

The logo for 'ajty v it' is located in the top right corner. It consists of the text 'ajty' stacked above 'v it' in a white, lowercase, sans-serif font, all contained within a white rectangular box. The background of the entire page is a vibrant blue with various abstract patterns, including a large circular area filled with a fine grid of dots in the center-right, and several curved, layered bands of different shades of blue and red. There are also several thin white lines and small white geometric shapes scattered across the design.

ajty  
v it

# WOMEN IN IT 2023

A survey on  
career potential of women  
in the Slovak technology sector

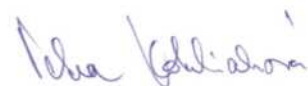


*The educational and support system we have built for women learning IT skills is unique in Slovakia. It all starts with the motivation we have successfully built that drives women to learn. The outcome are new female IT professionals we are bringing into the labour market and who we want to find promising jobs in this sector. However, following market trends, responding to rapidly changing conditions, and delivering quality education is only one part of our job.*

*The second part is to capitalise on this energy, i.e. to see women succeeding in IT positions. For that we need the cooperation of companies, because this is a win-win for both: the women who have found promising jobs, and the companies that have attracted brilliant female professionals allowing them to implement new projects.*

*But how many female experts can we bring into the system? Do we have women in Slovakia who are interested in entering IT at all? Is it really enough to change the wording in job adverts to list positions in the feminine gender? What is too little and what is already too much?*

*In addition to answering these questions, the second **Women in IT** survey provides many more insights. Aj Ty v IT is an organisation that sets trends in IT education and motivation of girls and women in Slovakia and increasingly also in the European area. The results and data provided by the survey are a springboard for our work and an important input for companies.*



**Petra Kotuliaková**

CEO of Aj Ty v IT

# Why we decided to carry out the survey

This type of survey was missing in Slovakia. The findings are important for the Slovak economy and the labour market development for both women and men. They allow IT companies to reflect the needs of women (and men) in terms of their interest in jobs (or lack thereof).

We care about communication that is backed by actual data. It acts as a bridge, deepening trust and fostering cooperation with our existing and future partners and institutions.

At the same time, we feel committed to delivering information, data and programmes that describe both the real situation on the labour market and the overall situation with regards to equal opportunities in our society. Having relevant data and regularly monitoring changes in the society allows us to make responsible, purposeful and professional decisions. We want to set an example in this regard, and therefore we are investing more and more time and attention into gathering local data related to the topics we have been working on for a long time.

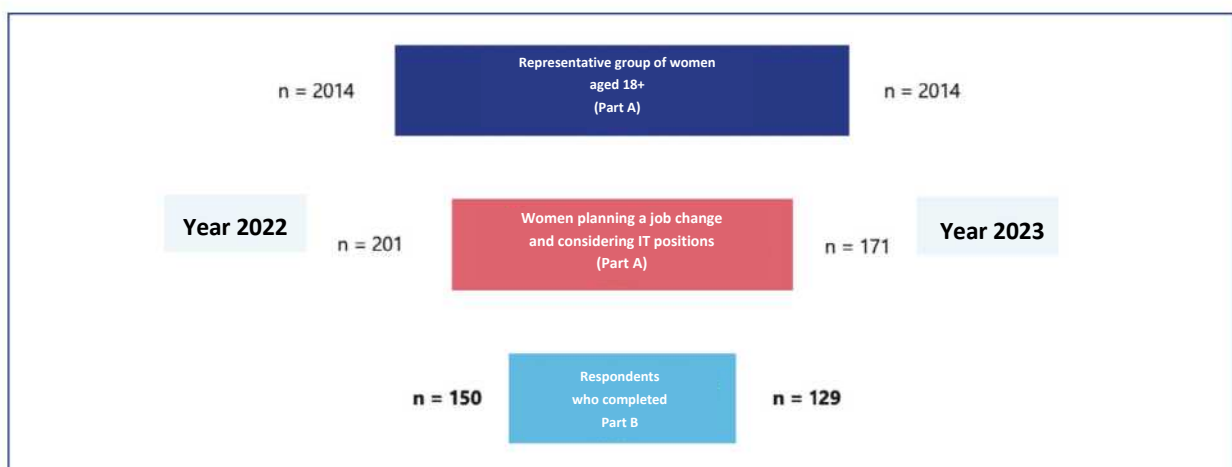
Last but not least, the data allows us to reflect on and confront more directly the general awareness about the IT sector and the associated myths. It will support our communication with key IT representatives in Slovakia and help us to engage in precisely targeted outreach.

# How we approached the survey

So far, we have conducted the Women in IT survey twice – the first run in 2022 and the second run in 2023. When design the survey, we took into account all the specifics of the assignment in that particular year. The primary objective was to **identify the target group** (women who are considering a job change, while not excluding the IT segment), **to estimate the market potential**, and then to **describe this segment with an emphasis on their work and life situation**.

The data was collected online in two phases. In the first part of the project, the so-called pre-screening, we approached representative and relatively robust sample of **2014 respondents** - women over the age of 18. We then sent a more detailed questionnaire to those respondents who passed the pre-screening filtering questions. The second part of the project was answered by **129 women** of the defined target group (150 women in 2022).

Chart 1: Data structure breakdown, data collected on a representative sample of women



The data collection design was all the same in 2022 and 2023, which allows us to make relevant comparisons over time and between target groups.

In 2022, we set the basic framework of the survey: we described the target group – women interested in working in the IT sector in Slovakia – and tried to understand who they are, how they live, and what their career preferences are. We also defined questions that would help us to work with the target group in a more targeted and effective way.

In 2023, we focused on topics and issues that may reveal **longer-term trends** over time, be it measuring women’s interest in working in the IT sector, its (un)attractiveness, but also women’s self-assessment of their level of digital literacy or their courage to educate themselves further in this field. In the long term, we also want to understand the **main motivators and barriers to women’s interest in working in the IT sector** and also the aspects that **influence women’s decision-making when choosing a job**.

