

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.

Study 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.

Her age, experience & education

- Average age is 38.
- 9-1/2 years industry experience.
- 6 years with her current employer.
- 80% have a college degree
- 19% have an advanced degree.

= highly educated, very committed female work force.

Marital & family status

- 51% living with a partner.
 - 49% living single lifestyle.
 - 16% have children under 18 at home.
 - 6% supporting children at college.
- = 22% with children but 95% of respondents are between 25-54.**

Annual HHI situation

- 45% are sole provider to her HHI.
- 29% provide a greater portion than partner to their HHI.

= Nearly 3/4ths are primary breadwinner for their households.

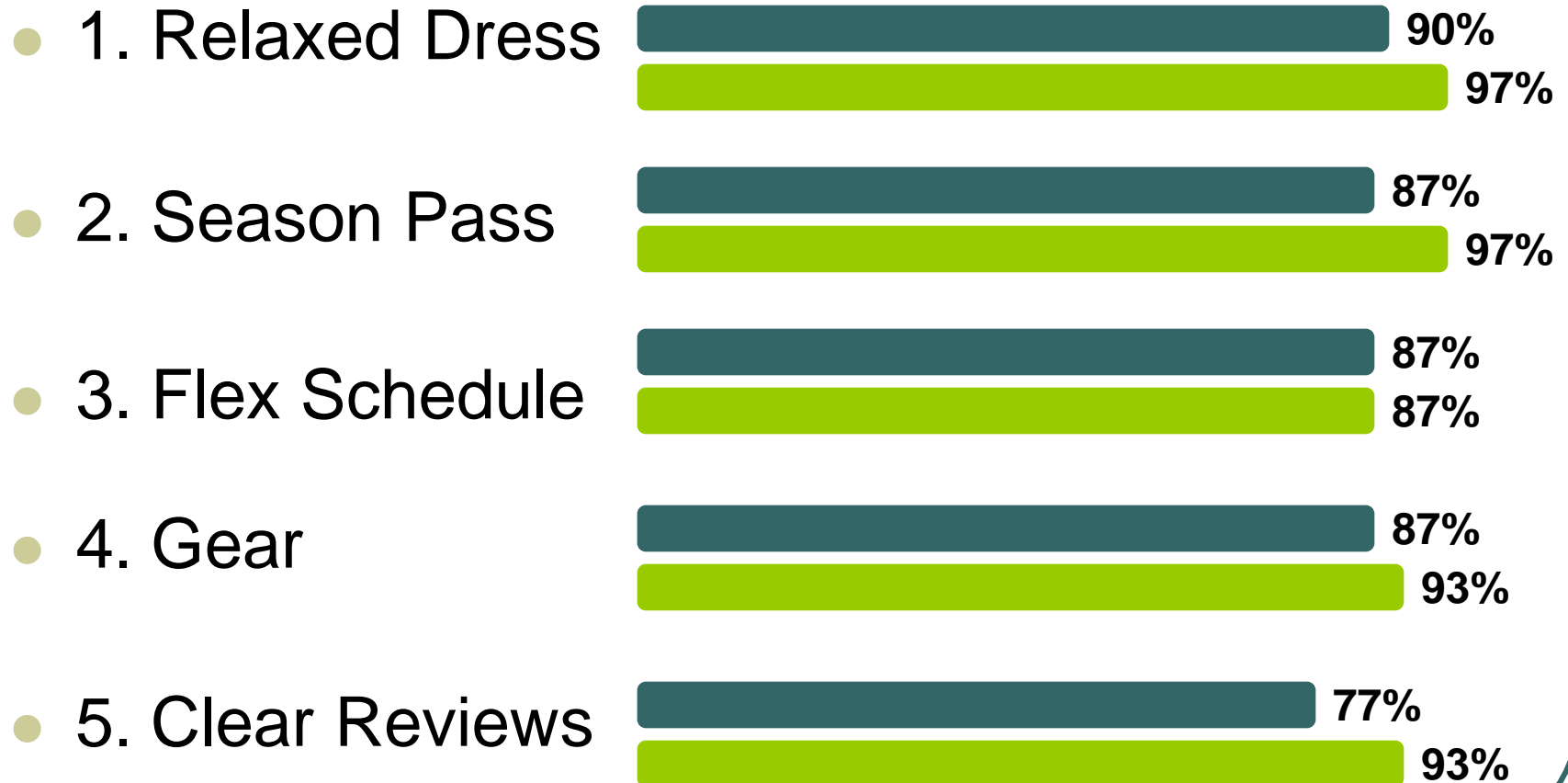
Top 5 quantitative benefits




On the subject of pay


- 10% report *complete* satisfaction with her salary & benefits.
- 22% report *general* satisfaction with her salary & benefits.
- 48% agree that she receives the salary & benefits to maintain a decent standard of living.
- 53% say they are underpaid.
- 38% are uncertain if they are paid fairly.
- 51% say they are underpaid in relation to the same role in another industry.


Top 5 “quality of life” benefits

