

# The #MeToo Effect

## Do Women and Men Think Gender Equity is Advancing in their Workplace?

In the two years since the #MeToo movement launched, much of culture's attention has been put on advancing gender equity in the workplace. But has that attention translated into progress felt by women and men at their places of employment? The short answer based on the results is that despite respondents believing that #MeToo has had a positive impact on gender equity in culture, it has not translated into impact at their place of employment.

Have Her Back Consulting launched a survey of 1,008 U.S. adults in October 2019. The respondents were nationally-representative of age, gender and geographic location though no other limiting factors (income, race / ethnicity, etc.) were required.

The key themes that have emerged from the survey suggest:

- While companies are making verbal commitments, there is less actually happening to make things better for women
- While women and men agree that gender equity is important to solve in the near-term, they have differing views on progress or lack of progress currently being achieved
- There are risks to companies that do not advance gender equity, from losing employees to risking less purchase of products.
- Factors including age and/or ethnicity have an impact on the findings of both the #MeToo movement's impact on culture as well as progress within respondents' workplaces.

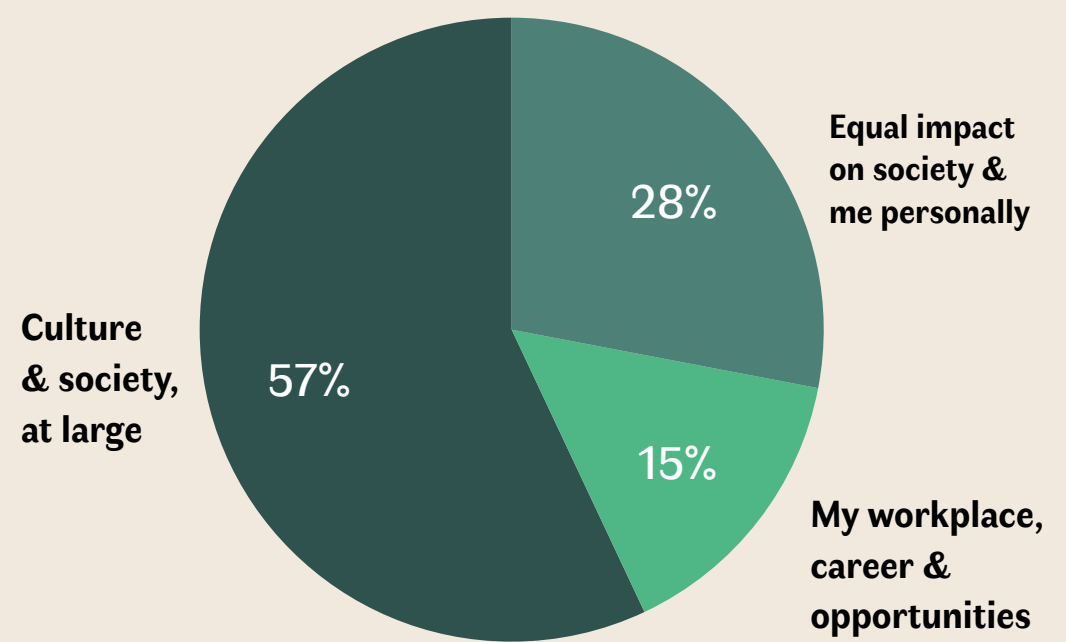
### Culture Change vs. Workplace Change:

The findings suggest that despite culture's demand to advance equity for women, few companies have actually taken specific actions to change corporate culture. Perhaps most telling, 55% of respondents said the impact of #MeToo has been felt more on society and culture, while only 28% said it has had an equal impact on them, personally.

The findings also suggest that while companies themselves were verbally committing to improve, very little action has taken place.

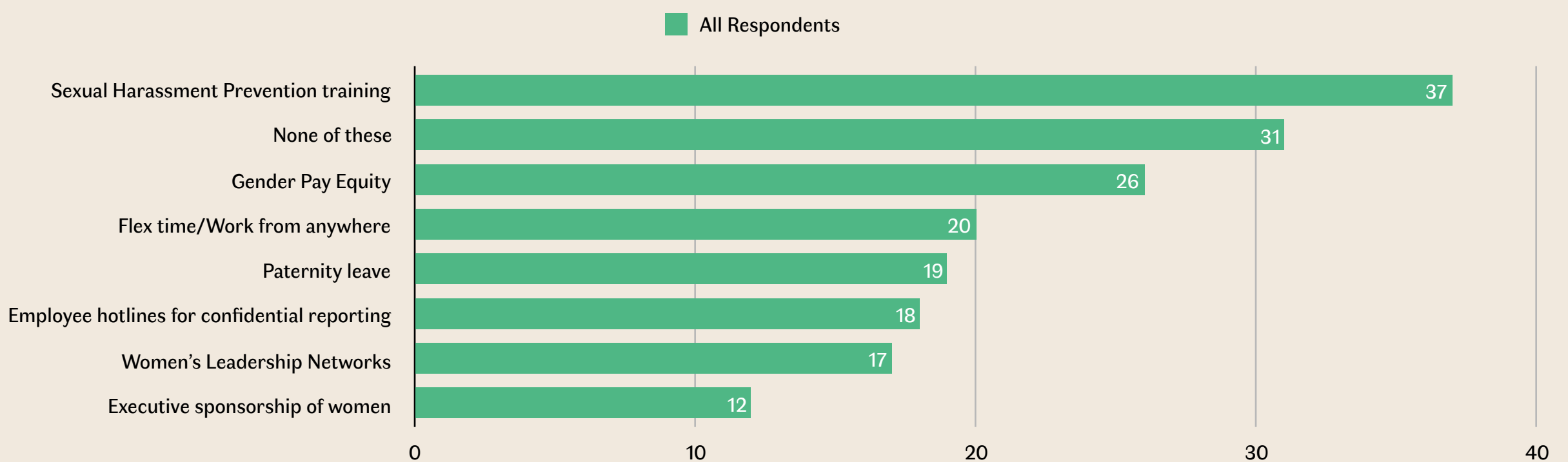
Respondents to the HHB survey found that 37% of respondents said "sexual harassment training" has been the most-often talked about initiative, followed by 31% who said, "nothing."

