

# ***Catch Them and Keep Them: What Makes Nuclear Appealing?***

A brief study of factors affecting  
women's attraction to and retention  
in the nuclear industry



Women in Nuclear  
Annual Meeting  
May 30, 2006

# *Survey Format*

- Two sections:
  - Attraction
  - Retention

# *Survey Format – Section I*

- Factors that attracted women to the nuclear industry
  - i.e., what women thought about the industry before going into it
  - Examples:
    - “I thought the work would challenge me to grow and develop.”
    - “A member of my family had worked in the nuclear industry.”

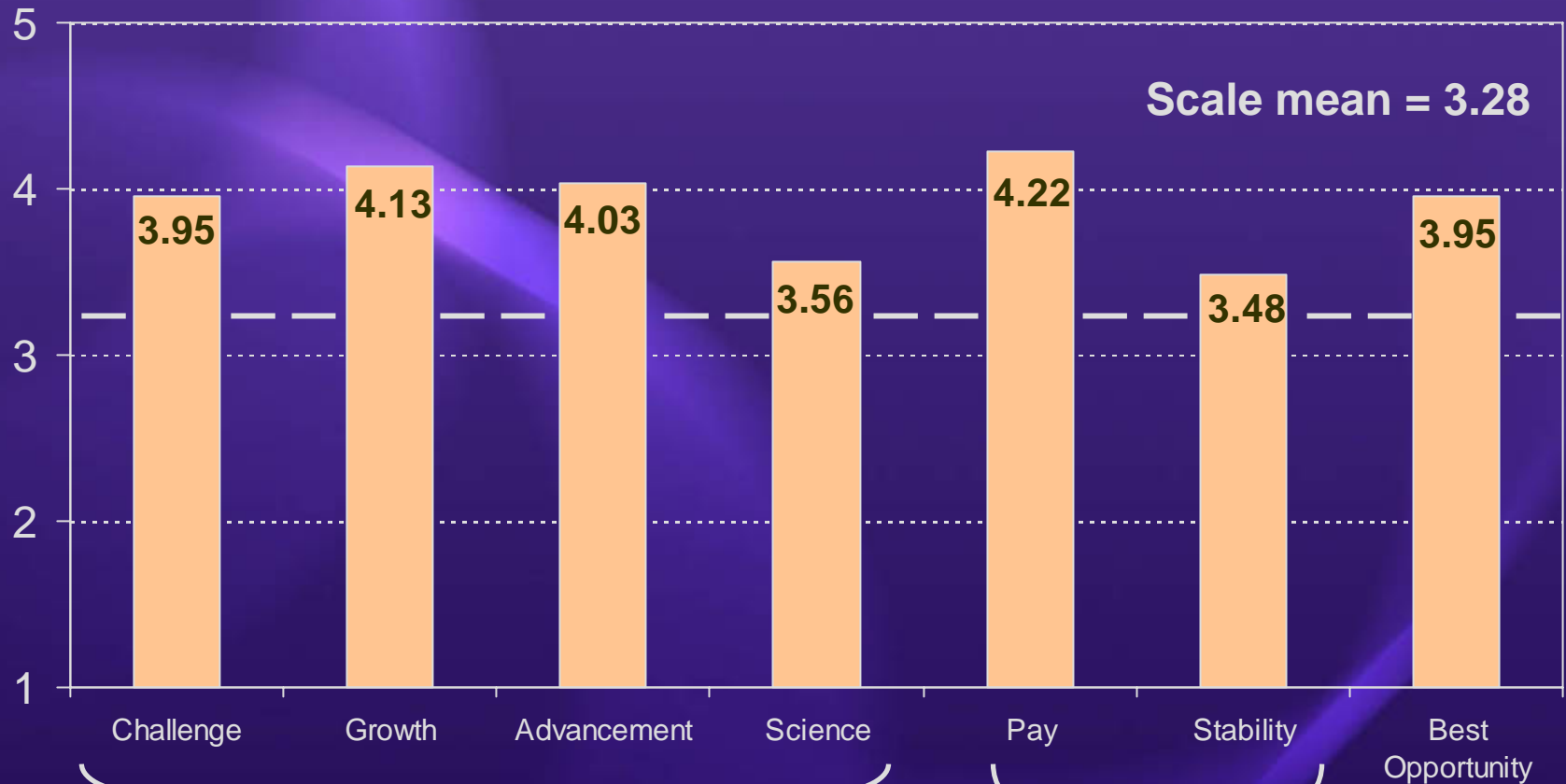
# *Survey Format – Section II*

- Two subsections: Factors related to job satisfaction
- Section A: Desired factors
  - i.e., factors that women considered important to their job satisfaction
  - Examples:
    - “Having a mentor.”
    - “Doing work that is meaningful.”
    - “Flexible hours of work.”

