

Booking.com

2018 Women in Tech Research – Part III

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

Introduction

Each day, we read about women pushing boundaries in technology, whether launching start-ups, teaching coding and programming to girls and women, transforming businesses or using tech to benefit society and communities. And yet the numbers of women in tech are not climbing quickly enough. Nor do women overall feel that their companies or the tech industry are prioritizing gender diversity. To close the skills gap, maintain a pipeline of talent, accelerate innovation and diversity, the tech industry needs to better nurture female talent - not only those starting a tech career, but

also experienced women who have taken a break and want to re-enter the workforce. These women hold the key to retaining valuable knowledge and boosting the economy. Beyond their impact in tech today, women see potential to drive greater business outcomes, cultural shifts and positive industry-wide change. This third research report examines the contributions women feel that greater gender representation will bring to the tech industry, and why the industry needs to do more to prioritize diversity and inclusivity at all levels.



Gillian Tans, Chief Executive Officer, Booking.com



Driving greater gender diversity in tech is as much about unearthing untapped talent as it is about supporting women who have already built the skills, knowledge and expertise in our sector. Diversifying talent – with all aspects of experience, backgrounds and career paths – needs to be front of mind. Over the last ten years there have been significant changes to drive positive progress towards making the tech industry a more gender diverse place to work. We need to continue this momentum. Companies that prioritize inclusivity at every level and tap effectively into the existing talent pool as well as encourage new talent will continue to grow and thrive.

At Booking.com, we have long believed in investing in mentoring and recognition programs that support the continued development of women in tech - such as our scholarships program and the Booking.com Technology Playmaker Awards. What our research tells us is that the tech industry needs to work more closely together to align on ways to encourage women to pursue a career in tech. Women bring tremendous value that can positively impact both tech companies and the industry globally and should be part of proactive initiatives focused on inclusivity, retention and skills development.



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.

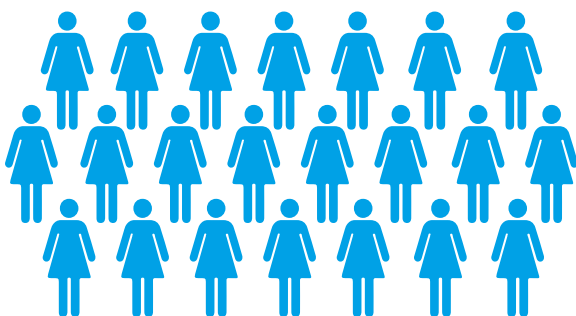
10 Key Markets

 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 of Field Research



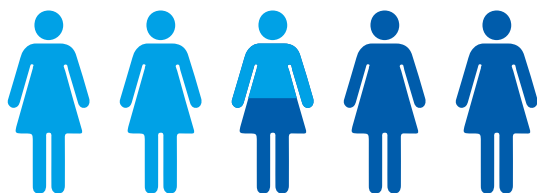
Key Findings

- 1** **Despite some successes to address the under-representation of women in the tech workforce, women in tech globally still don't feel gender diversity is being prioritized as much as it should be.** More than 2 in 5 women in tech (44%) feel their company does not prioritize gender diversity. Similarly, less than 3 in 5 (54%) feel that gender diversity is a top priority for the industry as a whole. To close the skills gap, unlock greater innovation and accelerate diversity, the tech industry needs to better nurture female talent - not only those considering or starting a tech career, but also established experts.
- 2** **Women are contributing to all aspects of tech – through innovation and technical skills, creating business value and driving positive societal or community change. Beyond this, women see opportunity to drive further business benefits and fuel positive industry-wide change.** 90% of women feel increasing female representation in tech will further diversify the sector, bringing fresh perspectives and backgrounds. They also believe it will contribute to improved brand reputation and trust in tech companies.
- 3** **Much focus on increasing gender diversity in tech has been on attracting girls to STEM and helping women launch tech careers. However, the research suggests that the tech industry needs to do more to retain the experience that skilled women bring and nurture those are looking to return to tech after a break.** 63% of female re-entrants to tech feel that taking a career break was detrimental to their individual career progression, showing that more needs to be done to help women re-integrate.
- 4** **A rise in 'returnships' or re-entry schemes for mid-career professionals who have taken a break and wish to return to the workforce, is reaping rewards for both women and tech companies. Female re-entrants want to be re-skilled and build on prior experience rather than feel like they are starting over.** Nearly 3 in 4 female re-entrants to tech (70%) believe that re-entry programs – which often focus on training, upskilling and mentorship – are essential for them to overcome re-entry challenges.
- 5** **Encouragingly, re-entry programs are having an impact and empowering women with the skills, support and confidence to resume a tech career. Companies are providing access to mentorship, coaching, skills refreshers to help experienced tech professionals ease back into employment.** 68% of female re-entrants to tech said their company helped them update their technical or other skills following their return.

