

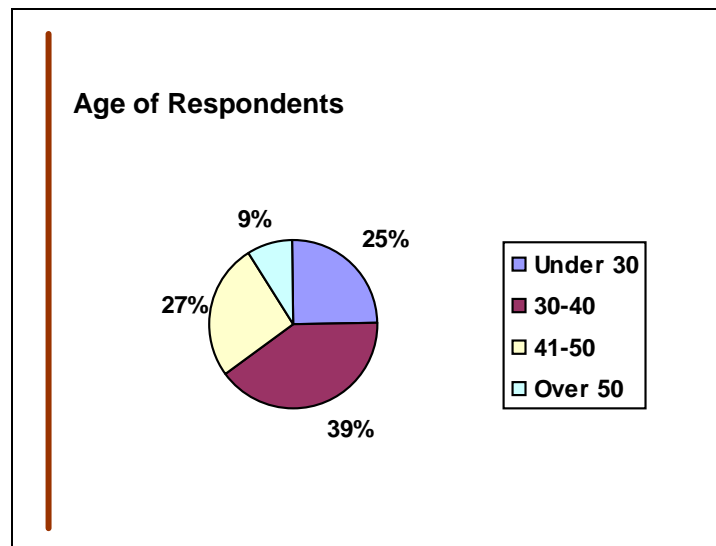


Negotiating Women, Inc.

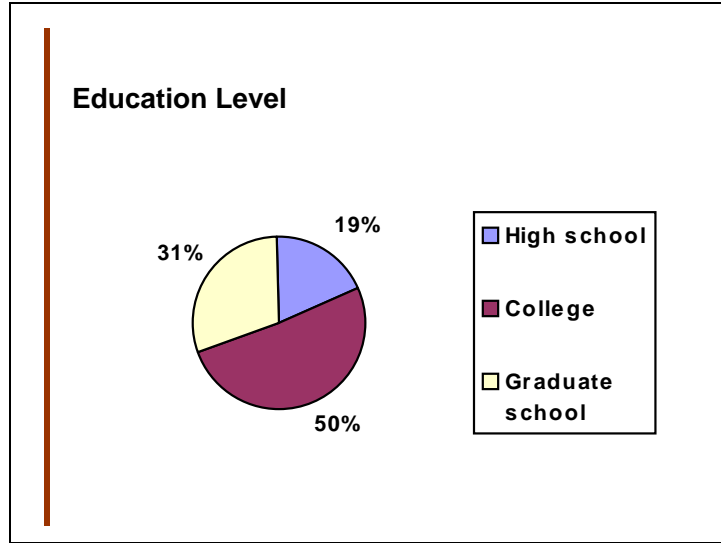
Negotiating Salaries: Survey Results

The survey results are in! Between June and September of 2002, we surveyed over 500 women about their experience in negotiating salaries.

The respondents ranged in age, from the twenties to over fifty, with the greatest number clustering in the 30-to-40 age bracket.

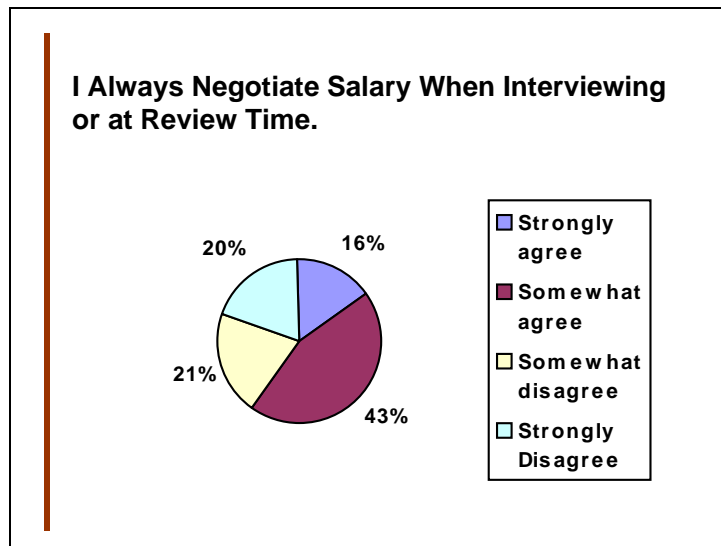


Respondents were also well educated. Half had attended college and an additional 31% had done graduate work.