# *Survey Format – Section II*

- Section B: Existing factors
  - Examples:
    - “I have a mentor.”
    - “My work is meaningful.”
    - “My hours of work are flexible.”

# Attraction – Factors with MOST Influence on Joining Nuclear

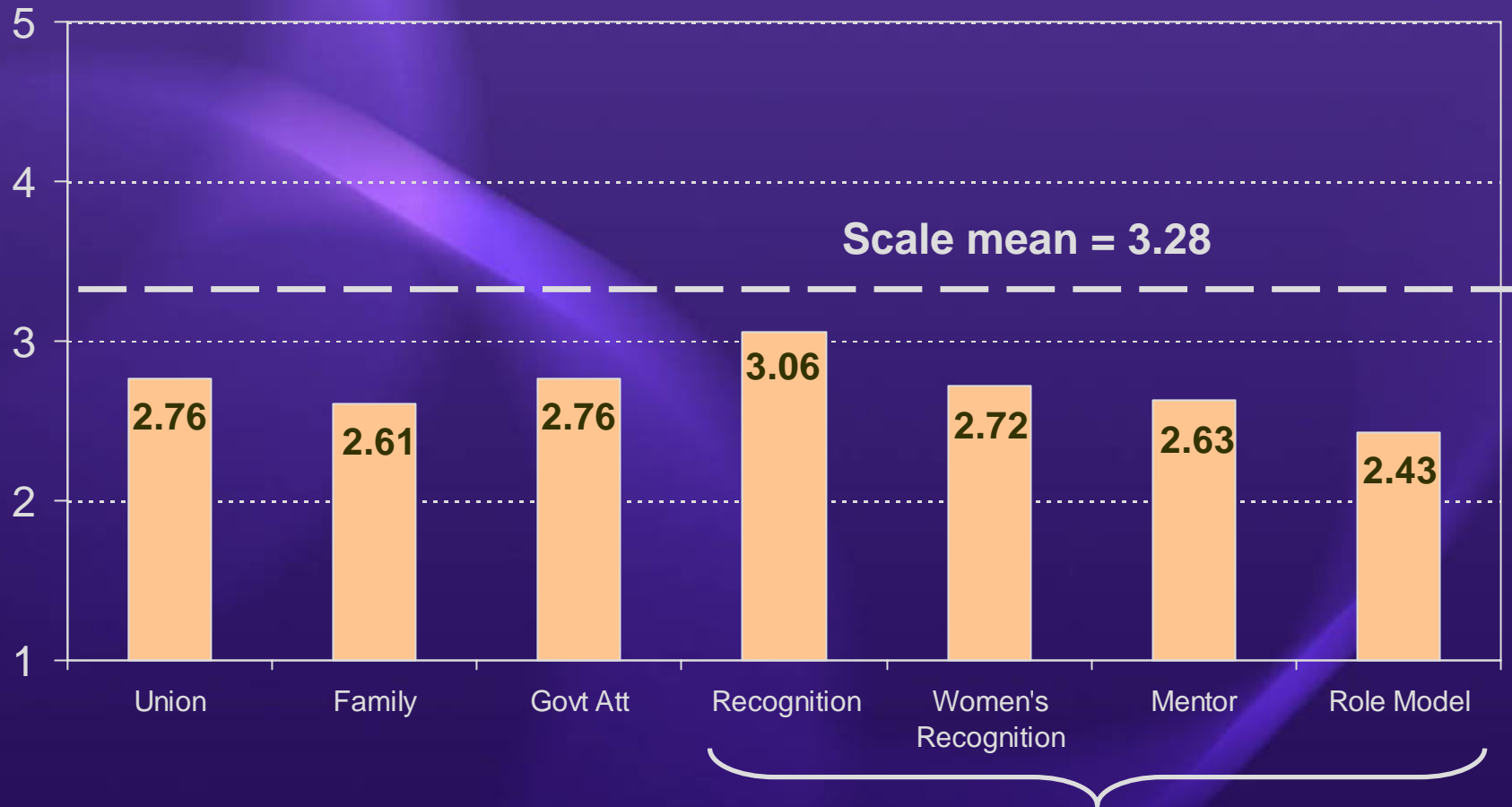


