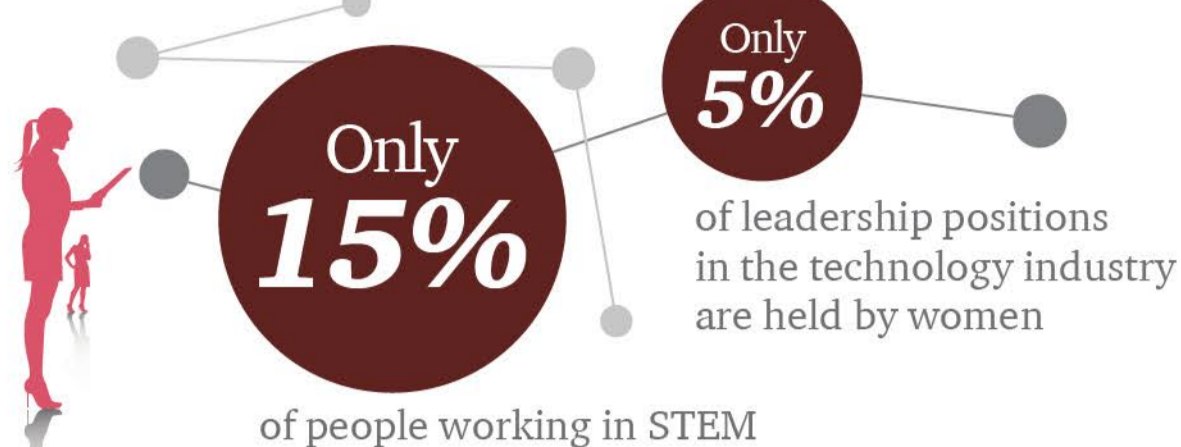


Women in Tech

Time to close the gender gap

Realising the potential of females to change the world

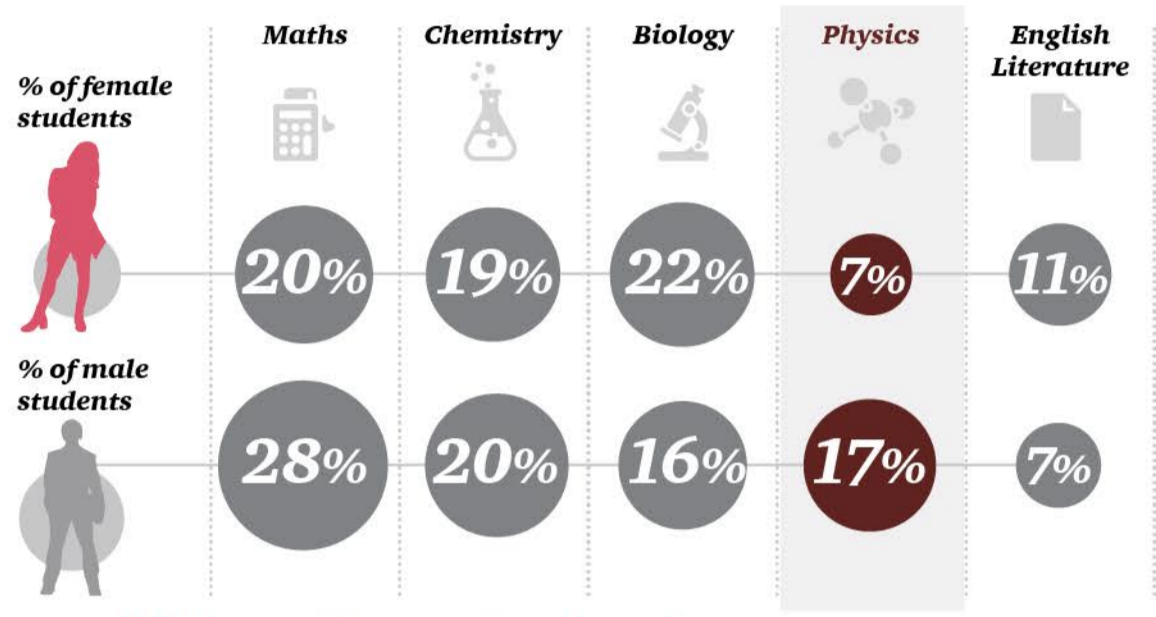
Women are under-represented in the UK's technology workforce



