



STATE OF WORK IN GREATER ROCHESTER

COVID-19 Implications



About the Survey

- The online survey, designed and hosted by KJT (a local women-owned market research consulting firm), was posted on the Women's Council of Rochester website, emailed to the Women's Council membership list of over 1,500 people, shared on the Women's Council and Chamber social media channels, shared by the Chamber in eblasts, personally emailed from board committee members to over 40 companies and association groups in the Greater Rochester region and covered through local media as a result of a series of interviews with Women's Council leadership in November 2021.
- The survey was completed anonymously by 385 Greater Rochester residents. Of the 385 respondents, 299 completed the full survey. Due to attrition as well as survey logic (i.e., questions asked only of a subset of respondents), not all respondents completed every question. Therefore, several figures given in this report are based upon responses from fewer than 100 participants.
- The survey asked Greater Rochester residents in all lines of work to self-report about the state of work locally. The survey focused on gleaning what employees' experience have been during the COVID-19 pandemic, what's different, what's new, and what are some of the benefits of their job that maybe have changed for better or worse to understand sentiments for Rochester workers.
- The intention in developing the survey was to empower companies to make positive changes for their employees by understanding the benchmarks for success, where change is needed, and how organizations and companies can best use what is currently working to make things better for their employees in the area, particularly working women in Greater Rochester.

385 total respondents

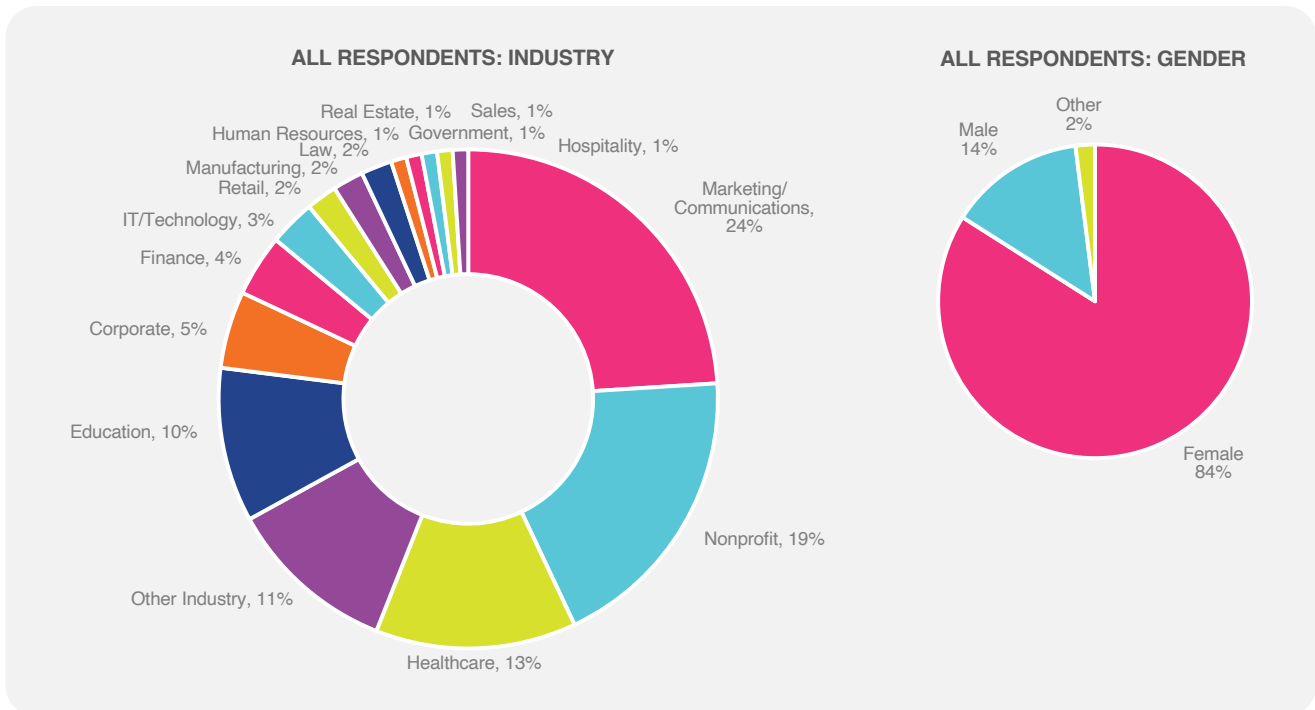
52 questions

18 min. avg. completion time

299 total respondents fully completed the survey

The Sample

- Most survey respondents (84%) were female.
- Employees in the Marketing/Communication industry accounted for nearly a quarter (24%) of the survey sample.
- When evaluating white vs non-white respondents, the non-white category includes those who identify as Black or African American, American Indian or Alaska Native, Asian, some other race, or those who did not prefer to answer. These separate groups could not be analyzed in depth due to sample size limitations.



Race/Ethnicity	Survey		Catchment Area		Index
	Count	%	Count	%	
White	273	84	813,931	76.1	110
Spanish/Hispanic or Latino	16	5	83,007	7.8	64
Black or African American	17	5	116,164	10.9	46
American Indian or Alaska Native	4	1	N/A	N/A	N/A
**Islander	N/A	N/A	187	0	N/A
**Two+	N/A	N/A	22,960	2.2	N/A
Asian	7	2	29,367	2.8	71
Other	2	1	2,192	.2	500
*Prefer not to answer	7	2	N/A	N/A	*N/A
TOTAL COUNT	326	100	1,067,808	100	

Race/Ethnicity Index:

Nearly average/Slightly over-represented:

The survey sample is **10% more likely to be white** than the population of Rochester as a whole.

Slightly under-represented:

The survey sample is **36% less likely to be Spanish/Hispanic** than the population of Rochester as a whole.

The survey sample is **29% less likely to be Asian** than the population of Rochester as a whole.

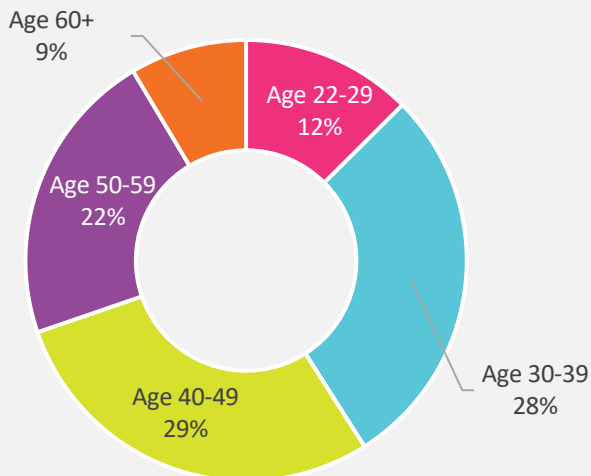
Under-represented:

The survey sample is **54% less likely to be Black or African American** than the population of Rochester as a whole.

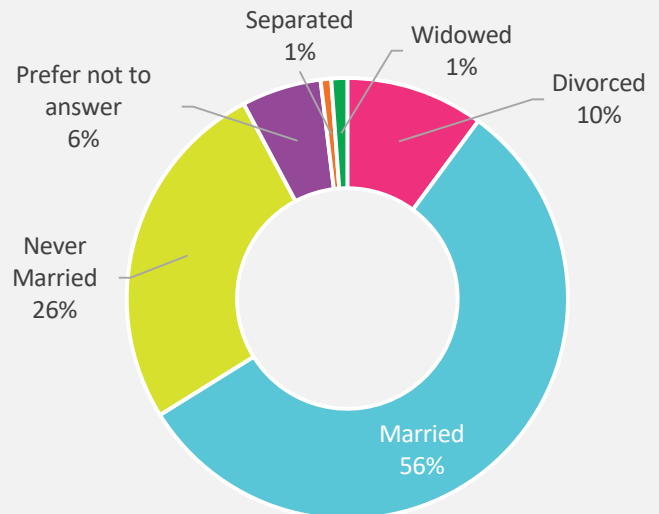
About The Women Who Participated In The Survey

- Most women who responded to the survey (79%) were between 30-59 years old. 12% were between 22-29 years; 9% 60+ years.
- More than half of women who responded (56%) are married.
- Ninety-five percent of women are employed, while 4% are self-employed.
- Twenty-one percent work in Marketing & Communication or Non-profit, 13% work in Healthcare, and 11% work in Education.
- The race/ethnicity breakdown among women was proportionate to the overall survey sample.

