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…

- Flexible work arrangements
- Recruitment & promotions
- Work and Caring arrangements
- Sexual Harassment
- Equal Remuneration
Respondent Profile

Sample Size: 130
Ad & Media World, Mumbai

Gender

- Male: 53%
- Female: 47%

Total Sample: 130

Age

- 22 to 34 Yrs: 59%
- 35 to 55 yrs: 41%

Total Sample: 130
Ad & Media World, Mumbai

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

Roles

<table>
<thead>
<tr>
<th>Roles</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Roles</td>
<td>30%</td>
</tr>
<tr>
<td>Media Roles</td>
<td>47%</td>
</tr>
<tr>
<td>Other Roles</td>
<td>23%</td>
</tr>
</tbody>
</table>

Total Sample: 130

HR, PR, IT, Finance, etc.
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

Total Sample: 130
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

Total Sample: 130
Take a closer look

‘Men’ agree more while ‘Women’ disagree

Most senior managers genuinely support equality between men and women

- **Strongly Agree**
  - Female: 32%
  - Male: 68%
  - Total: 68%

- **Agree**
  - Female: 51%
  - Male: 49%
  - Total: 50%

- **Disagree + Strongly Disagree**
  - Female: 67%
  - Male: 33%
  - Total: 67%

Total Sample: 130
91%

Men believe women and men at similar positions are paid equally

A significant 35% women disagree

Total Sample: 130
23% believe their organisation DOES make assumptions about people’s capabilities based on gender, age, pregnancy or family responsibilities.

Total Sample: 130
‘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

- **Strongly Agree**
  - Female: 33%
  - Male: 67%
- **Agree**
  - Female: 45%
  - Male: 55%
- **Disagree + Strongly Disagree**
  - Female: 34%
  - Male: 66%

Total Sample: 130
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

- **Strongly Agree + Agree**
  - 22 to 34 Yrs: 56%
  - 35 to 55 Yrs: 44%

- **Strongly disagree + disagree**
  - 22 to 34 Yrs: 61%
  - 35 to 55 Yrs: 39%

Total Sample: 130
Only 35% 

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

A large majority disagrees
60% of 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

<table>
<thead>
<tr>
<th></th>
<th>Media Roles</th>
<th>Other Roles</th>
<th>Creative Roles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
<td>17%</td>
<td>58%</td>
<td>25%</td>
</tr>
<tr>
<td>Agree</td>
<td>62%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Disagree + Strongly Disagree</td>
<td>32%</td>
<td>17%</td>
<td>41%</td>
</tr>
</tbody>
</table>

Total Sample: 130
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

Total Sample: 130
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?

<table>
<thead>
<tr>
<th>People you work with</th>
<th>Displaying or sending you pictures or jokes of a sexual/sexist nature which you found offensive</th>
<th>Making repeated and unwelcome remarks, suggestions or jokes to you of a sexual/sexist nature</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Often</td>
<td>Sometimes</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Male</td>
<td>0</td>
<td>7</td>
</tr>
</tbody>
</table>

The incidence is high amongst women,
Uncertainty high amongst men
Have you observed someone else in this organisation being sexually harassed?

17%

Total Sample: 130
Did you?

<table>
<thead>
<tr>
<th></th>
<th>Did you know what to do about it, who to talk to about it etc.?</th>
<th>Did you report the incident to someone in this organisation?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Female</td>
<td>13</td>
<td>6</td>
</tr>
<tr>
<td>Male</td>
<td>13</td>
<td>9</td>
</tr>
</tbody>
</table>

Few know what to do about it,
And fewer report it

Actual Count; Total Sample: 130
Only 50% companies have a committee to address harassment

Total Sample: 130
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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