Learning and Growth

Compensation



# Attraction – Factors with LEAST Influence on Joining Nuclear



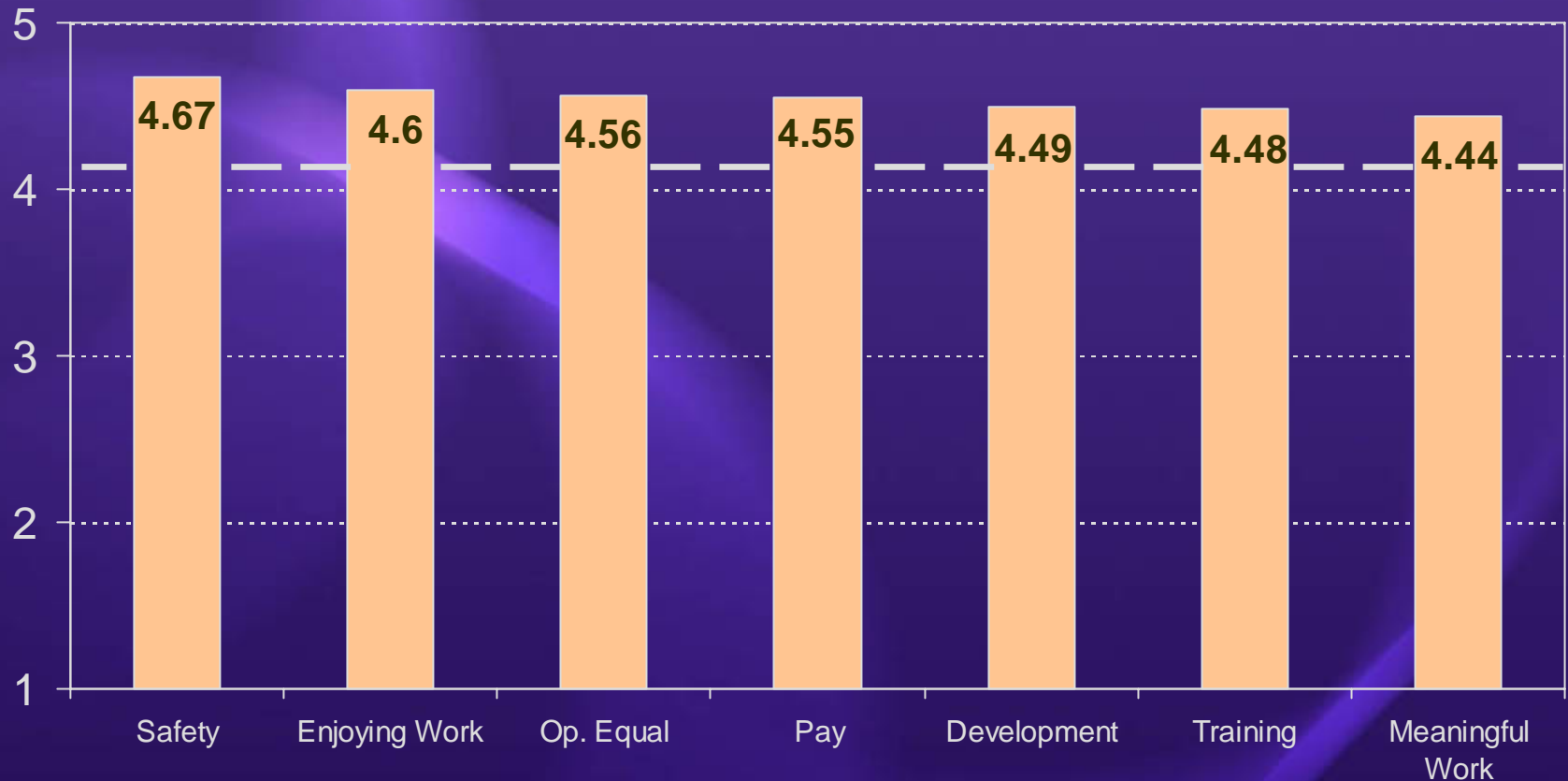
Areas for Change/Impact

# ***Section II: Retention Overview of Findings***

