

Women's Compensation Study



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What we'll cover today

- What our women's workforce looks like.
- How women in our industries are compensated.
- How satisfied she is with her compensation.
- How employers can use this study to their advantage.

Methodology

- Email delivered to 1,022 OIWC members.
- 247 completed surveys (24.7%)
- 100% women.
- 77% in outdoor.
- 39% in snow sports.
- 34% in bicycle.
- 19% in adventure travel.

Age ranges of industry women

- 18-24 = 2.5%
- 25-34 = 30.6%
- 35-44 = 43.3%
- 45-54 = 21.0%
- 55-64 = 2.5%

38

Industry experience & education

- 9-1/2 years industry experience.
- 6-1/2 years with her current employer.
- 88% have a college degree
- 18% have an advanced degree.

= highly educated, very committed female work force.

Marital & family status

- 61% living with a partner.
 - 39% living single lifestyle.
 - 26% have children under 18 at home.
 - 8% supporting children at college.
- = 34% with children but 95% of respondents are between 25-54.**

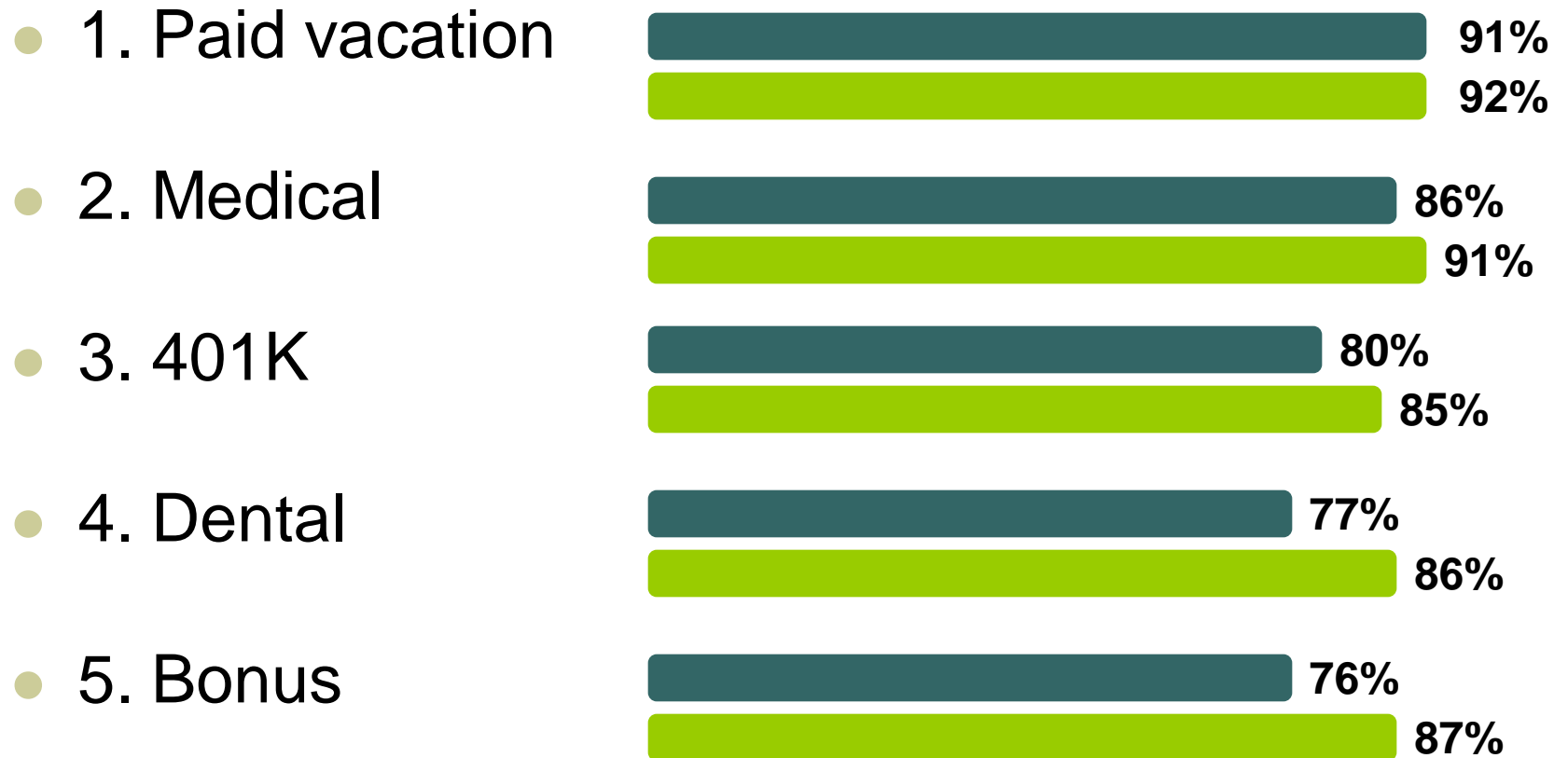
Annual HHI situation

- 39% are sole provider to her HHI.
- 25% provide a greater portion than partner to their HHI.
- 22% provide a lesser portion than partner to their HHI.
- 12% provide an equal portion to HHI.