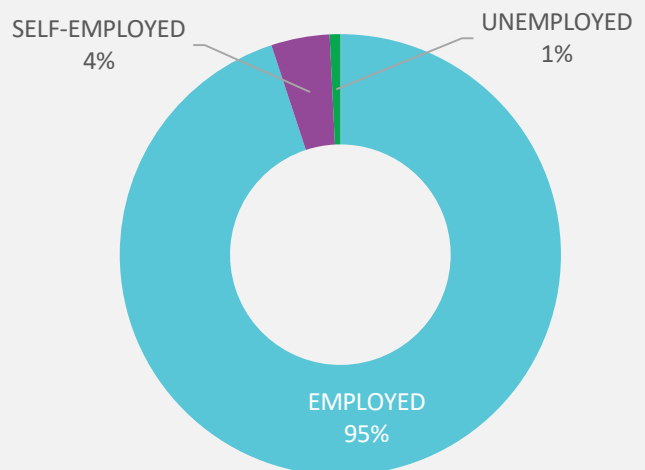
Female Respondents: Age



Female Respondents: Marital Status

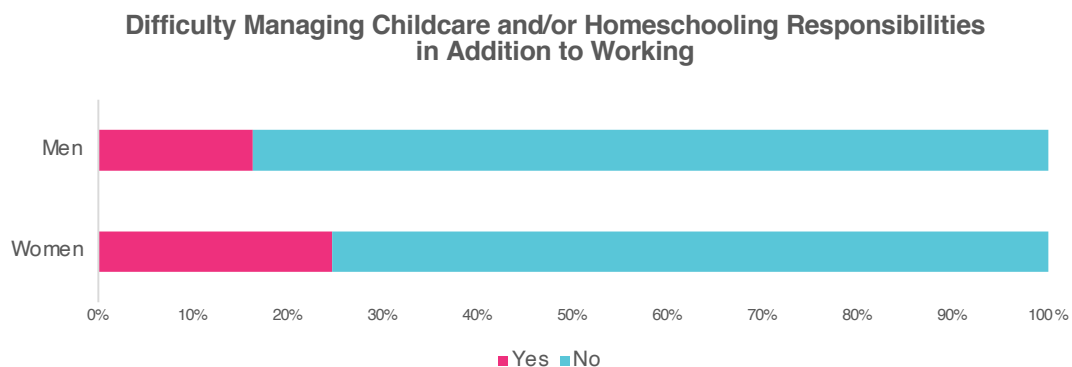


Female Respondents: Employment Status



Why Examine Women's Experience Working During The COVID-19 Pandemic?

- Pandemics impact women and men differently and can amplify existing inequalities. Economic impacts are compounded for women, who are generally earning less, saving less, and holding less secure jobs.¹
- The COVID-19 pandemic magnified existing gender inequities in caretaking responsibilities. Unpaid care work increased with children out-of-school, in addition to the heightened care needs of elderly persons. The CSO *Employment and Life Effects of COVID-19 Survey*² found that one fifth of the population was caring for someone else as a result of the pandemic, and more women (21%) than men (15%) were caring for a dependent family member or other adult.
- The World Health Organization (WHO)³ has specifically drawn attention to the risk of COVID-19 related psychological distress for women juggling home-schooling, working from home and household tasks.



Both women and men were asked about challenges related to the COVID-19 pandemic. Women were more likely than men to report experiencing difficulties managing childcare and homeschooling responsibilities as a result of COVID-19.

¹UN (2020) Policy Brief: The Impact of COVID-19 on Women. <https://www.unwomen.org/-/media/headquarters/attachments/sections/library/publications/2020/policy-brief-the-impact-of-covid-19-on-women-en.pdf?la=en&vs=1406>

²CSO (13th May 2020) Employment and Life Effects of COVID-19. <https://www.cso.ie/en/releasesandpublications/er/elec19/employmentandlifeeffectsofcovid-19/>

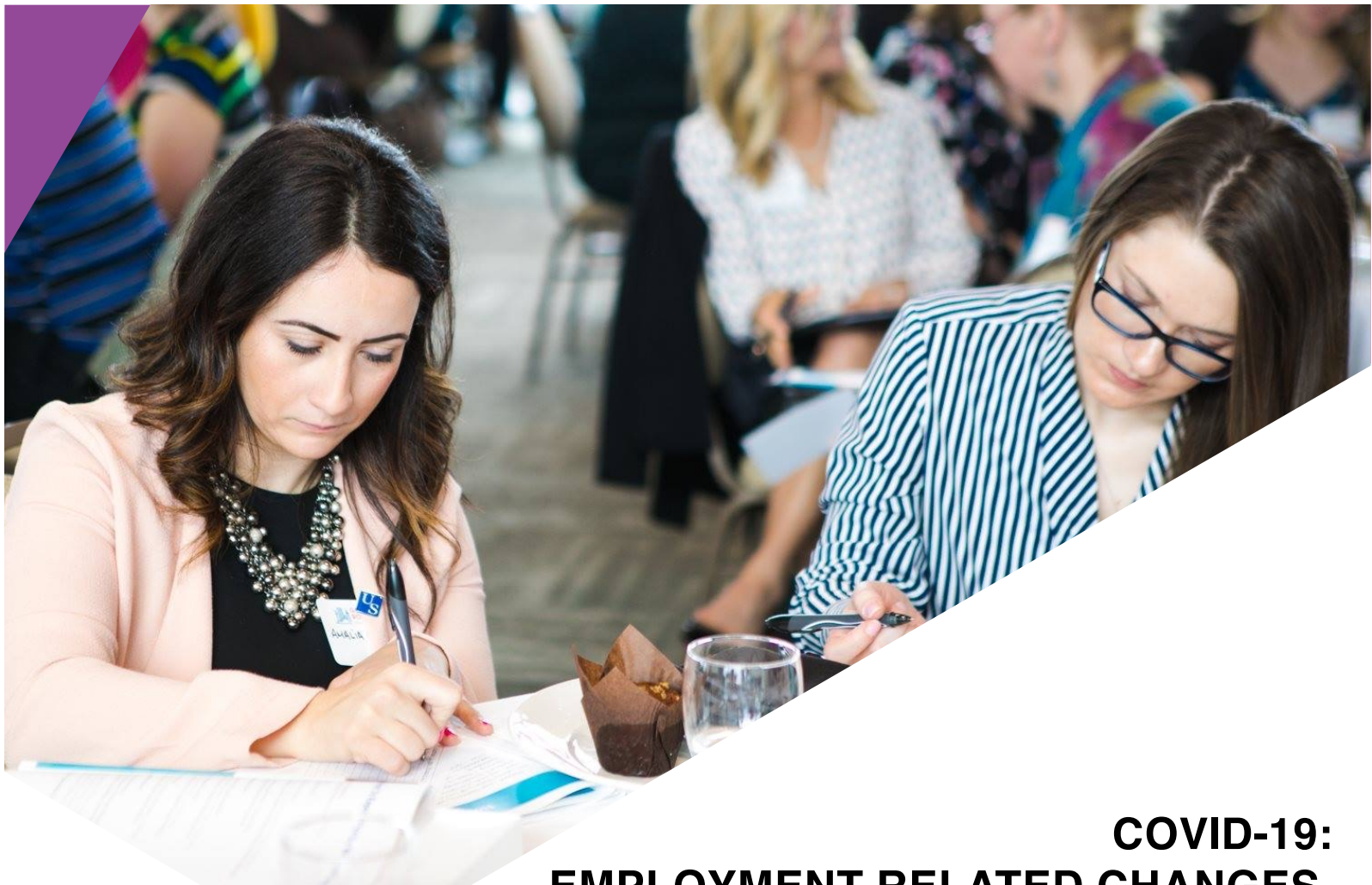
³WHO (14th May 2020) 'Substantial investment needed to avert mental health crisis'. <https://www.who.int/news-room/detail/14-05-2020-substantial-investment-needed-to-avert-mental-health-crisis>

