

# Booking.com

## 2018 Women in Tech Research – Part II

A global study on the continuing tech sector gender diversity challenge and the perceptions and experiences of women on careers in tech

### Introduction

From leading global companies to encouraging other women to follow their tech passion and getting more girls to code, women in tech are working to drive greater gender equality and representation in the tech industry. Their experiences and contributions are essential to bring diverse perspectives to tech that can lead to enhanced creativity, more innovative products and solutions, and a positive impact on workplace culture and business. While many companies acknowledge the importance of bringing more women into tech, women believe the industry has an obligation and a

responsibility to do more – from giving more women a seat at internal meetings and corporate boards to changing hiring practices in favor of a more diverse workforce and creating mentorships. Many women in tech are leading the change themselves, coming together, sharing experiences, championing their own accomplishments and finding ways to create more access for others. This second research report seeks to help identify effective means for both women tech professionals and the companies they work for to contribute towards achieving greater gender diversity.



Gillian Tans, Chief Executive Officer, Booking.com



**“There is a thirst and a sense of optimism from women – whether already in the tech industry or hoping to be – for the potential that a role in technology can deliver. To achieve true gender parity, we should be harnessing this optimism and creating a more inclusive culture that attracts and retains talented women.**

**It is encouraging and inspiring to see women in technology doing incredible things every day, including actively taking steps to engage with future generations, making their voices heard and launching initiatives with the goal to help drive further gender diversity in the tech workforce.**

**From our research, as well as the countless stories of inspiring female voices in tech we hear every day, it's clear that women are taking the reins to initiate positive change in the industry. However, we need to acknowledge the responsibility that also lies with the broader collective - the tech industry, companies, policy makers and educators. We have an opportunity to make real and lasting change today as well as leave a positive legacy for the next generation of women in tech.”**



# The Research

Through this research, Booking.com sought to better understand the continuing gender diversity challenge in the global tech industry, and unearth the perceptions and experiences of women worldwide when it comes to a career in technology.

Specifically, we wanted to see the tech industry through the lens of female students (high school and undergraduate), professionals currently working in

the industry (both early stage and more experienced) and those who have returned to tech after a break or period of leave (five+ years).

We sought to understand the factors that play into career choice and progression, the impact women feel their gender has on their career, the state of the tech industry in 2018, and women's expectations and ambitions for the future of tech.

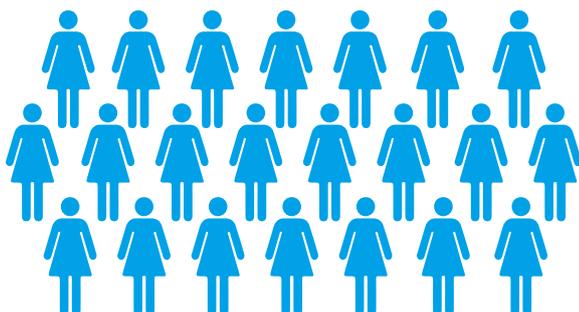
## 10 Key Markets

 UK (789)	 Spain (535)
 Netherlands (267)	 India (747)
 France (746)	 Australia (582)
 Germany (795)	 China (650)
 USA (1,149)	 Brazil (638)

## 5 Key Audiences

- High school students (or local equivalents)
- Undergraduate students
- Early career tech professionals (1-5 years' experience)
- Experienced tech professionals (10+ years' experience)
- Re-entrants – women who have taken a career break and returned to the tech sector within the past five years

Total Respondents: **6,898**



Timing:

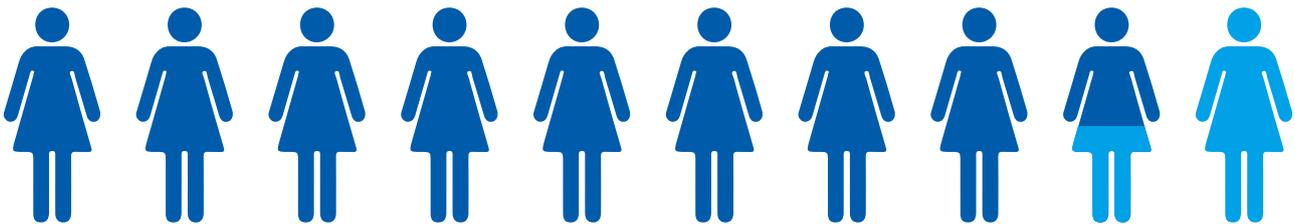


# Key Findings

- 1 The majority of women in tech globally have no intention of leaving the industry in the near future, reflecting confidence and optimism about their place in the tech workforce.** More than 4 in 5 women surveyed (83%) who are currently working in tech say they intend to remain in the tech industry for the next 5-10 years. This commitment to the sector indicates that women are confident in their role in tech today and similarly optimistic about their future in the tech workforce.
- 2 Beyond their own individual commitment to staying in tech, women in tech globally are passionate about encouraging the next generation of high school and undergraduate students to join the industry.** Nearly 9 in 10 women working in tech say they will recommend a profession in tech to the next generation of high school and undergraduate students. This sentiment is consistent when looking at women tech professionals across different stages of their career.
- 3 However, there are factors that might lead women in tech to potentially leave the industry. A glass ceiling hinders prospects for advancement among women in tech in China, while those in India feel held back by the tech workplace culture.** 43% of women in tech in China say they don't see the potential to advance beyond a certain point in a career in tech (compared with 26% global average).
- 4 To speed up the pace of increasing gender diversity in tech, women in tech are taking the lead to champion their own advancement, make their voices heard, and support and encourage their peers, steps that female students interested in tech are eager to see.** From sharing their career experiences with other women and mentoring the next generation, women in tech are doing their part and embracing the role they can play to overcome the industry's continuing gender diversity challenge.
- 5 However, beyond their own efforts, women are calling on tech companies and employers to take concrete action to set women up for success in a tech career.** While many companies are taking strides to achieve gender diversity, women believe the tech industry has an obligation to do more and invest further in initiatives that support them, speaking out on the actions they deem essential for corporations to take.

# Women in tech globally are confident about their place in the industry today and secure in their future potential

More than 4 in 5 women currently working in the global tech industry (83%) say they intend to remain in tech for the next 5-10 years.