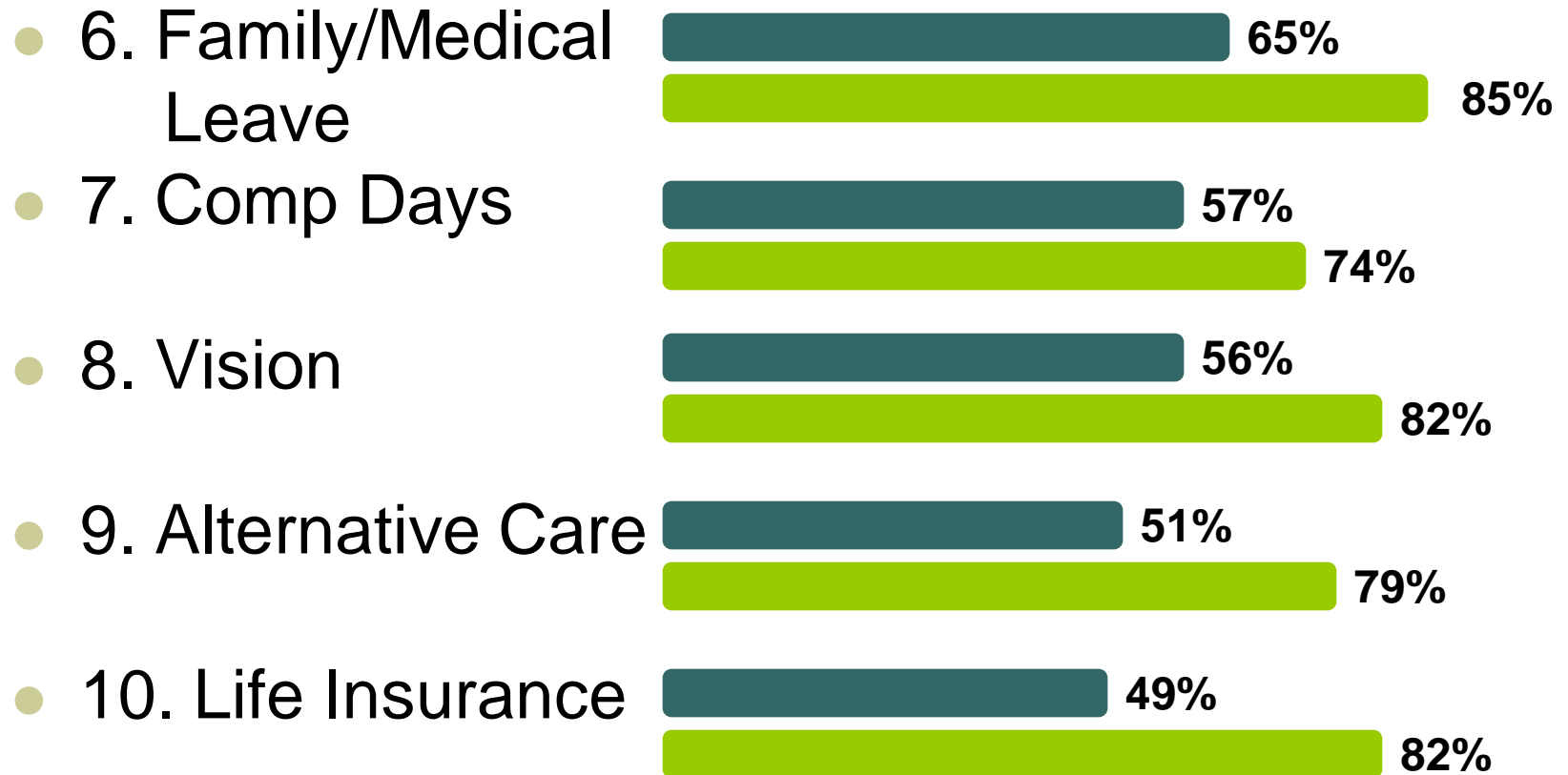
Average salary + bonus by role

- Support (18%) = \$41,761
- Sales (7%) = \$57,333
- Manager (38%) = \$65,875
- Executive (23%) = \$100,750