### Where has #MeToo had the biggest impact?

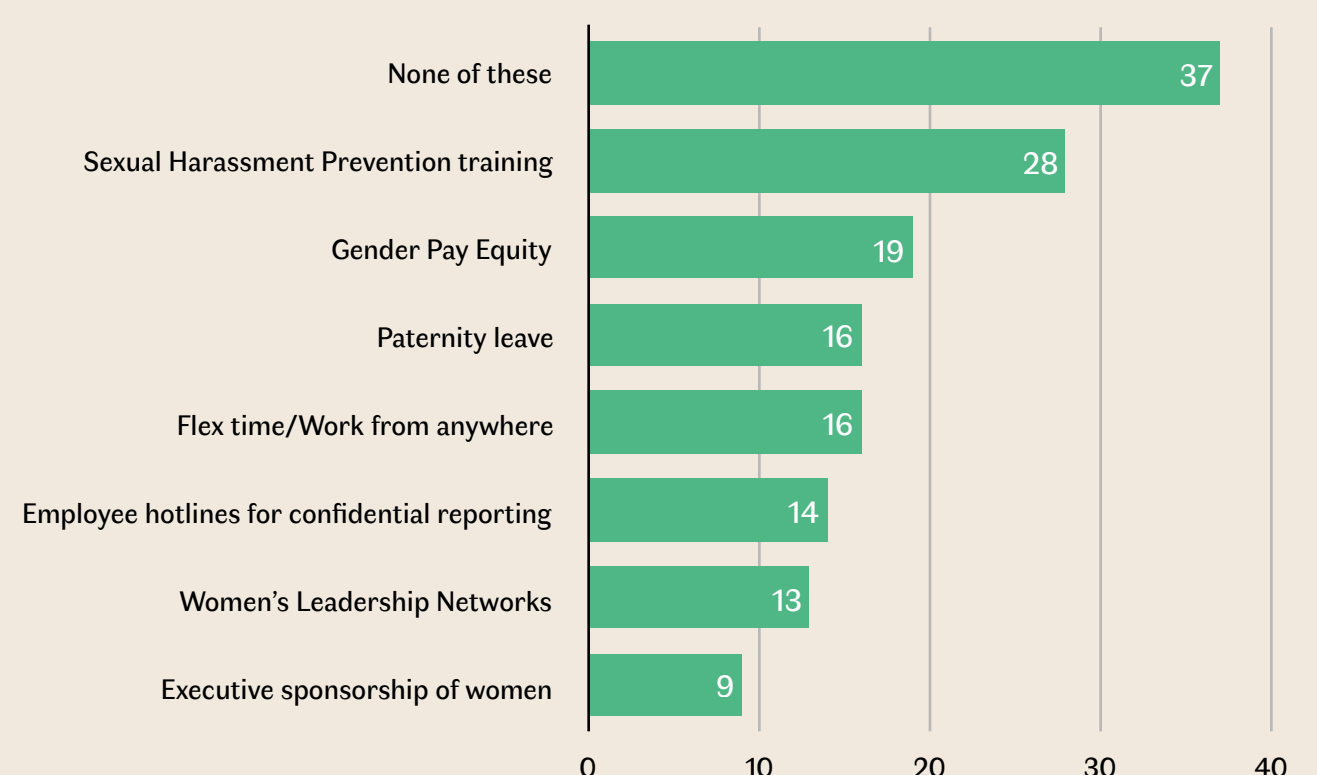


## Good Intentions vs. Intentional Action

### Which of the following women's advancement initiatives has your company verbally committed to (talked about doing) in the past two years?



### Which of the following actions has your company actually initiated (started as a new program) in the past two years?



When asked about what gender equity programs their companies have actually implemented in the two years since the #MeToo movement raised awareness, 37% of respondents said "nothing" and only 28% said sexual harassment training programs were conducted in their workplace.

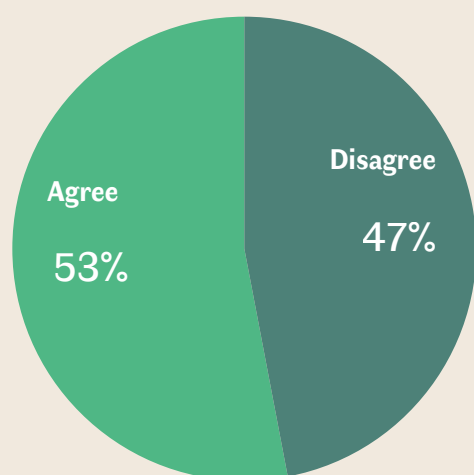
Tellingly, women were more likely to say "nothing" had been done (42%) compared to men (33%). So the stakeholders most vested in all the corporate statements vowing to do more are the most likely to feel that those commitments have not produced any results.



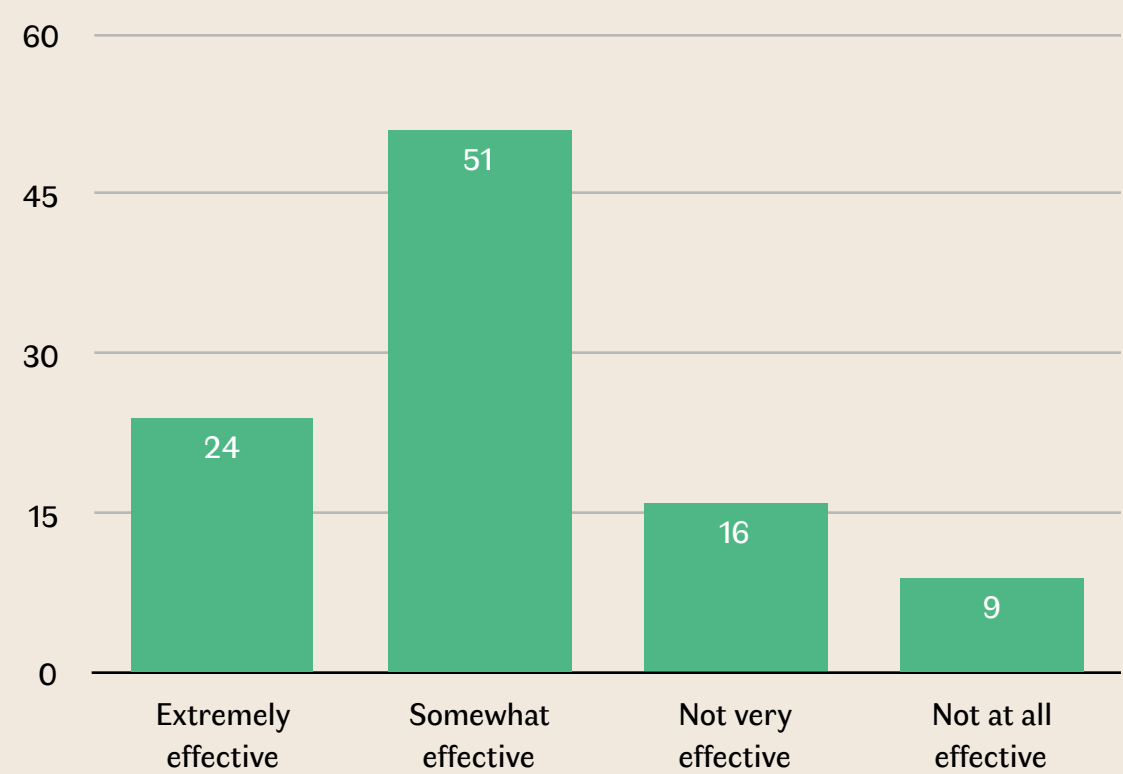
## The Authenticity Gap

Altogether, this has led to the perception of an authenticity gap. What companies say they care about when it comes to gender equity does not match up with their actions towards advancing it.

