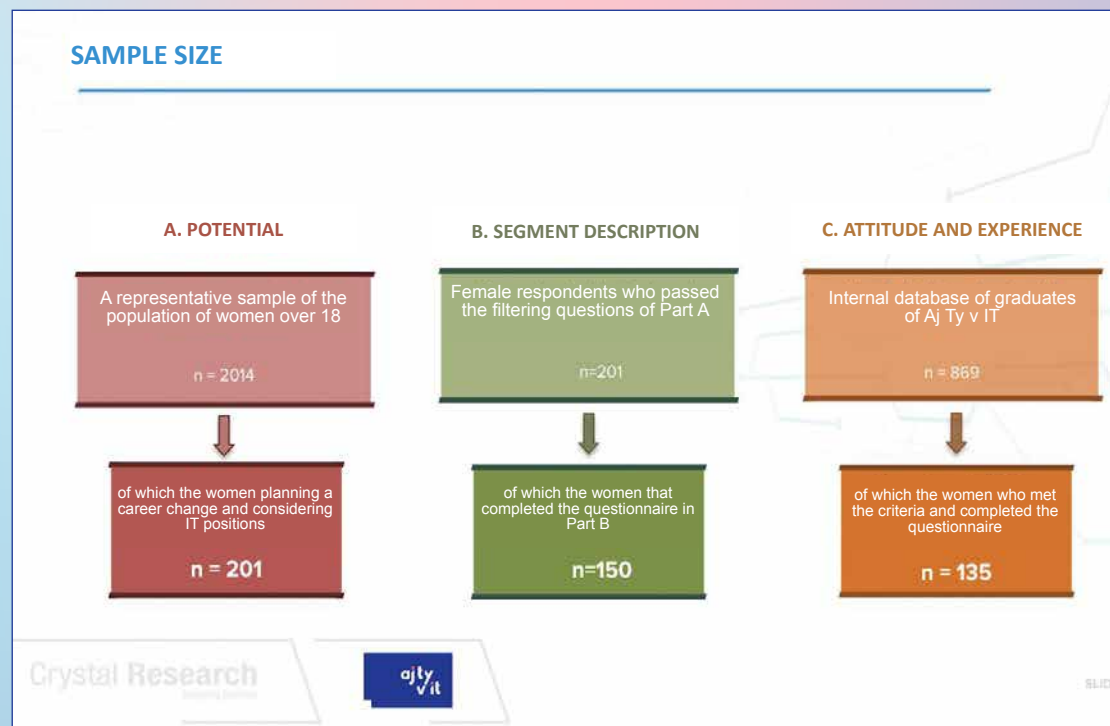




Women in IT 2022

The survey was conducted online in the summer of 2022 in three separate parts. In the first two parts (A and B) we focused on a representative sample of the general population of the Slovak Republic. In the Part C, we surveyed women from our contact database. All three parts of the survey achieved statistically significant results. The surveyed sample was balanced in terms of regional representation, marital status, and age of respondents. We captured proportionally employed women, unemployed women, and women on maternity or parental leave.

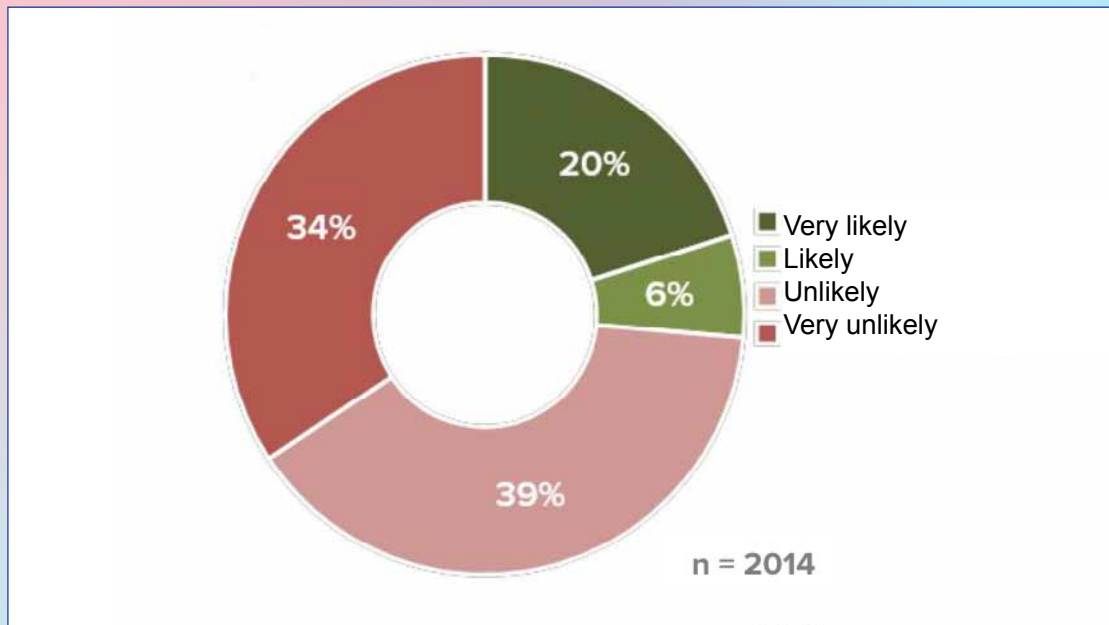


We focused on three main questions in the survey:

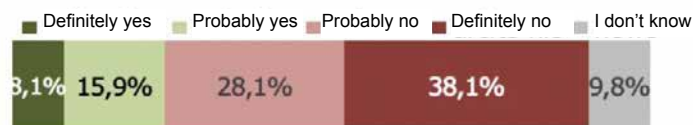
1. What is the potential of the target group in the Slovak market?
2. What are the shared characteristics of the target group of adult women (over 18)?
3. What are the attitudes and experiences of the target group with respect to working in IT?

Potential

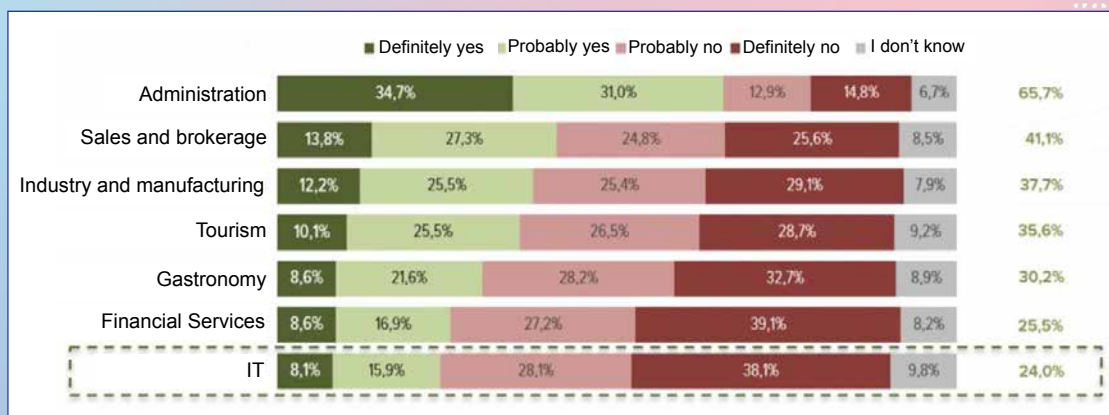
26% of Slovak women stated that they consider changing their job in the next twelve months, with 24% of this group (10% of the total sample) considering an IT job.



To what extent do you consider IT?



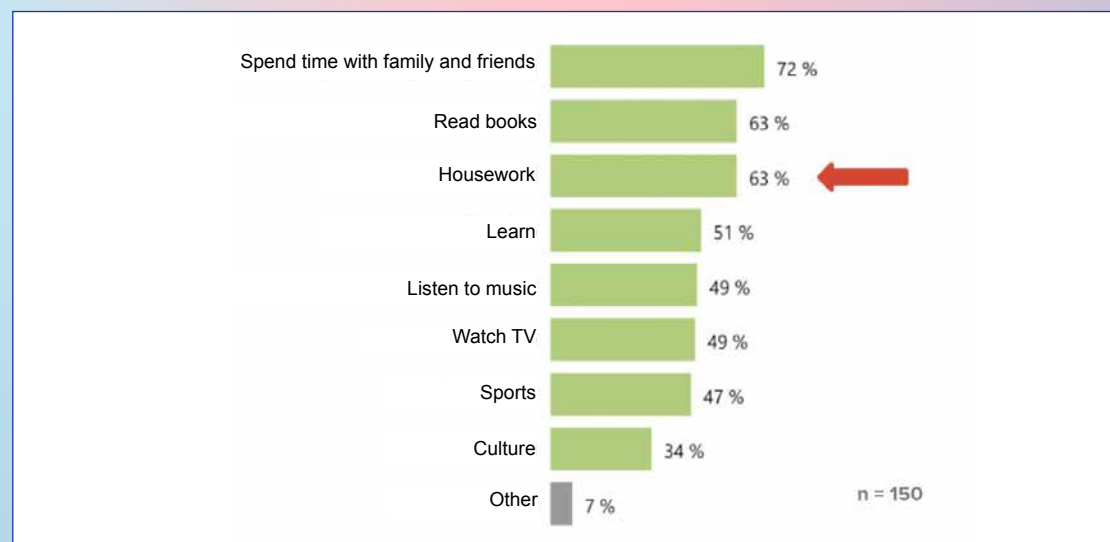
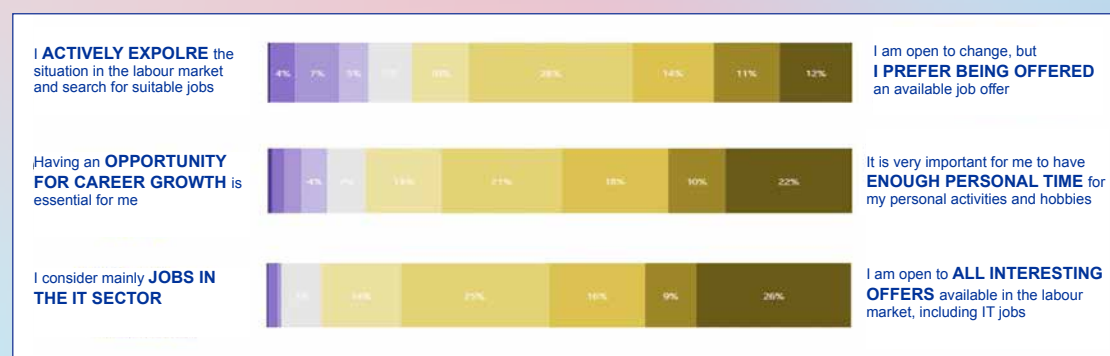
However, IT positions, along with banking-related positions, are at the tail end of the respondents' desired positions. The top-ranking positions were administration, sales, and manufacturing. These jobs require relatively low skill levels (unlike IT and banking).



