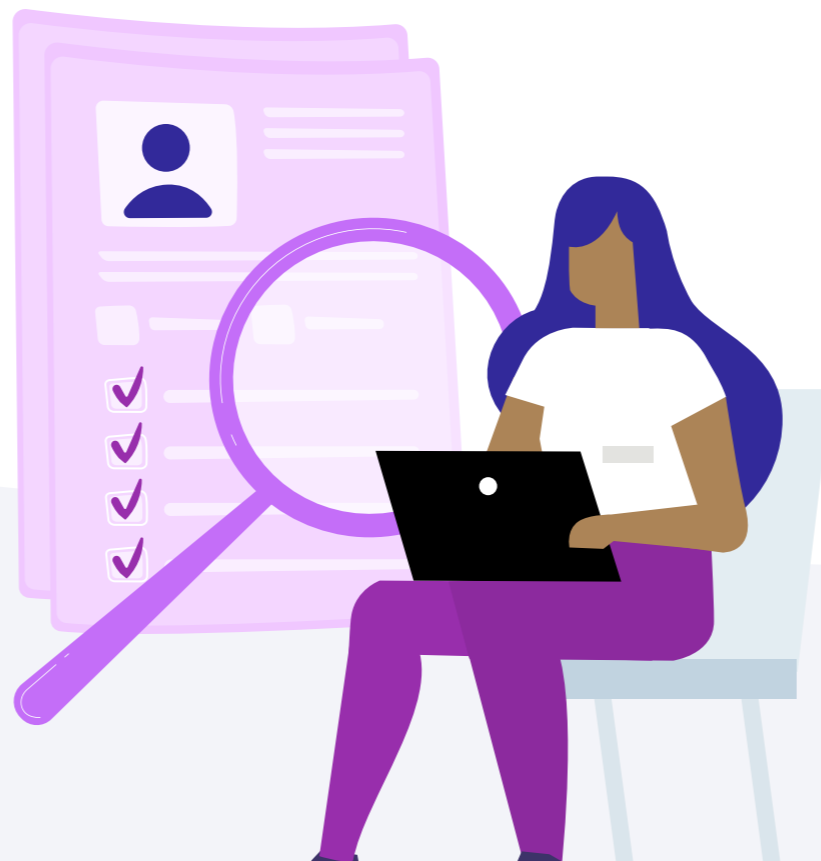




November 2020

How 2020 Changed the Job Search Landscape



Executive Summary

Fairygodboss surveyed **1,000 men and women** to learn more about **how they look for and evaluate potential employers and job opportunities.**

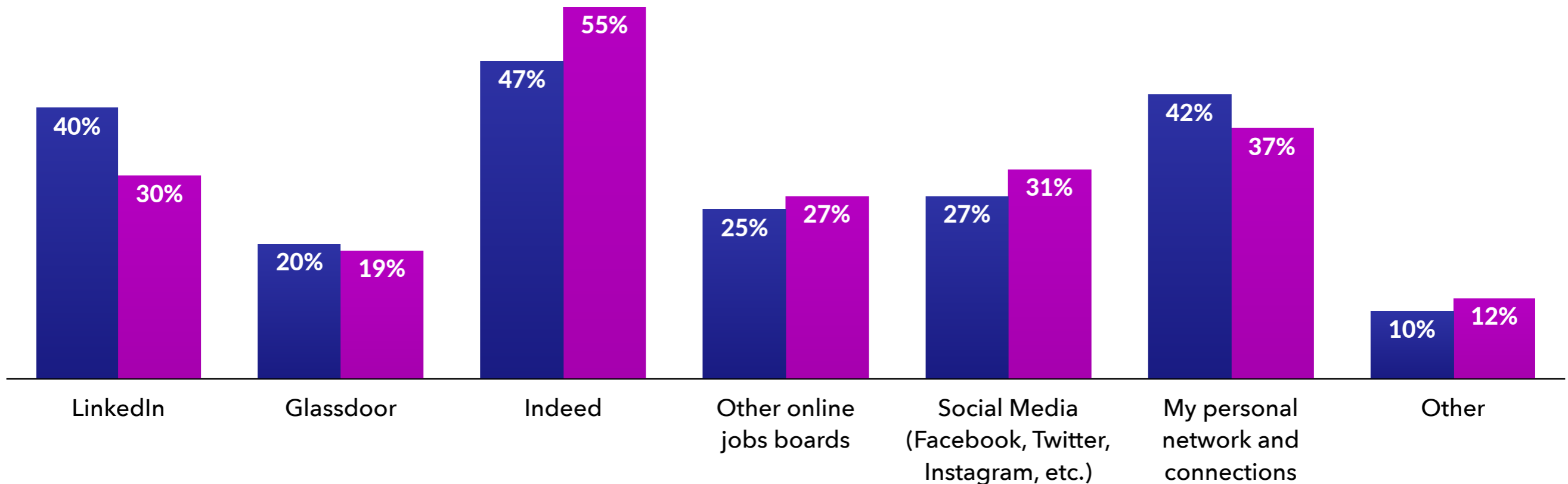
While men and women share some similarities when it comes to compensation, their priorities differ when it comes to additional benefits and social issues. Women are more likely to care about an employer's stance on gender and racial equality, so we surveyed an additional 500 women to learn more about how they believe media and corporate attention will, or will not, affect racial inequalities in the workplace.

Read the full report to learn more.

When looking for a job, which resources do you use?

