

# 2017 Women in Tech Survey

A global perception audit of women working in the tech industry, in non-technical roles

November 2017

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# Chapter 1 Introduction & Key Findings


# Women in the Tech Industry

Technology touches all areas of business today.

Departments such as HR, finance, marketing and customer service increasingly demand technical acumen, software expertise and data insights - alongside non-technical industry knowledge, experience and skills.

And yet, women are under-represented across both technical and non-technical functions. Globally, only one out of six developers is female, while women currently make up only 30% of the 7 million people working in Europe's digital sector.

As technology is one of the key drivers of social and economic change today, the strong under-representation of women in tech threatens to deepen the social divide and strengthen gender stereotypes. Now more than ever we need positive female role models and an industry culture that supports and celebrates female talent.

A portrait of Gillian Tans, Chief Executive Officer of Booking.com. She is a woman with long, wavy brown hair, wearing a dark blue V-neck top. She is standing behind a light-colored wooden desk, with her hands resting on it. The background is a blurred office setting with shelves and a window.

“Technology companies need more women with tech backgrounds, but they also need more women across other critical functions like marketing and finance. More women in non-technical roles can help drive and engage women in technical roles too - diversity extends beyond functional siloes.”

**Gillian Tans**  
Chief Executive Officer  
Booking.com

# The Research

The following is a unique perception audit of women working in the tech industry, in non-technical roles.

Commissioned by Booking.com, its objective was to better understand how these critical individuals perceive the industry and how they can progress in their career within the growing technology sector.

Non-tech roles account for the majority of jobs in technology companies, so listening to and uncovering insights from women working in these roles is critical to achieving effective solutions that drive change and promote diversity in the technology sector as a whole.

## WHO

Women across 8 markets who work full-time for a technology company, but not in a technology role

## HOW MANY RESPONDENTS

761 women



United Kingdom 102



France 103



USA 117



Brazil 76



Netherlands 42



Germany 112



China 108



Australia 101

## WHEN

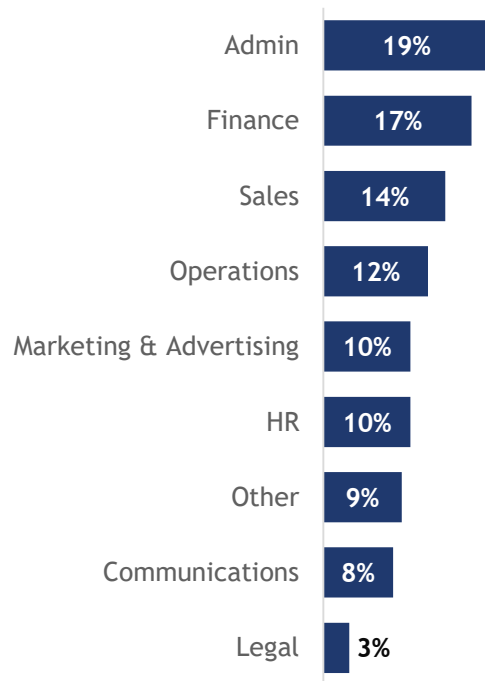
Late 2016

## HOW

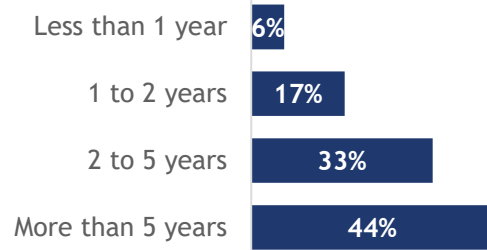
Online 10-minute survey

# Who we talked to

## ROLE IN THE COMPANY



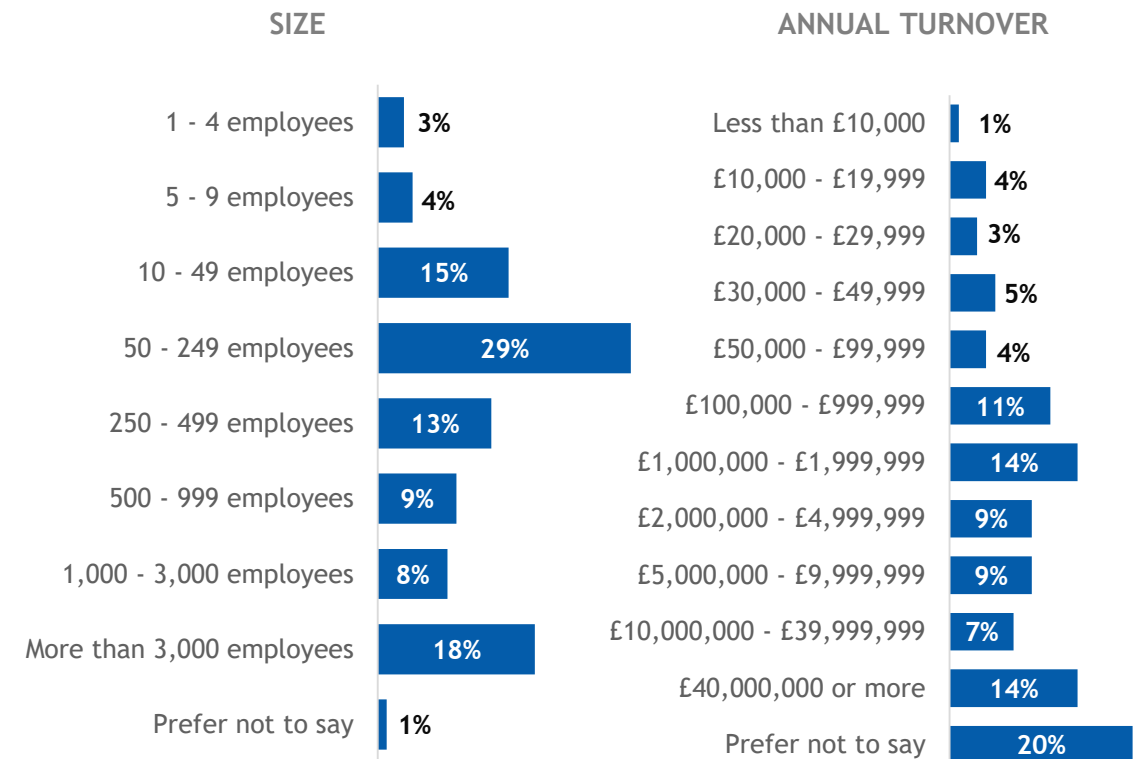
## TIME IN COMPANY



## CURRENT LEVEL



## COMPANY PROFILE



# Key Findings

## #1

### Women enjoy the culture of the tech industry

Non-tech women think working in technology is great, allowing freedom to innovate (81%), a fast pace (70%) and flexible working hours (78%). They find it dynamic, creative and innovative. Six out of 10 (61%) believe it is less hierarchical compared to other industries.