Despite some successful initiatives to close the gender gap and encourage more women into tech, women working in tech globally still don't feel gender diversity is being prioritized as much as it should be.

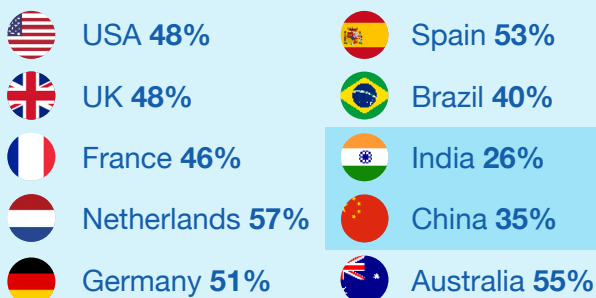
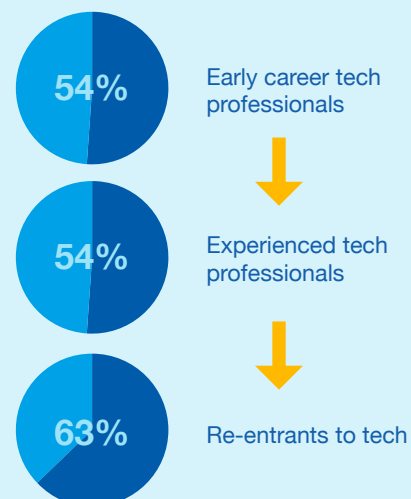
More than 2 in 5 women currently working in the global tech industry (44%) feel that gender diversity is not a top priority for their company.

This figure rises to nearly 3 in 5 women in the Netherlands – the highest globally – showing that corporate initiatives to address the under-representation of women in tech here need to be stronger or more visible. In India and China, this is less of an issue.



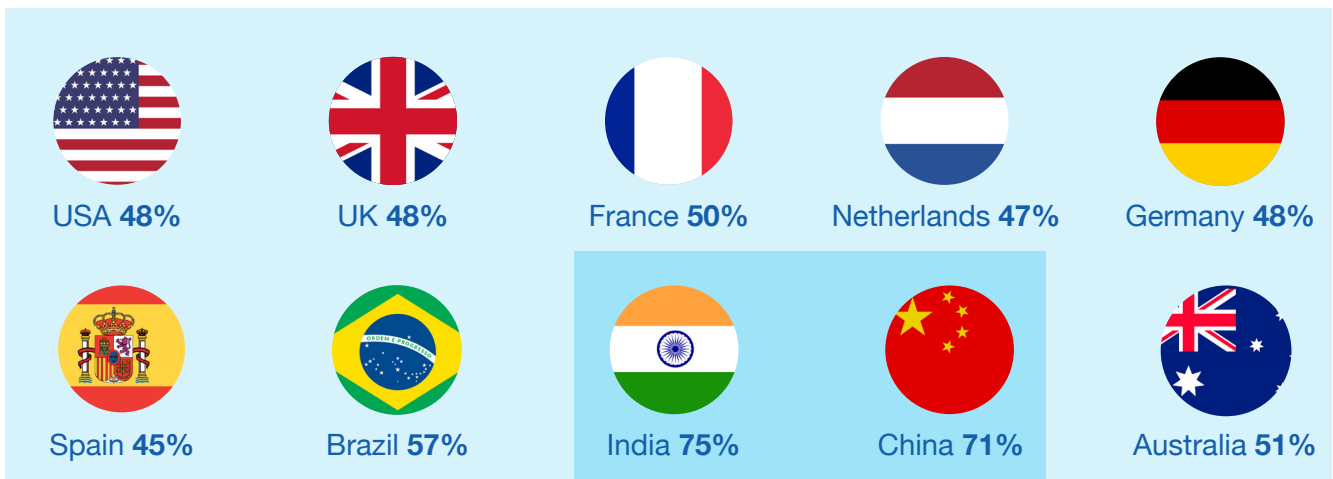
Perceptions of a lack of company commitment to gender diversity in tech are shared by women across all stages of their tech careers, from early career professionals to experienced tech professionals as well as re-entrants to tech.

