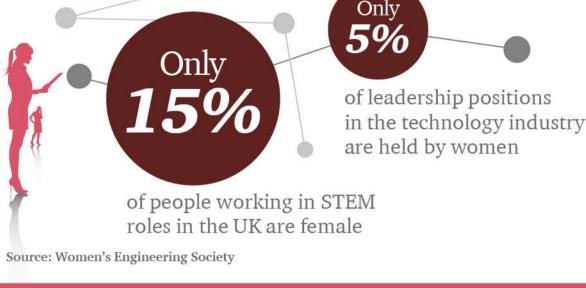
Women in Tech

Time to close the gender gap

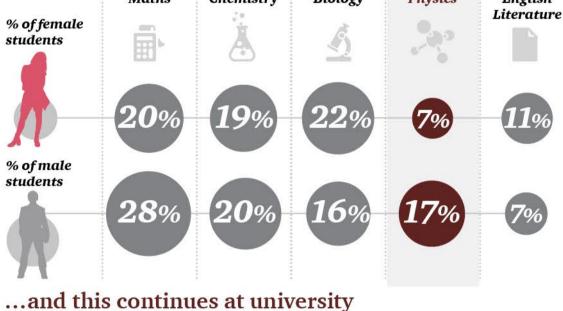
Realising the potential of females to change the world

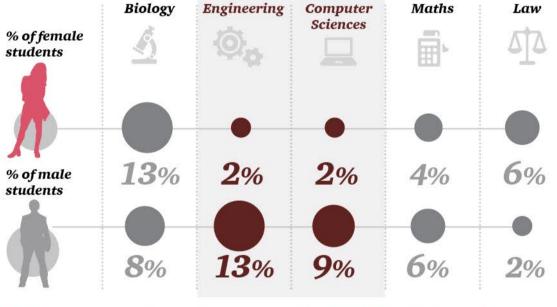
Women are under-represented in the UK's technology workforce



What causes this gender imbalance in the UK technology industry? Our research shows that the gender gap in technology starts

at school and carries on through every stage of females' lives With the exception of Biology, girls are less likely than boys to study STEM subjects at school... Maths Chemistry English **Physics**





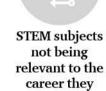
Girls are not choosing to study STEM subjects for a



other essay based subjects Females are less likely than males to consider a technology career...



variety of reasons:



plan to choose





of female respondents say of males

> they would consider a career in technology

But a tech career The top reasons females don't pursue a career in technology are: Too little information or advice on what working in tech

of male respondents say

they've had a career in

involves

Not creative male-dominated enough

of female students feel they

haven't learnt about career

A lack of advice is re-inforcing the problem...

is the 1st choice

for only

of females

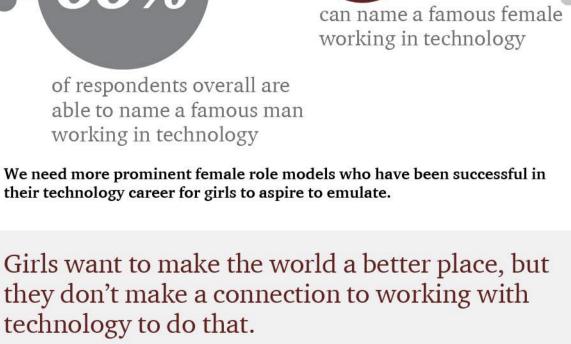
technology suggested to them, opportunities in technology the figure for females is only at all, compared to

There's a lack of female role models of female respondents find it

> impossible to name a role model who inspires them to pursue a career in technology

> > **22**%

Only



of females say that feeling the work th do helps make the world a better place is an important factor in their career choice

If girls could see the power of technology to transform the world, would they feel differently about a career in tech?

The "Women in Technology" study was conducted on PwC's behalf by Opinium. It involved a survey of 2,174 students across the UK between 27 January and 6 February 2017. These respondents included an even split between males and females, university students and pre-university students. The research report is available here: pwc.co.uk/womenintech