## #2

### But it also has its flaws

3 in 10 women agree it is male-dominated and 1 in 10 thinks it is sexist. 42% of women say that gender bias in the industry is worse than they thought it would be.

## #3

### 1 woman in 2 feels treated differently in the workplace

Women feel less respected in the workplace, either because they are a woman (48%) or because they are in a non-tech role (42%)

## #4

### Over half think there aren't enough women in senior leadership positions

And addressing the imbalance is thought to be an opportunity both for the business and the work culture. Women think that hiring more women would improve the business performance (57%) and company reputation (61%), and improve the overall work environment (68%), encouraging non-tech women to make the switch.

# Key Findings

#5

## Change needs to come from the industry and employers

There's a big gap between what women want to feel supported vs what companies are actually doing to support their growth. Over one in three (34%) say a mentorship program would help them progress their career, but only 20% say their company does it.

#6

## An industry shift

The problem of gender inequality needs to be taken seriously by the industry as a whole. Currently only one in two women thinks that gender diversity is a top priority for the industry overall.

#7

## The company's role

92% of women say knowing their employer values women as much as men would inspire them to progress in their career, but only 46% think it is actually a top priority for their company.

#8

## The importance of a role model

Over 90% are inspired by seeing female leaders and role models.



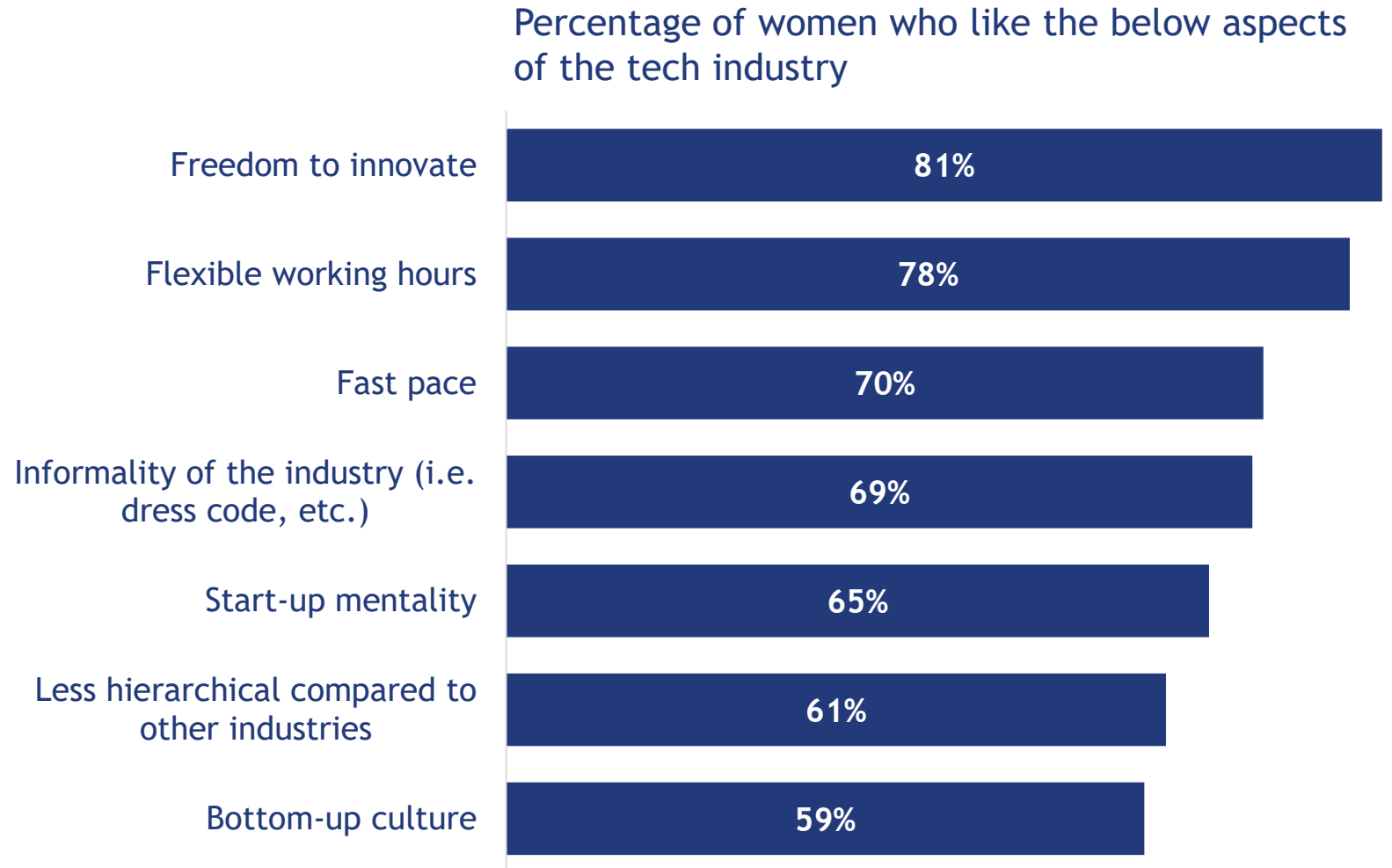
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Bookina.com  
Booking.com

## Chapter 2

# The benefits and barriers for women working in tech

# Women enjoy the culture of the tech industry

Women like the freedom to innovate and the flexible working hours that the tech industry presents.



