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WOMEN IN TECH REPORT



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Introduction

This report aims to provide an in-depth overview of the female experience in the technology industry. Our goal was to explore what women value in their workplace, what would make them leave their jobs, and the challenges they face working in tech.

Findings from this study showcase the current state of women in tech. The survey explored what women envision for the tech sector and it serves to empower women to choose a career they're passionate about.

Methodology

From July 25, 2024, to October 31, 2024, CAKE.com invited women around the world to participate in the Women in Tech survey.

The survey gathered basic demographic info (age group, education, level of experience) and included questions on valued workplace benefits, reasons women in tech resign from their positions, as well as challenges they may have faced in their careers. Some questions (on workplace benefits, key resignation factors, challenges faced, and reasons why women decide against a tech career) were multiple choice.

The data was collected from the responses of CAKE.com female employees and surveys distributed by our partners — Women in Tech Network and Brigit.dev.

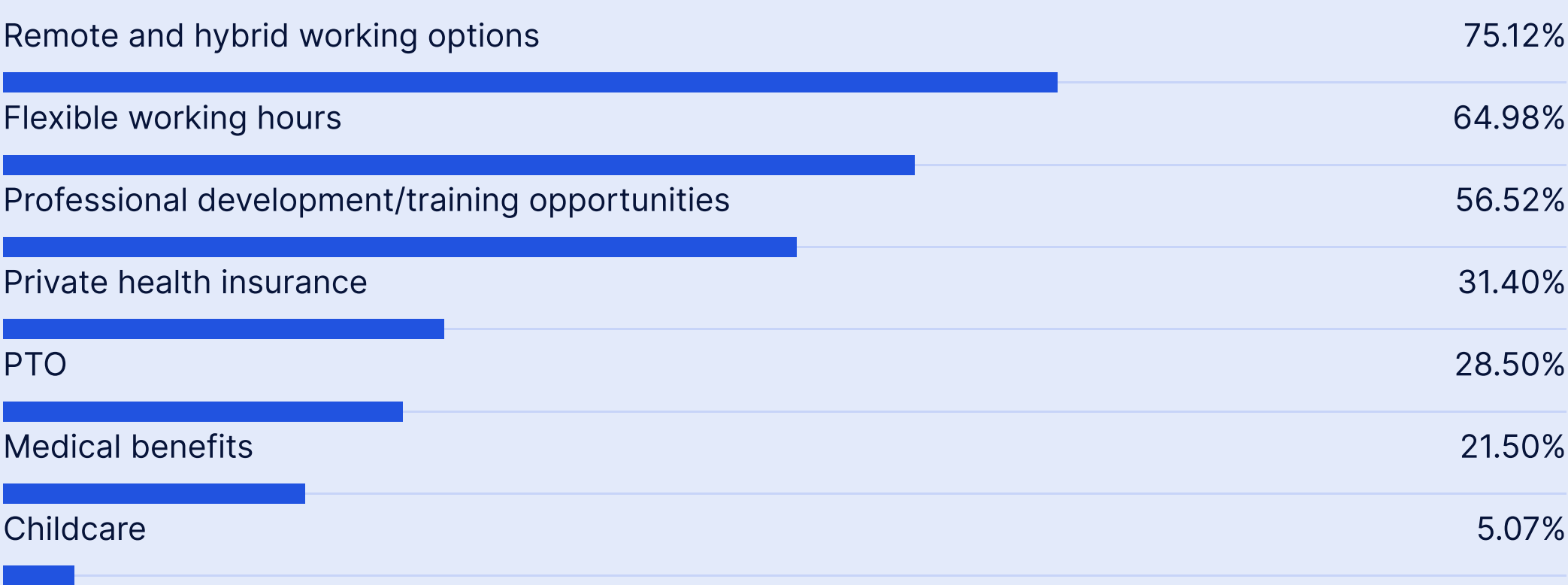
CAKE.com gathered 414 responses. Responses were then analyzed internally to bring key statistics on women in tech experiences.

What women in tech value in their workplace

Flexibility is the key benefit to the majority of women in tech. When asked to name the most valuable workplace benefits, 75.12% of women chose **remote and hybrid working options**. **Flexible working hours** are the second most desired benefit, as 64.98% deemed it important.

Aside from flexibility, more than half of the surveyed women (56.52%) wanted **professional development and training opportunities** at their workplace.

Most valued workplace benefits for all respondents:



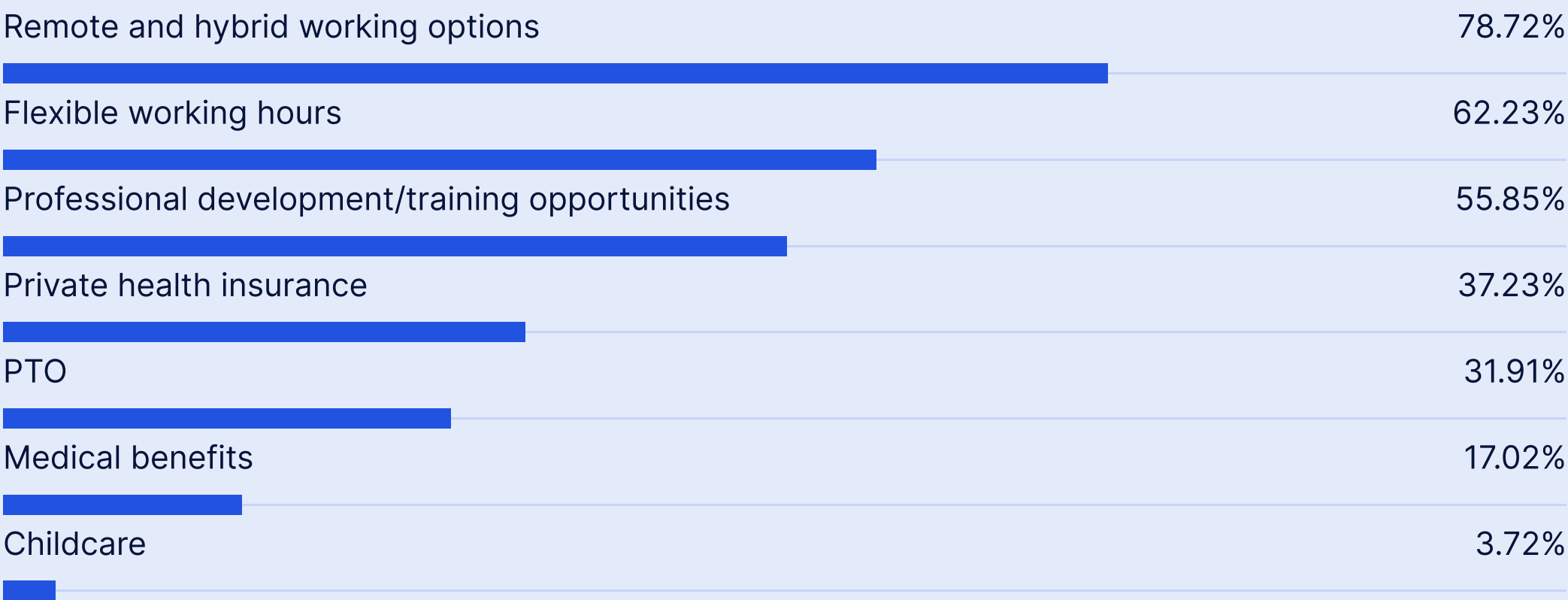
But, not all generations ranked workplace benefits the same. For instance, for respondents aged 18-24, remote and hybrid working options and career development and training are the two most desirable benefits. On the other hand, all other generations placed flexible working hours ahead of the development opportunities.

Childcare is the most valued in the 35-44 age group, with 10.16% of women appreciating this benefit. Interestingly enough, professional development/training opportunities were the most treasured in the 18-24 and 45-54 age groups, showcasing that the desire for skill development is present in more seasoned female employees as well.

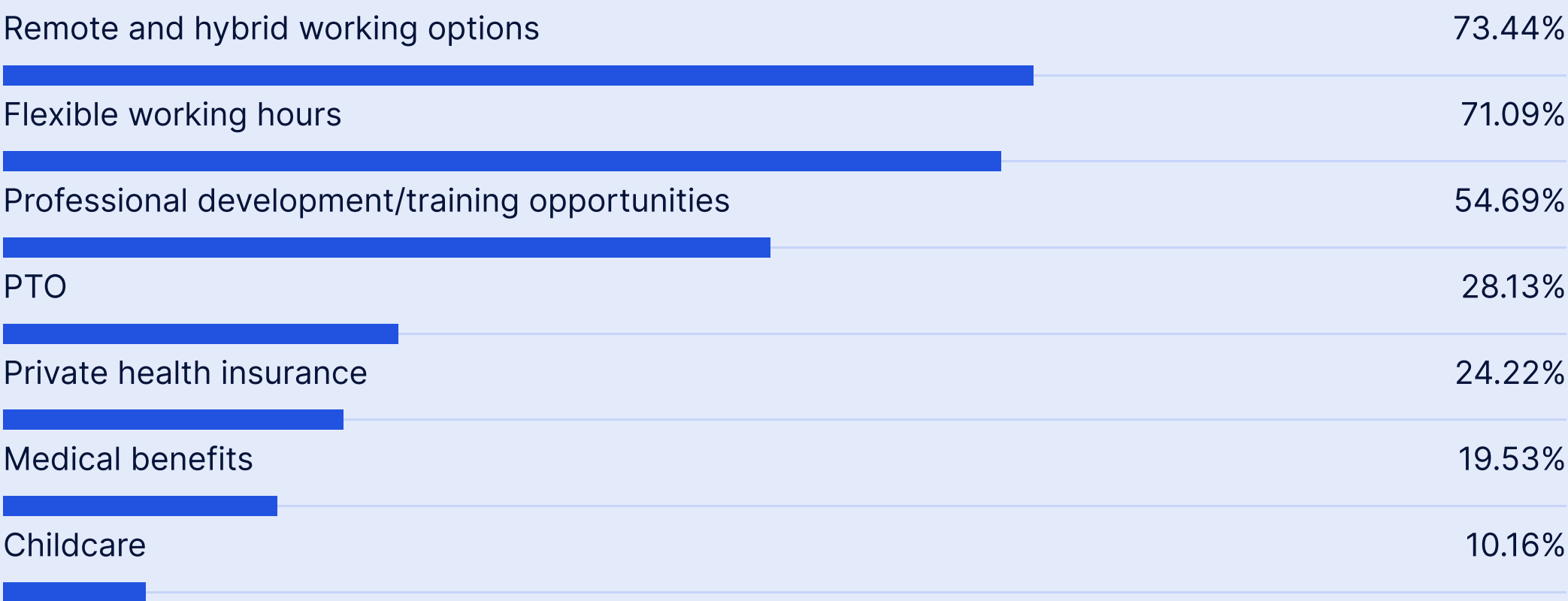
Most valued workplace benefits for the 18-24 age group:



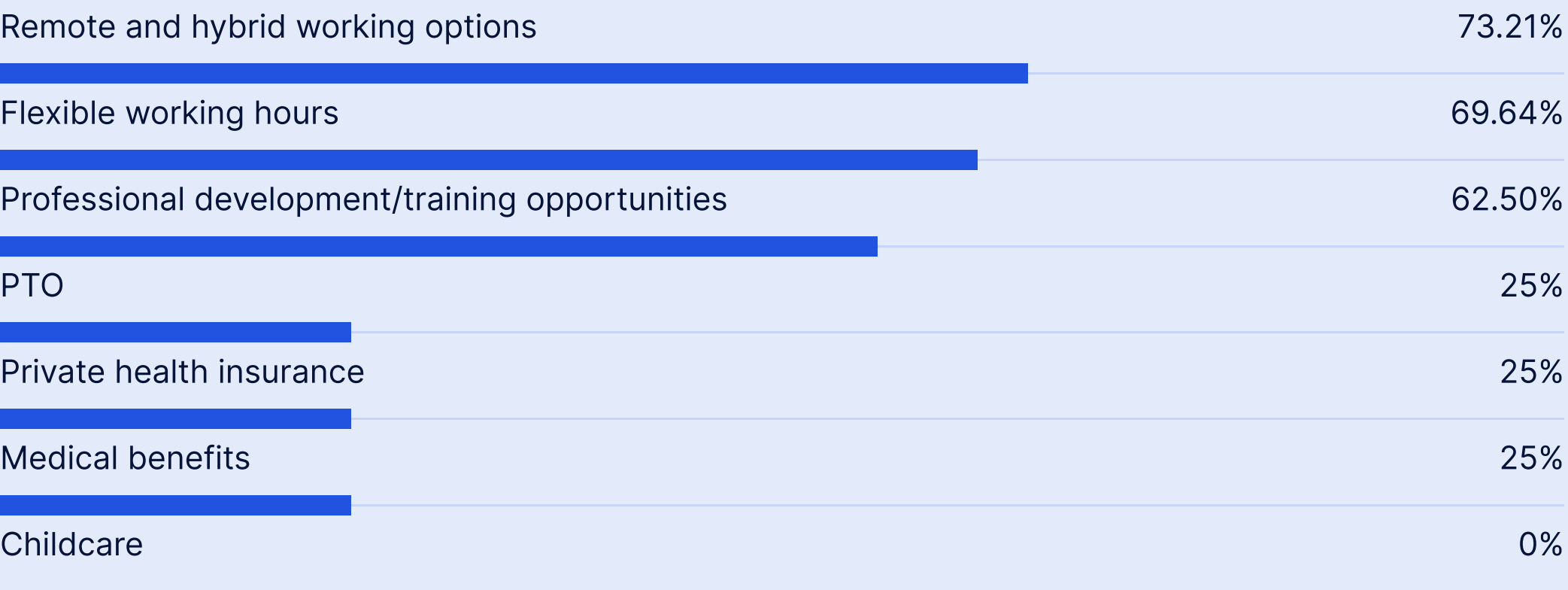
Most valued workplace benefits for the 25-34 age group:



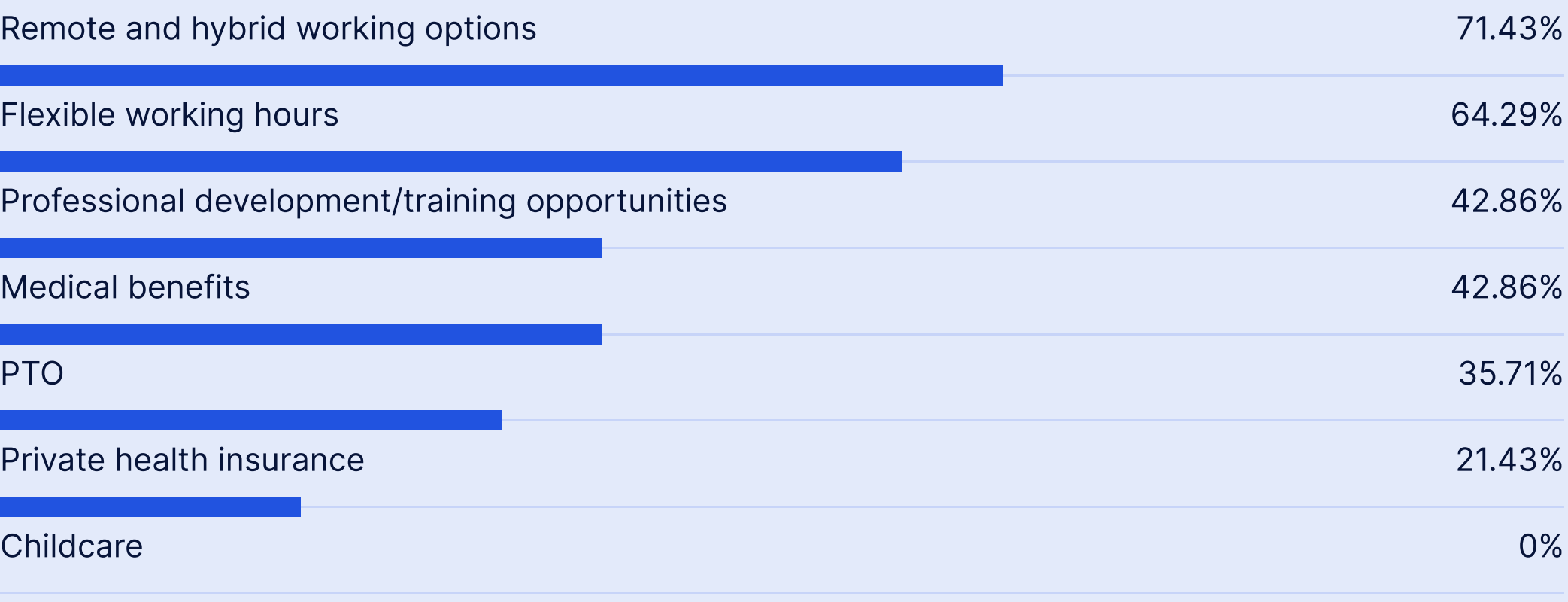
Most valued workplace benefits for the 35-44 age group:



Most valued workplace benefits for the 45-54 age group:



Most valued workplace benefits for the 55+ age group:

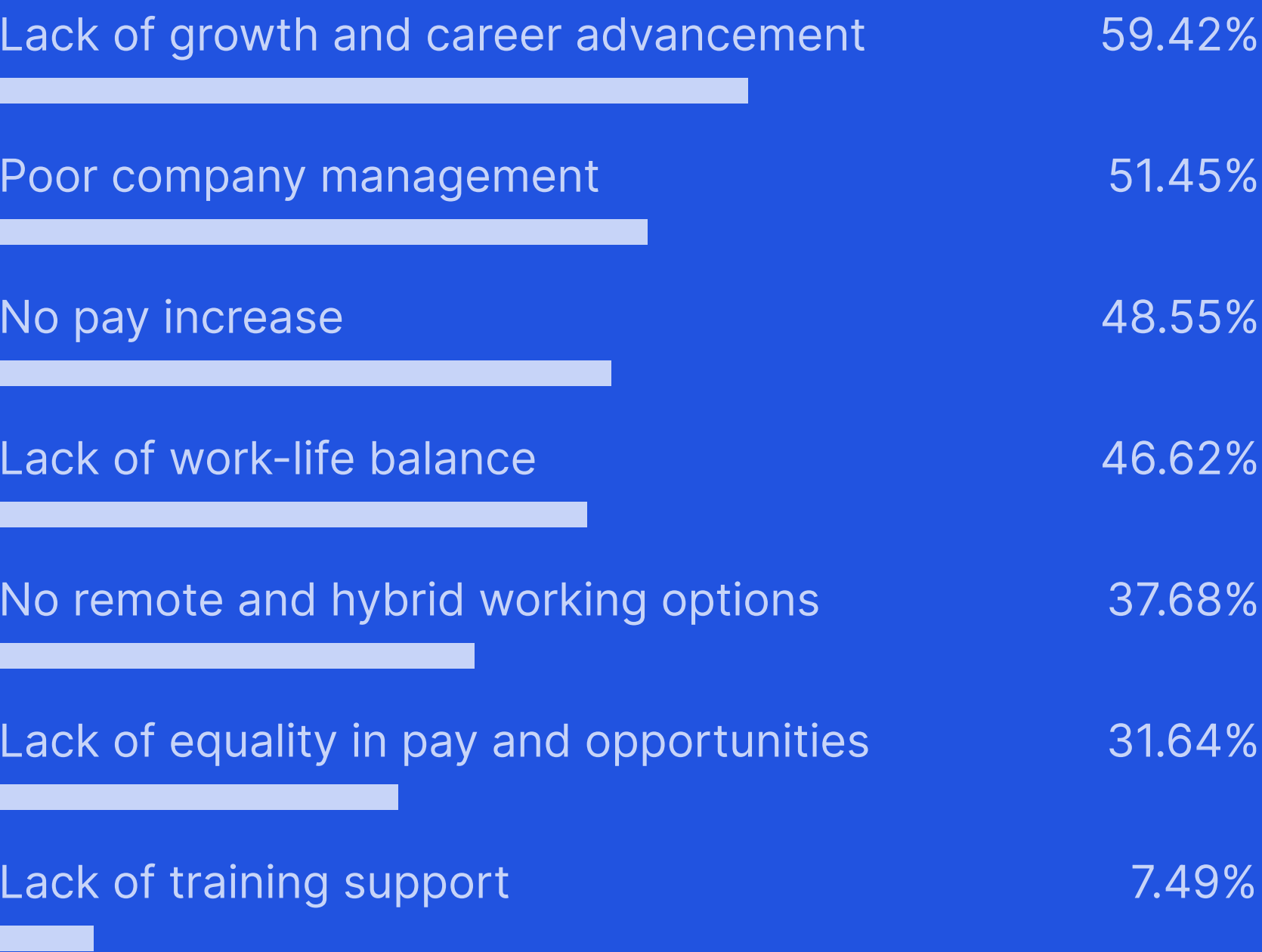


No major differences were noted for women in leadership and non-leadership positions. Both groups value remote/hybrid working options and flexible hours as well as development opportunities the most.

Why women leave their tech jobs

Lack of growth and career advancement would influence the majority of women to leave their tech jobs (59.42%). **Poor company management** is another deal-breaker (51.45%). **No pay increase** (48.55%) and **lack of work-life balance** (46.62%) are also major resignation factors.

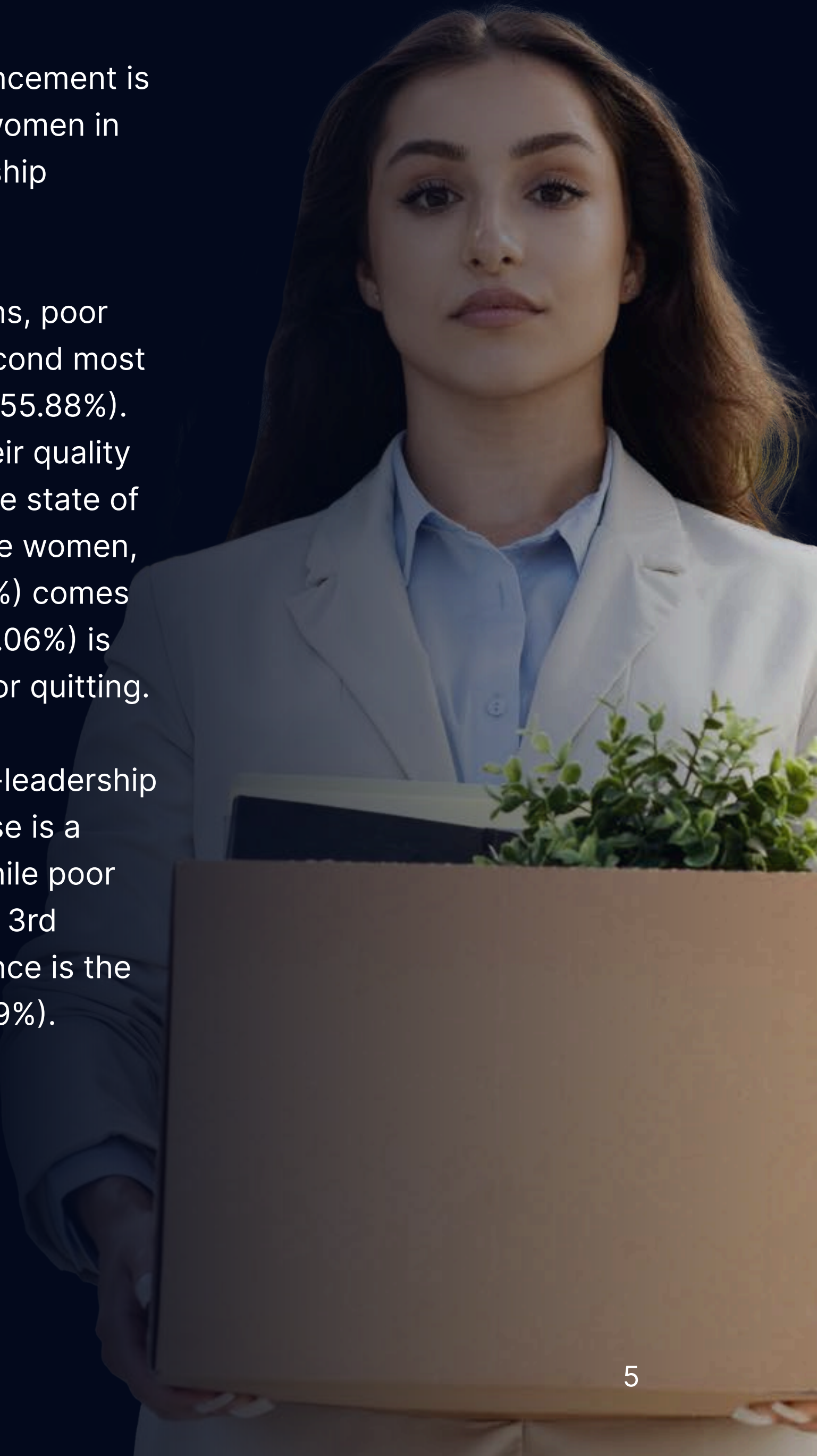
Why women leave their tech jobs:



Lack of growth and career advancement is the No. 1 resignation factor for women in both leadership and non-leadership positions.