Percentage of women who feel gender diversity is a top priority for their company (asked of women already working in tech)

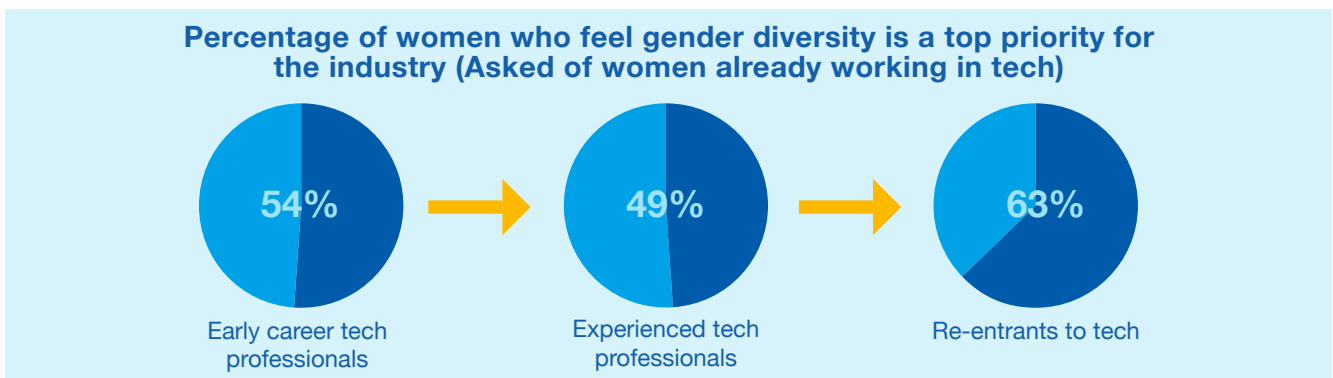


Similarly, less than 3 in 5 women currently working in tech (54%) feel that gender diversity is a top priority for the industry as a whole.

This figure rises to nearly 3 in 4 women in India and China. The findings show that the industry has more work to do – overall and particularly in these regions – to show that there is an industry-wide commitment to creating a more gender balanced tech workforce.