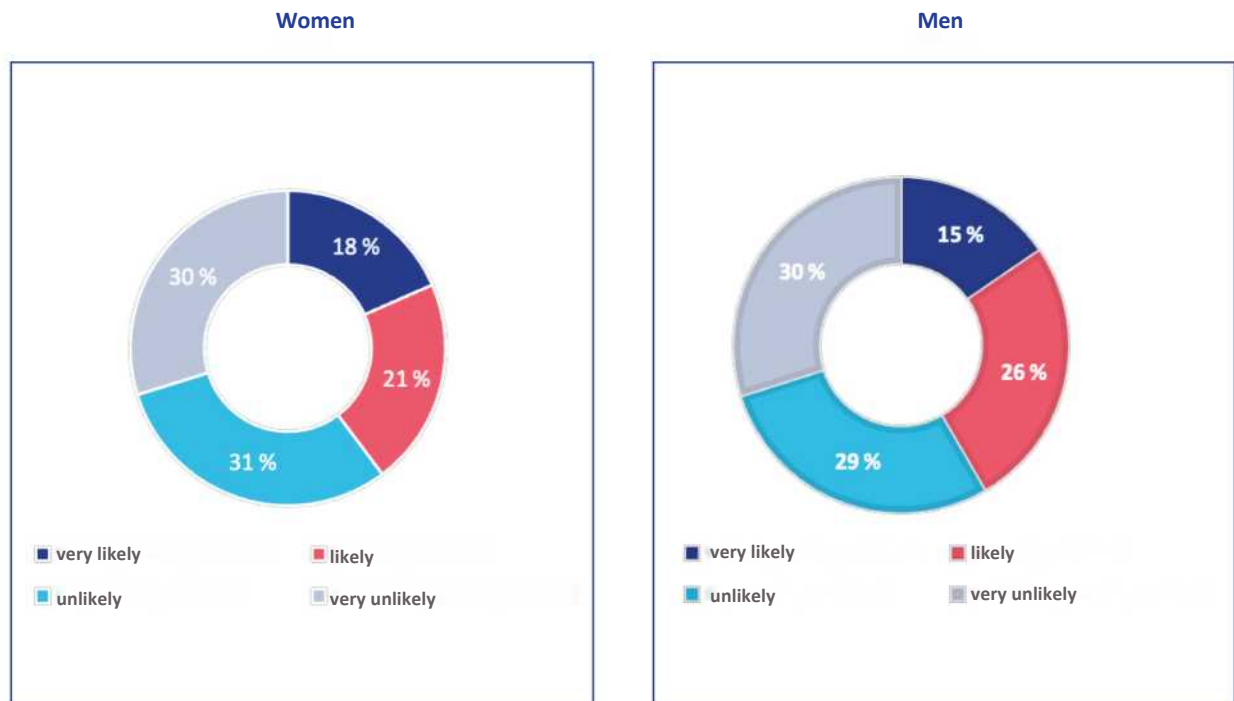
The previous year’s survey brought some surprising findings, mainly related to the level of activity and motivation of women to seek a new job. Based on the data collected in 2022 and subsequent broader discussions about the survey outputs, several interesting hypotheses emerged. We decided to validate these by including an equally large male representative sample so that we could discuss the topic of women in IT in a broader context.

## Key findings

### What we share

Women and men are about equally likely to be seriously interested in changing jobs in the next twelve months (18% women and 15% men).