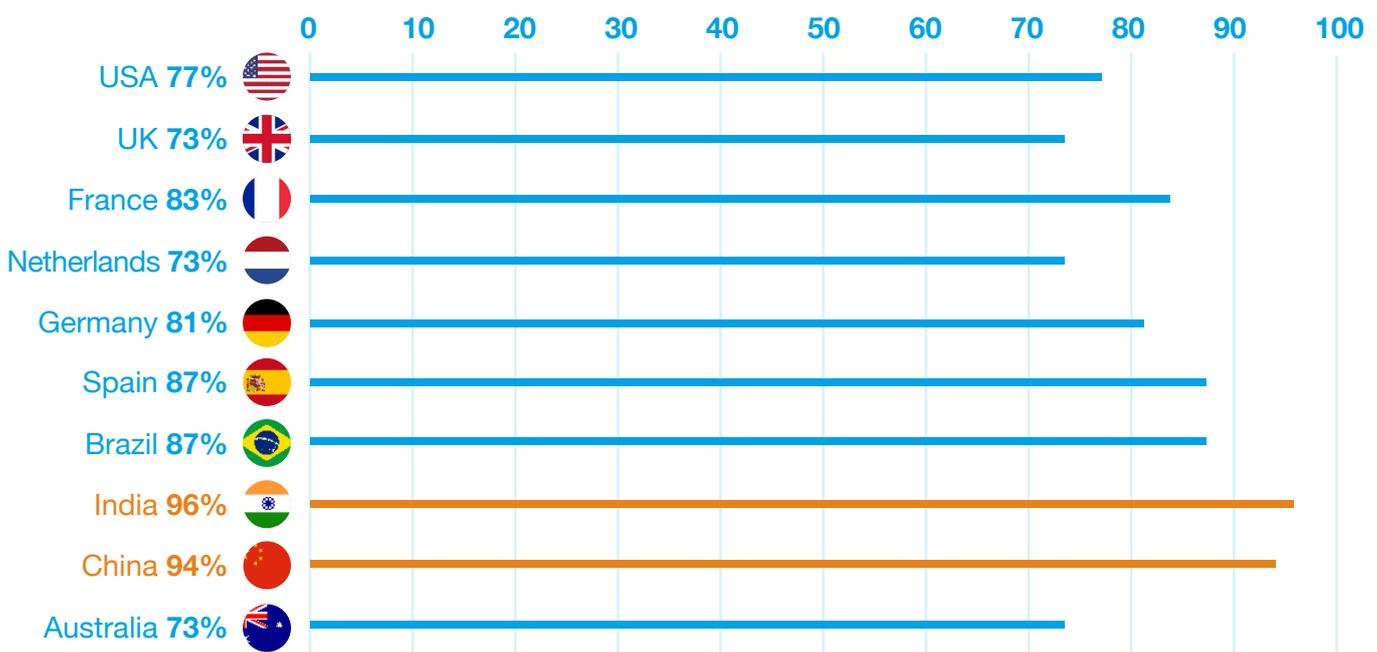


This confidence and commitment to staying in the industry is shared by women across all stages of their tech careers, from early career professionals to experienced tech professionals as well as re-entrants to tech. The research shows that satisfaction levels among women in tech improve as they progress in the industry, which is positively influencing their intent to stay.

## Women in tech globally who intend to stay in tech for the next 5-10 years



# When looking across markets, female tech professionals in India and China are the most committed to staying in the tech industry compared with those in the US and Europe



# However, there are factors that might lead women in tech to potentially leave the industry. A glass ceiling hinders prospects for advancement among women in tech in China, while those in India feel held back by the tech workplace culture

**26% of women globally say they don't see the potential to advance beyond a certain point in a career in tech.**

This figure rises to more than 2 in 5 women in China – the highest globally – showing that they struggle more with barriers to advancement and breaking the glass ceiling in tech. In India, advancement is less of an issue (17%).



**1 in 5 women in tech globally (20%) feel that as women, their voices and contributions to tech are under-appreciated in the workplace.**

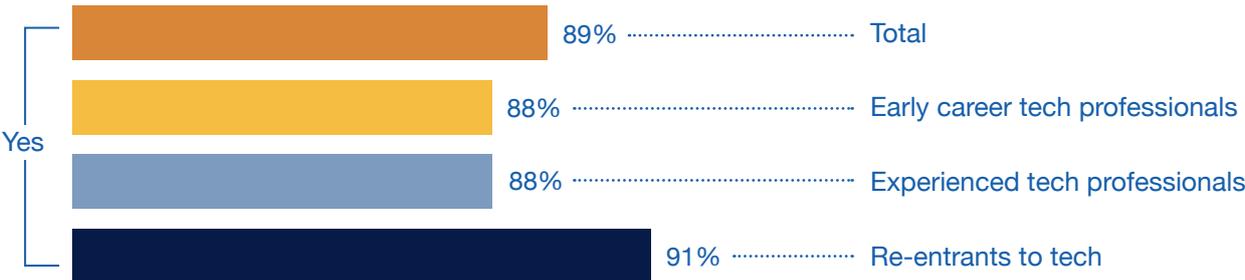
This sentiment is felt the strongest among women tech professionals in India.