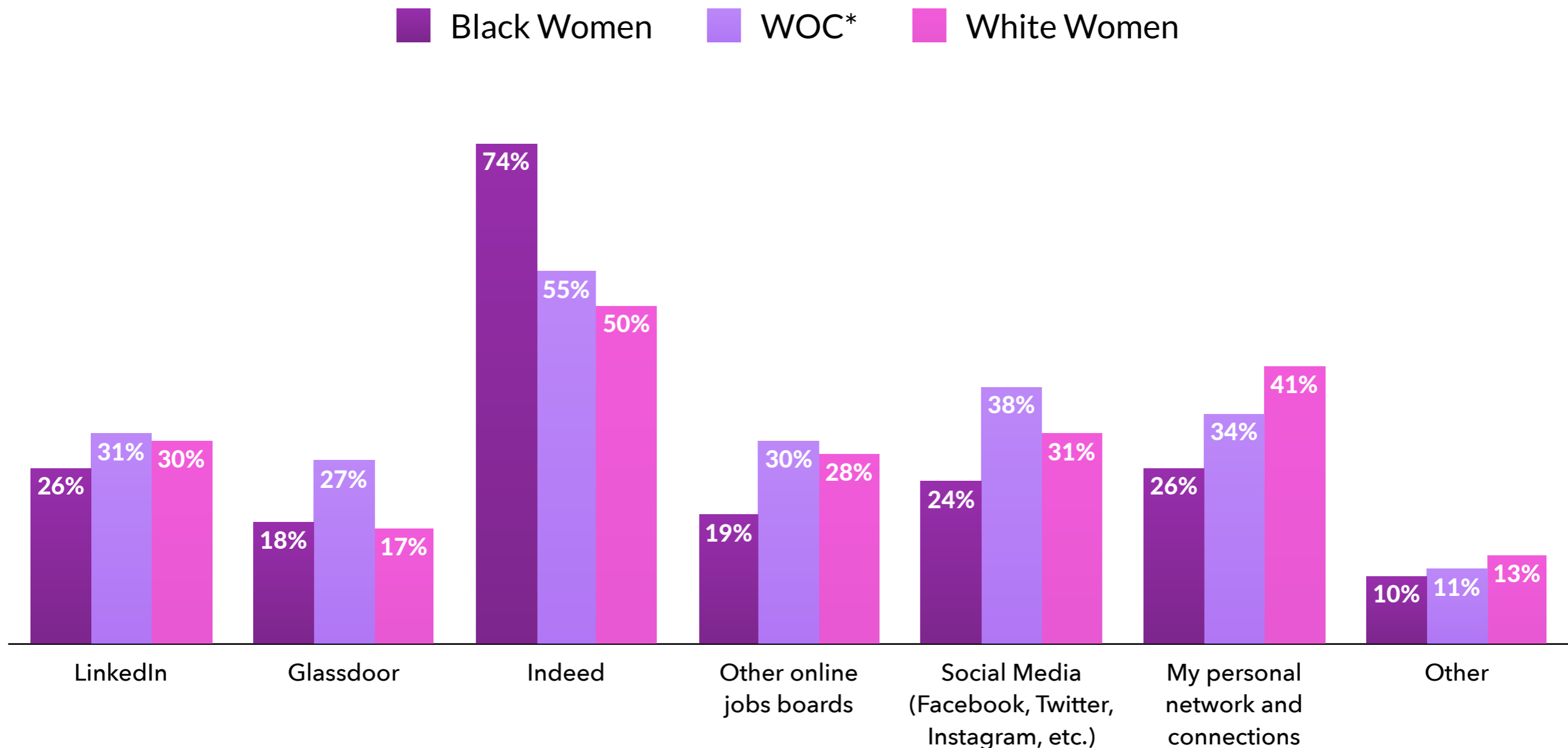
Select all that apply.

■ Men ■ Women



When looking for a job, which resources do you use?

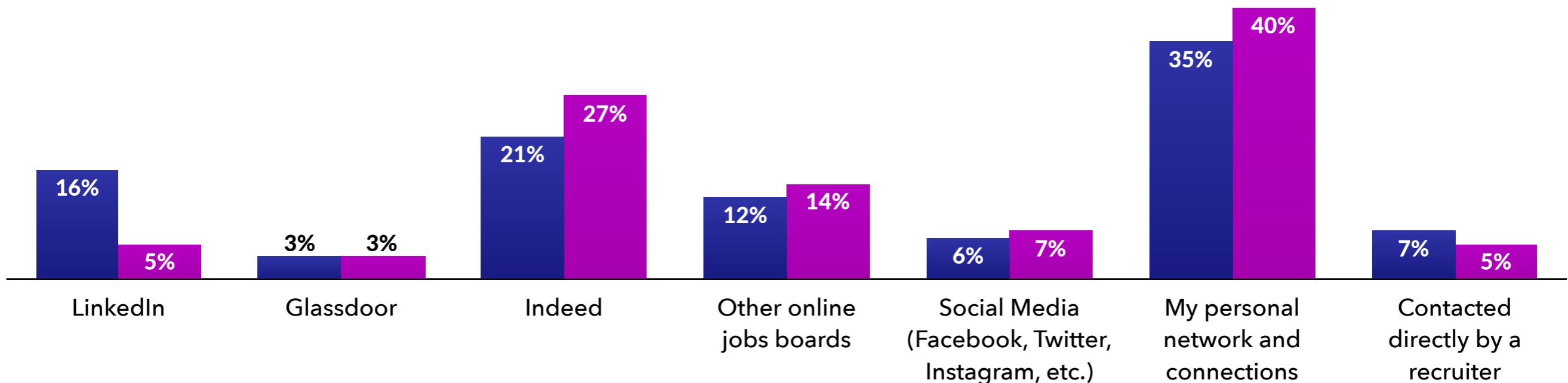
Select all that apply.



*Women of Color includes Latinx, Asian, Indian, Native American, Multi-Racial, and Other

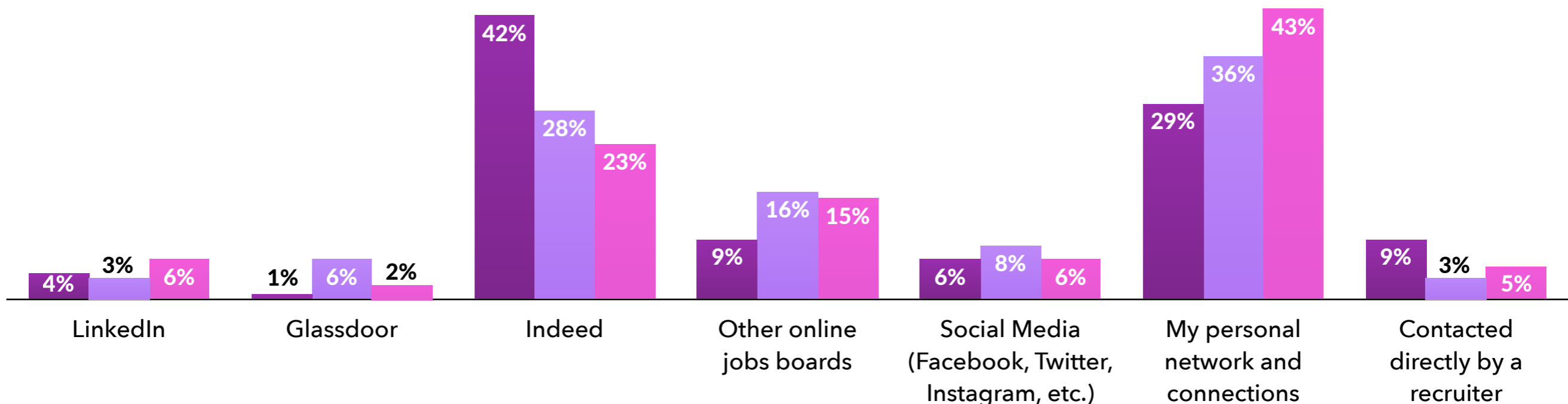
Throughout your career, where have you found the most success looking for jobs?

