



FAIRYGODBOSS



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**REPORT:
THE BENEFITS
TODAY'S TOP FEMALE
TALENT WON'T
COMPROMISE ON**

MAY 2019

REPORT AT A GLANCE

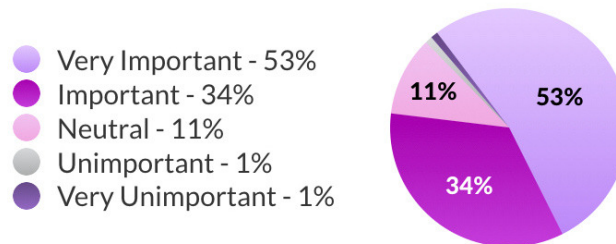
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THE CURRENT STATE OF WOMEN'S HEALTH AND FAMILY-FRIENDLY EMPLOYEE BENEFITS

Hiring and retaining top talent is more competitive today than ever. Employers that want to attract the best talent pool understand the importance of the benefits packages they offer their employees. But what, exactly, do women expect when they're considering benefits that support their health and their options for family building?

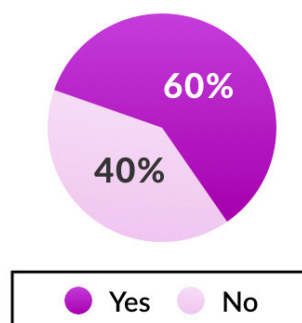
Out of the 1,000 women surveyed for Fairygodboss and Extend Fertility's research, 87% said a company's benefits package is important or very important when evaluating a job offer.