Survey Question Q4104r4: *Select all that apply "Difficulty managing childcare and/or homeschooling responsibilities in addition to working"*

Q4104r4 Total Respondents Sample Size: 301

Q4104r4 Women Sample Size: 256

Q4104r4 Men Sample Size: 43

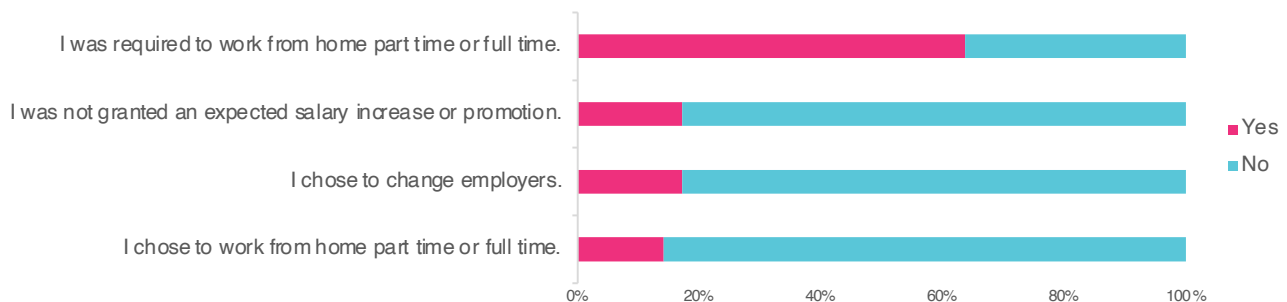


COVID-19: EMPLOYMENT RELATED CHANGES, CHALLENGES, AND BENEFITS

COVID-19 Related Employment Changes

Respondents of all genders, races, and industries agreed that the most prevalent change to their employment situation was the requirement to adapt to a working from home environment either part time or full time, with over **62%** of all respondents indicating this response. Choosing to change employers was the second most frequently reported work-related change, with **18%** share among all respondents. When looking at women specifically the results change slightly, but mostly align with the entire sample.

COVID-19 Work-Related Changes: Women



Sixty-four percent of women reported the most common COVID-19 related employment change was a **requirement to work from home part time or full time.**

Thirty-six percent of women in Education reported that **they were not granted an expected salary increase or promotion** due to the COVID-19 pandemic. Workers in Education reported this more frequently than in any other industry, making it the main driver of this response.

Women who **chose to change employers** were most often working in the Marketing/Communication and Healthcare industries.



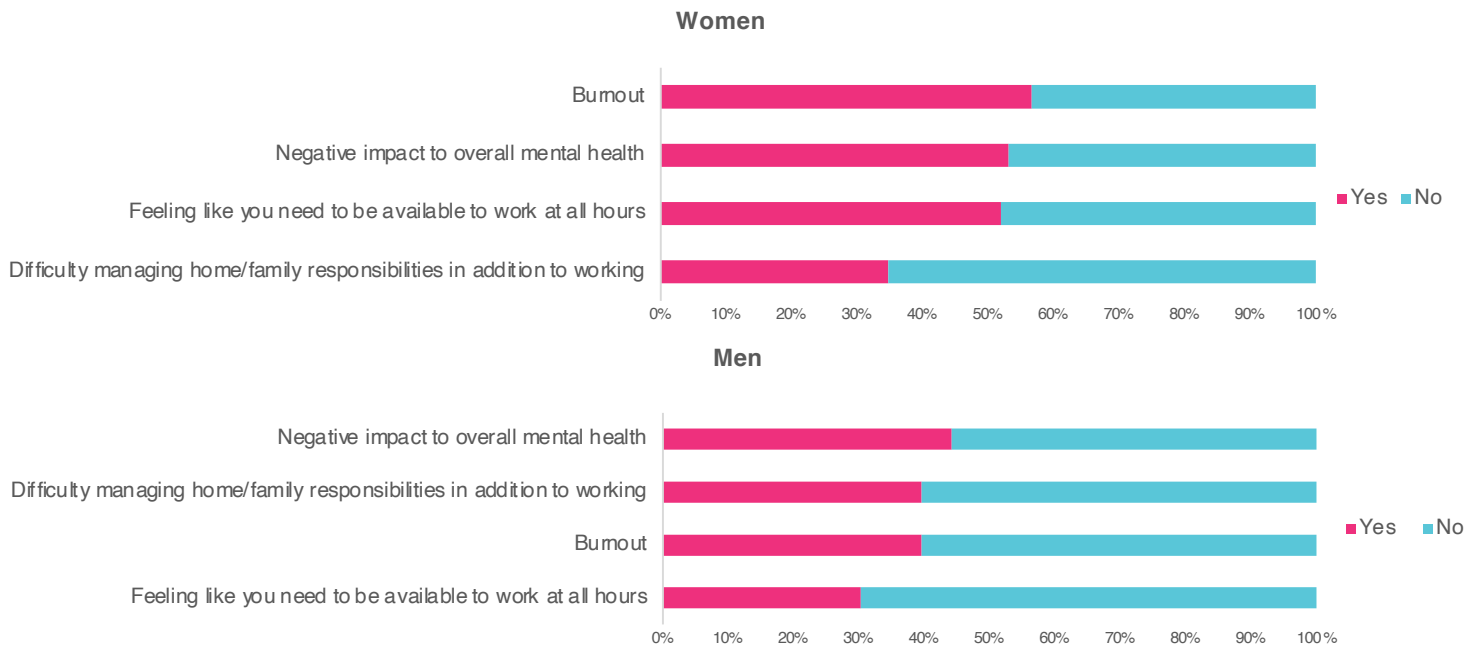
Considerations/Questions for Employers:

- Labor market during COVID pandemic, high resignation rates nationally
- Reassess workplace productivity and performance expectations
- Evaluate training and onboarding processes for remote workers
- Utilize anonymous employee satisfaction surveys

Survey Question Q406 Series: "Which of the following did you personally experience due to the COVID-19 pandemic?"
 Q406 Series Total Respondents Sample Size: 233
 Q406 Series Women Sample Size: 198
 Q406 Series Men Sample Size: 33
 Q406 Series Women in Education Sample Size: 28
 Q406 Series Women in Marketing/Communication Sample Size: 37
 Q406 Series Women in Healthcare Sample Size: 28

Employment Challenges Related To The COVID-19 Pandemic

“**Burnout**” was the most frequently reported work-related challenge due to COVID-19 amongst all respondents. However, men and women differed slightly when asked questions about challenges. For women, it was the most common burden experienced; for men, it was the second most common burden experienced.



Women appear to have experienced the effect of the pandemic more harshly than men. On average, they answered “**Yes**” more often when asked which COVID-19 related challenges they are facing.

