



Attitudes and Perceptions of Women about Seeking Employment in the Oil & Natural Gas Industry

A Quantitative & Qualitative Research Project

American Viewpoint
Lake Research Partners

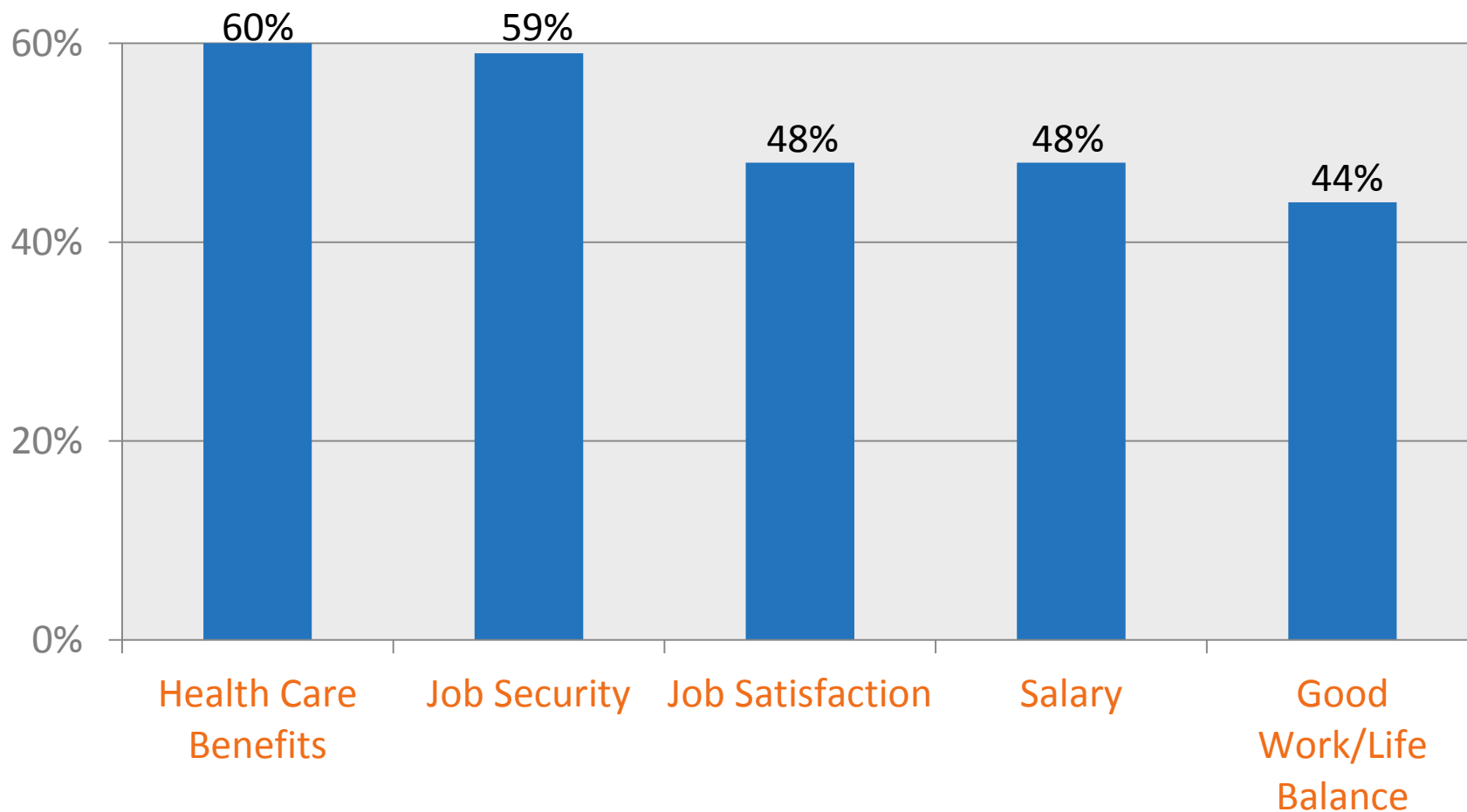
What Women Want

- Women are holistic in their approach to seeking employment. They want **opportunity**, **diversity**, **appreciation**, **flexibility**, and **a challenge**.



Most Important Factors to Women When Considering an Employment Opportunity

Rank ordered by 10 Rating



The Good News

What women in the industry like about their jobs is what women not in the industry are seeking—**passion, flexibility, good pay, and opportunity.**



The Bad News

Only **3%** of women had **actually applied** for a job in oil & gas industries.



