

# The female millennial – A new era of talent

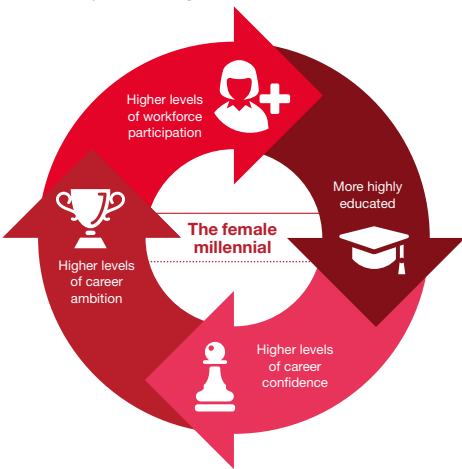
## Diversity – front of mind



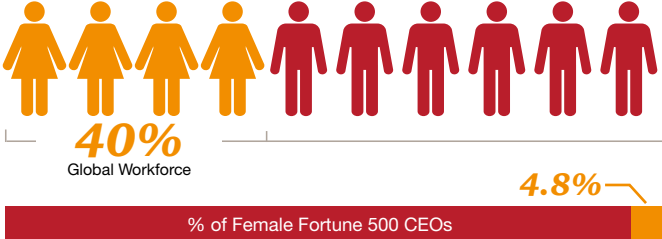
The female millennial seeks out employers with a strong record on diversity; 85% said an employer's policy on diversity, equality and workforce inclusion was important when deciding whether or not to work for an employer. But their expectations are not always met: 71% feel that while organisations talk about diversity, opportunities are not really equal for all.

## A new era of talent

Female millennials matter because they are more highly educated and entering the workforce in larger numbers than any of their previous generations. The female millennial is also more confident than any female generation before her and considers opportunities for career progression the most attractive employer trait.



## Role model gap



Currently, 40% of the global workforce is female and a further one billion women are anticipated to enter the workforce over the next decade. Despite this, only 4.8% of Fortune 500 CEOs are currently female and 25% of female millennials do not feel there are senior female role models that resonate with them at their current employer.

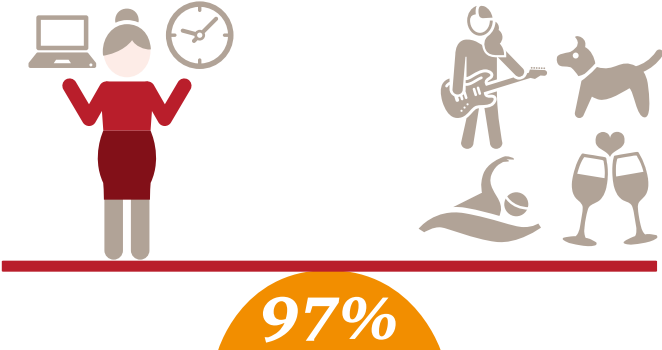
Source: The World Bank, Strategy&, Fortune

## Career confident

49% of female millennial career starters feel they can rise to the very top levels with their current employer, making them more career-confident than the generations that have gone before them. Despite this, a gender confidence gap remains, with 71% of male millennial career starters feeling they can rise to the very top levels.



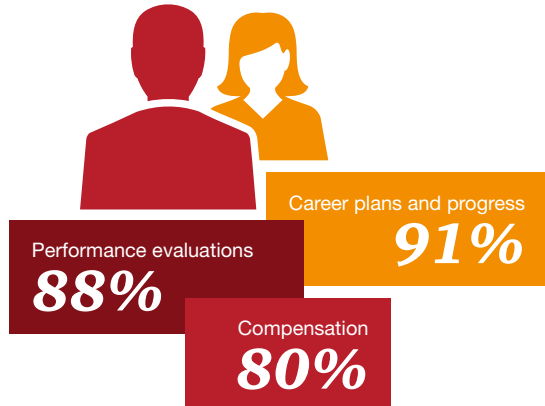
## Work-life strategies critical



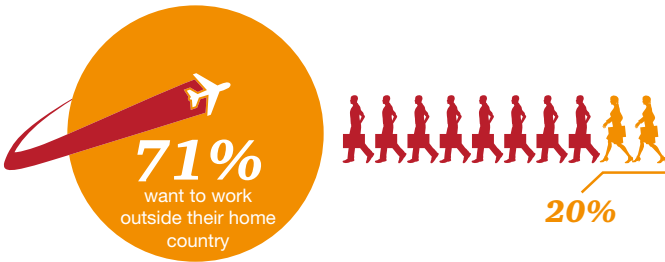
Work-life balance is important to nearly all female millennials and they are not alone. 97% of both male and female millennials said work-life balance and flexibility is important to them.

## A feedback culture

The female millennial welcomes and expects regular feedback on their job performance. Despite this generation being highly tech-savvy, when it comes to critical career conversations they value face-to-face conversations.



## Global careers – high on the agenda



Millennials view international experience as a vital element to a successful career and female demand for mobility has never been higher with 71% of female millennials identifying they want to work outside their home country during their career. Given only 20% of the current international assignees are female, this represents unprecedented international experience demand from the female millennial.

## Financially empowered

When it comes to the earning power and patterns, female millennials are very much trail blazers. Our research tells us that 86% of female millennials that are in a relationship are part of a dual career couple. Furthermore, 42% earn equal salaries to their partner or spouse while almost one quarter are the primary earner in their relationships (24%). This means, 66% of female millennials earn equal to or more than their partner or spouse. The more career experienced the female millennial, the higher the likelihood she will be the primary earner.



Base: 8,756 female millennials (born between 1980 and 1995) from 75 countries surveyed between 15-30 January 2015. To learn more on how to attract, engage, develop and retain the female millennial, go to [www.pwc.com/female-millennial](http://www.pwc.com/female-millennial) #femalemillennial