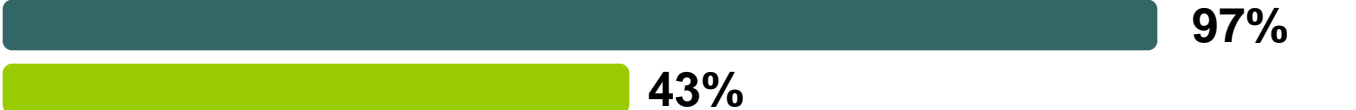


Top 5 intangible benefits

- 1. Company is committed to employees


Rank	Benefit	Percentage
1	Company is committed to employees	100%
2	(Unlabeled)	35%
- 1. Company has sensible work-life balance


Rank	Benefit	Percentage
1	Company has sensible work-life balance	100%
2	(Unlabeled)	29%
- 2. Empowered to create her own career path


Rank	Benefit	Percentage
1	Empowered to create her own career path	97%
2	(Unlabeled)	50%
- 2. Company is committed to her


Rank	Benefit	Percentage
1	Company is committed to her	97%
2	(Unlabeled)	43%


Top 5 intangible benefits


- 3. Values the female point-of-view
 - 96%
 - 60%
- 4. Company offers diverse & inclusive workplace
 - 93%
 - 48%
- 5. Opportunities for advancement, leadership & mentoring
 - 90%
 - 60%
- 5. Projects that contribute to her employer's profitability
 - 90%
 - 72%

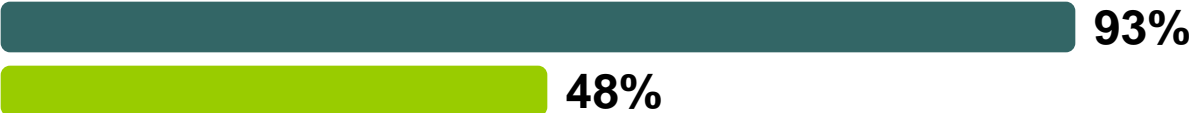
On the subject of gender


- 38% agree that they are paid less than male co-workers in similar roles.
- 39% disagree & 23% remain neutral.
- 100% have equal opportunities for promotion.
- 100% of companies provide opportunities for women to fill executive positions.

Gender: room for improvement

- Her company correctly handles issues of gender discrimination.


