



WOMEN'S JEWELRY ASSOCIATION

Women's Jewelry Association

# Gender Equality Survey

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## Survey Introduction

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- The Women's Jewelry Association's Gender Equality Project engaged MVI Marketing LLC, to conduct a gender equality survey of people who work in the gem, jewelry, and watch industries.
- MVI worked with WJA to design the survey so that there were two sets of questions – one for owners and one for employees.
- The goal of the survey was to guide WJA towards future programming and initiatives for its members who faced gender-related challenges in the workplace.
- The survey was deployed worldwide and 586 individuals participated; 98% from the U.S.
- Of the respondents, 240 were employees and 346 were owners/executives/board members/major shareholders (called owners throughout the survey results).

# Survey Introduction

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At the beginning of the survey, WJA provided participants with the following definitions:

- **Gender Discrimination** – unfair or discriminatory actions based on gender
- **Equal Opportunities for Advancement** - equal treatment and employment opportunities regardless of gender
- **Hostile Work Environment** – conditions created by the gendered conduct of a boss, coworker, or others that unreasonably interfere with work performance or are intimidating or offensive
- **Marital Status** - employers in the U.S. are prohibited from asking candidates about marital status, family life, or children during the employment application or interview process
- **Parental Leave** - time away from work for purposes of the birth, adoption, or fostering of a new child
- **Pay Disparity** - unequal pay or compensation levels based on gender for exact or similar work performed
- **Sexual Harassment** - unwanted or uninvited words or actions based on sexual or gender-based status in a group environment or through one-on-one interaction, e.g., sexual jokes or stories that embarrass or demean
- **Unwanted Sexual Advances** - uninvited or unwanted indirect or direct communications or actions, including, but not limited to, physical touching or assault motivated by sexual or gender-based interests

## Respondent Breakdown

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- More owners than employees responded
  - 59% vs. 41% employees
- Many owners and employees were female
  - 66% of owners
  - 91% of employees
- A majority of both are industry veterans (greater than 10 years)
  - 70% of owners
  - 62% of employees
- A large proportion of both are age 50 or older
  - 69% of owners
  - 42% of employees

## Respondent Breakdown

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- Most business owners come from small companies
  - 70% own companies with 15 or fewer workers
- Retail is the largest industry sector represented
  - 45% of owners
  - 33% of employees

## Key Findings

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- The survey found an overall lack of understanding about employment policies that cover gender-related workplace issues. As a result, WJA will provide **increased and improved training and materials** to employers and employees alike.
- Employees at smaller companies are far less likely than employees at large companies to understand gender-related company policies – 92% of employees in companies with over 1000 workers know their company’s policies, while only 48% of employees in companies with 1-5 workers know them. Thus, WJA will particularly focus on providing **education and support to small businesses owners and employees**.

## Key Findings

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- Of the total employee respondents, 30% report they have been deprived of equal opportunities for advancement; and 38% say they have been affected by pay disparity. To counteract this problem, WJA will provide **training on negotiation and self-advocacy skills**.
- Employees surveyed also do not feel comfortable reporting occurrences of gender-based workplace issues more than 50% of the time – most often due to concerns about how such reports will impact their employment and/or a fear of retaliation. As indicated above, WJA will offer employees **training on self-advocacy skills**. WJA will also explore with owners how to communicate to employees that they can report problems without risk of losing their jobs or retaliation.



