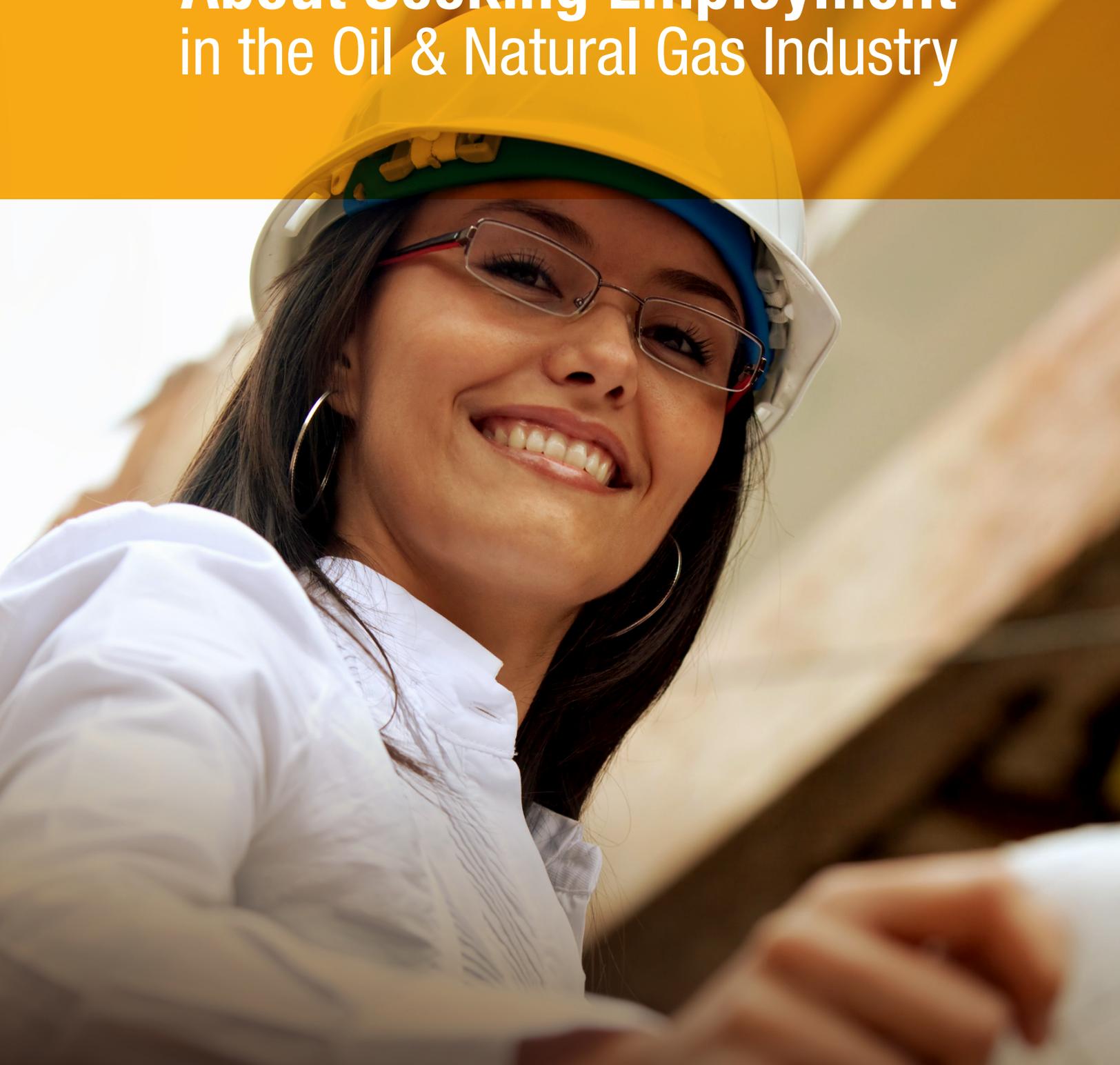


# Attitudes and Perceptions of Women About Seeking Employment in the Oil & Natural Gas Industry



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

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American Petroleum Institute



Research By:  
American Viewpoint  
& Lake Research Partners

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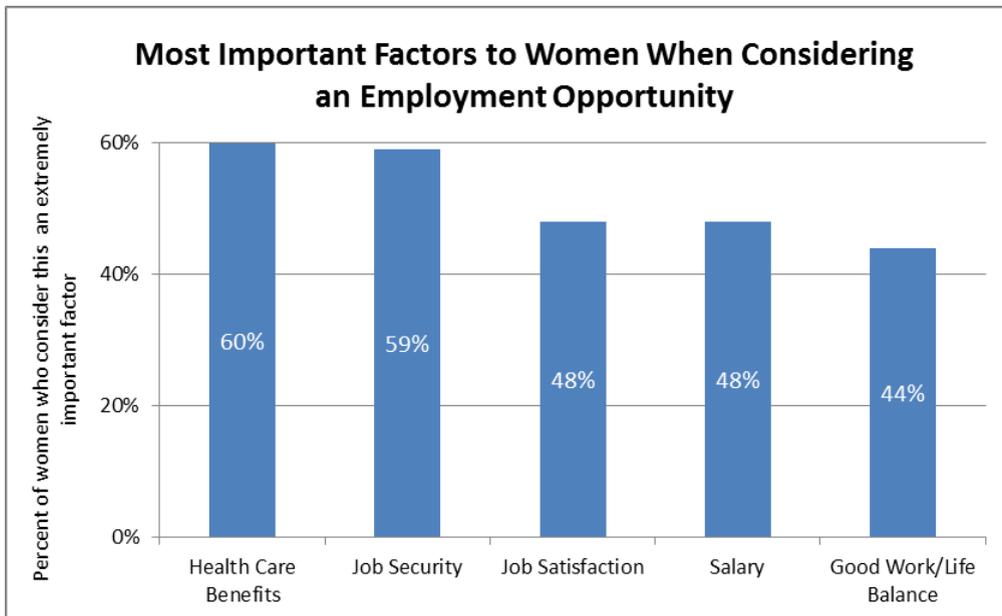
## Executive Summary

The oil and natural gas industry is growing, with a projected 1.3 million job opportunities through 2030 that will need to be filled. Many of these job opportunities are projected to be in blue collar positions; a significant number are also projected to be available in management and professional positions. While the oil and gas industry has traditionally been male-dominated—the workforce was 81% male in 2010—this expansion and a wave of retirees over the next several years is challenging the industry to look in new places to find the best available talent. Clearly, recruiting more women is key in order for the oil and gas industry to meet its future workforce needs.

A critical part of recruiting more women is understanding their attitudes and perceptions in regards to the oil and natural gas industry. Through a series of focus groups and a national survey, American Viewpoint and Lake Research Partners learned what is important to women when making employment decisions, what they already know and understand about the oil and natural gas industry, and what messages resonate with them. This report presents their findings.

Even before hearing any specific information about the industry—positive or negative—the majority of women (53%) say they are willing to work in the industry. After hearing benefits and possible tradeoffs, the number of women willing to accept a position with the industry increases (59%).

Women care about salary when considering employment opportunities, and respond well to learning that the average salary in the industry is nearly \$50,000 more per year than the U.S. average—79% of women say that this higher pay is a convincing reason to take a job in the industry. Yet while salary is an important consideration for women when facing employment opportunities, other work factors actually rank higher:



Based on these factors, the industry is well suited to recruit women and expand its workforce with female employees—in fact, women currently working in the industry feel like they have good benefits and high pay, and they enjoy what they do and appreciate the flexibility their jobs offer. Yet the overwhelming majority of survey respondents admit to never applying for employment with the oil and natural gas industry, with only 3% reporting having applied for a job in the industry.

The research indicates that the number one obstacle to women considering employment in the oil and natural gas industry is lack of awareness and understanding of job opportunities and career development in the industry. Out of the women who had never applied to work in the industry, 63% reported never doing so because they:

- 1) Did not think they had the right background for a job in oil and gas (19%),
- 2) Thought the jobs in the industry were outside their field (19%),
- 3) Did not know the industry was hiring (17%), or
- 4) Had simply never thought about it (8%).

In each case, a lack of awareness about what is actually happening in the industry and the variety of job opportunities available prevented women from applying to work there. In order to help combat this obstacle, women suggested that the industry could:

- Create an education campaign that introduces the industry.
- Showcase women who already work in the industry—generally, it is helpful for women, particularly young women, to know that other women have established a path for them.
- Highlight the sheer variety of job occupations and qualifications for various jobs—women were surprised to learn about the wide range of both blue and white collar jobs available in the industry.

These steps can help women understand how oil and natural gas already impacts their lives, and enable women to see where they might fit in the industry.