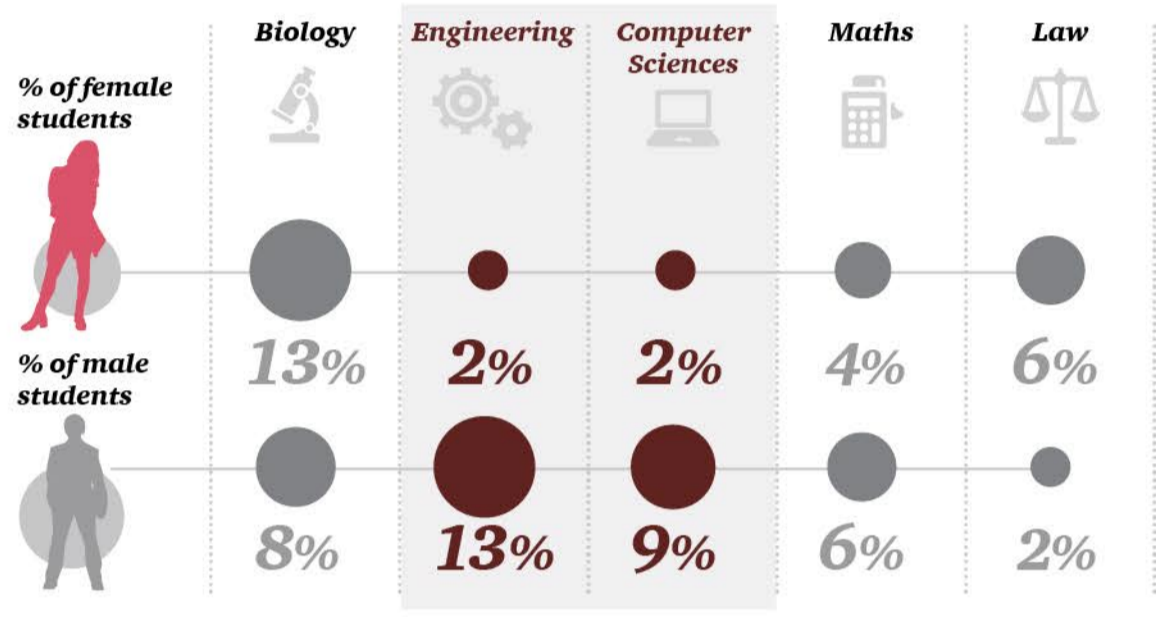
Source: Women's Engineering Society

What causes this gender imbalance in the UK technology industry?

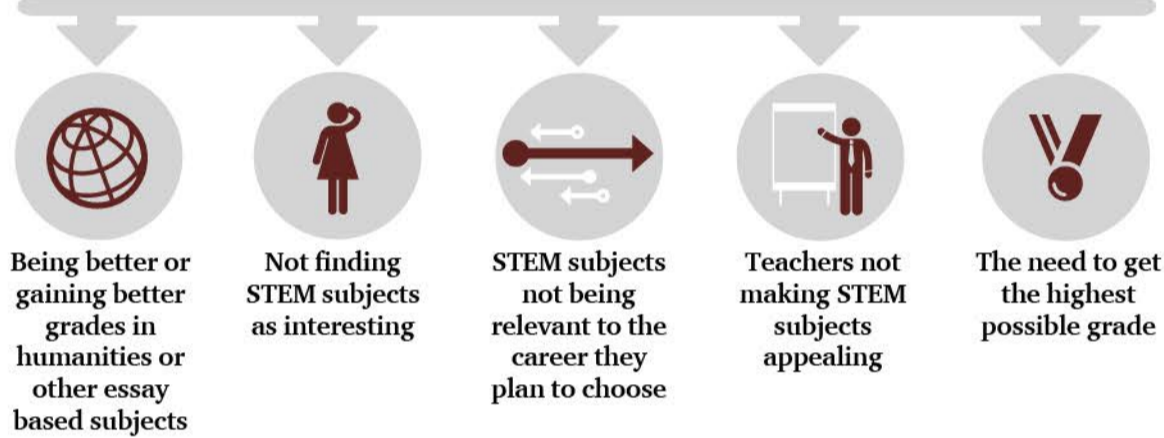
Our research shows that the gender gap in technology starts at school and carries on through every stage of females' lives. **With the exception of Biology, girls are less likely than boys to study STEM subjects at school...**