■ Men ■ Women



Throughout your career, where have you found the most success looking for jobs?

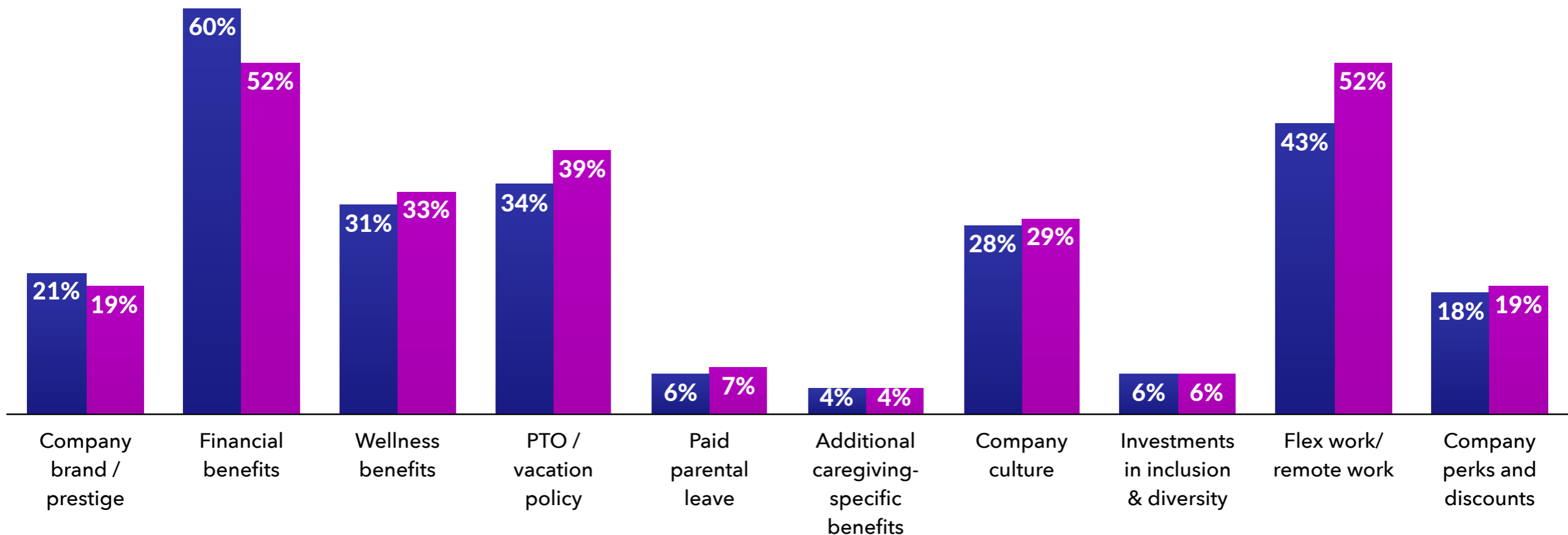
■ Black Women ■ WOC ■ White Women



When looking for a new job, which of the following, regarding the company, are most important to you?

Select top 3.

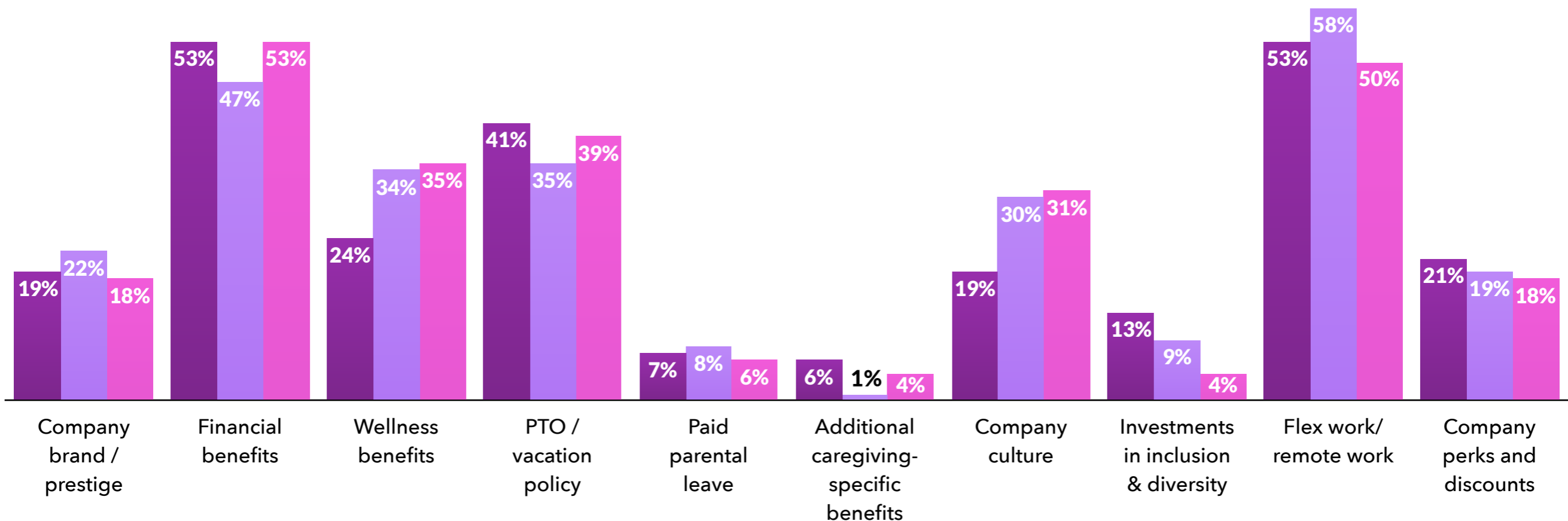
Men Women



When looking for a new job, which of the following, regarding the company, are most important to you?