## Methodology

### Qualitative Research

American Viewpoint and Lake Research conducted a series of in-person focus groups with women ages 18-44 across the country. Groups were split largely by racial and socio-economic lines, and some groups targeted women currently working in the industry. These focus groups were held in six major cities across the country:

- Atlanta: Non-College African Americans and College Educated Whites
- Houston: Blue Collar Women in the Industry and White Collar Women in the Industry
- Los Angeles: College Educated Latinas and Single Moms, Mixed Race
- Columbus: College Educated African Americans and Non-College Whites
- Philadelphia: College Educated African Americans and Non-College Whites
- Denver: Non-College Latinas and Women in the Industry

American Viewpoint also conducted national online focus groups with STEM students, both those studying petroleum sciences and those not studying petroleum sciences, as well as a group of under and unemployed women. Lake Research conducted in-depth interviews with recruiters and academic advisors.

### Quantitative Research

The second component to this research was a national survey of 1,200 women between the ages of 18 and 44. This survey was conducted August 4-14, 2014. The margin of error for the survey is +/- 2.8% at the 95% confidence level. The margin of error among sub groups is greater.

Because the target audience for the group was younger women, approximately 60% of the interviews were conducted with respondents on their cell phone, another 20% were conducted with respondents online and 20% were conducted with voters on a landline.

Together the quantitative and qualitative findings present a picture of what women are concerned about, what is important to them, and what they are looking for regarding employment.

## Financial and Employment Statistics

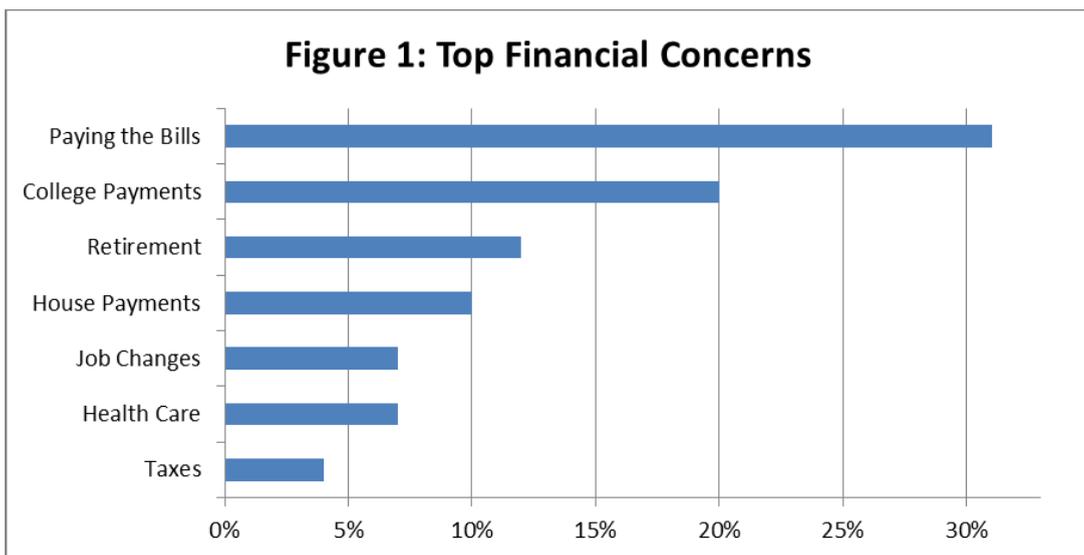
Understanding the financial pressures women encounter and struggle with to maintain their family balance, as well as what their current employment situation is, are both essential to understanding who they are and how they view/seek employment.

### Financial Concerns

The women in the survey identified themselves as being in one of three categories: well off/comfortably well off (41% of all respondents), simply making ends meet (37%) or struggling (18%). Women were given a list of financial concerns that many people have said worry them:

- Being able to afford to buy a home or pay the mortgage on the home.
- Being able to pay bills such as credit card debt, gasoline, groceries, and the monthly utilities.
- Being able to pay for college for children or pay off student loans.
- Being able to pay for health care for self and family.
- Having enough money to retire.
- Losing a job or having hours or pay reduced.
- The amount of taxes paid.

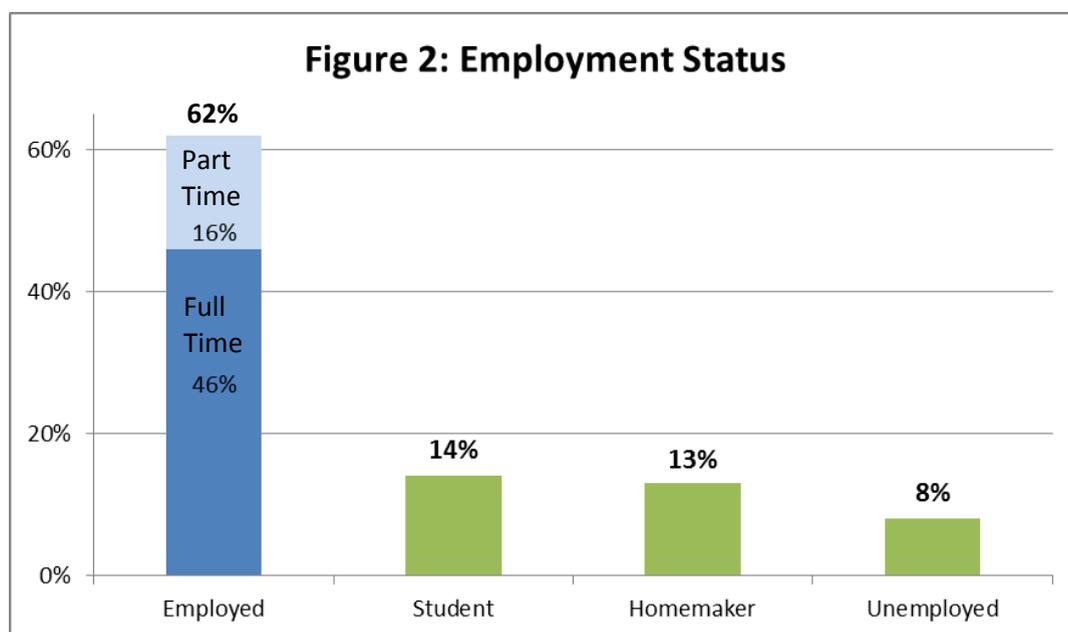
Each woman was asked to report on which one of the listed concerns worried or concerned her most. Nearly one-third of all women responded that their top worry was being able to pay the bills. Figure 1 shows each concern, ranked by the percentage of women who identified it as their number one worry.



The ranking and distribution of these factors varied when examined by age group, family situation, employment status, and income level. Yet across all but one of the sub-groups, paying the bills was the number one concern.<sup>1</sup> Clear recruitment incentives emerge from this data point. By understanding the specific anxieties women have about their financial condition, recruiting messages can explain how a job or career in the oil and natural gas industry could resolve that concern.

## Employment Status

Only 46% of the overall sample is employed full time, which is startling as this group represents the potential work force for generations to come. Full time employment status is directly correlated with higher educational attainment and higher income. Of the 8% who are unemployed, fully 71% state they are looking for work and thus represent a clear target of opportunity for recruitment. Figure 2 below shows the employment status of women in the survey.<sup>2</sup>



<sup>1</sup> “Students” was the only sub-group where paying the bills was not the top concern. For this group, college payments was the top concern with 36% ranking it first. Still, paying the bills was a close second at 33%.

<sup>2</sup> Table A1 in the appendix shows the employment status for women by age, race, education, income level.

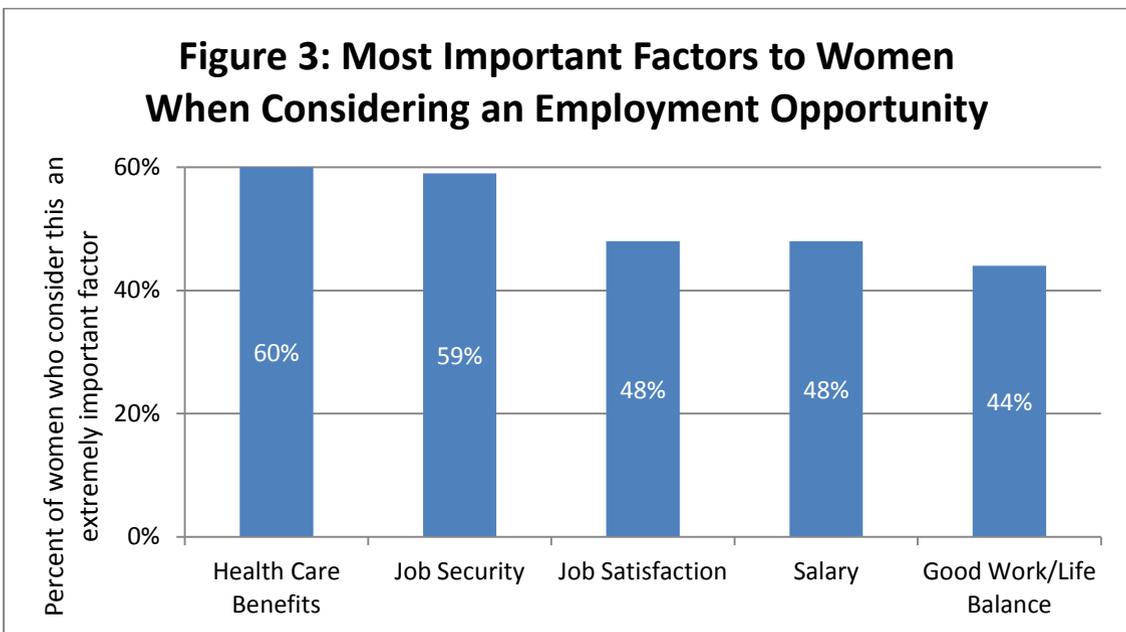
For the women who are employed, most report being satisfied in their current job (56% very satisfied; 36% somewhat satisfied); they were able to describe many things they like about their current jobs. Women described the importance of feeling appreciated, of having opportunities to move and grow, and of being able to collaborate in meaningful ways with a team. The full quotes describing these attributes are available in the appendix.