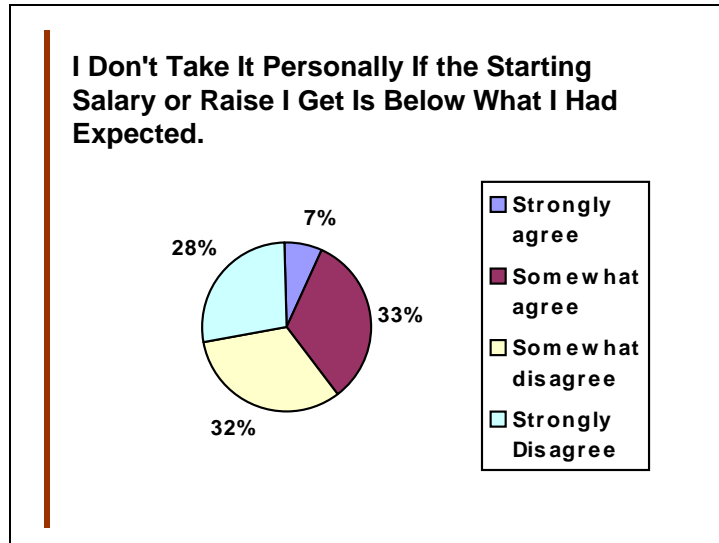


The survey asked six specific questions about salary negotiations. This report summarizes those replies. Respondents were also asked to describe their “best” and “worst” experiences in salary negotiations. We will follow up this statistical analysis with a report on what the women considered “good, the bad, and the ugly.”

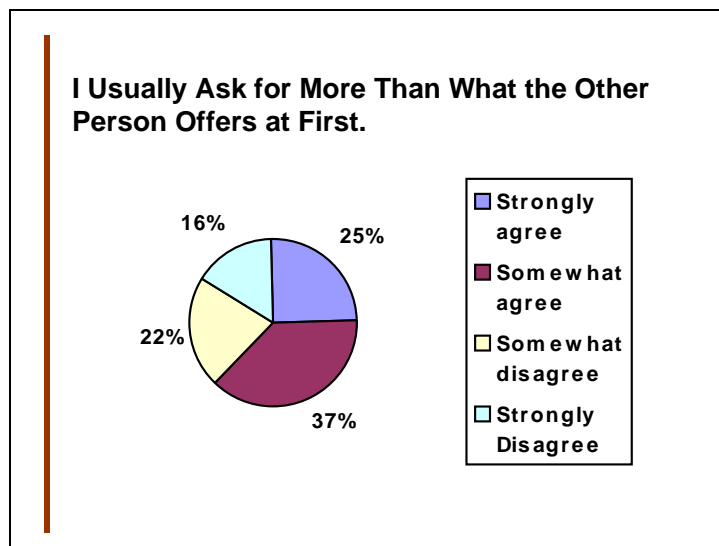
Bearing out the popular assumption that women don’t like to discuss money, only 16% always negotiated salary when interviewing or at review time. There was a standoff between those inclined to negotiate (43%) and those who tended to avoid the practice (41%), with one-fifth stating that they never negotiated.



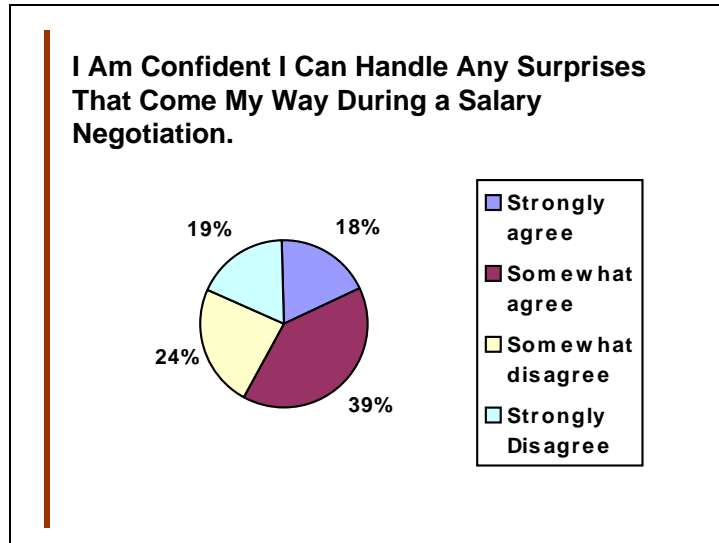
The women also tended to personalize the outcomes of their salary negotiations. Only 7 percent did not take their results personally, while fully 60 percent believed poor results were a reflection on them.



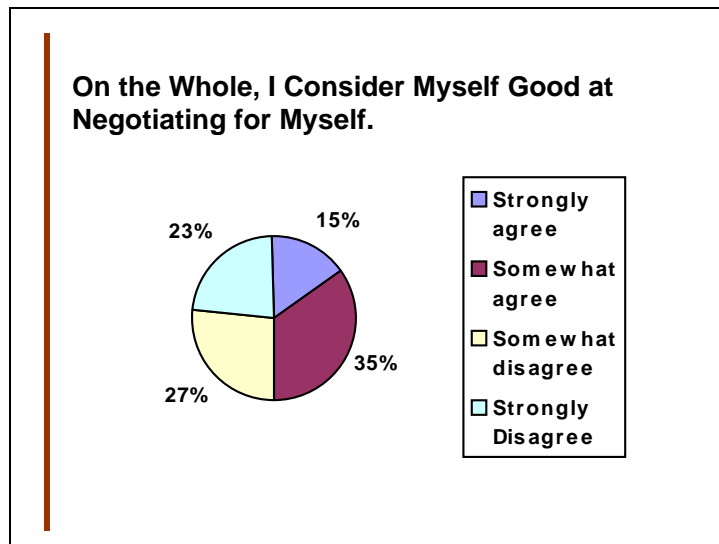
More than half the women in the sample were aware that opening offers set the parameters for subsequent discussion, and about three in five (62%) were prepared to counter the other side's proposal with a higher number.



