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# Prosper Portland TechTown Diversity Pledge

ONLINE SURVEY

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# Introduction & Methodology

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From May 2 to 25, 2017, DHM Research conducted an online survey with employees of companies that are a part of the TechTown Diversity Pledge initiative. The purpose of the survey was to meet the fifth goal of the pledge: “*Share our collective data on the demographic representation within our offices in the Portland metro area of gender and race.*” Participants were presented with a series of wide-ranging demographic questions including those assessing their role within their company and were asked about their workplace environment. Findings from this wave of the survey will serve as a benchmark to track progress through time.

**Research Methodology:** The online survey was distributed internally by 21 companies that have taken the TechTown Diversity pledge. A list of participating companies can be found in the Appendix. While companies were given the option to distribute the survey beyond their Portland metro area locations, all non-Portland employees have been omitted from the results presented here. In total, N=1479 Portland-based employees participated in the survey.

In gathering responses, a variety of quality control measures were employed, including questionnaire pre-testing and live-monitoring of results. In the annotated questionnaire, results may add to 99% or 101%.

**Statement of Limitations:** Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. In this case, the population at hand is all Portland employees from the 21 companies that distributed the survey internally. The margin of error for the aggregate results of this survey is  $\pm 1.4\%$ .

**DHM Research Background:** DHM Research has been providing opinion research and consultation throughout the Pacific Northwest and other regions of the United States for over three decades. The firm is nonpartisan and independent and specializes in research projects to support public policy making.

# Summary & Observations

# 2

**While between 78% and 88% of employees agreed with each of a series of five statements positively describing their workplace experiences, there were clear differences throughout by gender identity and racial/ethnic identity.**

- Employees were most likely to strongly agree (66%) that their “*organization would take appropriate action in response to discriminatory behavior,*” and the least likely to strongly agree (41%) that their “*organization has been proactive in recruiting and hiring employees from underrepresented groups.*”
- While specific differences are included in the full report, the following demographic trends were seen:
  - Across all statements, women agreed less and men more.
  - People of color agreed less with statements regarding “*underrepresented groups.*”
  - White women agreed less with statements about current success and professional growth.
  - In general, white men responded most positively to the statements.
  - As in 2016, LGBTQ+ employees tended to disagree at higher levels than others.
  - Those in leadership and/or management roles agreed with statements more than others.
- The statement about proactive recruitment and hiring was particularly polarizing. For example, 83% of white men agreed with the claim, while 67% of women of color did so.

**Women and people of color are more represented among the TechTown workforce than they were in 2016.**

- Female-identified employees now make up 41% of the workforce, as compared to 38% in 2016. The representation of male-identified employees fell from 60% to 55%.
  - Of those under 35, equal proportions identify as female (48%) and male (48%), while those who are older predominantly identify as male (63%), suggesting a generational shift.
- Three-fourths (75%) of TechTown employees identify only as white as compared to 79% in 2016, while the representation of people of color increased from 18% to 20%.
- Consistent with 2016, 11% identify as LGBTQ+ or a gender and sexual minority.
- The TechTown workforce continues to skew young, with 52% younger than 35 years old and just 3% of employees over the age of 55.

**Comparing employees hired prior to and after the July 1, 2015 pledge date reveals an increase in the representation of women and people of color among newer hires.**

- Of pre-pledge hires, 63% identified as men and 35% as women. In the 2017 survey, 50% of those hired since the pledge identify as men while 46% identify as female.
- The representation of people of color rose from 17% among pre-pledge hires to 23% for those hired after the pledge. This trend is new to the 2017 data.
- Representation of white men among hires has decreased (-17 points), while white women (+7 points), men of color (+3 points) and women of color (+2 points) have seen increased representation among those hired after July 1, 2015 in comparison to those hired prior.
- At the same time, hiring has shifted to non-technical and individual contributor roles, which may be related to the below trends for representation in technical and leadership and/or management roles.

**Women have made some gains in representation in technical positions, though the data seem to suggest this is a result of hiring more women overall as opposed to an increase in the rate at which women are hired or subsequently trained for these roles.**

- The representation of women in these roles increased from 21% to 24%, likely because of an overall increase in the hiring of women.
  - Female representation among those who hold technical roles has increased from 20% among those hired prior to the pledge to 29% of those hired after the pledge.
  - But, a wide gender gap in technical positions remains: 62% of men hold technical positions compared to 27% of women, the same as in 2016. Comparing pre-pledge to post-pledge hires, the rate at which men hold technical positions has fallen from 64% to 58%, while the rate at which women hold these roles has remained consistent (28-29%).

**There is a notable disparity for women of color when it comes to leadership and/or management positions. While gains in representation among the whole workforce for white women and men of color have been accompanied by an increase in representation in higher-up positions, women of color saw their representation among leadership and/or management roles stagnate.**

- White men are now more likely to hold leadership and/or management positions (33%) than others, especially in comparison to women of color (20%). This trend was not seen in 2016.
- While hiring for leadership and/or management roles has generally declined since the pledge date, women of color hired after the pledge date were half as likely (16%) as those hired prior to the pledge (33%) to hold a leadership and/or management position—by far the largest drop.
- Representation among those holding leadership and/or management positions has fallen for white men hired since the pledge date (-20 points), accounted for by an increase in representation for white women (+14 points), and to a lesser extent among men of color (+4 points). Women of color saw no change in their representation in these roles comparing pre- and post-pledge hires.

## Recommendations

DHM Research recommends that Prosper Portland and TechTown Diversity Pledge companies continue to conduct this survey again over a similar timeframe in 2018. If the company cohort remains constant, the survey can be conducted every two to three years. In analysis, specific attention should be paid to the representation of women in technical positions and the identities of those who hold leadership and/or management positions.

In terms of survey content, DHM suggests the following changes. First, asking whether employees have completed code school in a separate question will provide more accurate data. Second, some companies have expressed interest as to whether employees come from in-state, elsewhere in America, or from another country. Considering the short length of the survey, a question to this effect can easily be added.

While this survey is a useful tool for tracking the impact of the Diversity Pledge, it is unable to investigate the relationship between hiring and retention. A more thorough analysis of aggregated hiring and retention data from each company could help to paint a fuller picture of the state of diversity and inclusion among pledge companies.

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The following summary report highlights key findings and takeaways from an online survey of Portland-based employees from 21 TechTown Diversity Pledge companies conducted in May 2017. All analysis is conducted in the aggregate, and no identifying information is provided on either the individual or company level. Throughout this report, demographic sub-group analysis and comparisons to 2016 data are provided where appropriate.

## 3.1 CURRENT WORKFORCE MAKEUP

In this section of the report, comparisons are drawn between the demographic makeup of TechTown companies and workforce and general population data from the Portland Metropolitan Statistical Area (MSA). This region includes Clackamas, Columbia, Multnomah, Washington, and Yamhill counties in Oregon, as well as Clark and Skamania counties in Washington.

Current workforce demographic data in the Portland MSA were provided by Prosper Portland and sourced from state data from the Oregon Employment Department and the Oregon Labor Market Information System.

DHM Research generated the population (age 18+) data for the region, with sex and age information sourced from the 2015 American Community Survey, and race/ethnicity sourced from the 2010 Census.<sup>1</sup> It is worth noting that this variety of sources results in imperfect and indirect comparisons. For example, while the American Community collects information on respondents' sex, the TechTown survey collects information about respondents' gender identity.

