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## The Monarch Center for Women's Leadership Development

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# WOMEN'S PREFERENCES IN SERVICE PROVIDER SELECTION

Purpose - To identify the extent to which in seventeen service categories women prefer or are willing to pay more for a service provider of the same gender. Design - Online survey, consisting of seven multiple choice and one open-ended question administered to a self-selected convenience sample of 132 women. Results - Indicate there may be service provider preference based on age or when a service has been previously provided by the same gender. Participants were unlikely to pay more for services from a female service provider, although Gen X women were more open to paying more. Forty-seven percent reported having chosen one company over another because they could work with a female service provider. Further investigation to determine if gender preference changes when women have been exposed to women role models and to identify the underlying reasons for gender preference or ambiguity of gender preference should be undertaken. Additional study on the Implications of the impact of gender diversity and small businesses success should be studied for these small business market sectors.

## *Acknowledgements*

*The Monarch Center for Women's Leadership Development thanks those from the LinkedIn Community who responded to the survey. Your input has provided valuable preliminary data on sorting out women's preferences in different small business sectors and provided insights for further study into gender diversity impact on the small business.*

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## INTRODUCTION AND METHOD

The impetus for the survey arose from two perspectives.

- The first perspective was an interest in finding out: 1) if women have a preference for women service providers and 2) if previous experience with a woman service provider (e.g., role model) is related to their preference. Gender role models have been shown to have an effect on career choice.<sup>1-2</sup> Might gender role models also have an effect on women's preferences for a service provider?
- The second perspective was viewing service provider preference from the viewpoint of potential opportunities for small business, 30 percent of which are owned by women. Would women have a preference to select a small businesses that had gender diversity in their workforce? Small businesses have taken a hit in sales and earnings in the downturned economy. With the rise of the "sheconomy" estimates are that women make 85% of the purchasing decisions for their households.<sup>3</sup> Does workforce gender diversity help a small business in capturing a larger female consumer market? Within the consumer electronics industry, Underhill has found that there is a direct link between the number of women retail employees and the success of the business.<sup>4</sup> Do these findings hold true in other small business categories?

The purpose of this survey was to provide preliminary data about women's preferences in service providers in seventeen service categories and to specifically answer the following questions:

- What is the experience of women with women providers in the small business?
- Do women prefer the services of a woman provider in a small business?
- Are women influenced by their preference for a woman service provider if they have worked with a woman provider previously?
- Will women pay more for the services of a woman provider than a man service provider when quality and service are equal?

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<sup>1</sup> Cotner, Sehoya; Ballen, Cissy; Brooks, Christopher, Moore, Randy. Instructor Gender and Student Confidence in the Sciences: A Need for More Role Models? [Journal of College Science Teaching v. 40 no. 5 \(May/June 2011\)](#) p. 96-101

<sup>2</sup> Jewitt, Thomas O. "And They Is Us": Gender Issues in the Instruction of Science. 1996. ERIC Database. ED402202

<sup>3</sup> Luscomb, Belinda. Woman Power: The Rise of the Sheconomy . Time.com Nov. 11, 2010. <http://www.time.com/time/magazine/article/0,9171,2030913,00.html> (Retrieved 05-12-11)

<sup>4</sup> Underhill, Paco. What When Want The Science of Female Shopping. P. 91. New York: Simon and Schuster. 2010.

## METHOD

The survey was intended to be a descriptive study and exploratory in nature. No inferential analysis was planned. Participants were self-selected from a convenience sample of members of women's groups and connections on LinkedIn. The survey was administered online and consisted of eight questions; seven multiple choice and one-open ended. The survey was available for twelve days.

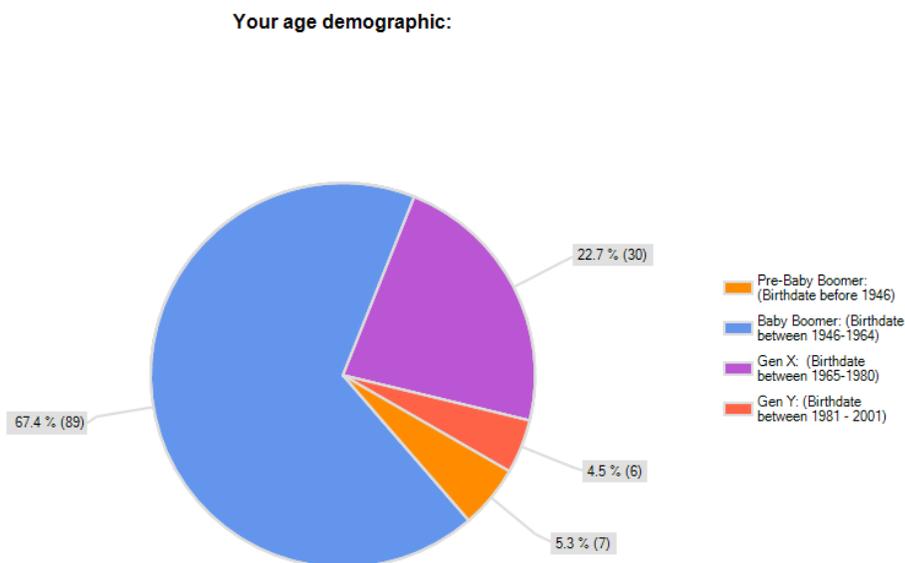
Seventeen service categories were selected for inclusion in the survey from category listings from a Chamber of Commerce located in northern Illinois.

## RESULTS

### RESPONDENTS

134 individuals responded to the survey. Of these 132 indicated they were women. All results are reported on the basis of the 132 female reported respondents.