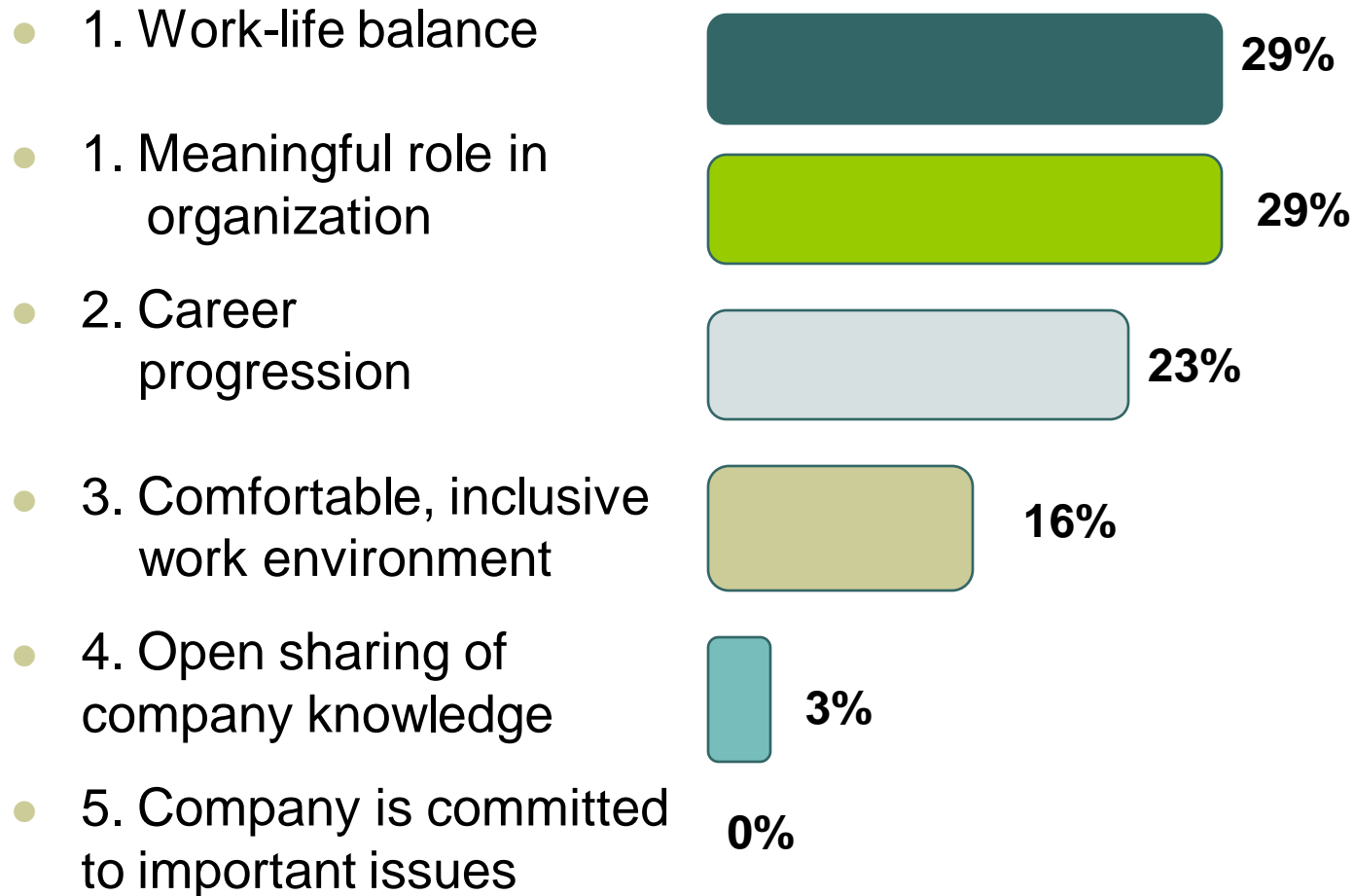
Dark teal bar	97%
Light green bar	60%
- Her company values the female point-of-view.


Dark teal bar	96%
Light green bar	60%
- Her company creates a diverse and inclusive work environment.


Dark teal bar	93%
Light green bar	48%
- Her company correctly handles issues of sexual harassment.


Dark teal bar	90%
Light green bar	64%

Most important intangible benefit



Key takeaways from the study

- Culture.
- Committed.
- Concerned.