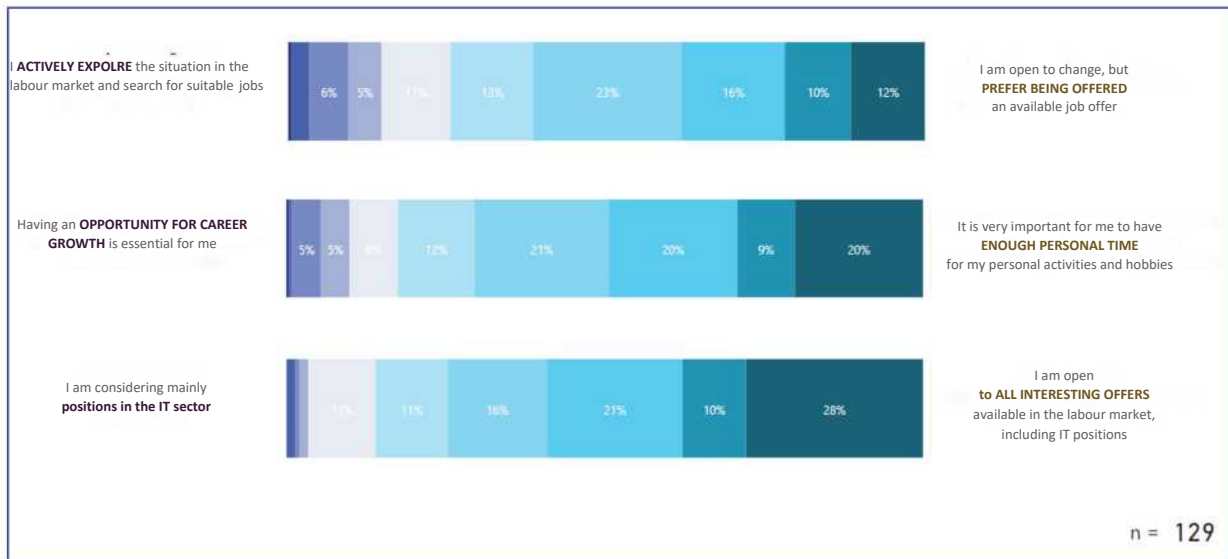
Chart 2: Interest in changing job



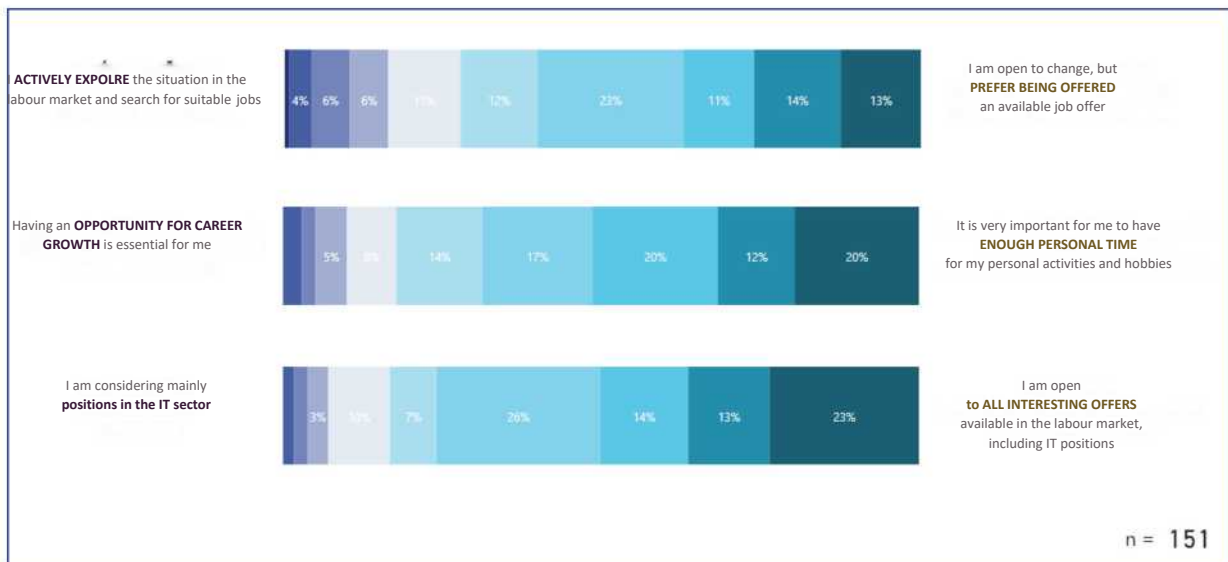
There are no differences in the approach to job search between men and women: in both groups a more passive approach prevails – waiting for an interesting job offer, which may or may not come from the IT sector.

**Chart 3: Description of preferences for factors influencing job search and career development**

**Women**



**Men**



**Leisure time comes first**

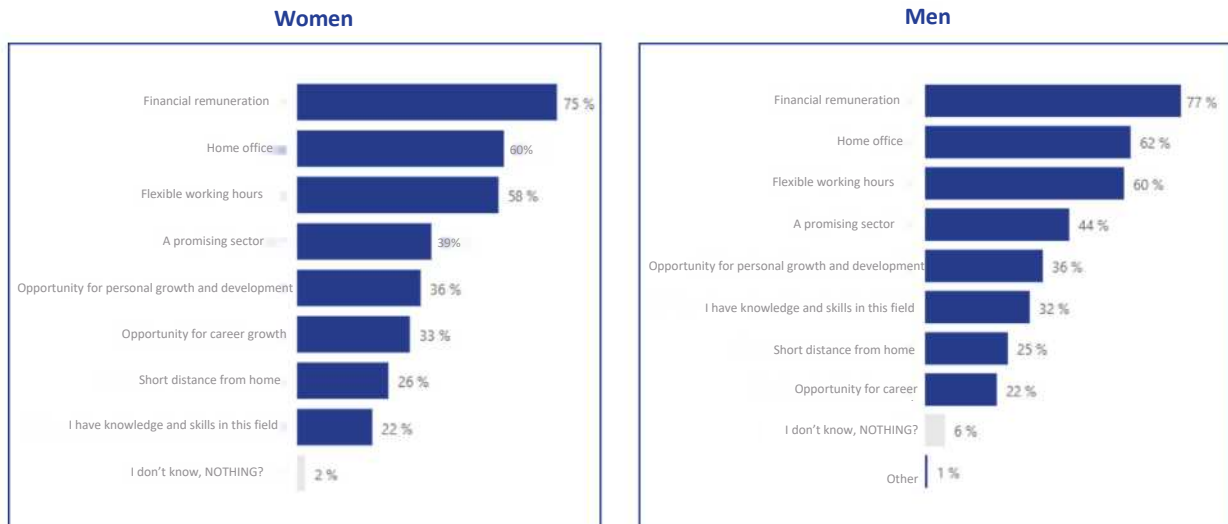
Men and women equally prioritise family and leisure time over career development or opportunities for growth. Career and personal development also tend to occupy the lower rungs of the importance of individual job attributes. The most important (for men and women alike) are job description and financial remuneration.

**Working from home or close to home**

Both women and men are more likely to consider jobs close to where they live – up to 73% of women surveyed ranked this factor in the top 5 important factors when considering a future job. For men, this was 63% of respondents.

Flexible working hours and the ability to work from home are the second and third most attractive motivational factors to work in the IT sector for both men and women.

Chart 4: The main motivating factors for working in the IT sector



### IT as a whole

We did not identify large differences between men and women in the attractiveness of particular jobs. Moreover, even the most preferred ones do not reach high values. Thus, it is not possible to determine a fundamental preference for IT positions from the data. The respondents perceive IT work as a whole.