Select top 3.

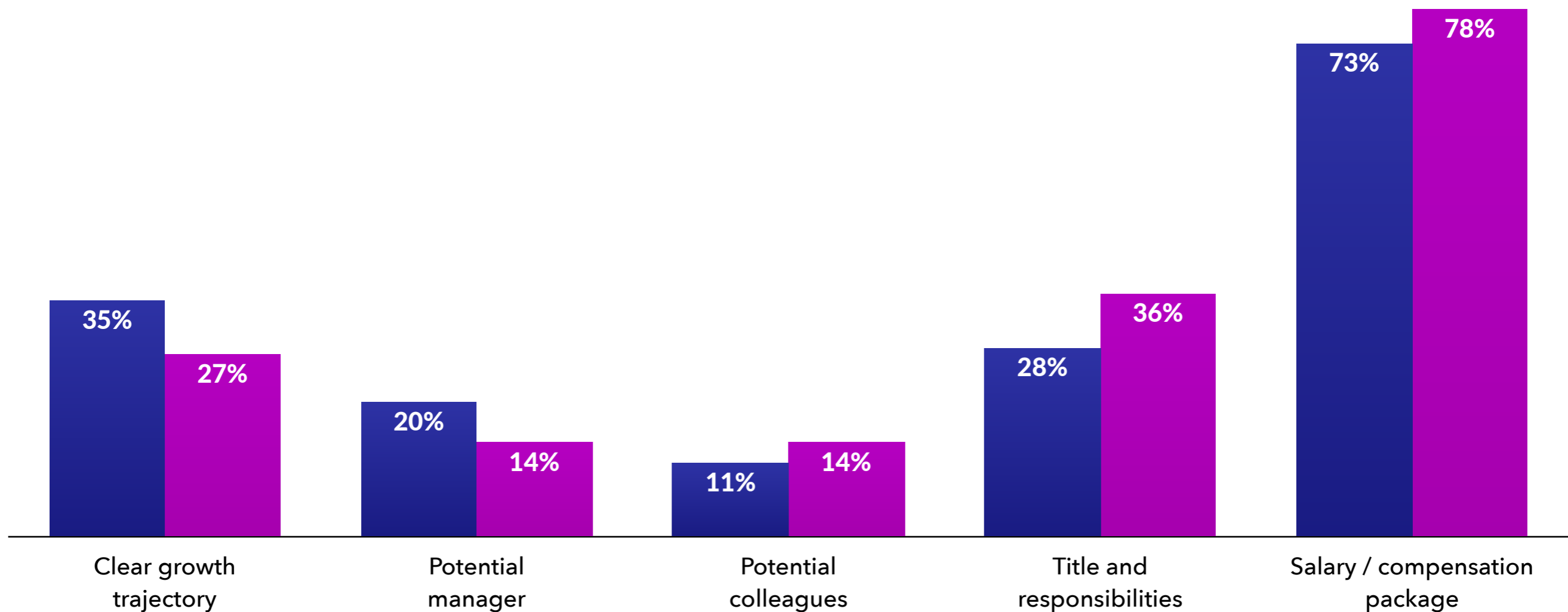
Black Women WOC White Women



When evaluating a new job opportunity, which of the following, regarding the role, are most important to you?

Select 2.

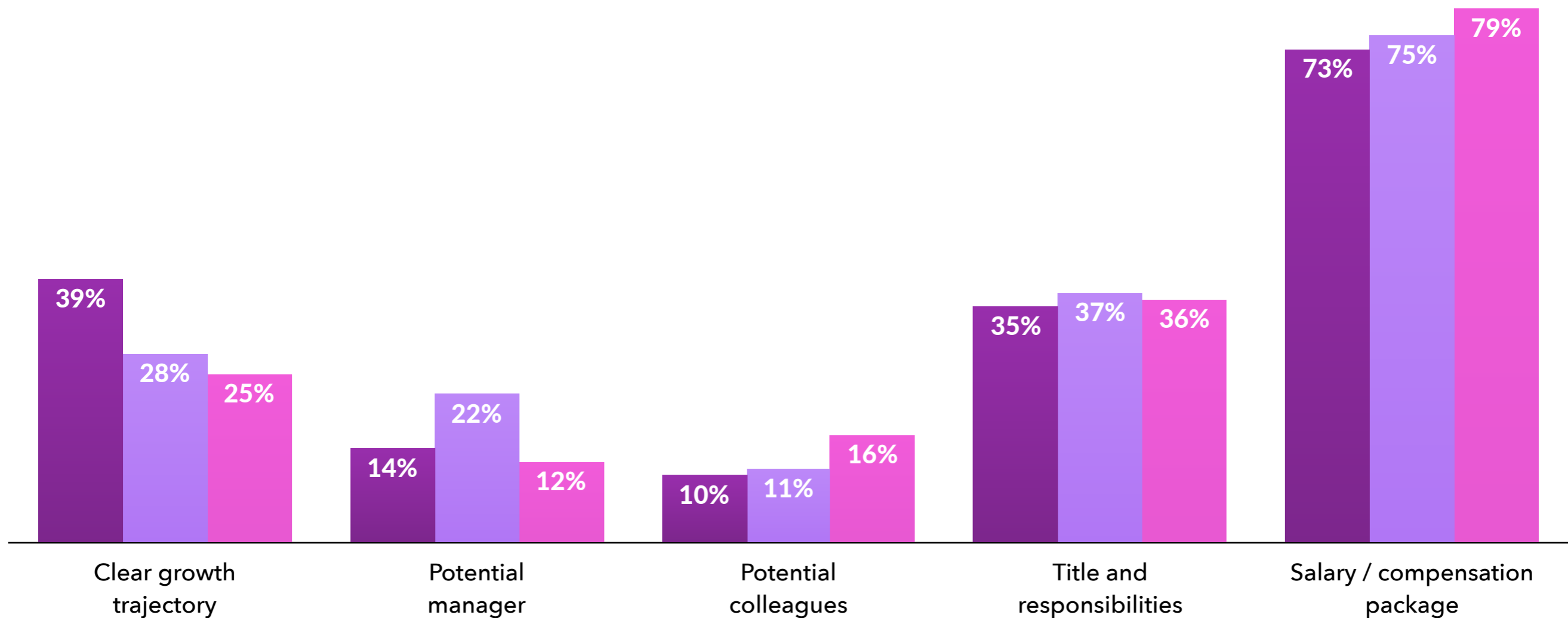
Men Women



When evaluating a new job opportunity, which of the following, regarding the role, are most important to you?