WOMEN WHO SAY A BENEFITS PACKAGE IS IMPORTANT WHEN CONSIDERING WHETHER TO ACCEPT A JOB OFFER

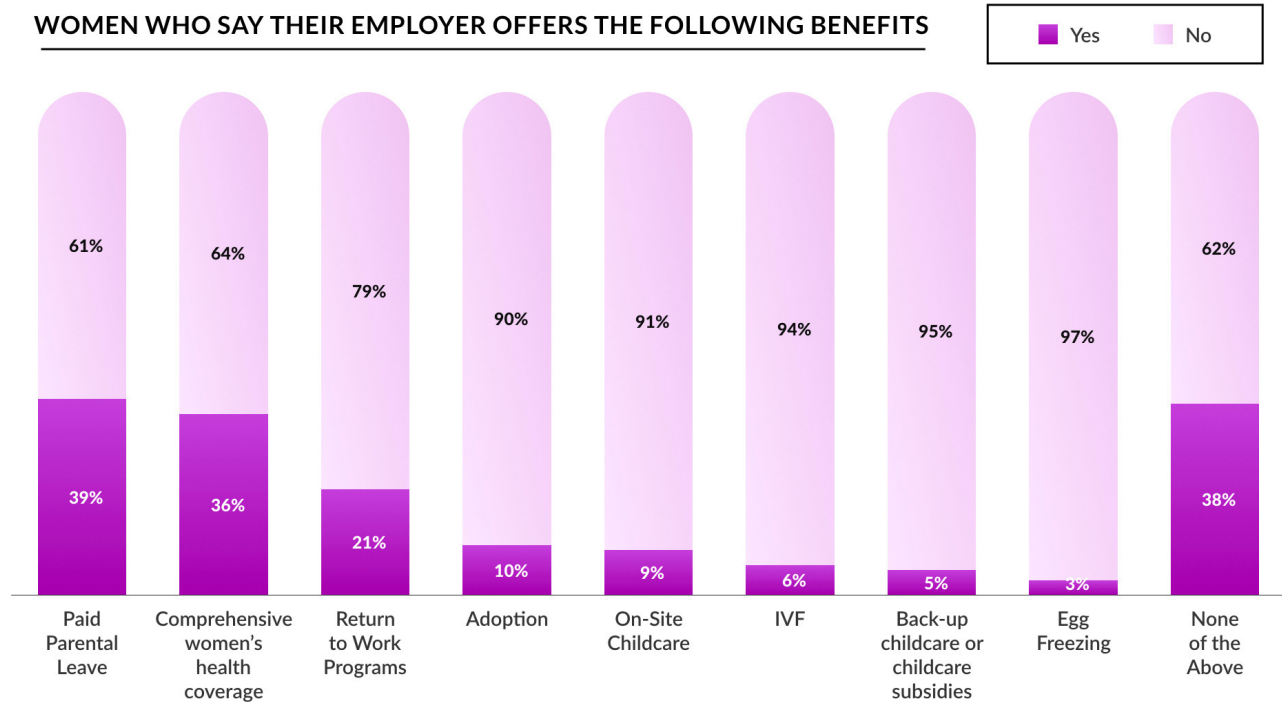


Interestingly, 60% of survey respondents feel the women's health and family-friendly benefits offered at their current employer are adequate. And yet, less than 40% of women report having any of the benefits surveyed, with childcare and fertility benefits available to less than 10% of respondents. Clearly, there's a disconnect between the benefits women desire in their workplace and those provided.

PERCENT OF WOMEN WHO BELIEVE THEIR EMPLOYER OFFERS ADEQUATE WOMEN'S HEALTH AND FAMILY-FRIENDLY BENEFITS



WOMEN WHO SAY THEIR EMPLOYER OFFERS THE FOLLOWING BENEFITS

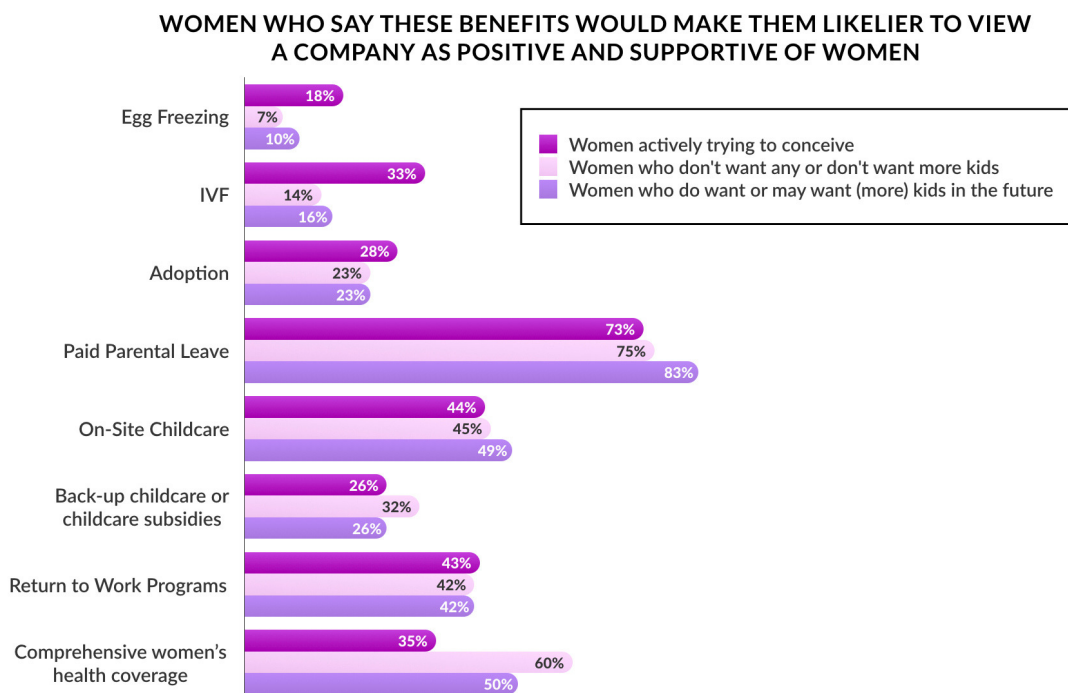


Paid parental leave is the most common benefit participants report receiving from their employers — and yet, only 39% of those surveyed have access to this benefit. Comprehensive women's health coverage — including coverage for well-woman visits, birth control and abortion services — was the next most commonly received benefit, with 36% of women saying their company provides this. Least common among benefits offered was egg freezing, something only 3% of women have access to at their company. Meanwhile, 38% of survey respondents said they don't receive any of the women's health and family-friendly benefits they value.