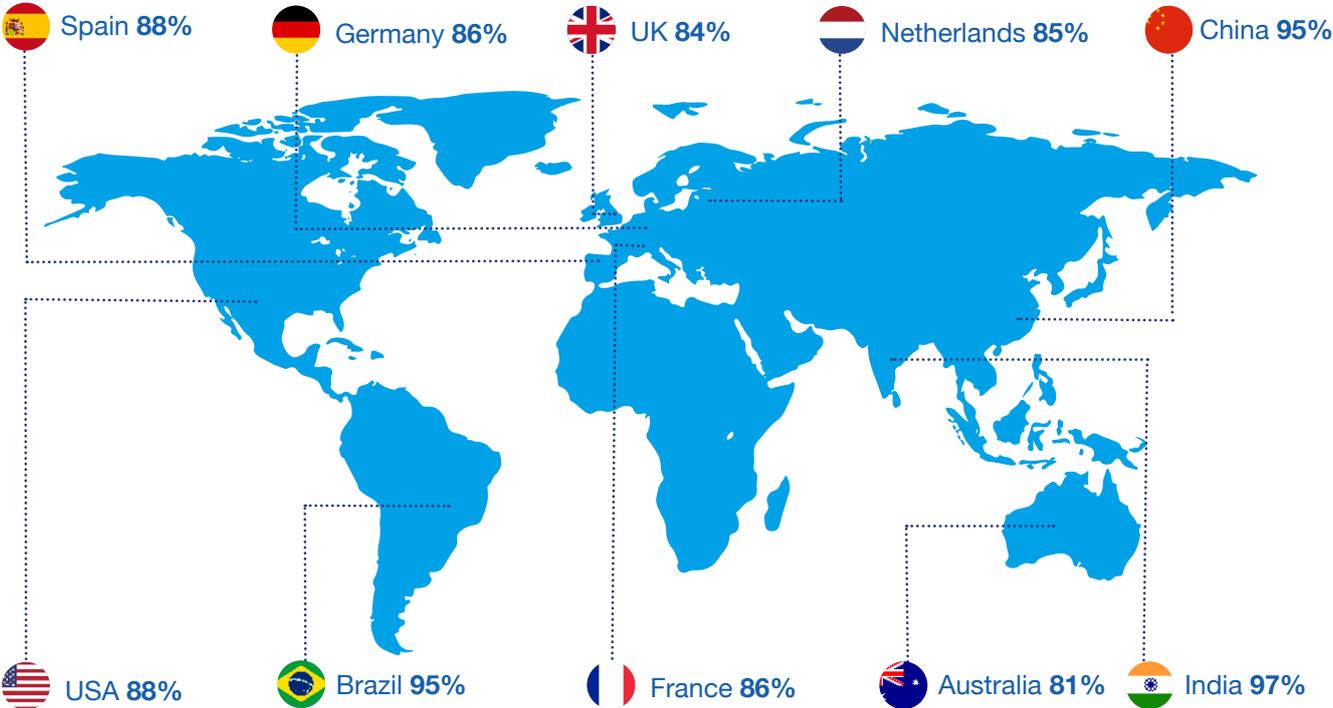
# Women in tech around the world are inspiring and encouraging the next generation of talent to follow suit

Beyond their individual commitment to staying in the industry, women working in tech globally are passionate about encouraging the next generation of female high school and undergraduate students to join the tech industry. This sentiment is consistent when looking at women tech professionals across stages of their career

Percentage of women across stages of a tech career who would recommend a profession in tech to the next generation of high school and undergraduate students



This sentiment is also consistent across markets, though women in tech in India, China and Brazil are especially passionate about encouraging students to enter the tech industry