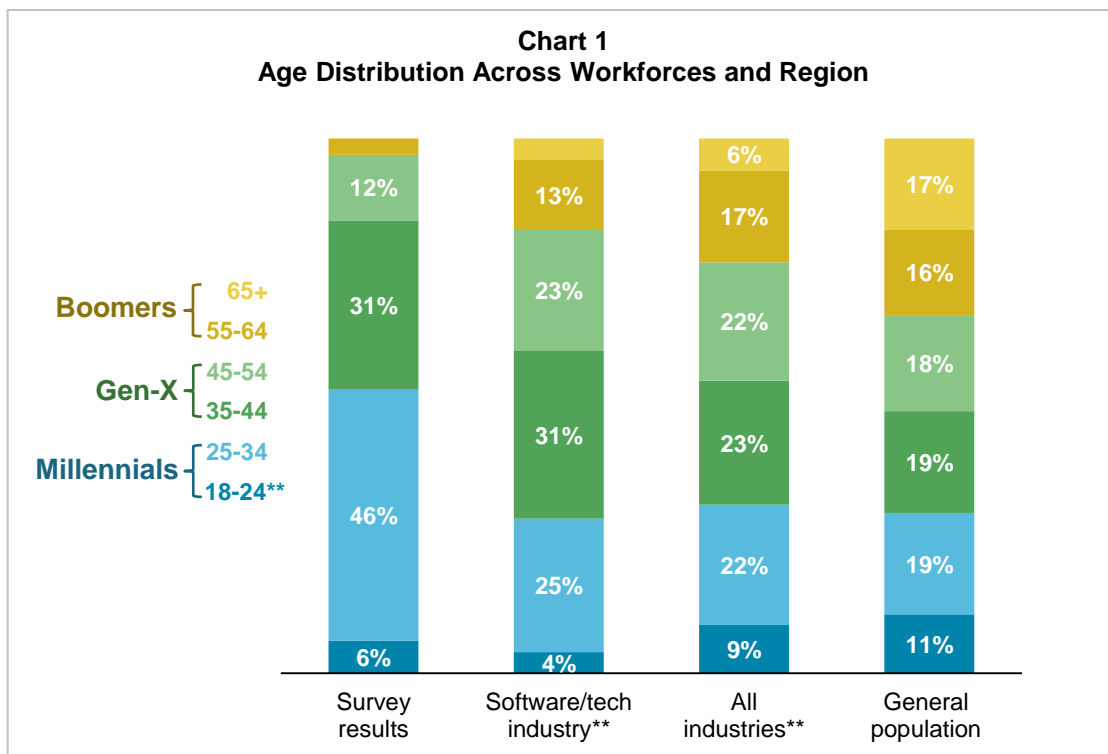
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<sup>1</sup>Race/Ethnicity data for those above the age of 18 is not readily available for the 2015 American Community Survey.

## Demographics and Identities

For all demographic questions employees were given the option to not provide a response, and some questions allowed for multiple responses. As such, percentages may not equal 100%.

The age profile of the TechTown workforce is consistent with the 2016 results. More than half (52%) of employees are between 18 and 34 years old in this year's survey. In comparison, 29% of the Portland MSA's Software/Tech industry workforce, 31% of the regional workforce for all industries, and 30% of adult residents are in this age cohort. Just 3% of TechTown employees are over the age of 55. In the Portland MSA, those 55 and older make up 17% of the Software/Tech industry workers and 23% of all workers.

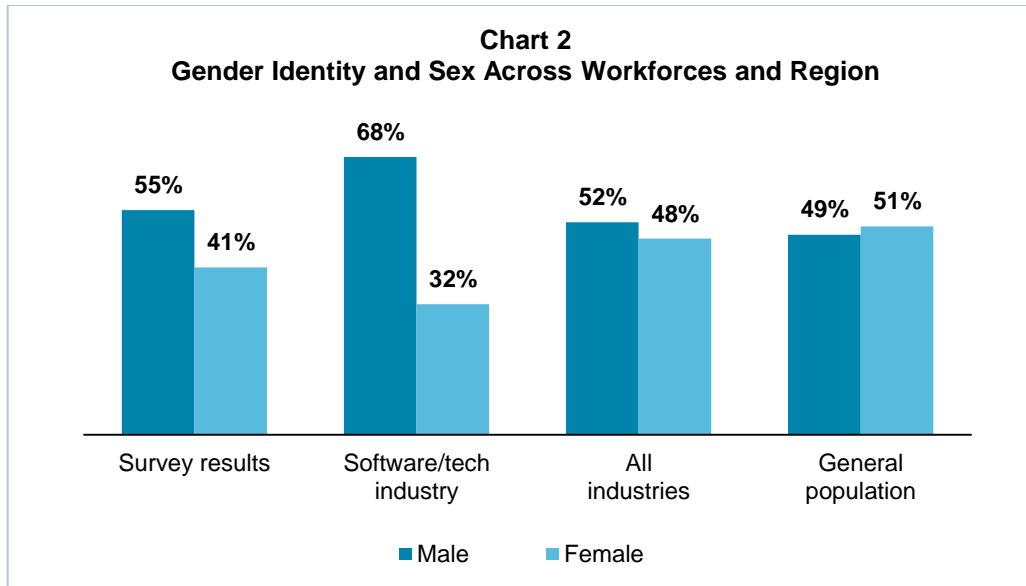


Source: DHM Research, June 2017

\*\*Portland MSA industry statistics use 19-24, rather than 18-24.

More employees who identify as female are under 35 (60%) than those who identify as male (46%). Among people of color, 13% are younger than 25, as compared to 4% of white employees. These differences may be related to an increase in hiring among women and people of color since the pledge, and the fact that post-pledge hires skew even younger than the entire TechTown workforce.

Participants were asked to describe their gender identity and presented with six non-exclusive categories of self-identification, as well as the option not to respond. Female representation is higher than in 2016, when 60% identified as male, 38% as female, and 2% as non-binary or gender non-conforming. In the 2017 survey, 55% identified as male, 41% as female, and 2% as non-binary or gender non-conforming. In both years 1% of employees identified as trans.



Source: DHM Research, June 2017

While female representation among TechTown employees is higher than for the Portland MSA Software/Tech industry (32%), it lags behind the makeup of the region’s workforce and residents.<sup>2</sup>

Among pledge employees under the age of 35, equal proportions identify as female (48%) and male (48%). Those who are older predominantly identify as male (63%). These data suggest a generational shift in representation of women in the TechTown workforce, which again may be related to the increase of hiring of women since the pledge date.

Demographic analysis on the basis of gender identity throughout the report will compare female-identified and male-identified employees. Those who selected “*Female*” in the gender identity question—including those who provided multiple responses—were coded as female. Those who selected “*Male*” in the gender identity question—including those who provided multiple responses—were coded as male. Female-identified employees are sometimes referred to as women, and male-identified employees as men.

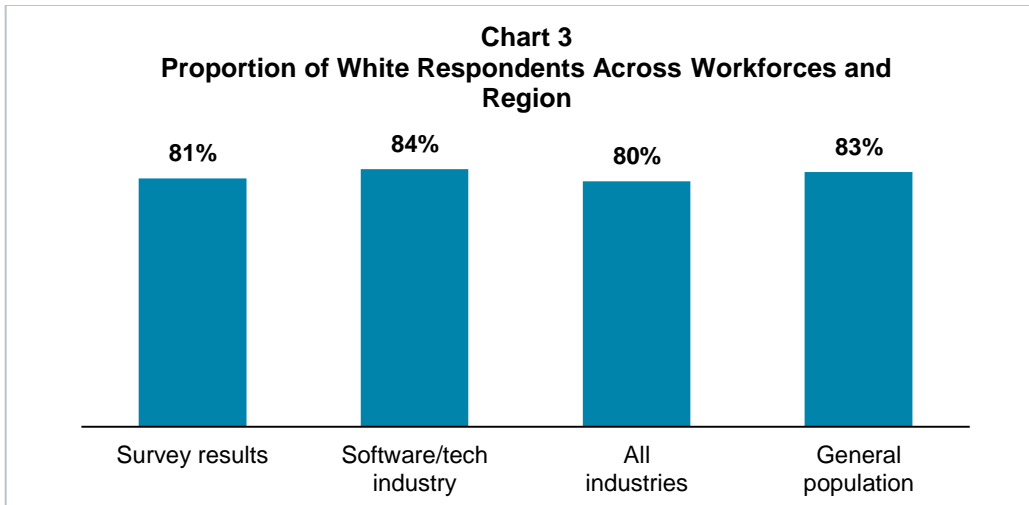
Pledge employees were also asked about their race or ethnicity, and presented with a non-exclusive and multi-tiered set of options with which they could self-identify. In 2017, 81% of pledge employees identified as white<sup>3</sup>, as compared to 86% of those in the 2016 survey. This includes those who selected multiple responses. Some 8% identified as Asian and 5% as Hispanic or Latino, while all other racial or ethnic identities were selected by 2% or less of participants. An additional 5% declined to provide a response.

The following chart should be interpreted with caution. Due to differing methodologies, the data presented are not directly comparable.