The fact that a majority of women labeled their company benefits as adequate, yet over a third receive no women's health or family-friendly benefits at all, may speak to antiquated notions of what constitutes sufficient benefits coverage. For instance, in an environment where over a third of women receive no female-focused benefits at all, women who do have access to even one of these benefits may consider themselves "fortunate," and thus adequately covered. Yet, as we'll go on to see, the breadth of a female-focused benefits package has a clear connection to a woman's likelihood to apply to or stay at a company, as well as her overall image of that employer — and providing these benefits gives an employer a competitive advantage when recruiting and retaining top talent.

FINDING: THE INTERSECTION OF BENEFITS AND COMPANY IMAGE

1. THE AVAILABILITY OF CERTAIN BENEFITS LEADS WOMEN TO HAVE A MORE POSITIVE IMAGE OF A COMPANY.

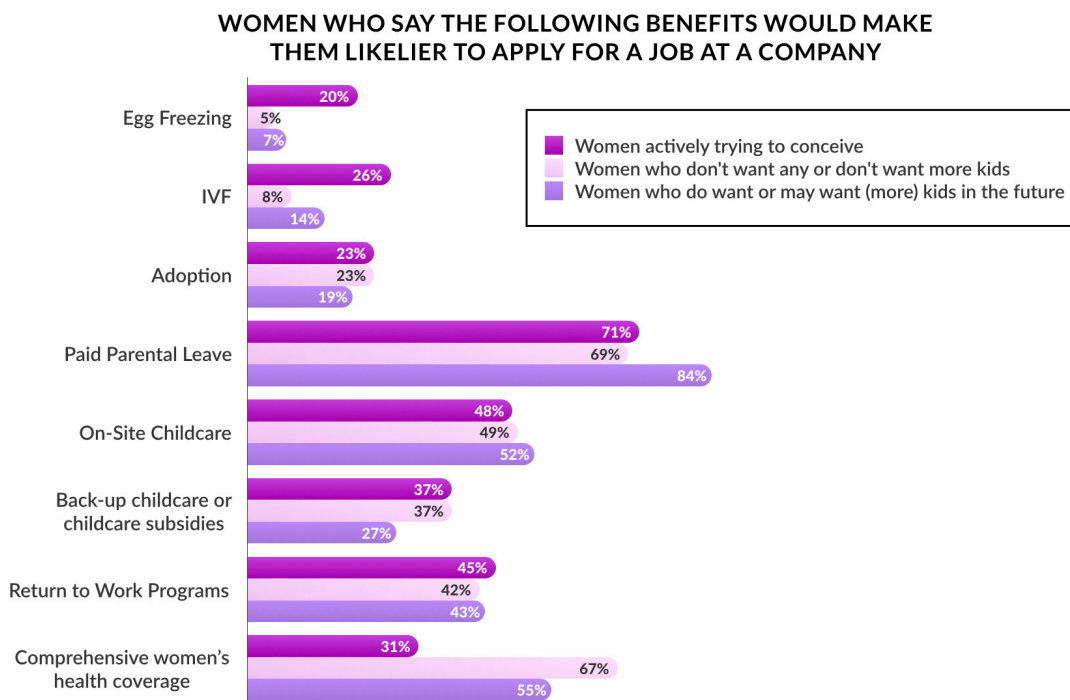


Notable among our findings was the correlation between the presence of a paid parental leave benefit – something only 39% of surveyed women report currently having – and women’s positive perception of a company. Cumulatively, 79% of women said paid parental leave would make them view a company more positively and as supportive of women. When broken down according to family status, we found that women who want or may want to have kids in the future were even more likely to feel this way (at 83%). Next among the benefits most closely linked with women’s positive perception of a company were comprehensive women's health coverage (52%) and on-site childcare (46%).

