

Workplace Gender Equality

A Reality Check!

Dipstick opinion survey

- Opinion about gender equality in their current organisation
 - A survey to find out what employees think about issues that affect women and men in the workplace
- An online anonymous industry survey
 - Powered by Google forms

Opinion On...

**Work and
Caring arrangements**

**Flexible work
arrangements**

**Recruitment
& promotions**

**Sexual
Harassment**

**Equal
Remuneration**



Respondent Profile

Sample Size: 130

Ad & Media World, Mumbai



Ad & Media World, Mumbai

- Mid to Senior level employees
 - Advertising agencies
 - Media agencies
 - Media Houses (Channels, Publications & Radio stations)



Ad & Media World, Mumbai

- Well qualified
 - **73%** of respondents hold either a PG degree or PG diploma
- Spent a fair number of years in the industry
 - **50%** of respondents have over 10 years of work experience
 - **89%** respondents are full time, permanent employees of their current organisations

Let's look at some findings



91%

feel I am valued as an employee

Significant **40%** between 35 to 55 years strongly agree,
with closely comparable male/female scores

88%

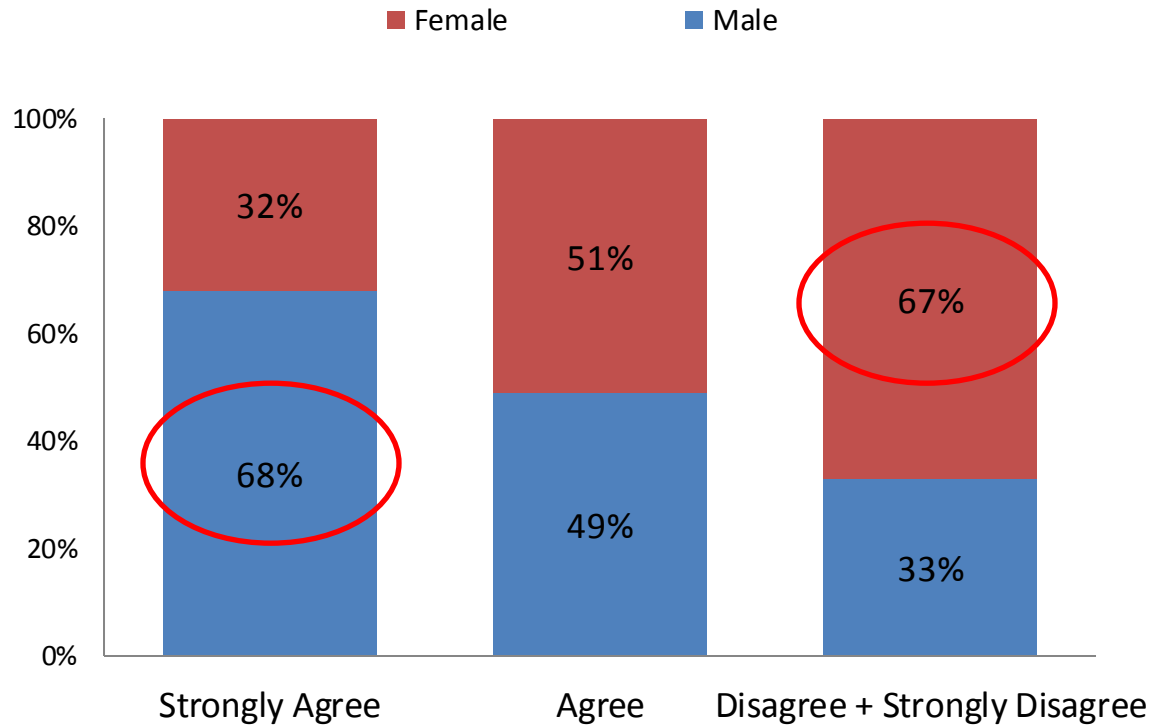
feel most senior managers genuinely support
equality between women and men