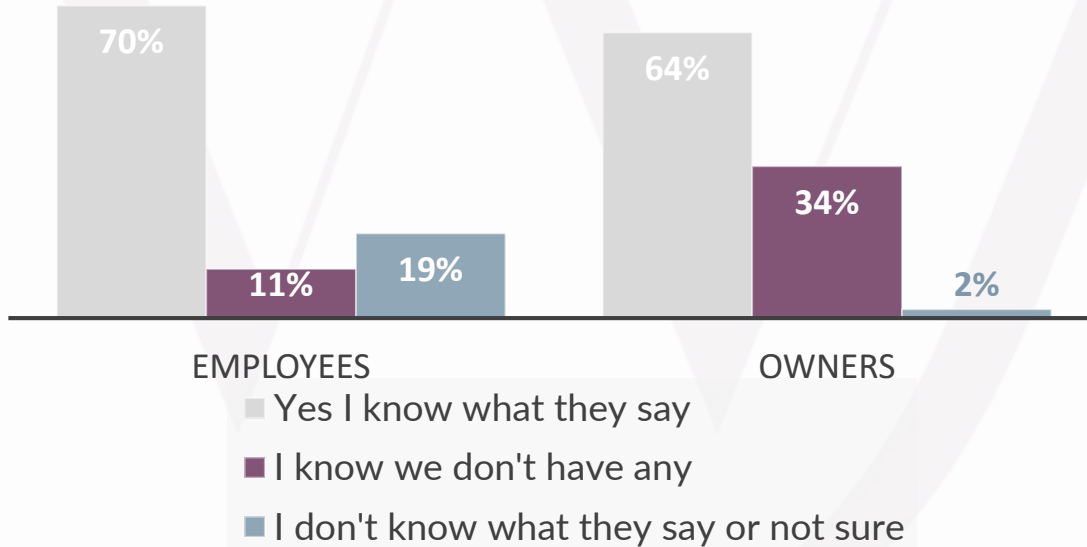
## Key Findings

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- Nearly half of employees responding to the survey say they have witnessed discrimination or harassment in the workplace. As a result, **WJA will offer bystander training in the future**, which involves teaching witnesses how to recognize, intervene, and help victims to report and seek support.
- Employees and owners who responded to the survey report widely differing viewpoints regarding nearly every gender-related workplace topic. Employees rank issues as 10 out of 10 (most important) more often than owners do. This finding again suggests the need for WJA to provide **education and support to both owners and employees**.

## Workplace Policy Awareness

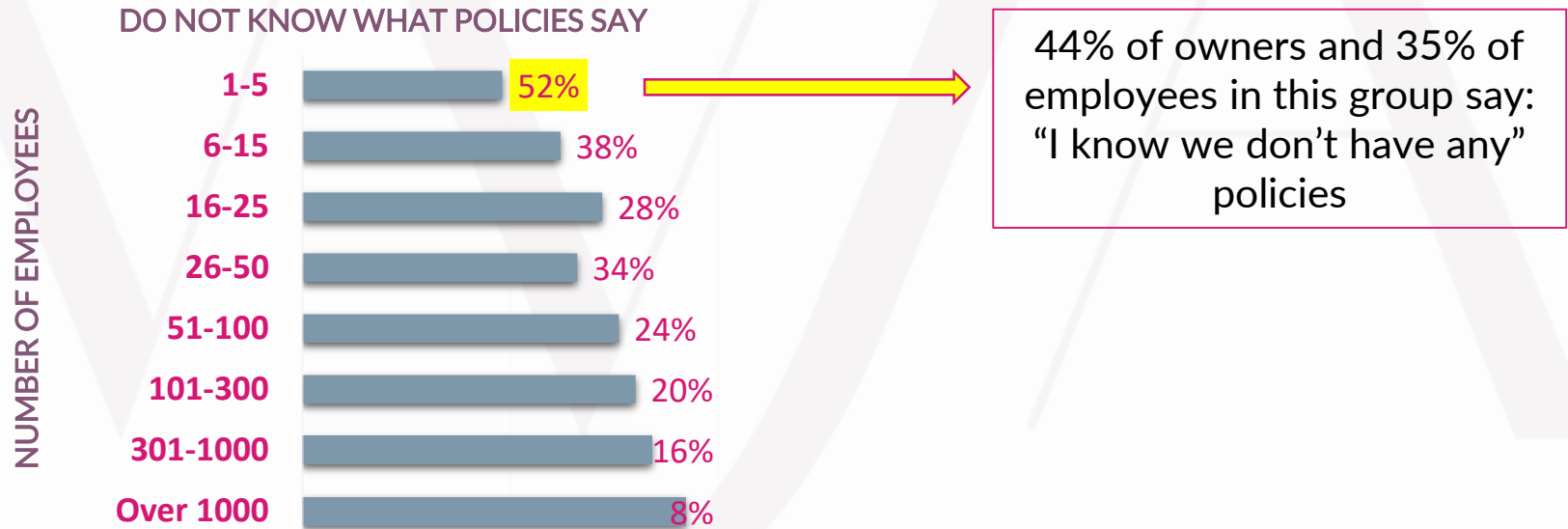
Q: Are you aware of your company's written policies pertaining to discrimination, sexual harassment, hostile workplace, gender equality, etc.?



