

# How Women Jobseekers Differ from Men

EXCLUSIVE RESEARCH FROM



**FAIRYGODBOSS**

# Women Don't Search For Jobs The Same Way Men Do

## 1. Women leave their jobs because their current situation doesn't work.

- Men leave jobs to find more money, while women leave jobs either due to changes in their personal lives, or because they dislike their current situation.

## 2. In the job search, men hunt while women gather.

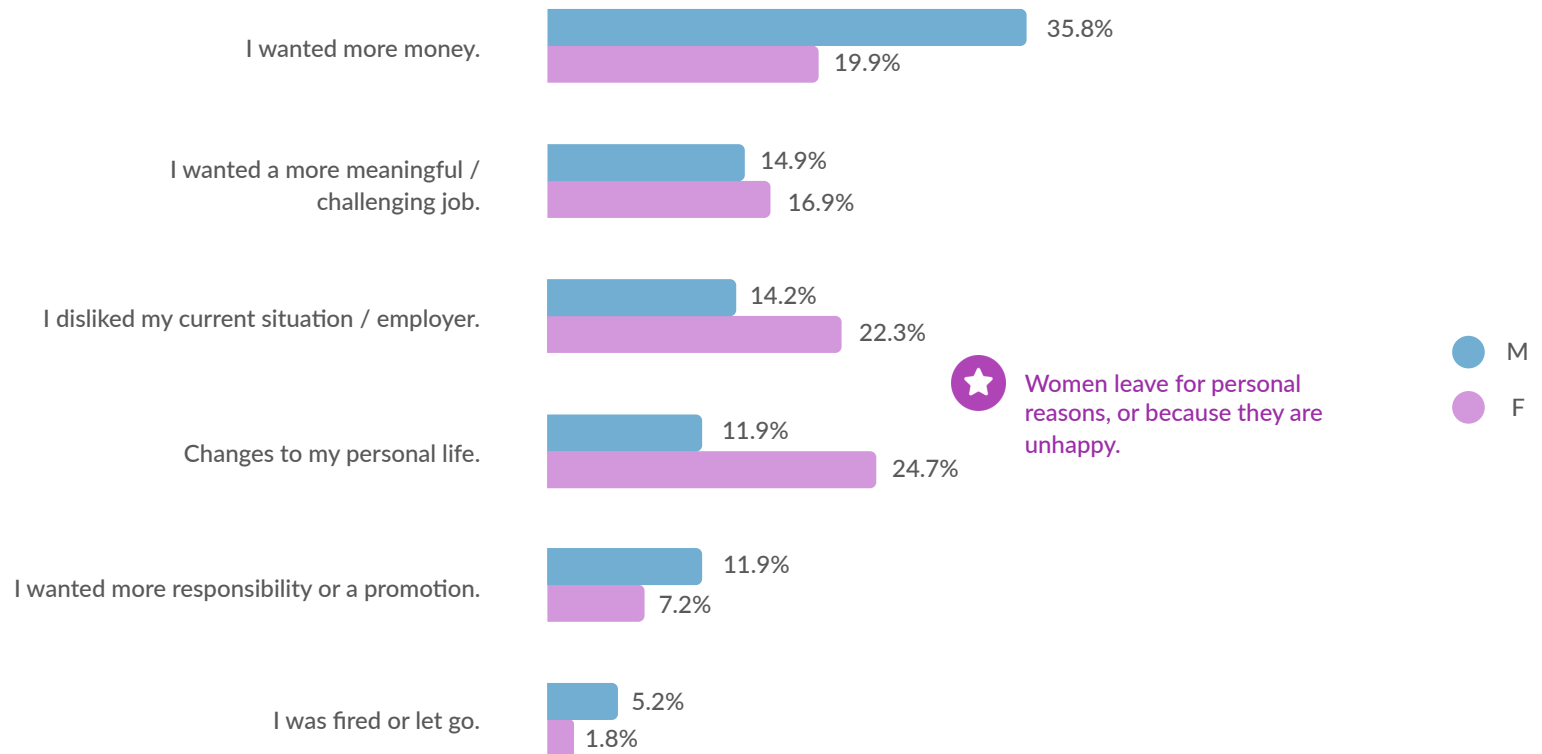
- Next to digital job boards, women are most comfortable finding jobs through friends and family.
- Women are more likely to rely on job review sites.
- Women are far less likely to explore LinkedIn and social media.

## 3. Work-Life Balance matters significantly more to women than men.

- For women, finding a good manager means more than good compensation.
- Women are also more concerned with what their commute will look like, and whether the company has a social mission.

