

Sheconomics

Results of the Sheconomics Asking for Money Survey 2010

This online survey was conducted between February and March 2010 and answered by 250 men and women.

Women are still generally paid less than men and many employers continue to perpetuate this inequality. Although a change in law and practice is needed to lever greater pay parity we were interested in the extent to which underpayment of females might also be perpetuated by women's own attitudes to what they are worth, and their willingness to demand equal pay.

These are the key findings from our survey:

- Men are twice as likely as women to feel happy about asking for money
- More than eight out of ten women don't like asking for money
- Nine out of ten women find asking for money embarrassing (compared to 6 out of 10 men)
- Women are two and a half times more likely than men to find pay negotiating humiliating
- More men than women think the best strategy is to 'demand firmly'
- Twice as many men than women would threaten to resign in order to get more money
- More women prefer to ask 'in a polite and friendly way'
- Men would rather ask another male for money – so would women
- 60% of men approach pay negotiations 'with confidence' compared to just 38% of women

- **In the past 6 months a third of all the men we surveyed had asked for a pay rise/rate increase, compared to fewer than a quarter of all women**

These findings suggest that men are more likely to get out of their discomfort zone and ask for what they think they're worth. Of course, that depends on placing a value on yourself in the first place and more women could up the stakes here.

Who's to blame when women are paid less than men? We can point an over-worked finger at bosses and the government but perhaps women's lower expectations also play a role.

Because women are socialised to take care of others, many lose the ability to make **their own needs** a priority. So when a mean boss comes up with a 'my hands are tied' or 'times are tight' excuse, women are all too ready to accept it and walk away with a smaller pay packet.

The aspects of the female psyche that lead to self-sabotage in the pay stakes are:

- An overwhelming *need to be liked*
- A dislike of, even *fear of, confrontation*
- Being uncomfortable with the *concepts of wealth/success*
- A sense of *false pride that we can manage on less*
- A tendency to allow our value to be *determined by others*

Our Sheconomics view is that when women (employed or in business) set a true value on themselves the world will meet it.

[In the book](#) we unravel the emotional barriers and self-limiting beliefs that might stand between you and your true value.

We also have a [Sheconomics tip sheet](#) on How To Ask for Money on our website, www.sheconomics.com.