- Other / non-reporting (14%)

Top 10 quantitative benefits



Top 10 quantitative benefits



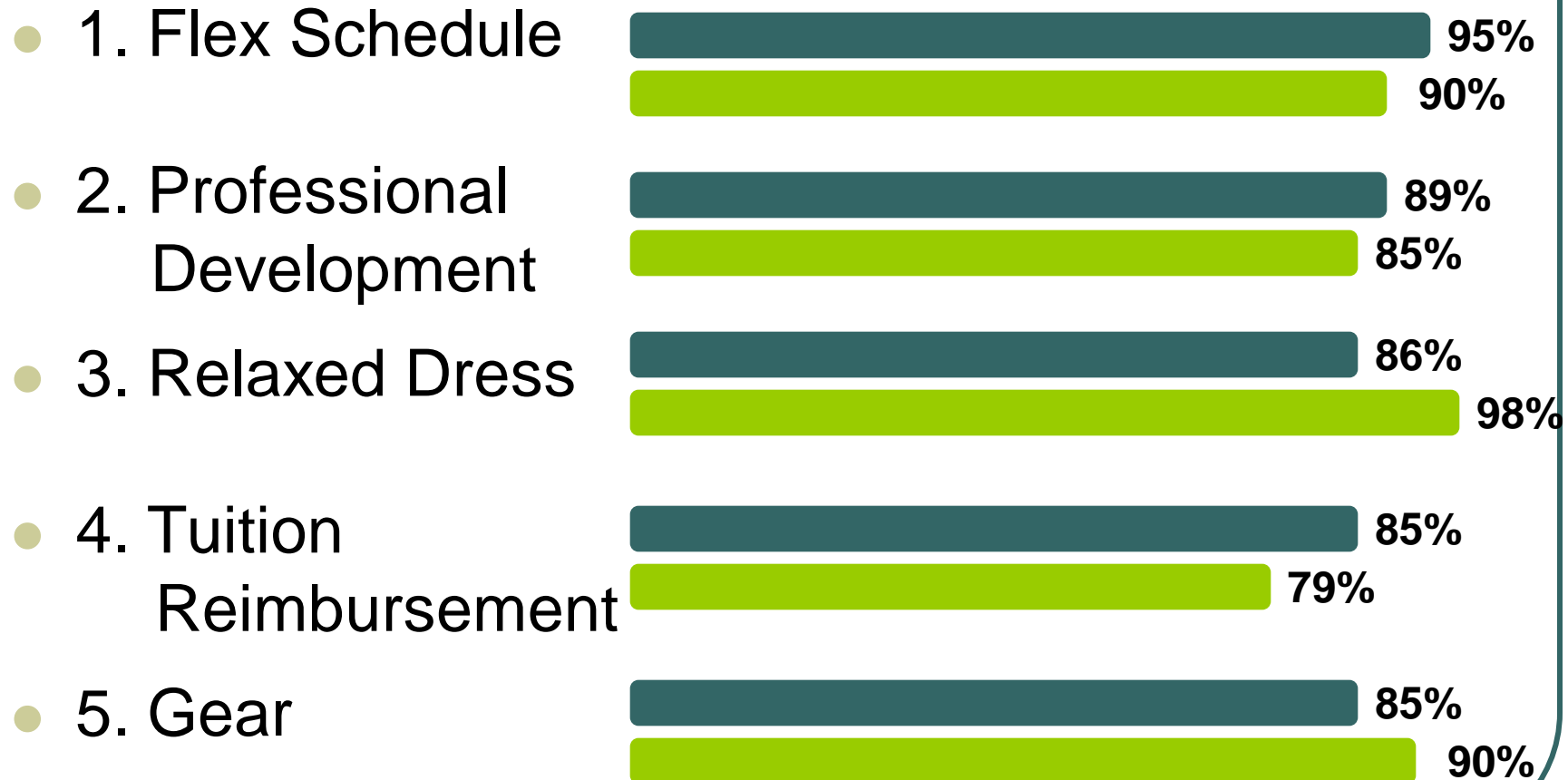
Satisfaction with her compensation package