While women describe things they like about their jobs, they also spoke about things they do not like. Responses from women highlight that they feel underutilized, underappreciated, and want more of a challenge. Full quotes describing these attitudes are available in the appendix.

Perhaps some of these negatives explain why even with a majority of women who are satisfied with their current job, nearly 40% still report that they have considered leaving (23% “seriously considered”). This group of women has high recruitment potential if they are given information to help them understand how employment in oil and gas would resolve their concerns.

## What Women Want

Women were asked to consider a list of factors when deciding whether or not to accept an employment opportunity. For each one, women ranked how important it would be to them when considering an employment opportunity, using a 1 to 10 scale (where 10 is extremely important and 1 is not at all important). The resulting order of importance, ordered by the percentage of women who gave the factor a 10 rating, is very telling—when considering employment opportunities, women care about salary, but it is not their top consideration. As shown in Figure 3, health care benefits, job security, and job satisfaction all outrank or match salary as the most important factors to women when considering an employment opportunity.



The top tier factors that drive employment opportunity from this national survey nicely mirror what was voiced in the qualitative research. Some highlights from the focus groups are included here.<sup>3</sup>

### *Health Care*

“Medical, dental; the ones you take for granted until they're not there. And you can make a high salary, but then if you don't have benefits and something goes wrong it's totally offset, it offsets itself it's out of pocket.”

– College-Educated African American Woman, Columbus, OH

<sup>3</sup> See appendix for additional quotes.

### *Job Security*

“I would probably have to be a company that I know that I have a long history with; might have a long future with.”

– Non-College Educated White Woman, Columbus, OH.

### *Job Satisfaction*

“Oh yeah, everything’s about passion; like you have to love what you do.”

– Single Mom, Los Angeles, CA

### *Good Work/Life Balance*

“...Family, where like they can raise a family. They don’t feel bad about having a family, you know.”

– College-Educated Latina Woman, Los Angeles, CA

The top two concerns of health care and job security (leading to a stable career) are firmly at the top of their rankings. Numerous other factors serve to drive consideration of new employment opportunity and can be useful in developing a more complete recruitment and retention package. These other factors that are important to women include feeling like they are making a difference, having opportunities for advancement, and working for a company known for providing equal opportunity and diversity.<sup>4</sup>

The order of importance for each of the factors changes when looking at sub-groups of women in the sample. The work factors are considered by race, whether the woman has children, and by education level. These results are displayed in Tables 1 and 2.

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<sup>4</sup> A full list of work factors ranked by importance is located in Table A2 in the appendix.

Table 1: Top 5 Deciding Work Factors by Race

Rank	White	Non-White	Black	Hispanic
1	HC benefits (57%)	HC benefits (63%)	Job Security (63%)	HC benefits (65%)
2	Job Security (55%)	Job Security (63%)	Salary (63%)	Job Security (64%)
3	Job Satisfaction (45%)	Salary (56%)	HC benefits (62%)	Salary (56%)
4	Good work/life bal. (43%)	Known for providing equal opport. and div. (54%)	Known for providing equal opport. and div. (56%)	Opportunities for advancement (55%)
5	Salary (42%)	Opportunities for advancement (51%)	Co. or industry's policies to ensure a comf. work enviro. (53%)	Job Satisfaction (54%)

Table 2: Top 5 Deciding Work Factors by Parents/Non-Parents & Education

Rank	Kids-Yes	Kids-No		HS or Less	Some Col.	Coll. Grad	Post Grad
1	Job Security (64%)	HC benefits (60%)		HC benefits (71%)	Job Security (64%)	HC benefits (55%)	HC benefits (48%)
2	HC benefits (60%)	Job Security (54%)		Job Security (68%)	HC benefits (62%)	Job Security (53%)	Job Security (44%)
3	Salary (52%)	Opp. to feel like you help people/make a dif. (49%)		Salary (65%)	Job Satisfaction (50%)	Good work/life bal. (47%)	Opp. to feel like you help people/make a dif. (41%)
4	Family friendly (52%)	Job Satisfaction (49%)		Known for providing equal opport. and div. (62%)	Salary (50%)	Job Satisfaction (47%)	Job Satisfaction (38%)
5	Good work/life bal. (48%)	Known for providing equal opport. and div. (42%)		Makes you feel like part of a team (55%)	Opportunities for advancement (46%)	Salary (42%)	Good work/life bal. (36%)

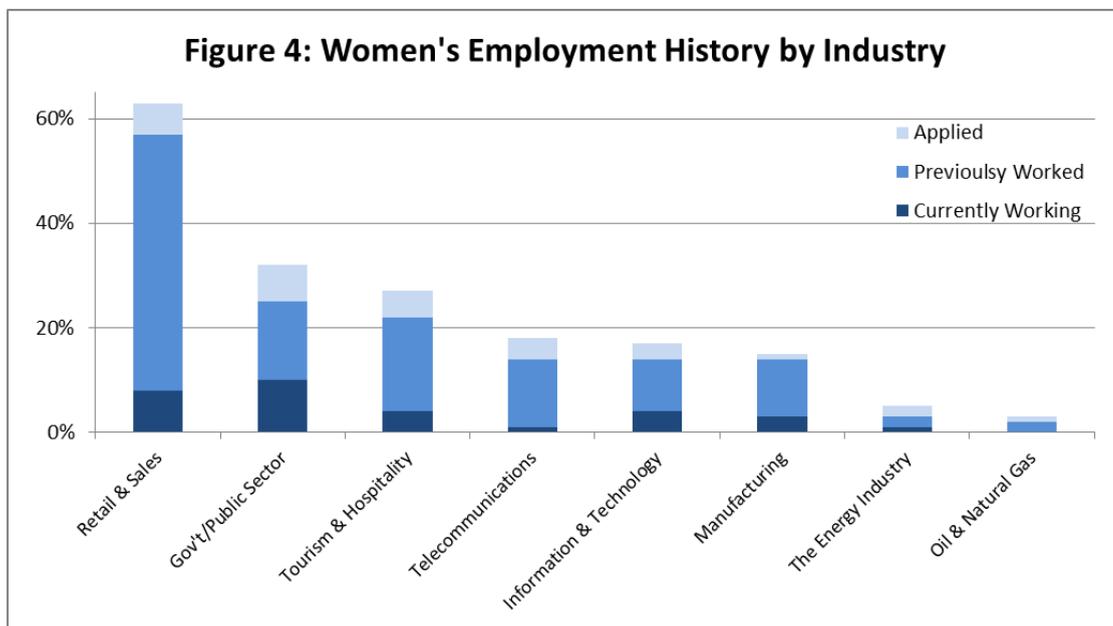
## Women and Oil & Gas

The things women are seeking—passion, flexibility, good pay, and opportunity—are the very things that women in the oil and gas industry say they like about their jobs. Women who work in the industry describe it as “a very interesting line of work to be in” and appreciate that “it’s paying the bills.” They also value the flexibility and the growth opportunities, with one woman describing that she is “growing more with the company. There’s opportunity for growth and I’m being—I’m finding that I’m in that place where I’m able to grow, which is a really nice thing.”

## Relationship with Oil & Gas

Yet despite women in the industry reporting that they enjoy the types of benefits women outside of the industry are looking for, oil and natural gas is simply not an industry that appears on the radar screen of younger women for employment opportunities. While it is true that 1 out of 4 potential workers flatly state they are not interested in a job in the oil and natural gas industry, a striking equal amount state they simply weren’t aware that hiring in the industry was taking place, they didn’t think such an opportunity existed or never thought about it. Significant subgroups of older women are more likely to have either worked in the industry or applied in the past. The challenge is to more directly target the younger generation to a degree that outreach is comparable with retail and sales and government and other public sector industries.

Women were presented with a list of industries and were asked to report for each one if they were currently working, have previously worked, and have ever applied for employment with a company in that industry or sector. While many factors determine whether a person works in or applies to a certain industry—including education, availability, location, etc.—these results can give some insight into industries where women tend to concentrate (shown in Figure 4).



A high of 63% of women have worked in or applied for jobs in retail and sales, while only 4% of women report ever having worked or applied for jobs in the energy industry and only 3% in oil & natural gas specifically. In addition, less than one-quarter of women knew anyone who has ever been employed by the oil and natural gas industry. For women who did know someone who had worked in oil and gas, it was usually a male immediate family relation or friend. This lack of personal familiarity with the oil and gas industry is likely one of the drivers behind the major obstacle preventing women from applying and working in the industry—a general lack of understanding and awareness about what the industry does and what employment opportunities are available.

