

Company Type 1 vs Company Type 2
Desk Research Summary
October 2022

METHODOLOGY

The client worked with Method Research to conduct an analysis of representation for a specific job position across hundreds of companies in the United States. Using public data available online, Method and the client compiled a list of these companies and collected data on certain metrics. A sample of n was collected for people who had job titles related to this position. This data collection took approximately three months.

KEY INSIGHTS

- While the majority of companies still favor the title *abc* for a *xyz* position, companies have seen a growth in the title *def* for the same position.
- Gender A dominates this position (65% gender A vs. 35% gender B)
- Among all these people in this job position, very few actually use the social media platform *jkl*.
- Despite Gender A's prevalence in this position, Gender B tended to rise to a top-level position faster than Gender A.

KEY FINDINGS

Top-level position by gender

	Total	Company Type 1	Company Type 2
Top-level gender A	130	110	20
Top-level gender B	70	50	20

How long did each gender take to rise to their top-level position?

Gender A

	Total	Company Type 1	Company Type 2
Never been top-level position	45	20	25

Less than 5 years	0	0	0
6-10 years	10	7	3
11-15 years	15	10	5
16-20 years	15	12	3
21-25 years	10	8	2
26-30 years	5	3	2
31-35 years	5	4	1
36+ years	5	5	0

Gender B

	Total	Company Type 1	Company Type 2
Never been top-level position	25	18	7
Less than 5 years	20	17	3
6-10 years	10	7	3
11-15 years	15	10	5
16-20 years	15	12	3
21-25 years	10	8	2
26-30 years	5	3	2
31-35 years	5	4	1
36+ years	5	5	0