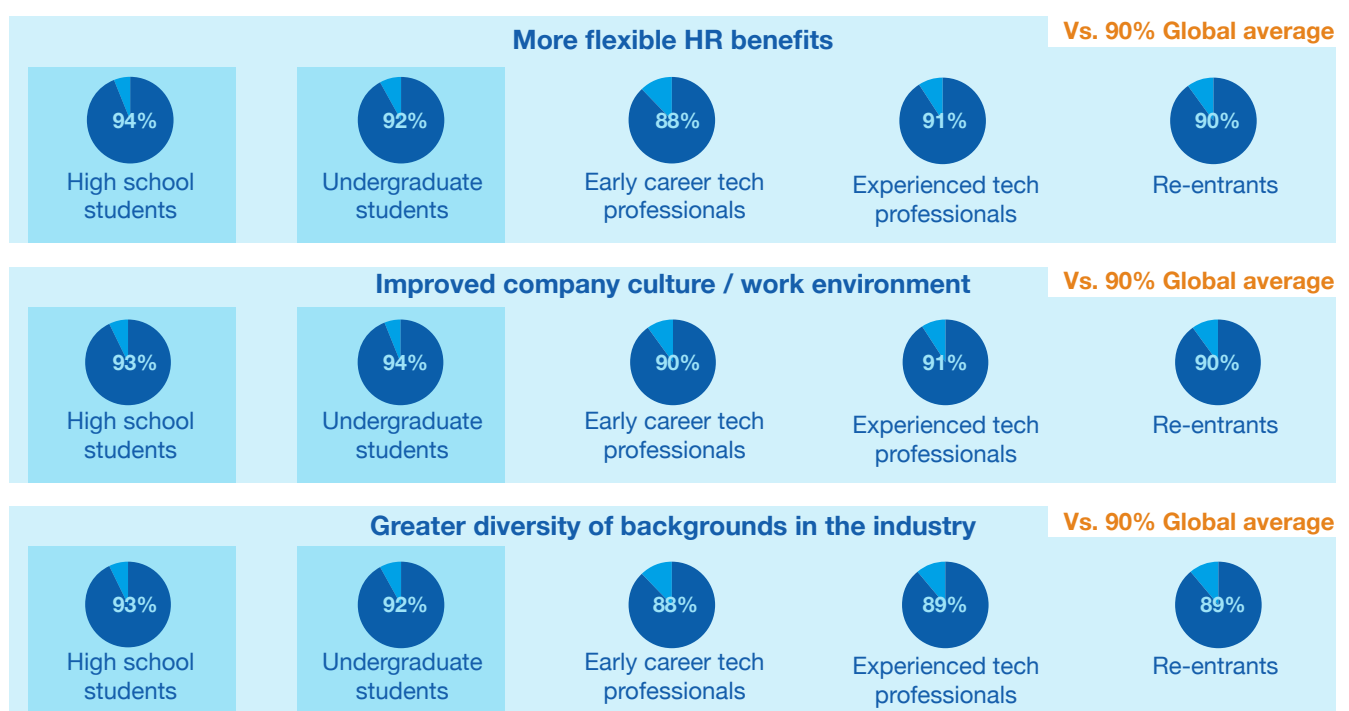
Perceptions of a lack of prioritization of gender diversity by the tech industry are shared by women across all stages of their tech careers, from early career professionals to experienced tech professionals as well as re-entrants to tech.



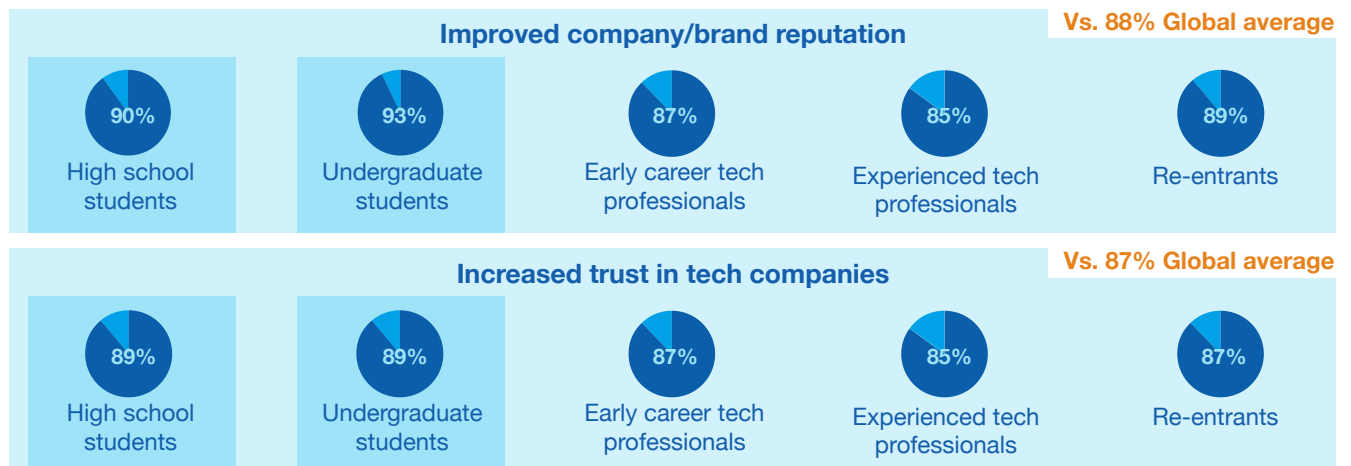
Women see opportunities to drive real business benefits and positive change across the tech industry through greater female representation in the workforce

9 in 10 women in tech and students interested in pursuing a tech career (90%) said an increase in the number of women working in tech would contribute to diversifying the sector, bringing fresh perspectives, backgrounds, and experiences. They also cited contributions to other company outcomes ranging from cultural and workplace improvements to a positive impact on brand reputation and trustworthiness.