**“My company / employer has talked the talk since #MeToo, but I don’t see them walking the walk.”**

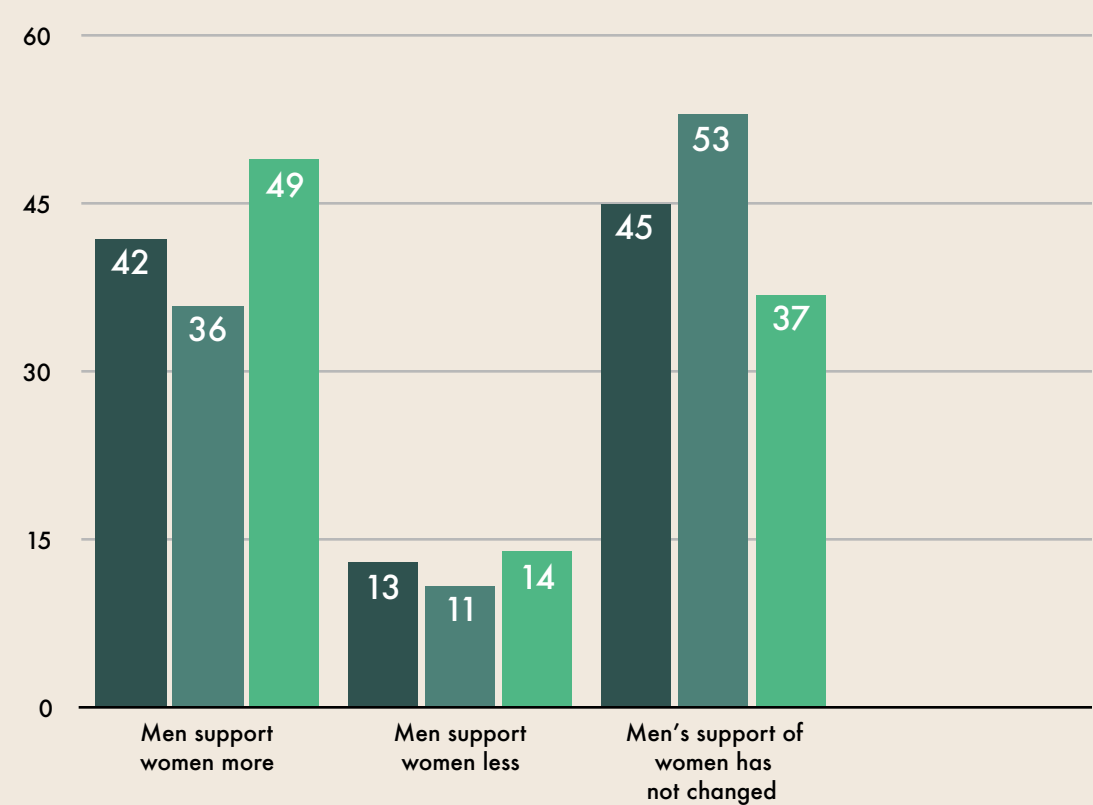


**How effective has #MeToo been in bringing about positive change for women in the workplace?**



## Women and Men View Progress Differently

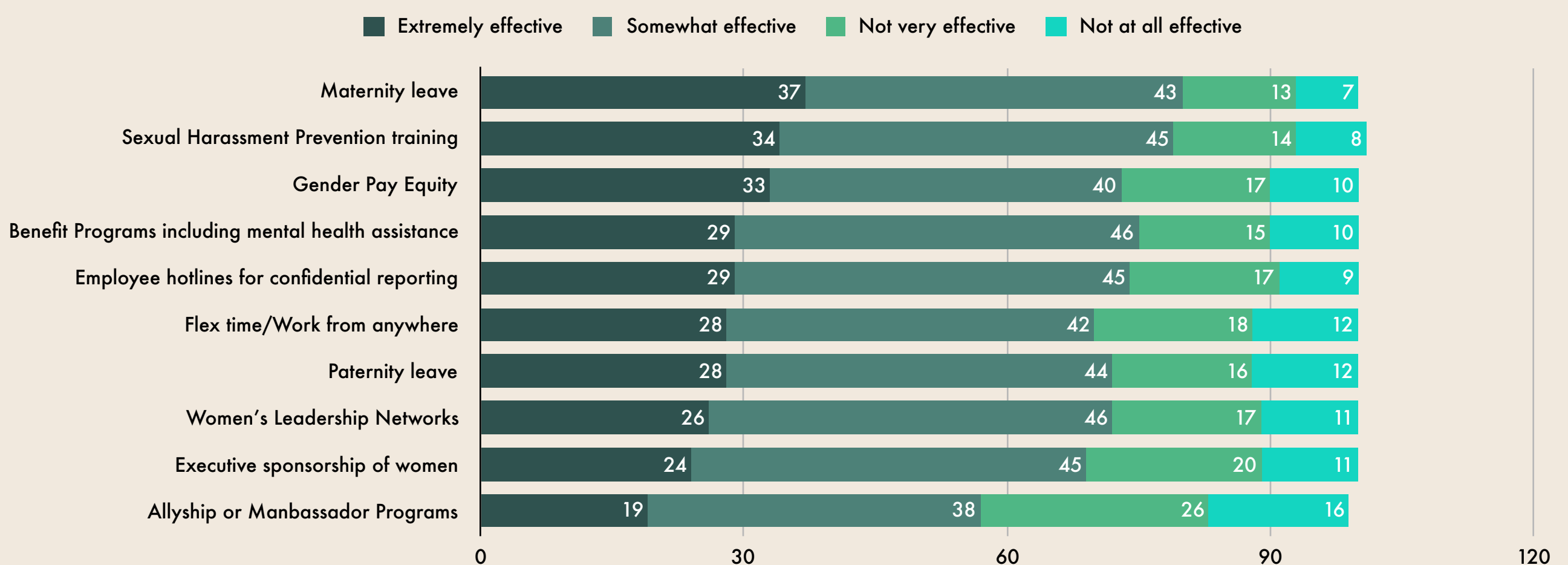
There is an interesting disparity in perception about how support for women in the workplace has changed in the wake of #MeToo; 49% of men say men support women more because of increased awareness, but 53% of women say men’s support of women has not changed. When it comes specifically to “executive support of women,” only 12% of men and 6% of women say this has increased in the wake of #MeToo.



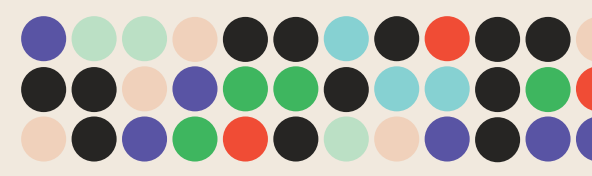
## What’s actually working?

When asked about the effectiveness of what programs do exist in corporate America, “Maternity Leave” still ranks number one, despite being one of the oldest policies included in this study (maternity leave was included after the Family and Medical Leave Act (FMLA) of 1993). Sexual Harassment Training, another decades-old program ranked second in effectiveness, but more recent initiatives like Women’s Leadership networks or Allyship programs are largely ranked as ineffective – likely because very few companies have yet to offer them to employees.

**How effective are these programs at combatting bias against women in the workplace?**

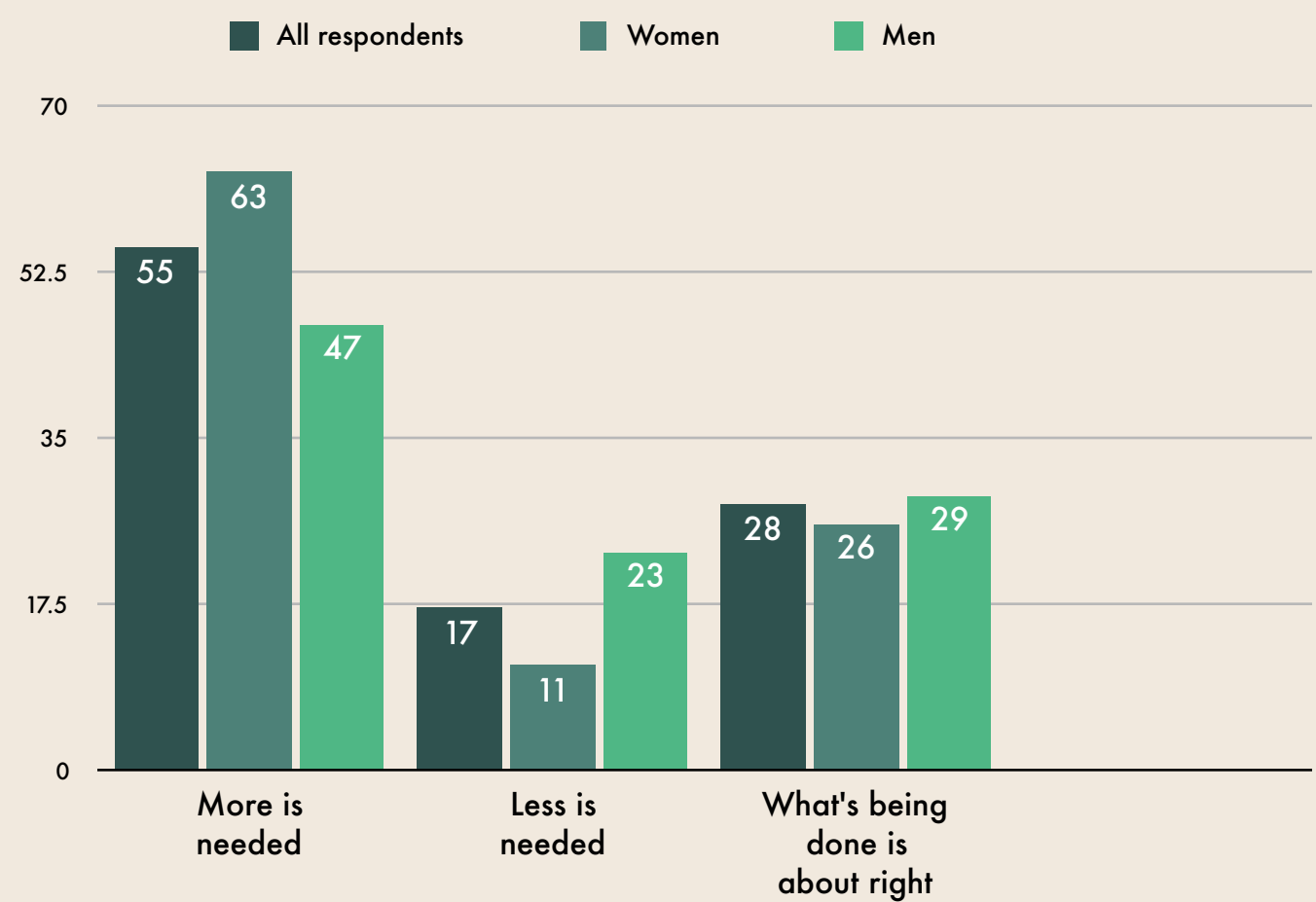


Perhaps most telling, when asked whether #MeToo has had a larger impact on culture / society, on the respondent individually, or equally on both over half (55%) of respondents said the impact has been felt more on society and culture, while only 28% said it has had an equal impact on them, personally. Only 15% of women said #MeToo has had an impact on their workplace, career and opportunities in general.