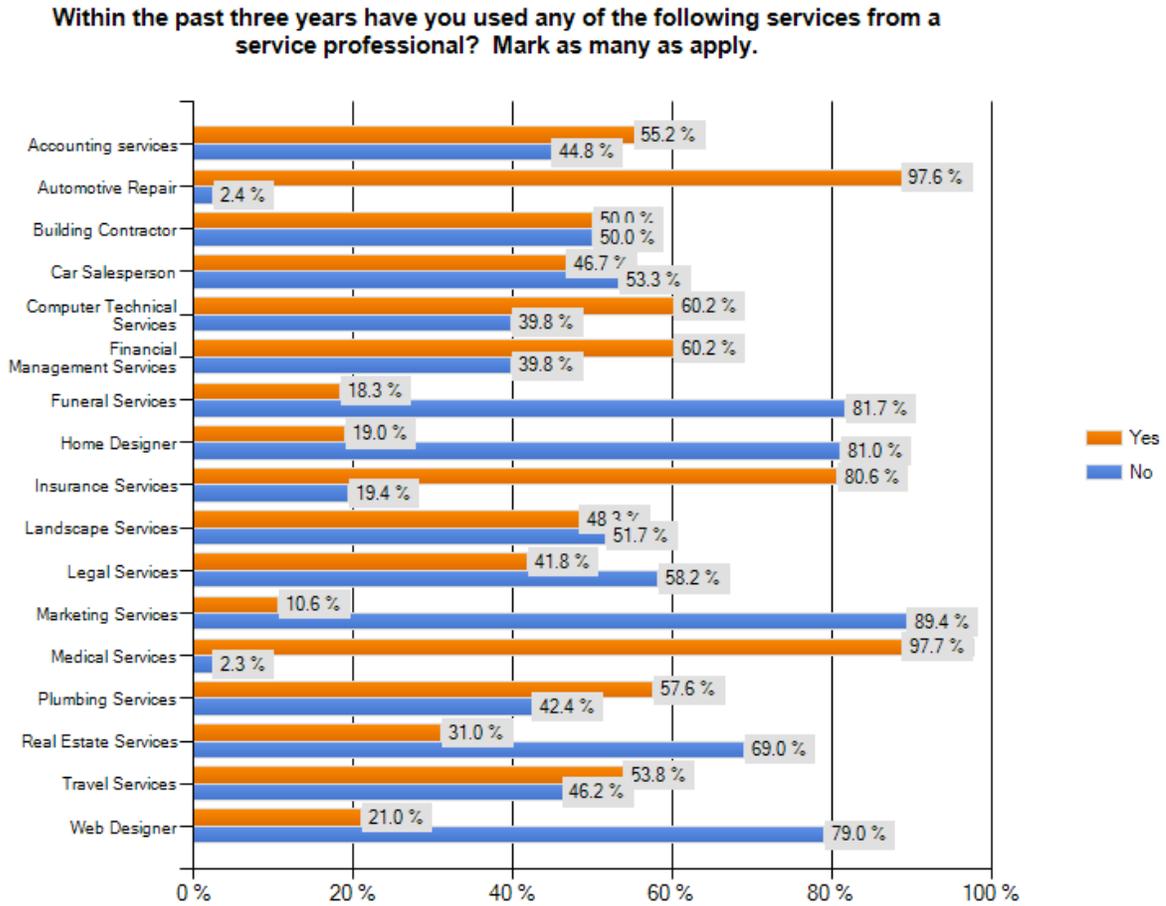
FIGURE 1:  
AGE OF RESPONDENTS



As might be expected from the sample pool, the majority of respondents were born between 1946-1964. Gen X'ers, born between 1965-180, made up the next largest

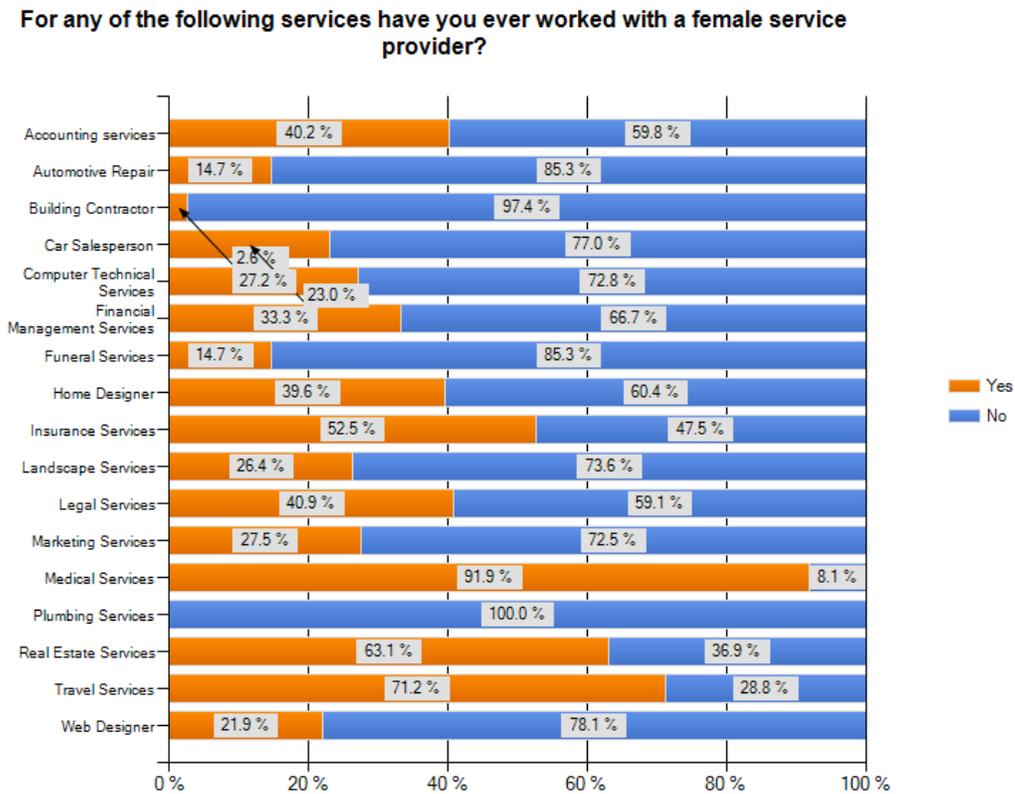
segment of the sample. Gen Y and Pre-Baby Boomer followed with 5.2% and 4.5% respectively.