<sup>2</sup> It is again worth noting that while the American Community Survey collects information about the sex of participants, the TechTown survey collects information about gender identity.

<sup>3</sup> Including those who identify with another racial or ethnic identity.





Source: DHM Research, June 2017

Throughout this report, demographic analysis by race and ethnicity is conducted by comparing the two largest buckets of respondents: white people and people of color.<sup>4</sup> For these analyses, those who provided a response of white alone (75%) are categorized as white, while those who provided any other response—excluding those who preferred not to respond—are categorized as people of color. By this definition, 20% of surveyed employees are people of color. Additional analysis was conducted to investigate the impact of grouping employees who identify as Asian—a group with higher representation in the TechTown workforce than the general population of the region—with underrepresented people of color. No notable differences were found in either the demographic trends of the workforce makeup or employees’ perceptions of their workplace experiences.

The report also includes intersectional analysis comparing the responses of white men (41% of employees), white women (32%), men of color (11%), and women of color (8%). The representation of white men in the TechTown workforce fell from the 2016 survey (47%).

Finally, participants were asked if they identify with any other underrepresented groups and were given the option to identify as a member of multiple groups. Three-fourths (74%) did not identify with any underrepresented groups, while 20% did.

The largest of these groups is made up of those who identify as LGBTQ+ or gender and sexual minorities (11%). Female-identified employees were more than twice as likely to identify as LGBTQ+ (16%) than male-identified employees (7%).

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<sup>4</sup> DHM recognizes the imperfect construction of these categories and the imprecise nature of conducting analysis comparing white employees to all other employees. That said, this analysis is still a useful proxy considering the difficulties in running statistical tests when comparing small populations.

**Table 1**  
**Identification with Underrepresented Groups**

<b>Response Category</b>	<b>n=1479</b>
LGBTQ+ or gender and sexual minority	11%
Disabled (other)	3%
Armed Services Veteran	2%
Physically disabled	1%
Other underrepresented group	6%
I do not identify as any of these groups	74%
I prefer not to respond	7%

Source: DHM Research, June 2017

Due to the limitations of small sample sizes on statistical analyses, this report draws comparisons between those who do not identify with any underrepresented groups, those who do, and employees who identify as LGBTQ+.

### **Workplace Positions and Educational Attainment**

Participants were asked if their current role was a technical or non-technical position, with technical roles defined as “a position requiring knowledge or skills in programming.” Little has changed since 2016, with slightly more employees holding non-technical positions (52%) than technical ones (47%).

The wide gender gap in technical positions is unchanged since 2016: 62% of men hold technical positions as compared to 27% of women. Of all employees in a technical position, 72% are male-identified, a slight decrease from 76% in 2016. The representation of women among those holding technical positions increased from 21% to 24%. These data show little change in the rate at which men and women are hired for technical and non-technical roles, but indicate that an increase in female-identified employees overall has slightly improved their representation among technical positions.

A majority of those 35 and older hold technical positions (53%) as compared to 42% of younger employees. This may be related to a shift away from hiring for technical positions since the pledge, and the fact that these recent hires skew slightly younger than the entire TechTown workforce.

Those in technical or engineering positions are less likely to have received a bachelor’s degree (63%) than non-technical employees (71%).

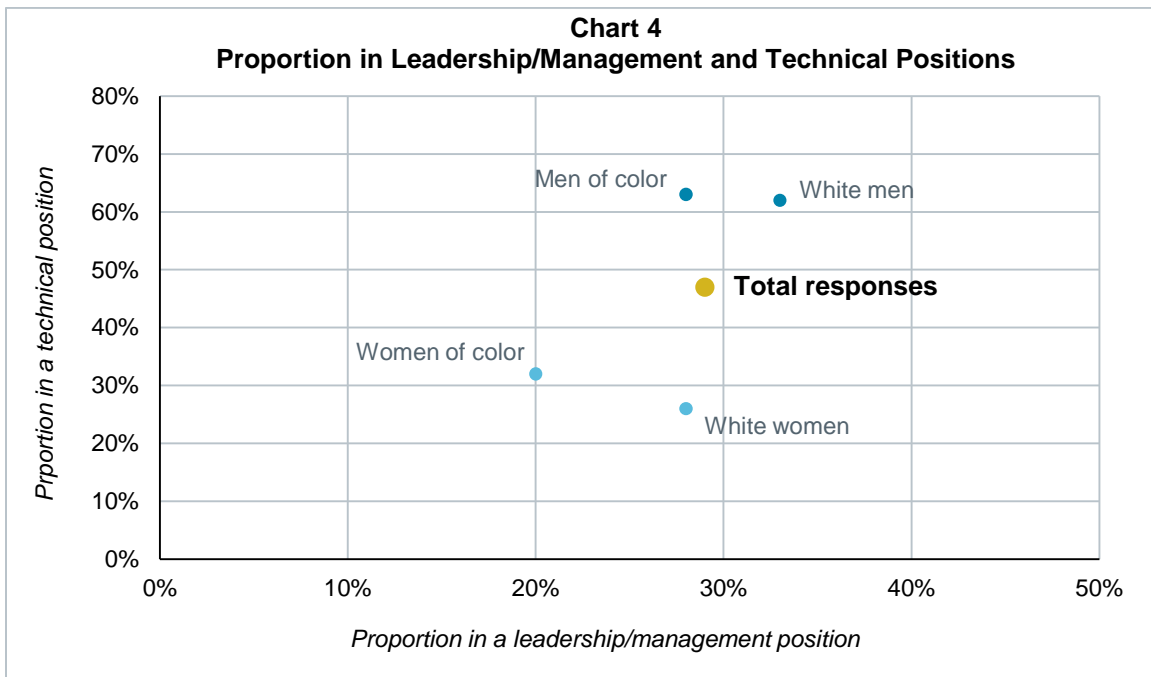
Participants were asked if their current position is a leadership, management, or individual contributor position. Some 70% are individual contributors, 16% hold management positions, 9% are in leadership positions, and an additional 4% considered their role to be both a management and leadership position.

While unsurprising, it is worth noting that those holding leadership and/or management positions are older than individual contributors. While 60% of individual contributors are under 35, just 33% of those in leadership and or management positions are in this age cohort.

Men are more likely to be in leadership positions (11%) than women (7%), and women are more likely to hold individual contributor positions (73%) than men (67%). Applying an intersectional lens reveals further differences. Women of color are the most likely to hold individual contributor positions (77%), and thus the least likely to be represented in leadership and/or management roles. For comparison, 66% of white men hold individual contributor positions, as do 71% of men of color and white women. The rates at which

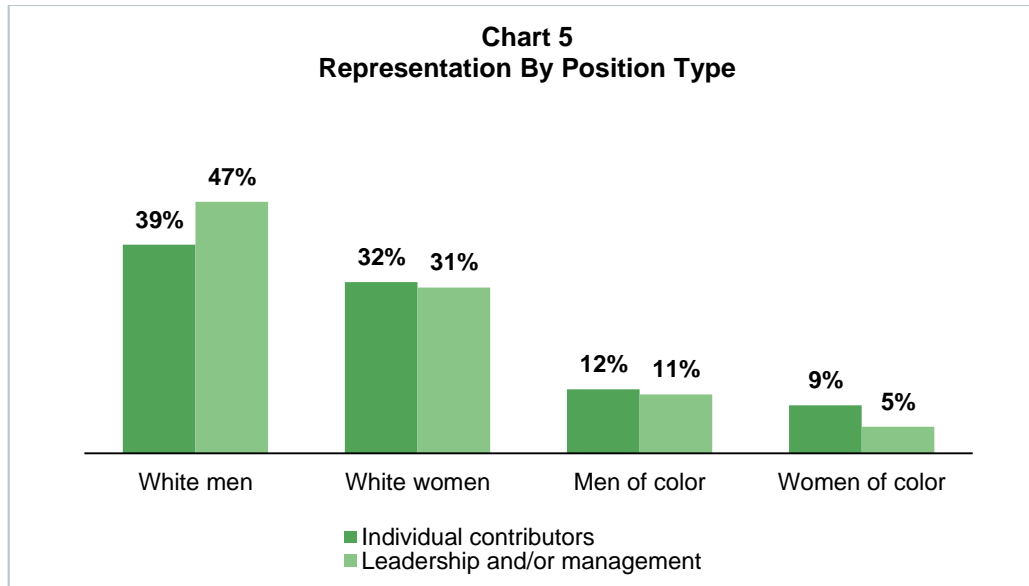
women of color hold leadership (6%) and management (9%) positions are half that at which white men hold leadership (12%) and management (17%) positions.