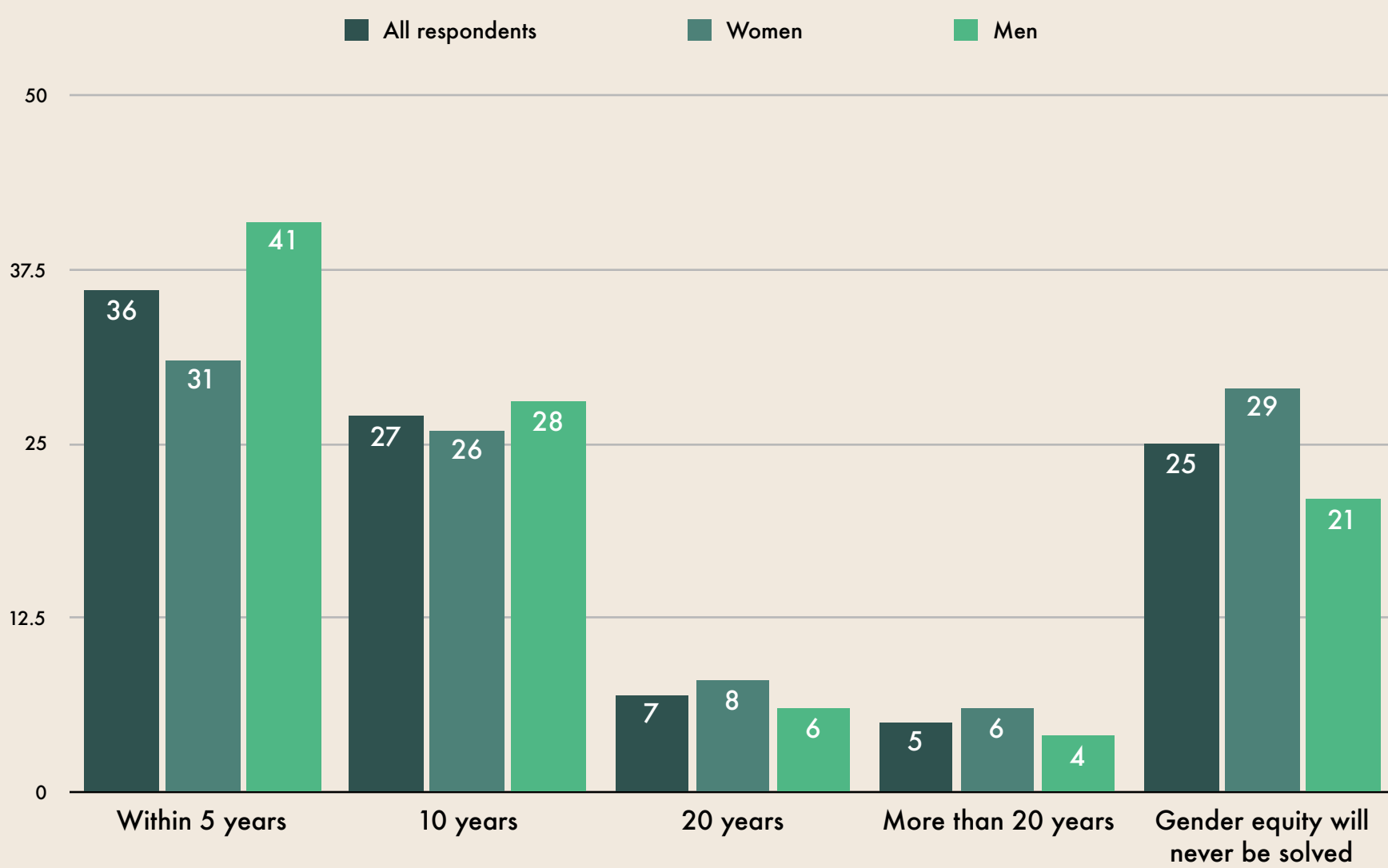


Overall, everyone agrees, more is needed to advance women in the workplace. More than half (55%) of respondents feel that “more is needed” to advance women in the workplace and 31% of women and 41% of men believe that business will resolve gender equity issues “within the next 5 years” suggesting that there is an expectation for business to tackle this issue and resolve it quickly.

“In the two years since #MeToo, how would you characterize the actions taken to advance women in the workplace?”



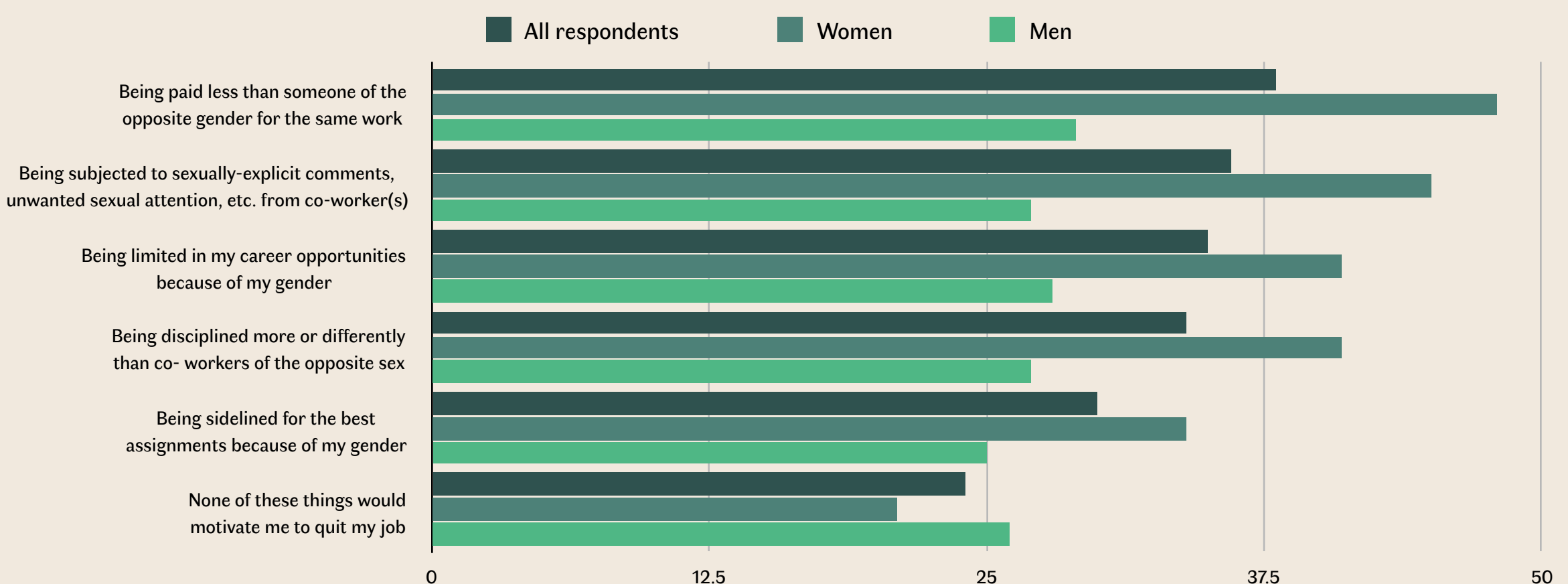
How long do you expect it to take for business to solve the Gender Equity issue – that is, to provide women with the same opportunities for advancement and equal pay?