“**Difficulty managing home/family responsibilities in addition to working**” was the second most common burden experienced for men (along with “**Burnout**”), and for women it was the fourth most common burden experienced.

“**Feeling like you need to be available to work at all hours**” was the most common challenge among women in education, with 63% of them reporting this as a challenge.

“**Increased stress due to being responsible for the health of others.**”
 - Female, White, 44, Nonprofit

“**Working from home resulted in extra hours worked, but not because I wanted to. It was just how things unfolded. You felt responsible to always be available**”
 - Female, White, 45, Education



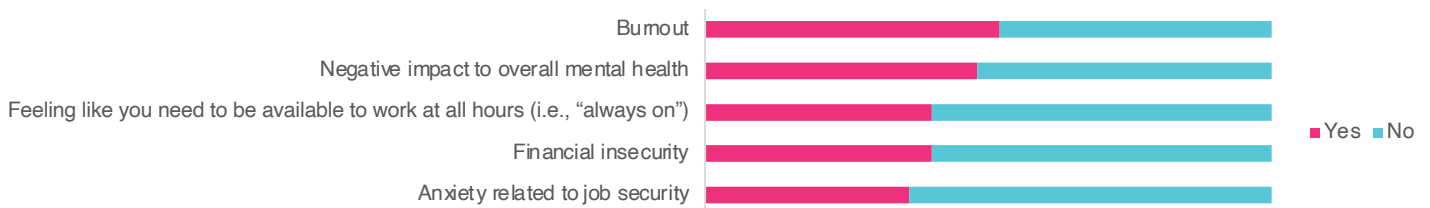
- Considerations/Questions for Employers:**
- Set clear boundaries with flexible work
 - Employee Assistant Programs (EAP)
 - Increase reimbursement for crisis care
 - Offer caregiving support beyond childcare (i.e., elderly parents)

Q406 Series Survey Question: “What, if any, work-related challenges have you faced as a result of the COVID-19 pandemic?”
 Q410 Series Total Respondents Sample Size: 301
 Q410 Series Women Sample Size: 256
 Q410 Series Men Sample Size: 43
 Q410 Series Women in Education Sample Size: 30

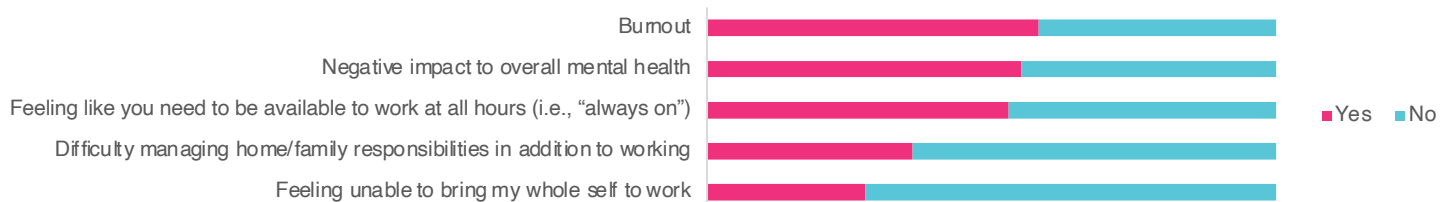
Considering The Effect Of Race/Ethnicity On Challenges Related To Working During The COVID-19 Pandemic

The sample of all women who took the survey was **84%** white and drove most of the volume in “all women” analyses. When evaluating non-white vs white female respondents, many of the same challenges appear as leading pain points. However, non-white women were more often reported “**Financial Insecurity**” (**40%**) and “**Anxiety related to job security**” (**36%**) than white women as a prominent challenge of working during the pandemic.

Non-White Women



White Women



"New job, new role twice, extreme staffing shortages, facility outbreaks that impacted our way of doing business, much more"
 - Female, White, 51, Healthcare



Considerations/Questions for Employers:

- Fair compensation aligned with cost of living
- Define equitable policies for performance assessment and salary increases
- Professional development and continuing education opportunities
- General Financial Planning

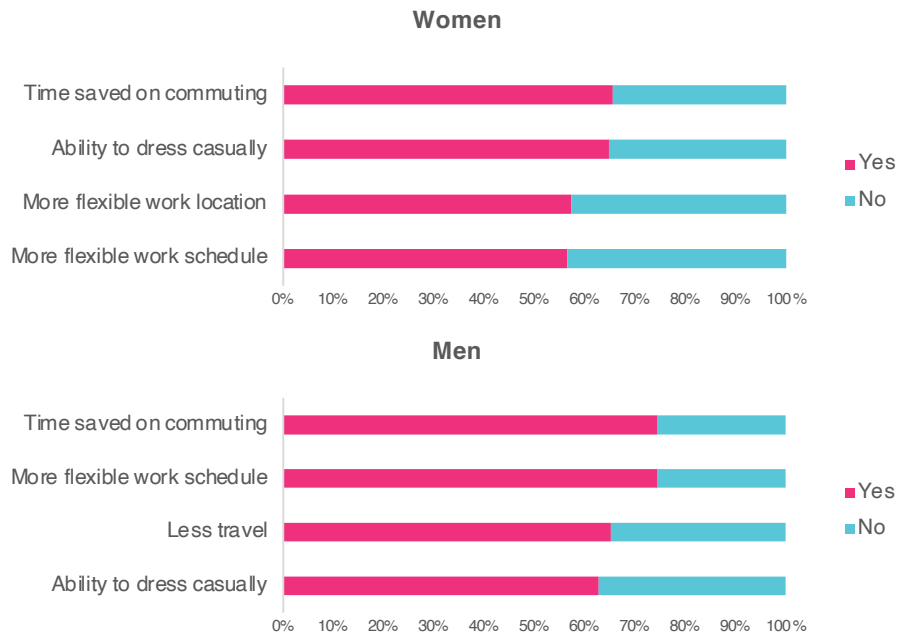
Q410 Series Survey Question: “What, if any, work-related challenges have you faced as a result of the COVID-19 pandemic?”

Q410 Series Non-White Women Sample Size: 25

Q410 Series White Women Sample Size: 230

COVID-19 Related Employment Benefits

“**Time saved on commuting**” was the most common benefit experienced by respondents while working during the pandemic. The ability to dress casually also ranked high among respondents, likely driven by the high volume of women in the sample, **65%** of which selected it as a benefit.



The most common work-related benefit of the pandemic reported by women in healthcare was “**Greater empathy among colleagues**”. At a rate of **38%** this response was higher for healthcare than any other industry.

Regardless of gender, benefits related to **flexibility** were reported frequently. Whether the flexibility occurs in the schedule or location, both are desirable.

Women were more likely to report “**the ability to dress casually**” than men.