Chart 4 (below) visualizes the above analysis of the types of positions held by white men, white women, men of color, and women of color. As with in 2016, a wide gap was observed in comparing the rates at which men and women hold technical positions—a difference observed irrespective of racial or ethnic identity. There was variation in the rate at which employees hold leadership and/or management positions based on the intersection of their gender and racial or ethnic identities, a difference not seen in the 2016 results. White men now hold leadership and/or management positions at a higher rate than all other groups, while women of color hold these kinds of positions at the lowest rate.



Source: DHM Research, June 2017

White men make up almost half (47%) of those in leadership and/or management roles and 39% of employees who are individual contributors. White women are represented at similar rates in both kinds of positions, as are men of color. Women of color have higher representation among individual contributors (9%) than they do among leadership and/or management (5%).



Source: DHM Research, June 2017

Representation of white men among individual contributors has fallen 8 points from 2016, while their representation among leadership and/or management roles has dropped by 3 points. Perhaps relatedly, 57% of those currently in leadership and/or management positions were hired prior to the pledge, while 61% of current individual contributors were hired after July 1, 2015.

Participants were asked which degrees or certifications they had completed, then coded by their highest level of educational attainment. The TechTown workforce remains highly educated: two-thirds (67%) of employees hold a four-year degree and 19% have completed a graduate degree. Educational attainment tracked with age, with 36% of those over the age of 45 holding a graduate degree.

### 3.2 HIRING BEFORE AND AFTER JULY 1, 2015

The following section of this report addresses the impacts of shifts in hiring practices of TechTown companies since the pledge date of July 1, 2015. Comparisons are drawn between employees who indicated in the 2016 survey that they were hired prior to the pledge date and those from the 2017 survey who indicated that they were hired after the pledge date.

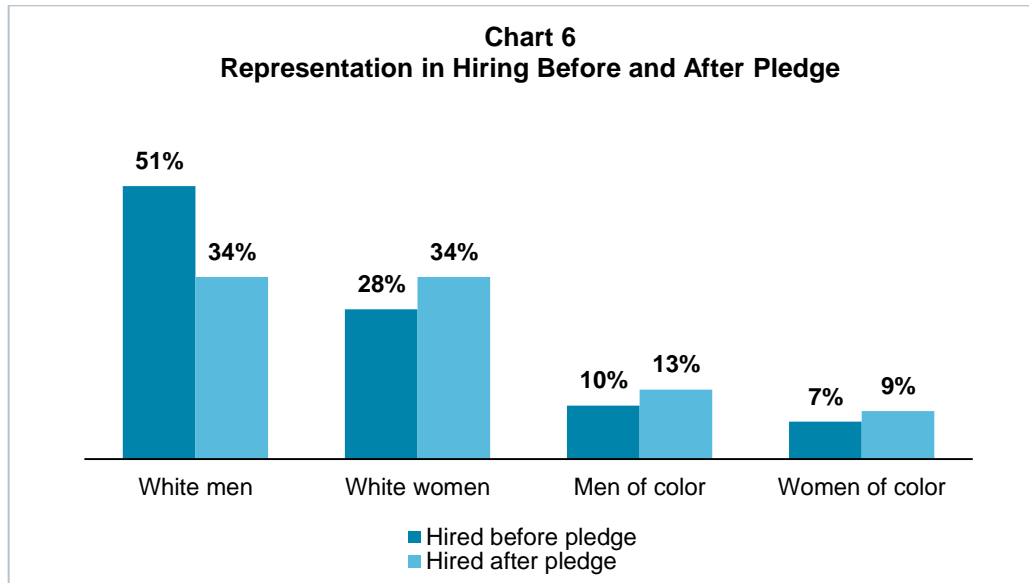
#### Demographics and Identities

Slight differences were observed in the age profile of pre-pledge employees and those hired since the pledge. Of pre-pledge employees, 51% were under 35, while representation of this age cohort among post-pledge hires has increased to 57%.

The shift towards hiring more women since the pledge date continues. Of pre-pledge employees, 63% identified as men and 35% as women. According to the 2017 data, 50% of those hired since the pledge identify as men while nearly as many are female-identified (46%).

The proportion of employees who are white fell from 79% for those hired before the pledge to 71% for those hired after July 1, 2015. The representation of people of color rose from 17% among pre-pledge hires to 23% of those hired after the pledge. There was no such trend observed in the 2016 data.

Most of those hired prior to the pledge date were white men (51%). Since the pledge date, white women make up the largest portion of hires (35%) followed closely by white men (34%). To a lesser degree, men and women of color have been hired at higher rates following the pledge date.



Source: DHM Research, June 2017

As things stand today, about two-thirds of men of color (65%), white women (61%), and women of color (65%) in the TechTown workforce were hired after the pledge date. For comparison, 46% of white men were hired following the pledge.

### Workplace Positions and Educational Attainment

Trends noted in the 2016 report comparing the types of positions hired for prior to and following the pledge date remain similar this year. In all, the data suggest that hiring has shifted towards non-technical, individual contributor roles.

Of pre-pledge employees, 52% held a technical position and 48% a non-technical position. Among post-pledge employees, 45% hold technical positions and 54% hold non-technical positions. While 69% of pre-pledge employees held individual contributor roles, 77% of post-pledge employees do.

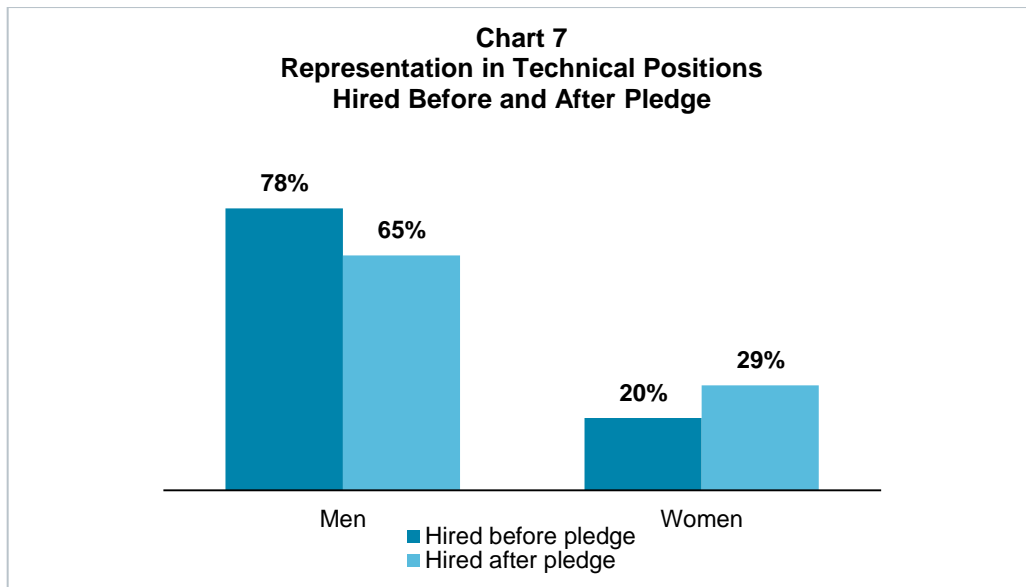
There was no notable change in the educational attainment of employees.

### Gender Identity and Workplace Positions

While the overall representation of women has increased since the start of the pledge, it is worth investigating the complexities of this trend. The below analysis repeats that conducted in the 2016 report and considers both the gender identities and types of positions of those hired prior to and after the pledge date. It assesses if there is evidence of an increase not only in overall representation of women in the TechTown workforce, but also in the rate at which women are hired for technical positions.

Hiring for technical positions decreased after the pledge date while hiring for non-technical positions increased. At the same time, more women have been hired. In this landscape, there is evidence of a shift to more female employees holding technical roles. Of those hired for technical positions before July 1,

2015, 20% identified as female, as compared to 29% after the pledge (+9 points). Put another way, if ten technical employees were hired prior to the pledge, two would identify as female. After the pledge, three of those ten technical employees would be female-identified.