**FIGURE 2**  
**USE OF A SERVICE PROVIDER IN LAST THREE YEARS**



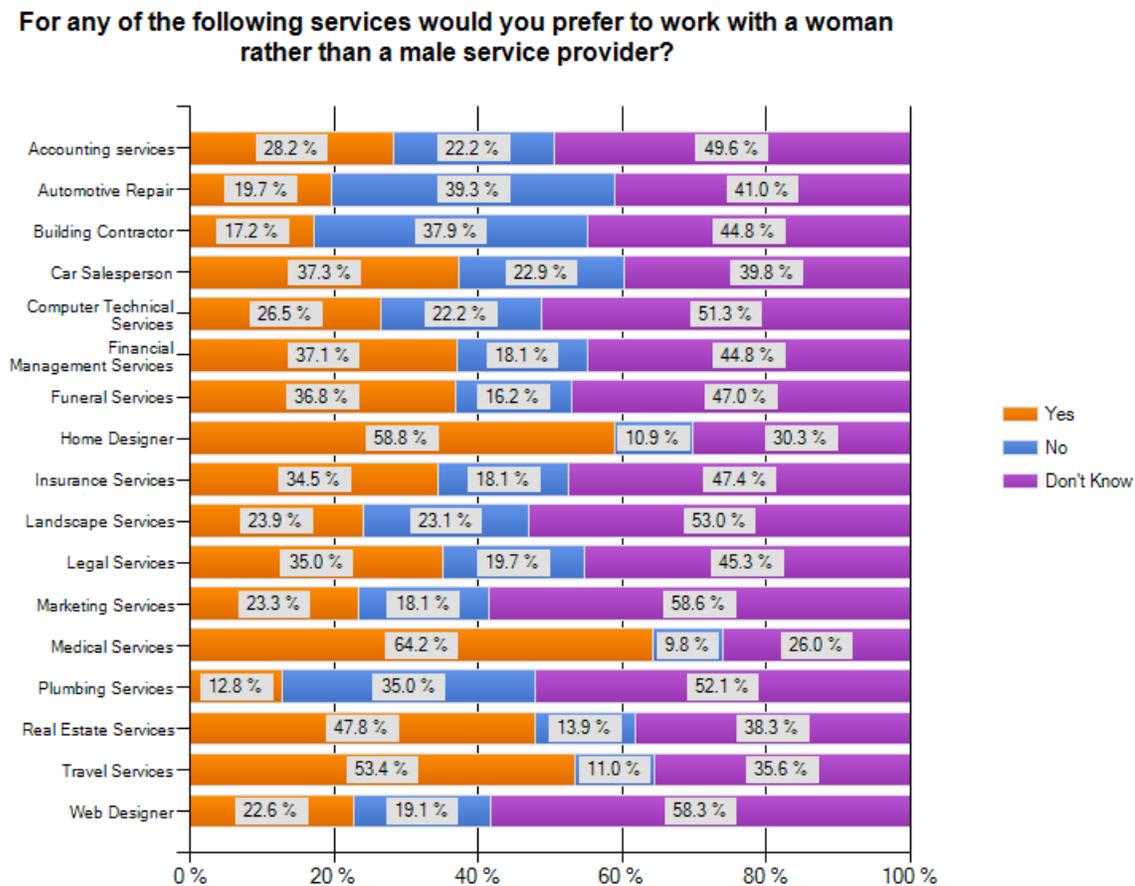
Automotive, medical and financial services were those services used most by the sample in the last three years. Marketing, home design, funeral and web designer services were the least used services in the past three years.

**FIGURE 3**  
**WORKED WITH A WOMAN SERVICE PROVIDER**



The respondents used women providers most in the medical (91.9%) and travel services (71.2%), followed by real estate (63.1%) and insurance services (52.5%). For all other services less than 50% of the sample have used women providers.

**FIGURE 4**  
**PREFERENCE FOR A WOMAN SERVICE PROVIDER**



In three categories 50% of the respondents say that they would prefer to work with a woman rather than a male service provider. These include medical services (64.2%); home design (58.8%) and travel services (53.4%) with real estate services closely following at 47.8 percent. For all other categories respondents more frequently reported that they did not know (were ambiguous) about the preference for a woman service provider.

Tables 1 and 2 below show a comparison between the preferences of women who have worked previously with a woman service provider and those who have not. Women who have worked with a woman service provider report more frequently a preference to work with a woman than those who have not worked with a woman provider. Those who have worked with a woman are also less ambiguous about their preference.

Women who have less frequently worked with a woman service provider say that they don't know if they prefer a woman service provider (more ambiguous) than those who have not worked with a woman service provider.

**TABLE 1**  
**PREFERENCE FOR A WOMAN SERVICE PROVIDER BY WOMEN**  
**WHO AND HAVE WORKED WITH A WOMAN SERVICE**  
**PROVIDER**

Service Category	Worked With Female Provider (n)	Prefer Female Provider	Do Not Prefer Female Provider	Don't Know
Accounting	43	25.6% (11)	27.9% (12)	<b>46.5% (20)</b>
Auto Repair	23	<b>39.1% (9)</b>	26.1% (6)	34.8% (8)
Building Contractor	3	33.3% (1)	0.0% (0)	<b>66.7% (2)</b>
Car Salesperson	23	<b>39.1% (9)</b>	26.1% (6)	34.8% (8)
Computer Services	29	31.0% (9)	24.1% (7)	<b>44.8% (13)</b>
Financial Mgmt	35	<b>48.6% (17)</b>	20.0% (7)	31.4% (11)
Funeral Services	15	<b>40.0% (6)</b>	26.7% (4)	33.3% (5)
Home Designer	15	<b>40.0% (6)</b>	26.7% (4)	33.3% (5)
Insurance Services	57	<b>47.4% (27)</b>	17.5% (10)	35.1% (20)
Landscape Services	28	<b>46.4% (13)</b>	10.7% (3)	42.9% (12)
Legal Services	42	<b>47.6% (20)</b>	14.3% (6)	38.1% (16)
Marketing Services	27	18.5% (5)	22.2% (6)	<b>59.3% (16)</b>
Medical Services	107	<b>67.3% (72)</b>	8.4% (9)	24.3% (26)
Plumbing Services	0	0	0	0
Real Estate Services	63	<b>47.6% (30)</b>	15.9% (10)	36.5% (23)
Travel Services	74	<b>60.8% (45)</b>	12.2% (9)	27.0% (20)
Web Design Services	19	21.1% (4)	31.6% (6)	<b>47.4% (9)</b>