“I’m happier at home
 - would love a PT hybrid option”
 - Female, White, 54,
 Nonprofit



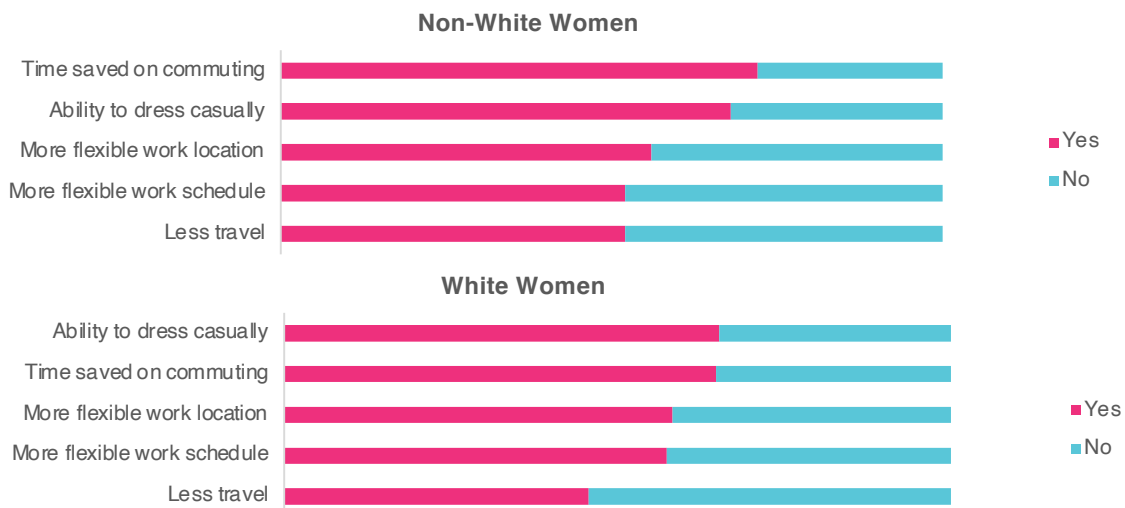
Considerations/Questions for Employers:

- Make flexible working the norm (location/ schedule)
- Team building activities to boost morale and increase connections with coworkers

Q415 Series Survey Question: “What, if any, work-related benefits have you experienced as a result of the COVID-19 pandemic?”
 Q410 Series All Respondents Sample Size: 300
 Q410 Series Women Sample Size: 255
 Q410 Series Men Sample Size: 43
 Q410 Series Women in Healthcare Sample Size: 34

Considering The Effect Of Race/Ethnicity On Benefits Related To Working During The COVID-19 Pandemic

Although the sample tilts toward white women, non-white women responded very similarly when asked what went well for them during the pandemic. When evaluating the COVID-19 related employment benefits experienced by white and non-white women, non-white women were more likely to report the **“ability to spend more time with their families”**, likely due to the work from home adjustments.



Regardless of race, women frequently reported the ability to dress casually as a work-related benefit of the pandemic. This could be attributed to a high volume of women who work in Marketing/Communication in the sample, which traditionally has more business style dress codes.

While women overall were more likely to report a more flexible work location than a more flexible work schedule as a benefit, non-white women were more likely to report a flexible work schedule. This can also likely be attributed to work from home adjustments.



Considerations/Questions for Employers:

- Ensure equal representation in COVID-19 response planning and decision making
- Train managers on empathy and support for caregivers
- Develop and centralize resources for working parents

Q415 Series Survey Question: “What, if any, work-related benefits have you experienced as a result of the COVID-19 pandemic?”

Q410 Series Non-White Women Sample Size: 25

Q410 Series White Women Sample Size: 230

Additional Sentiments Shared By Women When Asked About COVID-19 Work-related Changes, Challenges, And Benefits:

"Being an essential worker being put in a position to be in contact with the public who did not respect pandemic guidelines with no support from store management team to enforce it"
- Female, White, 48, Retail

"Layoffs have caused a close inspection of procedures, which in turn has streamlined some things at work"
- Female, White, 51, Nonprofit

"Lack of social engagement due to not everyone returning to the office for work"
- Female, White, 54, Law

"Greater understanding of childcare burdens with clients/work affiliates"
- Female, White, 38, Architecture

"Greater lip service to wellbeing. Not in practice"
- Female, White, 47, Law



"Empowered to say no to unreasonable requests and offer customers something that is reasonable instead"
- Female, White, 35, Healthcare

How Does Greater Rochester Measure Up?

What the "Women in the Workplace" Study¹ Indicated...

What the "State of Work in Greater Rochester" Survey Indicated...

"Women- especially women of color- are more likely to have been laid off or furloughed during the COVID-19 crisis, stalling their careers and jeopardizing their financial security"

Non-white women were more often reported "Financial Insecurity" (40%) and "Anxiety related to job security" (36%) than white women as a prominent challenge of working during the pandemic.

"Across all the data about how employees are faring during the COVID-19 crisis, two trends stand out. First, women are having a worse experience than men. Second, women aren't all having identical experiences. Black women, Latinas, Asian women, LGBTQ+ women, and women with disabilities are facing distinct challenges"

Women appear to have experienced the effect of the pandemic more harshly than men. On average, they answered "Yes" more often than men when asked which COVID-19 related challenges they are facing.

"Almost 8 in 10 (employees) say they want to continue to work from home more often than they did before COVID-19"

Regardless of gender, benefits related to flexibility were reported frequently. Whether the flexibility occurs in the schedule or location, both are desirable.

"Latina and Black mothers are shouldering heavier burdens than white mothers. They are more likely to be their family's sole breadwinner or to have partners working outside the home during COVID-19. They are doing more at home, too; Latina mothers are 1.6 times more likely than white mothers to be responsible for all childcare and housework, and Black mothers are twice as likely to be handling all of this for their families"

Non-white women were more likely to report the "ability to spend more time with their families" compared to white women.



COVID-19: CONCLUSION

In Conclusion...

As we continue to live with and beyond COVID-19, it is important for companies in the Greater Rochester region to understand and respond to women's experiences.

Drawing on the findings of this survey and supported by national data¹, the pandemic has brought a new visibility to existing structural workplace inequalities, including those of gender and race/ethnicity.

Employers need to exhibit flexibility, empathy, and transparency to address the impact of COVID-19 on women's paid employment, unpaid care work and mental/physical wellbeing. There should be a prioritization to address the unique experiences of women of color explicitly and implicitly.

Companies in the Greater Rochester area are presented with the opportunity to foster a more diverse, sustainable, and productive workplace environment by ensuring women's experiences are validated and taken seriously.

State of Work in Greater Rochester: Key Takeaways



“Burnout”

Burnout was the most frequently reported work-related challenge amongst all respondents. Women reported “yes” more often than men when asked to select the challenges they have experienced due to COVID-19, indicating that women may be feeling the effects of the pandemic more harshly than men are. This aligns with the “Women in the Workplace” study, which reported that “women are having a worse experience than men” during COVID-19.



“Women In Education”

Women working in Education may be more at risk to experience changes in employment status or pay, as 36% of women in education stated they were not granted an expected salary increase or promotion due to COVID-19.



“Flexibility”

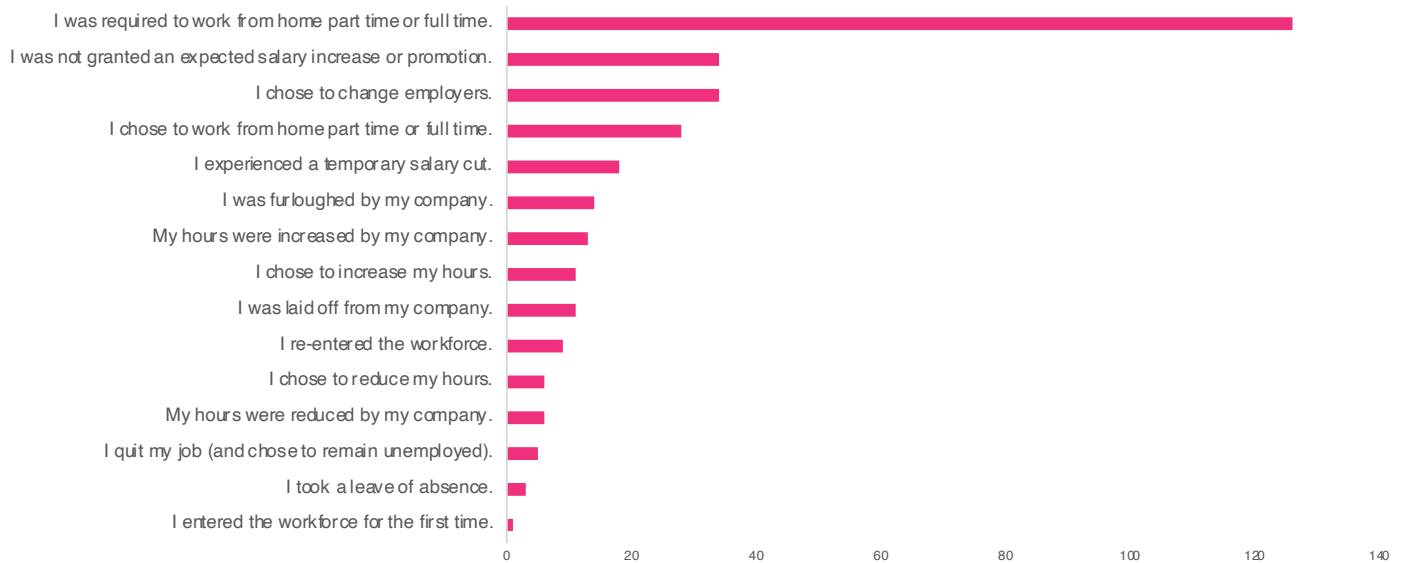
Employees of Greater Rochester desire flexibility following the mandatory work from home policies at the start of the pandemic. Respondents indicated that flexibility in schedule, location, travel time, and casual dress are all at the forefront of most common benefits coming out of the pandemic.