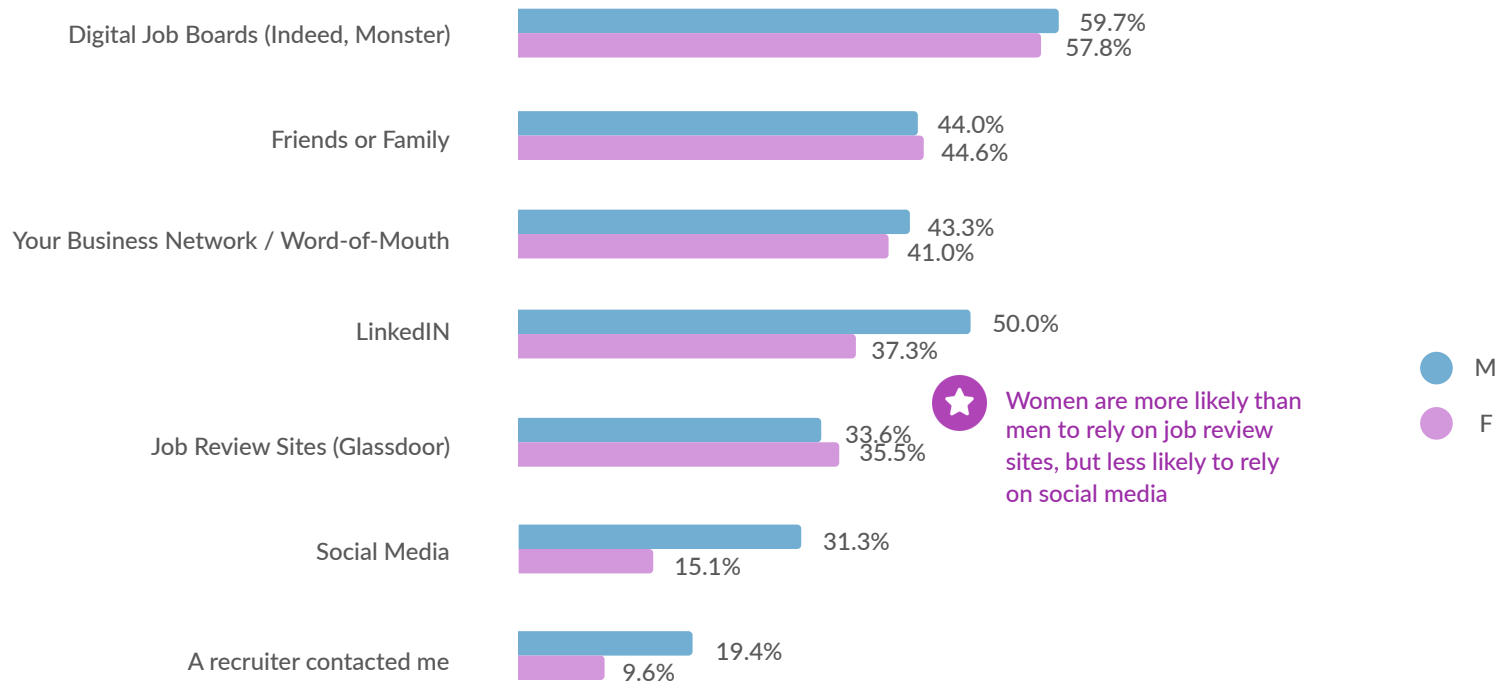
# Men Change Jobs for More Money; Women Change For Personal Reasons

Q: The last time you left a job, what was your primary reason for leaving?



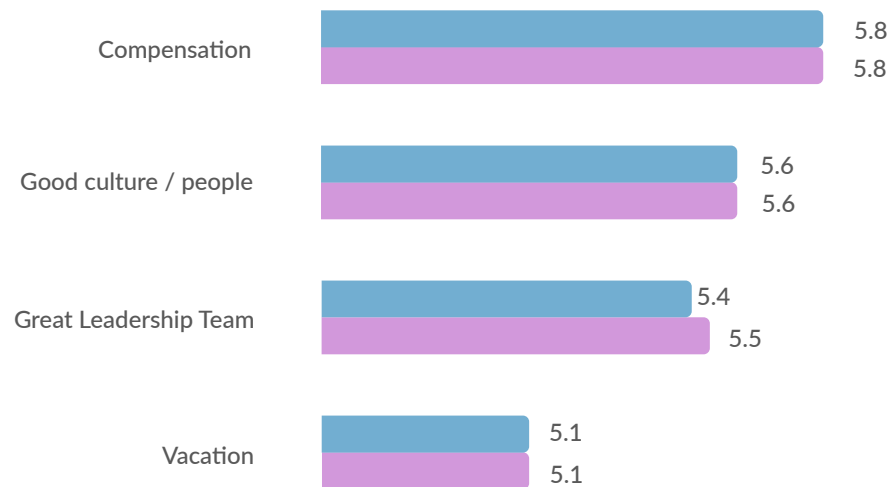
# Men Are Far More Likely To Use Social Media; Women Are More Likely To View Job Reviews

Q: What resources did you use to find your most recent job?