**TABLE 2**  
**PREFERENCE FOR A WOMAN SERVICE PROVIDER BY WOMEN**  
**WHO HAVE NOT WORKED WITH A WOMAN SERVICE**  
**PROVIDER**

Service Category	Not Worked With Female Provider	Prefer Female Provider	Do Not Prefer Female Provider	Don't Know
Accounting	65	29.2% (19)	21.5% (14)	<b>49.2% (32)</b>
Auto Repair	94	16.0% (15)	41.5% (39)	<b>42.6% (40)</b>
Building Contractor	103	18.4% (19)	38.8% (40)	<b>42.7% (44)</b>
Car Salesperson	83	34.9% (29)	22.9% (19)	<b>42.2% (35)</b>
Computer Services	77	24.7% (19)	23.4% (18)	<b>51.9% (40)</b>
Financial Mgmt	68	29.4% (20)	19.1% (13)	<b>51.5% (35)</b>
Funeral Services	87	33.3% (29)	17.2% (15)	<b>49.4% (43)</b>
Home Designer	65	<b>64.6% (42)</b>	10.8% (7)	24.6% (16)
Insurance Services	51	19.6% (10)	17.6% (9)	<b>62.7% (32)</b>
Landscape Services	75	17.3% (13)	29.3% (22)	<b>53.3% (40)</b>
Legal Services	65	30.8% (20)	23.1% (15)	<b>46.2% (30)</b>
Marketing Services	75	21.3% (16)	20.0% (15)	<b>58.7% (44)</b>
Medical Services	10	<b>40.0% (4)</b>	30.0% (3)	30.0% (3)
Plumbing Services	100	13.0% (13)	37.0% (37)	<b>50.0% (50)</b>
Real Estate Services	37	<b>43.2% (16)</b>	13.5% (5)	<b>43.2% (16)</b>
Travel Services	30	<b>43.3% (13)</b>	13.3% (4)	<b>43.3% (13)</b>
Web Design Services	77	24.7% (19)	20.8% (16)	<b>54.5% (42)</b>

**TABLE 3**  
**COMPARISON OF PREFERENCES BETWEEN WOMEN WHO**  
**HAVE AND HAVE NOT WORKED WITH A WOMAN SERVICE**  
**PROVIDER**

Service Category	Worked With Female Provider (n)	Prefer Female Provider	Not Worked With Female Provider	Prefer Female Provider
Accounting	43	25.6% (11)	65	29.2% (19)
Auto Repair	23	39.1% (9)	94	16.0% (15)
Building Contractor	3	33.3% (1)	103	18.4% (19)
Car Salesperson	23	39.1% (9)	83	34.9% (29)
Computer Services	29	31.0% (9)	77	24.7% (19)
Financial Mgmt	35	48.6% (17)	68	29.4% (20)
Funeral Services	15	40.0% (6)	87	33.3% (29)
Home Designer	15	40.0% (6)	65	64.6% (42)
Insurance Services	57	47.4% (27)	51	19.6% (10)
Landscape Services	28	46.4% (13)	75	17.3% (13)
Legal Services	42	47.6% (20)	65	30.8% (20)
Marketing Services	27	18.5% (5)	75	21.3% (16)
Medical Services	107	67.3% (72)	10	40.0% (4)
Plumbing Services	0		100	13.0% (13)
Real Estate Services	63	47.6% (30)	37	43.2% (16)
Travel Services	74	60.8% (45)	30	43.3% (13)
Web Design Services	19	21.1% (4)	77	24.7% (19)

Women who have not worked with a woman service provider are less likely to prefer (4 out of 17 categories) a woman service provider than those who have worked with a woman service provider.

**TABLE 4**  
**COMPARISON OF UNCERTAINTY IN PREFERENCE BETWEEN**  
**WOMEN WHO HAVE AND HAVE NOT WORKED WITH A**  
**WOMAN SERVICE PROVIDER**

Service Category	Worked With Female Provider (n)	Don't Know	Not Worked With Female Provider	Don't Know
Accounting	43	46.5% (20)	65	<b>49.2% (32)</b>
Auto Repair	23	34.8% (8)	94	<b>42.6% (40)</b>
Building Contractor	3	<b>66.7% (2)</b>	103	<b>42.7% (44)</b>
Car Salesperson	23	34.8% (8)	83	<b>42.2% (35)</b>
Computer Services	29	44.8% (13)	77	<b>51.9% (40)</b>
Financial Mgmt	35	31.4% (11)	68	<b>51.5% (35)</b>
Funeral Services	15	33.3% (5)	87	<b>49.4% (43)</b>
Home Designer	15	<b>33.3% (5)</b>	65	24.6% (16)
Insurance Services	57	35.1% (20)	51	<b>62.7% (32)</b>
Landscape Services	28	42.9% (12)	75	<b>53.3% (40)</b>
Legal Services	42	38.1% (16)	65	<b>46.2% (30)</b>
Marketing Services	27	<b>59.3% (16)</b>	75	58.7% (44)
Medical Services	107	24.3% (26)	10	<b>30.0% (3)</b>
Plumbing Services	0		100	<b>50.0% (50)</b>
Real Estate Services	63	36.5% (23)	37	<b>43.2% (16)</b>
Travel Services	74	27.0% (20)	30	<b>43.3% (13)</b>
Web Design Services	19	47.4% (9)	77	<b>54.5% (42)</b>

Women who have not worked with a woman service provider are more likely to be uncertain in their preference for a woman provider (15 out of 17 categories) than women who have worked with women service providers.