Interestingly, benefits that support family building (such as IVF, egg freezing and adoption) were ranked lowest overall, while those that support existing families (parental leave, childcare) were ranked highly overall – even among respondents that don’t have children or don’t want them. Conversely, the perceived value of family-building benefits (e.g., fertility treatments) was greater among women more likely to use them. While only one quarter of women under 35 or over 44 felt an egg freezing or IVF benefit reflected positively on a company, one third of women ages 35-44 – those most likely to seek out fertility treatments – believed the same.

Personal use likely did not influence the perceived value of paid parental leave or return-to-work benefits: 75% of women who don’t want children or who are done having children still linked the presence of paid parental leave with a more positive perception of a company, and 42% said the same for return-to-work programs. (Interestingly, the exact same percentage of women who do or may want kids felt this way about return-to-work benefits, at 42%.)

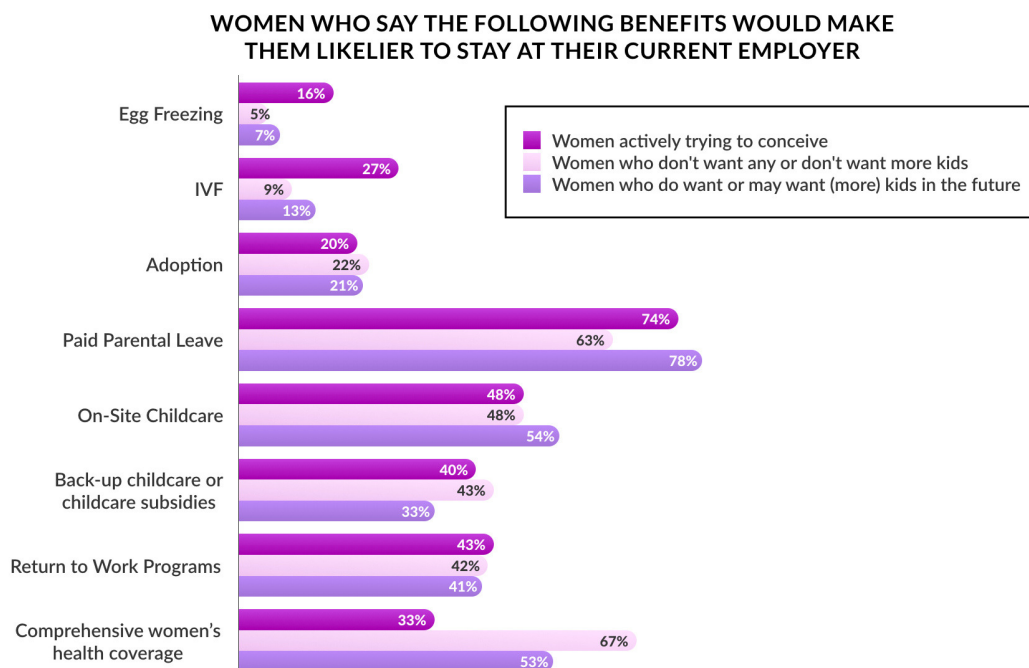
2. THE PRESENCE OF CERTAIN BENEFITS MAKES WOMEN MORE LIKELY TO APPLY TO A COMPANY.



In addition to impacting women's perception of a company, the presence (or absence) of paid parental leave benefits also influences women's likelihood of applying for a job at a given company. Seventy-six percent of women said paid parental leave benefits would make them more likely to apply for a job with an employer, including 69% of women who don't plan to personally use this benefit by having (more) kids in the future. In fact, the benefits most likely to give a company a positive image are the same as those that make women likelier to apply for a job: paid parental leave, on-site child care, and comprehensive women's health coverage all ranked at the top, followed by return-to-work programs.