Source: DHM Research, June 2017

However, a similar increase in representation was seen for non-technical positions (+8 points), suggesting that both increases are related to an overall increase in the representation of women.

Indeed, there has been no change to the rate at which women are hired for technical positions after the pledge; those in technical positions made up 29% of pre-pledge and 28% of female-identified post-pledge hires. Put another way, if ten women were hired before the pledge, three would hold technical positions—and the same would hold true after the pledge.

These results paint a complex picture. There is increased female representation among those hired for technical roles when comparing pre- and post-pledge data. Yet there has been little change in the rate at which women are being hired for technical positions. While the 2017 data are not yet conclusive, there are suggestions that this trend can likely be traced to a shift in hiring towards non-technical positions—which are still predominantly held by female-identified employees—and an overall increase in the proportion of women hired for both technical and non-technical positions. If this is the case, female representation in technical positions will soon plateau. Continuing to track these trends through time will help to determine in more detail how hiring practices have shifted with regard to gender identity and technical positions.

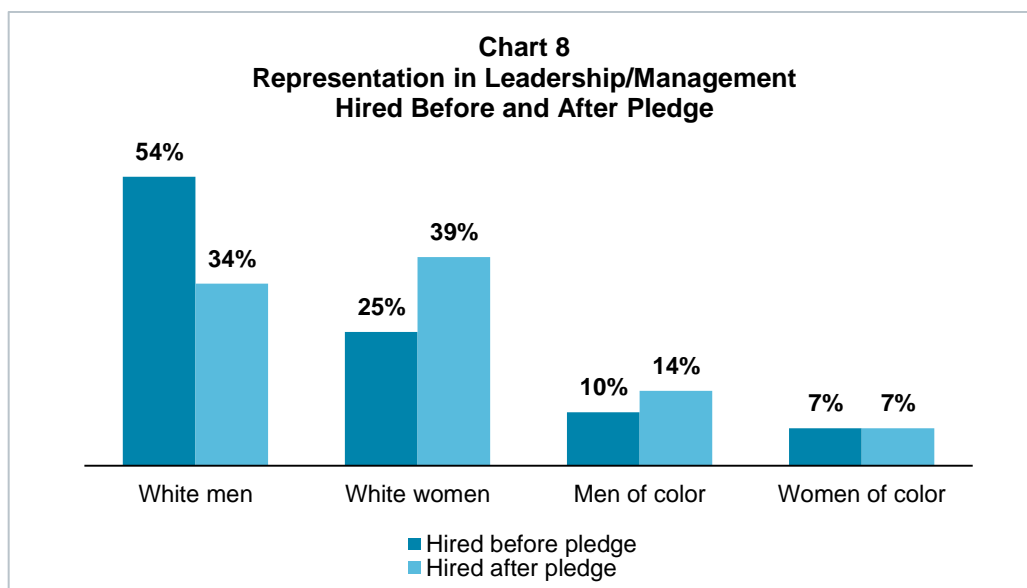
### **Identity and Leadership and/or Management Positions**

In the 2016 data, white men, men of color, white women, and women of color held leadership and/or management positions at nearly identical rates. The 2017 survey showed that white men now hold leadership and/or management positions at a higher rate (33%) than others, especially in comparison to women of color (20%). The following analysis investigates this trend.

Of employees hired prior to the pledge date, 30% held leadership and/or management positions, while 22% of those hired after the pledge date do so (-8 points). The rate at which white men hold leadership

and/or management positions decreased by 10 points, men of color by 5 points, and white women by 3 points. The rate at which women of color hold leadership and/or management positions fell by 17 points, from 33% of those hired prior to the pledge to 16% of those hired after. Put another way, women of color hired after the pledge date were half as likely as those hired prior to the pledge to hold a leadership and/or management position.

As noted earlier, the representation of white men among hires has declined since the pledge date, while the representation of white women, men of color, and women of color has increased. Looking specifically at those who hold leadership and/or management positions, 54% of those hired prior to the pledge date were white men as compared to 34% of those hired after the pledge date (-20 points). This decline is largely accounted for by an increase in the representation of white women from 25% to 39% (+14 points). Men of color are slightly more represented (+4 points) among post-pledge employees holding leadership and/or management positions (14%) than they were among pre-pledge employees (10%). No change was observed in the representation of women of color (7% for both).



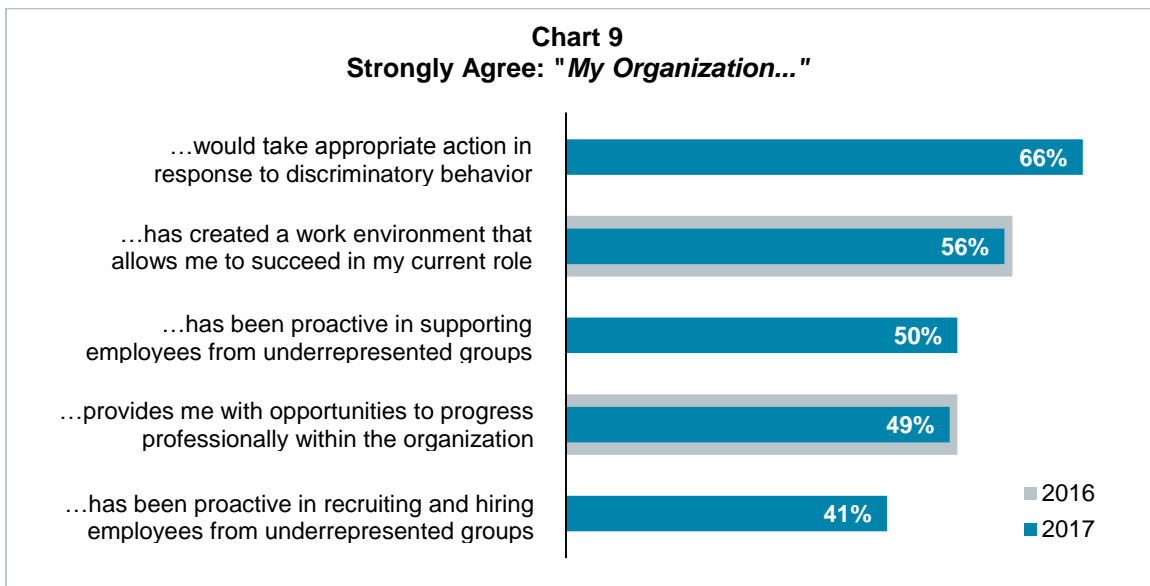
Source: DHM Research, June 2017

While there has been an overall decline in the proportion of employees holding leadership and/or management positions, gains in representation were seen among white women, and to a lesser extent, men of color. Like these groups, women of color have been hired at higher rates since the pledge date. But, the women of color hired since the pledge hold leadership and/or management positions at nearly half the rate of women of color who were hired prior—a larger decline than even that of white men. As such, while the representation of women of color has increased to 8% in 2017, their representation among leadership and/or management positions has declined from 7% in 2016 to 5% in 2017.

### 3.3 PERCEPTIONS OF WORKPLACE ENVIRONMENT

Survey participants were asked if they agree or disagree with a series of five statements describing their workplace experience. Two of these statements were tested in 2016, and three additional ones were incorporated in the 2017 survey. There were no changes in perception for the benchmarked statements.

Overall, between 78% and 88% said they agree with each statement. TechTown employees are most likely to strongly agree (66%) that their “*organization would take appropriate action in response to discriminatory behavior,*” and the least likely to strongly agree (41%) that their “*organization has been proactive in recruiting and hiring employees from underrepresented groups.*”



Source: DHM Research, June 2017

While overall agreement is high for these statements, there are notable differences, especially when considering the strength of agreement. In general, those in leadership and/or management positions strongly agree more often than individual contributors. White men are the most positive about each statement, while women are less so. Women of color, those who identify as members of underrepresented groups, and LGBTQ+ employees tend to disagree more often than others. Below is an in-depth analysis for each statement.