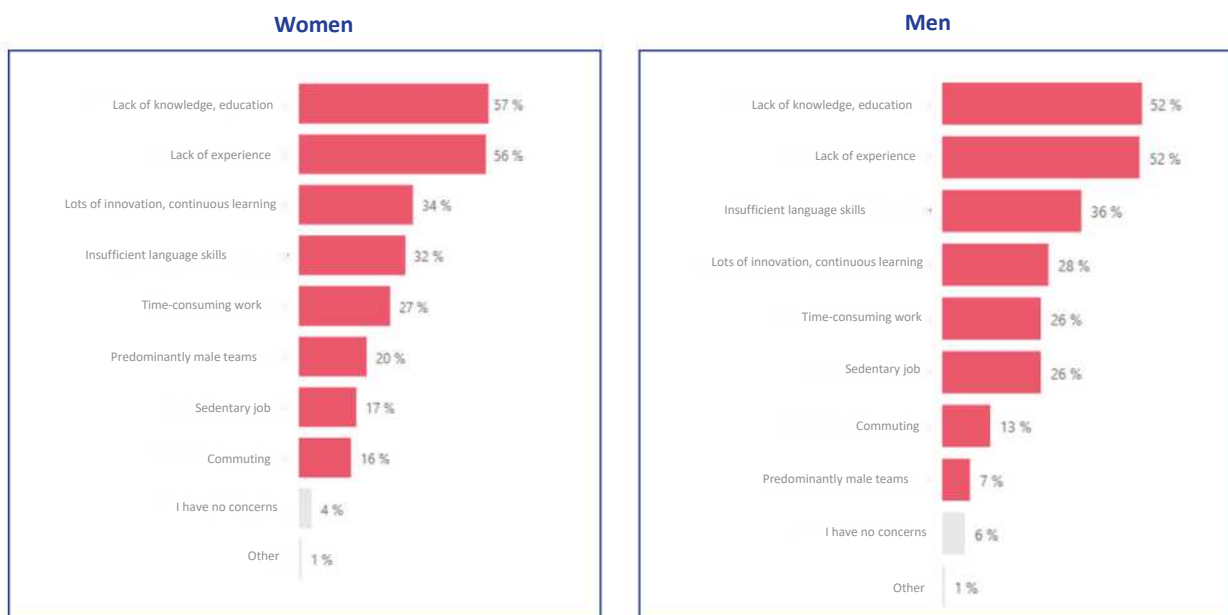
### The importance of adequate financial remuneration

For men and women alike, good financial remuneration is a major motivating factor for considering a job in the IT sector. This was confirmed by as many as three quarters of respondents. They differed only in their perception of optimal earnings in IT. On average, women consider it optimal to earn EUR 1476, while for men it was EUR 2271.

### Concerns

The biggest concerns when considering a career in IT for both men and women are **lack of knowledge or education** (57% of female respondents and 52% of male respondents) and **lack of experience** (56% of female respondents and 52% of male respondents). Both groups also perceive an increased need for continuing education (34% of female respondents and 28% of male respondents) and are aware of gaps in foreign language skills (32% of female respondents and 36% of male respondents).