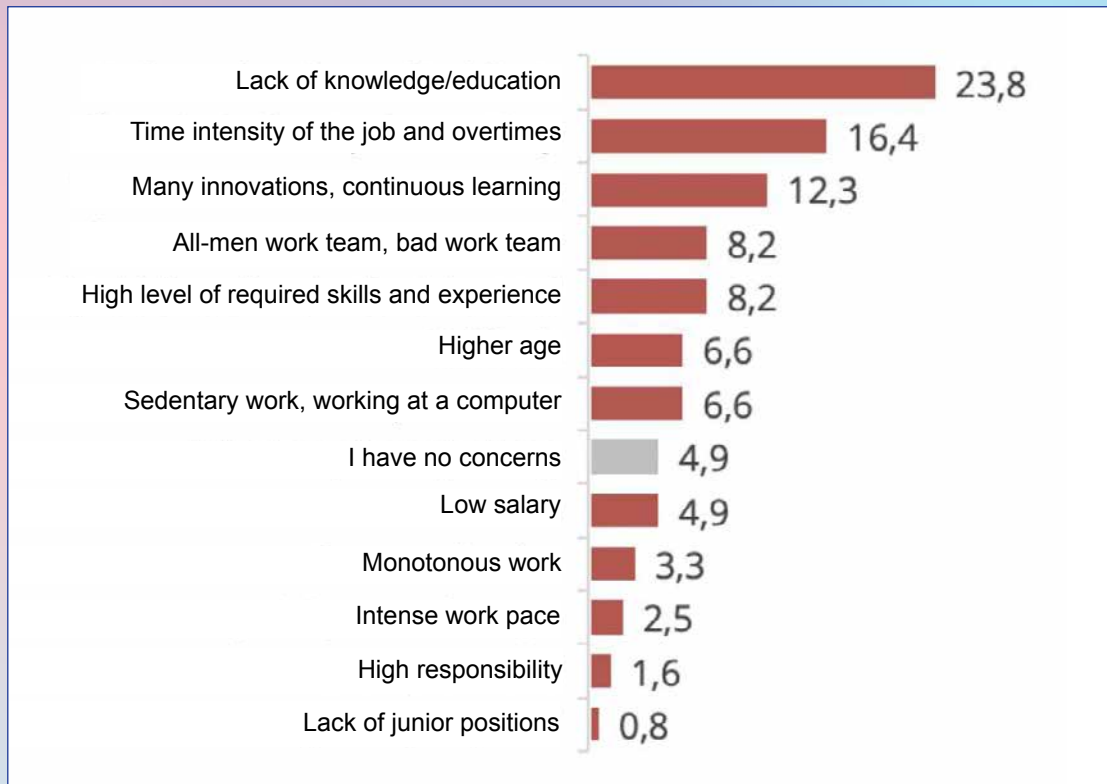
Target group characteristics (Segment description)

Of the data that characterise women as a target group, the most telling is the information about women's engagement in career change. These are our most important findings:

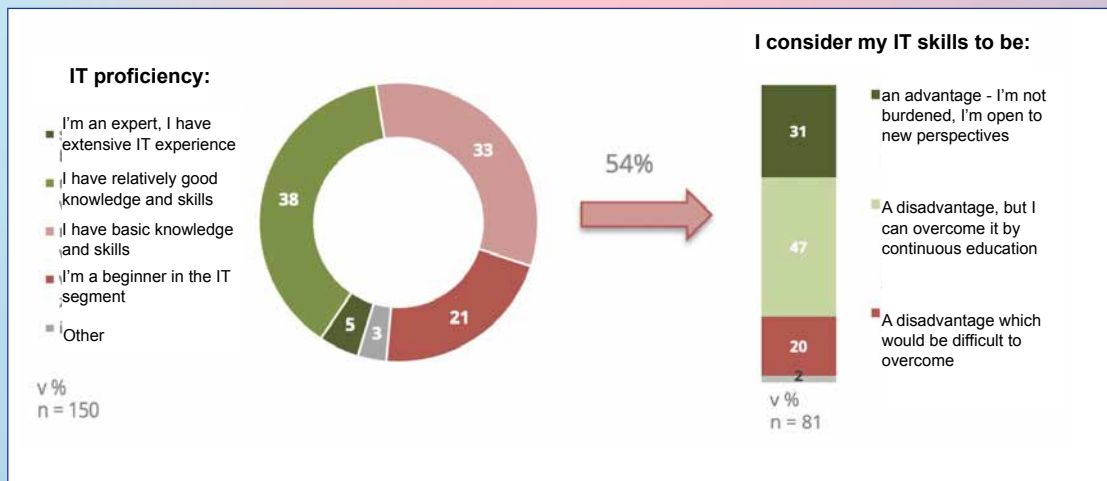
- Female respondents prefer to be approached with a job offer.
- When they are given a choice between an opportunity for career growth or development and enough personal time, they tend to prefer personal time. As the data shows, they most often spend it with their families, reading books and doing housework (!)
- When looking for a new job, female respondents tend to consider a wide range of options, rather than focusing on a single market sector.



When exploring shared characteristics of the target group, we also took a closer look at the concerns women had when considering employment opportunities in the IT sector. **Almost 24% of female respondents were concerned that they do not have enough knowledge or education to be employed in the IT sector.** They are discouraged from working in IT by potential overtimes or presumable time intensity of such jobs. The third most common concern was the high rate of innovation resulting in a need for continuous learning.

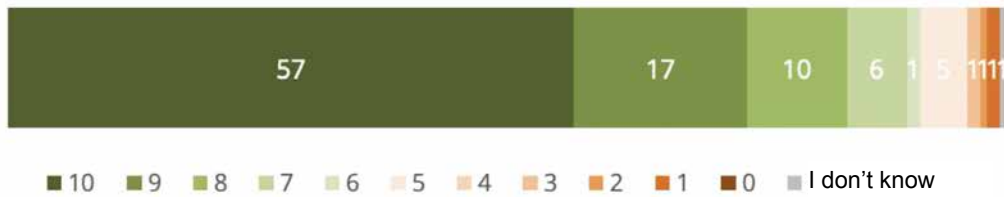


In the light of the above concerns, we focused on the level of IT skills of the respondents. 54% of them rated their IT skills/knowledge to be at the beginner level. However, 78% of female respondents with basic IT skills considered this situation as remediable and were thus open to improve their IT skill level.



An overwhelming majority of female respondents even said they were open to extra training if it was related to a job change.

To what extent would you appreciate **taking an IT course/training** before your job change?



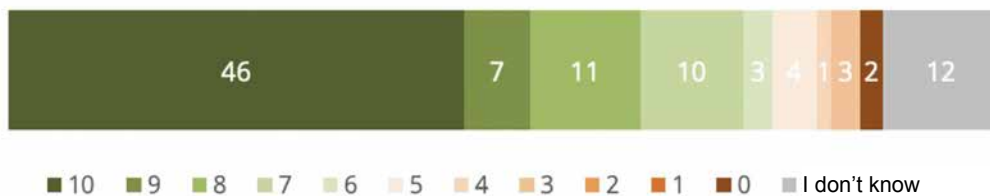
INDEX
(0-100)

94,9

Here we see a great overlap with our activities – providing IT training to women. We are pleased that female respondents confirmed that our activities helped them to get into the IT sector.

Survey question:

To what extent Aj Ty v IT helped you personally to build a career in the IT sector?



INDEX
(0-100)

83,5

Conclusions

With the survey results we gained valuable insights about the basic characteristics of women as a target group for employment in the IT sector, as well as about their current potential for employment in technology positions. These are the most important of the key findings we have chosen to focus on in our future work:

- Nearly 40% of women considering a job change are in administrative roles at large companies.
- Female jobseekers prefer to be approached.
- They don't have a clear preference as to the field they want to work in.
- They consider having sufficient personal time more important than career development. They spend their free time with family/friends, books and household chores
- They are very willing to learn something new if it is related to their job change
- What is most important for women is the actual nature of the work they are supposed/expected/asked to do.