They find the tech industry to be creative, dynamic and innovative but not inclusive nor nurturing



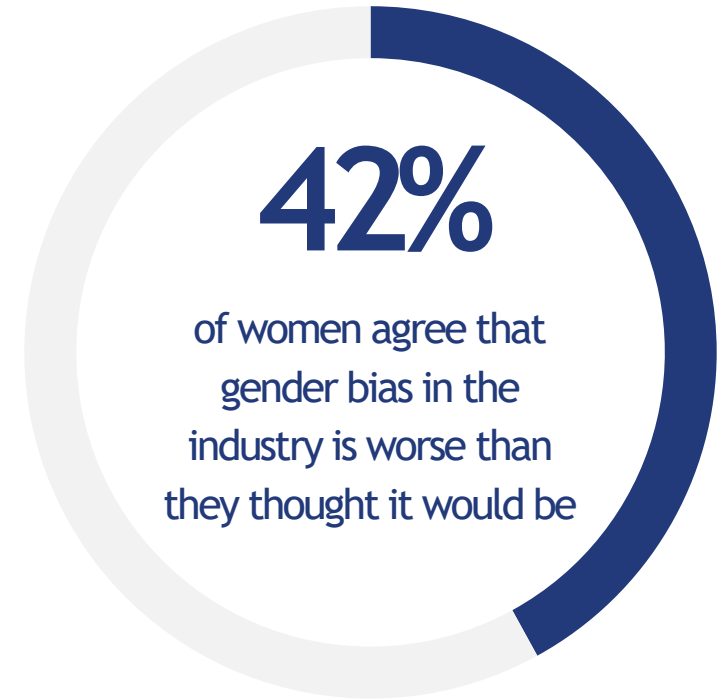
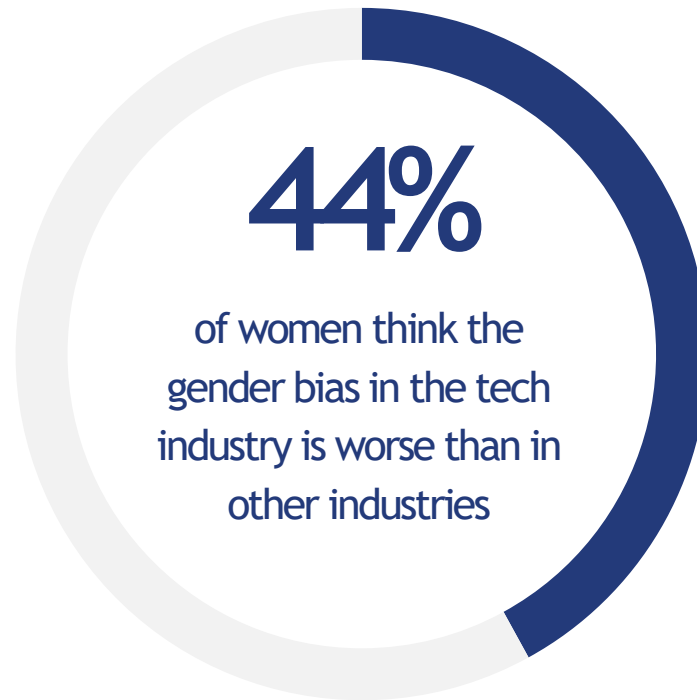
#### Positive

34% describe it as diverse  
18% describe it as inclusive  
16% describe it as nurturing

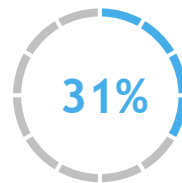
#### Negative

14% describe it as cut-throat  
8% describe it as conservative

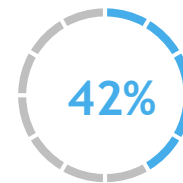
They feel gender bias is worse in tech than in other industries. Worse than they thought it would be.



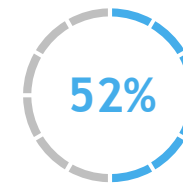
THIS GETS WORSE THE MORE SENIOR YOU ARE IN THE COMPANY



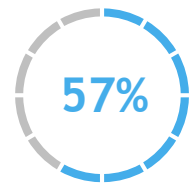
Entry level



Mid-level management

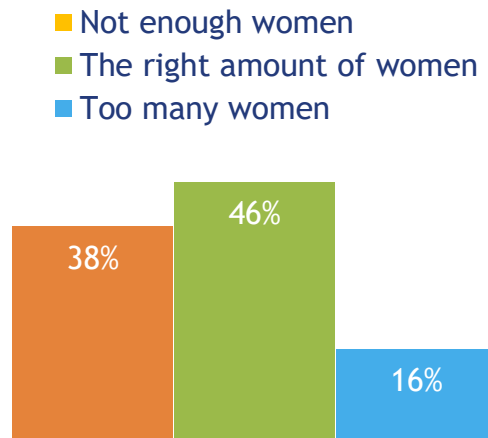


Senior management



Executive board

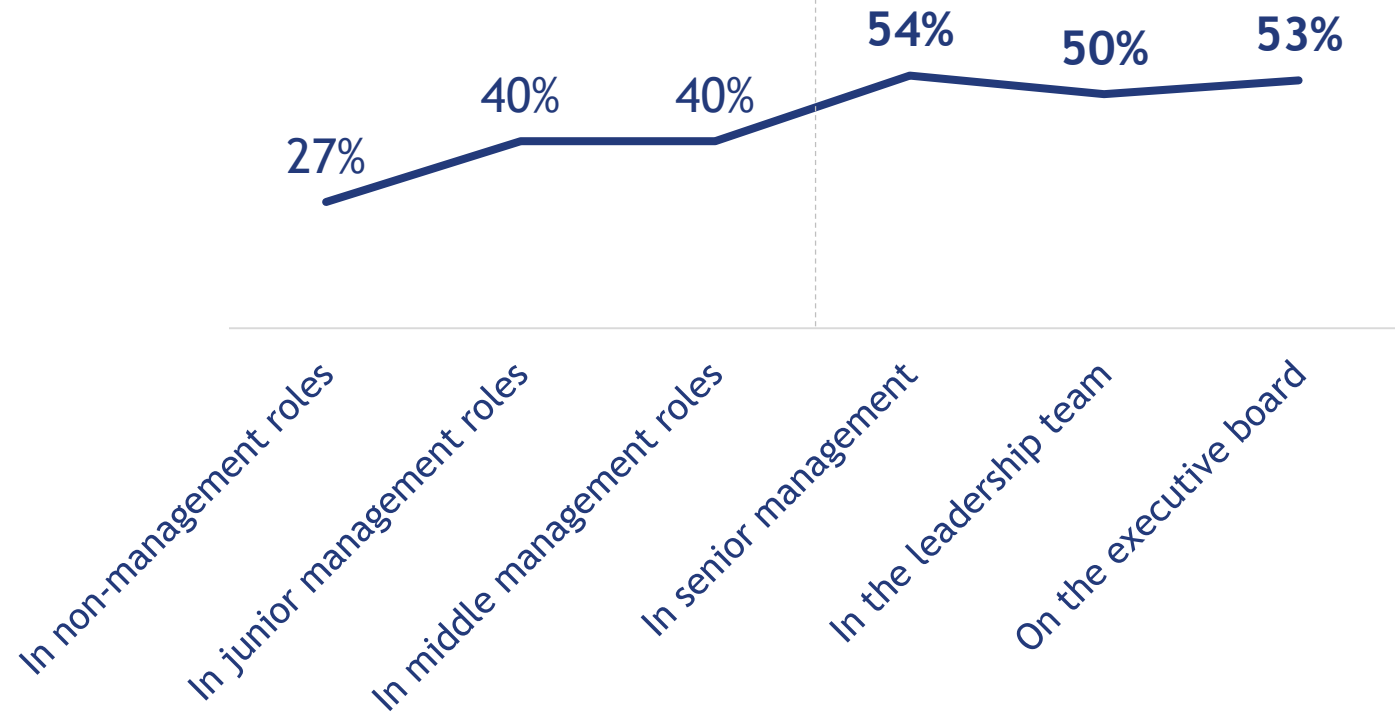
There is felt to  
be a lack of  
women in tech.  
Even more so in  
leadership roles



Gender balance in my company

Lack of women at different levels  
% of women who think there are not  
enough women in the following roles...