Interestingly, twice as many Black and three times as many Latinx women said that egg freezing benefits would make them likelier to apply for a job, as compared to white respondents. A small but similar percentage of women across all races found IVF benefits appealing when considering whether to apply to a job.

3. THE AVAILABILITY OF CERTAIN BENEFITS MAKE WOMEN MORE LIKELY TO STAY AT THEIR COMPANY.



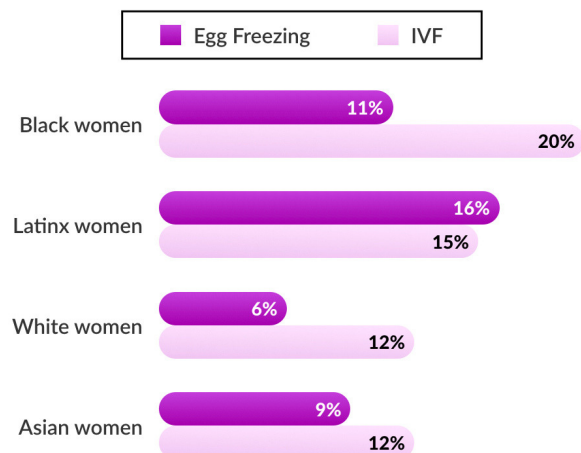
Respondents were more likely to stay at their current company for the same reasons. Paid parental leave factored highest (72%) in this evaluation, regardless of whether respondents felt paid leave was something they would use personally. Among only women who don't want kids or who don't want more kids, comprehensive women's health coverage (67%) was a slightly more enticing benefit than paid parental leave (63%).

Perhaps not surprisingly, women who are actively trying to conceive were over three times more likely to consider the availability of IVF and egg freezing benefits as a reason to stay at a company compared to women who are done having kids or who don't want kids. Women who may want kids (or more kids) in the future only ranked IVF and egg freezing benefits slightly higher than women who are done building their families. Considering the outside evidence showing these benefits are indeed highly valued by those who use them, this may point to a need for education about fertility benefits and the likelihood of a woman's future need to use them.

Interestingly, the availability of fertility benefits had a great impact on the willingness of Women of Color

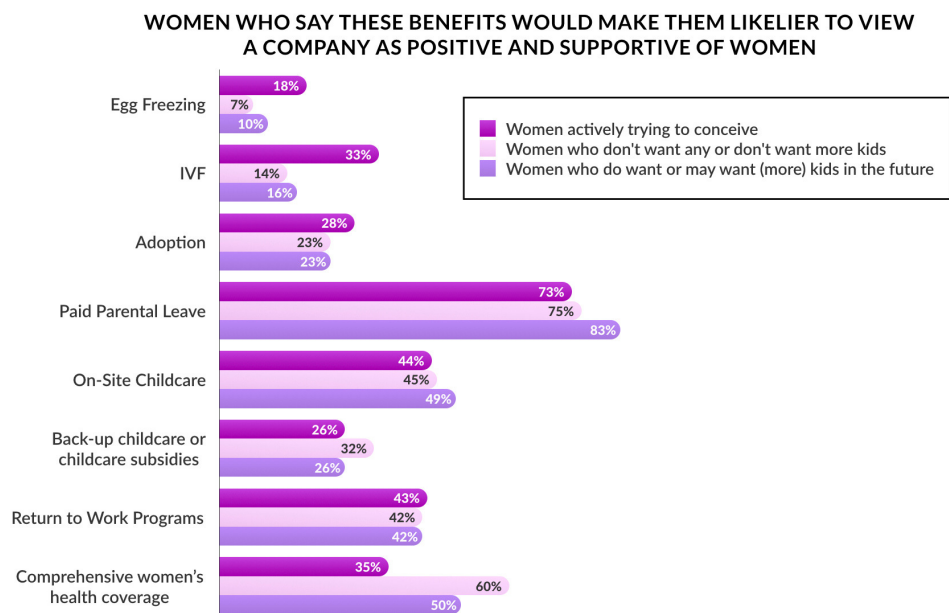
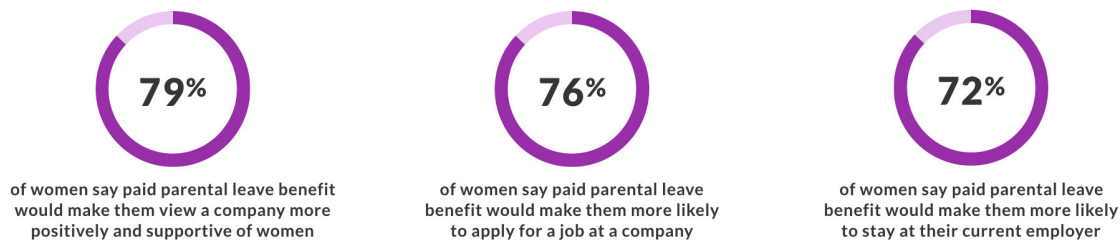
to stay at their current company when compared to white women.