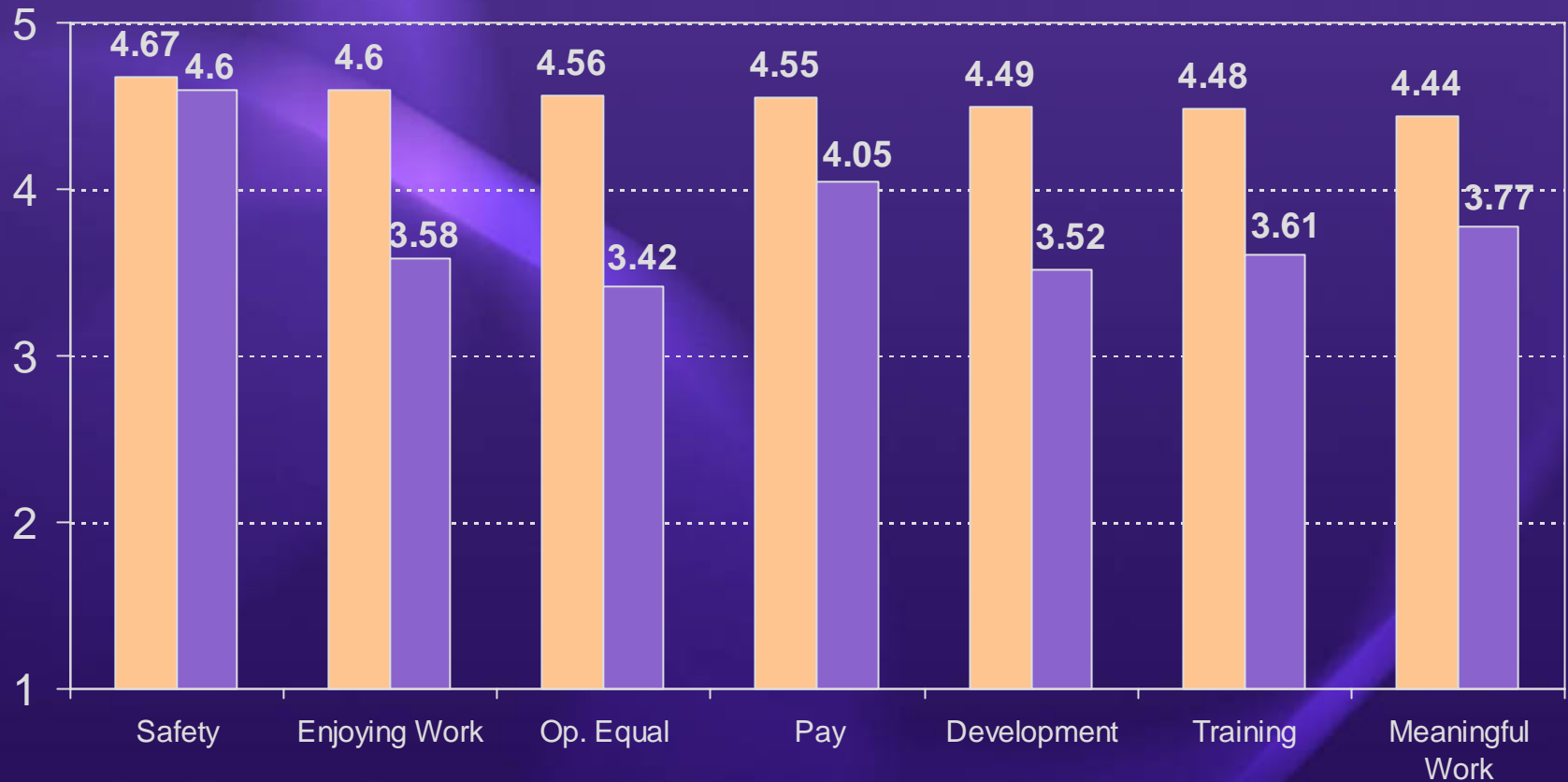
- Section A: High importance on many items
  - Average scores ranging from 3.5 to 4.5 on a 5 point scale (where 5 is “most important”)
- Two exceptions:
  - Shift work
  - Child care facilities on site