Chart 5: The main disincentives to work in the IT sector



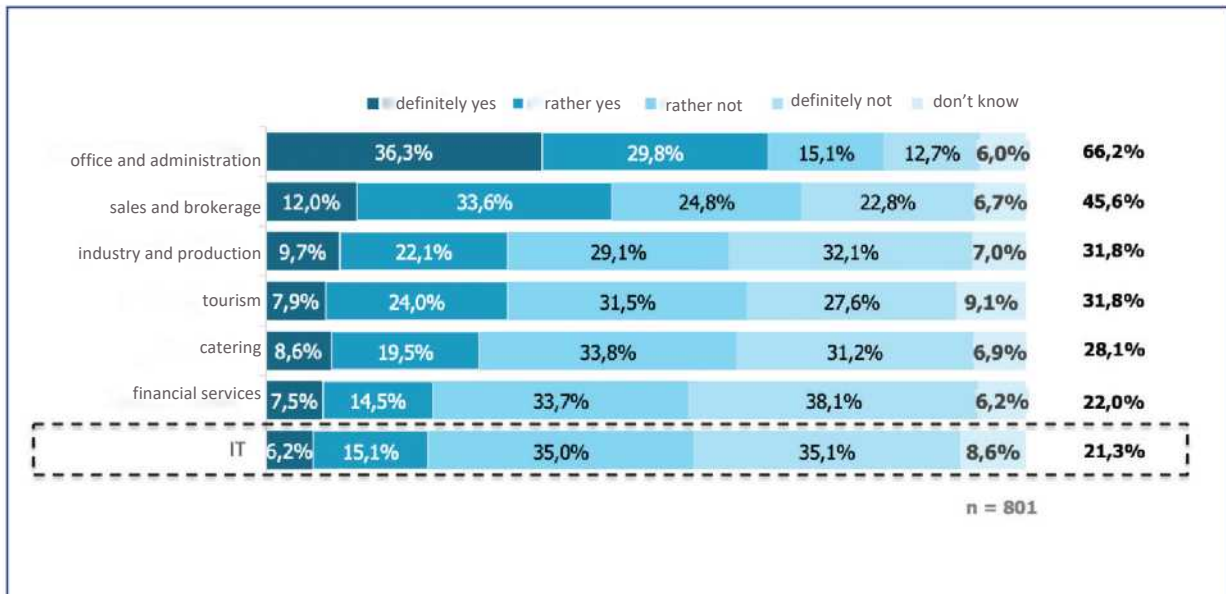
# Where we differ

## Few women at the input

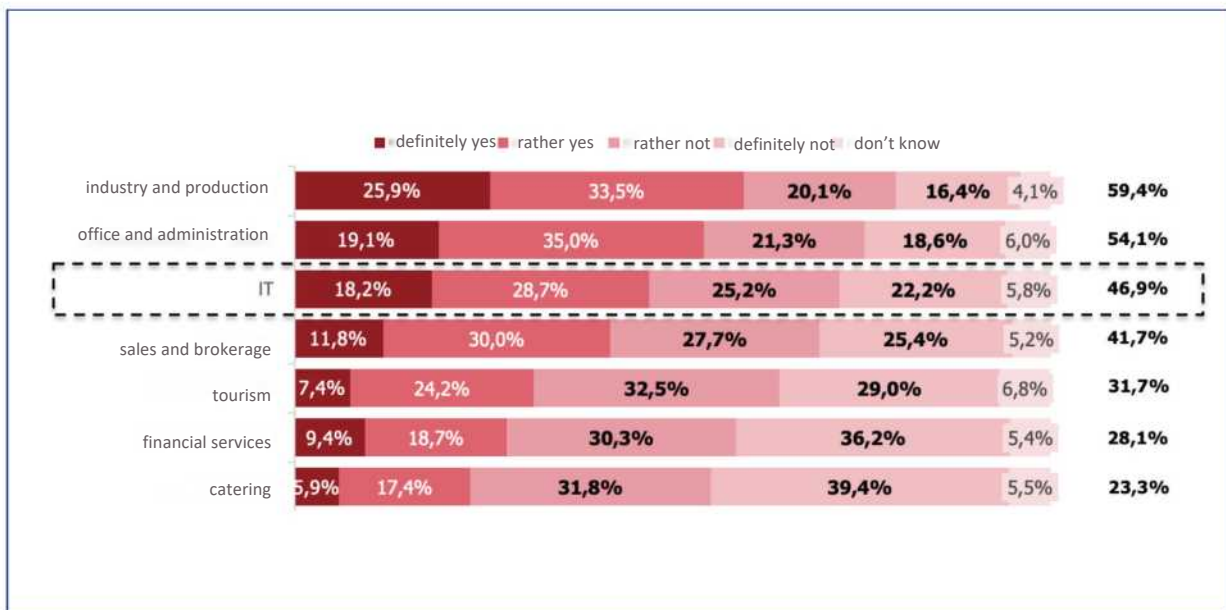
When choosing a job, men are more interested in the IT sector (it is the third most attractive career sector), while for women the IT sector is at the tail end of their career preferences. The situation is partly due to the fact that a higher percentage of men considering a career in IT are already in the IT sector (22% of the sample).

Chart 6: Preferred sectors for potential employment

### Women



### Men

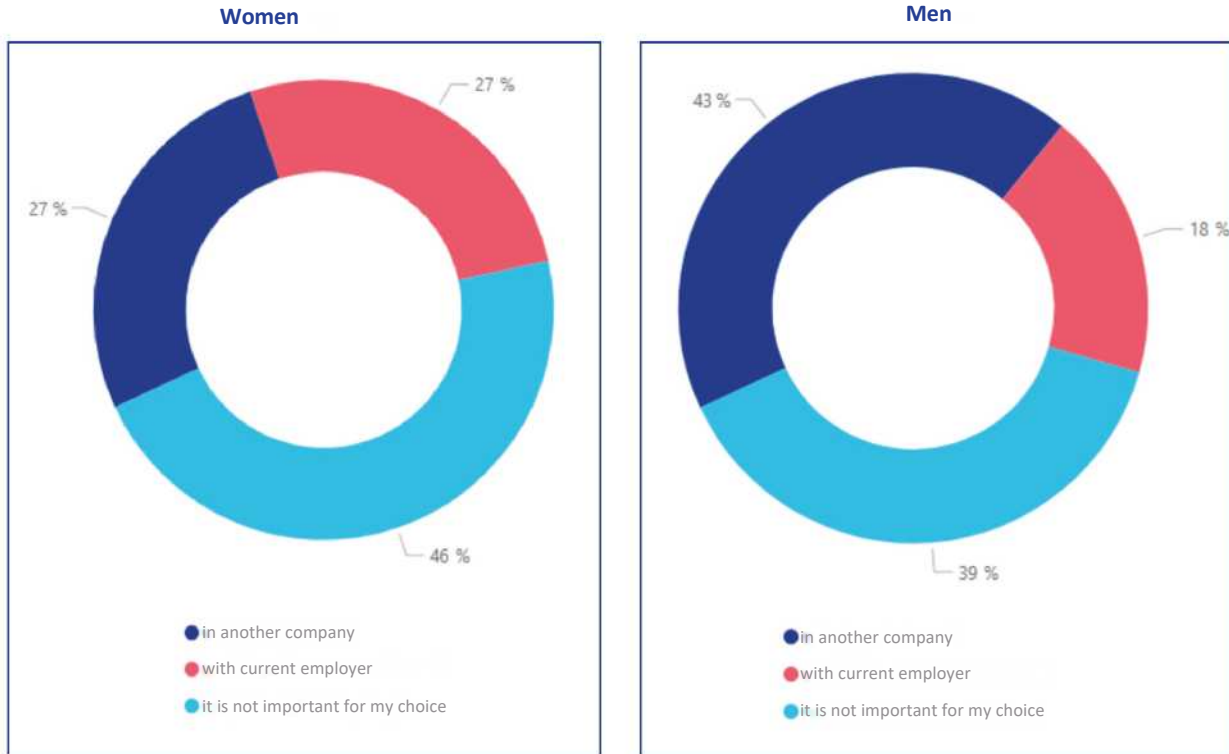


## Career change

Men are more likely than women to consider career opportunities outside their current employer when changing jobs (43% of male respondents vs. 27% of female respondents). Women, on the other hand, are more likely to consider internal positions with their current employer when changing jobs (27% of surveyed women vs. 18% of surveyed men). Women's interest in internal positions has also increased compared to last year (19% in 2022 vs. 27% in 2023).