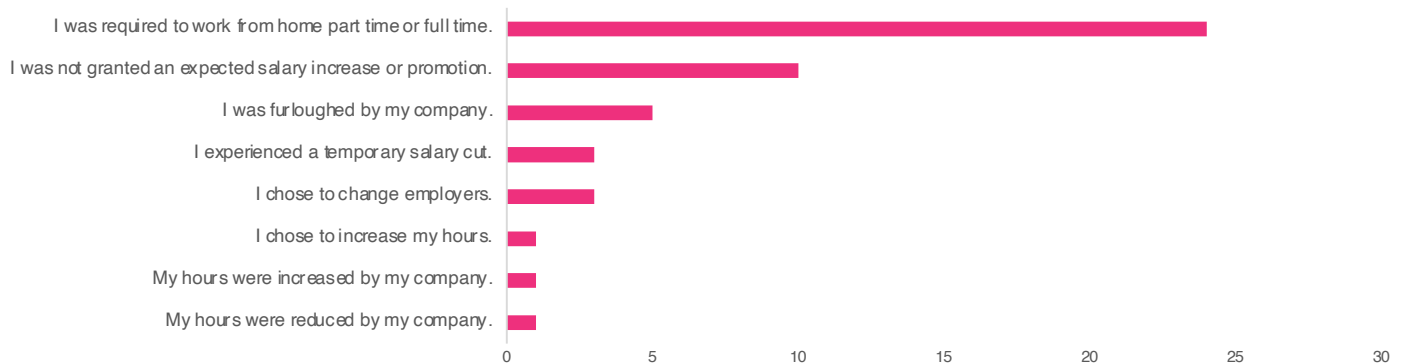
APPENDIX

SLIDE 7

Which of the following did you personally experience due to the COVID-19 pandemic?
 (Women)

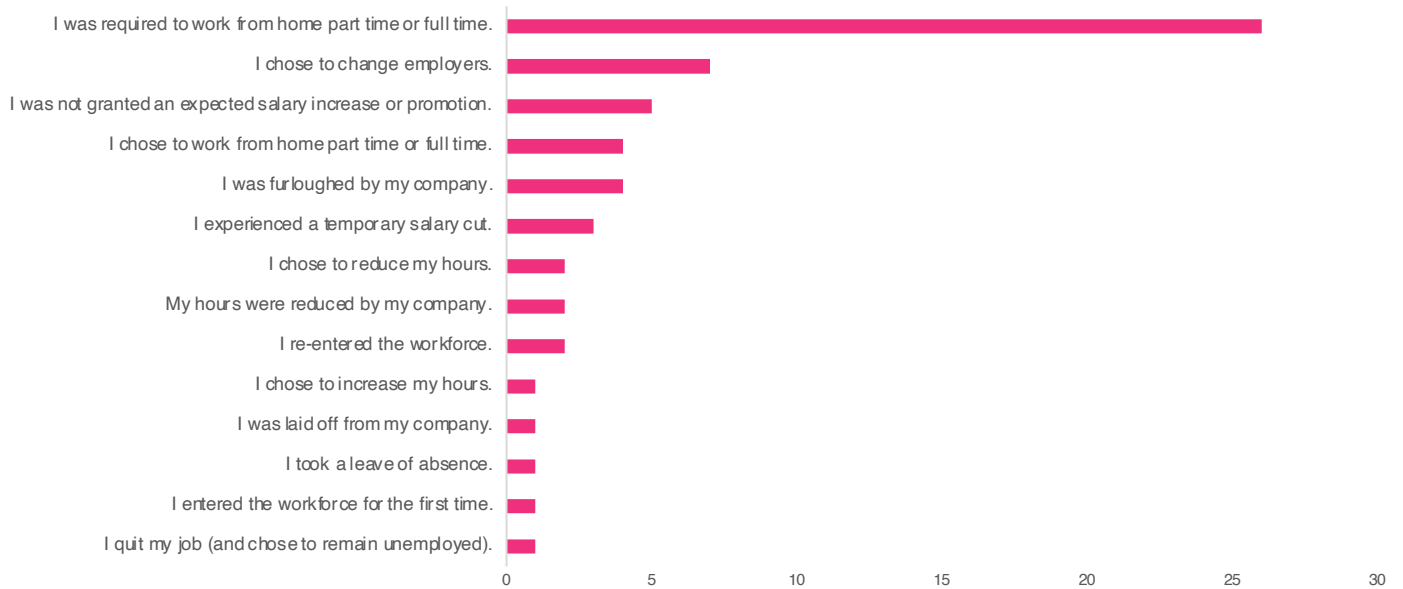


Which of the following did you personally experience due to the COVID-19 pandemic?
 (Women in Education)



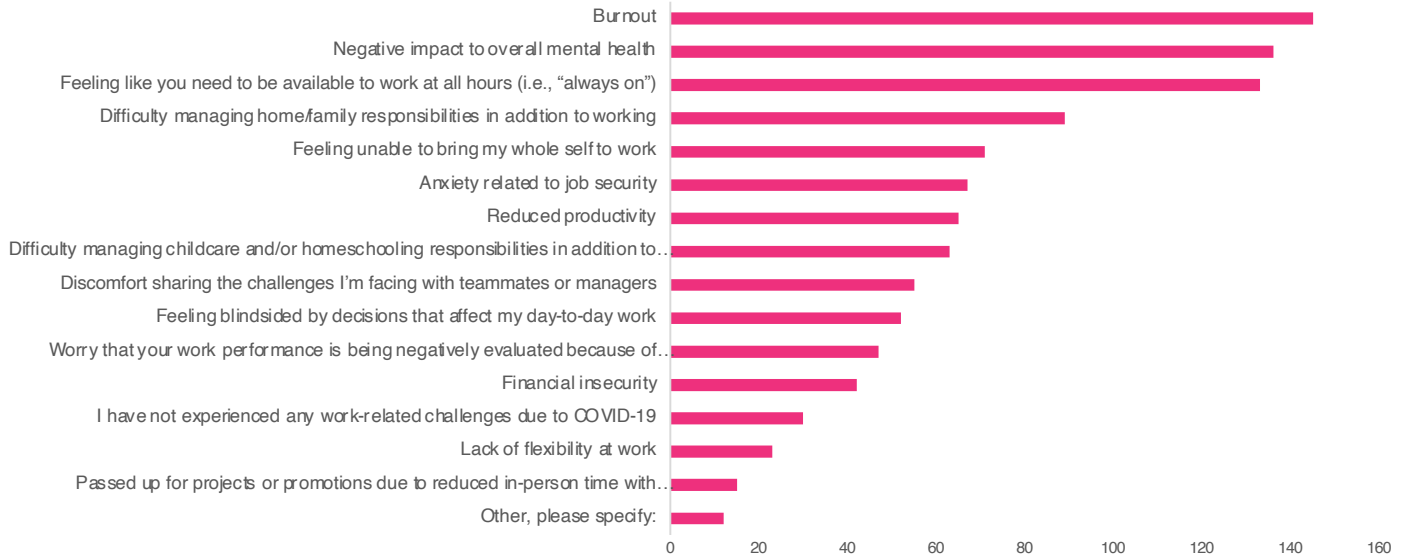
SLIDE 7: CONTINUED

Which of the following did you personally experience due to the COVID-19 pandemic?
 (Women in Marketing/Communication)