For women in leadership positions, poor company management is the second most common reason for resignation (55.88%). This comes as no surprise as their quality of work is directly affected by the state of company management. For these women, lack of work-life balance (48.24%) comes in 3rd, while no pay increase (37.06%) is the 4th most important reason for quitting.

Contrastingly, for women in non-leadership positions, the lack of pay increase is a larger deal-breaker (56.56%), while poor company management comes in 3rd (48.36%). Lack of work-life balance is the 4th most common answer (45.49%).



Why women in leadership positions leave their tech jobs:

Lack of growth and career advancement	57.65%
Poor company management	55.88%
Lack of work-life balance	48.24%
No pay increase	37.06%
Lack of equality in pay and opportunities	34.71%
No remote and hybrid working options	33.53%
Lack of training support	5.29%

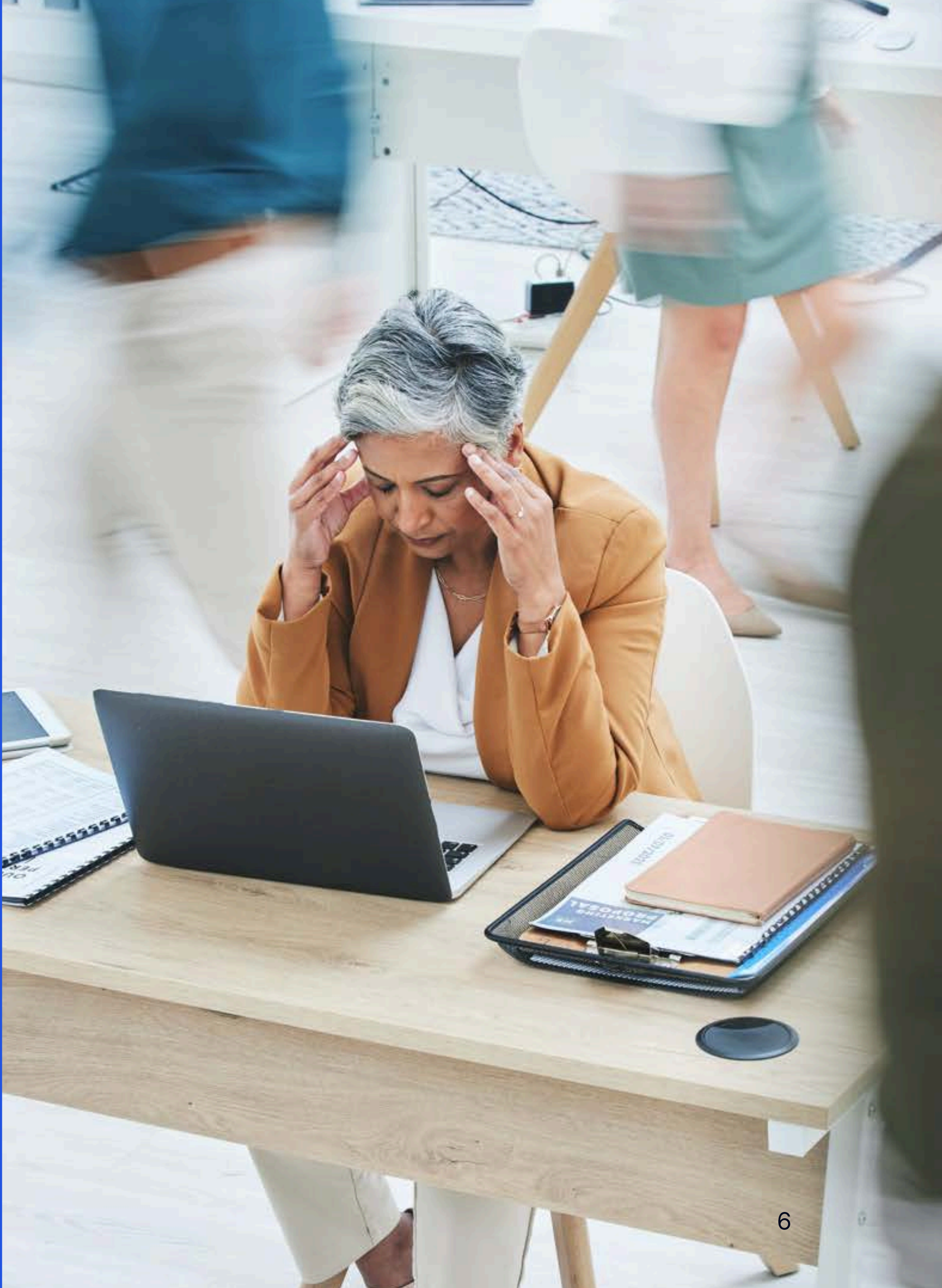
Why women in non-leadership positions leave their tech jobs:

Lack of growth and career advancement	60.66%
No pay increase	56.56%
Poor company management	48.36%
Lack of work-life balance	45.49%
No remote and hybrid working options	40.57%
Lack of equality in pay and opportunities	29.51%
Lack of training support	9.02%

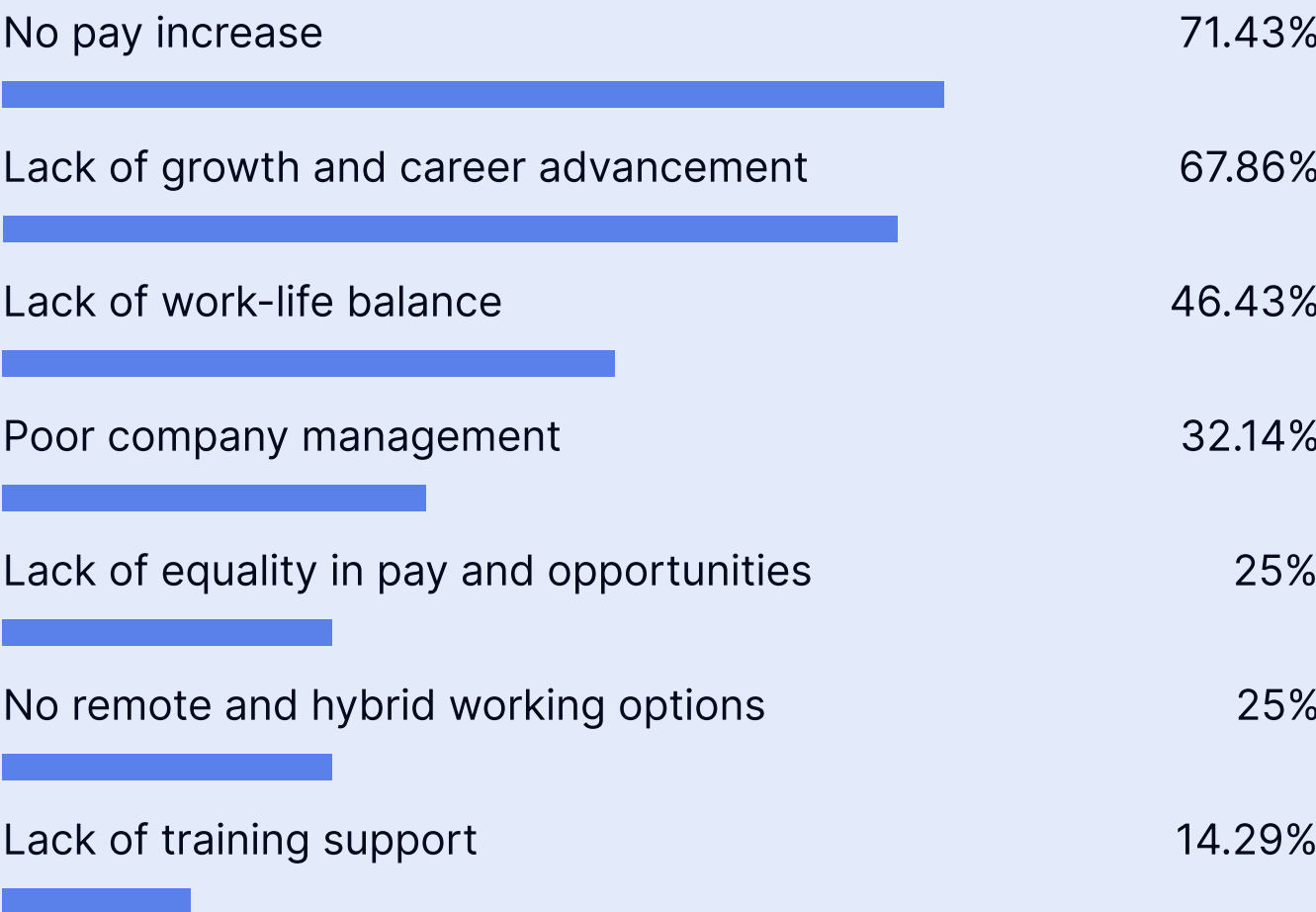
Looking at different age groups, we noticed that **the younger generation entering the workforce** values pay increase more than others, as this was the most important factor influencing resignation for the 18-24 age group (71.43%).

A pay increase becomes a less relevant resignation factor with age, data indicates.

Respondents aged 25 to 54 all chose lack of growth and career advancement as their crucial deal-breaker. Lastly, **participants aged 55+ are most likely to quit due to poor company management**, which makes sense as over 71% of this age group holds a leadership position at their company.



Factors influencing resignation for the 18-24 age group:



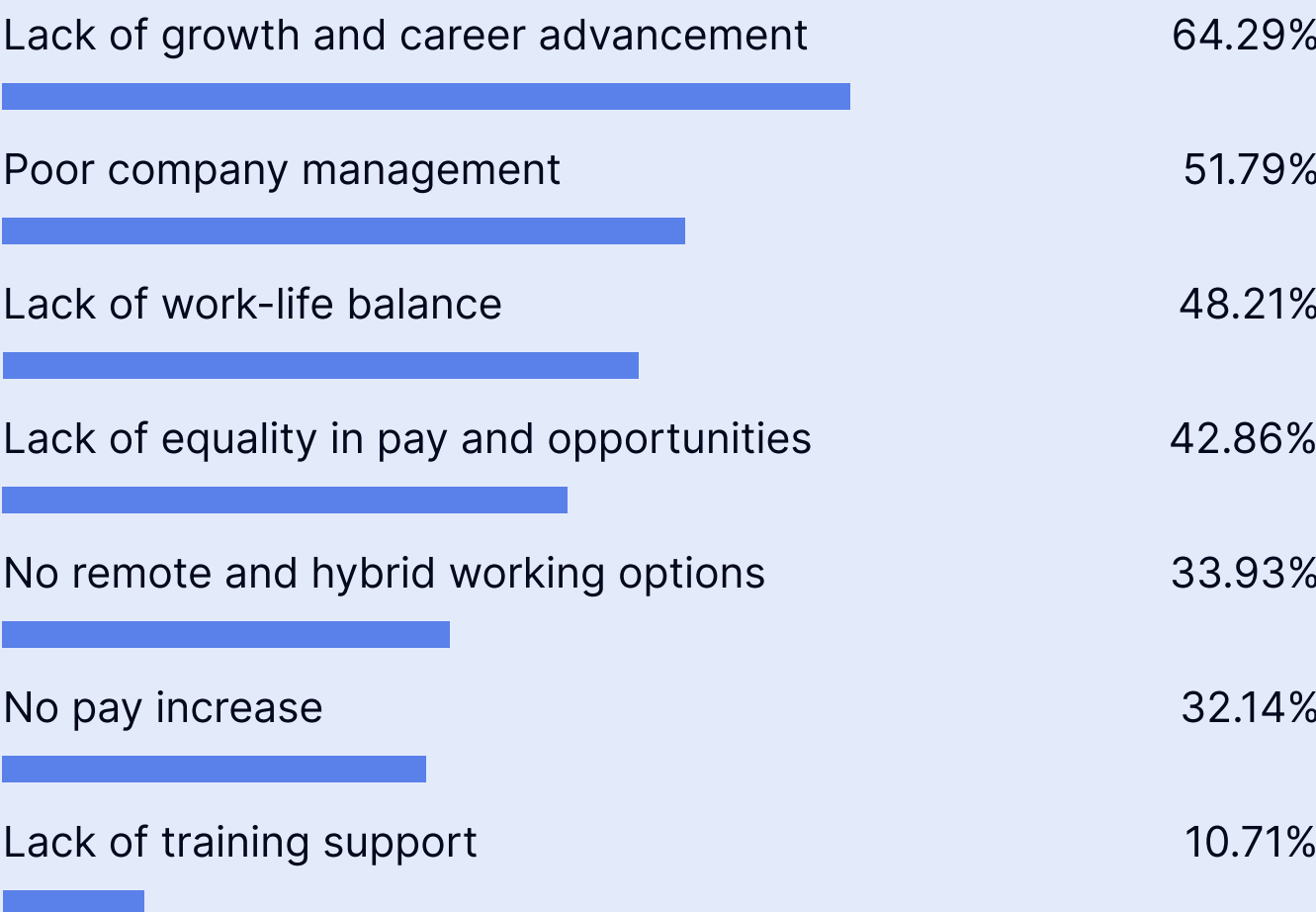
Factors influencing resignation for the 25-34 age group:



Factors influencing resignation for the 35-44 age group:



Factors influencing resignation for the 45-54 age group:



Factors influencing resignation for the 55+ age group:

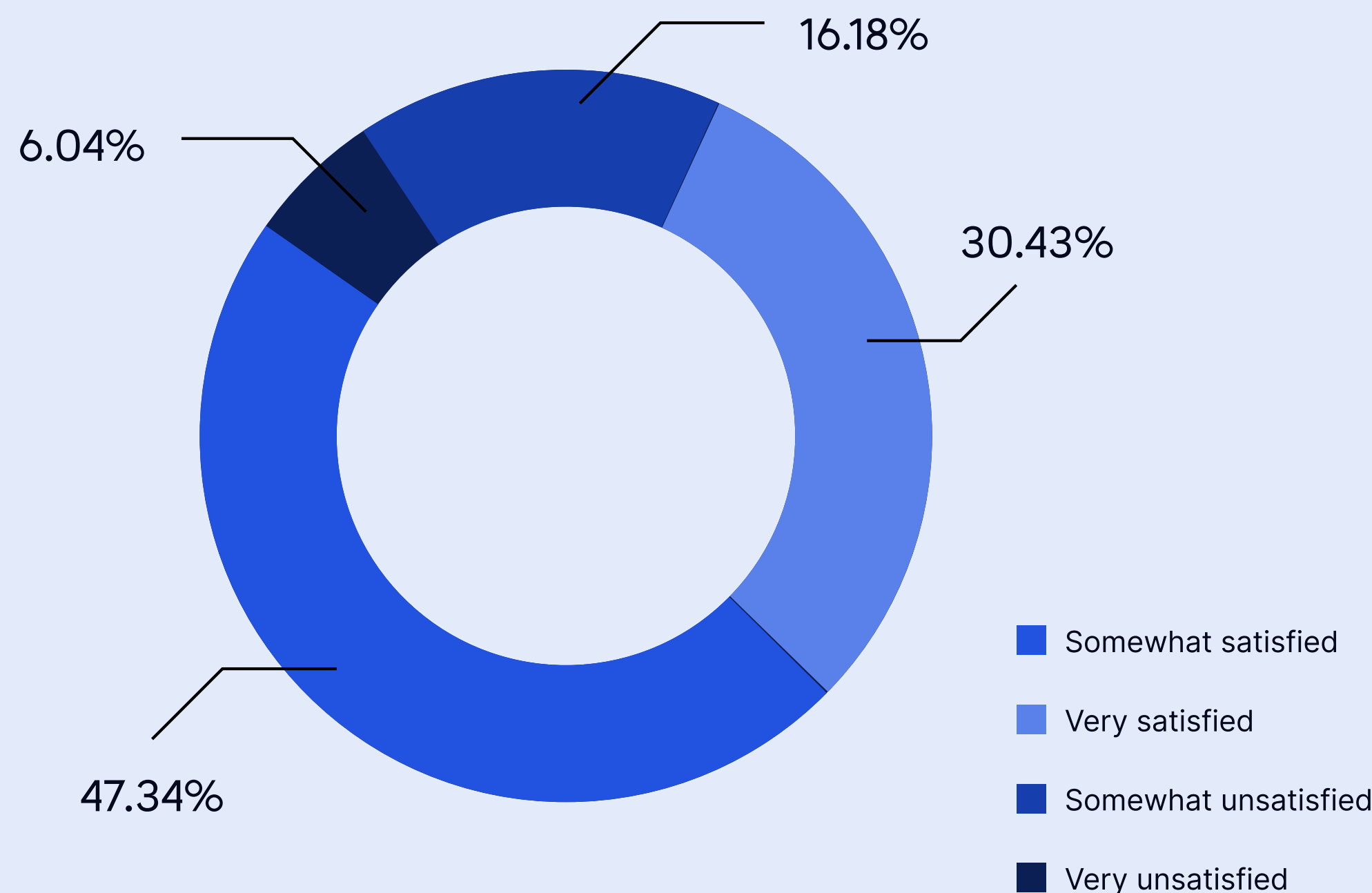


Work-life balance as the key to job satisfaction

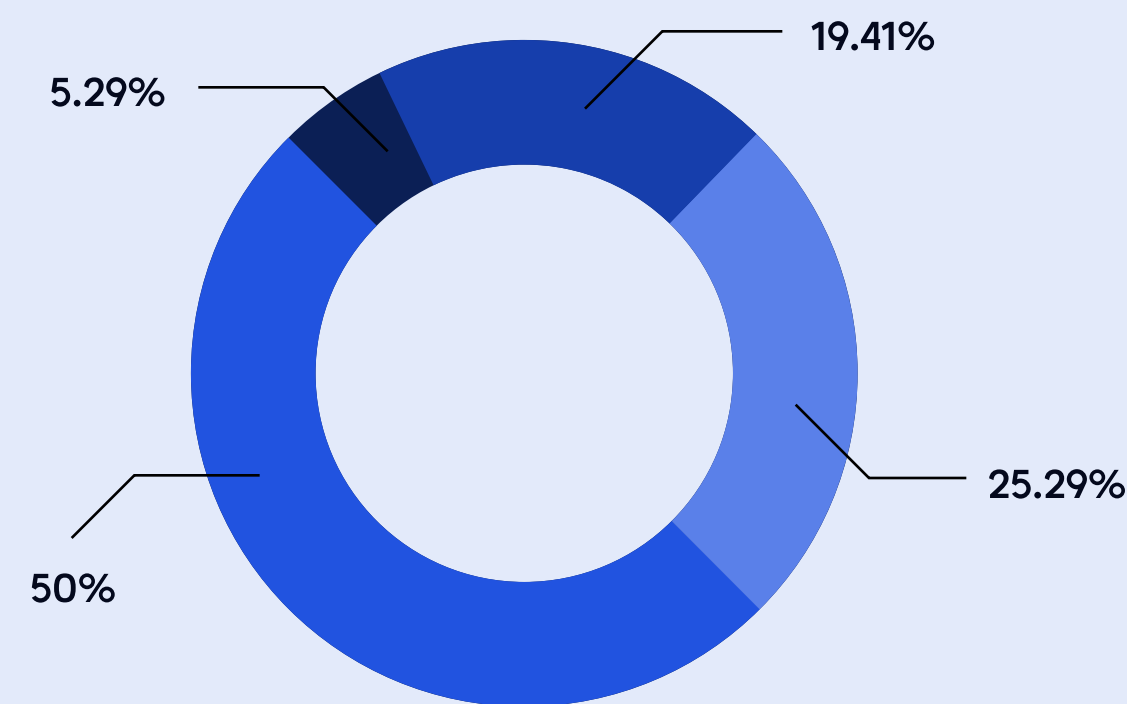
Findings show that **flexibility** is among the most valued workplace benefits. Flexibility allows for more autonomy and control over the workload, which contributes to work-life balance. Furthermore, our research proved that the lack of work-life balance is among the key job resignation factors.

Our study shows that, in general, the majority (77.77%) of respondents are **satisfied with their work-life balance**. Out of them, 30.43% are very satisfied with how they're able to juggle their professional and personal commitments.

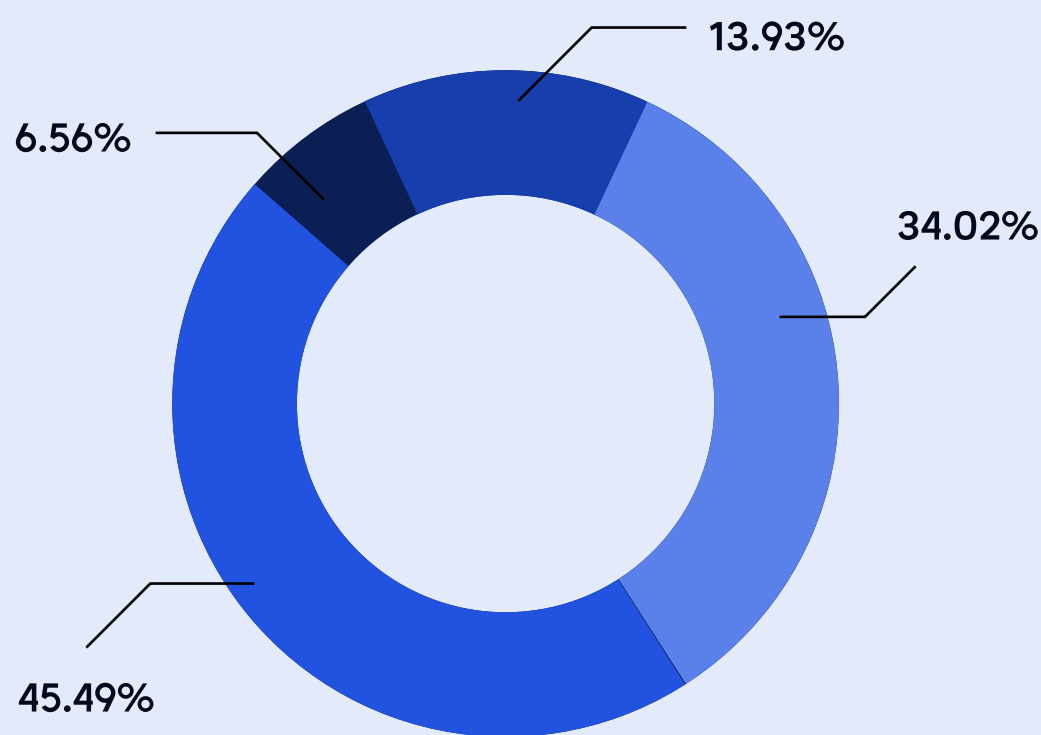
General work-life balance satisfaction for women in tech:



Work-life balance satisfaction for women in leadership positions:



Work-life balance satisfaction for women in non-leadership positions:

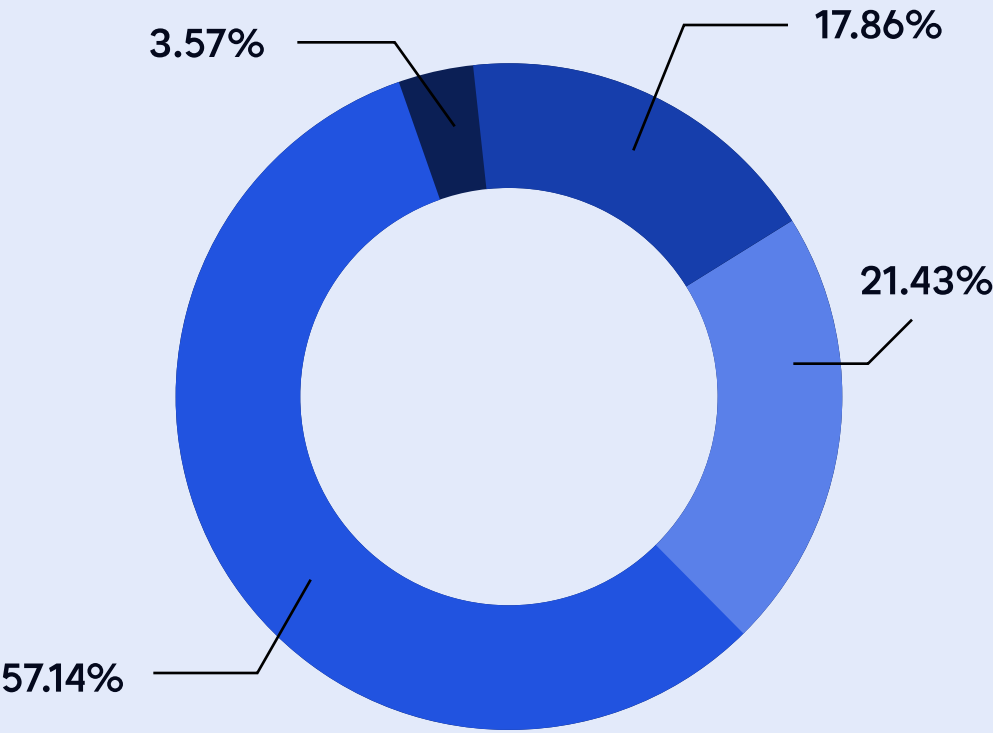


When it comes to different age groups, women aged 25 to 34 are the most satisfied with their work-life balance (80.85%). On the other hand, female tech employees aged 45 and above are less happy about their work-life balance, with 28% of them claiming they are “somewhat” or “very unsatisfied”.

