POLL RESULTS

WHY WOMEN AREN’T ASCENDING
Perceptions, Obstacles and Solutions to 2019’s Glass Ceiling

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Named one of the fastest growing technology companies in North America, Morning Consult is revolutionizing ways to collect, organize, & share survey research data.
surveyed over 4,400 Americans, including 2,200+ women of all races, political identities, income levels, and occupations.
FINDINGS

THE AWARENESS GAP

THE ASPIRATION GAP

HOW TO ASCEND THE GAP
THE AWARENESS GAP
THE AWARENESS GAP

Most Can’t Guess the Share of Fortune 500 Female, Non-White Female CEOs

SHARE OF FEMALE CEOS?
- Less than 10%: 39%
- 10-30%: 22%
- 31-50%: 10%
- 51-80%: 26%
- 81-100%: 4%
- Don’t know / No opinion: 4%

SHARE OF NON-WHITE FEMALE CEOS?
- Less than 10%: 45%
- 10-30%: 41%
- 31-50%: 11%
- 51-80%: 4%
- 81-100%: 1%
THE AWARENESS GAP

Double-digit Gender Gap on Perception of Pay & Opportunity

Share who agree with the following statements

Women are paid less than men for doing similar work

Women: 67%
Men: 49%

Women are given promotions and leadership roles less frequently than men

Women: 58%
Men: 45%
# The Awareness Gap

## Work to Be Done on Intersectional Feminism in the Workplace

*Share who agree with the following statements*

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Non-white women paid less than white women for similar work</th>
<th>Non-white women paid less than men of all races &amp; ethnicities for similar work</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All adults</strong></td>
<td>38%</td>
<td>47%</td>
</tr>
<tr>
<td>Women</td>
<td>39%</td>
<td>51%</td>
</tr>
<tr>
<td>Men</td>
<td>36%</td>
<td>41%</td>
</tr>
<tr>
<td>Black women</td>
<td>64%</td>
<td>63%</td>
</tr>
<tr>
<td>Hispanic women</td>
<td>55%</td>
<td>62%</td>
</tr>
<tr>
<td>Other (race) women</td>
<td>54%</td>
<td>58%</td>
</tr>
<tr>
<td>White women</td>
<td>34%</td>
<td>49%</td>
</tr>
<tr>
<td>Black men</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td>Hispanic men</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>Other (race) men</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>White men</td>
<td>33%</td>
<td>40%</td>
</tr>
</tbody>
</table>
THE ASPIRATION GAP
THE ASPIRATION GAP

Women Less Likely to Want Leadership Positions

Share who said they aspire to be a top executive

- All adults: 30%
- Women: 25%
- Men: 35%

- Other (race) women: 48%
- Hispanic women: 47%
- Black women: 39%
- White women: 20%

- Black men: 51%
- Other (race) men: 48%
- Hispanic men: 45%
- White men: 31%
The Aspiration Gap

The Gap Widens with Age

Among women who work in companies with more than 100 people, share who said they aspire to be a top executive.

- **Agree**
- **Don't know / No opinion**
- **Disagree**

### All women
- Agree: 33%
- Don't know / No opinion: 14%
- Disagree: 53%

### Age 18-29
- Agree: 53%
- Don't know / No opinion: 15%
- Disagree: 32%

### Age 30-44
- Agree: 36%
- Don't know / No opinion: 8%
- Disagree: 56%

### Age 45-54
- Agree: 29%
- Don't know / No opinion: 17%
- Disagree: 54%

### Age 55-64
- Agree: 14%
- Don't know / No opinion: 13%
- Disagree: 73%

### Age 65+
- Agree: 16%
- Don't know / No opinion: 23%
- Disagree: 61%
THE ASPIRATION GAP

Why Aren't You Ascending?

*Share who said this is a major reason they don’t want to be a top executive*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>More important things than work</td>
<td>41%</td>
<td>40%</td>
</tr>
<tr>
<td>Too stressful</td>
<td>25%</td>
<td>37%</td>
</tr>
<tr>
<td>Don't think I have the skills</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Don't have the professional network</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Too many professional obstacles</td>
<td>17%</td>
<td>23%</td>
</tr>
<tr>
<td>Not enough resources to be executive and manage family</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Feel pressure to cut back on work to take care of family</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Don't need the extra money or perks</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Too much gender discrimination</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Plan to cut back on, leave the workforce when I have kids</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Too much sexual misconduct</td>
<td>7%</td>
<td>4%</td>
</tr>
<tr>
<td>Too much racial discrimination</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Plan to cut back on or leave workforce when I get married</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Why Aren't Women Ascending?

Share who said this is a major reason why there are women in fewer executive positions

- Women have to prove themselves more than men do: 6% (Women), 9% (Men)
- Executive levels are often 'boys clubs': 29% (Women), 29% (Men)
- Women are pressured to take care of their families and home first: 24% (Women), 35% (Men)
- Women have more family responsibilities than men: 21% (Women), 34% (Men)
- Men aren't ready to report to a woman: 18% (Women), 33% (Men)
- Women don't have as many opportunities to succeed as men: 20% (Women), 32% (Men)
- There is too much sexual harassment in the workplace: 18% (Women), 23% (Men)
- Businesses aren't ready for women in executive positions: 10% (Women), 18% (Men)
- Women are less likely to ask for raises or promotions: 9% (Women), 10% (Men)
- Women aren't as good as promoting themselves as men: 10% (Women), 18% (Men)
- Men make better leaders than women: 7% (Women), 10% (Men)
- Women aren't interested in becoming executives: 7% (Women), 6% (Men)
- Women aren't ready to manage men: 5% (Women), 5% (Men)
- Women aren't tough enough: 7% (Women), 5% (Men)
HOW TO BRIDGE THE GAP
WHO CAN HELP?

Share who said each is responsible for helping women reach top executive positions

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women themselves</td>
<td>76%</td>
</tr>
<tr>
<td>Other executives and leaders</td>
<td>67%</td>
</tr>
<tr>
<td>Businesses</td>
<td>67%</td>
</tr>
<tr>
<td>A company’s HR department</td>
<td>62%</td>
</tr>
<tr>
<td>Society in general</td>
<td>59%</td>
</tr>
<tr>
<td>Men</td>
<td>58%</td>
</tr>
<tr>
<td>The government</td>
<td>48%</td>
</tr>
</tbody>
</table>
## What Can Help?

*Share of women who said each of the following strategies would be effective in supporting women interested in reaching executive positions.*

- **Mentorship programs** aimed at connecting women with top executives: 67%
- Legislation to **ensure men and women are compensated equally** for similar work: 67%
- Federally mandated **maternal and paternal leave**: 63%
- Clear **commitments from my company's CEO**: 60%
- Federal or state **discounted childcare services**: 60%
- **The Equal Employment Opportunity Commission**, or other federal and state efforts: 60%
- Universal **free childcare**: 60%
- Clear **commitments from my company's Board of Directors**: 59%
- **Mandatory diversity training** within a company: 58%
- Making top **executive's compensation dependent upon more diversity** in leadership: 54%
- **Mandatory diversity requirements** within a company: 54%
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