36% of owners report either not having or not being aware of written policies

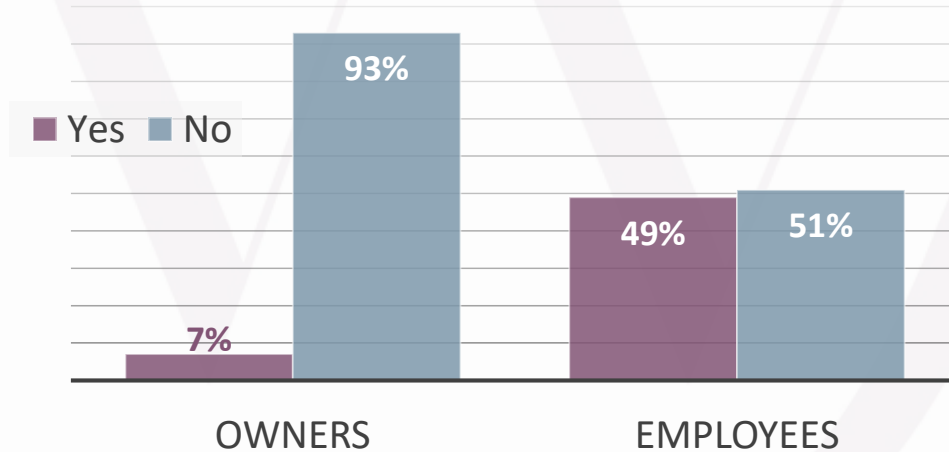
# Workplace Policy Awareness

The smaller the company, the higher the probability that policies are unclear or do not exist.



## Gender Discrimination

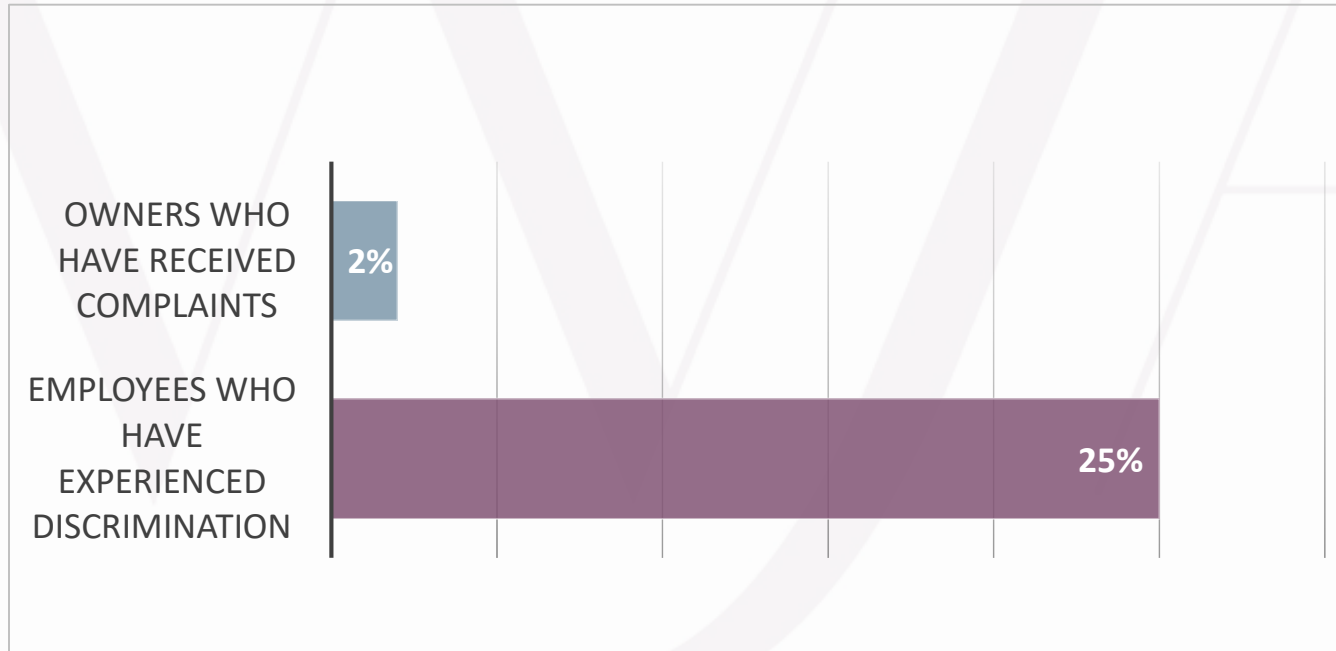
Q: Have you witnessed or been aware of any gender-based discriminatory actions at your company?