**TABLE 5**  
**COMPARISON OF PREFERENCE BY AGE**

Service Category	Gen X (n)	Prefer Female Provider	Baby Boomers (n)	Prefer Female Provider
Accounting	26	<b>46.2% (12)</b>	79	24.1% (19)
Auto Repair	26	<b>26.9% (7)</b>	79	20.3% (16)
Building Contractor	26	<b>30.8% (8)</b>	78	14.1% (11)
Car Salesperson	27	<b>48.1% (13)</b>	79	32.9% (26)
Computer Services	26	<b>38.5% (10)</b>	79	20.3% (16)
Financial Mgmt	26	<b>34.6% (9)</b>	78	33.3% (26)
Funeral Services	26	34.6% (9)	79	<b>36.7% (29)</b>
Home Designer	27	<b>70.4% (19)</b>	80	51.3% (41)
Insurance Services	26	<b>50.0% (13)</b>	78	25.6% (20)
Landscape Services	26	<b>34.6% (9)</b>	79	21.5% (17)
Legal Services	26	26.9% (7)	79	<b>35.4% (28)</b>
Marketing Services	26	<b>34.6% (9)</b>	78	17.9% (14)
Medical Services	29	62.1% (18)	81	<b>63.0% (51)</b>
Plumbing Services	26	<b>19.2% (5)</b>	79	12.7% (10)
Real Estate Services	25	<b>56.0% (14)</b>	77	40.3% (31)
Travel Services	26	<b>63.0% (17)</b>	78	46.2% (36)
Web Design Services	26	<b>34.6% (9)</b>	77	18.2% (14)

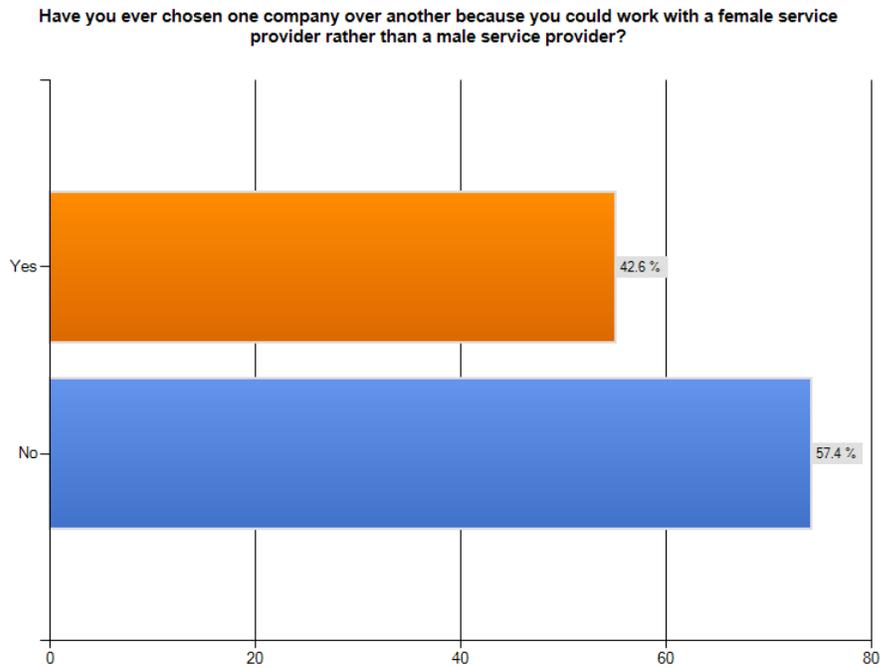
Gen X women (born between 1965-1980) prefer women service providers in more categories (14 categories) than Baby Boomer women (born 1946 – 1964). Baby Boomer women preferred women service providers more than Gen X women in three categories (funeral, legal, and medical services).

**TABLE 6**  
**COMPARISON OF GEN X AND BABY BOOMER WOMEN WHO**  
**HAVE WORKED WITH A WOMAN SERVICE PROVIDER**

Service Category	Gen X (n)	Worked with Woman	Boomers (n)	Worked with Woman
Accounting	27	18.5% (5)	81	<b>46.9% (38)</b>
Auto Repair	27	11.1% (3)	78	<b>14.1% (11)</b>
Building Contractor	27	<b>3.7% (1)</b>	78	2.6% (2)
Car Salesperson	27	14.8% (4)	76	<b>28.9% (22)</b>
Computer Services	29	<b>27.6% (8)</b>	75	22.7% (17)
Financial Mgmt	27	29.6% (8)	74	<b>35.1% (26)</b>
Funeral Services	26	<b>19.2% (5)</b>	74	13.5% (10)
Home Designer	29	34.5% (10)	73	<b>41.1% (30)</b>
Insurance Services	27	48.1% (13)	78	<b>51.3% (40)</b>
Landscape Services	27	22.2% (6)	74	<b>28.4% (21)</b>
Legal Services	27	29.6% (8)	78	<b>43.6% (34)</b>
Marketing Services	27	18.5% (5)	72	<b>29.2% (21)</b>
Medical Services	29	89.7% (26)	83	<b>94.0% (78)</b>
Plumbing Services	26	0.0% (0)	73	0.0% (0)
Real Estate Services	26	46.2% (12)	76	<b>69.7% (53)</b>
Travel Services	27	51.9% (14)	74	<b>75.7% (56)</b>
Web Design Services	25	8.0% (2)	72	<b>25.0% (18)</b>