- Women are generally satisfied with their benefits packages.
- Tough to differentiate as a company because benefits are largely consistent.

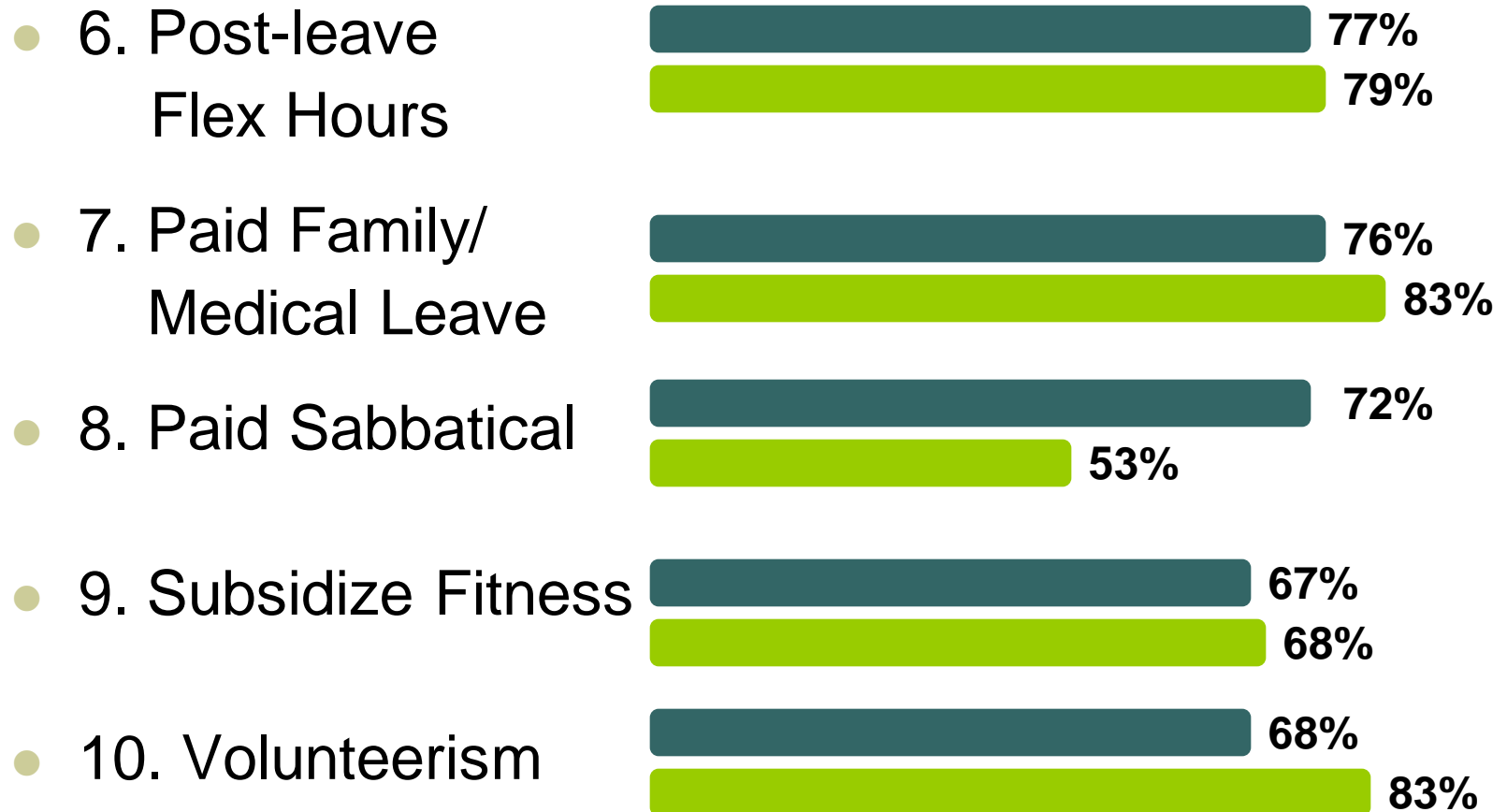
Adding the pay issue to the compensation package

