



behavior research center's

Rocky Mountain Poll

NEWS RELEASE
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BOSSES SAY WOMEN BOOST COMPANY PRODUCTIVITY AND ARE MOVING UP IN KEY DECISION-MAKING ROLES

Phoenix, Arizona, September 28, 2004. Heads of companies agree – their women employees are playing an increasingly important role in improving company productivity and, as a result, are more likely to now be involved in strategic planning for their companies, overall management of the firm and in other key areas of management.

In a survey of 400 business owners and managers of firms with fewer than 100 employees (which represent over 90 percent of all private sector employers) here in Maricopa County, questions were asked regarding whether women were playing a larger or diminished role in each of seven key areas ranging from sales and personnel management to company management and strategic planning. Sixty-six percent opine that in their companies, women are playing a larger role in one or more, and barely six percent say the role of women in their firms is shrinking.

The most impressive reading, which undoubtably accounts for women also making gains in their participation in strategic planning and overall management of the firms, is that bosses believe women employees are contributing significantly to the two main arteries of corporate sustainability: sales development (36%) and productivity of employees (42%).

Of particular interest in this survey are two related findings: the increased role of women is directly correlated to the size and financial health of companies. For example, companies least likely to report an increased role of women in these leadership roles are generally smaller and less financially healthy than those who are making the greatest use of their women employees.

It also appears that several industry sectors are seeing the greatest increases in the participation of women in management activities: construction, health and social services, financial, insurance and real estate and the accommodations and food services industries.

The findings outlined in this report are based on a survey of 400 owners and managers of private businesses in Maricopa County. The **BusinessTRACK™** studies were initiated in January of 1990 and are completed twice a year in the public interest and are co-sponsored by the ASU College of Business Center for the Advancement of Small Business and by Behavior Research Center. The estimated margin of error for this study is plus or minus five percent at a .95 confidence interval. To

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qualify for this study a respondent must be an owner or manager of the company, employ between three and 100 employees and not be a subsidiary of a larger company that employs more than 100 employees. The survey was completed during July of 2004, by the Behavior Research Center of Arizona as part of the Center's independent and non-partisan Rocky Mountain Poll series. For more information you may visit www.brcpolls.com.

-30-

EDITOR'S NOTE: This Rocky Mountain Poll Arizona (2004-III-17) is based on 400 telephone interviews conducted from July 12, 2004 to July 23, 2004 with owners or managers of businesses in the metropolitan Phoenix area which have from three to 100 employees and which are not subsidiaries of larger corporations. In a sample of this size, one may say with 95 percent certainty that the results have a statistical precision of plus or minus 5.0 percent of what they would have been had the entire population of owners and managers of such small businesses been surveyed. **BusinessTRACK™** Arizona is co-sponsored by the ASU College of Business Center for the Advancement of Small Business and Behavior Research Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

STATISTICAL DATA

Behavior Research Center
 Rocky Mountain Poll - Arizona
 RMP 2004-III-17

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“Compared to five years ago, would you say that the role of women in your company has gotten larger, has gotten smaller or is unchanged with regard to each of the following:”

	WOMEN ROLE HAS	
	Increased	Decreased
Improved company productivity	42%	3%
Improving company technology	39	3
Strategic planning	37	2
Sales development	36	6
Overall management of the firm	34	3
Administrative support	35	3
Personnel management	32	3

% Saying women are more involved in one or more = 66%.

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**STATISTICAL DATA**

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 RMP 2004-III-17

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% REPORTING THAT WOMEN  
 EMPLOYEES ARE "MORE INVOLVED"

ANNUAL COMPANY SALES

|                           | Under<br>\$500,000 | \$500,000<br>to<br>\$999,999 | \$1 Million<br>or More |
|---------------------------|--------------------|------------------------------|------------------------|
| Productivity              | 29%                | 36%                          | 43%                    |
| Improving technology      | 30                 | 40                           | 35                     |
| Strategic planning        | 25                 | 35                           | 38                     |
| Sales development         | 22                 | 27                           | 42                     |
| Overall management        | 21                 | 32                           | 38                     |
| Administrative support    | 25                 | 34                           | 37                     |
| Personnel management      | 19                 | 28                           | 36                     |
| (Average: all categories) | (24.4%)            | (33.1%)                      | (38.4%)                |

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FINANCIAL HEALTH OF COMPANY

	Healthy and Growing	Healthy Stable	Unhealthy May Fail
Productivity	45%	38%	26%
Improving technology	40	37	23
Strategic planning	39	34	23
Sales development	37	33	22
Overall management	38	30	21
Administrative support	37	36	21
Personnel management	37	28	16
(Average: all categories)	(39.0%)	(23.7%)	(21.7%)

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