Chart 7: Preferences for career change objectives



## More detailed findings: Women

### Changes compared to 2022

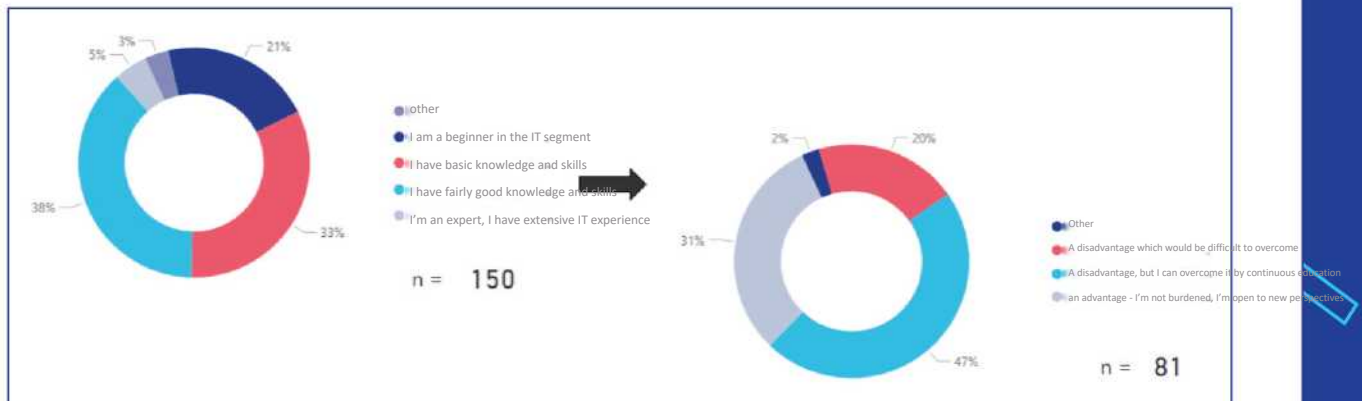
The proportion of women considering a career change has risen from 27% (2022) to 39% of respondents (2023), but interest in IT positions has fallen proportionally. In 2023, 8.5% of respondents are considering IT as a potential career goal, compared to 10% in 2022.

IT remains the least attractive career sector for women; women continue to see the best opportunity for self-fulfilment in administration and sales and brokerage.

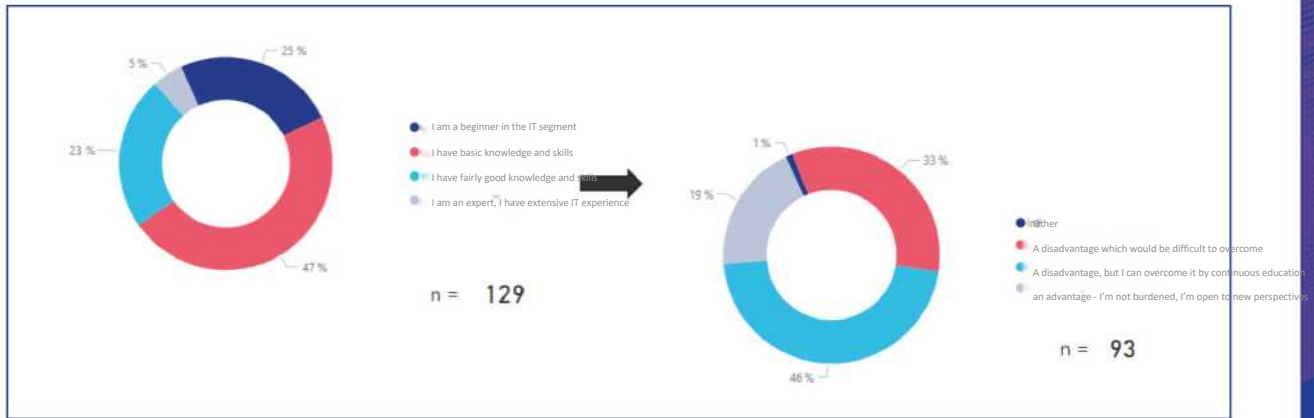
Women also increasingly feel less proficient in IT skills (up to 72% of respondents consider themselves IT beginners), and the proportion of those who consider their lower IT proficiency to be an advantage has also declined – only 20% of those who consider themselves IT beginners do not perceive this situation as a professional handicap.

