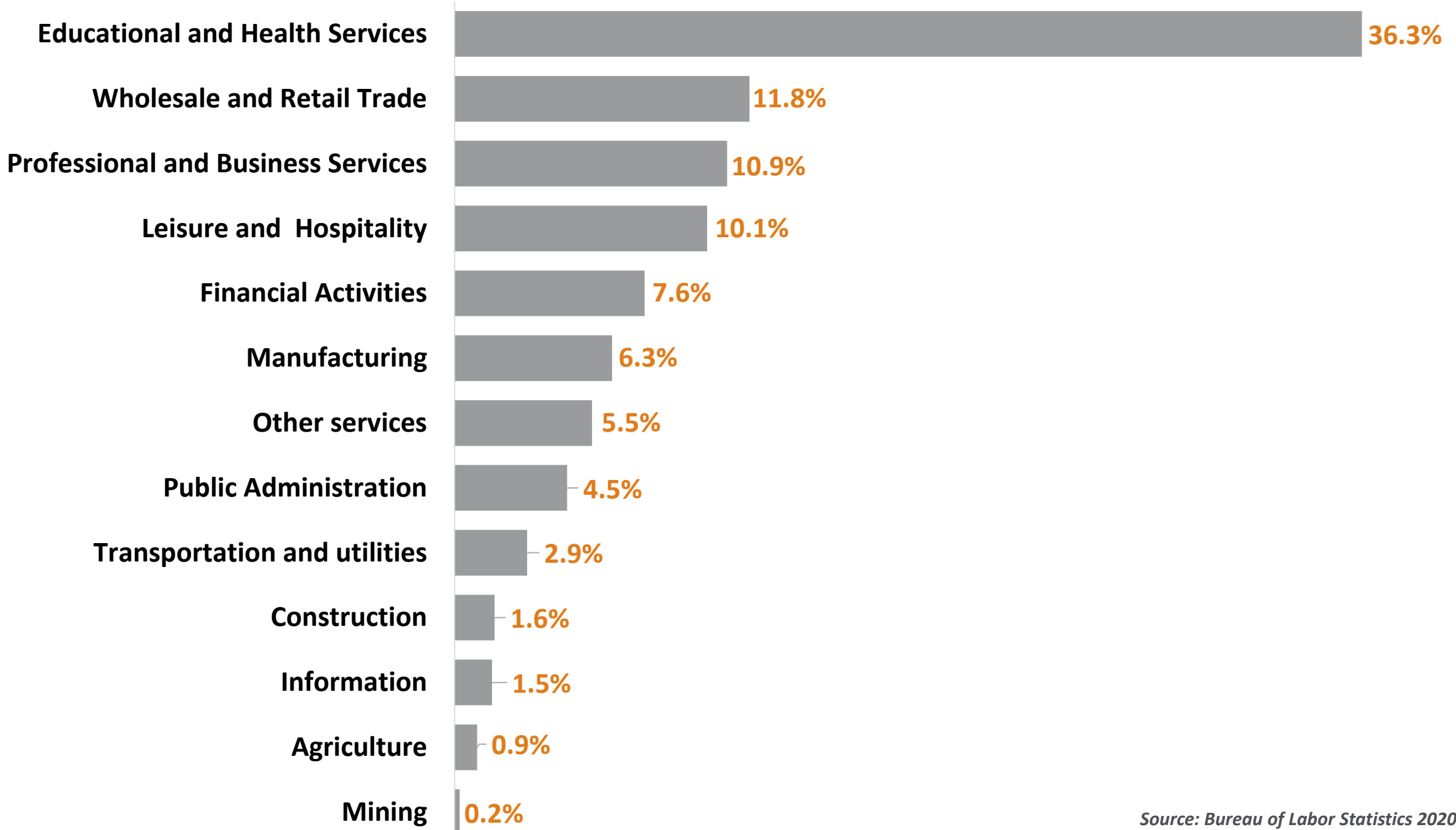
Nurse Practitioners
Secretaries and Administrative Assistants
Preschool and Kindergarten Teachers
Waitresses
Social Workers
Flight Attendants

LEAST COMMON JOBS FOR WOMEN

Physicians and Surgeons
Computer Programmers
Firefighters
Chefs and Head Cooks
Sheet Metal Workers
Aircraft Pilots and Flight Engineers

Source: BetterTeam, ValuePenguin.com, CNBC, Elevate Network

PERCENTAGE OF WOMEN EMPLOYEES PER INDUSTRY



Source: Bureau of Labor Statistics 2020

FACTORS WOMEN LOOK FOR IN A JOB



JOB TITLE



SALARY
AND BENEFITS



MANAGEABLE
WORK/LIFE
BALANCE



FLEXIBLE WORK
ARRANGEMENTS



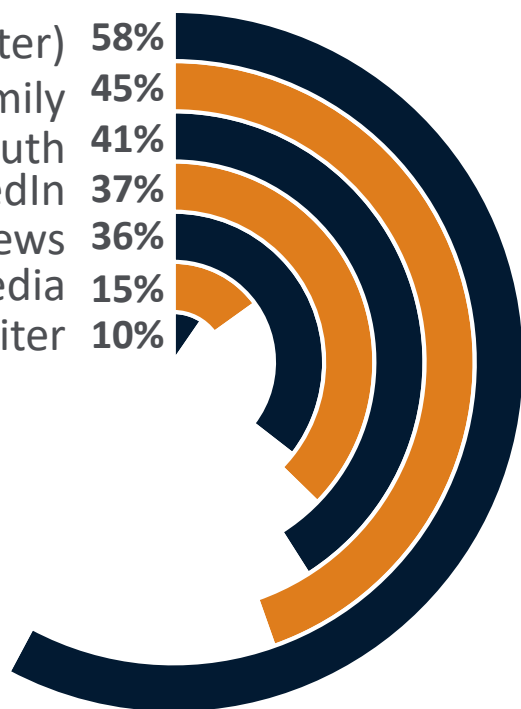
SHORTER
COMMUTES



GROWTH WITHIN
THE COMPANY
AFTER JOINING

Source: BetterTeam, ValuePenguin.com, CNBC, Elevate Network

WHERE WOMEN FIND JOBS



JOB BOARDS FOR WOMEN

women for hire

CC
career contessa

WOMEN'S JOB LIST

WOMEN WHO
CODE



Where Women Work

Source: BetterTeam, ValuePenguin.com, CNBC, Elevate Network

HOW TO ATTRACT WOMEN IN THE WORKFORCE



- Advertise where women look.
- Make your job ads women-friendly and minimize bias.
- Use standardized competency-based interview techniques.



- Implement effective gender indiscrimination policy
- Enforce zero tolerance of workplace harassment
- Ensure transparency of the current D&I status and goals.



- Create female-friendly benefits program.
- Celebrate and show off the company's diversity-related milestones



- Put women in leadership positions.
- Empower female employees to shape company culture

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