When discussing the oil and natural gas industry, women’s first impressions focused on the environment and jobs, and they could think of many positives about the industry—good pay, high demand, and the importance of the product. Women also brought up negatives about the industry, such as finding it dirty, dangerous, or masculine. These concerns however, are not what appear to be keeping women from working in the industry. In fact, before learning anything about the industry, 53% said that if they were looking for employment and were offered a job with the oil and natural gas industry, they would likely accept the position (20% very likely; 34% somewhat likely).<sup>5</sup>

### *Lack of Awareness*

The number one obstacle to considering employment in oil & gas is lack of awareness and understanding of job opportunities and career development. Out of the women who had never applied to work in the industry, 63% reported never doing so because they,

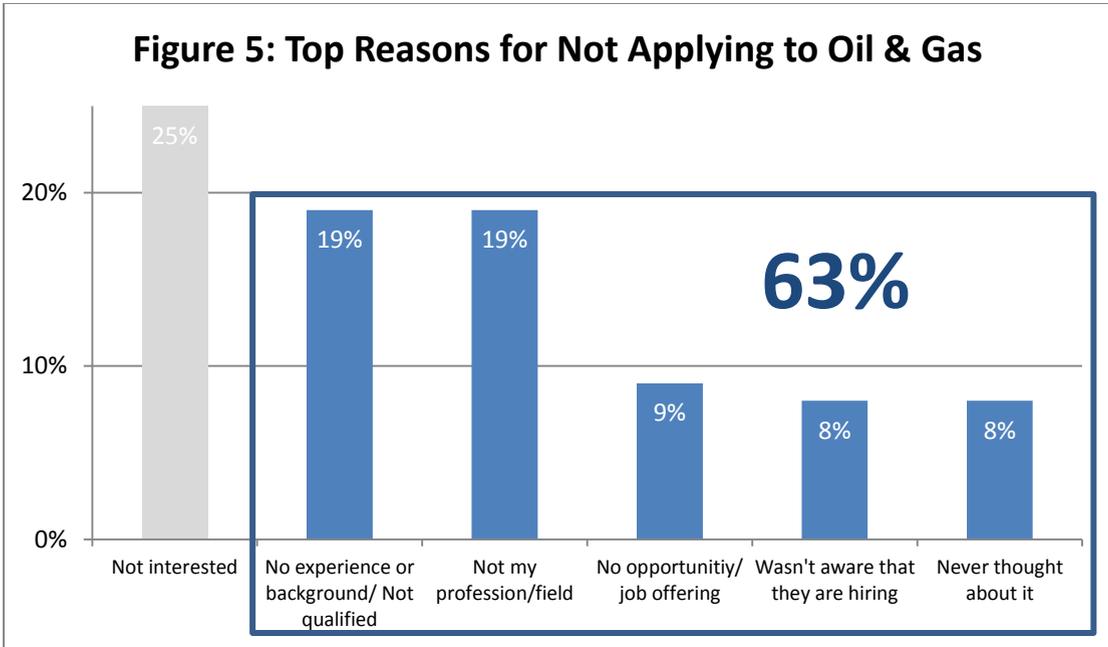
- Did not think they had the right background for a job in oil and natural gas (19%),
- Thought the jobs in the industry were outside their field (19%),
- Did not know the industry was hiring (17%), or
- Had simply never thought about it (8%).<sup>6</sup>

These four reasons were four of the top five that women gave for not having applied to work in the industry, as shown in Figure 5.

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<sup>5</sup> Vast segments of the targeted female potential workforce show acceptance toward working in the oil and natural gas industry.

<sup>6</sup> A full list of the main reasons for not applying to oil and natural gas jobs is shown in Table A3 in the appendix.



It is encouraging that a majority of all respondents report they would be likely to accept a position in the industry if offered. While the intensity is low, the focus groups amplify that it is more likely the result of lack of knowledge of the types of job opportunities available in the industry than it is simply rejecting the industry itself. Verbatim comments signify that concern is more focused on their own perception that they lack credentials or qualifications for job positions than it does opting out of an industry they dislike or believe to be dangerous:

- “I have no experience. I don’t know how to apply for a position.”
- “My degree of education doesn’t fit for the job they offer.”
- “There are no oil and natural gas companies located in my area. If there are, then I don’t know about them.”
- “I don’t know if I’m qualified.”
- “I’m not trained in an oil and gas company.”

## Messages about Oil & Gas

### *Positive Statements*

Consistent with a lack of awareness as the major obstacle to considering employment in oil & gas, women responded positively as they learned more about the industry, and were surprised to learn about the number and breadth of jobs available.<sup>7</sup> When given a list of jobs, they reacted positively to both the number and types of jobs available. One woman responded, “Something for everyone. . . . That’s like amazing. I never even thought . . . that my mind was so closed to it. I just never even. . . .” Another woman described, “I’m surprised. Like this one right here just says high school education or equivalent you know. I mean I never would’ve thought that there would be a lot of jobs like that.”

Women also reacted well to knowing that the industry is actively looking to diversify and is specifically looking for more women to join its ranks. Over 40% of women say knowing that makes them more likely to consider a job or position in the oil and natural gas industry, though the intensity is low.<sup>8</sup> There is an ability to move key targets however, as several focus groups were either skeptical that the industry was seriously looking to diversify or would work to create a more pleasant environment within the work place.

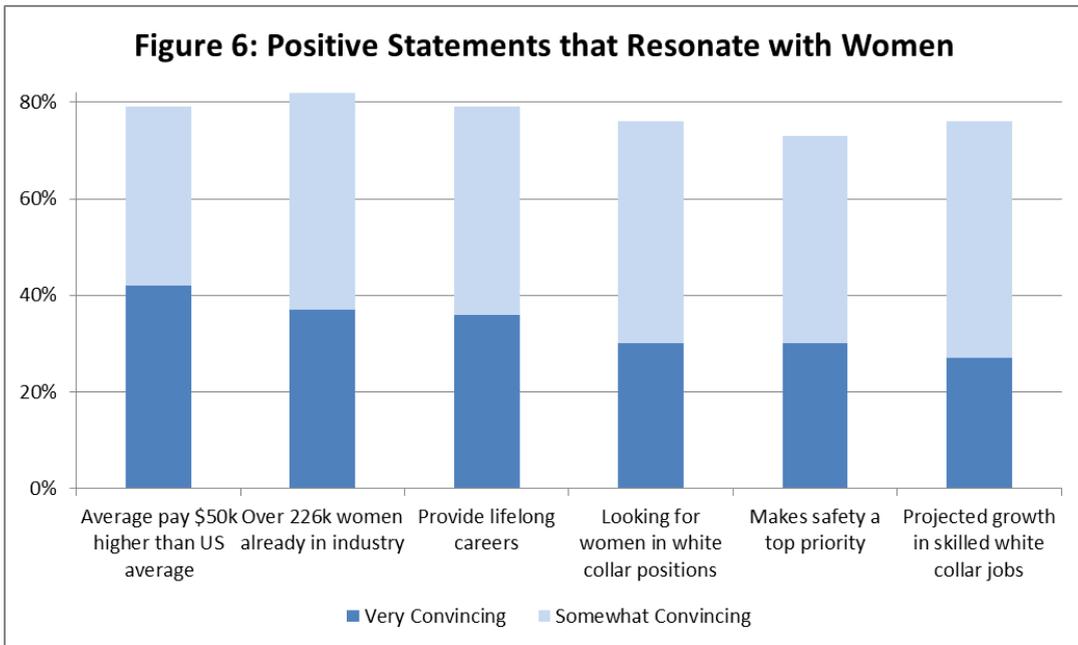
The singular most convincing message for working in the oil and natural gas industry is the additional earning power workers garner. The income advantage provided is a very strong motivator for those who classify their financial situation as struggling—50% of these women state that greater earning power is the most convincing message. But regardless of whether a respondent classifies themselves as well off/comfortably well off (41% of all respondents), simply making ends meet (37%) or struggling (18%), the extra income power is by far the most convincing message. A longer message that encapsulates pay, job security, career development, overall benefits and work/life balance is also a top tier draw. Figure 6 shows the top messages that resonated with women, showing the percentage of women who found each message very convincing and somewhat convincing.<sup>9</sup>

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<sup>7</sup> A selected list of jobs in the oil and gas industry is available in Table A11 in the appendix.

<sup>8</sup> However, that lower intensity is somewhat misleading as there are segments of the audience who are satisfied with their current career prospects and are not the target audience.

<sup>9</sup> The full table of positive statements is shown in Table A4 in the appendix.