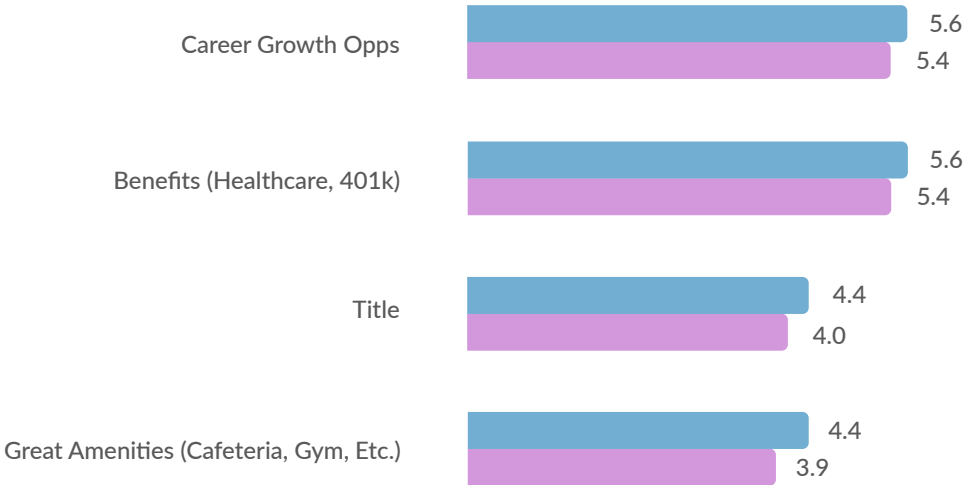
# Women and Men Value Compensation, Culture and Vacation Similarly

Q: Which elements are most important when looking for a job?  
*Same for Men and Women*



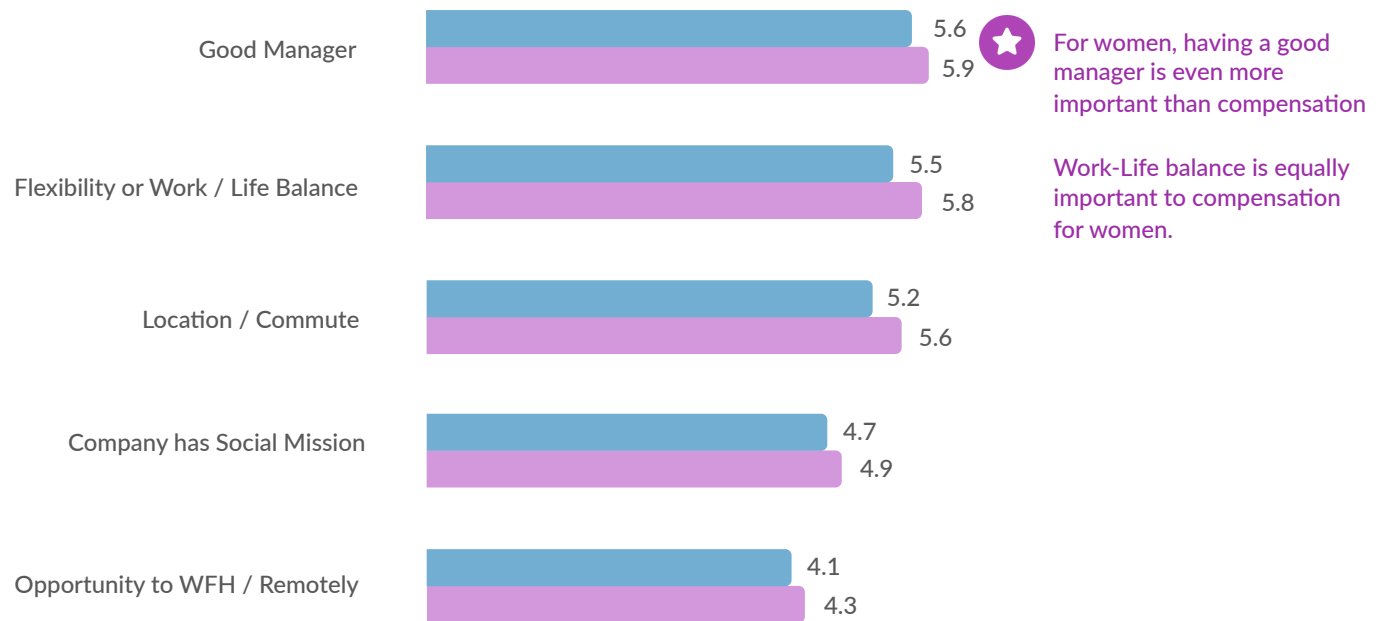
# Opportunities for Career Growth, Benefits Title, and Amenities Matter More to Men