Chart 8: Self-assessment of attitudes towards one's own technological literacy

Year: 2022

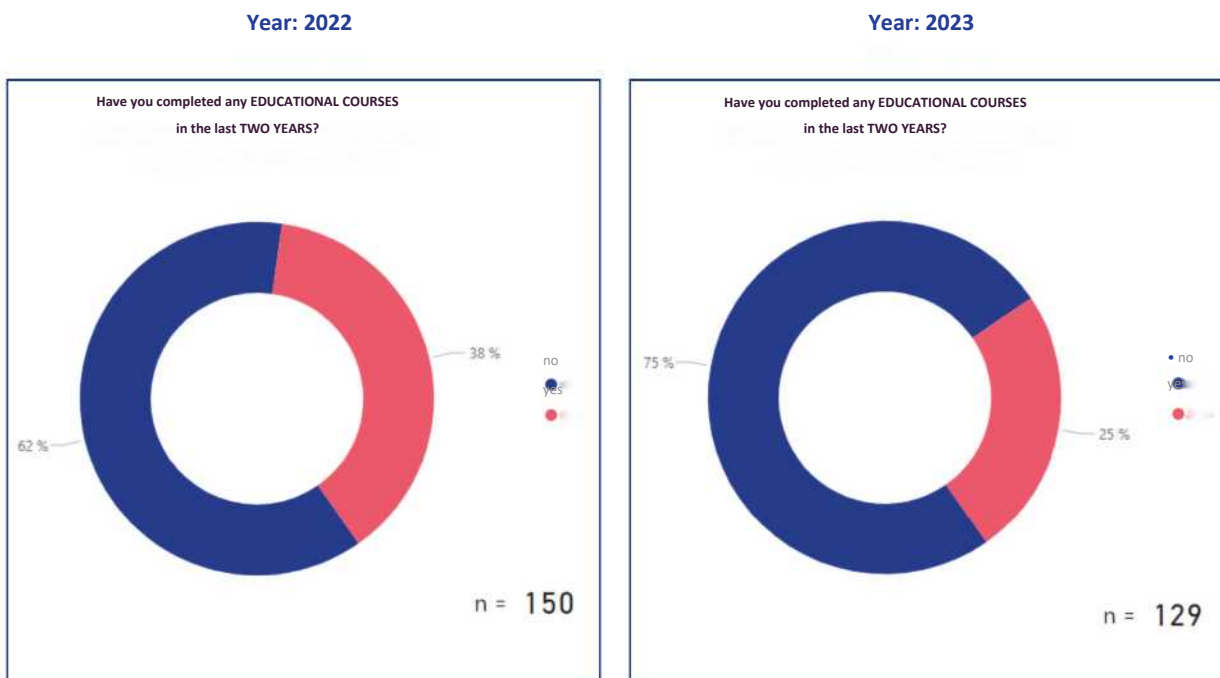


Year: 2023



With the return to the “new normal” (i.e., the post-pandemic return to a physical presence in corporate offices), the **number of women who have received some form of training has dropped significantly** – from 38% of respondents (2022) to 25% of respondents (2023). Women also declare a lower number of activities in their free time, with housework remaining the only constant activity, the choice and intensity of which continues to dominate. The data indicate that women are generally spending less time on leisure activities than in 2022, the year of COVID.

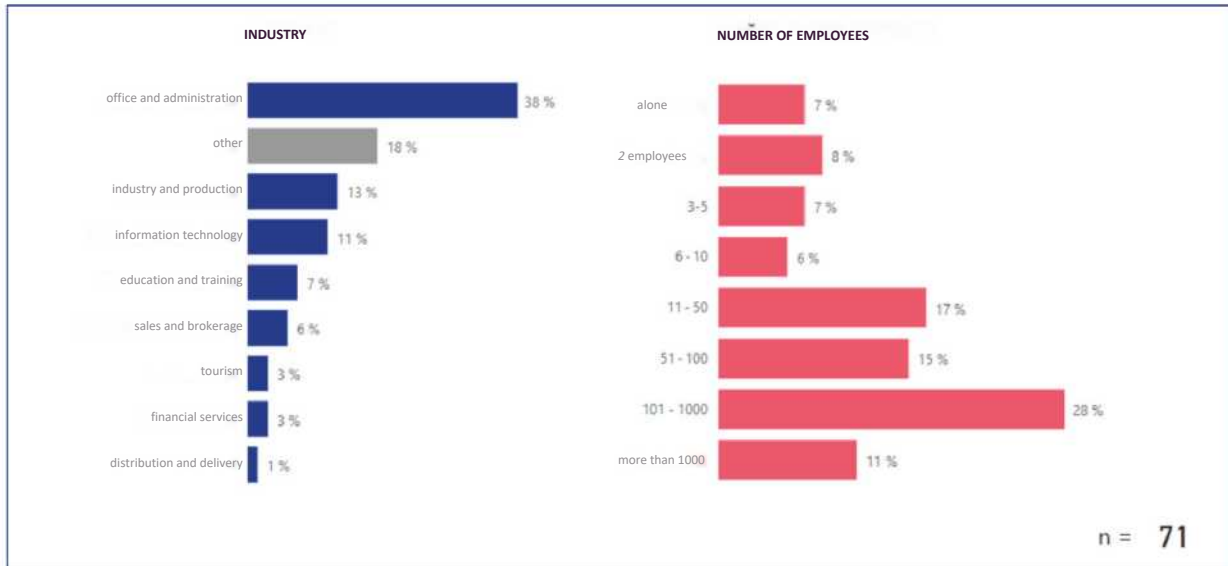
Graph 9: Current status of completed training



## Employment

It is still the case that women considering a career move into IT work predominantly in large companies with 50+ employees (up to 38% of respondents) and in administrative roles (24% of respondents).

**Chart 10: More detailed characteristics of the survey sample**

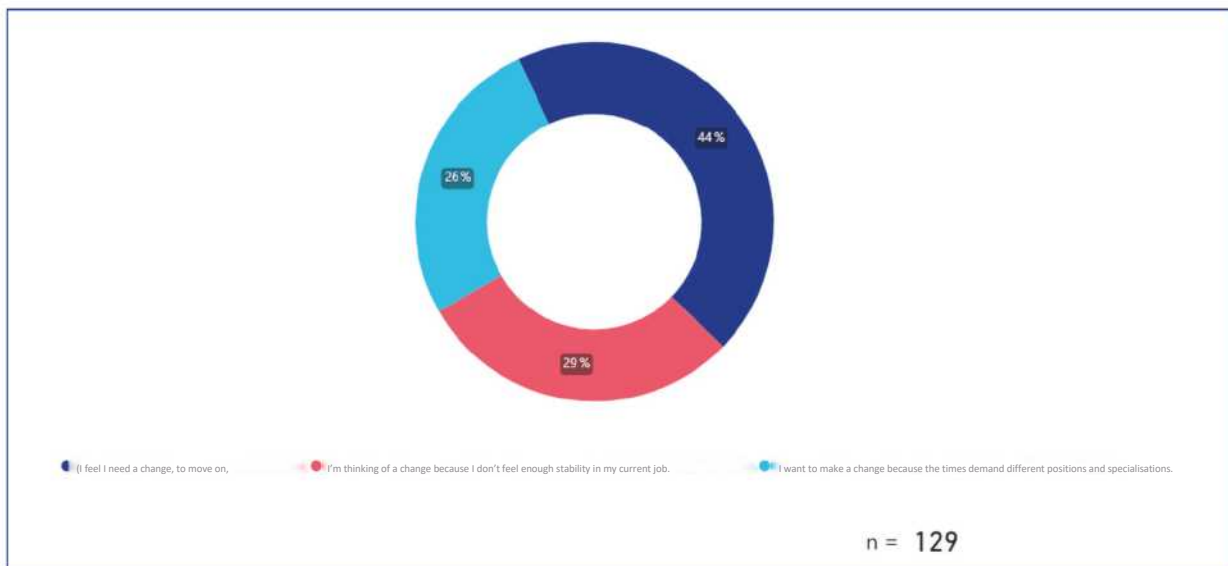


Of the women surveyed, 46% say that it is not important to them whether they find a job inside or outside their organisation. Consistently, 27% of respondents are clear in their preference – looking only externally or, conversely, focusing only on internal career growth.