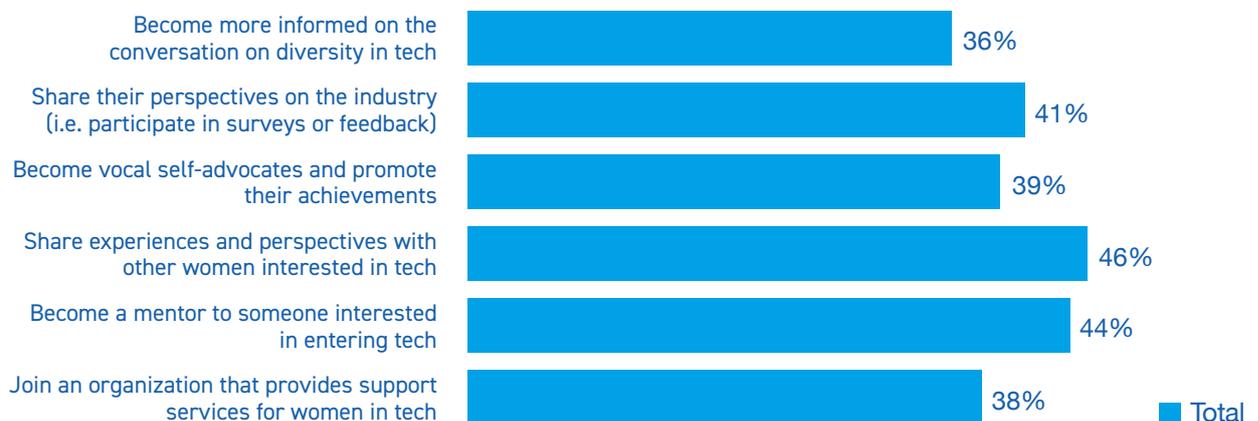
# Women are taking the lead on championing their own advancement and increasing gender diversity in tech, a role that the younger generation is eager to see

From sharing their career experiences and perspectives with other women and mentoring the next generation, women in tech are embracing the role they themselves can play to overcome the industry’s continuing gender diversity challenge and champion other women.

Women understand that the support and encouragement of women already in tech can go a long way in creating a successful career path for them – from having peer groups and access to mentors to learning from experiences to gain confidence. Prominent female voices

from across the global tech industry are increasingly stepping up to make their voices heard, serving as inspiration for those who follow and also driving real change to address their under-representation in the tech workforce.

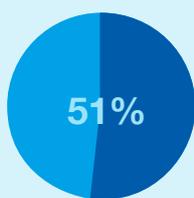
## The actions women believe female tech professionals can do themselves to help increase gender diversity in the tech industry



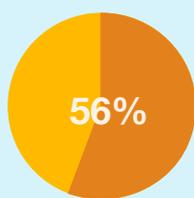
**Female high school and undergraduate students see the strongest potential for women in tech to share their experiences and perspectives, become mentors and participate in organizations that support girls' and women's interest in STEM and tech. As the next generation of tech talent, they are keen to network with and learn from women already in the tech industry**

**The actions female students believe women in tech can do themselves to help increase gender diversity in the tech industry**