#### Response to Discriminatory Behavior (Q10)

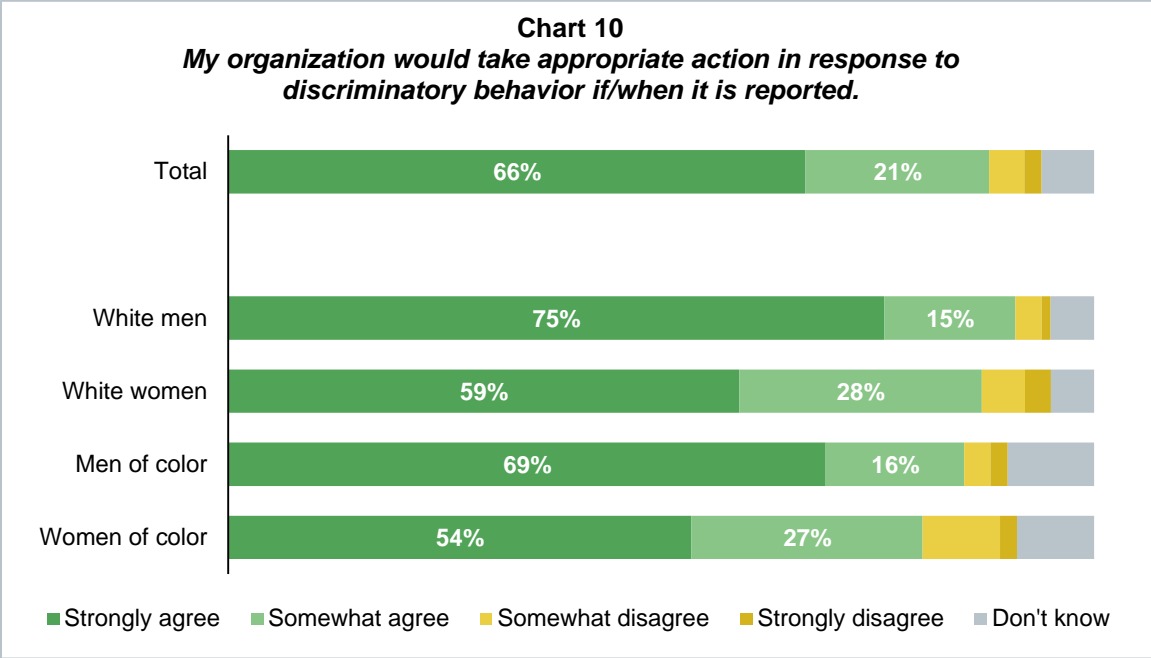
Two-thirds said they strongly agree with the statement, “*My organization would take appropriate action in response to discriminatory behavior if/when it is reported,*” and an additional 21% somewhat agree. In all, 6% disagree and 6% are unsure.

Those in leadership and/or management positions (76%) are more likely to strongly agree with this statement than individual contributors (63%).

While 74% of male-identified employees strongly agree, 57% of female-identified employees do so. Women (8%) are also twice as likely as men (4%) to disagree. White employees agree with the statement



(89%) at a higher rate than people of color (84%), who are more unsure (9%) than white respondents (5%).



Source: DHM Research, June 2017

White men (75%) are the mostly likely to strongly agree that their organization would take appropriate action, followed by men of color (69%). White women (59%) and women of color (54%) strongly agree at lower rates. Women of color (81%) strongly or somewhat agree with the statement at the lowest rate of all employees.

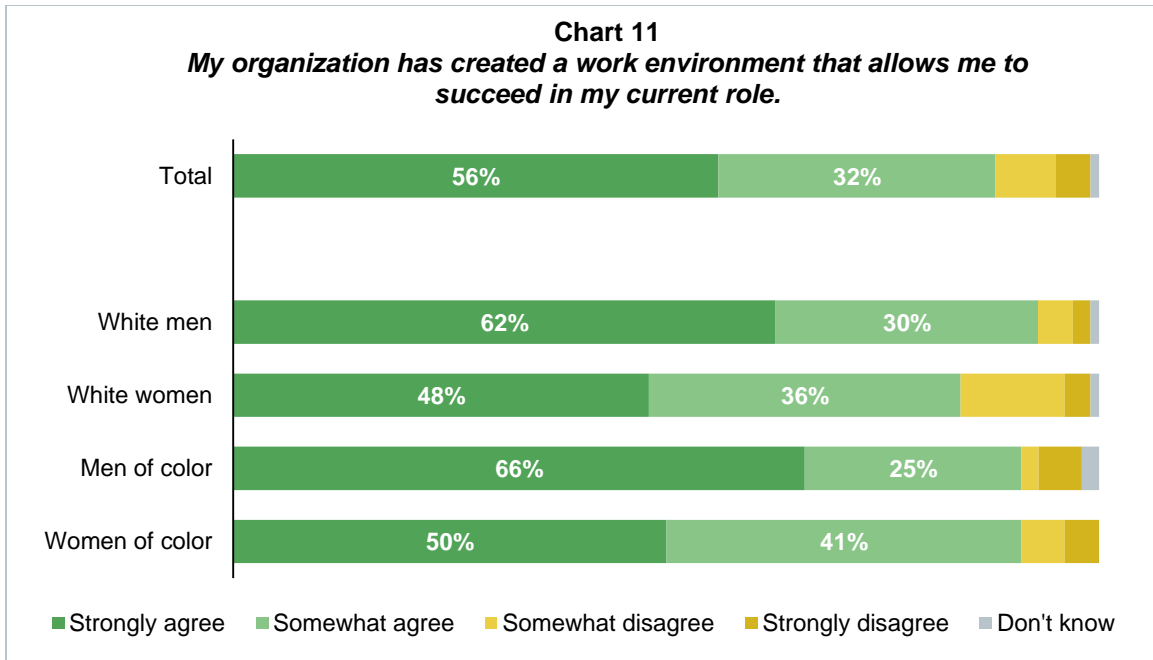
Those who do not identify as a member of any underrepresented group (69%) strongly agree with the statement more so than those who did (59%) and LGBTQ+ employees (58%). LGBTQ+ employees are the most likely to disagree their company would appropriately respond to discriminatory behavior (12%).

**Success in Current Role (Q6)**

More than half (56%) of all employees strongly agree that “My organization has created a work environment that allows me to succeed in my current role,” and 35% somewhat agree. In all, 11% disagree and almost none are unsure (1%).

Again, those in leadership and/or management positions (63%) said they strongly agree at a higher rate than individual contributors (54%), who are more likely to disagree (12%). Overall agreement is higher for technical workers (91%) than for non-technical workers (86%), who disagree more (13%).

Almost two-thirds of men (63%) strongly agree they are set up for success in their current role, while less than half of women (48%) share this view. Female-identified employees are twice as likely to disagree (14%) than those who are male-identified (7%).



Echoing these trends, men of color (66%) and white men (62%) strongly agree at higher rates than women of color (50%) and white women (48%). White women (15%) are the most likely of the four to disagree that their work environment allows them to succeed.

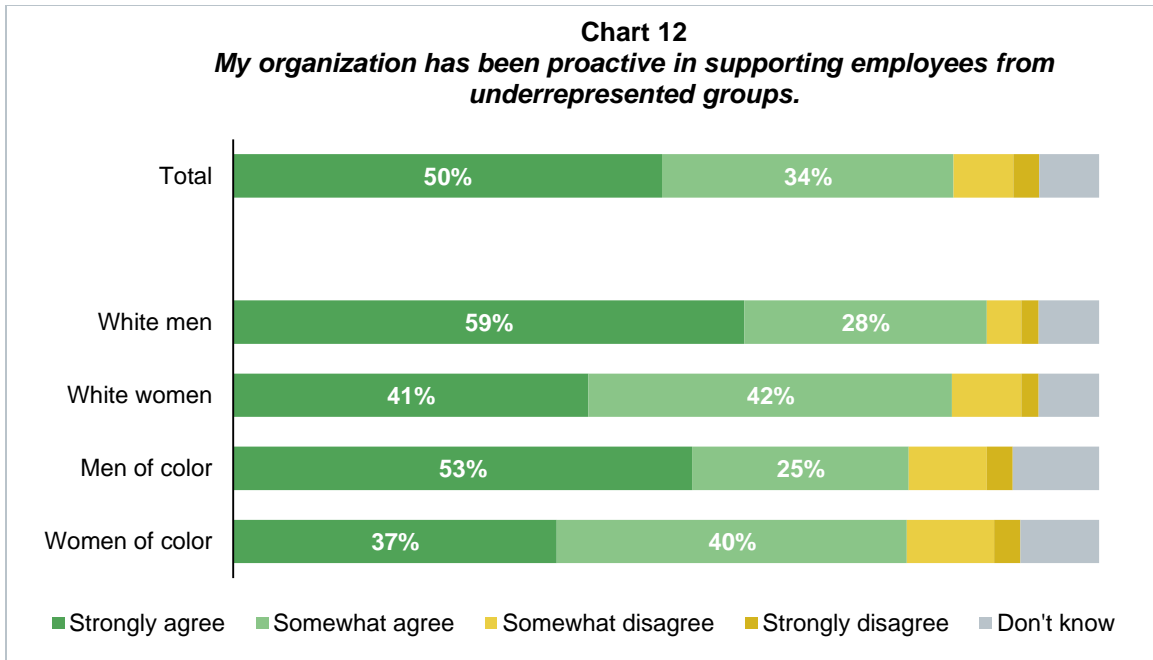
Employees who identify as a member of other underrepresented groups (17%) and LGBTQ+ employees (16%) are twice as likely to disagree as employees who do not identify as a member of any underrepresented groups (8%).