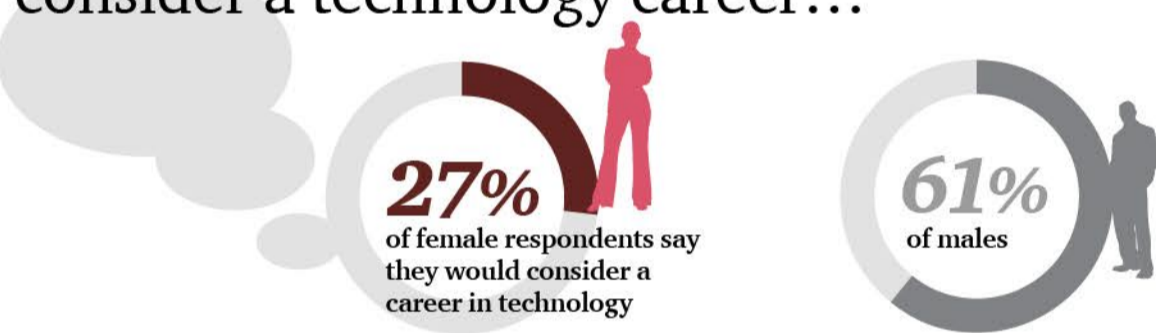
...and this continues at university



Girls are not choosing to study STEM subjects for a variety of reasons:



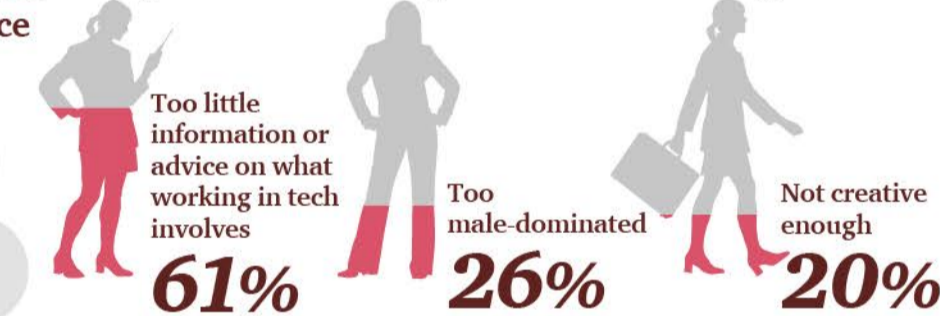
Females are less likely than males to consider a technology career...



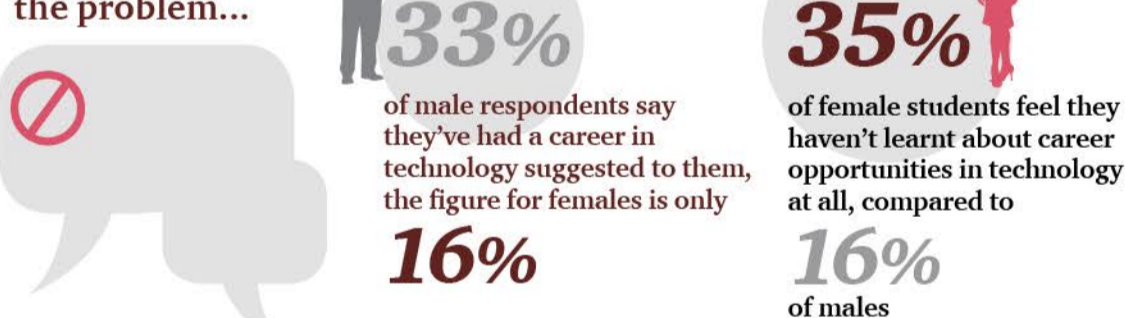
But a tech career is the 1st choice for only