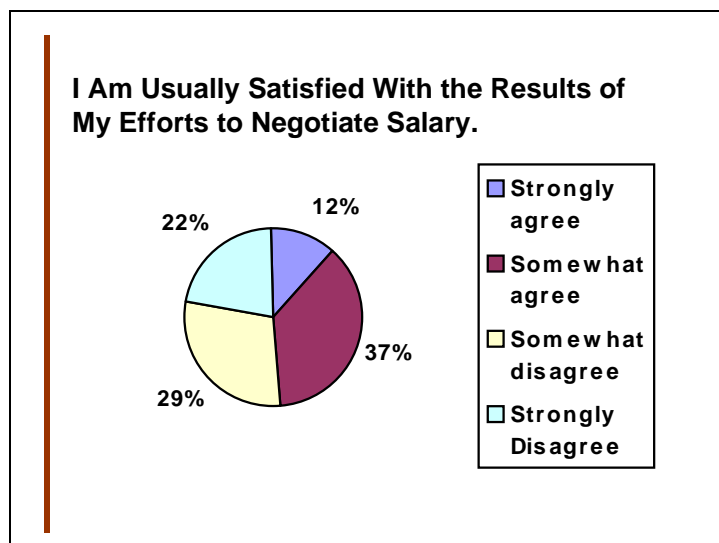
The group was less prepared to handle surprises that came its way, with less than a fifth (18%) feeling fully confident in their ability to adjust in mid-course. Almost two-fifths were somewhat confident, while 43 percent were less secure.



Confidence erodes further when it comes to negotiating specifically for themselves. Only 15 percent believed they were good advocates for their case and half doubted that they were, with 35 percent thinking that they might be.



The group also ran counter to recent research that indicates women are generally disappointed in the results they achieve in negotiation. Almost half of the sample (49%) were satisfied with the outcomes they realized. Lest we rejoice over this statistic, it is well to remember that satisfaction can come from meeting lowered expectations.



Differences among the respondents:

Within the group, however, marked differences appeared when age and education are taken into account. The women in the sample hit their “negotiating” prime in the 30-40 age bracket, and the more education the better. Willingness to negotiate salary laddered up by educational level, but paradoxically more than a quarter of respondents with college or graduate degrees were still inclined to be dissatisfied with their results. They were also slightly more leery than high school graduates of their ability to handle surprises well during interviews or salary reviews.

Differences by age:

- Willingness to negotiate salary during an interview or review starts strong in the under 30 category, peaks at 30-40, and then falls dramatically for those over 50.
- Those in the 30-40 age group were equally divided between taking results personally and looking to other factors for explanation. Personalization occurred most frequently as a percentage among those over fifty.
- Respondents in all age groups were prepared to make counter-offers once the other side put a number on the table, with that willingness peaking in the 30-40 age group and lowest among those over fifty. This same pattern held when respondents reported on their confidence in handling surprises, with the greatest confidence clustered in the 30-40 age group and the least in the over-fifty bracket. The pattern shifts, however, when respondents evaluated their ability to negotiate on their own behalf. Only 44% of the two groups under 40 felt confident about negotiating for themselves. For those in the 41-50 bracket the percentage reaches 58%, then retreats to 47% for those over fifty.
- Dissatisfaction with results clustered on the two outlying age categories—those under thirty and those over fifty. In no category were more than a fifth of the respondents completely satisfied with their results. Those between 40 and 50 achieved the highest degree of satisfaction and those under thirty the lowest.

Differences by education level:

Education played a major part in responses to all questions. A willingness to negotiate salary increases with education, but across all education levels fully a quarter of the women surveyed remained dissatisfied with their results.

- Less than one in two of those with a high school education felt prepared to negotiate salary during an interview or review; the figure goes to 60% for respondents with college degrees and to over 60% for those who had done graduate work.
- While all educational categories were inclined to personalize their results, this tendency became far less pronounced as the education level increased. Almost two-thirds of the high-school respondents personalized their results; for college graduates the figure falls to 58% and for those with graduate work to 56%.
- The willingness to horsetrade also increases with education level. High-school graduates were evenly divided on making counter-offers. This predisposition increases to 63% and 69%, respectively, for those with college or graduate degrees.
- More than half of the respondents felt confident that they could handle surprises during a salary negotiation, but here the correlation with education is inverse. Confidence is highest among those with high-school diplomas (65%), but drops off about 10% for college graduates and for those with graduate degrees.
- Between one in five and one in four respondents across all age groups were not confident when it came to negotiating on their own behalf. Again, confidence as a

percentage of the age cohort was highest among high-school graduates (about 60%) and less pronounced for those with college or graduate degrees (a little under 50% for each).

- In no age group were the majority of respondents satisfied with the results of their salary negotiations. More than a quarter of those with graduate degrees were dissatisfied (27%). Although this statistic may be a function of high expectations, about the same number of high-school graduates expressed dissatisfaction with their outcomes.