Percentage of women who believe an increase in the number of women in the tech sector will contribute to the following company outcomes

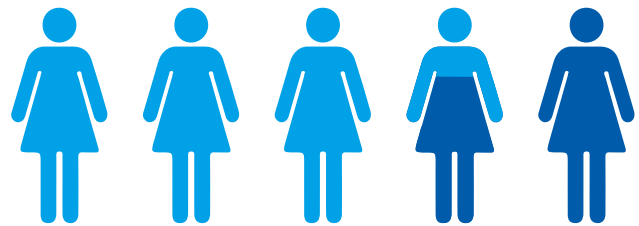


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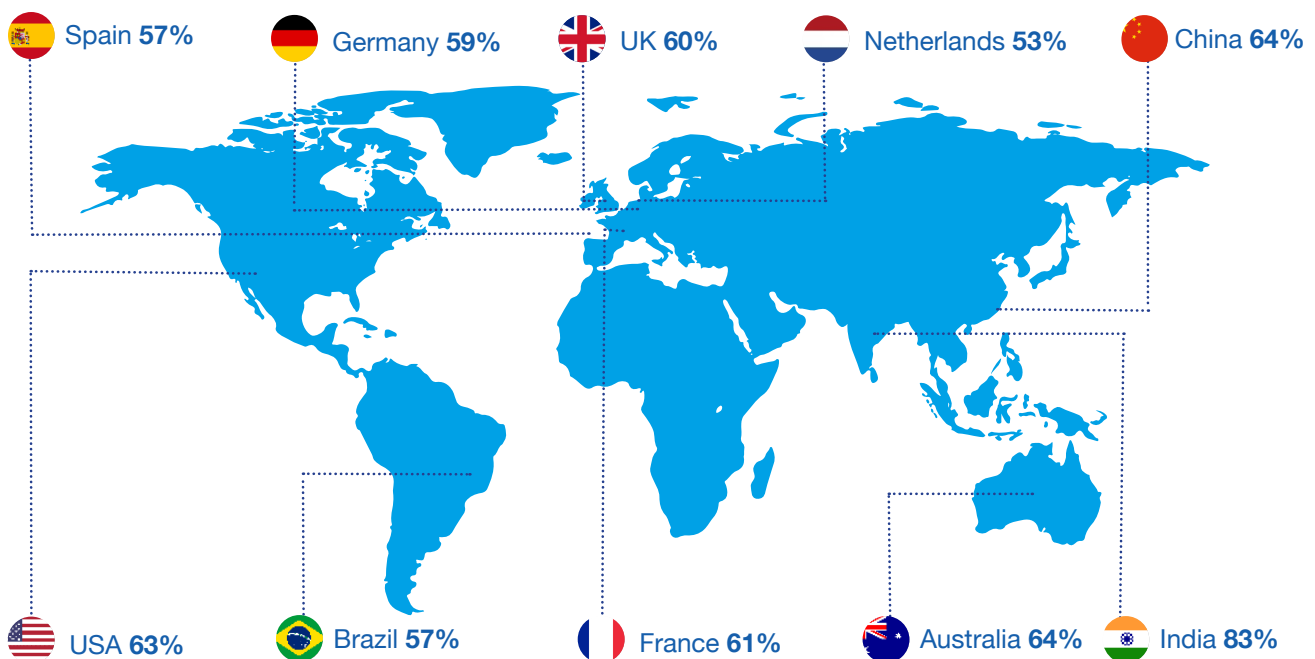


However, findings suggest the tech industry is not doing enough to retain the breadth and years of knowledge that experienced, skilled women bring to the workforce, and to welcome and nurture those who have taken a career break and are looking to return to a role in technology