As in other sections, the study also breaks down the effectiveness of messages by subgroup—political ideology, age, race, and children/marital status.<sup>10</sup> The top three convincing messages across all age groups are: making \$50,000 more per year; that 226,000 women are already working in the industry; and that this industry provides life long careers. In fact, the focus groups demonstrated that the appeal of career development—not just job opportunity—should not be overlooked. The same trend in terms of top tier messages extends to respondents by race. An interesting variation is seen with Asians, who place a greater emphasis on women currently in the industry, safety, and new jobs that will be created over that of simply an additional income advantage. A noteworthy takeaway from the breakdown by family status is that the more complicated lifestyle groups (i.e. married with kids and unmarried with kids) share identical top three messages—making \$50,000 more per year, that this industry provides lifelong careers, and that 226,000 are already working in the industry. Across the board, concern about safety as a top priority is a helpful message to convey to get

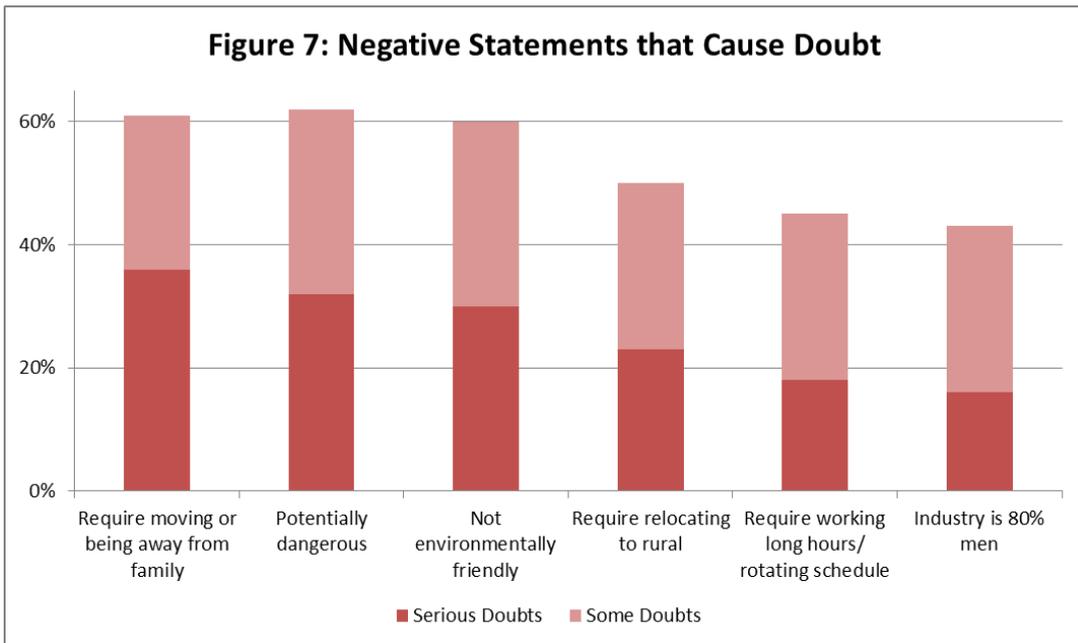
**The top three convincing messages across all age groups are: making \$50,000 more per year; that 226,000 women are already working in the industry; and that this industry provides life long careers.**

<sup>10</sup> The sub-group breakouts are shown in Tables A5 – A8 in the appendix.

most women on board even though it is not the most convincing message.

### Negative Statements

Women were also presented with negative statements about the oil and gas industry and asked to respond to whether each statement caused them to feel doubt about working in the industry. Figure 7 shows the top negative statements.



The statement that causes the largest percentage of women to have serious doubts is that some jobs in the oil and gas industry require people to move their families or to work in fields/on rigs for a couple weeks at a time, where they are away from their families. This matches the focus group findings, and highlights that women are nurturers and find it difficult to separate themselves from their families and friends. In the focus groups with women currently working in the industry, they confirmed that moving is a challenge. One woman explained, “Well, I have had to basically go out of state for probably – to work, I’m going to say around four years. I’ve been in Ohio, West Virginia, Pennsylvania, and – I’m not cut out for that.” However, about one-third of all respondents believe that job opportunities are available in their local area, which is a great starting place.

The concern about safety and being eco-friendly remains a significant challenge. However, the strong emphasis the industry places on safety training and education

definitely made an impression. This is a critical element in attracting potential employees who may be skeptical about the standards of the industry.

The concern about women being uncomfortable in an industry where men hold 80% of the positions is not as big of a problem as might have been anticipated. The focus groups provided ample evidence that women felt very prepared to fend for themselves, but appreciated extra efforts by employers to enforce standards and practices that made it clear that discrimination and harassment would not be tolerated.

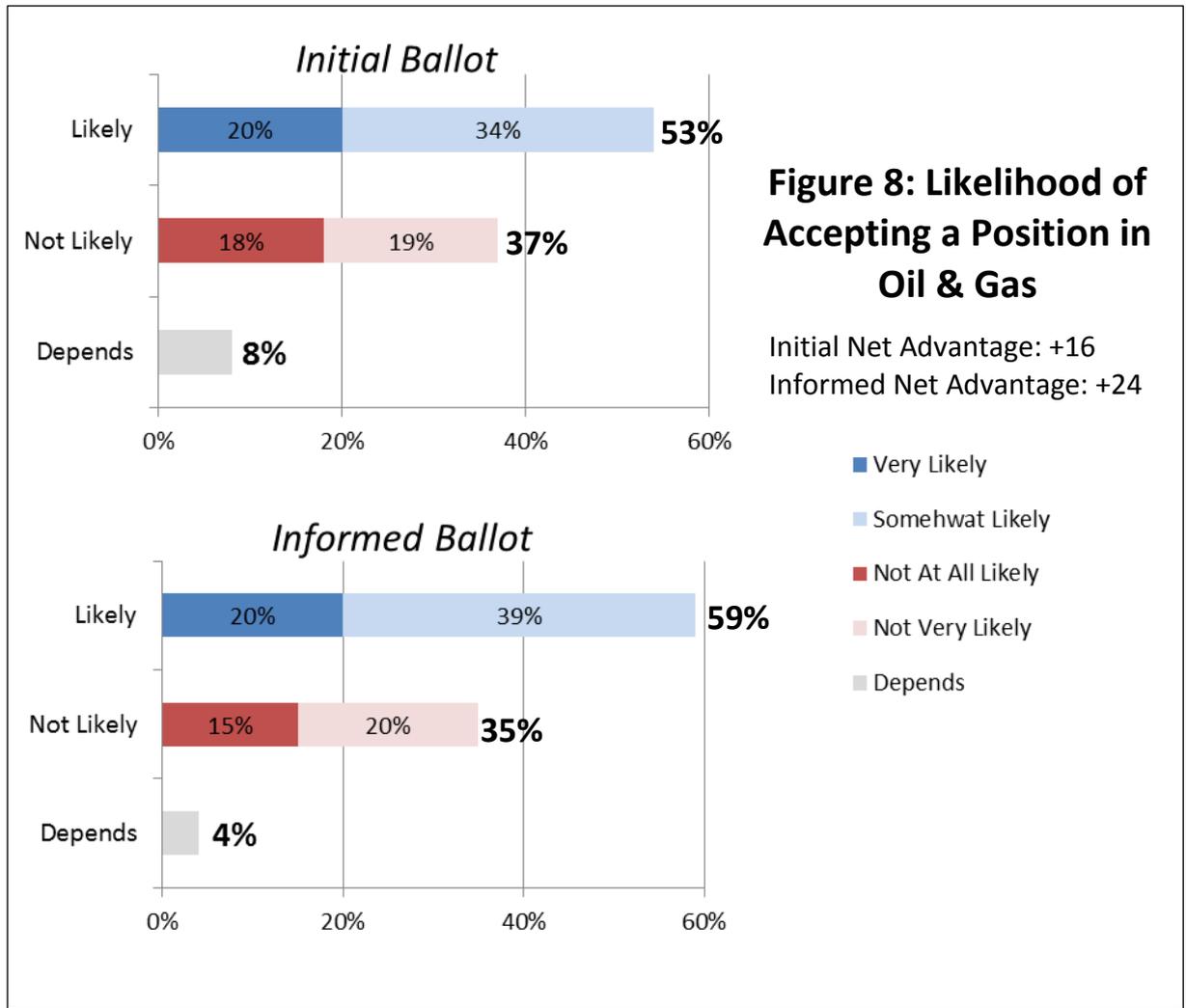
In their focus groups, women within the industry discussed some of the challenges that come from working in a male-dominated field and how they handle them. Women shared that the men can be crude and that you “[have] to learn to just have thick skin.” One woman explained how the challenges of working in a male-dominated field actually inspired her to be better: “There’s still the glass – you still have the glass ceiling for some women – for most women. I mean, you know, you have to really, truly – and it’s not that it’s a bad thing, but you really, truly have to be on your game.”

Women in the industry do report that the “ole-boys-club” culture is changing, albeit slowly. One woman shared her perspective on how the industry is evolving:

“I think the role is changing. So kind of going with the generational, it’s the oil field was cowboy, it was old boys club for a long time, and I think now the role of women is changing, it’s evolving into like oh she is an engineer, she knows what she is talking about or oh she is in supply chain and she is really good at getting us the best prices and you know getting the materials that we need to do the job. They are realizing that we are not just...not to downplay an admin assistant, but that you can be more. I mean so you work at a small company and you couldn’t, but now I think women are being seen as more than just admin.”