32% strongly agree

Take a closer look

'Men' agree more while 'Women' disagree

Most senior managers genuinely support equality between men and women





91%

Men believe women and men
at similar positions are paid equally

A significant 35% women disagree

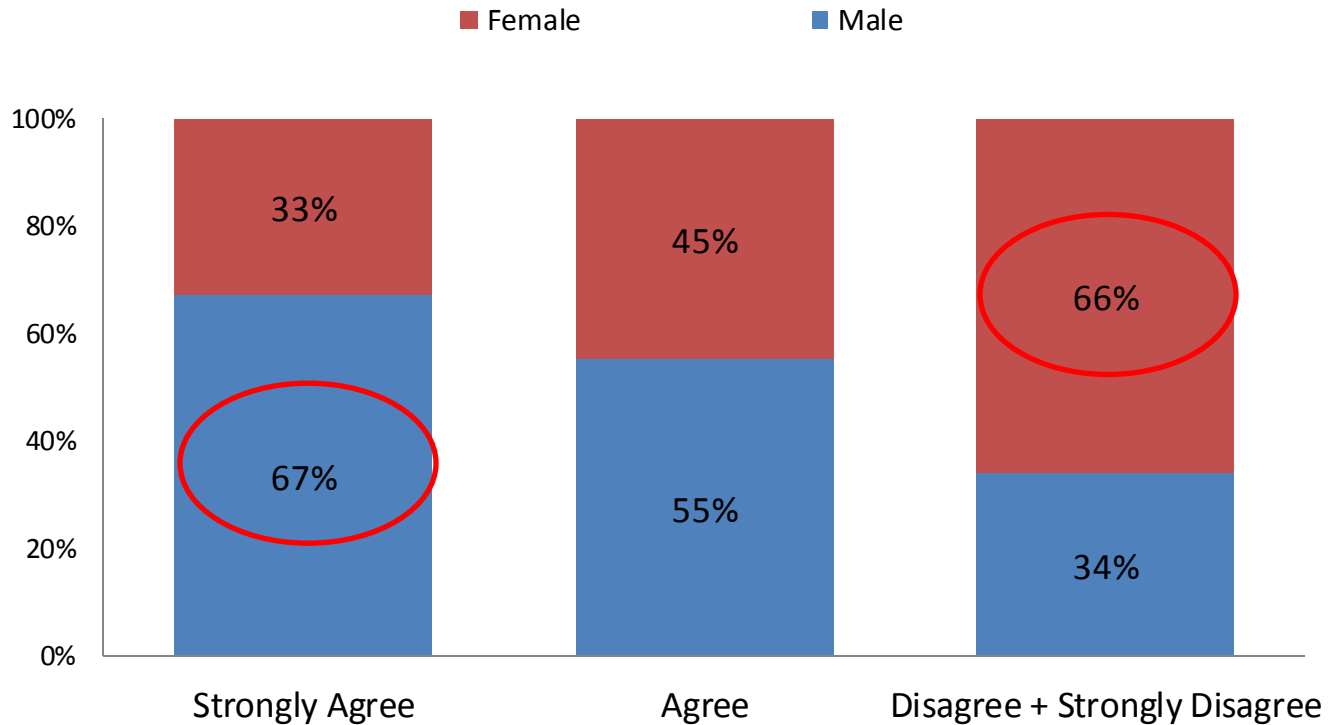
got assumptions?

23%

believe their organisation DOES make assumptions about people's capabilities based on gender, age, pregnancy or family responsibilities

'Women' feel this more than 'Men'

I believe the organisation does not make assumptions about people's capabilities based on gender, age, pregnancy or family responsibilities