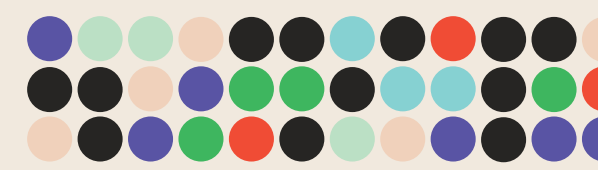
### Risks for Companies Not Advancing Gender Equity

The need for companies to prioritize gender equity among employees is clear; half of the women in our survey said they would leave their employer for another if they found they were being paid less than male employees. That’s more than the 45% of women who would leave if subjected to sexual harassment. Overall, any sense of being treated differently from men or having less opportunity because of gender bias is reason for female employees to look elsewhere for employment.

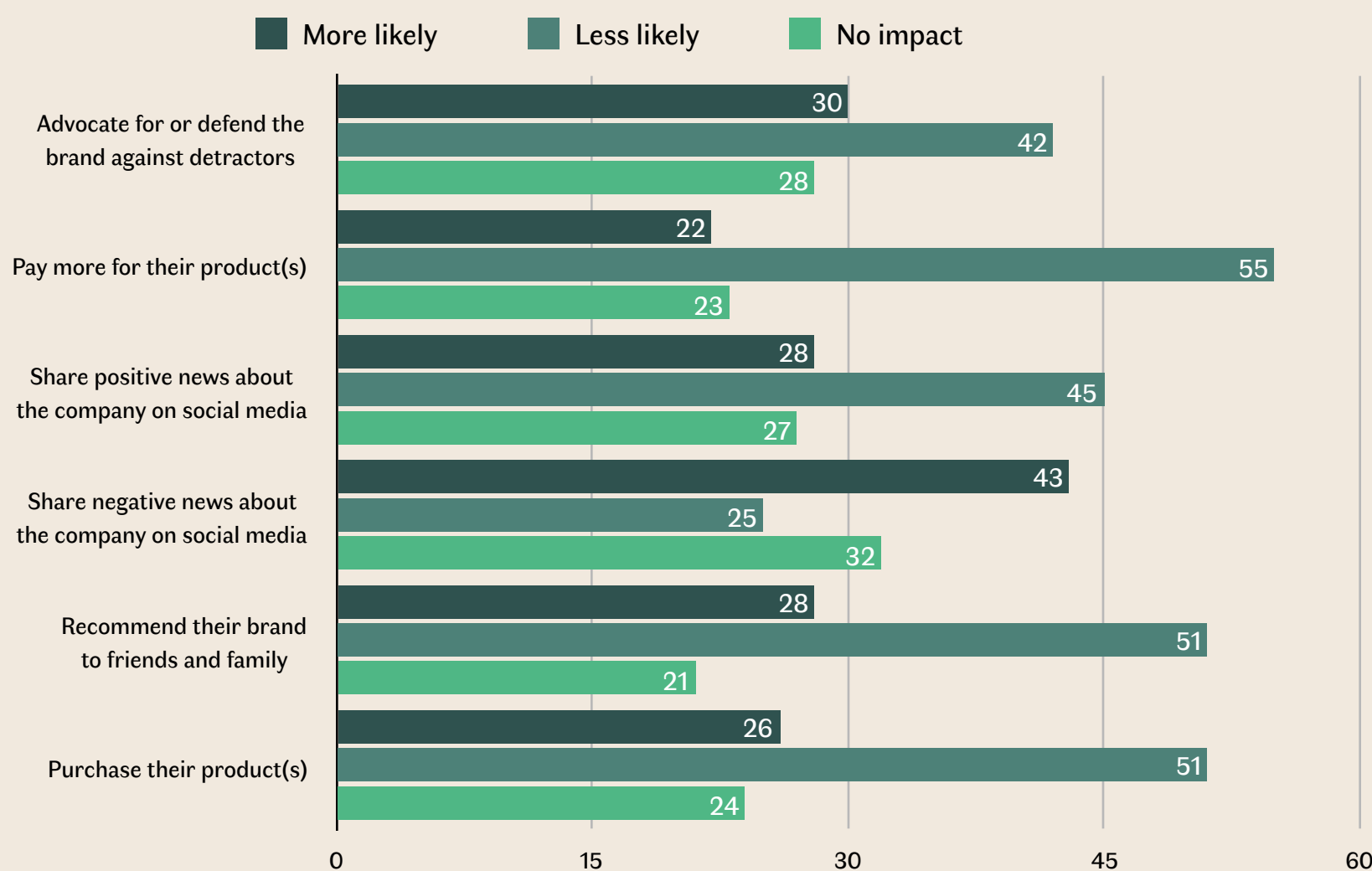
Which of the following would motivate you to leave your current job / employer?



There is evidence that it may be *very* important for companies to prioritize gender equity programs that have lasting impact; our survey asked respondents what actions they would take if they learned that a company was not treating female employees equitably. The answer? A lot – from 55% refusing to pay more for that company’s products, to 51% less likely to purchase products altogether and 43% more likely to share negative news about the company on social media channels. Women, who make up the majority of consumer products and services purchasers, are even less likely to support companies who do not treat female employees equally; 62% of women said they were less likely to recommend the company to family and friends and 61% were less likely to purchase that company’s products.



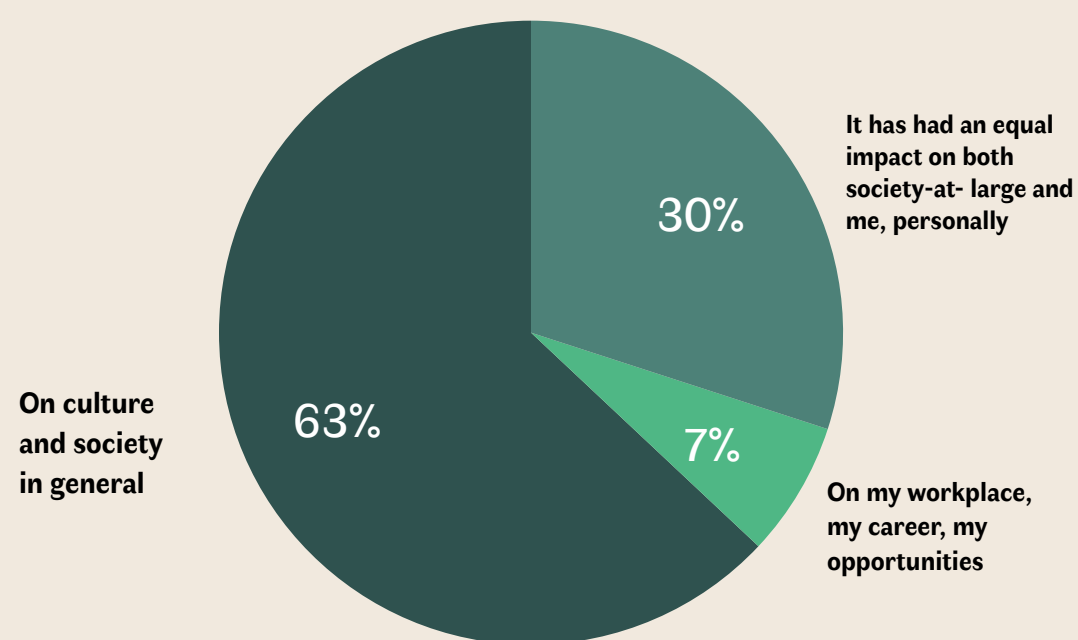
**If you hear of a company who has not treated their female employees equitably, would you be more or less likely to:**