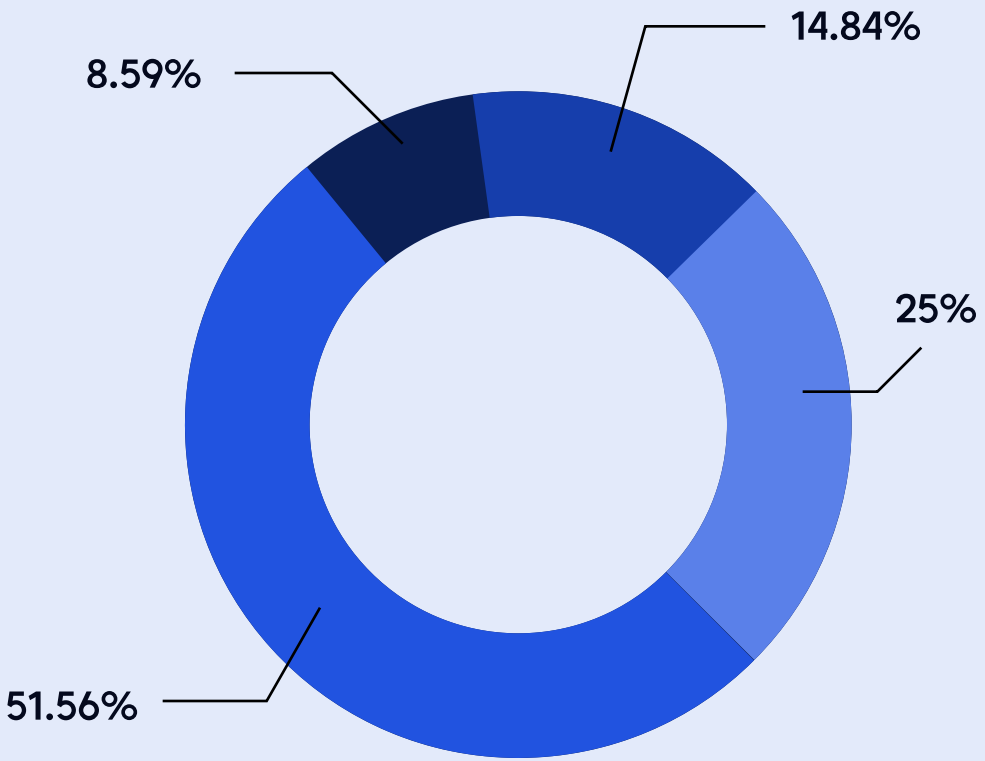


Very satisfied Somewhat satisfied
Somewhat unsatisfied Very unsatisfied

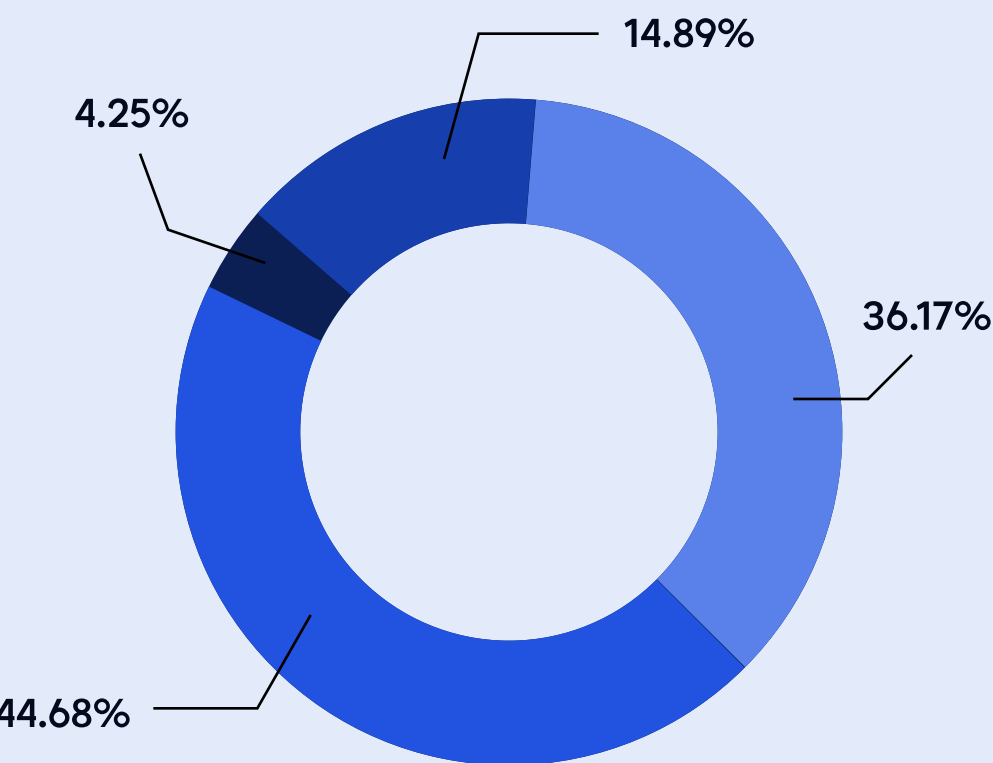
Work-life balance satisfaction in the 18-24 age group:



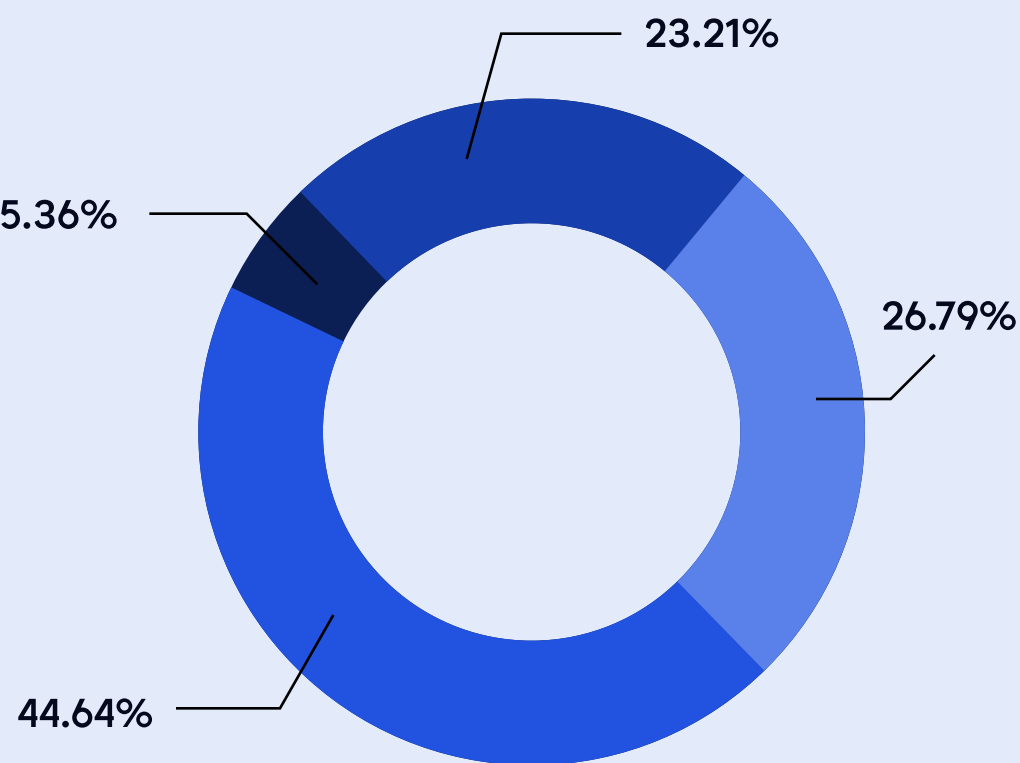
Work-life balance satisfaction in the 35-44 age group:



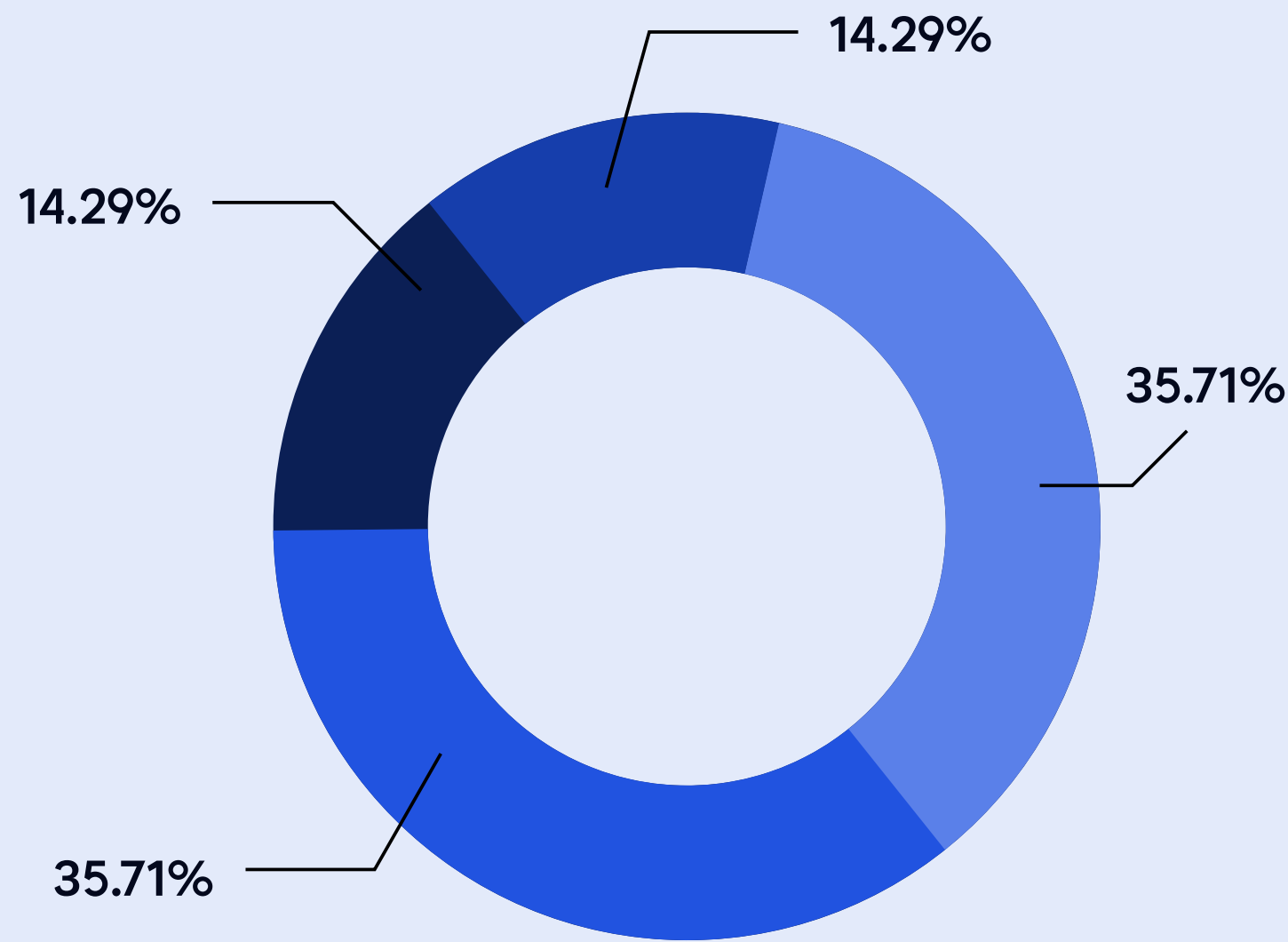
Work-life balance satisfaction in the 25-34 age group:



Work-life balance satisfaction in the 45-54 age group:



Work-life balance satisfaction in the 55+ age group:

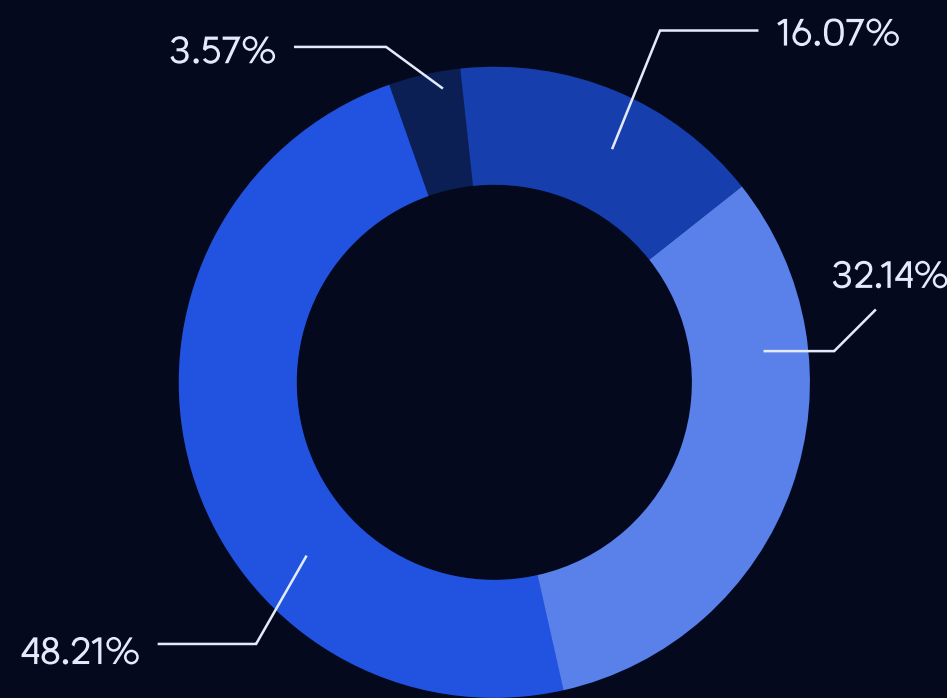


Women with 4 to 8 years of experience are slightly happier with their balance, with 83.90% of them stating they are “very” or “somewhat” satisfied. Women with over 8 years of experience are the least satisfied with their work-life balance (27.23%).

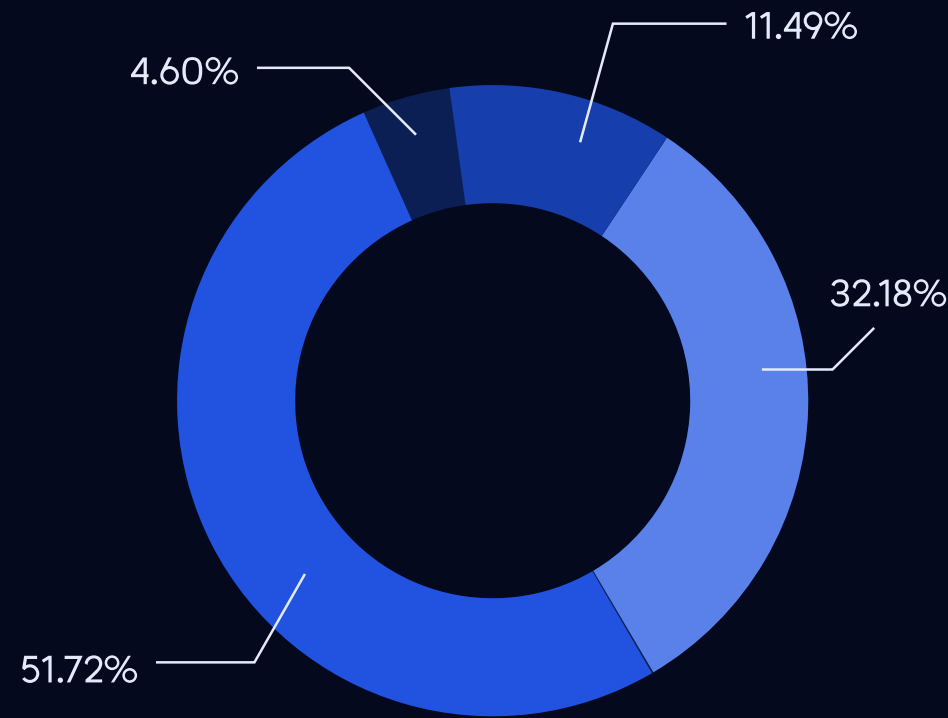
Very satisfied Somewhat satisfied
Somewhat unsatisfied Very unsatisfied

Work-life balance satisfaction based on years of experience

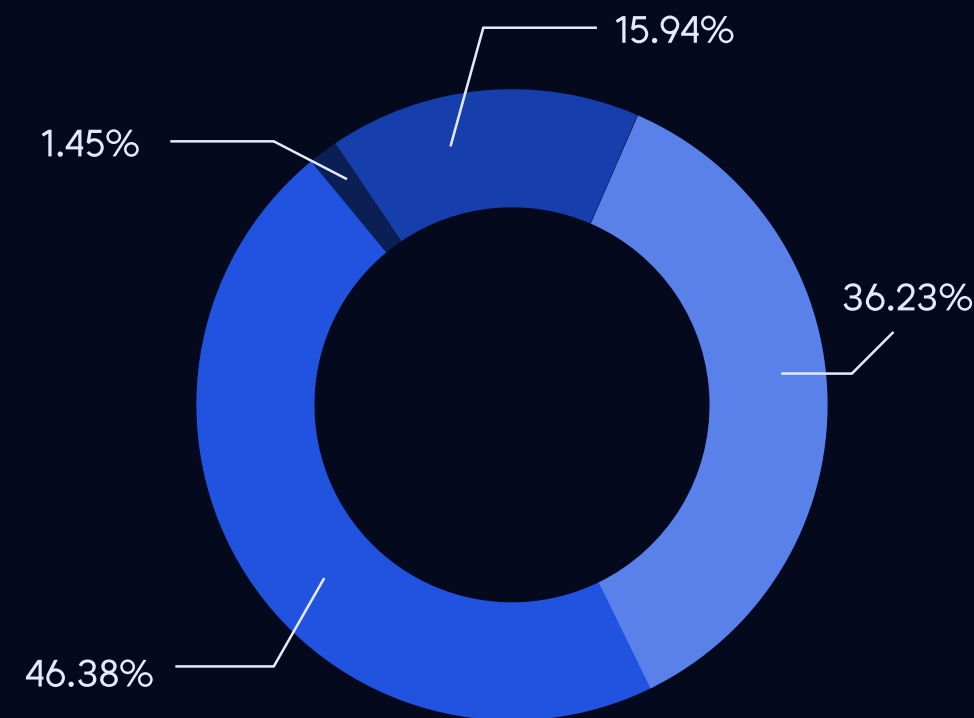
Work-life balance satisfaction for women with 0-2 years of experience:



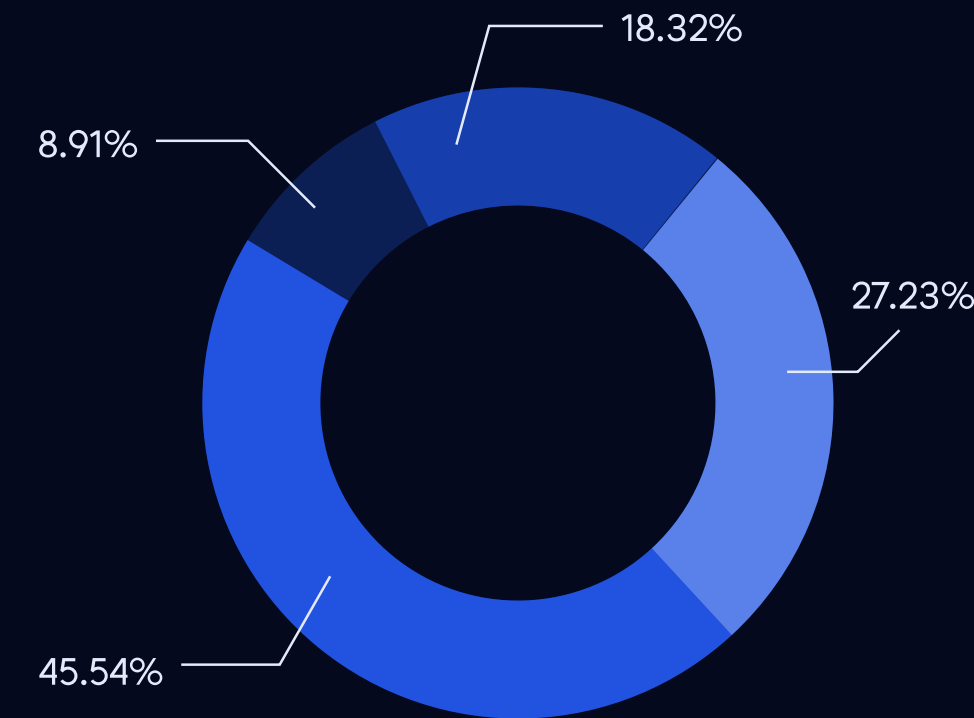
Work-life balance satisfaction for women with 4-8 years of experience:



Work-life balance satisfaction for women with 2-4 years of experience:



Work-life balance satisfaction for women with 8+ years of experience:



Challenges women face in the workplace

More than a quarter of the study participants (26.57%) **haven't faced any major challenges** in their careers. Those who have, have usually battled **stereotypes**, **inequality**, and **difficulties with career progression**.

Challenges women in tech have faced:



Women in leadership positions face difficulties with career progression more often (48.82%) than those in non-leadership roles (43.03%). Stereotypes and pay and opportunity inequality are the other two major challenges for women in both leadership and non-leadership positions.

Challenges women in leadership positions have faced:



Challenges women in non-leadership positions have faced:



Younger women experience much fewer challenges. The majority of female employees in the 18-24 age group haven't faced any challenges. This number changes with age, culminating in 100% of women over 55 experiencing a challenge in their career¹.