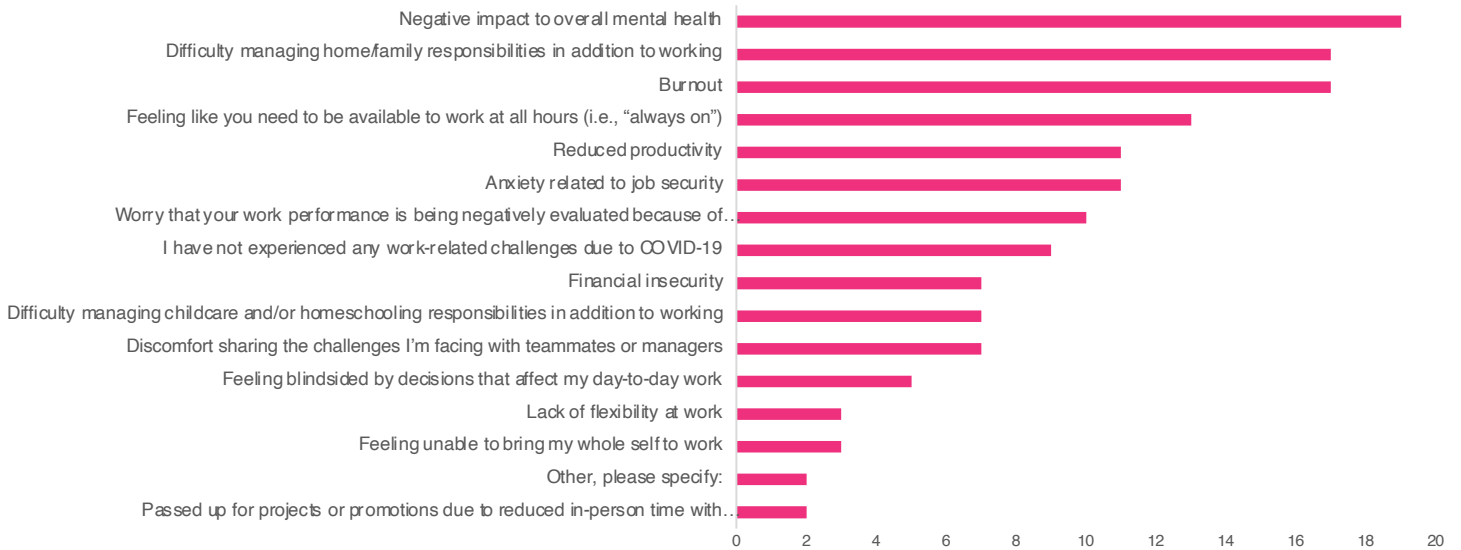


SLIDE 8

Women



Men



SLIDE 9

Non-White Women

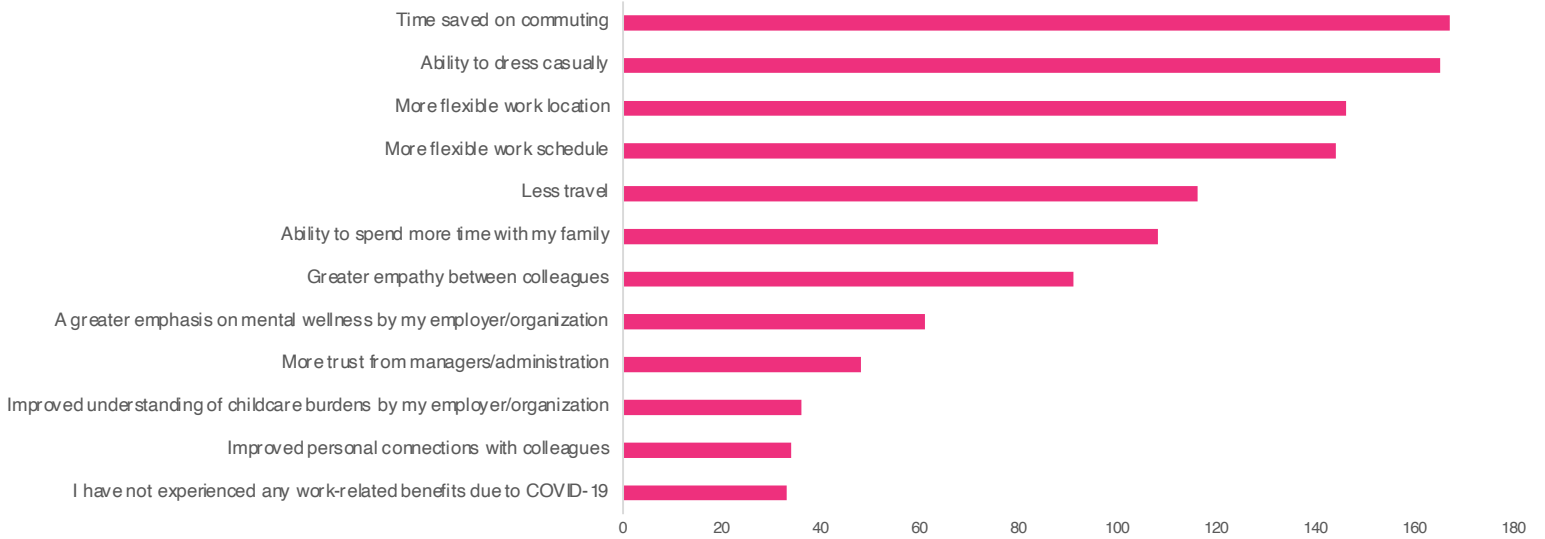


White Women

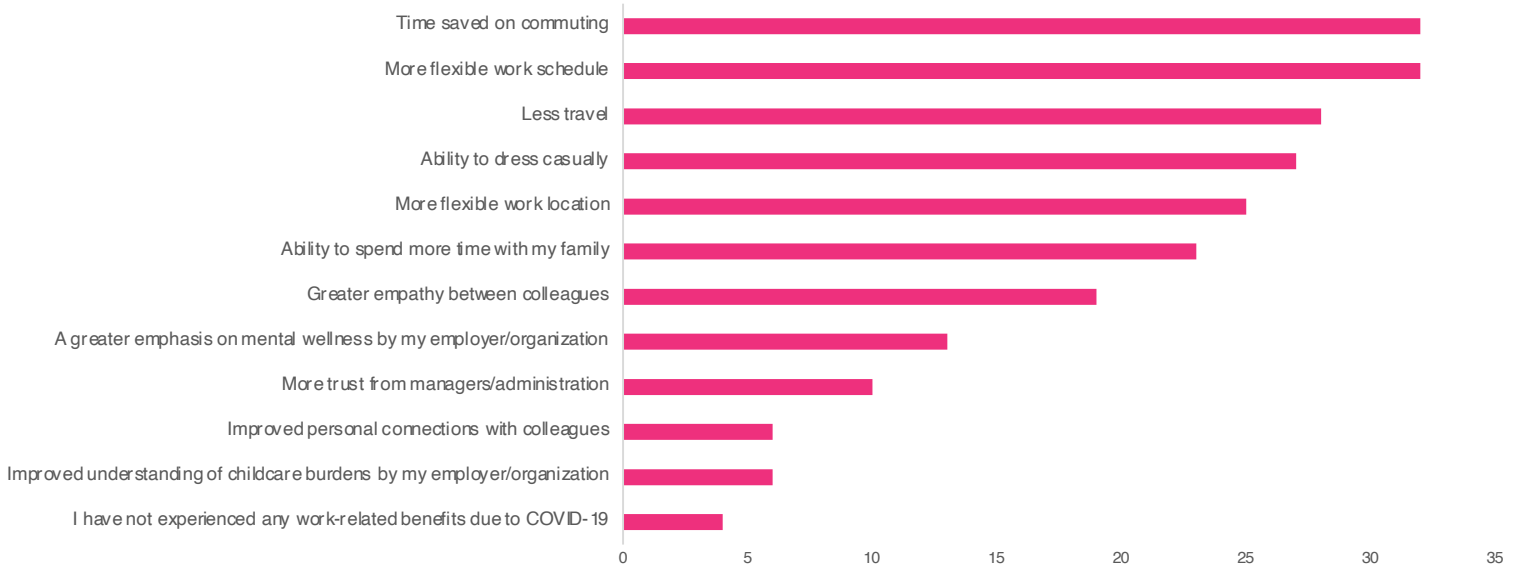