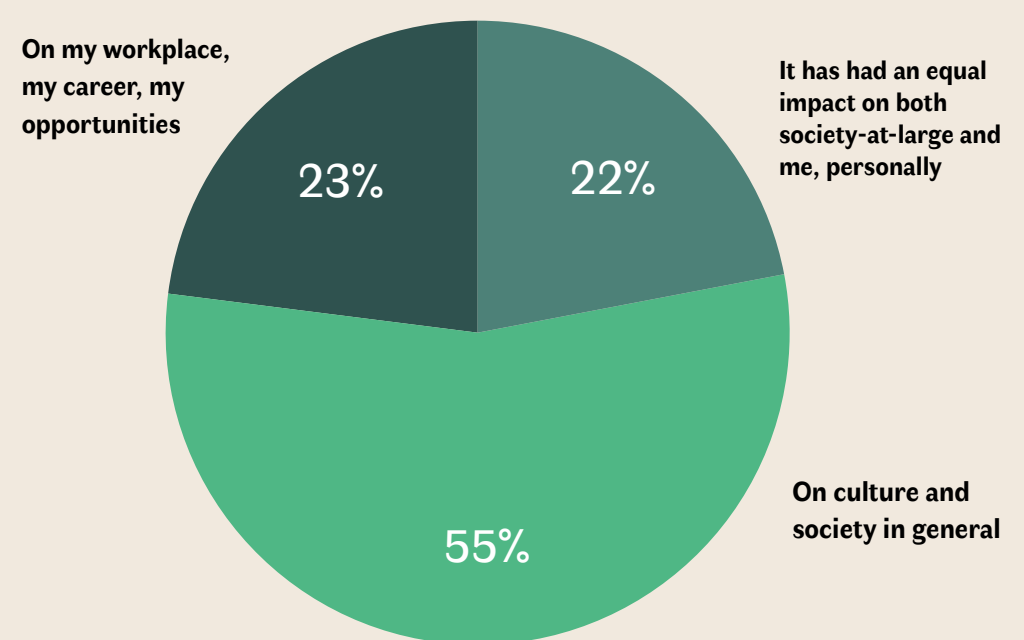
Perhaps most interesting, only 47% were more likely to share the negative news about the company via social media, suggesting that common ways of tracking the “traction” of a reputation crisis may not be sufficient to understanding the real impact of negative headlines on a company’s consumer base.

**Age and Ethnicity Impacts Perception Around #MeToo and its Impact on both Culture and the Workplace**

Would you say #MeToo has had a bigger impact: Age 55+



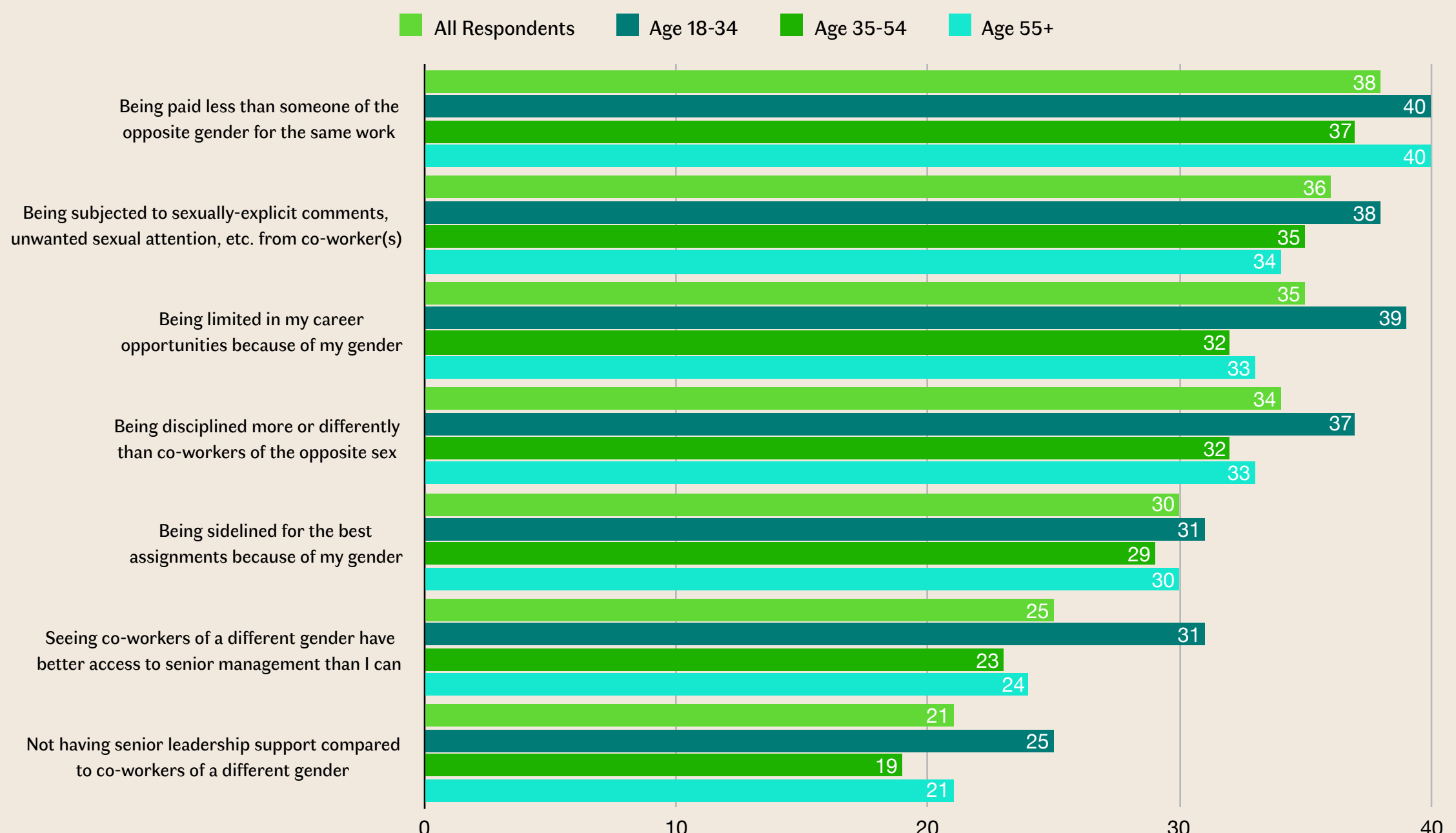
Would you say #MeToo has had a bigger impact: Age 18-34



There are significant differences in how different generations / age groups perceive the #MeToo movement; older respondents were more likely to say the impact has been felt more on a broad level across society and culture, while younger respondents are more likely to feel the impact at work.

It’s important to note that younger respondents are more likely to consider leaving an employer over perceived gender bias, further proving that companies need to take meaningful action to ensure gender equity programs have impact on their employees.