...especially in senior  
leadership positions

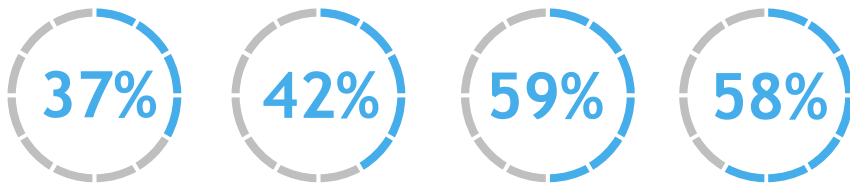


# Women feel treated differently in the workplace.

And as women reach more senior positions, they are more likely to feel treated differently. Well over half of the non-tech women surveyed feel treated differently because they are women, or because they are in a non-tech role.

## 46%

WOMEN WHO FEEL TREATED  
DIFFERENTLY BECAUSE THEY  
ARE WOMEN



Entry  
level

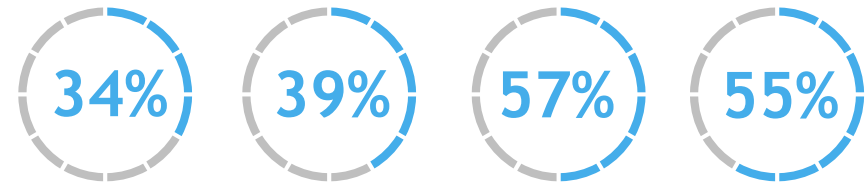
Mid-level  
management

Senior  
management

Executive  
board

## 42%

WOMEN WHO FEEL TREATED  
DIFFERENTLY BECAUSE THEY  
ARE IN A NON-TECH ROLE



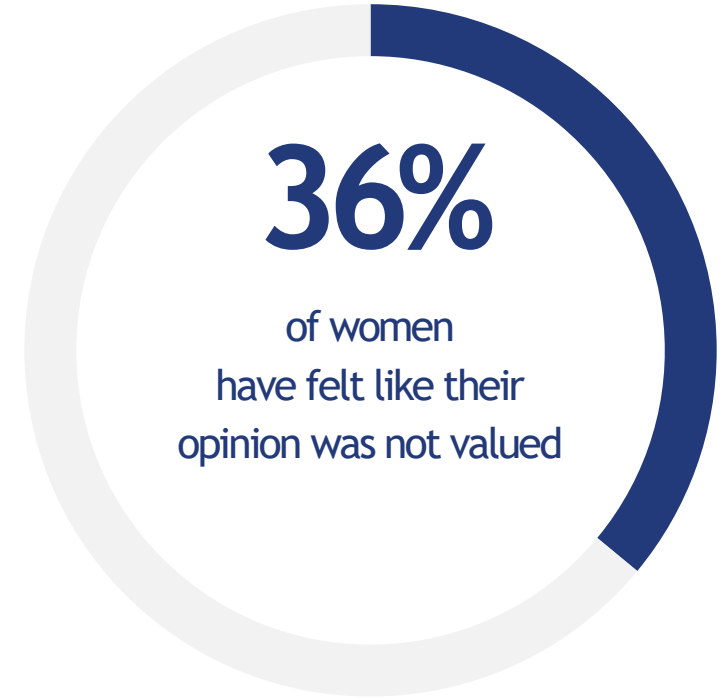
Entry  
level

Mid-level  
management

Senior  
management

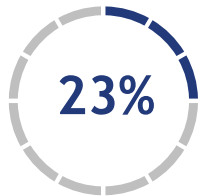
Executive  
board

## The gender imbalance has had an impact in the workplace



1 in 4 women have dressed a different way to fit in (27%)

## Men and women are not seen as equal



“I have felt pre-judged because I'm a woman”