### **Support for Underrepresented Employees (Q9)**

Half (50%) strongly agree that their “*organization has been proactive in supporting employees from underrepresented groups,*” and 34% somewhat agree. In all, 9% disagree and 7% are unsure.

Those in leadership and/or management positions (58%) strongly agree more often than other employees (47%). Individual contributors disagree (10%) and are unsure (9%) at higher rates.

Men (58%) strongly agree at a significantly higher rate than women (39%). In all, white employees agree (85%) more than people of color (78%), who are among the most likely to disagree (12%).



Source: DHM Research, June 2017

There are notable differences in comparing gender and racial or ethnic identities. White men are the most likely to strongly agree (59%), followed by men of color (53%). Less than half of white women (41%) and women of color (37%) strongly agree that their organization has been proactive in supporting underrepresented employees. White men (6%) disagree at a significantly lower rate than others (11%).

Strength of agreement is higher for employees who do not identify as a member of an underrepresented group (52% strongly agree) than for underrepresented (42%) and LGBTQ+ employees (40%).

### **Opportunities to Progress Professionally (Q7)**

Agreement was similar for the statement, “*My organization provides me with opportunities to progress professionally within the organization*”: 49% strongly agree and 33% somewhat agree with the claim. In all, 14% disagree and 4% are unsure.

Those in leadership and/or management positions (62%) strongly agree more than others (44%). Of individual contributors, 16% disagree, as compared to 7% of those in leadership and/or management roles. Small differences are seen in comparing the perceptions of technical and non-technical employees.

Again, there is a divide in perception between men and women, with the former saying they strongly agree (55% versus 42%) and agree overall (86% versus 80%) at higher rates. Among women, 17% disagree, as compared to 11% of men.



Source: DHM Research, June 2017

White men (56%) and men of color (54%) strongly agree at similar rates that they have opportunities to progress professionally. White women are the least likely to strongly agree (42%) and disagree with the statement (16%) at a higher rate than white men (11%) and men of color (10%).

While half of non-underrepresented employees (51%) strongly agree, 43% of underrepresented and LGBTQ+ employees share this view. Underrepresented employees disagree (18%) at a higher rate than those who do not identify as a member of one of these groups (12%). Strong disagreement is 7% for underrepresented and LGBTQ+ employees, as compared to 3% for non-underrepresented employees.

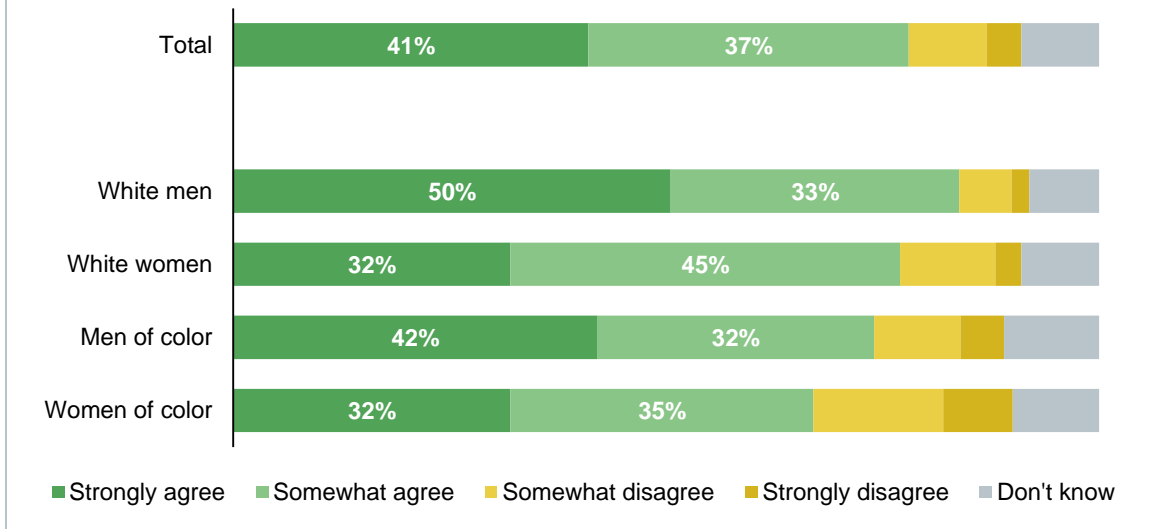
### **Recruitment of Underrepresented Employees (Q8)**

The statement, “*My organization has been proactive in recruiting and hiring employees from underrepresented groups*” received the lowest levels of strong (41%) and overall agreement (78%). In all, 13% disagree and 9% are unsure.

In a familiar trend, those in leadership and/or management positions are more likely to strongly agree (48%) and agree (86%) with this statement than other employees (39% and 75%). Individual contributors disagree (14%) and are unsure (11%) at higher rates.

Male-identified employees strongly agree (49%) more so than female-identified ones (31%). Women disagree (16%) at a higher rate than men (10%). White employees agree (80%) at a higher rate than people of color (71%), while the rate at which people of color disagree is higher (18% versus 11%).

**Chart 14**  
***My organization has been proactive in recruiting and hiring employees from underrepresented groups.***



Source: DHM Research, June 2017

White men stand out for this question: 50% strongly agree that their organization has been proactive in recruiting and hiring underrepresented employees, and just 8% disagree. Among men of color, 42% strongly agree and 14% disagree. White women are in strong agreement at a lower rate (32%), but disagree at a similar rate (14%) to men of color. Women of color are most skeptical of this statement, as 32% strongly agree and 23% disagree—the highest such rate among any group across the five statements. The wide gap in perceptions for the claim is particularly noticeable when one considers that 83% of white men either strongly or somewhat agree that their company has been proactive in hiring and that 67% of women of color hold this view.

### 3.4 ADVICE TO INCREASE DIVERSITY AND INCLUSION

As a follow up, participants were asked what advice they would give their organization and other pledge companies as they work to increase workforce diversity and workplace inclusion. Verbatim responses have been provided in a separate document. Table 2 summarizes a content analysis of responses.

**Table 2**  
**Advice to Increase Diversity and Inclusion**

Response Category	n=578
Recruitment and hiring	41%
Shift the tech culture	24%
Internal support for underrepresented groups	16%
Encourage ongoing dialogue and feedback loops	15%
Show prioritization by taking action	14%
Professional development opportunities	14%
Targeted retention efforts	11%
Continue current efforts	10%
Invest in long-term solutions and partnerships	8%
Provide ongoing diversity and inclusion trainings	7%

Source: DHM Research, June 2017

The most common theme in the advice given by employees is recruitment and hiring practices (41%). Employees suggest that companies be intentional about who and where they recruit, and say that reaching underrepresented groups will require new outreach strategies. They also call for minimizing bias in hiring practices, including practices such as blind resume review. Some critique the notion of “hiring for fit” or “hiring for culture,” noting that the current culture is predominantly white and male. They advise companies to critically engage with how they determine that candidates are qualified, noting that past experiences can sometimes be a marker of privilege rather than merit.