**Which of the following would motivate you to leave your current job / employer?**

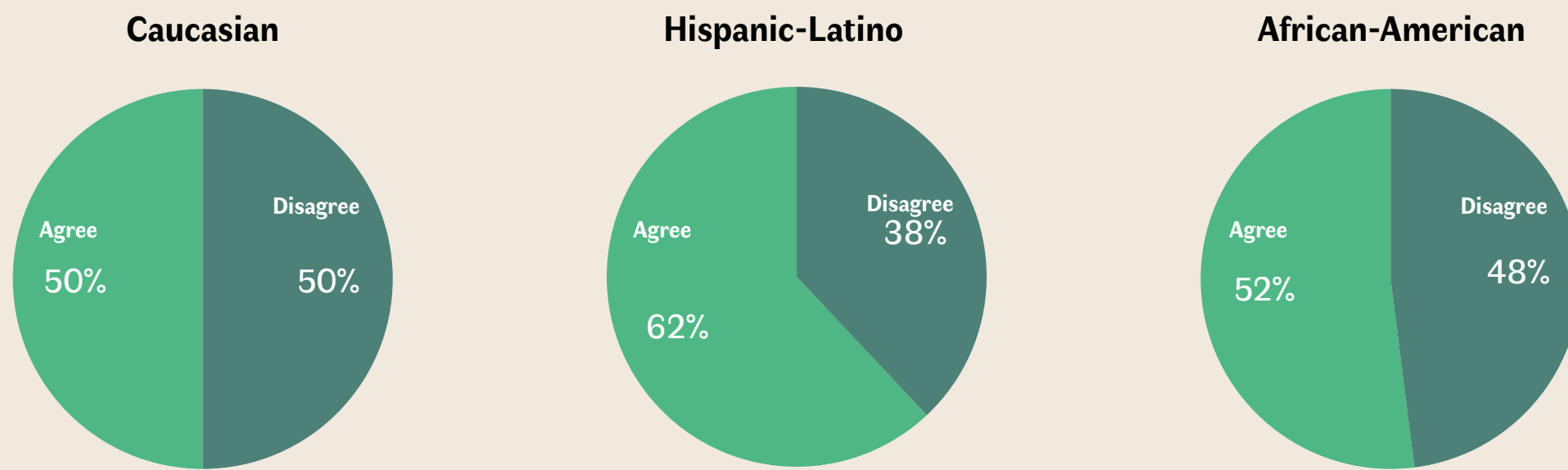






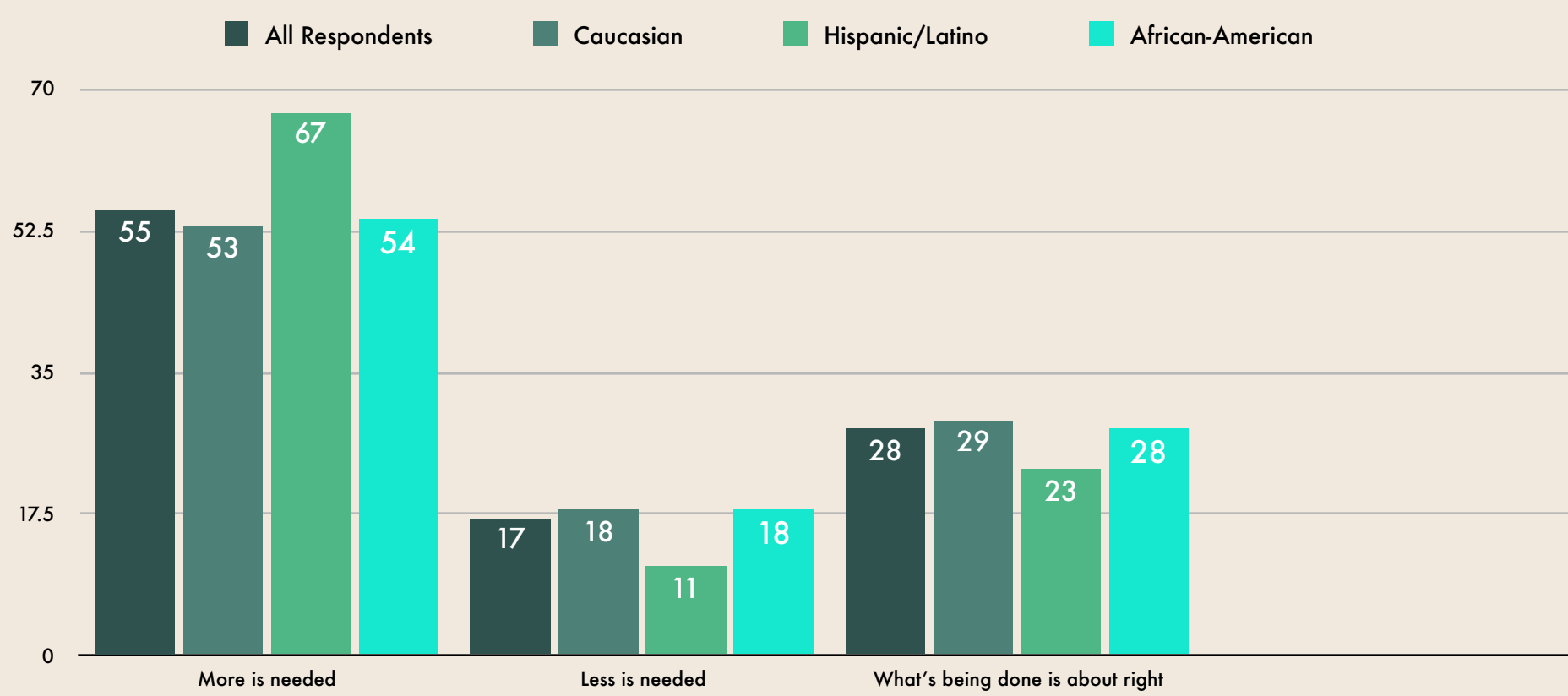
Differences in perception exist among multicultural groups, too. When asked if their employers are making a true commitment to gender equity, non-whites are far more likely to admit that their companies don't follow through.

**“My company / employer has talked the talk since #MeToo, but I don't see them walking the walk.”**



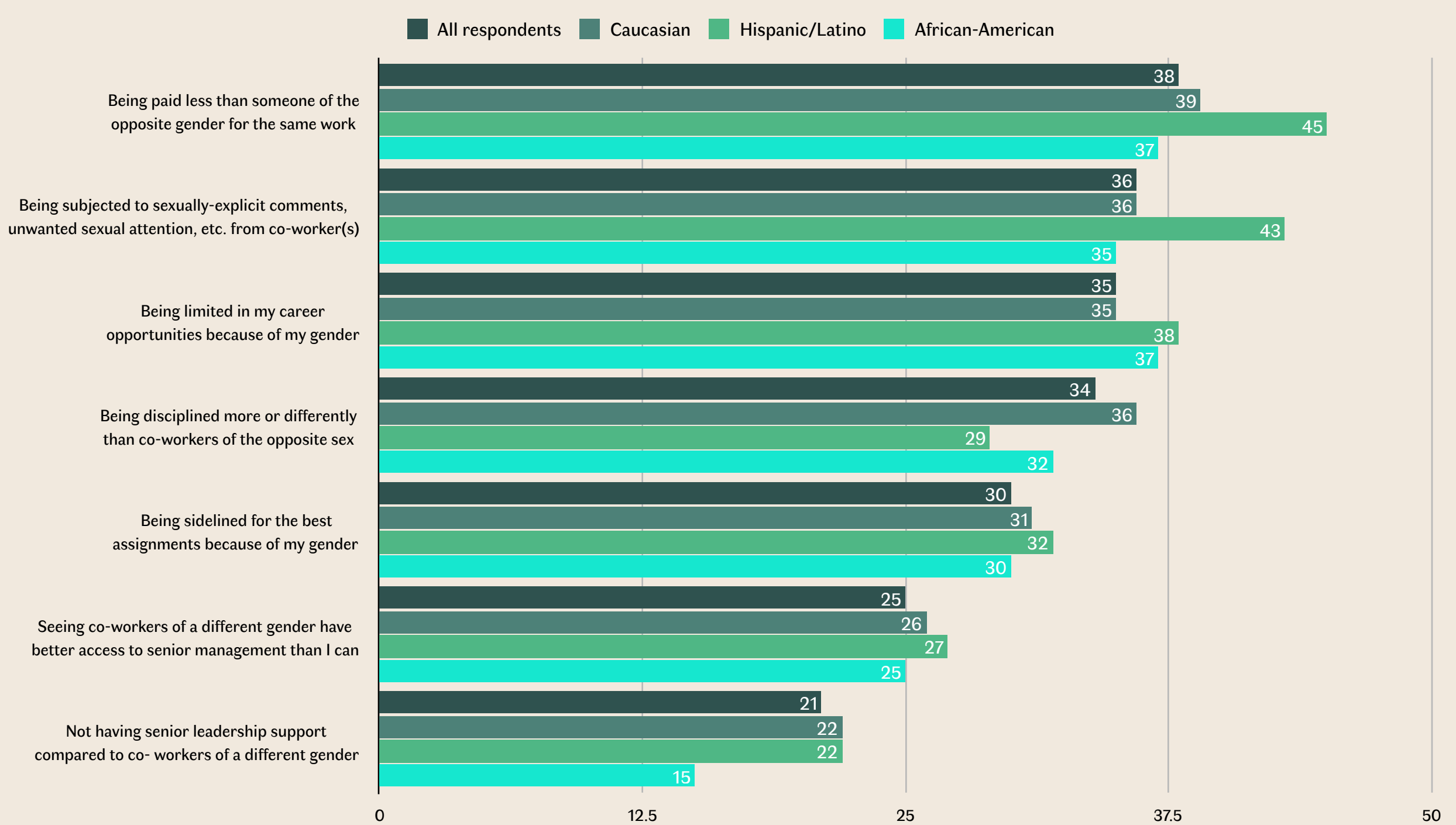
Hispanics, in particular, believe that companies should be doing more to advance women in the workplace; 67% say “more is needed” compared to just half of Caucasians and African-Americans.

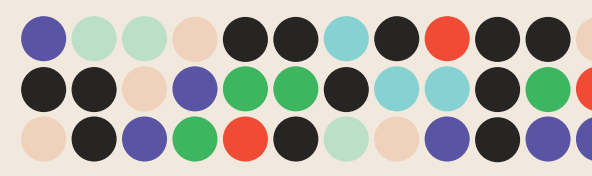
**“In the two years since #MeToo, how would you characterize the actions taken to advance women in the workplace?”**



Hispanic workers are also more likely to leave their employer for gender bias and harassment.