Employees report witnessing discrimination 42% more than owners.

## Gender Discrimination

A wide disparity exists between the percentage of employees who say they have experienced gender discrimination and the percentage of owners who have received complaints.



## Gender Discrimination

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A significant percentage of employees who report being the target of gender discrimination say that they did not address the incident(s) with a manager or owner (66%).

- 53% of those cite “negative impact on employment” or “fear of retaliation” as reasons for not addressing the incident(s)

Of employees who did report an incident(s) of gender discrimination, 66% report being dissatisfied with the way it was handled.

## Equal Opportunities for Advancement

Similar to discrimination, these results show a wide difference between the percentage of employees who say they have not received equal opportunities for advancement and the percentage of owners who report receiving complaints.



In addition, 70% of employees who report being denied equal opportunities for advancement did not address the issue for fear that it would impact their employment.

## Hostile Work Environment

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- Half of all employees surveyed report having worked in a hostile work environment and 46% of those say they did not report it, even though 39% say the environment “affected [them] deeply.”
- But only 9% of owners have received complaints.
- When examining only the responses from employees of companies with 1-5 workers, the percentage citing hostile work environments drops to 32. However, employees of small companies refrained from reporting the problem 73% of the time.



## Marital Status & Parental Leave

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- On marital status, 22% of employees surveyed report having been asked about it and 100% of those asked were female.
- But 99% of owners say they have received no complaints about this issue.
- On parental leave, employees from small companies report taking parental leave about half as often as the total employee respondents. Of those who took leave:
  - 43% say the leave had a negative impact on their employment
  - 29% say they shortened the leave to avoid negative consequences
- 98% of owners believe that parental leave does not adversely impact their employees' employment.

## Gender Pay Disparity

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- 38% of employees say that they have been affected by pay disparity – all were female.
- But only 2% of owners say they have received complaints about gender-based pay disparity.
- 24% of the total respondents of this survey were male but none report having been affected by pay disparity.
- An average of 63% of employees affected by pay disparity did not address the issue and 70% of those who did address the issue were not satisfied with how it was handled.

## Sexual Harassment

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- 23% of employees say they have experienced sexual harassment.
- But only 5% of owners report having received complaints about such harassment.
- 68% of employees who experienced sexual harassment did not report the incident to a manager or owner because:
  - they were concerned it would impact employment (38%)
  - the manager or owner was the perpetrator (37%)
- When looking only at the responses of male participants in the survey, 30% say they have been harassed.

## Sexual Harassment

- Participants were asked how many incidents of sexual harassment they experienced (employees) or received complaints about (owners).
- Owners report a much lower frequency of complaints than the frequency of exposure reported by employees.

Sexual Harassment	Employees (incidents of exposure)	Owners (# of complaints)
1 incident	16%	<b>58%</b>
2 incidents	17%	21%
3 incidents	17%	5%
4 incidents	4%	0%
5 or more incidents	<b>47%</b>	16%

## Unwanted Sexual Advances

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- 16% of employees in this survey state that they have been the target of unwanted sexual advances.
- But only 3% of owners report having received complaints about such advances at their companies.
- 61% of employees who experienced unwanted sexual advances did not report the incident to a manager or owner.

## Behaviors

Q: Have you knowingly or unknowingly participated in any of the following behaviors in the past five years?

	EMPLOYEES		OWNERS	
	No I don't think so	No never	No, I don't think so	No never
Gender Discrimination	25%	68%	22%	77%
Hostile Work Environment	28%	61%	22%	77%
Pay Disparity	19%	74%	19%	78%
Sexual Harassment	15%	82%	9%	91%
Unwanted Sexual Advances	10%	88%	7%	93%

## Gender Topic Importance

The percentages of employees who rank each topic as a 10 (with 10 being “extremely important”) in terms of personal importance is uniformly higher than owners.

	Gender Disc.	Equal Opp. for Advmnt.	Hostile Work Enviro.	Marital Status	Mat./Pat. Leave	Pay Disparity	Sexual Harass.	Unwanted Sexual Adv.
Employee	54%	62%	62%	28%	49%	66%	65%	68%
Owner	44%	46%	56%	7%	31%	39%	57%	59%

## Contacts

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