About one in four (24%) employees place emphasis on the need for a larger shift in the tech culture, again seen as predominantly white and male. They desire challenges to this cultural hegemony and call for companies to center diverse perspectives. Some suggest creating spaces or events that celebrate and support diversity and inclusion, while others emphasize the need for underrepresented employees to have a say in decision making. These responses also tend to highlight that racism, sexism, and other forms of discrimination extend far beyond the tech industry, suggesting that companies will have to acknowledge and grapple with systemic barriers to diversity and inclusion.

In all, the responses show that employees believe the issue of diversity and inclusion in the tech industry is a complex one. According to employees, there is no “silver bullet” to be found. Instead, many focus on the importance of continuing to prioritize these efforts and to learn from successes and mistakes.

**2017TechTown Portland Diversity Pledge**  
**Brought to you by Prosper Portland**  
**May 2 to May 25, 2017**  
**N=1479 employees; Margin of error ±1.4%**  
**3 Minutes**  
**DHM Research #00562**

## OPENING PAGE LANGUAGE:

### **Diversity Pledge Survey**

As you may be aware, our organization has taken the **TechTown Diversity Pledge**. This pledge seeks to improve diversity in our industry, and identifies “**5 Actions**” that pledge companies will take in an effort to bring about change. The fifth action is “**Share our collective data**” on the demographic representation of our offices in the Portland metro area on the basis of race and gender.

The following survey allows us, as a collective group, to gather data on key demographics that will support our measurement of progress. The survey should take less than five minutes to complete. The survey is being hosted by an independent, third party research firm, DHM Research. The survey is completely confidential, and no identifying information will be associated with any completed surveys or individual responses.

## CLOSING PAGE LANGUAGE:

Company level aggregate responses will be shared with the point of contact at that individual company, while data across all pledge companies will be provided to PDC with some results being released publically.

Aggregate results from all companies who have taken the pledge will prove essential in guiding meaningful work on diversity and inclusion initiatives, and to track our progress. Thanks for taking the time to complete the survey, and for being a part of the change towards an inclusive tech industry in Portland!

*This survey is made possible because of the support of [Prosper Portland](#). Prosper Portland is the city’s economic development agency and is focused on increasing access to prosperity for all Portlanders. They have been an active partner with the tech industry in the TechTown Diversity Pledge. If you have any questions for them or would like to connect directly, you can do so [here](#).*

**EMPLOYMENT INFORMATON**

1. What is your current employer's name?

Response Category	2017 n=1479	2016 n=1270

**[NEW PAGE]**

2. Is the primary office you work from located in the Portland metro area?

Response Category	Total n=1479	2016 n=1270
Yes	100%	100%
No	0%	0%

3. Were you hired by your company before or after July 1, 2015?

Response Category	Total n=1479	2016 n=1270
Before July 1, 2015	45%	65%
After July 1, 2015	55%	35%
Don't know	0%	0%

**[NEW PAGE]**

4. Is your current role a technical or non-technical position? For the purposes of this survey, technical roles are defined as a position requiring knowledge or skills in programming.

Response Category	Total n=1479	2016 n=1270
Technical or engineering position	47%	49%
Non-technical position	52%	51%
Don't know	1%	1%



5. Is your current position a leadership position, a management position, or neither?

Response Category	Total n=1479	2016 n=1270
Leadership position (member of senior management or C-Level Staff)	9%	9%
Management position (people report to you)	16%	14%
Both a leadership and management position	4%	4%
Individual contributor position (neither a leadership or management position)	70%	73%
Don't know	1%	1%

[NEW PAGE]

## WORK ENVIRONMENT

The following five statements concern the company where you are currently employed and your personal experiences with the organization. Please indicate if you agree or disagree with each statement.

**[Strongly agree; Somewhat agree; Somewhat disagree; Strongly disagree; Don't know/ I prefer not to respond]**

(RANDOMIZE)

6. My organization has created a work environment that allows me to succeed in my current role.

Response Category	Total n=1479	2016 n=1270
Strongly agree	56%	57%
Somewhat agree	32%	31%
Somewhat disagree	7%	8%
Strongly disagree	4%	4%
Don't know/I prefer not to respond	1%	1%

7. My organization provides me with opportunities to progress professionally within the organization.

Response Category	Total n=1479	2016 n=1270
Strongly agree	49%	50%
Somewhat agree	33%	34%
Somewhat disagree	9%	9%
Strongly disagree	4%	6%
Don't know/I prefer not to respond	4%	2%

8. My organization has been proactive in recruiting and hiring employees from underrepresented groups.

Response Category	Total n=1479
Strongly agree	41%
Somewhat agree	37%
Somewhat disagree	9%
Strongly disagree	4%
Don't know/I prefer not to respond	9%

9. My organization has been proactive in supporting employees from underrepresented groups.

Response Category	Total n=1479
Strongly agree	50%
Somewhat agree	34%
Somewhat disagree	7%
Strongly disagree	3%
Don't know/I prefer not to respond	7%

10. My organization would take appropriate action in response to discriminatory behavior if/when it is reported.

Response Category	Total n=1479
Strongly agree	66%
Somewhat agree	21%
Somewhat disagree	4%
Strongly disagree	2%
Don't know/I prefer not to respond	6%

**[NEW PAGE]**

11. A more diverse community will benefit all of the TechTown pledge companies. What advice would you give your organization and other TechTown diversity pledge companies as they work to increase workforce diversity and workplace inclusion in the industry? **[OPEN—OPTIONAL]**

Response Category	Total n=578
Recruitment and hiring	41%
Shift the tech culture	24%
Internal support for underrepresented groups	16%
Encourage ongoing dialogue and feedback loops	15%
Show prioritization by taking action	14%
Professional development opportunities	14%
Targeted retention efforts	11%
Continue current efforts	10%
Invest in long-term solutions and partnerships	8%
Provide ongoing diversity and inclusion trainings	7%

**[NEW PAGE]**

## DEMOGRAPHICS

12. Which of the following degrees or certifications have you completed? **Please mark all that apply.**<sup>5</sup>

Response Category	Total n=1479	2016 n=1270
Less than high school	n=3	n=2
High school diploma	5%	8%
"Code school", or other certificate program	2%	2%
Associate or 2-year undergraduate degree	5%	5%
Bachelor's or 4-year undergraduate degree	67%	66%
Graduate degree (Masters, PhD, etc.)	19%	17%
I prefer not to respond <b>[EXCLUSIVE CATEGORY]</b>	2%	2%

13. What is your age?

Response Category	Total n=1479	2016 n=1270
18-24	6%	7%
25-34	46%	47%
35-44	31%	31%
45-54	12%	12%
55-64	3%	1%
65+	n=2	n=1
I prefer not to respond	3%	1%

14. How would you describe your gender identity? **Please mark all that apply.**

Response Category	Total n=1479	2016 n=1270
Male	55%	60%
Female	41%	38%
Non-binary or gender non-conforming	2%	2%
Trans	1%	1%
Cis	9%	9%
Other <b>[OPEN]</b>	n=2	n=5
I prefer not to respond <b>[EXCLUSIVE CATEGORY]</b>	3%	2%

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<sup>5</sup> Results reflect highest level of education received.

15. What is your race or ethnicity? **Please mark all that apply.**<sup>6</sup>

Response Category	Total n=1479	2016 n=1270
American Indian or Alaska Native	1%	2%
Hispanic or Latino	5%	5%
African/African American	2%	3%
Pacific Islander	n=5	1%
Asian	8%	8%
White	81%	86%
Slavic	2%	2%
Middle Eastern	2%	1%
North African	n=3	n=4
Something else <b>[OPEN]</b>	2%	--
I prefer not to respond <b>[EXCLUSIVE CATEGORY]</b>	5%	4%

16. Do you identify in any of the following ways? **Please mark all that apply**

Response Category	Total n=1479	2016 n=1270
LGBTQ+ or gender and sexual minority	11%	12%
Armed Services Veteran	2%	2%
Physically disabled	1%	1%
Disabled (other)	3%	2%
Other underrepresented group	6%	3%
I do not identify as any of these groups <b>[EXCLUSIVE CATEGORY]</b>	74%	79%
I prefer not to respond <b>[EXCLUSIVE CATEGORY]</b>	7%	4%

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<sup>6</sup> Response categories have been collapsed. See crosstabs for full breakdown of race/ethnicity.