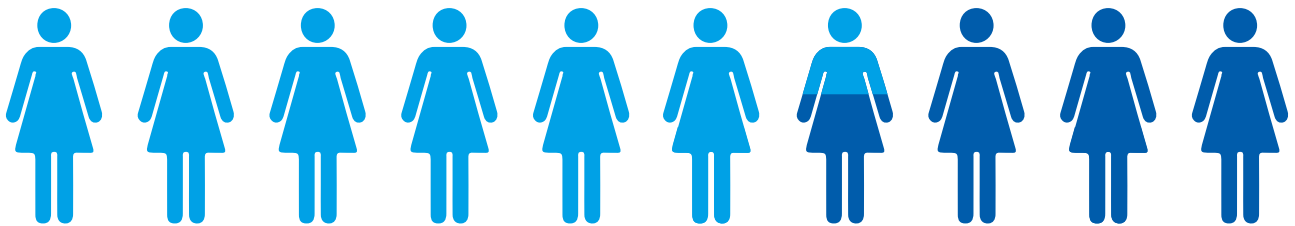
More than 3 in 5 female re-entrants to the tech industry (63%) feel that taking a career break was detrimental to their individual career progression.



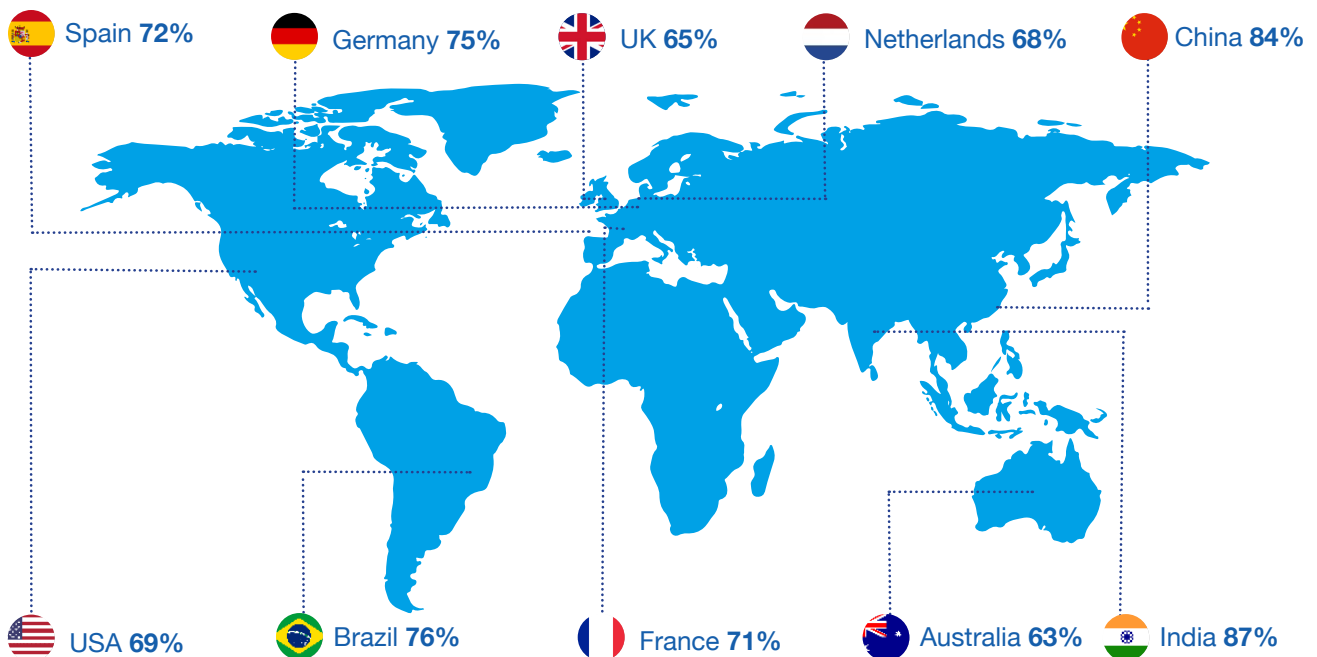
This sentiment is also consistent across markets, though women in tech in India are especially sensitive to the negative impact on their tech career following a break.