### *Statement Impacts*

As discussed earlier, when initially asked how likely they would be to accept a position offered to them in the oil and natural gas industry (if they were looking for employment), 53% of women said they were likely to accept the offer. After reviewing both the positive and negative statements, each woman was asked the same question, considering what they had learned. In this informed ballot, 59% of women said they were likely to accept the offer. The full responses of the initial and informed ballots are shown in Figure 8.



The employment acceptability ballot moves from +16 to +24 demonstrating the power of the messages presented. However, intensity remains weak which is perhaps evident of some degree of skepticism that what they have heard during the survey instrument will actually be delivered upon in the workplace. Nonetheless, this is a great starting point.<sup>11</sup>

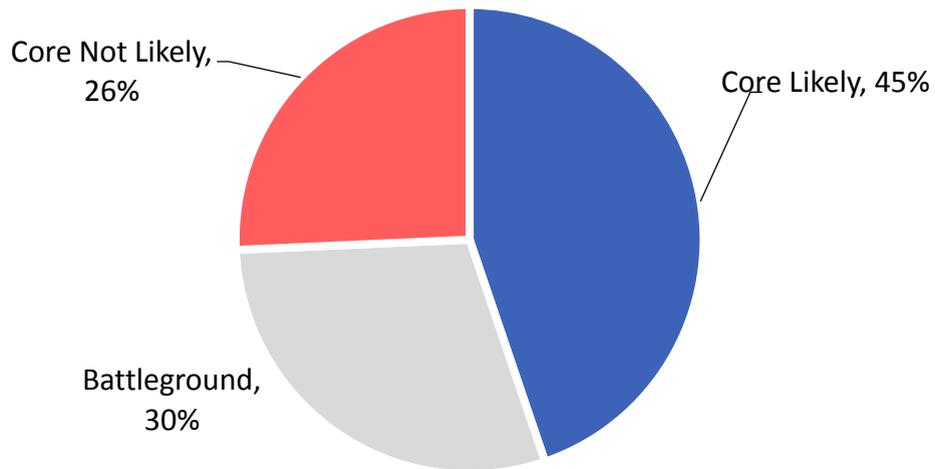
The core segmentation analysis (Figure 9) reveals that there is not a significant degree of animosity or resistance to overcome in recruiting women to accept a position in the oil and natural gas industry. Rather it is more of an overall strategic campaign to identify those most likely to *want* to be in the industry with the messages of *what* is

<sup>11</sup> Tables A9 and A10 in the appendix show subgroups by the initial and informed net acceptance percentages.

most appealing to them about the industry *matched* with what their expectations are about the job they hold and the career they hope to develop.

- *Core Likely* – Those likely to accept a position with the oil and gas industry on both the initial and informed measurements.
- *Core Not Likely* – Those NOT likely to accept a position with the oil and gas industry on both the initial and informed measurements.
- *Battleground* – Everyone else

**Figure 9: Core Analysis**



## **Attracting More Women**

Understanding the factors covered in the survey—financial pressures women struggle with; factors that motivate women when considering employment; barriers that keep women from entering the industry; and messages about oil and gas that resonate most—can help the industry better shape recruitment efforts. Different recruitment tools than what have been utilized in the past are essential. For example, family connections in the past might have served as a significant recruitment factor, but as most women now report not knowing anyone in the industry, this effort falls drastically short of capturing the psyche and eye of an increasingly diverse workforce.

Women in the focus groups suggested several ways that the industry could do more to attract women. These recommendations reflect the need to address the lack of awareness and understanding about the industry—the major obstacle to considering employment in the oil and natural gas industry.

### ***Working Women***

Showcase women who already work in the industry—generally, it is helpful for women, particularly young women, to know that other women have established a path for them. Networking opportunities for women are also helpful. As one woman put it, “we would need a better networking for different skilled workers such as – a network that is available for everyone, that gives helpful information such as who is hiring and who is job searching, what their skills are, what they – what they are looking for ...”

### ***Job Variety***

Highlight the sheer variety of job occupations and qualifications for various jobs, which allows almost any woman to view herself as one who could provide value to the industry. One woman explained:

“I think a lot of it is focused on engineering, and in general, I think, or in society, they are trying to push women into that, but I think there’s other areas you can go into. Like I am in supply chain and I am the sourcing manager and I mean there is a lot of growth, like it is one of the fastest growing careers, not just in the industry, but in lots of industries, the supply chain. So I think if they kind of open up to say you don’t have to be a land man or a petroleum engineer. There’s other things you can do in the oil and gas industry. They could recruit a lot more women.”

### ***Media Presence***

Increase the industry’s media presence through TV and social media. Several women suggested this. One woman explained, “I think more media advertising because so many girls are on Twitter, Facebook, they watch TV, the women channels, Oprah, you know...” Another woman recommended that commercials be “more in the feminine light” rather than just showing “the guys in hard hats.”

## Recommendations

American Viewpoint and Lake Research Partners offered several recommendations based on the survey and focus group results. Many of their recommendations reiterate what women themselves suggested in terms of recruitment efforts.

1. *Highlight the job opportunities.*

As was apparent in the focus groups, once clear job opportunities and job descriptions were presented to respondents they readily moved for the most part to finding the oil and natural gas industry an acceptable job alternative, and certainly one they would like to see younger family members explore.

2. *Ramp up recruitment efforts.*

More direct outreach needs to occur and much earlier targeting of both STEM female students and even outreach to middle school and high school students. This will provide a face to the industry—much like the Armed Services in their recruitment—at a much earlier age.

3. *Increase targeted communications efforts.*

Targeted communications efforts through social media, broadcast, cable, etc. that provide examples of women in the industry and in various occupations would assist in publicizing both the existence of job opportunities and career building in the oil and natural gas industry and convey the sincerity of outreach and effort by the industry. Ramping up broadcast, cable, and radio ads is invaluable in highlighting actual women in high profile positions and the satisfaction they have with their job.

4. *Communicate that the industry is actively seeking women.*

Aggressively communicating the desire of the industry to recruit female employees, conveying the many benefits available to them, and targeting a younger and more diverse population should enhance the appeal of transitioning to a career in the oil and natural gas industry.

5. *Emphasize safety and training.*

A secondary tier of challenges lies in the perception that the industry is not eco-friendly, is dirty, dangerous, or not safe. It will be difficult to change perceptions of those who are adamant that the industry is a dinosaur, generating elements harmful to the environment. Even describing the vast number of products derived from petroleum does not test significantly high in changing those perceptions only in making them more aware of product development and their interconnection.

However, the strong emphasis the industry places on safety training and education definitely made an impression. This is a critical element in attracting potential employees who may be skeptical about the standards of the industry.

6. *Engage in a public relations campaign.*

An aggressive public relations campaign, social media and recruiters targeted to the right areas with the right messages should all serve to reinforce the point that the industry is very serious about increasing its female workforce.

## Appendix

### Tables

Table A1: Employment Status by Age, Race, Education, Income Level

	Employed	Un-Employed	Homemaker	Student	Total
18-24	46%	9%	4%	41%	100%
25-29	72%	7%	14%	5%	100%
30-34	68%	7%	17%	5%	100%
35-39	66%	7%	20%	4%	100%
40-44	66%	8%	18%	2%	100%
White	64%	6%	16%	10%	100%
Black	58%	12%	6%	21%	100%
Hispanic	61%	9%	11%	17%	100%
Asian	50%	6%	17%	23%	100%
Non-White	59%	10%	9%	19%	100%
H.S. Or Less	56%	11%	17%	13%	100%
V-Tech/Some-Coll.	54%	7%	13%	24%	100%
College Graduate	69%	7%	15%	6%	100%
Post Graduate	74%	6%	8%	10%	100%
Under \$30K	54%	15%	11%	16%	100%
\$30K To \$75K	66%	4%	17%	11%	100%
Over \$75K	71%	4%	14%	9%	100%

Table A2: Work Factors Most Important to Women when Considering an Employment Opportunity  
Ordered by a 10 Rating

Factor	10	8-9	Mean
Health care benefits	60%	24%	8.8
Job security	59%	28%	9.0
Job satisfaction	48%	34%	8.8
Salary	48%	35%	8.8
Good work/life balance	44%	32%	8.6
Opportunities to feel like you help people or make a difference	44%	31%	8.4
A company known for providing equal opportunity and diversity	43%	26%	8.2
Family friendly by allowing time off for school events, daycare, etc.	41%	28%	8.0
Opportunities for advancement	40%	33%	8.3
Retirement benefits such as a pension or 401k	40%	32%	8.2
The company's history of being stable and profitable	38%	34%	8.3
Adequate sick leave	38%	31%	8.1
The company or industry's policies to ensure a comfortable work environment	37%	33%	8.3
Makes you feel like part of a team	36%	34%	8.1
Adequate leave for vacation	34%	33%	8.0
Flexible schedules	32%	33%	7.9
Requiring employees to take seminars to stop racial and sexual discrimination in the workplace	30%	21%	7.0
Provides a confidential forum to voice employees' concerns	30%	27%	7.5
Provides ongoing training and educational opportunities	29%	31%	7.7
Offers student loan repayment	28%	22%	6.6
The company or industry's overall reputation	26%	35%	7.8
Gives bonuses	23%	22%	6.9
The company's environmental impact	21%	23%	6.9
Provides tuition reimbursement	20%	22%	6.5
The ability to work from home or telecommute	17%	17%	5.9
Provides mentorship programs	15%	19%	6.2
The company has an even balance of men and women working at the company	13%	20%	5.7
Opportunity to relocate	13%	12%	5.2
The opportunity to travel or amount of travel required	13%	17%	5.8
The company or industry employs people who share your cultural background	11%	11%	4.9