**46% Share their experiences and perspectives of the tech industry with other women**

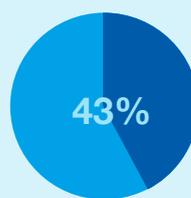


Female high school students

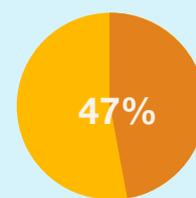


Female undergraduate students

**38% Join and participate in organizations and non-profits dedicated to supporting girls and women in stem and tech**

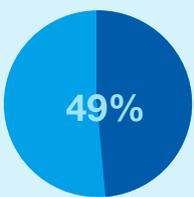


Female high school students



Female undergraduate students

**44% Become a mentor to someone interested in entering tech**



Female high school students



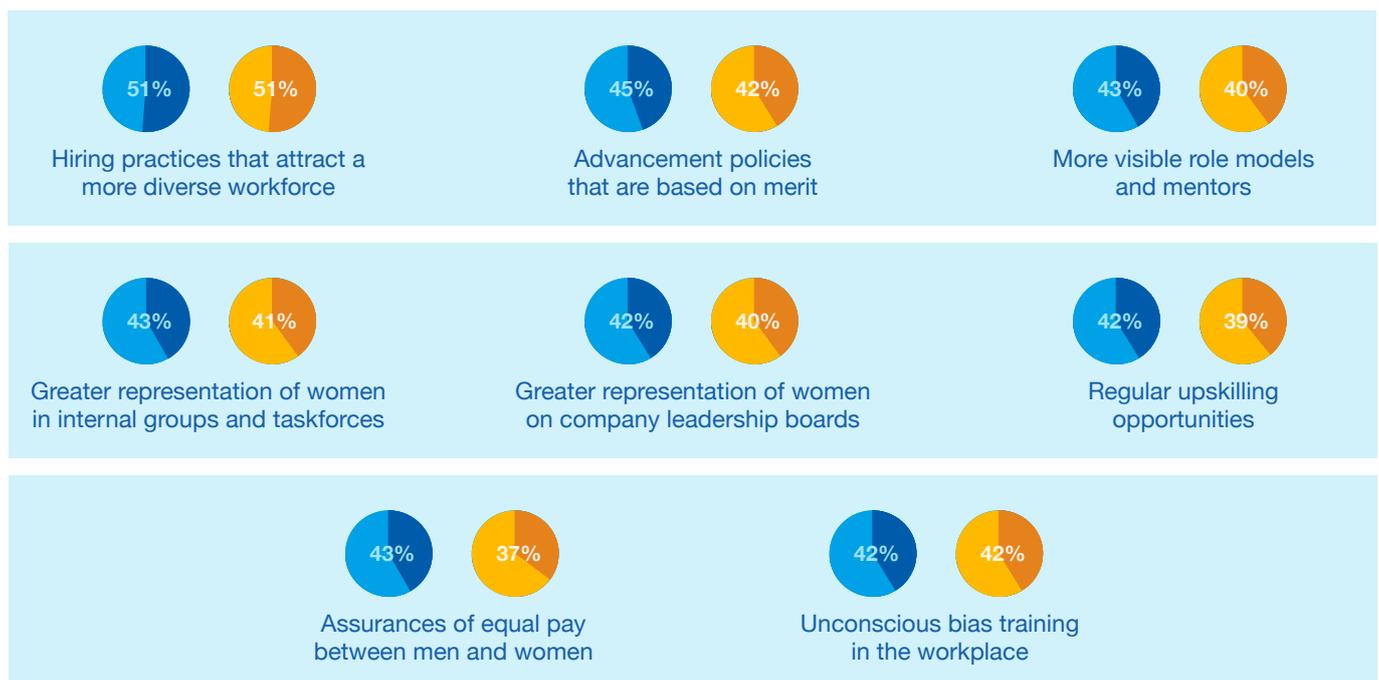
Female undergraduate students

# Beyond their own efforts, women are calling on tech companies and employers to take action in order to set women up for success in a tech career

While women in tech feel empowered to inspire other women, change mind-sets and take the lead on breaking down the barriers to their own success, they also believe the tech industry has an obligation to invest further in initiatives that support them.

Women have spoken out on the actions they deem essential for corporations to take for them to unlock success, but a majority aren't optimistic about seeing enough steps taken in the right direction in the near future.

**Percentage of women in tech globally - and those interested in a career in tech - who consider the following corporate actions essential in order for them to succeed in tech – and the percentage who expect to see more of these initiatives in the next 5 years.**



% who feel the corporate action is essential to their success in tech    % who expect to see more of each action in the next 5 years

# The next generation in particular considers corporate action to increase the representation of women in the tech workforce and the presence of female role models to be essential to their ability to successfully enter and pursue a tech career

Research findings reaffirm that the next generation of talent is clear on the company-led changes and initiatives they need to see in order to feel comfortable about the prospect of a successful tech career in line

with their ambitions. Tech companies have an immense opportunity and responsibility to make the industry more attractive and welcoming for women and take steps to close the gender gap.

## Corporate actions women say are essential for them to succeed in a tech career

