

FEMALE LEADERSHIP IN THE ERA OF #METOO THE HARRIS POLL SURVEY RESULTS

Half of Americans would prefer to work for a female-led company. Majorities say they're more purpose driven, more likely to include access to childcare, and are more likely to offer equal pay.

- 50% of Americans say they'd prefer to work at a female-led company over a male-led company.
 - Although this is significantly higher among women than men (55% vs. 46%), **Half of U.S. adults (52%) say companies should be the first line of defense against workplace harassment and assault, and about 4 in 10 (39%) say male-led businesses need to step it up.**
 - Significantly higher among Democrats than both Republicans and Independents (62% vs. 39% and 46%)
- Nearly 8 in 10 (78%) of adults agree female-owned companies are more likely to include benefits like access to childcare.
 - Significantly higher among women than men (81% vs. 75%)
 - Significantly higher among Democrats than both Republicans and Independents (86% vs. 68% and 78%)
- Three quarters (75%) say working in a female-owned company means female employees are more likely to get equal pay for equal work as their male counterparts.
 - Significantly higher among Democrats than both Republicans and Independents (83% vs. 66% and 72%)
- About 7 in 10 (71%) say when they see women in leadership positions, they're encouraged to believe that they can also have a leadership position.
 - Significantly higher among women than men (81% vs. 59%)
 - Significantly higher among Democrats than both Republicans and Independents (81% vs. 61% and 68%)
- 56% say female-owned companies are more purpose-driven.
 - Significantly higher among women than men (64% vs. 47%)
 - Significantly higher among Democrats than both Republicans and Independents (70% vs. 46% and 47%)

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- Almost half of Americans (49%) say male business leaders have a responsibility to speak out against sexual harassment and assault in the workplace to set an example for other men
- 39% agree male-led businesses could be doing more to speak out against sexual harassment and assault in the workplace
 - Significantly higher among Democrats compared to both Republicans and Independents (47% vs. 30% and 37%)
- They were not surprised by how many women came out and said they have been sexually harassed or assaulted at work (47%).
 - Significantly higher among women than men (52% vs. 41%)
- Female-led businesses are more supportive of their employees in fighting sexual harassment and assault in the workplace (29%)
 - Significantly higher among Democrats compared to both Republicans and Independents (40% vs. 22% and 23%)
- Women are starting their own businesses to create the work culture they couldn't find at male-led companies (24%)
 - Significantly higher among Democrats compared to both Republicans and Independents (31% vs. 18% and 21%)
- At the same time just over one third (35%) are confident companies are working to fight this harassment and assault and two thirds (66%) say they're optimistic that the recent conversations/allegations/terminations will lead to lasting changes

92% of adults say changes need to be made to eliminate sexual harassment and assault in the workplace.

- The most important issues that HR faces are centered around gender norms, harassment training and recognizing when to take a stand. Adults say that the changes that should be made are:
 - More proactive and responsive HR departments (57%)
 - Rethinking the ways gender norms are taught to children long before they enter the workplace (45%)
 - Better sexual harassment training (44%)
 - Significantly higher among women than men (48% vs. 40%)
 - Significantly higher among 65+ adults than all other ages (57% vs. 41% of those ages 18-64)
 - Male-led businesses taking a more public stance against sexual assault (38%)
 - Significantly higher among 65+ adults than all other ages (48% vs. 37% among 18-34, 32% among 35-44, 29% among 45-54, and 40% among 55-64)
 - 32% more safe spaces for women inside the workplace (e.g., employee resource groups, etc.)
 - Significantly higher among women than men (37% vs. 26%)
 - More women in leadership (27%)
 - Something else (11%)

Salary is the most important factor when considering employment, but half also want to work for a company whose reputation makes them feel good.

- When thinking of employment, adults far and away say the most important thing is receiving a fair and appropriate salary for the work they do (70%), while about half say it's important to work for a company whose reputation makes them feel good about the work they do (52%).

Millennials are leading the charge, setting new demands for the future of work...

- When thinking about the most important part of employment, Millennials stuck out from the rest of the population with their values:
 - Having the opportunity to challenge myself (40% gen pop)
 - **Significantly more important for Millennials than all other age groups (52% vs. 37% of those ages 35+)**
 - Having a compassionate supervisor (40% gen pop)
 - **Significantly more important for Millennials than all other age groups (53% vs. 36% of those ages 35+)**
 - Significantly more important for women than men (45% vs. 35%)
 - Freedom and acceptance to be their true selves (39% gen pop)
 - **Significantly more important to younger adults (48% of those age 18-44 vs. 32% of those age 45+)**
 - Collaborative work environments (32% gen pop)
 - **Significantly more important to Millennials 18-34 (38%) than older adults (30% of those age 55+)**
- Others said:
 - Being recognized as a thought leader by their peers (24% gen pop)
 - Feeling empowered by their colleagues (24% gen pop)
 - Having a diverse employee base (23% gen pop)
 - A company that celebrates their voice (22% gen pop)
- 14% of Americans did not consider any of these to be important to them when thinking about employment.

Research Method

This Harris Poll was conducted online within the United States between December 1 and 5, 2017 among 2,066 adults aged 18+ Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, The Harris Poll avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

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SAMPLE OF SOME OF THE INFOGRAPHICS