Table A3: Main Reasons for not Applying for a Job in Oil & Natural Gas

Not interested / Prefer other jobs	25%
No experience / Background for the job / Not qualified	19%
Not my profession / Field	19%
No opportunity / Job offering	9%
Wasn't aware that they are hiring	8%
Never thought about it	8%
Inconvenient location	4%
Satisfied with the current job	4%
Full time student / Still going to school	3%
I'm an environmentalist / It is messing up the environment / Earth	2%
It's a job for men only	1%
Too risky / Dangerous	1%
Stay-at-home mom / Want to raise my children personally	1%
Age / Health issues	1%
Bad reputation	1%
None / No reason to apply	1%
Other	4%
Don't Know	3%

Table A4: Response to Positive Statements about Oil and Gas

	Total Very/Smwt - Not Very/At All Convincing	Total
Workers in the oil and natural gas industry make 50 thousand dollars more per year than workers in other industries.	79% - 18%	42%
There are over 226 thousand women already working in the oil and natural gas industry. These women report being satisfied with their work and would recommend a job in the oil and natural gas industry to their female friends because of the benefits the industry provides for them and their families, such as the pay, job security, health and retirement benefits, and the ability to maintain a successful work/life balance.	82% - 15%	37%
The growing demand for energy means that the opportunities in the oil and natural gas industry are not just jobs that can help pay the bills, but also provide life long careers.	79% - 19%	36%
The oil and natural gas industry has more opportunities for women than working in the fields and drilling for oil. It is looking for women to contribute in white collar positions such as data management, accountants, engineers and scientists.	76% - 21%	30%
The oil and natural gas industry makes the safety of their employees their top priority.	73% - 24%	30%
Because of growth in skilled white collar jobs, there are opportunities for female petroleum engineers, managers and other professionals, with the number of job opportunities for women in these areas expected to grow by 70 thousand jobs through 2030.	76% - 22%	27%
Because of the growing demand for energy, nearly one million jobs in the oil and gas industry will be created by the end of the decade under pro-energy development policies.	73% - 24%	24%
The oil and natural gas industry is more than just drilling. Their products are used to make thousands of every day products like contact lenses, pills, soap, and purses.	65% - 32%	24%

Table A5: Top 5 Positive Statements (Total Very Convincing) by Ideology

Rank	Total	Conservative	Moderate	Liberal
1	Make \$50k more (42%)	Make \$50k more (50%)	Make \$50k more (42%)	Make \$50k more (39%)
2	Over 226k women in industry (37%)	Provide lifelong careers (44%)	Over 226k women in industry (38%)	Over 226k women in industry (38%)
3	Provide lifelong careers (36%)	Over 226k women in industry (39%)	Provide lifelong careers (36%)	Provide lifelong careers (32%)
4	Looking for women in white collar positions (30%)	Makes safety top priority (36%)	Makes safety top priority (32%)	Looking for women in white collar positions (30%)
5	Makes safety top priority (30%)	Looking for women in white collar positions (33%)	Looking for women in white collar positions (30%)	70K white collar jobs by 2030 (26%)

Table A6: Top 5 Positive Statements (Total Very Convincing) by Age Group

Rank	Total	18-24	25-29	30-34	35-39	40-44
1	Make \$50k more (42%)	Make \$50k more (36%)	Make \$50k more (42%)	Make \$50k more (46%)	Provide lifelong careers (45%)	Make \$50k more (46%)
2	Over 226k women in industry (37%)	Over 226k women in industry (35%)	Over 226k women in industry (35%)	Over 226k women in industry (36%)	Make \$50k more (41%)	Provide lifelong careers (44%)
3	Provide lifelong careers (36%)	Makes safety top priority (33%)	Provide lifelong careers (31%)	Provide lifelong careers (34%)	Over 226k women in industry (41%)	Over 226k women in industry (41%)
4	Looking for women in white collar positions (30%)	Looking for women in white collar positions (35%)	Looking for women in white collar positions (27%)	Looking for women in white collar positions (23%)	70K white collar jobs by 2030 (28%)	Makes safety top priority (31%)
5	Makes safety top priority (30%)	Provide lifelong careers (32%)	70K white collar jobs by 2030 (29%)	More than just drilling (26%)	Looking for women in white collar positions (25%)	More than just drilling (33%)

Table A7: Top 5 Positive Statements (Total Very Convincing) by Race

Rank	Total	White	Black	Hispanic	Asian	Non White
1	Make \$50k more (42%)	Make \$50k more (43%)	Provide lifelong careers (49%)	Make \$50k more (42%)	Over 226k women in industry (38%)	Make \$50k more (41%)
2	Over 226k women in industry (37%)	Over 226k women in industry (38%)	Over 226k women in industry (47%)	Provide lifelong careers (37%)	Makes safety top priority (15%)	Provide lifelong careers (38%)
3	Provide lifelong careers (36%)	Provide lifelong careers (36%)	Make \$50k more (46%)	Over 226k women in industry (34%)	Nearly one million jobs will be created (26%)	Over 226k women in industry (38%)
4	Looking for women in white collar positions (30%)	Looking for women in white collar positions (28%)	Makes safety top priority (38%)	Looking for women in white collar positions (27%)	70K white collar jobs by 2030 (26%)	Makes safety top priority (31%)
5	Makes safety top priority (30%)	Makes safety top priority (30%)	Looking for women in white collar positions (41%)	70K white collar jobs by 2030 (28%)	More than just drilling (23%)	Looking for women in white collar positions (33%)

Table A8: Top 5 Positive Statements (Total Very Convincing) by Children and Marital Status

Rank	Total	Children	No Children	Mar. W/ Kids	Mar. No Kids	Unmar. W/ Kids	Unmar. No Kids
1	Make \$50k more (42%)	Make \$50k more (47%)	Make \$50k more (36%)	Make \$50k more (45%)	Over 226k women in industry (38%)	Make \$50k more (52%)	Make \$50k more (36%)
2	Over 226k women in industry (37%)	Provide lifelong careers (41%)	Over 226k women in industry (36%)	Provide lifelong careers (38%)	Make \$50k more (37%)	Provide lifelong careers (47%)	Over 226k women in industry (36%)
3	Provide lifelong careers (36%)	Over 226k women in industry (39%)	Provide lifelong careers (33%)	Over 226k women in industry (35%)	Provide lifelong careers (31%)	Over 226k women in industry (47%)	Provide lifelong careers (33%)
4	Looking for women in white collar positions (30%)	Looking for women in white collar positions (29%)	Makes safety top priority (27%)	Looking for women in white collar positions (25%)	Makes safety top priority (27%)	Makes safety top priority (38%)	Makes safety top priority (27%)
5	Makes safety top priority (30%)	Makes safety top priority (33%)	Looking for women in white collar positions (30%)	70K white collar jobs by 2030 (26%)	Looking for women in white collar positions (28%)	Looking for women in white collar positions (39%)	Looking for women in white collar positions (31%)

Table A9: Initial & Informed Net Acceptance Percentage by Race, Ideology, Education, Marital Status, and Age

	% of Sample	Net Acceptance	
		Initial	Informed
Total	100%	16%	25%
White	57%	14%	21%
Black	14%	29%	49%
Hispanic	17%	22%	25%
Non-White	38%	20%	33%
Conservative	27%	23%	34%
Moderate	35%	22%	30%
Liberal	27%	3%	12%
H.S. Or Less	20%	32%	35%
V-Tech/Some Coll.	33%	22%	32%
College Grad.	31%	12%	23%
Post Graduate	14%	-12%	1%
Married	45%	18%	31%
Unmarried	54%	15%	20%
18-24	27%	8%	15%
25-29	20%	10%	14%
30-34	18%	28%	27%
35-39	15%	21%	28%
40-44	20%	20%	43%

Table A10: Initial & Informed Net Acceptance Percentage by Top Subgroups

	% of Sample	Net Acceptance	
		Initial	Informed
Total	100%	16%	25%
Black Employed	8%	33%	58%
Black 30+	7%	30%	55%
Apply/Work Manuf.-Yes	15%	40%	51%
Unmarried With Kids	17%	43%	51%
30+ W.O. Degree	24%	38%	51%
East South Central	6%	25%	49%
Looking For Work	18%	49%	49%
Black	14%	29%	49%
Black W.O. Degree	9%	32%	48%
Industry Work/Apply	18%	38%	48%
Black Unmarried	11%	30%	48%
Divorced/Widow	8%	31%	47%
Hispanic 30+	7%	43%	45%
Financial Sit. - Struggling	18%	35%	45%
Unemployed	8%	30%	44%
40-44	20%	20%	43%
30+ Under \$50K	23%	34%	43%
Black 18-29	7%	28%	42%