The same number of female re-entrants to tech (63%) feels less valued for their work contributions upon their return following a career break. This too is a sentiment that is echoed most strongly in India (72%)



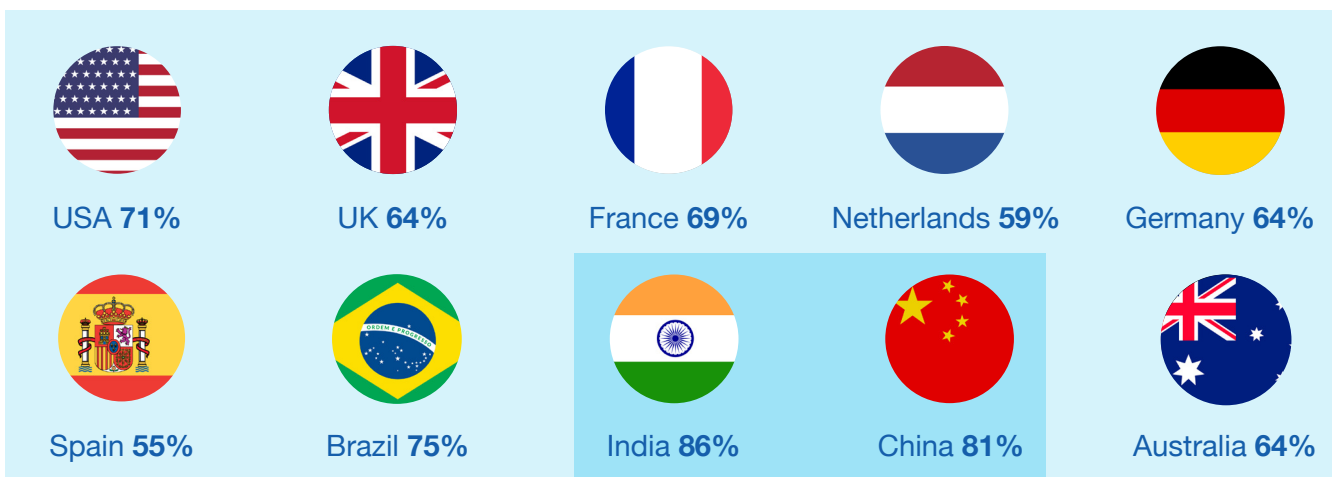
In addition, almost three in four female re-entrants to tech (73%) believe the tech industry needs to do more to actively support their re-entry to the field. This sentiment is felt the most strongly in India and China.



A rise in ‘returnships’ – re-entry schemes for mid-career professionals who have taken a break and wish to re-join the workforce – is raising hopes for women in technology. Female re-entrants want to be empowered and re-skilled, and build on previous experience rather than feel like they are starting from the beginning.

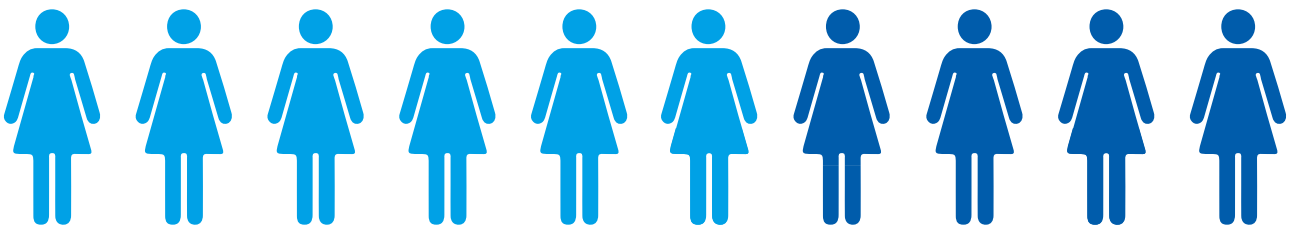
Nearly 3 in 4 female re-entrants to tech (70%) believe that re-entry programs – which are often focused on training, re-skilling, upskilling and mentorship – are key for them to overcome re-entry challenges.

This figure rises to more than 4 in 5 in India (86%) and China (81%) respectively.



Encouragingly, these programs are already making an impact and empowering women with the skills and support they need to resume and progress in a tech career.

More than 3 in 5 women re-entrants to tech (62%) say they had access to a mentor upon their return to work – something women in tech identified as essential to their career success.



A similar number (68%) said their company helped them update their technical or other skills following their return to the industry.