SLIDE 10

Women

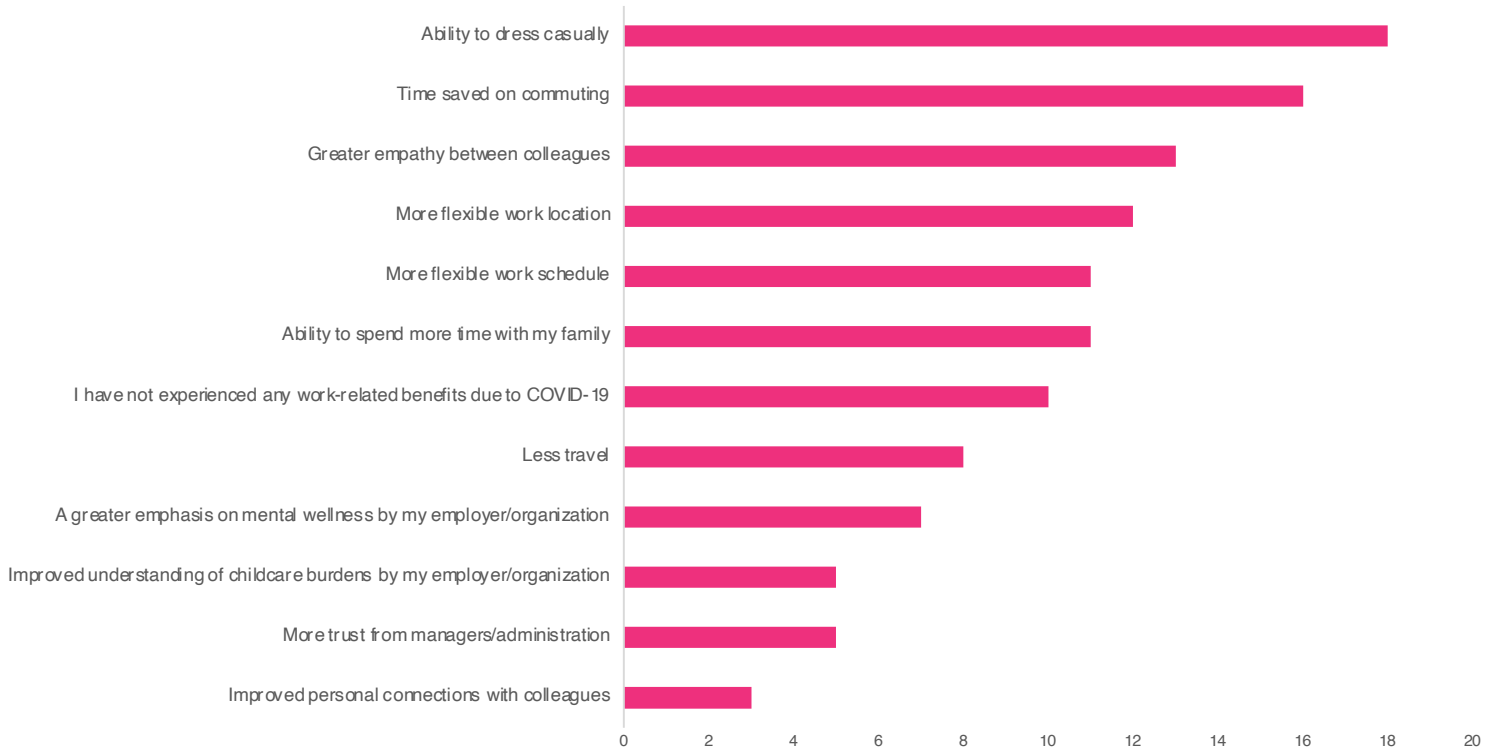


Men



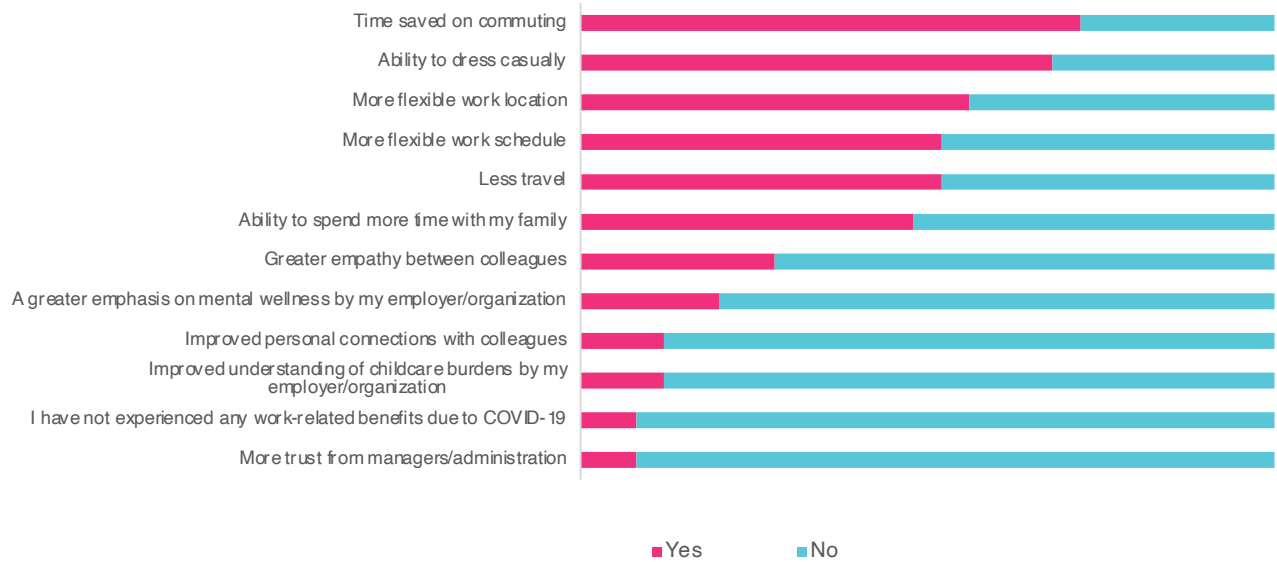
SLIDE 10: CONTINUED

Women in Healthcare



SLIDE 11

Non-White Women



White Women