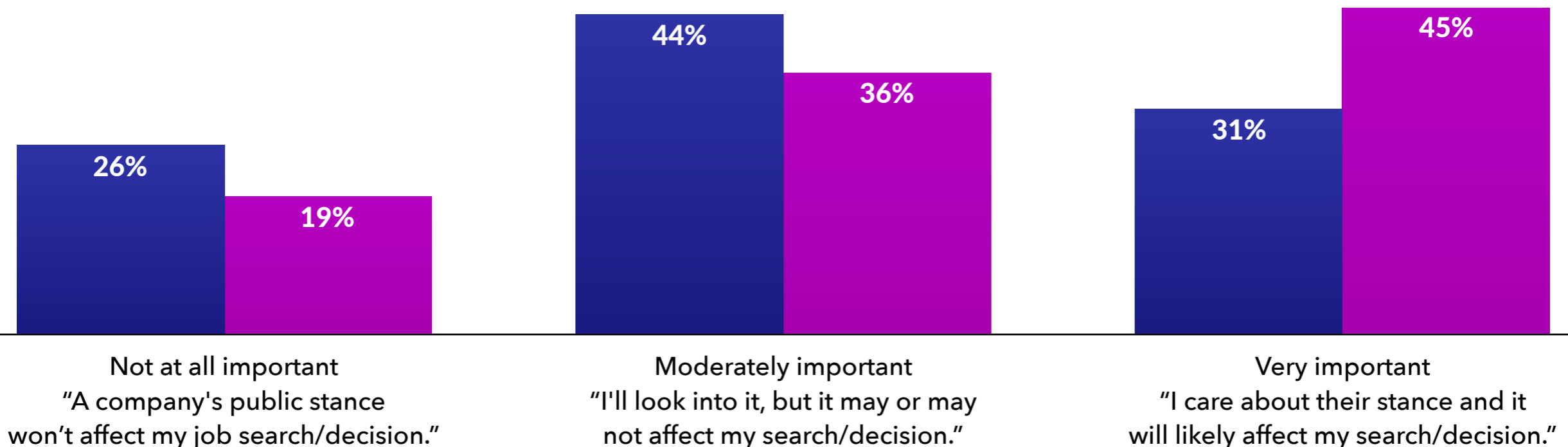
Select 2.

Black Women WOC White Women



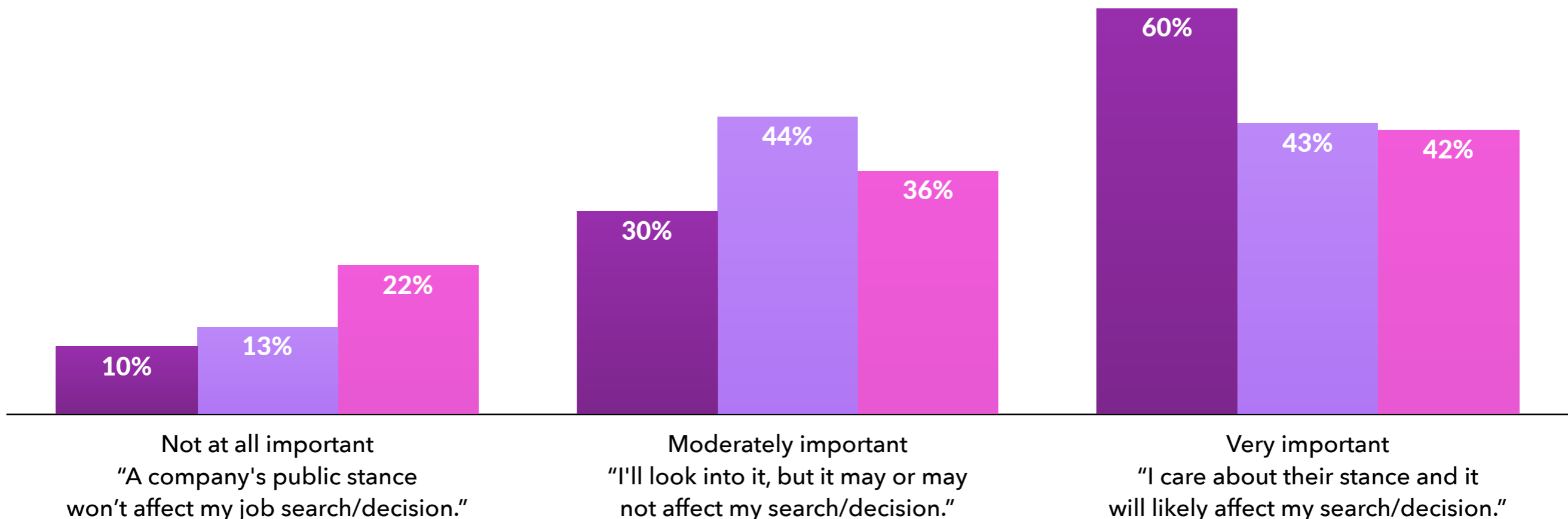
How important is/will be a potential employer's stance on gender equality to you during your job search process?