Challenges women in the 18-24 age group have faced:



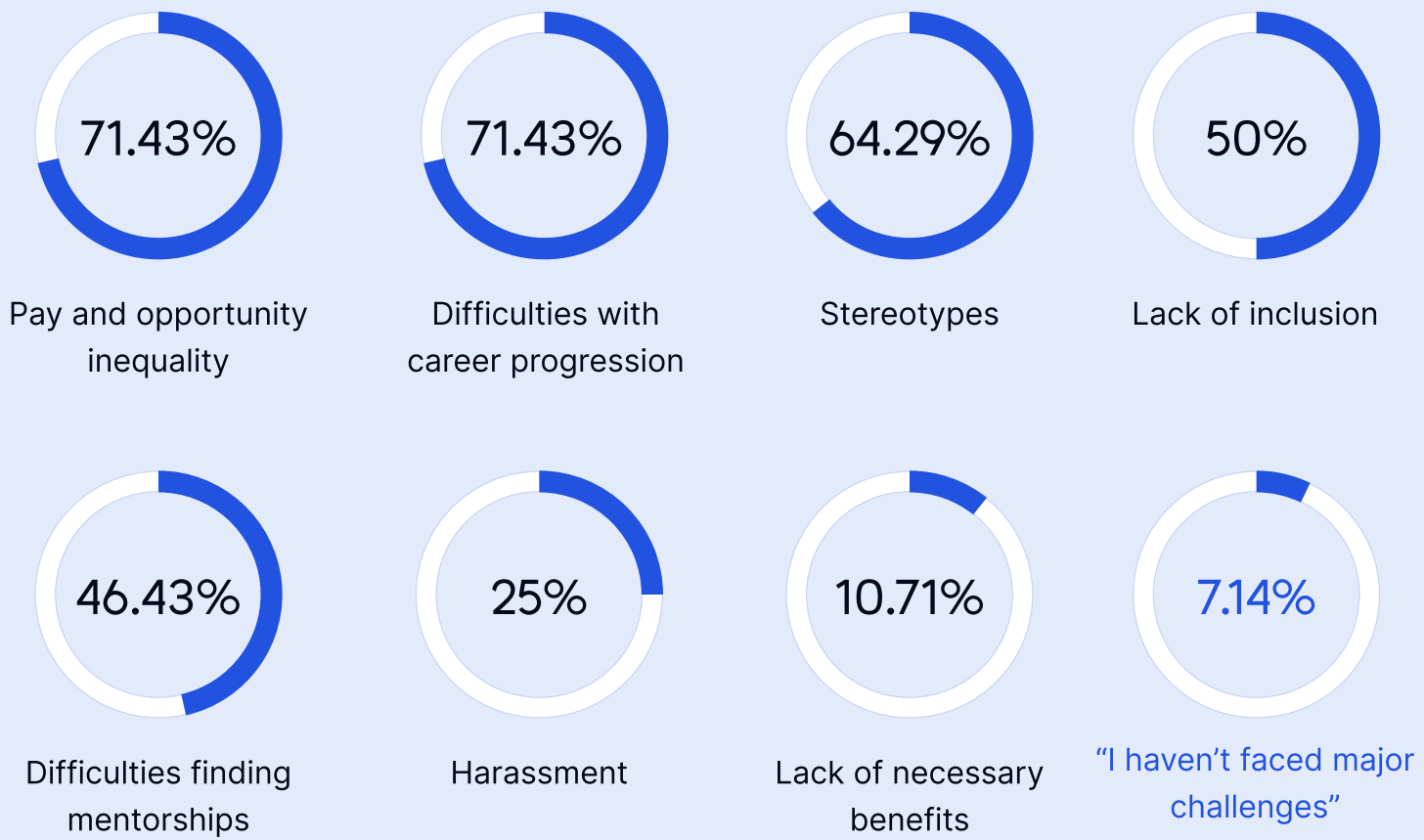
Challenges women in the 35-44 age group have faced:



Challenges women in the 25-34 age group have faced:



Challenges women in the 45-54 age group have faced:



¹ Bear in mind, 3.38% of study participants belong to the 55+ age group

Challenges women in the 55+ age group have faced:



At the beginning of their career, women in tech tend to face fewer challenges, with over half of women with 0-2 years of experience (55.36%) not facing any major challenge in their careers. Still, women in this category mostly battle with stereotypes (28.57%) and pay and opportunity inequality (25%).

For women with 2-4 years of experience, difficulties with career progression (33.33%) and stereotypes (31.88%) are two major career barriers. Stereotypes, along with pay and opportunity inequality are again two crucial challenges for mediors (4-8 years of experience).

Women with over 8 years of experience mostly deal with difficulties with career progression (61.39%) and pay and opportunity inequality (60.40%).



Challenges women with 0-2 years of experience have faced:



Challenges women with 4-8 years of experience have faced:



Challenges women with 2-4 years of experience have faced:



Challenges women with 8+ years of experience have faced:



Why women decide against working in tech

Male dominance in the industry is the No. 1 reason (chosen by 66.18% of participants) why women decide against working in tech. **Lack of confidence** (55.07%), **misconceptions from an early age** (48.79%), **lack of work-life balance support** (42.03%), and **more difficult career progression** (39.61%) are other common answers.

66.18%	Male dominance in the industry	39.61%	More difficult career progression
55.07%	Lack of confidence	36.47%	Lack of mentorship
48.79%	Misconceptions from an early age	25.02%	Pay gap
42.03%	Lack of work-life balance support	21.26%	Lack of fairness in the recruitment process

The study participants were also invited to write down their assumptions as to why fewer women decide against a tech career. Study participants believed that, due to the male dominance in the industry, women would take up too much of the emotional burden in their teams, making this career path less appealing.

Furthermore, many women are being encouraged to take on more admin-type roles as they are believed to be less tech-inclined than men. Women claim that tech fosters a culture of misconstruing female reactions and criticizing their confidence. Lastly, the lack of female role models and unfamiliarity with the plethora of tech and non-tech roles within tech companies are common reasons study participants believe women reconsider working in tech.



Why women decide against working in tech based on position

Leadership positions:

63.53%	Male dominance in the industry	41.18%	More difficult career progression
54.12%	Lack of confidence	38.24%	Lack of mentorship
42.94%	Misconceptions from an early age	29.41%	Pay gap
42.35%	Lack of work-life balance support	18.82%	Lack of fairness in the recruitment process

Non-leadership positions:

68.03%	Male dominance in the industry	38.93%	Pay gap
55.74%	Lack of confidence	38.52%	More difficult career progression
52.87%	Misconceptions from an early age	32.25%	Lack of mentorship
41.80%	Lack of work-life balance support	22.95%	Lack of fairness in the recruitment process



Why women decide against working in tech based on age

18-24 age group:

64.29%	Male dominance in the industry	32.14%	Pay gap
53.57%	Lack of confidence	28.57%	Lack of mentorship
50%	Lack of work-life balance support	14.29%	More difficult career progression
35.71%	Misconceptions from an early age	10.71%	Lack of fairness in the recruitment process

35-44 age group:

64.06%	Male dominance in the industry	45.31%	Lack of mentorship
53.13%	Lack of confidence	42.19%	More difficult career progression
47.66%	Misconceptions from an early age	35.16%	Pay gap
46.88%	Lack of work-life balance support	25.78%	Lack of fairness in the recruitment process

25-34 age group:

63.83%	Male dominance in the industry	35.64%	Lack of work-life balance support
57.98%	Lack of confidence	34.57%	Pay gap
52.66%	Misconceptions from an early age	26.60%	Lack of mentorship
38.30%	More difficult career progression	13.83%	Lack of fairness in the recruitment process

45-54 age group:

75%	Male dominance in the industry	48.21%	Misconceptions from an early age
55.36%	Lack of confidence	42.86%	More difficult career progression
51.79%	Lack of mentorship	37.50%	Pay gap
50%	Lack of work-life balance support	35.71%	Lack of fairness in the recruitment process

55+ age group:

85.71%	Male dominance in the industry
42.86%	Lack of fairness in the recruitment process
42.86%	More difficult career progression
42.86%	Lack of mentorship
35.71%	Pay gap
35.71%	Misconceptions from an early age
35.71%	Lack of work-life balance support
35.71%	Lack of confidence



Why women decide against working in tech based on years of experience

0-2 years of experience:

62.50%	Male dominance in the industry	35.71%	Pay gap
58.93%	Lack of confidence	32.14%	More difficult career progression
42.86%	Lack of work-life balance support	23.21%	Lack of mentorship
41.07%	Misconceptions from an early age	14.29%	Lack of fairness in the recruitment process

4-8 years of experience:

62.07%	Lack of confidence	31.02%	Pay gap
60.92%	Male dominance in the industry	29.89%	More difficult career progression
49.43%	Misconceptions from an early age	25.29%	Lack of mentorship
40.23%	Lack of work-life balance support	18.39%	Lack of fairness in the recruitment process

2-4 years of experience:

66.67%	Male dominance in the industry	31.88%	Pay gap
53.62%	Lack of confidence	31.88%	Lack of mentorship
52.17%	Misconceptions from an early age	28.99%	Lack of work-life balance support
36.23%	More difficult career progression	7.25%	Lack of fairness in the recruitment process

8+ years of experience:

69.31%	Male dominance in the industry	47.03%	More difficult career progression
51.49%	Lack of confidence	46.53%	Lack of mentorship
49.50%	Misconceptions from an early age	37.62%	Pay gap
47.03%	Lack of work-life balance support	29.21%	Lack of fairness in the recruitment process

Conclusions: What have we learned from this study?

Women in tech value flexibility the most, as remote and hybrid working options and flexible working hours were the top 2 crucial benefits for the majority of study participants. In addition, more than half of the participants want professional development and training opportunities.

As key reasons why they'd resign from their positions, women in tech highlighted no pay increase, lack of career progress, and poor company leadership. Poor company leadership becomes a more pressing challenge with increasing age of all study participants.

Women need a clear professional path regarding both their career progress and pay increases. Moreover, they should be a part of a **culture that boasts good leadership and promotes work-life balance.**





Younger generations at the workplace

The youngest working generation values pay increase more than others. Pay increase is the biggest resignation factor for the 18-24 age group, and the second biggest one for the 25-34 age group.

Growth and career advancement are also extremely valuable for these two age groups. On the other hand, poor company management isn't as big of an issue to them as it is for more seasoned employees, which makes sense as just 24% of the youngest age group operates within a leadership role.

Younger employees tend to face fewer challenges, with nearly two thirds of the 18-24 age group never experiencing any major challenges. Those that do, mostly battle with stereotypes.

About a third of the 25-34 age group faced challenges in their career. This group mostly deals with pay and opportunity disparity, stereotypes, and difficulties with career progression.

Women in leadership positions

Out of 414 respondents, 41.06% hold a leadership position in their companies.

For female tech employees in leadership positions, poor company management is a significant difficulty. Furthermore, they value a pay increase less than non-leaders.

Women leaders face difficulties with career progression more often and frequently deal with stereotypes and pay and opportunity disparity.

Advice to young women from women in tech

"Just think about it for a second: 'How hard can it be? Boys do it.' Everything men do, women can do as well. So, I'd say that women should work on their self-image and confidence, be their own greatest fans, and be persistent. If you want it, go get it. Work for it even when the odds aren't in your favor — because the odds can change with time."

"Always work for a manager who believes in you and wants you to progress in your career. If you sense your manager is only working for themselves, go; you will never be given the chance to develop. And never be afraid to question someone who speaks with great confidence about something, especially if you know what they say is wrong — people in tech like to hide behind complexity, but in reality, they either cannot explain things or they don't have a good handle on it themselves."

"The women I know are just as capable as the men, but many have less confidence. Trust in your ability to learn and to grow. Ask for a higher salary than you originally planned. If you find an open position that you like, apply, even if you meet only 50% or 60% of the required skills. If you can, find a mentor. Be careful with part-time positions — they can be awesome when you need them, but they can slow down your learning and progression, and they can create the illusion that you are not working as hard as the others."

"Don't look for a career in tech unless you like tech. DO NOT do it for the money. Don't do it because you think it will be exciting. You need a genuine love of technology to be happy and successful."