- 21% report *complete* satisfaction with her salary & benefits.
- 35% report *general* satisfaction with her salary & benefits.
- 50% agree that she receives the salary & benefits to maintain a decent standard of living.
- 41% say they are underpaid.
- 35% are uncertain if they are paid fairly.
- 45% say they are underpaid in relation to the same role in another industry.


Top 10 “quality of life” benefits





Top 10 “quality of life” benefits




Top 10 intangible benefits

- 1. Company is committed to employees



100%
58%
- 1. Company has sensible work-life balance



100%
53%
- 2. Projects that offer challenge/opportunity



99%
66%
- 3. Company is committed to her



96%
58%

Top 10 intangible benefits

- 4. Opportunities for advancement, leadership & mentoring


95%
43%
- 4. She works for a strong industry brand


95%
84%
- 5. Company properly handles gender discrimination


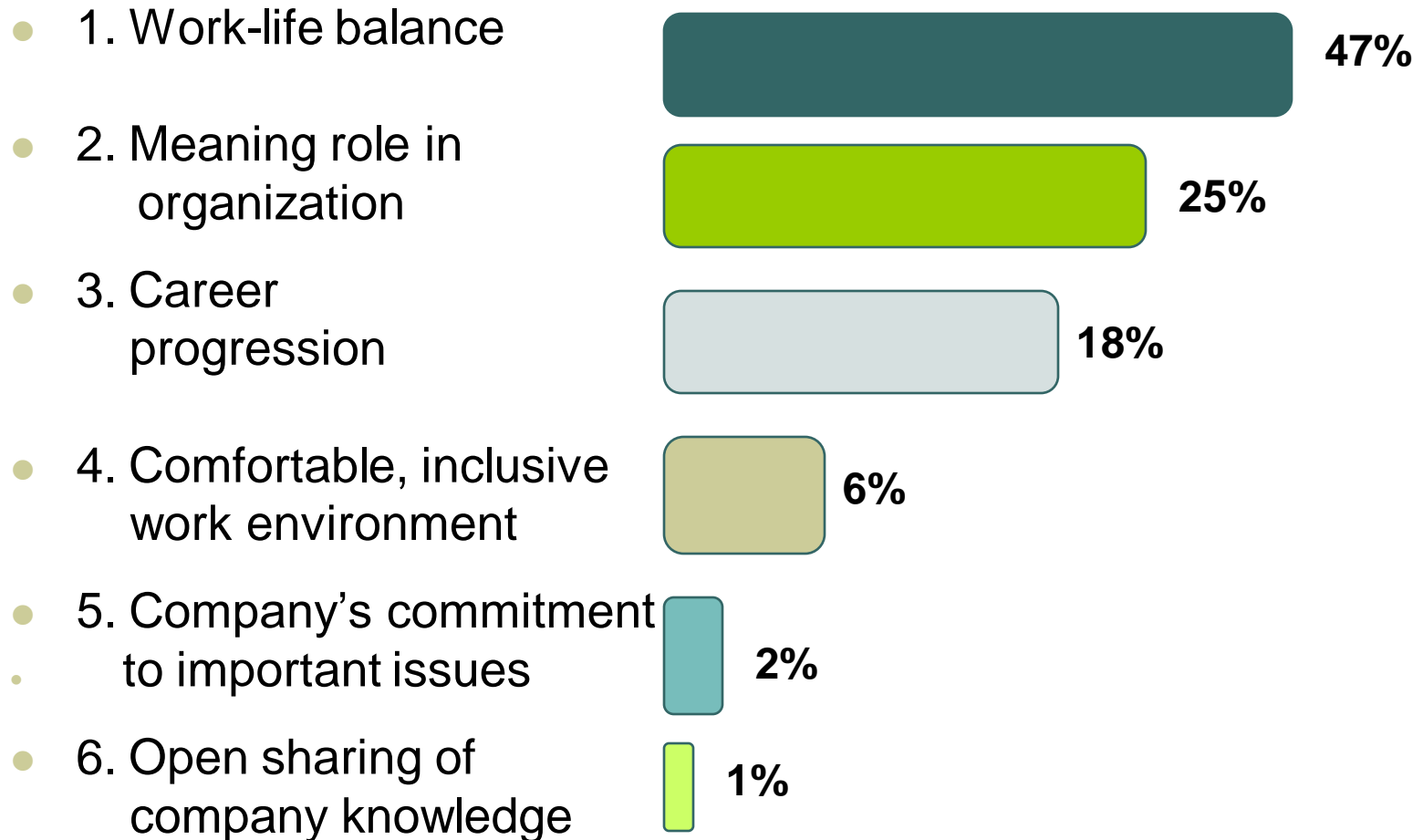
94%
58%
- 5. Company offers a diverse & inclusive workplace