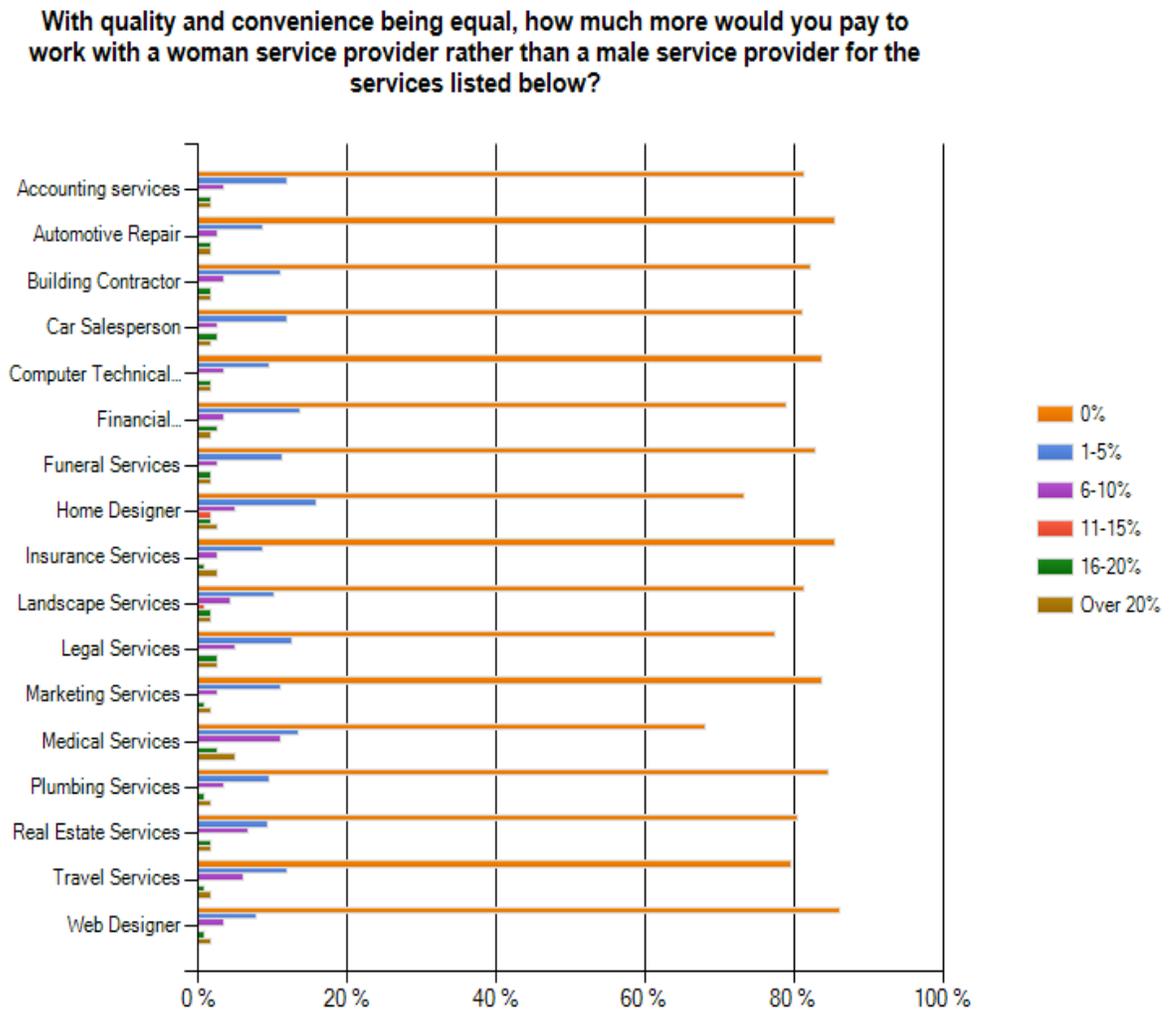
Women in the Baby Boomer generation report having worked with a woman service provider more often than women in the Gen X generation.

**FIGURE 5**  
**CHOICE OF COMPANY**



The majority of respondents (57.4%) said that they have not chosen one company over another because they could work with a female service provider.

**FIGURE 6**  
**WILLINGNESS OF WOMEN TO PAY MORE FOR SERVICES**  
**FROM A WOMAN SERVICE PROVIDER**



A majority of the respondents reported that if quality and convenience are equal they would not pay more to work with a woman service provider than to work with a male service provider. However across all categories, 22 percent (n =29) said that they would pay between 1- 5 percent more for services provided by a female and 15 percent (n =20) said they would pay up 6-10 percent more for services provided by a female.

**TABLE 7**  
**COMPARISON BY AGE OF THOSE NOT WILLING TO PAY**  
**MORE FOR A WOMAN SERVICE PROVIDER**

Service Category	Total Response	Pre-Boomer	Boomer	Gen X	Gen Y
Accounting	81.4% (96)	<b>83.3% (5)</b>	81.0% (64)	81.5% (22)	<b>83.3% (5)</b>
Auto Repair	85.5% (100)	<b>100.0% (6)</b>	85.9% (67)	85.2% (23)	66.7% (4)
Building Contractor	82.2% (97)	83.3% (5)	<b>84.8% (67)</b>	77.8% (21)	66.7% (4)
Car Salesperson	81.2% (95)	<b>83.3% (5)</b>	82.1% (64)	81.5% (22)	66.7% (4)
Computer Services	83.6% (97)	83.3% (5)	<b>87.0% (67)</b>	74.1% (20)	83.3% (5)
Financial Mgmt	78.8% (93)	<b>83.3% (5)</b>	79.7% (63)	77.8% (21)	66.7% (4)
Funeral Services	82.8% (96)	<b>100.0% (6)</b>	83.1% (64)	77.8% (21)	83.3% (5)
Home Designer	73.3% (88)	66.7% (4)	<b>75.3% (61)</b>	70.4% (19)	66.7% (4)
Insurance Services	85.5% (100)	<b>100.0% (6)</b>	87.0% (67)	78.6% (22)	83.3% (5)
Landscape Services	81.4% (96)	<b>83.3% (5)</b>	82.3% (65)	81.5% (22)	66.7% (4)
Legal Services	77.3% (92)	66.7% (4)	78.5% (62)	75.0% (21)	<b>83.3% (5)</b>
Marketing Services	83.8% (98)	83.3% (5)	<b>85.9% (67)</b>	81.5% (22)	66.7% (4)
Medical Services	68.1% (81)	66.7% (4)	<b>70.9% (56)</b>	64.3% (18)	50.0% (3)
Plumbing Services	84.6% (99)	<b>100.0% (6)</b>	85.9% (67)	81.5% (22)	66.7% (4)
Real Estate Services	80.5% (95)	<b>83.3% (5)</b>	<b>83.5% (66)</b>	70.4% (19)	<b>83.3% (5)</b>
Travel Services	79.5% (93)	66.7% (4)	<b>84.6% (66)</b>	66.7% (18)	83.3% (5)
Web Design Services	86.1% (99)	<b>100.0% (6)</b>	87.0% (67)	80.8% (21)	83.3% (5)