Q: Which elements are most important when looking for a job?  
*More Important to Men*



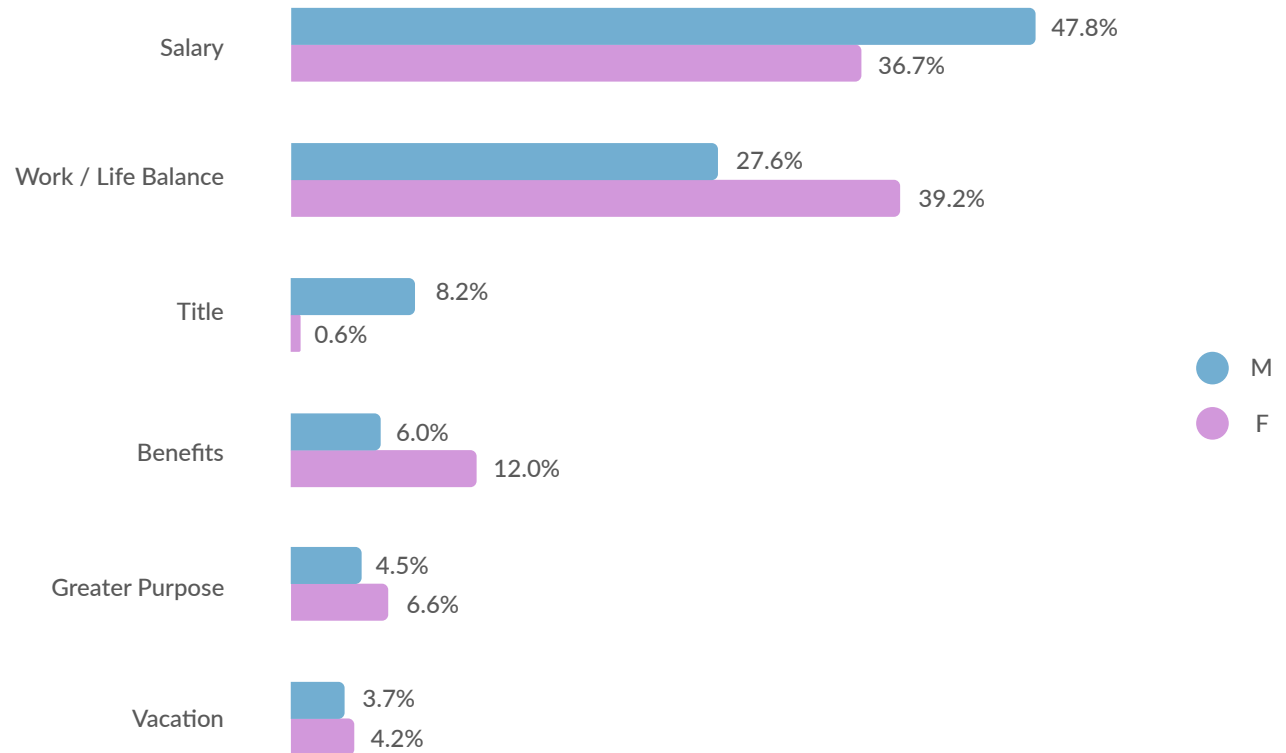
# For Women, Having A Good Manager and Work-Life Balance Are Essential

Q: Which elements are most important when looking for a job?  
*More Important to Women*



# Men Will Not Sacrifice Money; Women Will Not Sacrifice Work-Life Balance

Q: What is the #1 thing you could not sacrifice in your job search?





## To Attract Female Talent, Use Different Tactics

- **Share Information About Culture and Leadership**
- **Bring Your Female Employees To Life, And Use Them in The Recruiting Process**
- **Use Employee Referral Bonus Systems**
- **Make Job Review Sites An Essential Part of Your Strategy**

# What Is Fairygodboss?

Fairygodboss is a marketplace where professional women looking for jobs, advice, and the inside scoop on companies meet employers who believe in gender equality.

For more information, contact: [romy.newman@fairygodboss.com](mailto:romy.newman@fairygodboss.com)

# Methodology

Fairygodboss surveyed 300 men and women to understand differences in jobseeking behavior.

Respondent profile:

- Employed Full Time
- College educated
- Ages 21-54