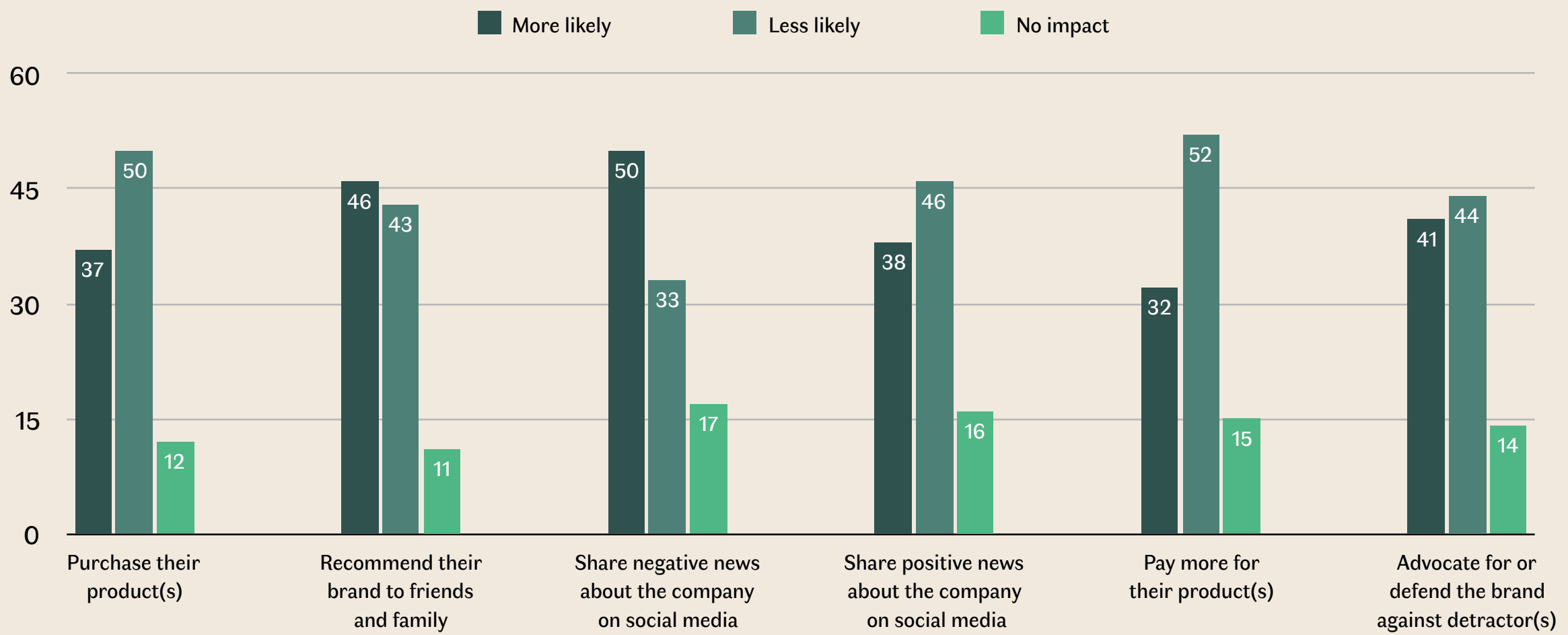
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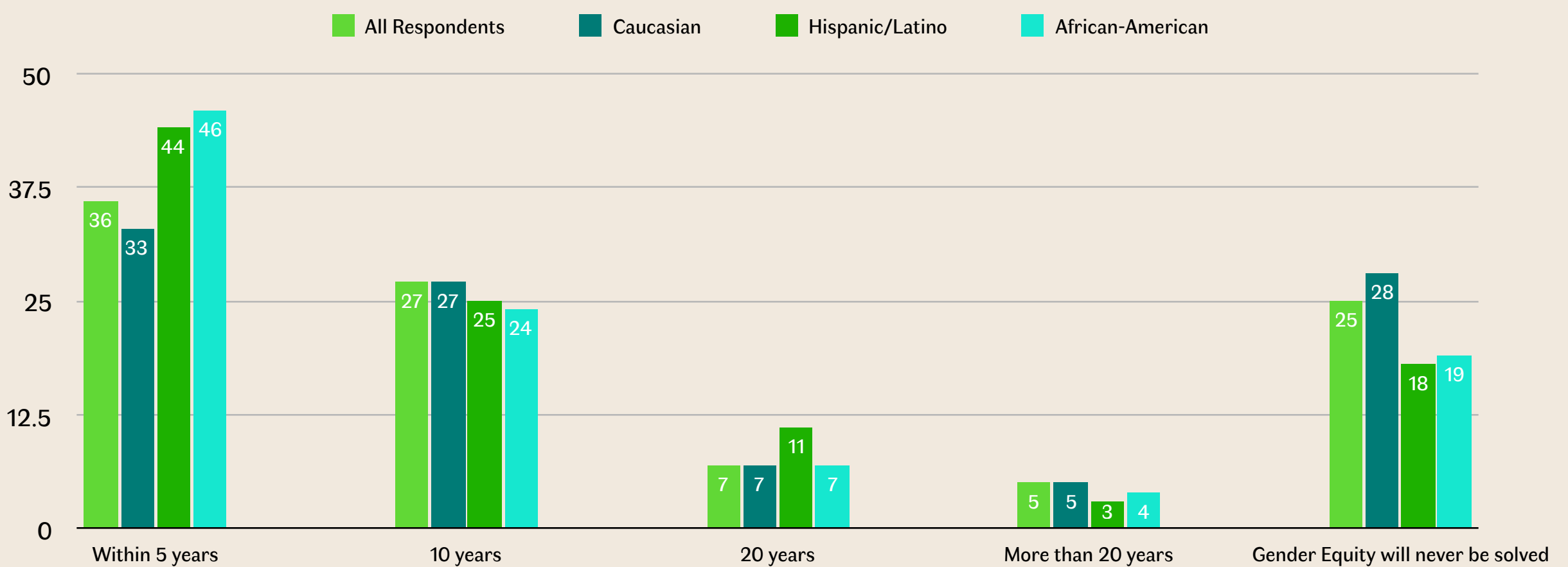
Among all respondent groups, African-American respondents were more likely to take action against companies as consumers; 50% said they would share negative news about a company that does not treat female employees equitably, and would be less likely to purchase that company's products.

**If you hear of a company who has not treated their female employees equitably, would you be more or less likely to:**



Hispanic / Latinos and African-Americans are also much more likely to expect that companies will resolve gender equity issues in the next 5 years. It is clear that, as multicultural consumers make up a larger proportion of both the consumer population and labor force, companies will need to do more to meet the high expectations set for them on the issue of gender equity.

**How long do you expect it to take for business to solve the Gender Equity issue – that is, to provide women with the same opportunities for advancement and equal pay?**



Two years into the #MeToo movement, the expectations for companies to advance gender equity within their own workplace aren't being met by women and men of all ages and ethnicities, to varying degrees. Currently, there is an authenticity gap between verbal commitments and actions that drive progress within companies. In the days, months and years ahead, this represents opportunity for companies to advance gender equity by taking new and meaningful actions and/or communicating better what meaningful actions currently exist to impact woman. With a majority of people believing gender equity will be achieved within 5 -25 years, the time to move from good intentions to intentional actions is upon us.

**About the #MeToo Survey**

Our survey was conducted by Propeller Insights over the period October 5<sup>th</sup> to October 8<sup>th</sup>, 2019. The sample of 1,008 U.S. adults was nationally representative for age, gender and geography. While no race / ethnicity quotas were set, the respondent base was comprised of 70% Caucasian and 30% multicultural respondents.

**About Have Her Back Consulting**

Have Her Back (HHB) Consulting is a women-owned and -operated culture consultancy working with companies to tackle gender equity differently. This includes work on internal cultural change and the way companies and brands go to market externally. HHB services cover the Arc of Authenticity: advancing gender equity through marketing, creative storytelling, issues management, product development, trainings, workshops, change management, executive visibility and executive coaching and culture analyses. HHB is in partnership with IPG. Authentic cultural change starts here: [www.haveherback.com](http://www.haveherback.com).