The level of women’s job search activity has not changed compared to 2022 – the vast majority of women prefer to be approached with a job offer. Around 15% of the women surveyed are actively researching the labour market situation and looking for suitable jobs.

The main reason for changing jobs for women is the need **to move on** (44% of respondents), 29% of female respondents are considering a change because they do not feel the necessary **stability** in their current job, and 26% of female respondents believe that today’s times require **new positions/specialisations**.

**Chart 11: Reasons for job change (women)**



As for the barriers preventing hiring of women in the IT sector, we confirmed the concerns identified in 2022:

- concern about lack of knowledge or lack of necessary education,
- concern about lack of necessary experience,
- concern about the need for continuous learning as a result of the innovative nature of the industry.

When considering entering the IT world, women perceive the following motivating factors:

- financial remuneration (inflation and labour market developments have been reflected in the respondents' estimates of minimum and optimal wages – in both categories the estimates/expectations have risen by about 20% compared to 2022),
- the possibility to work from home (home office),
- flexible working hours.

Of the women who took part in the survey, 72% work full-time and 17% part-time. 10% of the respondents work as a sole trader and only 1% state that they are the owner or executive officer of a company.

## Lessons and takeaways for our organisation

- Work on outreach also in primary and secondary schools to make the topic of girls in IT more popular through experiential education – focus attention and efforts on programmes that help girls to maintain/grow their technological literacy during their university studies and/or work experience.
- Continue to educate adult women on technology-related topics and sensitively select those that are appropriate for their career entry into the IT world. In 2023 and 2024, in addition to the established ones, we will also open new topics – for example, the basics of JAVA programming and data visualisation.
- Open a discussion with the participants of our courses about the factors of successful internal career development and related topics (the need to create a development plan and its content, the selection of appropriate training courses and options for further support).

# Recommendations for companies and on the topic of employing women in IT

- Explore the (hidden) career potential of women already working in your company – now is a good time to offer them internal career development or change, as they are more inclined to do so than in the past. Continuing education for women, as well as ensuring their career development, appears to be a safe and effective investment in times of uncertainty and cost-cutting, according to the survey findings.
- Continue to increase the number of women entering IT. It certainly makes sense to promote or organise retraining or up-skilling programmes as the number of women working in IT is low.
- When promoting or recruiting for entry-level/simple IT positions, promote the opportunity to work in IT as a whole rather than promoting each position separately. This will take away the confusion for female candidates when choosing which position to apply for. This way you will increase the total number of female candidates you can invite to the first rounds of interviews. Later you will decide together which IT position is the best fit for them.
- At the same time, we recommend focusing the first rounds of the selection process on validating candidates' general IT skills and assigning candidates to specific IT positions only at later stages of the selection process, when they become more familiar with the work environment and culture in your company and thus have more motivation to persevere in the selection process. In this context, organising an open day at your company may seem like a good initial recruitment tool.
- Open a discussion internally or explore the possibility of salary indexation or extra earnings that would be tied to meeting personal goals in the current position, not necessarily tied to a promotion or change of position.
- When creating internal training courses, make sure that as many of them as possible contain some connection or reference to technology.
- Consider adding a technology-oriented personal goal for each employee to his/her development plan.
- Actively listen to feedback and suggestions from employees on how to improve working from home.
- Dedicate time and space to an internal discussion on equal pay for both genders in equal positions.
- Support IT education for girls in primary and secondary schools (either as part of your company's CSR activities as a whole or through individual efforts of employees).

# Survey implementation

Surveyor:

**Aj Ty v IT** was founded in 2012 to motivate and support girls and women in the field of information technology. The organisation's goal is to ensure that women are not left behind, but directly involved in our technological future.



Its activities break down social stereotypes about women in IT, building community and educating girls from 8 years old to high school girls to special career programs designed for adult women. It also cooperates with IT faculties of universities. In eleven years of the organisation's activity, more than 38 thousand girls, women and teachers from all over Slovakia have completed its workshops, courses and academies.

Agency:



**Crystal Research** is an independent Slovak research agency specializing on high-quality data collection and processing. Its strengths include extensive experience in marketing both locally and internationally, professionalism throughout the entire project process, and modern delivery of outputs to the client in an interactive online environment.

Partner:



**Slovak Telekom, a. s.** is the largest Slovak telecommunications operator with many years of experience and a responsible approach to business. Under the Telekom brand, it provides a broad portfolio of fixed and mobile network services to individual, residential and business customers. Every year, it invests tens of millions of euros into building its own fixed and mobile infrastructure. Services on the fibre-optic network are already available to 1,052,000 households. Telekom's mobile networks have been awarded Best in Test by umlaut (P3) for their quality seven times in a row between 2015 and 2019. Slovak Telekom launched the first commercial operation of the 5G network in December 2020, currently covering 42% of the population, i.e., 54 towns and 181 villages. Slovak Telekom is also active in CSR/ESG, particularly through the ENTER project. At the beginning of 2023, it also launched a new communication concept #rešpekt to promote more tolerance in the society.

Slovak Telekom is part of the multinational Deutsche Telekom Group. Its sole shareholder is Deutsche Telekom Europe B.V. owning 100% of the shares.



[www.ajtyvit.sk](http://www.ajtyvit.sk)  
Ilkovičova 6276/2  
842 16 Bratislava