94%
54%

Top 10 intangible benefits

- 6. She has the freedom to create her own career path
 - 93%
 - 37%
- 7. Her job relates to something for which she is passionate
 - 92%
 - 80%

Most important intangible benefit



On the subject of family

- Paid family / medical leave - 76%.
- Flexible hours after returning to work from leave - 77%.
- Subsidized child care – 32% (42% have)
- On-site lactation space – 32% (54% have)
- On-site child care – 24% (36% have)
- Bring infant to work – 20% (49% have).

On the subject of gender

- 31% agree that they are paid less than male co-workers in similar roles.
 - 42% disagree & 27% remain neutral.
- 93% have equal opportunities for promotion.
- 92% work for companies that provide opportunities for women to fill executive positions.

Gender: room for improvement

- Her company correctly handles issues of gender discrimination.



- Her company creates a diverse & inclusive workplace.



- Her company values the female point-of-view.



- Her company correctly handles issues of sexual harassment.



Putting the data into action

**5 things your
company can do*
to better satisfy
female employees**

*** with very little resources**

#1. Institute a flexible schedule

- 95% of women say having a flexible schedule is one of the most important benefits a company can offer her.
- Encourage a flexible attitude toward a flexible schedule.
- Two-way street.
- Tools & support to make a flex schedule work.

#2. Develop your team

- 89% of women think professional development opportunities are important.
- Find talent within your ranks.
- Host lunchtime presentations.
- Note opportunities for development on a review and assist her in achieving them.

#3. Provide days off as a reward

- 91% of women rank paid vacation as an important form of compensation.
- Can't give a raise for great work?
- Give a meaningful amount of extra vacation instead.
- Negotiate increased vacation days instead of a bump in salary.

#4. Just ask

- 99% of women say being able to work on projects that challenge them is an important intangible benefit.
- Ask her what interests her and then assign her to assist or manage a project related to them.
- Tie the project to her annual review in order to guarantee performance and provide feedback.

#5. Encourage a mentor network

- Approach employees that you think might be good mentors.
- Make mentoring a part of your directors and managers performance reviews.
- Encourage employees to seek out mentors internally.

Key takeaways from the study

- Women in these industries are educated, committed and practical.
- But have a fun side, too. They deeply value time and tools that help them enjoy their avocation.
- Women want challenge. They want to continue evolving and developing. Companies that provide this atmosphere will earn her loyalty.
- Finding ways to assist female employees in achieving work-life balance is paramount.

Next steps for the study

- Executive Summary available now.
- Full report available in February 2009 at www.oiwc.org
- Study contents will comprise OIWC programs throughout 2009.
- For specific questions from the report, contact Ali, ali@truenorthmarketing.biz.

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