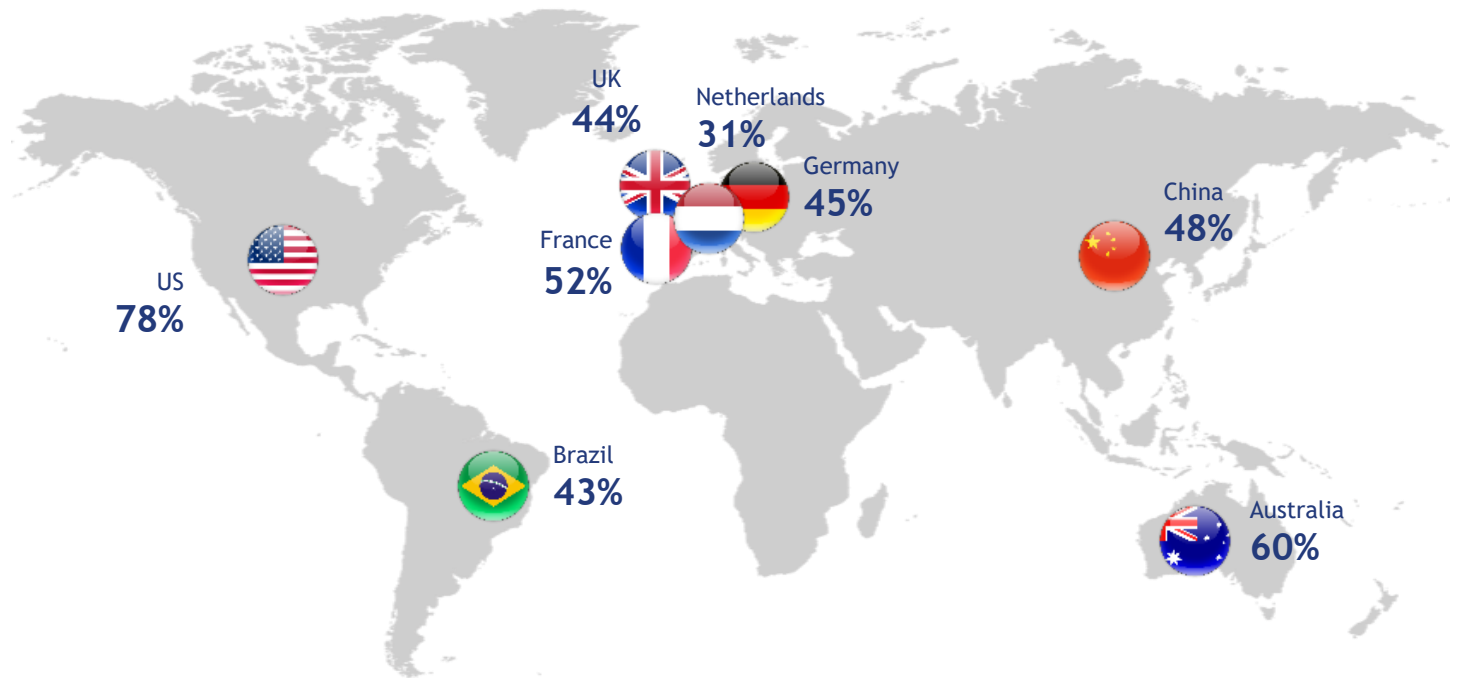


“People outside the tech industry can't imagine how difficult it is to be a woman in a tech firm”



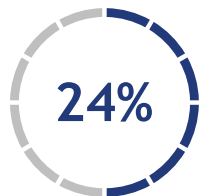
“Attitudes that are seen as good in men are seen as bad in women”

## 48% of women feel that, as a woman in a non-tech role, they are less respected than a man would be in their position

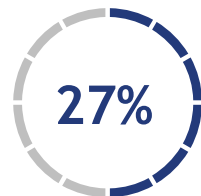




## Opportunity for further education and inclusiveness

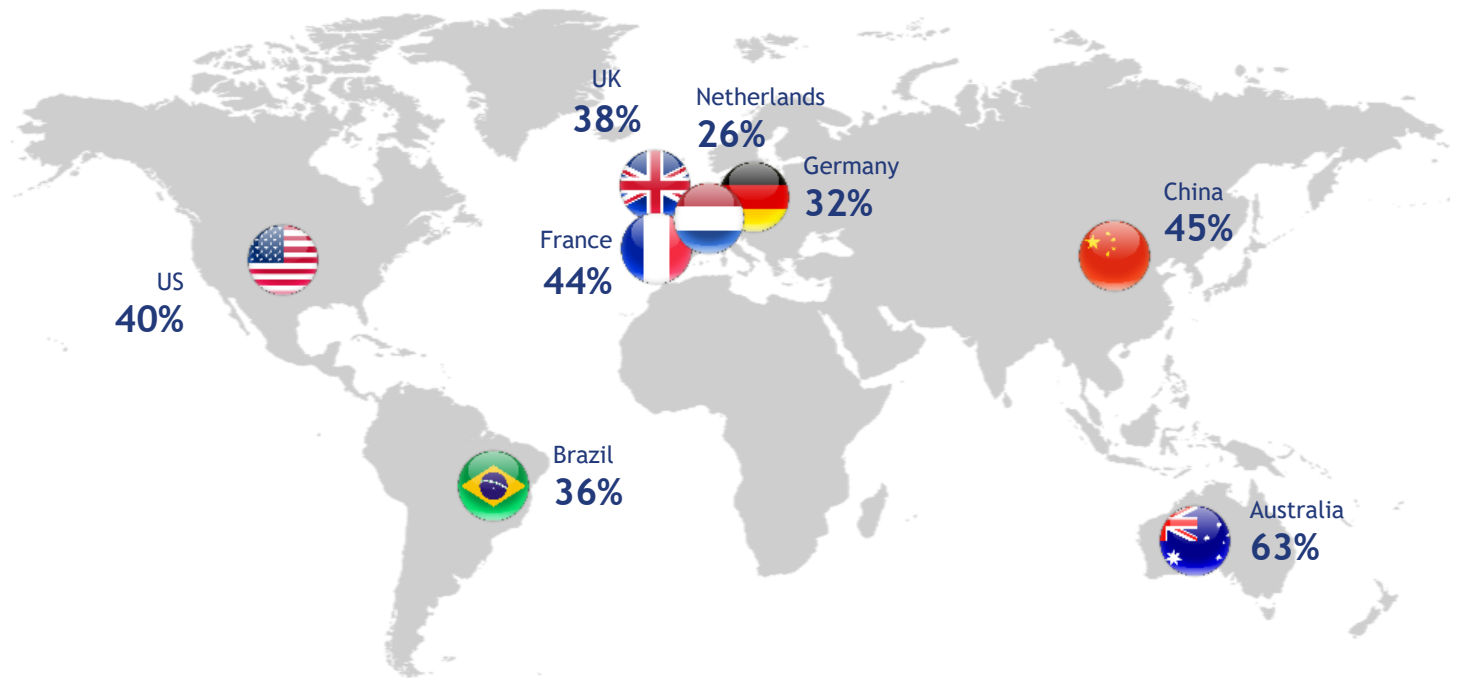


“I have felt like I had to pretend to have more tech knowledge than I do to fit in”



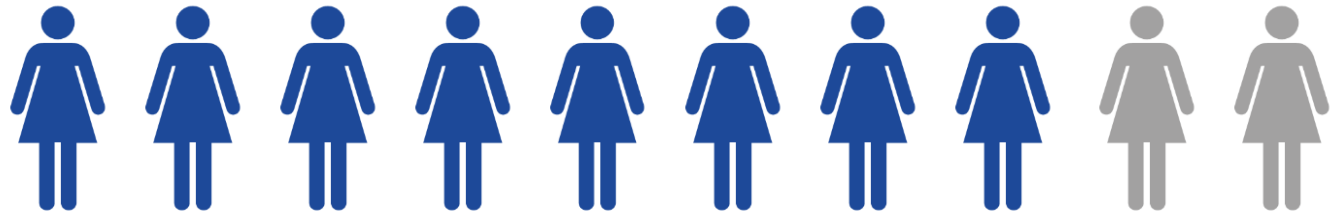
“I have felt inferior because I'm not a tech expert”

42% of women feel that, as a woman in a non-tech role, they are less respected than a woman in a tech position is



The male-dominated work-force is a barrier to entry for women

80% of women see the male-dominated work-force as a challenge for women entering the tech industry