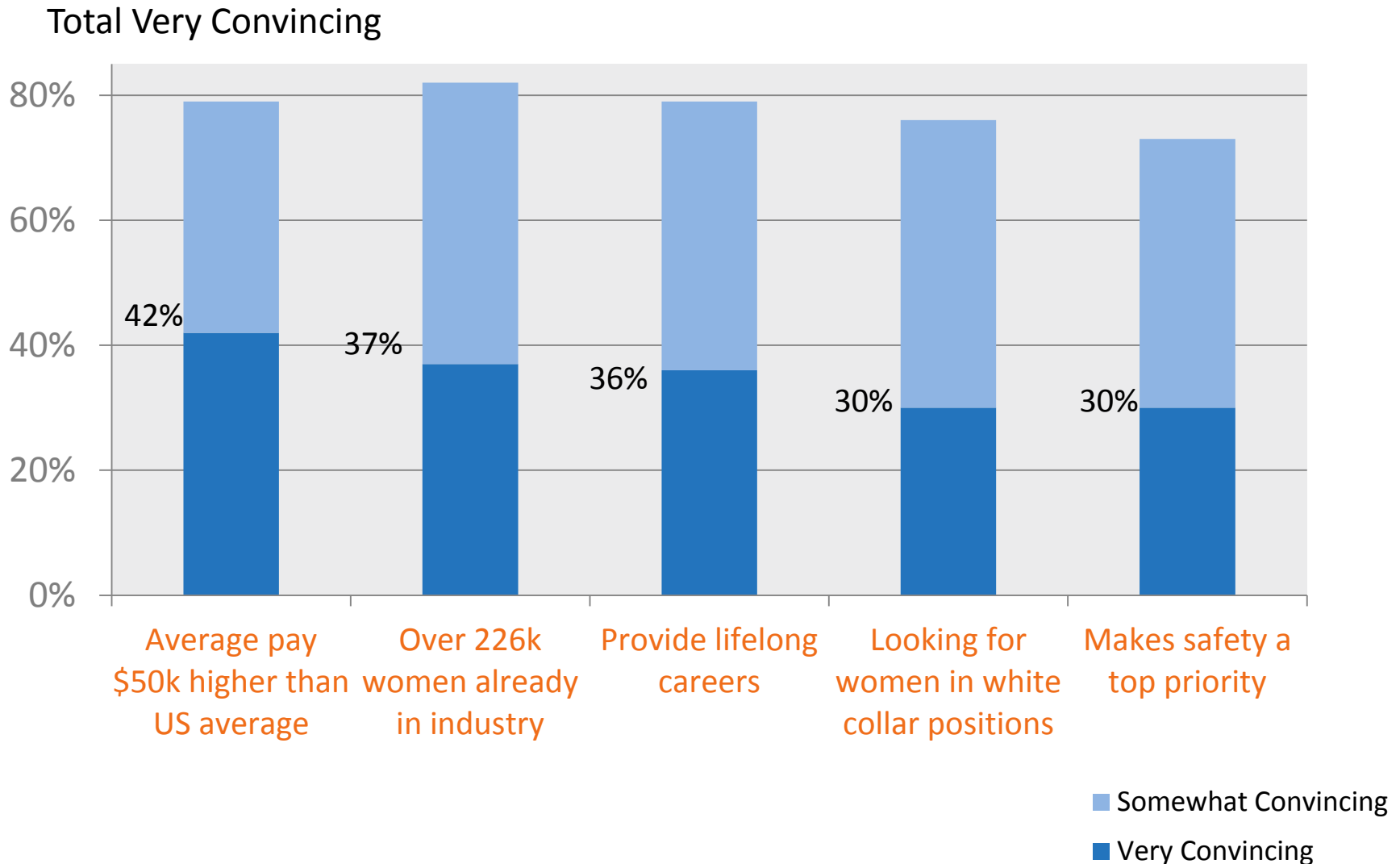
The **#1 obstacle** to considering employment in oil & gas is **lack of awareness and understanding** of job opportunities and career development.



Women were **surprised to learn** about the breadth and number of **jobs available** in the industry.



Messages about the Oil & Gas Industry that Resonate with Women



Attracting More Women: Recommendations from Women

- ✓ Educational campaign to introduce the industry
- ✓ Showcase women already in the industry—*women want to see other women!*
- ✓ Highlight the sheer variety of job opportunities
- ✓ Increase media presence—advertise through TV, social media



Questions?