# Retention – Factors MOST Important to Job Satisfaction

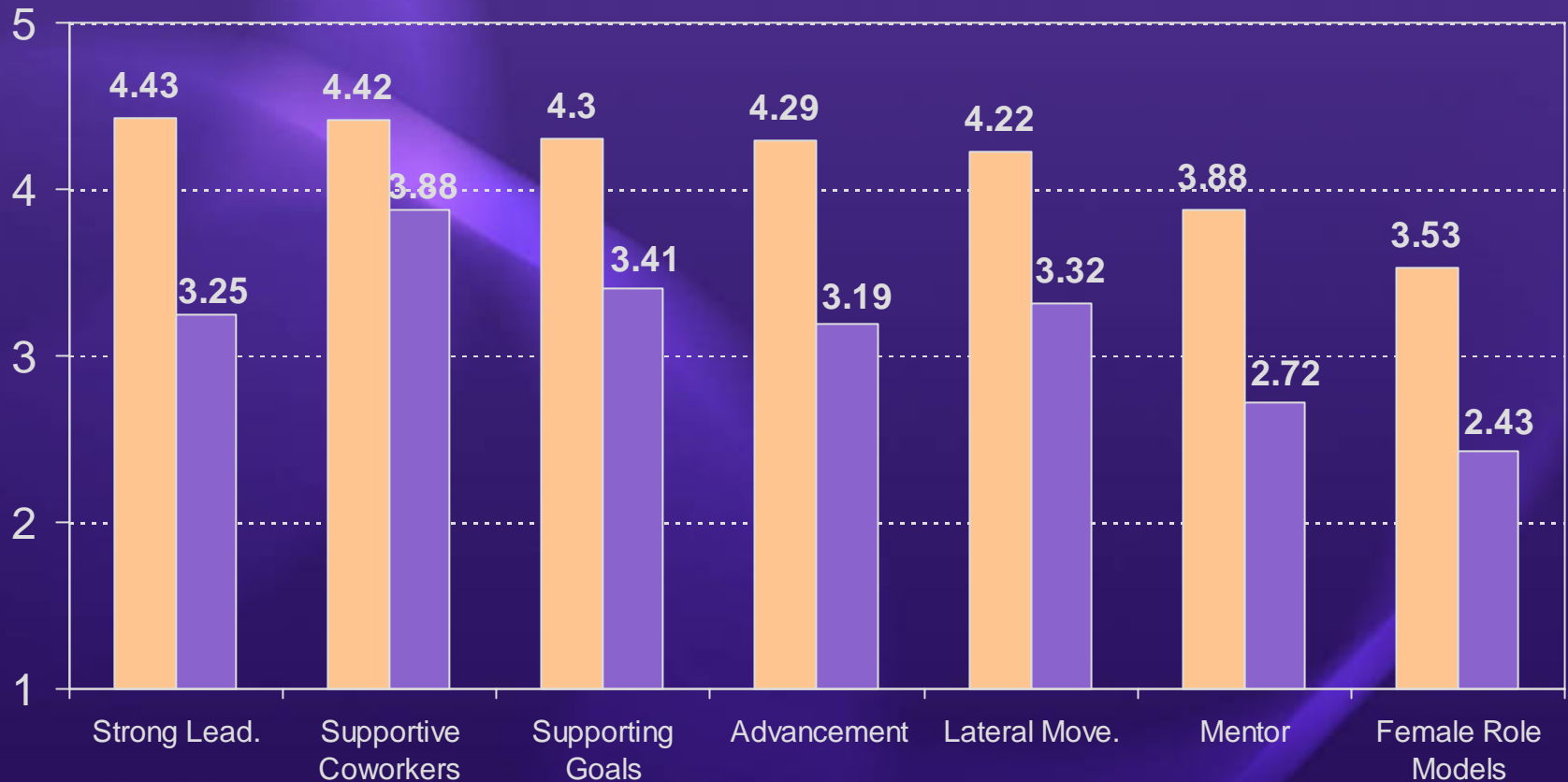
Scale mean = 4.16



# Retention – Factors MOST Important to Job Satisfaction



# Other Notable Difference on Factors Important to Job Satisfaction



# *Qualitative Comments*

- Experiences of inequality
  - Frequent reference to/perceptions of an “old boys club”
  - Men making more money than women in general
  - Men making more money than women with higher qualifications
  - Feeling “overlooked” in promotions/ inability to advance due to systemic barriers
  - Feeling like a token
  - Feeling like an object
- High continuance commitment

# *Qualitative Comments*

- Preference for working with men than women
- Feel respected for their opinions
- Feel well treated by employer
- Have not experienced gender related issues
- Suggestions for improvement
  - Mentoring
  - Recruitment of women
  - Messages to make nuclear desirable to diverse candidates

# *Summary of Emergent Themes*

- Overall positive attitudes toward the industry but definite room for improvement
- Strong emphasis on desire for learning and growth
- Pay potentially causing members to stay when they would otherwise leave
- Perceptions of differences between how men and women are treated in the industry
  - Pay
  - Opportunities for lateral and upward movement

*Questions?*