UK  
78%



Netherlands  
88%



France  
80%



China  
82%



US  
82%



Germany  
78%

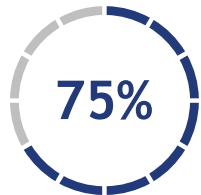


Brazil  
84%

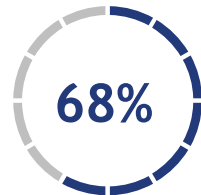


Australia  
75%

## Employers' actions are felt to be part of the problem

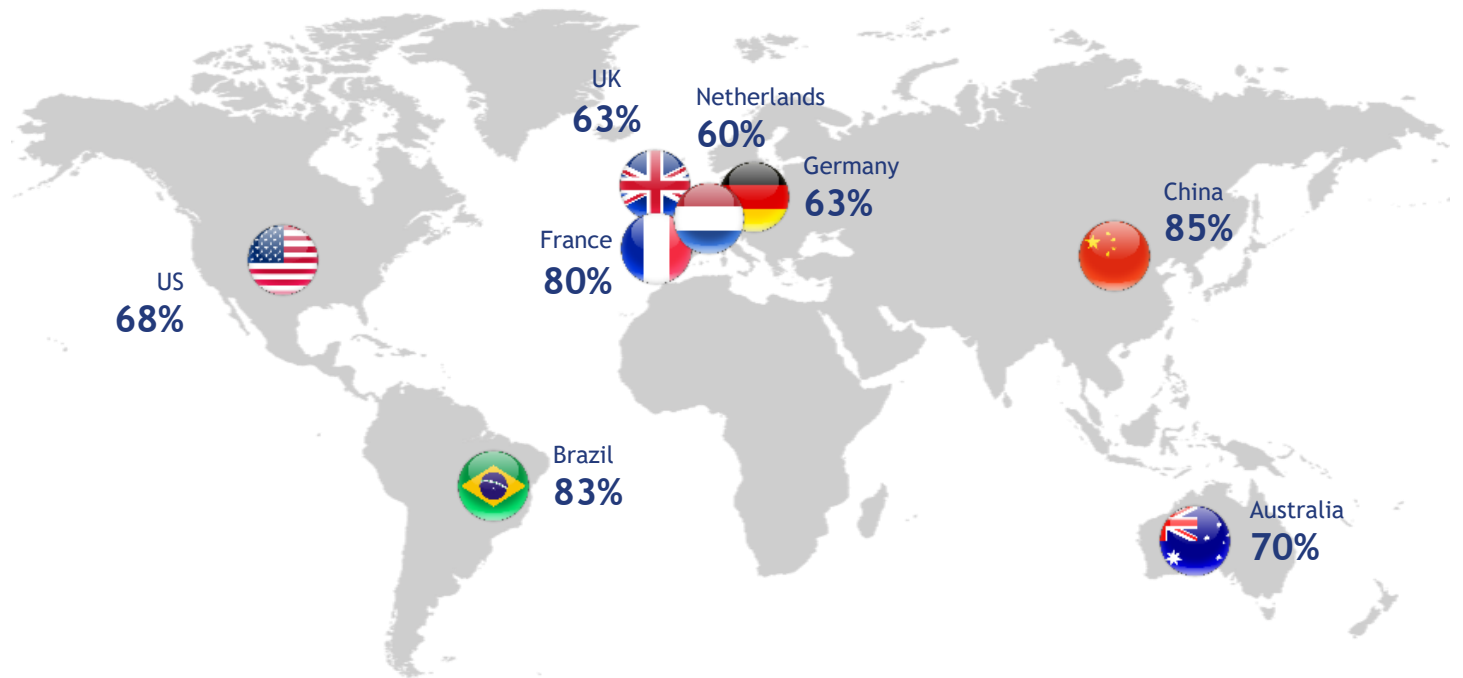


Career opportunities are  
not advertised as much to  
women



Benefits packages are  
not adapted to women

## 72% of women feel that there is a gender bias during recruitment



Within their role,  
women feel getting  
promoted is also a  
challenge

**46%** of women feel that there is  
a gender bias in promotions...



UK  
32%



Netherlands  
31%



France  
49%



China  
62%



US  
34%



Germany  
38%



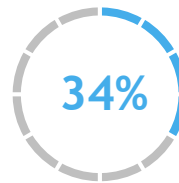
Brazil  
54%



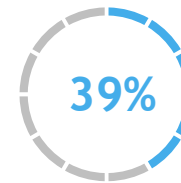
Australia  
63%

...and this gets worse the more senior you are

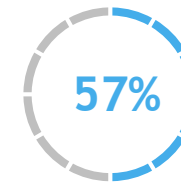
**47%** “I get over-passed for promotion  
in favour of male co-workers.”



Entry  
level



Mid-level  
management



Senior  
management



Executive  
board

# Some feel held back by their family lives

1 in 3

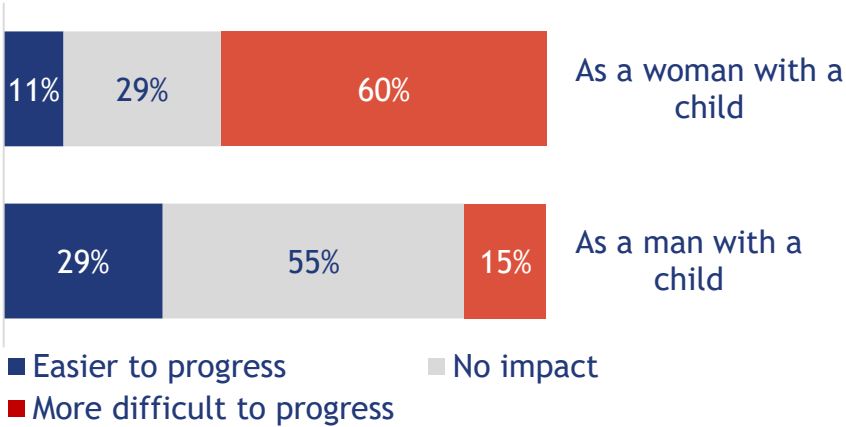


women at the executive level have felt being in a long-term relationship or married has hindered their career progression (34%)

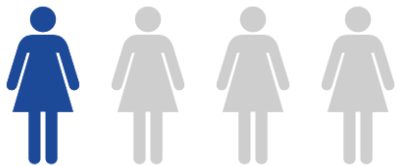
Having a child is a significant barrier to women but not men