■ Men ■ Women



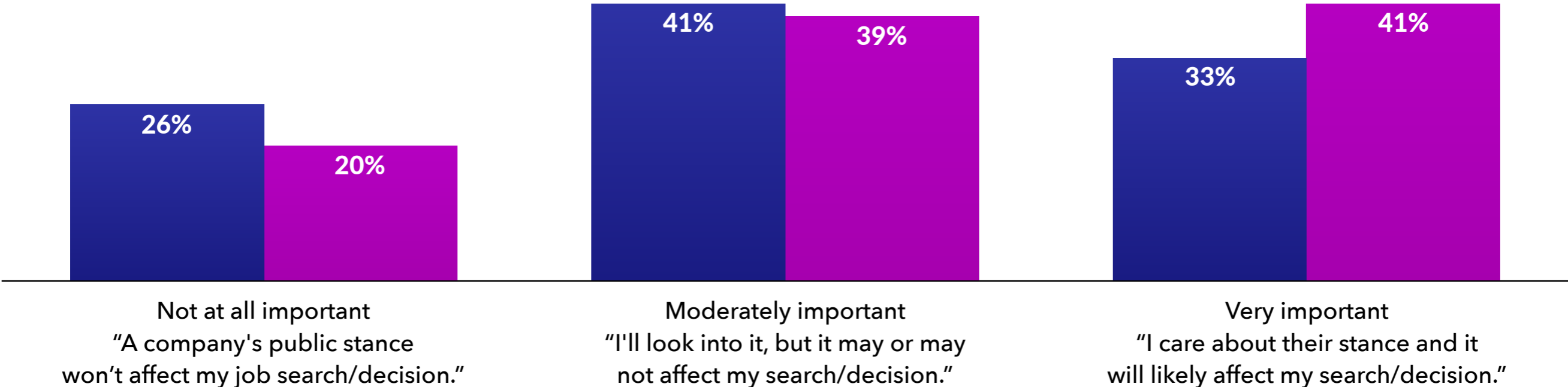
How important is/will be a potential employer's stance on gender equality to you during your job search process?

Black Women WOC White Women



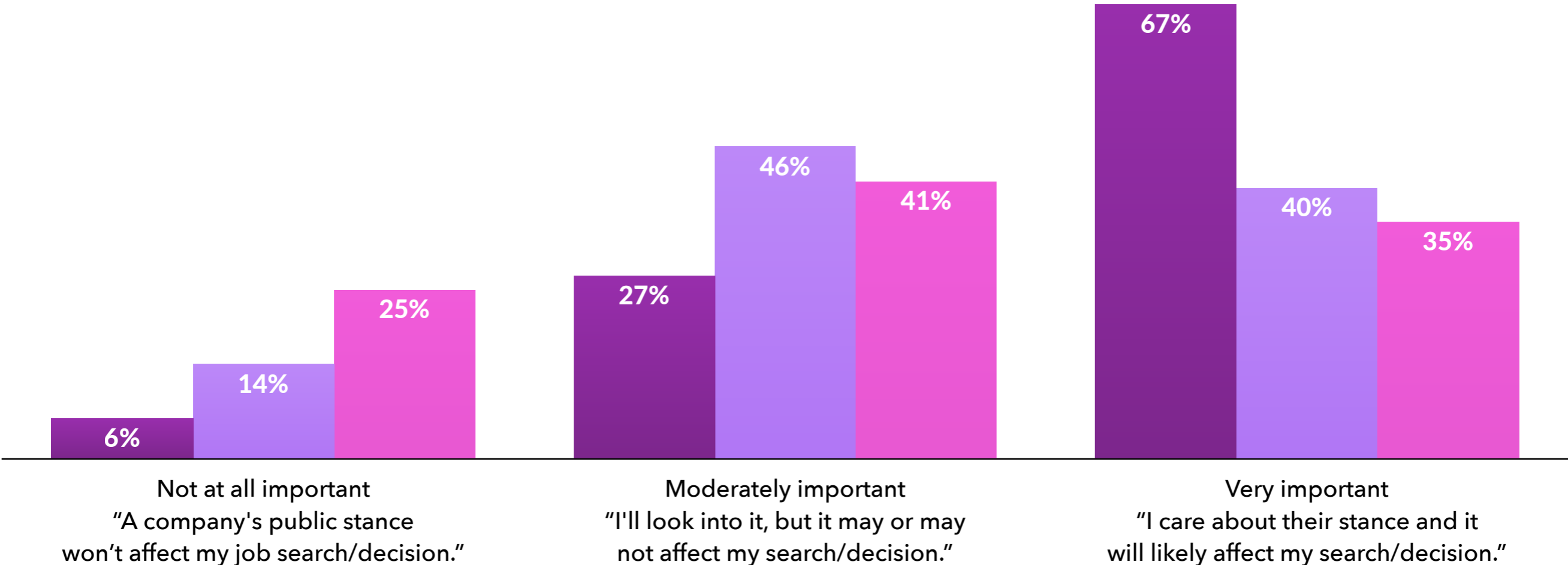
How important is/will be a potential employer's stance on racial equality to you during your job search process?

■ Men ■ Women



How important is/will be a potential employer's stance on racial equality to you during your job search process?

■ Black Women ■ WOC ■ White Women



Respondent Demographics

1,000

Total Respondents

Gender	
Women	69%
Men	32%

Age	
18-24	4%
25-34	21%
35-44	30%
45-54	23%
55-64	18%
65+	4%

Ethnicity	
Black	16%
White	69%
Asian	4%
Hispanic/Latinx	6%
Indian	1%
Native American	1%
Multi-racial/Other	4%

Do you think increased media attention on racial inequality will help reduce inequality and biases in the US workplace?