Table A11: Selected Occupations in the Oil & Gas and Related Industries

<b>Management, Business and Financial</b>	<b>Skilled Blue Collar</b>
General and Operations Managers	First-Line Supervisors of Constr. & Extraction Workers
Construction Managers	Carpenters
Engineering Managers	Cement Masons and Concrete Finishers
Cost Estimators	Paving, Surfacing, and Tamping Equipment Operators
Accountants and Auditors	Operating Engineers & Other Constr. Equipment Operators
<b>Professional and Related</b>	Electricians
Architects	Plumbers, Pipefitters, and Steamfitters
Surveyors	Derrick, Rotary Drill and Service Unit Operators
Civil Engineers	Mobile Heavy Equipment Mechanics, Except Engines
Electrical Engineers	Industrial Machinery Mechanics
Mechanical Engineers	Maintenance and Repair Workers, General
Petroleum Engineers	Petroleum Pump System Operators, Refinery Operators
Engineers, all other	Crane and Tower Operators
Architectural and Civil Drafters	Pump Operators and Wellhead Pumpers
Civil Engineering Technicians	<b>Semi-skilled Blue Collar</b>
Surveying and Mapping Technicians	Roustabouts, Oil and Gas
Geoscientists	Helpers, Extraction Workers
Geological and Petroleum Technicians	Welders, Cutters, Solderers, and Brazers
<b>Service</b>	Inspectors, Testers, Sorters, Samplers, and Weighers
Security Guards	Truck Drivers, Heavy and Tractor-Trailer
Catering Services	Excavating and Loading Machine and Dragline Operators
<b>Sales &amp; Related</b>	<b>Unskilled Blue Collar</b>
Sales Representatives, Wholesale & Manuf.	Construction Laborers
<b>Office &amp; Administrative Support</b>	Fence Erectors
First-Line Supervisors, Office and Admin. Support	Freight, Stock & Material Movers, Hand
Bookkeeping, Accounting, and Auditing Clerks	
Secretaries and Administrative Assistants	
Office Clerks, General	

## Quotes

### *What women like about their current employment*

“I have to agree because it sounds like I'm the same industry as her somewhat. It's the appreciation, the reward; just emotionally just because I'm so close with the families and the clients.”—Non-College White Woman, Columbus

“I like the atmosphere. Um where I'm at, my job, I've moved around in several different areas and I appreciate the opportunity, that I've been able to do so... I was able to take that and go into another position. And now I can grow and develop in that position as well. I like the fact that I have opportunities available to me when I get to the point where I become perturbed or stagnate or discouraged where I'm currently at, I have the opportunity to move.”—College-Educated African American Woman, Columbus

“Opportunity. I don't have a degree in there and they are willing to teach me a lot. I really like that.”—Latino Woman, Denver

“It is an excellent opportunity for me. I am actually working with my degree, so I am making more money than my previous job where I just climbed the ladder. Here, I am actually using my degree and applying it to the position. It's an easy job. It's a small corporation. Everyone gets along; everyone is friendly.”—African American Woman, Philadelphia

“Teamwork...because we collaborate with other staff members and the parents to be able to deliver the education that they, you know they work together with us to meet those goals for the children to be ready to go to kindergarten.”—College-Educated Latino Woman, Los Angeles

### *What women dislike about their current employment*

“I think a lot of times jobs necessarily aren’t difficult but then for whatever reason companies want to make them difficult by adding needless things. We have reports that are basically just to prove that you’re doing your job and we have other things that are you know busy work...like there’s a lot of just needless work that takes me away from my needed work and it frustrates me. And it just kind of boils down to kind of job politics. Sometimes there’s way too many chiefs and not enough Indians and when I started a new job I got told and trained how to do the job one way and then I report to a different shift to just kind of get a more well-rounded training and get told a completely different way of doing it and so it’s just inconsistencies...”—Non-College White Woman, Columbus

“...I work for a nonprofit organization so I don't feel like with all the education that I have that I'm getting paid for what I do, paid well for what I do...”—College-Educated African American Woman, Columbus

“...because in the organization I work for you have to have a certain degree in order to advance... ..and if you don't have that degree you feel, I especially feel kind of stuck unless I go back to school and further my education and then move into a different area, which I don't want to do and so I feel like there's nowhere else for me to go...”—College-Educated African American Woman, Columbus

“There is always constant changes in my job. People coming and going a lot. I feel like I am on a rollercoaster.”—Latino Woman, Denver

“I would prefer more of a challenge and more of something that utilized...because I have a Bachelor’s Degree and this job doesn’t even require a high school diploma.”—African American Woman, Philadelphia

“Because the bank that I work for, when I first started working for them seven years ago...it was just a midsized bank where you weren’t a number. You were a person where you were acknowledged. Now, we’re merging with our parent company and their goal is to be a top ten bank...”—College-Educated Latino Woman, Los Angeles

## *Women's ideal jobs*

“I would love a job...I didn't get specific. I just thought...like I had more details of like I would like it during the day with a multitude of different type of people, not just females; and different cultures and different ages; and something creative and helping people learn.”—Non-College White Woman, Columbus

“I want to be in an environment where I'm helping people. So I'd like to be in an environment though that I'd like to be able to pick my own hours. So some days if I wanted to come in in the morning I could. But then if I wanted to come in the afternoon or evening I could too, 'cause we're dreaming so why not...And then occasionally be able to work from home. So like if there's a day of paperwork or something like that, to be able to save on my gas and everything else and work from home but still be able to get things accomplished and...”—Non-College White Woman, Columbus

“A career that makes a difference as far as like developing drugs for cancer or Lou Gehrig disease, HIV, um just different diseases that people are affected by...”—College-Educated African American Woman, Columbus

“Oh yeah, everything's about passion; like you have to love what you do.”—Single Mom, Los Angeles

“I like to be busy and I am good at multitasking and I am good at talking to people and being personable, and it would definitely have to be working with people or animals.”—Latino Woman, Denver

“It would be like...I would like to be like a manager. I would like to be like the administrative manager and to be like at the top where I can manage the communication, which seems to be a big problem at places, and making sure the staff is happy, and I said to be in a position where the people under me would have great opportunity for growth.”—African American Woman, Philadelphia

### *The importance of benefits to women*

“A flexible work schedule, if you have a situation which I know my job does this; if something's going on and I need to leave at 2:00 to get to something at my child's school, I can make up those hours at another point in time in the week, I just have to get 40 hours in within that week; that's, that's a plus...”—College- Educated African American Woman, Columbus

“Medical, dental; the ones you take for granted until they're not there. And you can make a high salary, but then if you don't have benefits and something goes wrong it's totally offset, it offsets itself it's out of pocket.”—College-Educated African American Woman, Columbus

“I just think that companies should invest in their employees. I know you are paying me to do a particular job, but if that's not a job that I can do for 20 or 25 years, then you need to support me as I acquire skills and training in order to move to the next level instead of just keeping me at a particular position.”—African American Woman, Philadelphia

“...Family, where like they can raise a family. They don't feel bad about having a family, you know. Like, that's so there would be childcare there. You know, if need be that kind of work environment.”—College- Educated Latino Woman, Los Angeles  
“I think the education 'cause I need continuing ed all the time for what I do.”—Non-College White Woman, Columbus

“I'd have to say flexible scheduling. I mean that would be my biggest thing especially with three kids and all in sports, that would be my, my biggest, that would be my catch.”—College Educated African American Woman, Columbus

## *Company values*

“I would want to know that if I have a PhD or a master's I'm not making the same salary as someone with a bachelor's or an associate's or someone that doesn't have a degree. I want to know that there's an incentive for this extra education that I have and I'm not at the same...”—College-Educated African American Woman, Columbus

“They do what they say, say what they do; they follow through.”—Single Mom, Los Angeles

“I think rewarding their employees with other things rather than bonuses – just to have like a party like every couple of months or just take them somewhere and do something fancy. You know at my husband’s old job, that’s what they used to do. Every couple of months, they shut down the place, like at the zoo, and everybody would just go to the zoo for the weekend. It was fun. We didn’t have to pay nothing. Everything was catered and served to us you know. You know just something nice to show the employees are appreciated.”—Latino Woman, Denver

“They can let you know that there is room for growth, and so you are starting in this position and there is a possibility of getting moved somewhere else rather than just being there.”—African American Woman, Philadelphia

“I want measures, like in my, there’s nothing worse for me than being in a job thinking I’ll never get a raise. I want to know that in six months, I’m eligible for another raise and another raise and another raise...”—College-Educated Latino Woman, Los Angeles

“I would probably have to be a company that I know that I have a long history with; might have a long future with”—Non-College White Woman, Columbus

”Yeah, you build like a relationship with that employee. That employee will value the company because they will feel that collaboration with them and making them feel as if they really care for what happens outside the company.”—College-Educated Latino Woman, Los Angeles



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