Impact of having children on men and women

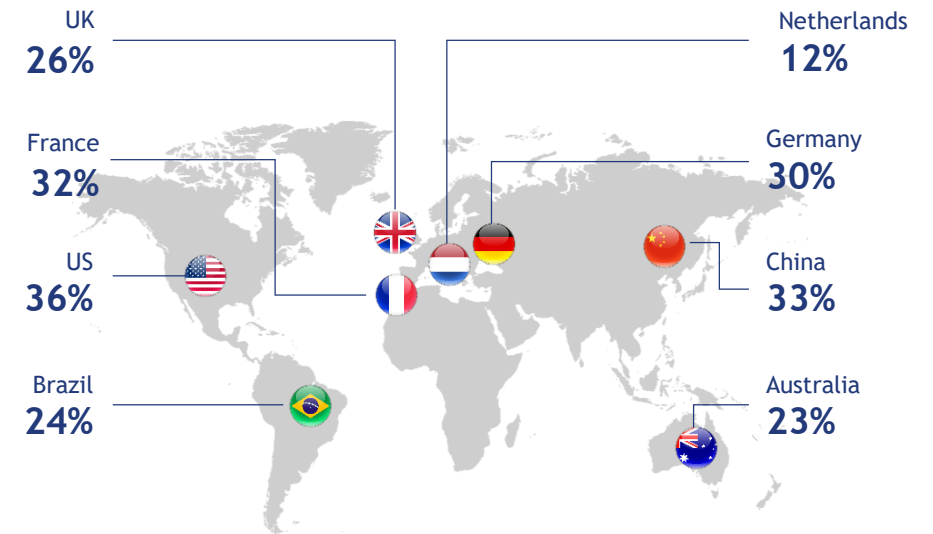
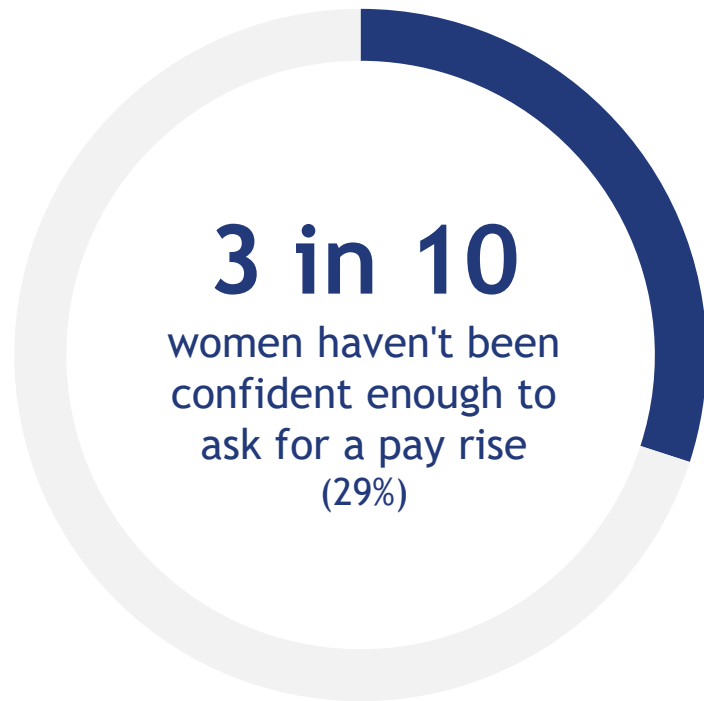


1 in 4



Women have felt they had to put off having a child so it does not harm their career progression (25%)

# Many don't feel confident enough to ask for a pay rise



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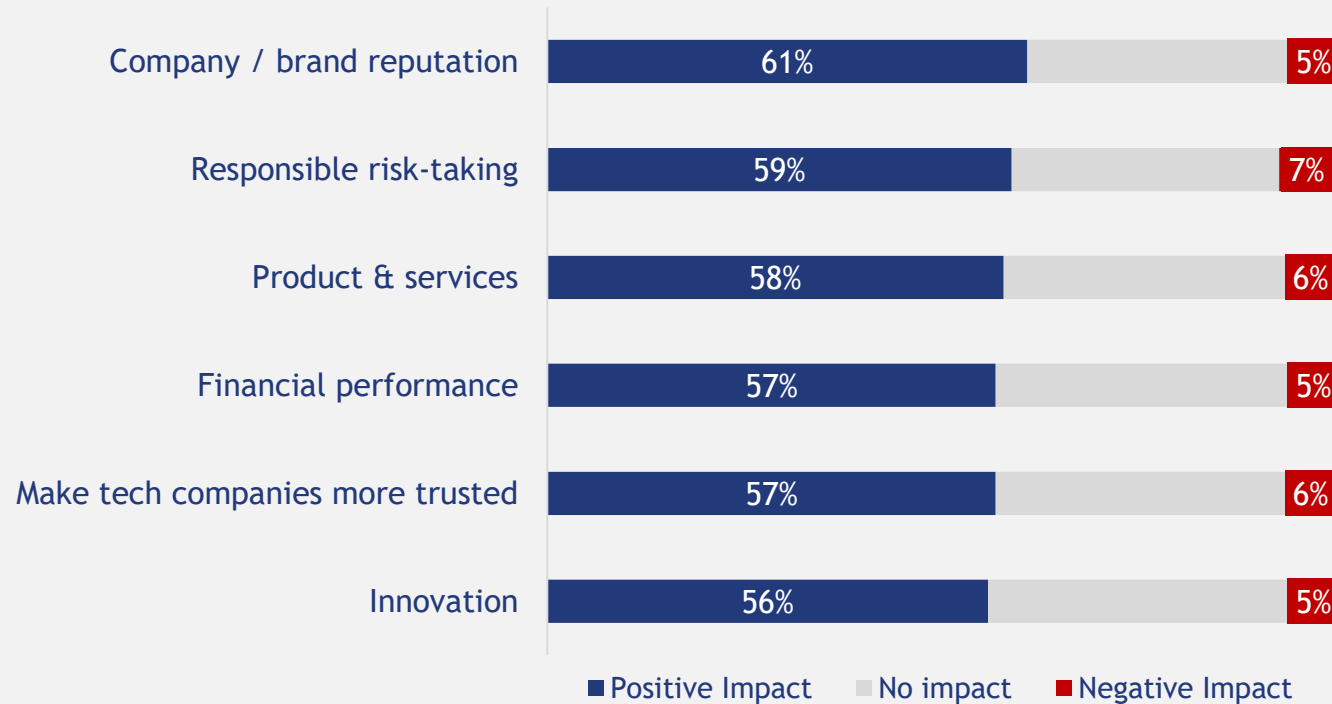
## Chapter 3