The N for pre-Boomer and Gen Y are so low that comparisons cannot adequately be made between the groups. Comparison between Baby-Boomers and Gen X show that Boomers are less likely to pay more for women's services than are Gen X women.

## DISCUSSION

This is a descriptive study intended to collect preliminary data. The survey was composed of a convenience sample of self-selected participants. There was no control for extraneous variables or attempt to perform inferential statistics. Because of these limitations, the findings are representative of this group and cannot be generalized to a larger population.

The purpose of this survey was to provide preliminary data about women's preferences in service providers in seventeen service categories and to specifically answer the following questions:

- What is the experience of women with women providers in the small business?
- Do women prefer the services of a woman provider in a small business?
- Are women influenced by their preference for a woman service provider if they have worked with a woman provider previously?
- Will women pay more for the services of a woman provider than a man service provider when quality and service are equal?

Women report having the most experience with women service providers in the medical (91.9%), travel (71.2%), real estate agents (63.1%), and insurance services (52.5%). This is not surprising since these categories have over 50% of women in the labor force: healthcare support (89.4%) and physician/surgeons (32.2%); travel agents (79.7%) real estate (54.6 %) and insurance sales agents (46.3%).<sup>5</sup> For those categories where respondents report working least with women providers, the data align with national statistics that show underrepresentation of women in the labor force in such areas as construction and automotive repair.

Is there a relationship between having worked with a woman provider and a preference for a woman provider (Tables 3 and 4). **It appears that those who have worked with a woman service provider are more likely to prefer a woman service provider and are less likely to be ambiguous in their preference.** On the whole it appears that women who have not used women service providers are less likely to say that they prefer women service providers. Except in two categories they are also less certain if they would prefer a woman service provider than those who have worked with a woman provider. This study did not attempt to capture the reasons for the differences between the two groups. Further research should be pursued to determine if non-preference and ambiguity in preferring women providers is related to lack of experience with women in these categories, role modeling or other reasons.

Preference for a woman service provider appears to be different between the generations. **Gen X women preferred women service providers more often than Baby Boomers.** Interestingly Gen X women have worked less with women providers, but appear to prefer women providers more than the women in the Baby Boom generation. Because of the

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<sup>5</sup> U.S. Department of Labor and U.S. Bureau of Statistics. December 2010. Women in the Labor Force: A Data Book. Report 1026.

low number responding in Pre-Boomer (n=7) and Gen Y age (n=6) ranges, these responses are not reported. The differences between Boomers and Gen X should be furthered analyzed to determine the underlying reasons for differences in preference.

Will women pay more for a woman service provider? This question received the majority of comments (51) in the open-ended question, *“Is there any other input you would like to provide about selection of a service provider or about any of your answers to the questions above?”* These comments are included in the appendix of this report.

On the whole, women are not willing to pay women more than men given equal quality and convenience. However, when the age groups are examined, Gen X women appear to be more willing to pay more for the services of a woman than for a man than any other group.

### **Implications for Small Businesses**

A byproduct of the survey was to determine if the data that might help small businesses in their marketing to help attract women customers. With the sheconomy and women estimated to make almost 85 percent of the purchasing decisions for a household, large businesses have launched marketing campaigns to capture a larger share of the female market. Most small businesses are at a disadvantage when it comes to marketing to women. Small businesses may:

- Not understand how the sheconomy impacts their business
- Not know how to market to women
- Not employ a marketing professional who understand marketing to women
- Rely on advertisers (e.g. newspapers, magazines) to compose their ads

Understanding how to market to women has implications for women, who account for almost 30 percent of all non-farm privately owned businesses in the United States and is expected to grow.<sup>6</sup> It also has implications from the standpoint of increasing gender diversity in the workforce within small businesses which translates into more jobs and opportunities for women.

The results suggest that understanding women’s preferences and marketing to women is an opportunity for small businesses to gain an increasing share of the sheconomy. For example, 42.6 percent in this survey said that they had chosen one company over another because they could work with a female service provider. This suggests that small businesses with gender diversity can be more competitive in the sheconomy than those businesses who lack gender diversity.

In four categories (medical, home design, travel and real estate services) women report a strong preference for women service providers. Even though in other categories women

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<sup>6</sup> Invest in Women, Invest in America. A Comprehensive Review of Women in the U.S. Economy. A Report by the Majority of the Joint Economic Committee, December 2010. [http://jec.senate.gov/public/?a=Files.Serve&File\\_id=9118a9ef-0771-4777-9c1f-8232fe70a45c](http://jec.senate.gov/public/?a=Files.Serve&File_id=9118a9ef-0771-4777-9c1f-8232fe70a45c) Retrieved 5-19-2011.

report more ambiguity for selection of women service providers, none-the-less at least 20 percent of the respondents report a preference for a woman provider in all categories, except plumbing and automotive repair. Capturing even a percentage of the market in these sectors due to workforce gender diversity could be an advantage to small business owners, many of whom are women.