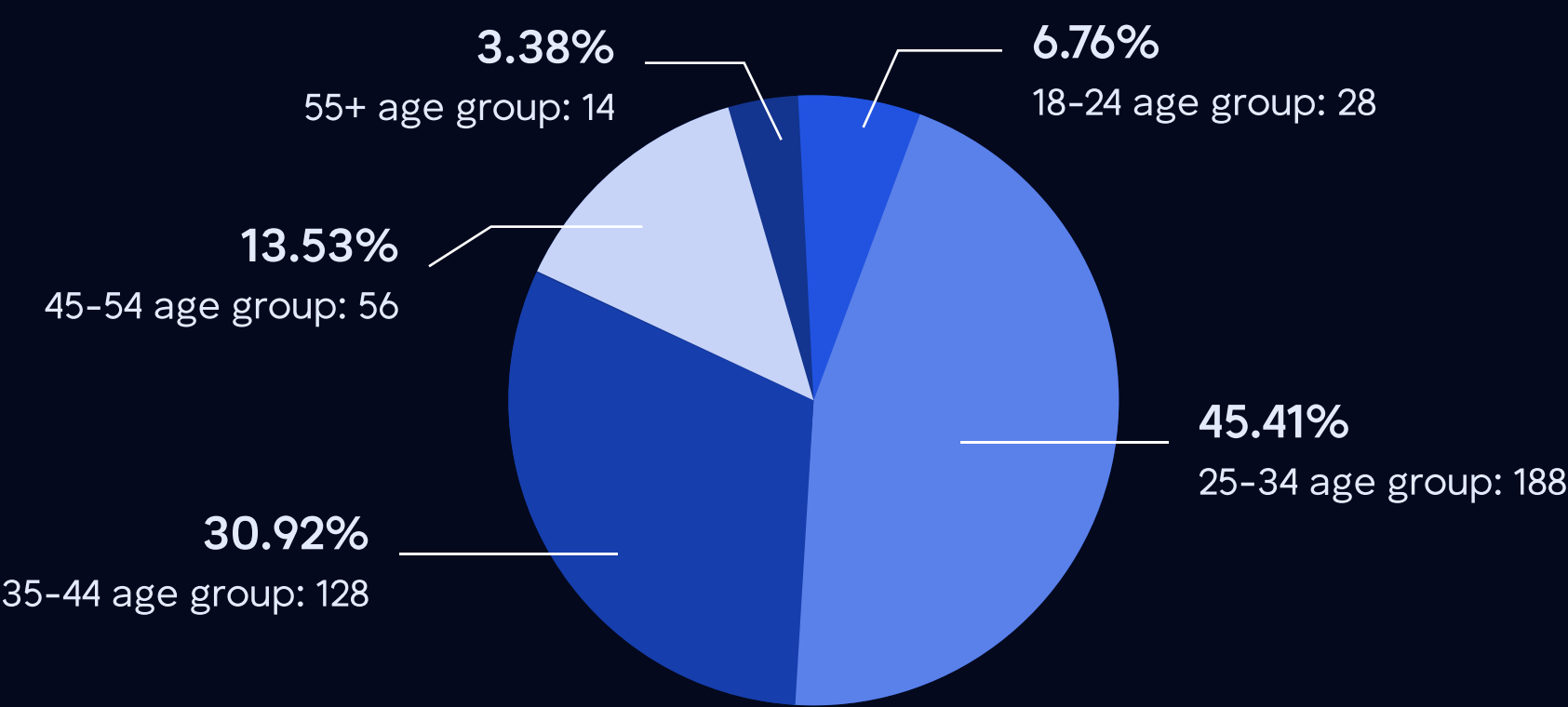
"Firstly, you do not need to start exactly where you want to be. The right role at the right company can evolve into what you would like it to be. Finding the right place that nurtures your growth and supports your goals is the key."



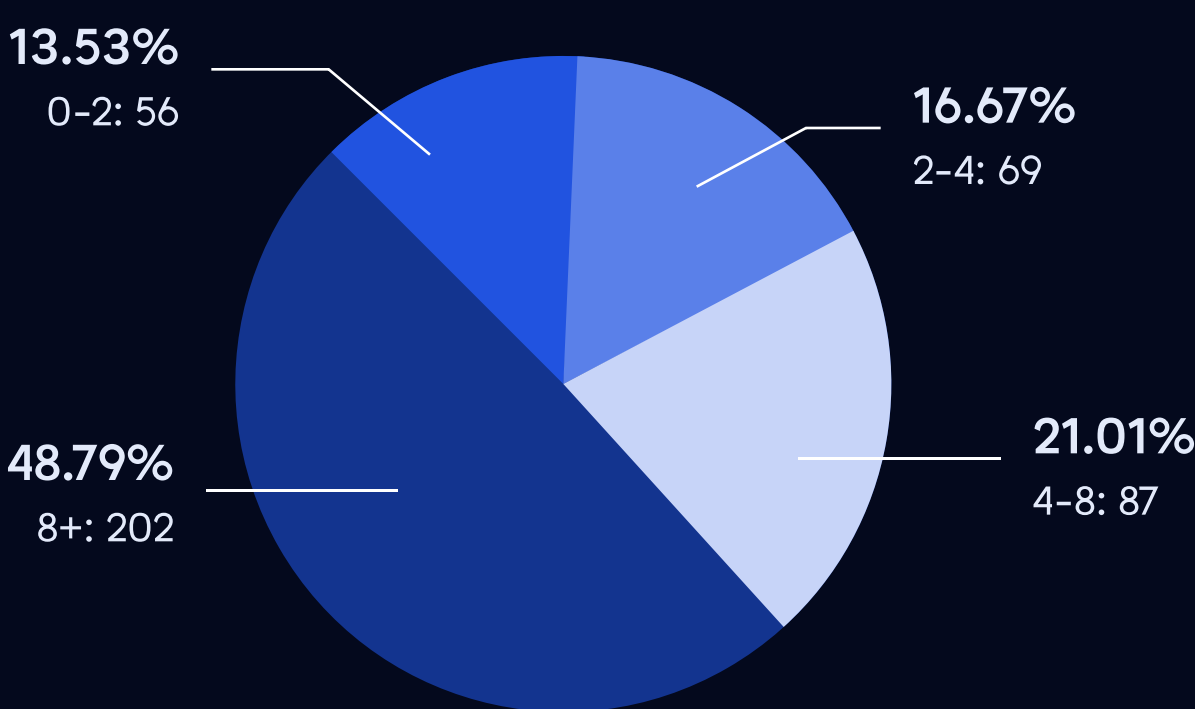
About women in tech who participated in the study

Here's the essential demographic data about the women who participated in the survey.

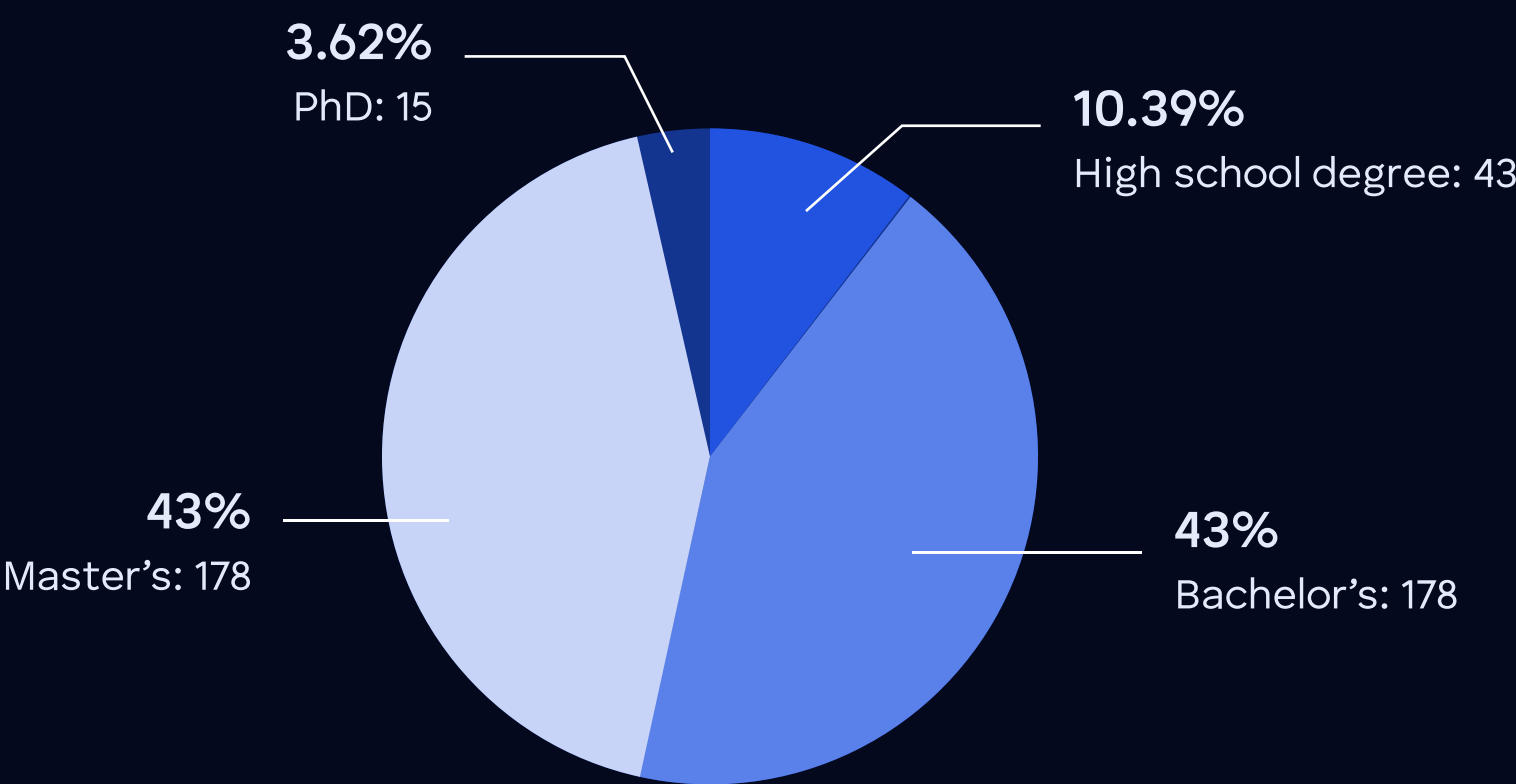
The age distribution among the participants is as follows:



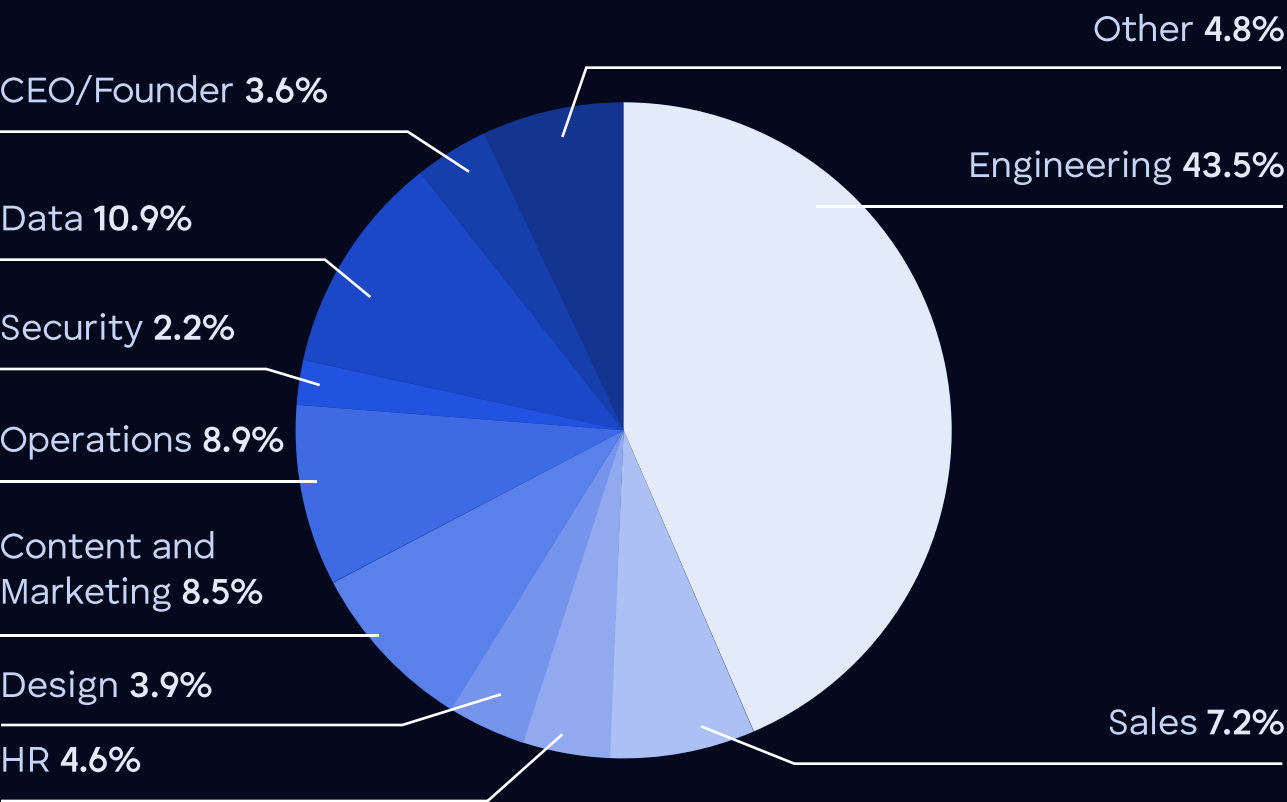
Respondents' years of experience:



Respondents' highest education levels:



Respondents' job titles:



Disclaimer: The focus of this study was to explore the experiences of all women in tech. Therefore, the study does not contain any specifics regarding races and nationalities.

About CAKE.com

CAKE.com's mission is to help people be more creative, innovative, efficient, effective, and productive, by supporting them in their everyday work lives. To this end, we have created Clockify, Pumble, and Plaky — available as the CAKE.com Suite representing the collection of productivity tools that provide businesses with everything they need to collaborate and increase productivity.

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