WOMEN WHO SAY EGG FREEZING AND IVF BENEFITS WOULD MAKE THEM LIKELIER TO STAY AT THEIR EMPLOYER



FINDING: THE UNIVERSALITY OF PAID LEAVE

Remarkable in our study was the finding that the availability of paid leave positively influences a woman's perception of a company, her likelihood to apply to a job there, and her likelihood of staying with that company. This held true regardless of respondents' age, ethnicity, family status, and desire (or not) to have children.



A majority of women, across age brackets, reported a link between the presence of a paid parental leave benefit and their positive perception of a company, but this connection was even stronger for younger women. While over 70% of respondents age 35 and older said paid parental leave made them view a company positively, a full 84% of younger women (ages 25-34) felt so. This may suggest that younger generations have higher expectations for family-building support from their employers, which is something employers should consider as millennials move into management roles and Gen Z enters the workforce.

Among ethnicities, the group who linked paid parental leave with a company's positive image most strongly was Asian women, at 85%, followed by white women at 80%. Black (74%) and Latinx women (71%) were also extremely likely to say paid parental leave made them view a company more positively and as supportive of women.

Meanwhile, women in all stages of family building, including those who don't plan to have children at all, saw paid parental leave as a positive indicator of how well a company supports women. Even among women who definitively would not be using a paid parental leave benefit themselves, 75% still said it made them view a company positively.

FINDING: BUILDING AWARENESS ON THE NEED FOR FERTILITY BENEFITS

The perceived value of egg freezing and IVF benefits may significantly depend on a woman's own family-building status. Our survey found significant differences in the perceived value of these benefits between women who are actively trying to conceive and those who don't want children or who are done having children. Women ages 35-44 were 60% more likely than younger women (ages 25-34) to view a company that offers egg freezing benefits positively, pointing to a connection between personal use and perceived value.

To that end, women who are actively trying to conceive, compared to those who are done having or who don't want children, said a company's egg freezing benefit would make them two-and-a-half times more likely to view the company positively; four times more likely to apply to a job there; and more than three times as likely to stay at the company. When looking at IVF benefits, women who are actively trying to conceive were also more than twice as likely to say those benefits made them perceive a company positively, as well as over three times as likely to cite them as a reason to apply to and stay at a company.