# Opportunities to build better working cultures

# Addressing the gender imbalance is an opportunity for the business and the culture

## BENEFITS FOR THE BUSINESS...

### Potential impact of having more women in leadership positions



## ...AND THE WORK CULTURE





# Having more individuals from non-tech roles in leadership positions in the tech industry would also be beneficial

## BENEFITS FOR THE BUSINESS...

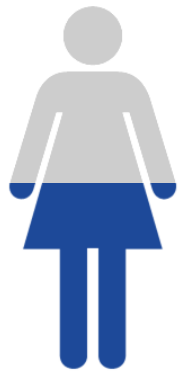
### Potential impact of having more women in non-tech roles



## ...AND THE WORK CULTURE

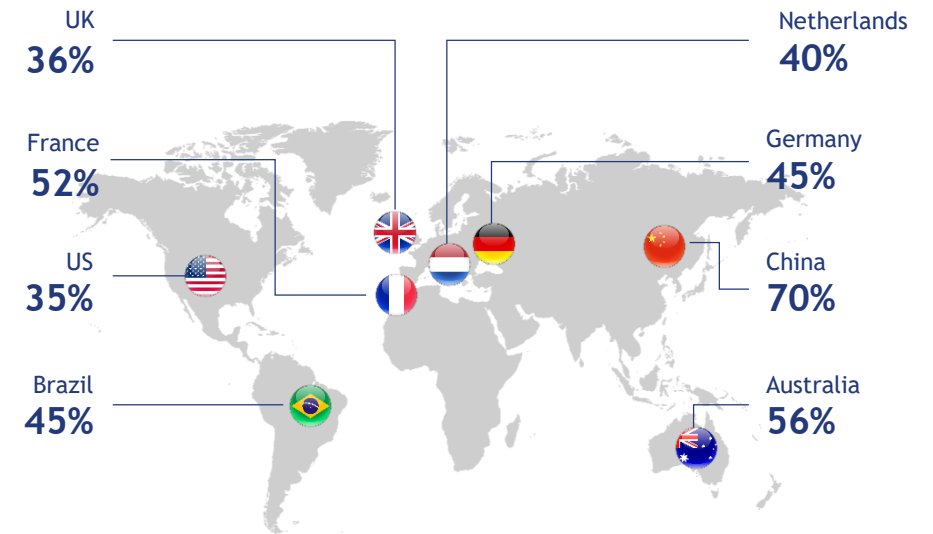


# Industry Priority



# 1 in 2

Women think that gender diversity is a top priority for the industry overall (48%)



## Companies need to show that they value gender diversity

92%

say knowing their employer values women as much as men would inspire them to progress in their career



Currently only

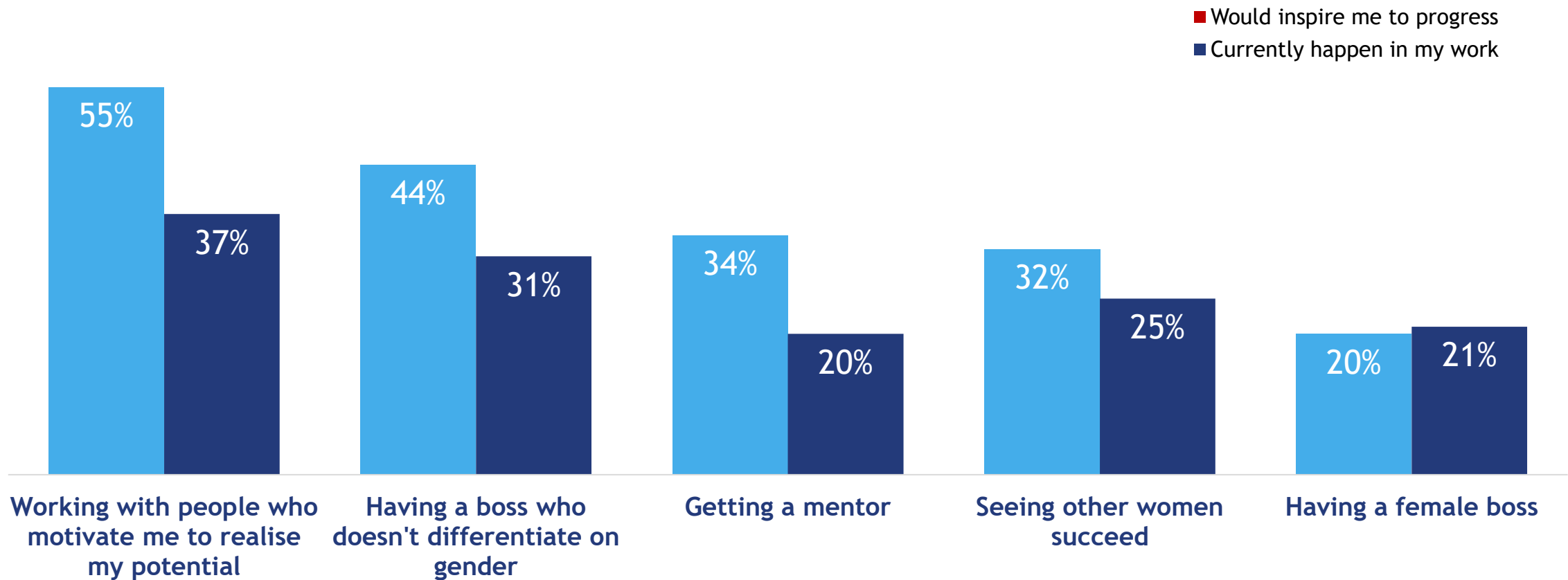
46%

think that gender diversity is a top priority for their company

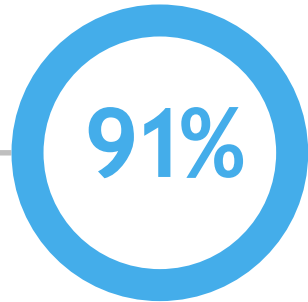


# Employers need to do more to support women in the workplace

Initiatives to support women's career progression



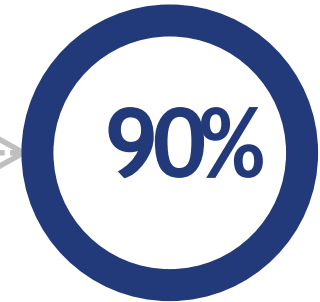
# Positive female role models in the workplace will inspire the next generation of female leaders



Find having visible  
champions or role  
models inspiring



Find seeing women in  
senior leadership  
positions inspiring



Find seeing women in senior  
leadership positions who  
previously weren't in a tech  
role inspiring

# For more information

Contact the Booking.com media relations team:

[mediarelations@booking.com](mailto:mediarelations@booking.com)