

IT Decision Makers

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Opinium



Nominet

2nd April 2014



Opinium Results:

Client:	Nominet
Project Name:	IT Decision Makers
Fieldwork:	21 st March to 2 nd April 2014
Sample:	527 IT Decision Makers

Topline Report:

IT Women in the Workplace

- On average, only a quarter (26%) of job applications for IT roles are made by women
 - This increases to 33% for companies between 50 and 249 IT employees, and 32% for those with at least 250 IT employees
- Similarly, only three in ten (29%) employees who currently work in an IT function or role are women
 - This proportion increases to 34% for companies with between 50 and 249 IT employees, and 37% for those with at least 250 IT employees
- Of the women who work in an IT function or role, only a quarter (24%) hold a senior position at the company
- Women stay, on average, in IT roles within their company for 4 years, compared to men who stay in their IT roles for 5 years

Gender balance in IT

- Three in five (59%) respondents agree that their IT team would benefit from having a gender-balanced workforce, whereas only 7% disagree
 - This proportion increases to 72% for respondents who work in companies with between 250 and 999 employees
- Of the 311 respondents who agree, when asked in which way they think their IT team would benefit from a gender-balanced workforce, the most common responses were:
 - Improved communication skills (52%)
 - Improved staff morale (48%)
 - It would bring new ideas to the organisation (46%)
- Three quarters (76%) of all respondents believe their companies have a lack of suitably skilled staff in IT. Of these, three in five (58%) agree that their company's productivity levels are negatively affected, whereas 16% disagree



- Of the 232 respondents who agree, they estimate their company's productivity levels are 33% lower as a result
 - Respondents who work in IT companies estimate their productivity levels are 28% lower as a result, compared to those who do not work in IT companies who estimate productivity levels are lower by 36%
- Moreover, of the 403 respondents who think their company has a skills shortage in their IT team, they estimate their company's productivity levels would increase by 37% on average if they hired more skilled staff

Encouraging women into IT

- More than half (53%) respondents agree that that women generally find working in IT roles / functions less attractive than men do
- Of the 277 respondents who agree, when asked why they think women are generally less attracted to IT careers than men, the most common responses (out of a predefined list) were:
 - IT is perceived to be a male dominated profession (60%)
 - IT is not generally promoted as a viable career option for girls in school/college (33%)
 - Negative media perceptions (e.g. IT is "uncool/ nerdy") (28%)
- Two in five (40%) respondents say their companies are not doing anything to encourage women into IT. About one in five however, are promoting IT roles specifically to women (23%), have senior-level women in the organisation speak at networking events (21%), or visit schools / universities specifically to speak to girls / young women (20%)
 - The proportion of respondents who encourage women into IT increases to 70% (from 60%) for those whose companies have been in operation for up to 5 years
- More than two in five (44%) respondents rate the IT industry as 'good' at encouraging women to pursue IT careers, whereas one in five (19%) rate it as 'bad'
- When asked what they think would have the most impact in encouraging women to pursue IT careers, the most common responses were:
 - IT companies visiting schools / universities specifically to speak to girls / young women (13%)
 - Senior level women in IT roles speaking at networking events which promote the industry specifically to women (13%)
 - Promoting IT roles specifically to women (11%)
 - Better teachers of IT at school / university (11%)
 - More technology apprenticeships aimed at women (10%)