WOMEN WHO ARE ACTIVELY TRYING TO CONCEIVE, COMPARED TO THOSE WHO ARE DONE HAVING OR WHO DON'T WANT CHILDREN, SAID A COMPANY'S EGG FREEZING BENEFIT WOULD MAKE THEM:

2.5x

more likely to view the company positively

4x

more likely to apply to a job at the company

3x

more likely to stay at the company

Meanwhile, this same disconnect between the likelihood of personal use and perceived value of a benefit did not exist between benefits that support existing families. Women who don't want or are done having children place similar value on paid parental leave, on-site childcare, and return-to-work benefits as women actively trying to conceive. In contrast, the gap in the perceived value of fertility benefits seems to indicate that these benefits are still seen as useful to only a marginal few — even though about **10% of women** of childbearing age in the U.S. have difficulty getting or staying pregnant. Education and greater awareness around the realistic need for fertility benefits still seems needed, then, in order to elevate their perception from fringe need to core benefit.

A ROADMAP TO BETTER WOMEN'S HEALTH BENEFITS

With the understanding that women's health and family-friendly benefits have a direct correlation to women's likelihood to positively perceive, apply to, and stay at an employer, what can companies do to make their benefits packages more aligned with women's needs?

1. ASK YOUR EMPLOYEES WHAT THEY WANT IN THEIR BENEFITS PACKAGE.

The gap illustrated earlier in this study between the benefits women find most important and the ones actually offered by their company points to a need for franker, more consistent conversations between employers and employees. Human Resource departments should have a regular process in place for polling employees and discerning their satisfaction with existing benefits, as well as collecting data on which additional benefits they'd most like to have.

2. REEVALUATE YOUR COMPANY'S FAMILY-BUILDING BENEFITS TO BE INCLUSIVE OF TODAY'S WORKFORCE.

At several points in the study, it became clear that a more robust women's health and family-friendly benefits package would have the potential to help employers cultivate a diverse, intersectional workforce, with gender being just one component of that. For instance, fertility benefits held an elevated importance for Women of Color as compared to white women, with twice as many Black and three times as many Latinx women saying that egg freezing benefits would make them likelier to apply for a job. Black women, in particular, also saw IVF benefits as particularly important, saying it would make them nearly twice as likely as white women to stay at a company.

Not only that, but more robust benefits in this vein may also feel more inclusive to employees who plan to create families outside the hetero-curated scope of traditional family planning. As one respondent noted in the comments section of her survey, "I'm a lesbian, so having children will likely require IVF or adoption. It would be great not to have to worry about the cost of those and also, when the baby arrives, to have paid leave."

Another respondent shared: "I'm in a same-sex relationship so I want to adopt, and I would like to be home after the adoption and not worry about money. Also, the stress of finding childcare seems to affect many of my friends with children."

3. INVEST IN THE BENEFITS THAT MATTER MOST.

Employers who are ready to make their women's health and family-building benefits more competitive should take note today's variety of resources developed to help with that mission. Below, we've listed just a few: [Extend Fertility](#) • [Progyny](#) • [WINFertility](#) • [Carrot Fertility](#)

4. BE TRANSPARENT AND SHOWCASE YOUR FAMILY-FRIENDLY AND WOMEN'S HEALTH BENEFITS.

Once you've invested the time and effort to make your benefits as competitive as possible, it's essential to make that information accessible to the women currently at your company, as well as women who may want to join your company in the future. (Remember from Section 1 of this study the number of women who say the presence of these female-friendly benefits would make them likelier to apply to a company, including the 76% of women who said this was true of paid parental leave, in particular).

ABOUT THE STUDY

Fairygodboss partners with employers to help them showcase the benefits and initiatives that make them an appealing workplace for women and diverse job seekers. To inquire about listing your benefits information on Fairygodboss, where millions of female job seekers each month will be able to access it, email info@fairygodboss.com.

In Spring 2019, Fairygodboss and Extend Fertility surveyed 1,000 women across the United States with full-time jobs who had a bachelor's degree or higher. The demographics are as follows:

AGE

21-29 — 30%

30-39 — 42%

40-49 — 29%

PARENTAL STATUS

1 child — 18%

2-3 children — 28%

4 children — 3%

No children — 51%

ETHNICITY

Black — 12%

Asian — 6%

Latinx — 7%

White — 70%

Other/ Indian/Native — 5%

American/Multiracial