*500 women respondents for all following questions

Women of different races have similar opinions:

32% WOC

28% white women

think increased media attention will help reduce inequality and biases

29%

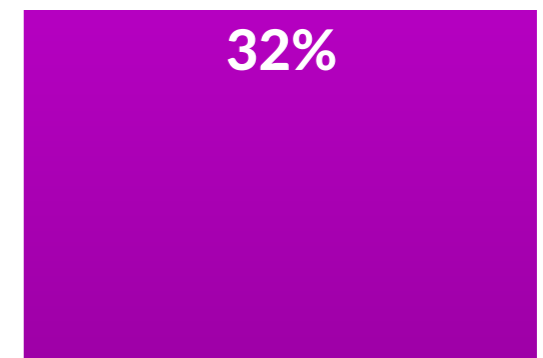
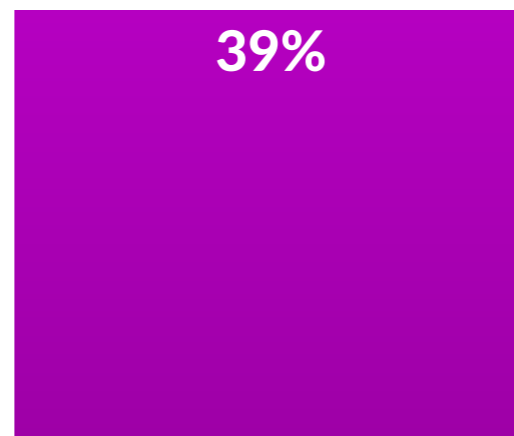
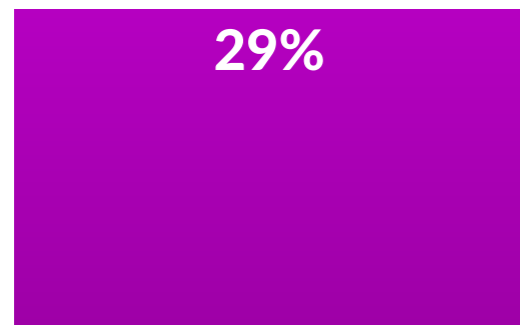
39%

32%

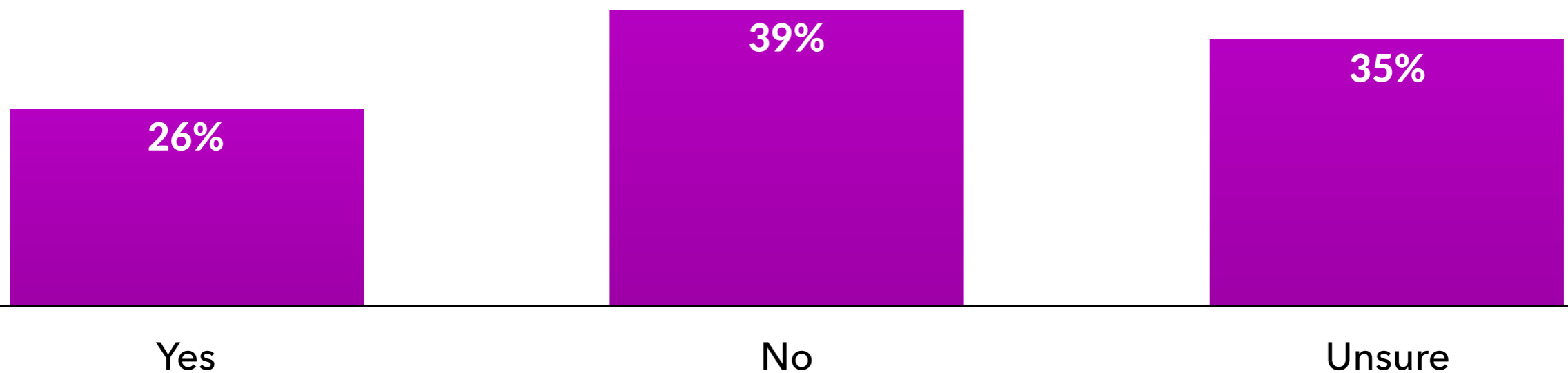
Yes

No

Unsure

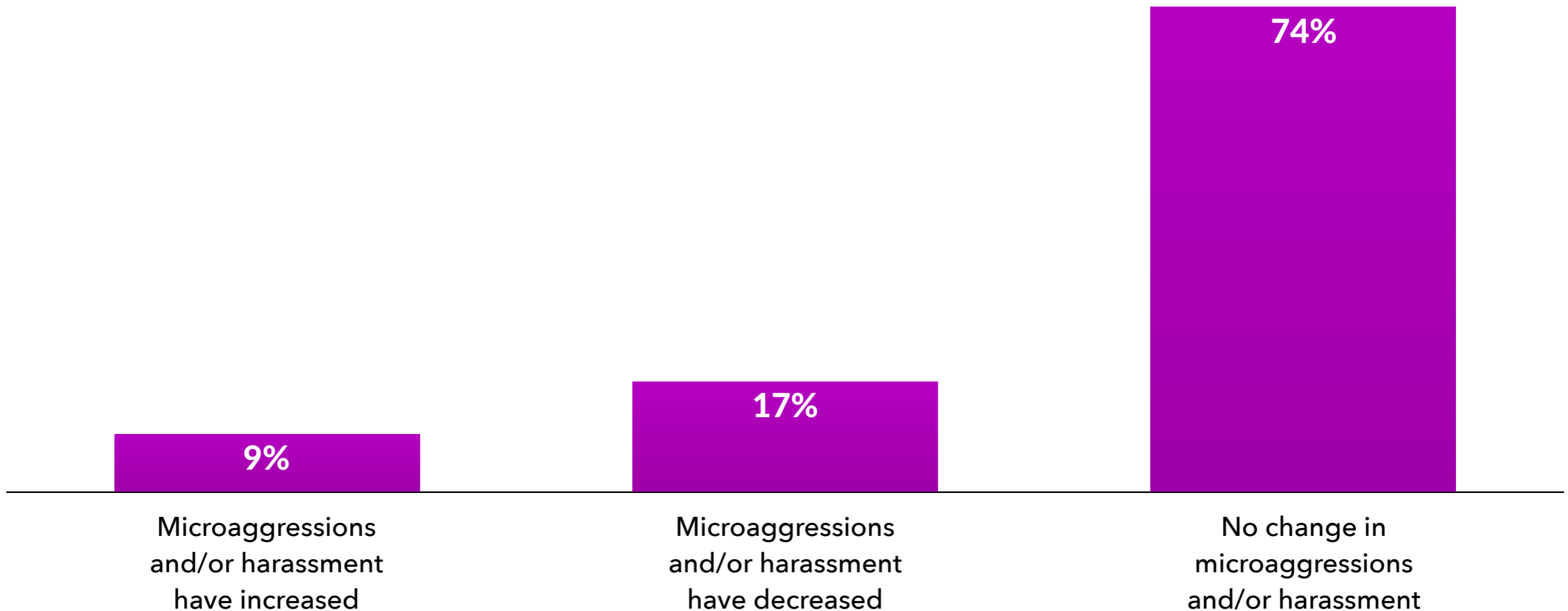


Do you think corporate pledges regarding racial inequality will help reduce inequalities and biases in the US workplace?