## APPENDIX RESPONSES TO OPEN-ENDED QUESTION

The following are responses to the one open-ended question that appeared at the end of the survey: *Is there any other input you would like to provide about selection of a service provider or about any of your answers to the questions above?*

1. I worked in IT for a number of years. The gender has very little to do with performance.
2. Women aren't paid equal to men, so I guess I'd like to first see equal pay for equal work
3. Would look for the most qualified provider, regardless of gender.
4. I shouldn't have to spend more to have service performed by a woman!
5. Just to clarify that if quality and service are equal, I would not find it necessary to pay more to work with a woman service provider...it should be the same. I would be willing to pay more if the quality and service were better.
6. This was a good exercise. My responses have a lot to do with past perceptions and experiences.
7. I would never choose anything based on the gender of a person. Who is best for the job for the money is all that I care about.
8. Not sure why a woman would cost more...
9. In general I feel it is hypocritical to say that I would favor a woman over a man since, as in question 7, all things being equal I believe that women and men are equal in ability and should be paid equally. However, it is clear that women do NOT receive equal pay for skills and work, so I will go out of my way to seek women service professionals and even to pay more for women providers in order to encourage the general marketplace to be more accepting and responsive to women.
10. No
11. Re, #7, I wouldn't pay more if quality and convenience are equal. However, if there is less condescension and patronizing attitude from a female service provider, I would definitely choose the female!
12. If quality and convenience are the same, I would most likely choose a woman over a man; but I would not want to pay any more for the same service.
13. n/a
14. I'm more concerned about the best person qualified for the service; however, there are some services for which I'd prefer a female. For some service, I'd prefer a male only because of the physical strength required for the job.
15. I would expect to pay the woman the same amount, not more nor less.
16. Gender does not make a difference to me as long as there is quality service being provided.

17. I don't really care who does the service I am looking for as long as they are provide great service, exceptional care, and expertise work.
18. I wouldn't pay more or change services just because a woman provided the same service as a man. I would choose whomever fits with my needs and whomever could provide me with the best service. Gender is not a factor.
19. Kinda ridiculous questions. People purchase for many reasons. Why focus on sex as a deciding factor? This is not worded in a way I would support the questions or the outcome.
20. I would like to learn more about some of the male-dominated services, such as automotive, so that I can be empowered, as a woman, to take care of those things myself.
21. In reference to question 7; I would like to see women paid equal to a man offering the same service. Often, women are paid less. So, I don't want to pay more to obtain a service from a women, just equal to whatever a man charges.
22. I'm always looking for the best value of service for my money no matter the gender of the provider. I support women in any role they have, but if the service\quality\cost isn't as good as I could get from another source (male OR female), I will take my business somewhere else. I'm looking for the best bang for my buck regardless of gender/race/creed/sexual orientation.
23. I will not pay more JUST to work with a woman unless the woman is more qualified to assist - then I might pay more! Again, gender alone is not a deciding factor for me.
24. The last question really lame!
25. I REFUSE TO REVERSE DISCRIMINATE- I FEEL THAT WOULD BE A HUGE STEP BACKWARDS. WITH THE EXCEPTION OF MEDICAL CARE(MORE COMFORTABLE WITH A WOMAN) I TRY TO CHOOSE BASE ON QUALIFICATION NOT GENDER.
26. I haven't had enough experience in most of those areas listed to know if it makes a difference.
27. As long as I am provided quality service, it really doesn't matter who provides the service, males or females.
28. I purchased a new car from a dealership. My husband was present during the deal-making. The sales force repeatedly directed questions to my husband & then proceeded to file ownership forms in his name, subsequently sending all service reminders to him instead of me. I won't go back to that dealer. I will search for a dealership that is more female friendly next time.
29. It is my feeling there should be atleast equal pay between men and women. I think women are more empathetic and listen better. The most important female service is medical care.
30. I dont hire or select services based on sex. I try to choose the best person for the job.
31. Usually I just go to the best person; especially a referral.
32. Responses to item 5 "Don't know" means not necessarily a factor.
33. I prefer female health care providers because they have the same parts as me. The other services, to me, deal with gender neutral commodities and so a provider of either gender could have the same level of knowledge.
34. Quality if the primary driver; I feel I am gender neutral.
35. --

36. For question 7, I still believe in equal pay for equal services. It is up to the employer and employee to ensure the same standards of equal pay for equal jobs, even though women still lag behind.
37. I think in #5 I would have preferred to answer instead of "Don't Know", "Doesn't matter". For question 7, if quality and convenience were equal I would go with whoever I thought was best regardless of gender and thus would not expect to pay more for either one of them... pay more for reputation perhaps rather than gender.
38. My preference is the most qualified with the best reputation. Gender is not an issue except for some medical services. Thank you.
39. I shouldn't have to pay extra to work with a woman.
40. I generally don't care if I work with a woman or man as long as they meet my needs.
41. Gender does not dictate where I get my services, as long, as it is quality service.
42. For the above question, it depends on the total cost of the service. A small percent of a large amount can still be a large amount of money.
43. I go to a female gyn and family practice doc because I feel they understand a woman's body better than a male physician would. For all other services--I really have no gender preference--it is all about quality.
44. More concerned about quality of services performed than gender of person performing the services.
45. The value (cost and quality) of services based on reputation and personal experience is more important to me than gender.
46. no
47. Quality is the most important thing
48. I selected 0% for willingness to pay more simply because I am not willing to pay a different price based on gender (in either case) - I AM willing to pay more for quality of service, and have found in the cases where I selected a preference for a female provider that it is based on quality. I also indicated "no" on preference in question 5 for some areas not meaning that I prefer a male provider, but rather that I have no preference in those cases ("don't know" didn't seem like the right way to say "no preference" so I selected no)
49. I would make my decision on quality of service/reputation - gender would not enter decision.
50. I do believe that women and men should be paid equally for just about any service listed above. There are only one or two services where I would pay more for a woman - because I believe a woman could relate to me better in those areas (financial management, home design, marketing needs). I would never pay more for a woman provider outside of those areas because I just can't afford to pay any more than I have to in this economy. If I were in a better financial position, I would absolutely pay more to support a woman-owned business.
51. Pest Control services and Painters

*Comments or requests for use of this data set for additional study can be made to the Monarch Center for Women's Leadership Development: [www.TheMonarchCtr.com](http://www.TheMonarchCtr.com)*