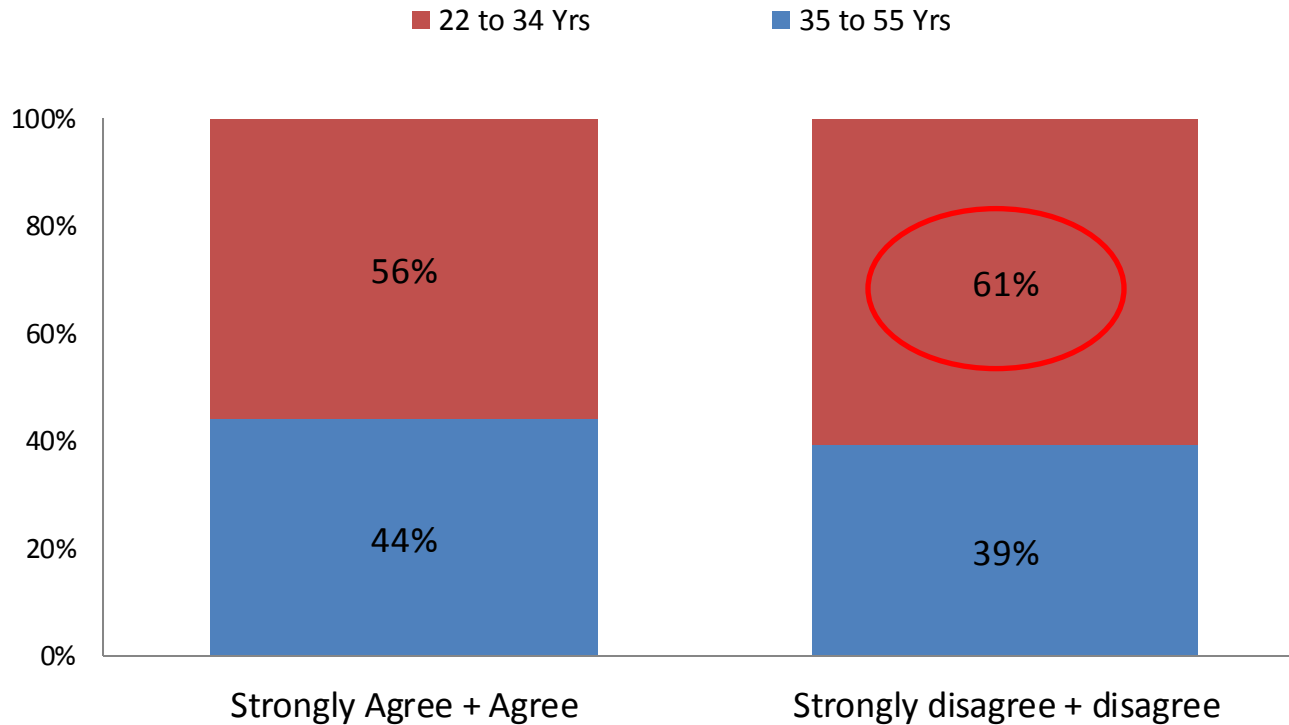


48%

feel flexible working hours are actively encouraged
in my work area

A large majority in the younger age group disagree

Flexible working hours are actively encouraged in my work area



Only **35%**

feel that MEN are actively encouraged to adopt flexible work arrangements in this organisation

A large majority disagrees



60% women

feel my commitment to this organisation would be questioned if I chose to use flexible work options