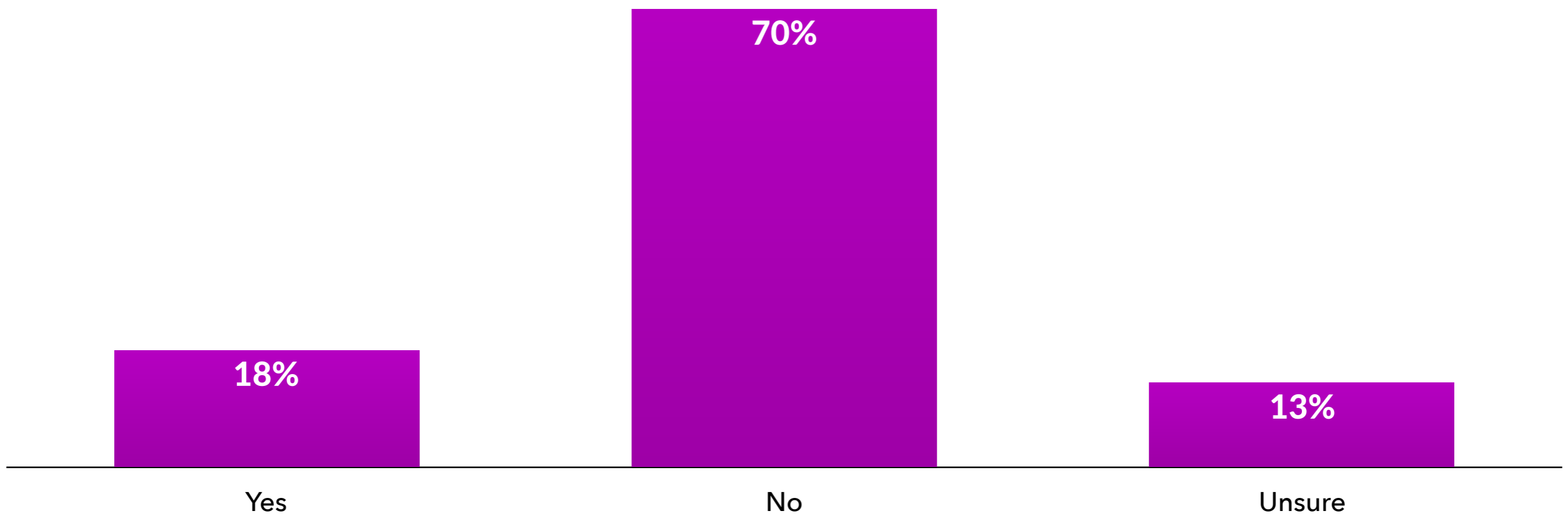
How has remote work affected microaggressions and harassment in your workplace?*

*Only respondents who have been working remote part-time or full-time



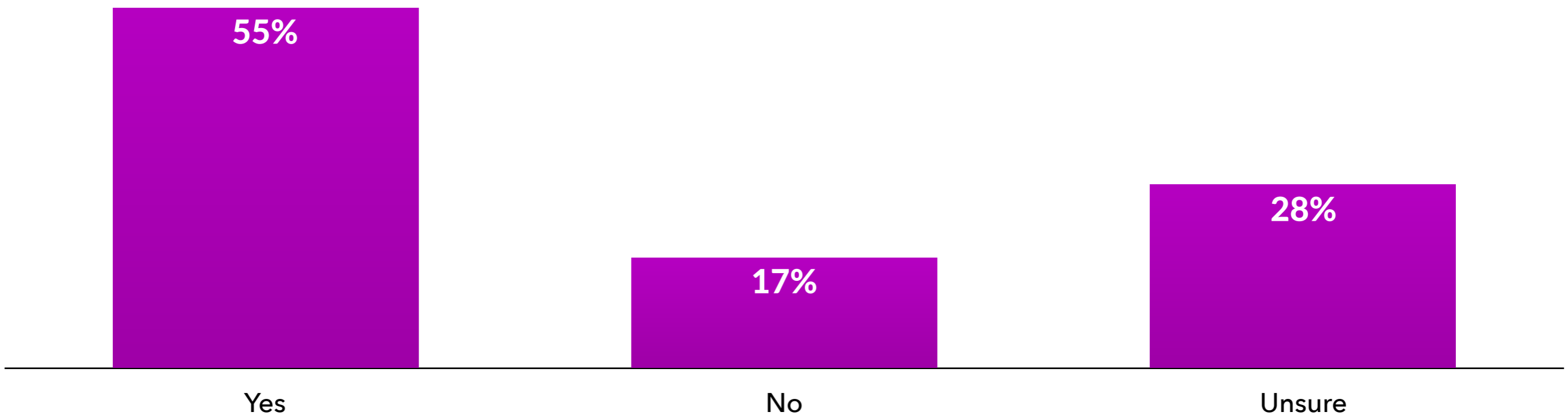
In your workplace, has your employer enacted any new policies or made any commitments as a result of the BLM movement?*

*Only respondents currently working



Do you think these policies or commitments will help reduce racial inequalities and/or biases in your workplace?*

*Only respondents who answered "Yes" to the previous question



Respondent Demographics

500

Total Respondents

Gender	
Women	100%
Men	-

Age	
18-24	5%
25-34	23%
35-44	29%
45-54	20%
55-64	18%
65+	5%

Ethnicity	
Black	14%
White	72%
Asian	4%
Hispanic/Latinx	5%
Indian	1%
Native American	1%
Multi-racial/Other	4%

About Fairygodboss

Where Millions of Women are Finding Their Next Job

Fairygodboss is the largest career community for women. Today, over 9 million women visit our site each year to find great jobs, leave employer reviews and get career advice.

WE'RE PROUD TO WORK WITH HUNDREDS OF TOP EMPLOYERS



By partnering with Fairygodboss, employers can increase the number of qualified applicants to their open positions, engage their current workforce and leverage their endorsements, and share their story about why they are a great place for women to work.

[Schedule a 15-minute Diversity Hiring Strategy Session >](#)

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