3% of females

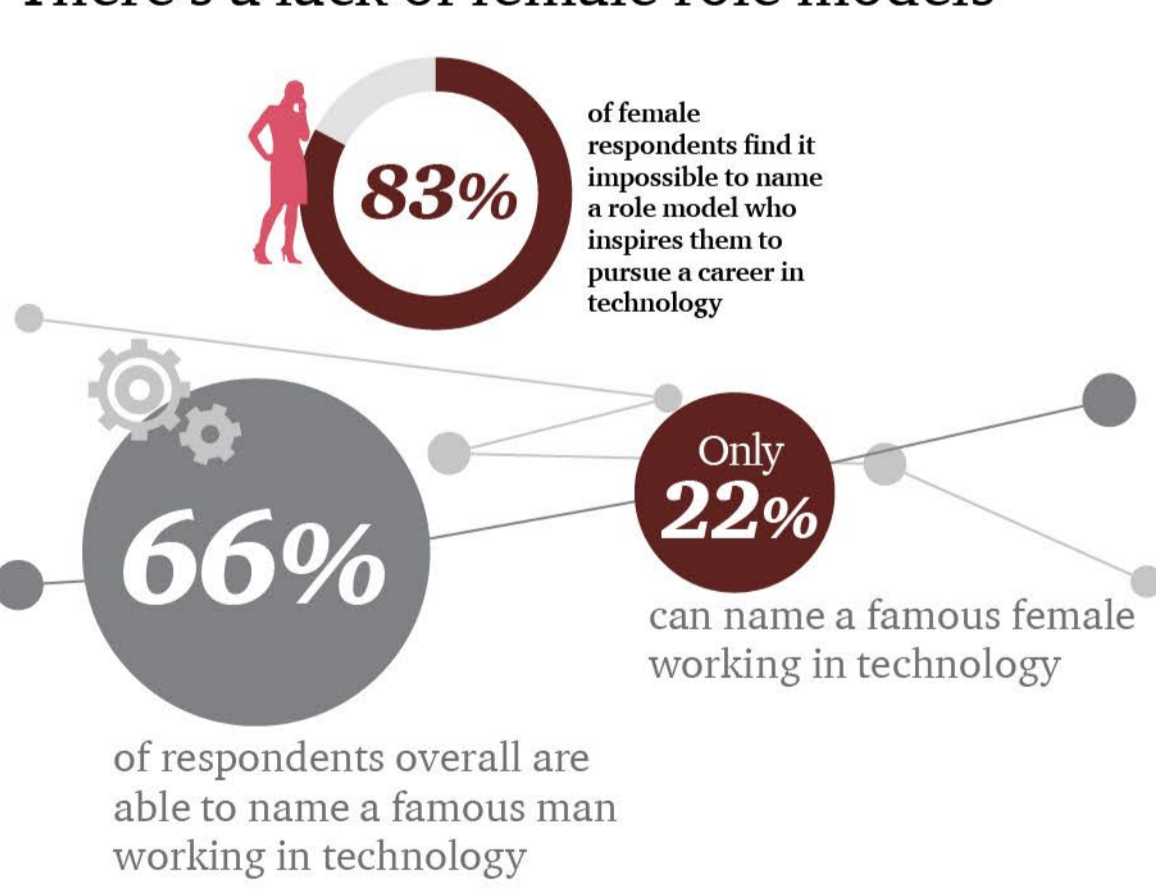
The top reasons females don't pursue a career in technology are:



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

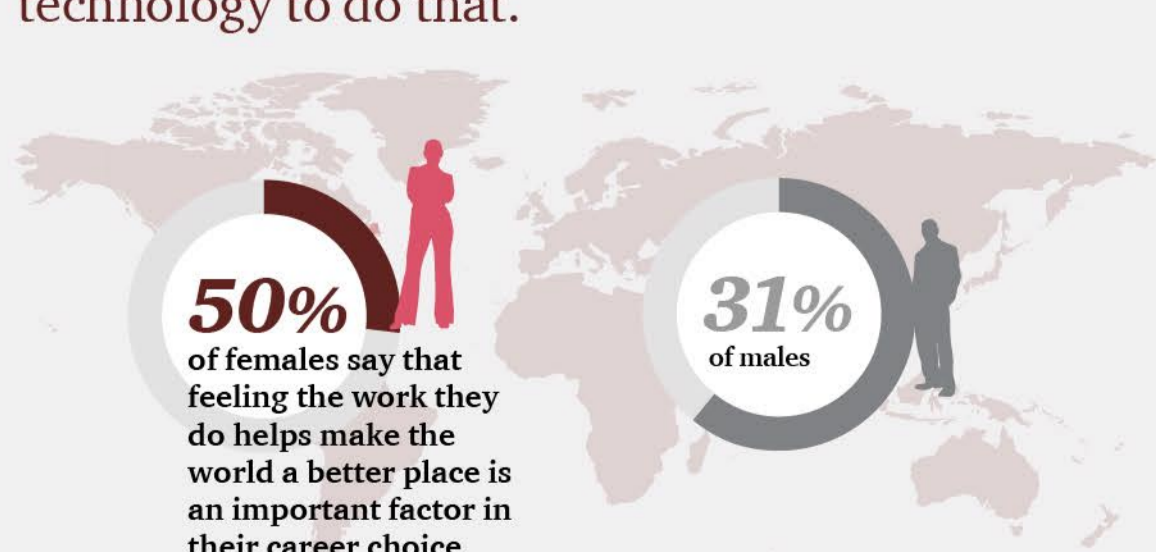


There's a lack of female role models



We need more prominent female role models who have been successful in their technology career for girls to aspire to emulate.

Girls want to make the world a better place, but they don't make a connection to working with technology to do that.



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