# Help Win the Talent War –
Focus on Pay Equality

When it comes to hiring, compensation is a key differentiator between you and your competition. The EEOC's intent to focus on Equal Pay and transparency means workforce data has never been more important.

Take the first step: Dig into your data!

The gender compensation gap is apparent.

On average,
men make 28% more
than women across all industries.[1]
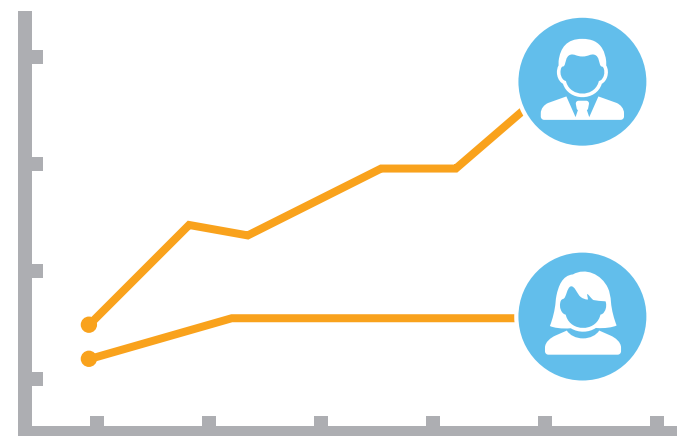
Over the past seven years,
millennial women's income has stagnated
while their male counterparts' income has increased.[2]
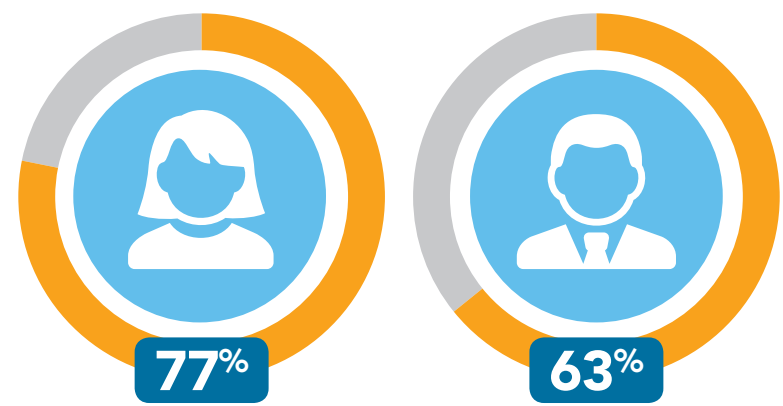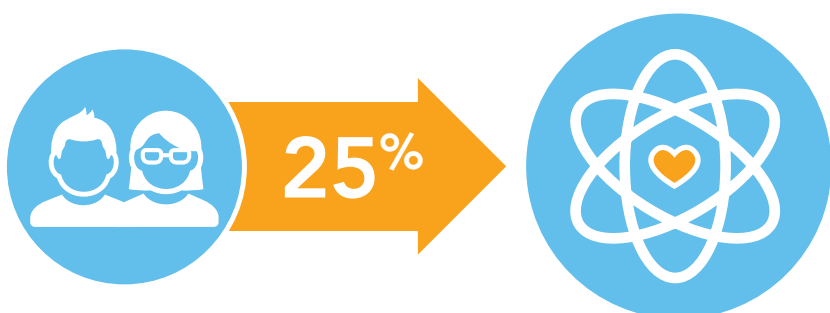
Who doesn't want equal pay?

90%

90% of job seekers
say it's important to work for a company that embraces transparency.[3]

77% of women and 63% of men agree:
This country needs to continue making changes to give men and women equality in the workplace.[4]

77%

63%

Employees are more willing to stand by a company that supports it.

25%

25% of millennials
say ethics, integrity and honesty are vital for long-term business success.[5]

At the end of the day, money matters.

When looking for new opportunities,
70% of job seekers
value compensation the most.[6]

Fostering a culture of fairness

Transparency into pay practices is an important step in identifying compensation gaps, and by making equal pay for equal work an organizational priority, you'll attract and keep employees who share this value. Show your employees and potential hires that a commitment to equal pay comes with every paycheck.

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