

Even in Female-Dominated Industries, More than One-Third of Americans Agree Women Face a “Glass Ceiling,” According to Coldwell Banker Real Estate Survey

Results of the 2019 Coldwell Banker Real Estate Examining Women and Leadership Survey

February 2019

Coldwell Banker Real Estate LLC

Industries such as real estate, healthcare and education are female-dominated*, however, at the executive level, there's a stark lack of women. A new survey from Coldwell Banker Real Estate LLC, conducted online by The Harris Poll, surveyed over 2,000 employed U.S. adults to compare the leadership and professional ambitions of men and women who work in female-dominated versus male-dominated industries, as determined by data from the U.S. Bureau of Labor Statistics, to probe the causes of this gender leadership gap and then work to demolish the glass ceiling.

Looking at the real estate industry specifically, the National Association of Realtors (NAR) 2018 [Member Profile Report](#) shows women account for 63% of all REALTORS®, yet more men lead real estate companies as a broker-owner** (52 percent) or a selling manager (57 percent). Open dialogue about women as leaders in the workplace, mentorship and training, combined with opportunities to grow and lead, are critical to empowering women in real estate and other female-dominated industries.

Women in Leadership

More than one-third of Americans (34%) working in female-dominated industries agree there is a “glass ceiling” in their industry, which makes it more difficult for women to reach executive or senior level positions.

- 14% of men working in female-dominated industries already hold an executive level position, compared to only 8% of women (a 75% difference).
- Men working in female-dominated industries are 20% more likely than women in the same industries to state that they have asked a supervisor/boss directly for a raise or promotion (59% vs. 49%).
- 42% of women working in female-dominated industries agree they would be hesitant to ask for a raise or promotion even if they met most or all of the qualifications, and among men it is 37%.
- Men working in female-dominated industries are 32% more likely than women working in the same industries to say they have ambitions of one day holding an executive-level position in their current industry (53% vs. 36%).
- Among all employed U.S. adults, 79% of men say they are compensated fairly for their work, compared to 70% of women.

Diversity & Inclusion in the Workplace

Nearly two-thirds of all employed U.S. adults (64%) agree that working for a company that has female representation at the executive level is important to them, yet 41% agree that at their company, women have to work harder than men to earn an executive level position.

- Among workers in female-dominated industries, nearly three in four women (72%) agree that working for a company that has female representation at the executive or senior level is important to them, compared to 58% of men.
- Among all employed U.S. adults, almost half of women (48%) agree that at their company, women have to work harder than men to earn an executive level position, compared to 35% of men.
- Employed U.S. adults aged 18-34 are more likely than other age groups to agree that working for a company that has female representation at the executive level is important (70% of 18-34 year olds, 64% of 35-44 year olds, 61% of 45-54 year olds, 57% of 55-64 year olds and 62% of 65+ year olds).

*Female-dominated and male-dominated industries identified based on the U.S. Bureau of Labor Statistics Current Population Survey 2016 annual averages of employed people by detailed occupation.

**NAR defines a broker as a real estate licensee (including brokers and sales associates) acting as an agent or in a legally recognized non-agency capacity.



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Leadership Training Programs in the Workplace

Among all employed U.S. adults, 40% say their company does not offer formal leadership training programs or sessions, and 14% aren't sure if they do.

- 21% of employed U.S. adults who don't currently hold an executive/senior position say an obstacle they would face if they were striving to achieve an executive or senior level position is that their company doesn't provide the training/education needed to attain the position.
- More than half of men (58%) in female-dominated industries say their company offers formal leadership training programs or sessions, compared to only 37% of women in the same industries.
- 17% of employed U.S. adults say their company offers formal leadership training programs or sessions, but they have not participated.
- Among workers in female-dominated industries, women (16%) are twice as likely as men (8%) to say they aren't at all sure if their company offers formal leadership training programs or sessions.

Methodology

This survey was conducted online within the United States by Harris Poll on behalf of Coldwell Banker Real Estate from December 4-7, 2018 among 2,252 employed U.S. adults ages 18 and older, among whom 861 work in female-dominated industries as defined by Coldwell Banker. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and sample sizes, please contact Athena Snow (Athena.Snow@realogy.com) or Rachel Braude (RBraude@gscommunications.com).

About Coldwell Banker Real Estate LLC

Powered by its network of over 92,000 affiliated sales professionals in 3,000 offices across 47 countries and territories, the **Coldwell Banker**® organization is a leading provider of full-service residential and commercial real estate brokerage services. The Coldwell Banker brand prides itself on its history of expertise, honesty and an empowering culture of excellence since its beginnings in 1906. Coldwell Banker Real Estate is committed to providing its network of sales professionals with the tools and insights needed to excel in today's marketplace and is known for its bold leadership and dedication to driving the industry forward with big data and smart home expertise. Coldwell Banker Real Estate was the first real estate brand to harness the power of big data; the CBx Technology Suite uses predictive analytics and machine learning to analyze markets, target buyers and sellers and provide agents with a simple platform to create unique and effective marketing plans for each listing. The brand was named among the 2018 and 2019 Women's Choice Award® Most Recommended brands for customer experience and overall quality. Blue is bold and the integrity and values of Coldwell Banker give the Gen Blue network an unbeatable edge. Coldwell Banker Real Estate LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated. To join Coldwell Banker Real Estate and unlock the possibilities of Gen Blue®, please visit www.coldwellbanker.com/join.