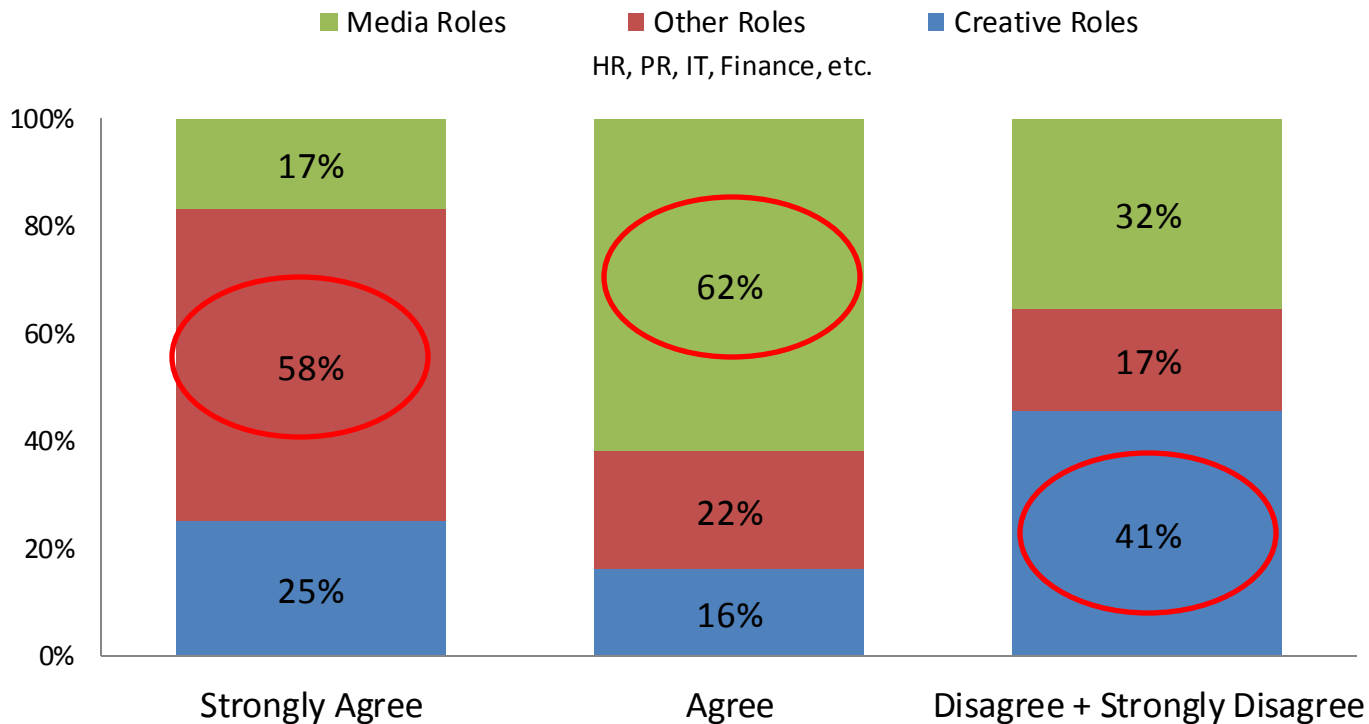
A significant **56%** of men feel the same way too

55%

- a significant majority feel
they have **NOT** been actively encouraged
to apply for other positions in this organisation

Media & support roles rotate easily as compared to creative roles

I have been actively encouraged to apply for other positions in this organisation





53%

Leave arrangements are sufficiently flexible to enable me to handle important caring issues

Though **25%** men still disagree

However the disagreement drops to **22%** amongst women

Let's look at more serious topic

Note: samples are low

9%

People you work with having inappropriate physical contact with you

7% women claim to have been subject
to improper sexual advances

9% men are not sure
if the physical contact was inappropriate

Is it harassment?

People you work with	Displaying or sending you pictures or jokes of a sexual/sexist nature which you found offensive			Making repeated and unwelcome remarks, suggestions or jokes to you of a sexual/sexist nature		
	Often	Sometimes	Not Sure	Often	Sometimes	Not Sure
Female	2	6	2	1	10	2
Male	0	7	6	0	8	5

The incidence is high amongst women,

Uncertainty high amongst men



17%

Have you observed someone else in this organisation being sexually harassed?

Did you?

	Did you know what to do about it, who to talk to about it etc.?		Did you report the incident to someone in this organisation?	
	Yes	No	Yes	No
Female	13	6	5	9
Male	13	9	2	10

Few know what to do about it,

And fewer report it

Only **50%** companies have
a committee to address harassment

What are the opinion trends stating?

To sum it up...

- High energy and moral amongst employees of this industry
- Women in this industry feel
 - Top management is NOT supportive of Gender equality
 - Face a bias due to gender, age, pregnancy or family responsibilities
- A significant number of women also feel they are not paid at par with Men

To sum it up...

- Though the industry is accommodative and flexible to enable employees to handle important caring issues
- Both, men and women feel their commitment to the organisation will be questioned if they chose flexible work options
- Men NOT encouraged to chose flexible work arrangements

To sum it up...

- Sexual harassment incidences are high
- Reporting is low, rather there is little or no knowledge about reporting amongst employees

Thank You



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