



A Study of the Impact that Flexible Jobs have on Women's Lives

Commissioned by FlexiBees

Conducted by **market**  **vistas**


Methodology


This study was commissioned by FlexiBees and conducted by MarketVistas, an independent Market Research Agency.

The objective was to understand women's attitudes towards flexible work, and the impact of flexible jobs on their personal and professional lives.

This report is a summary of the findings* of this study

The research was conducted with two main categories of respondents

Women who are **currently working**  in flexible jobs who have been placed through FlexiBees –
Base size of 57

Women who are **currently not working**  in any capacity, but are actively looking for flexible work –
Base size of 100

This is a summary of the findings* of this study

*The findings are shown in two ways

1. To show the impact of having flexible work vs. not having it, we look for differences between the two groups. We look at the proportion of the samples who rated “Strongly Agree” (top box). This is because in countries like India, where social conformity is high, its recommended to use the top box score only. When there is a statistically significant difference between the top box scores, it has been denoted with an upward green arrow ↑
2. To show perception and agreement to what flexible work can be/ enable, we look at the overall agreement scores of the relevant sample, combining those who said “Strongly Agree” and “Agree”.

Conclusions

✔ **Working in flexible jobs has multi-faceted positive impacts on women:**

- Confidence & Self-Image
- Role in Family & Community
- Financial Independence

✔ **Working in flexible jobs contributes significantly (~22%) to their HH income**

This additional income mostly goes to either HH expenses or to savings for the future

✔ **Women's confidence has improved by participating in the FlexiBees selection process**

✔ **Women see flexible jobs as enablers for a balanced life, and a way to grow their skills and career prospects**

Working in Flexible jobs has
multiple positive impacts on Women

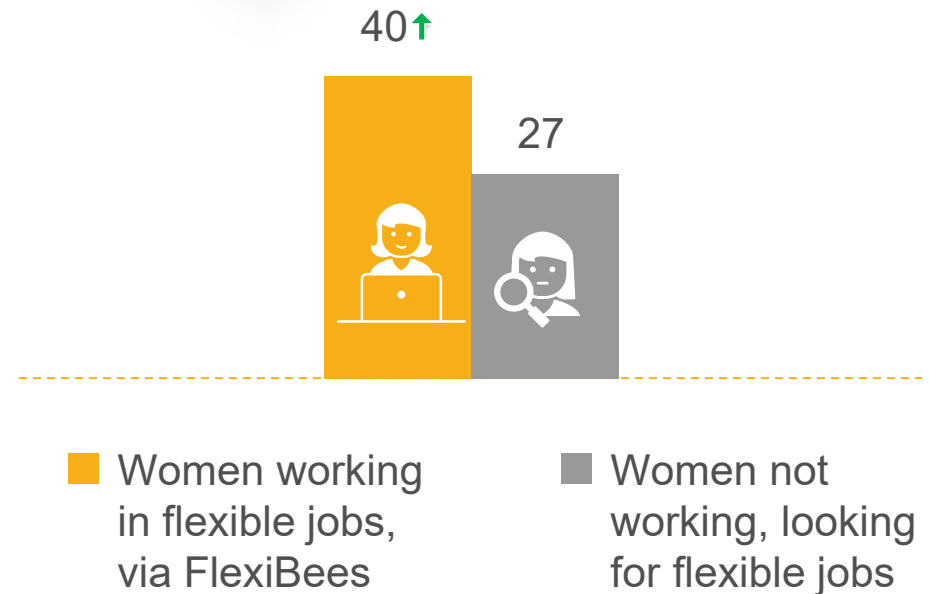


Positive Impact on Confidence

Working in a flexible job, as opposed to not working at all, made a big impact to women professionals' confidence in their professional abilities, and the roles she plays in the family and community

Women working in flexible jobs at the time of the interview felt significantly more confident in their skills required for a job in their field.

” I Feel confident of my skills required for a job in my field
“Strongly Agree”

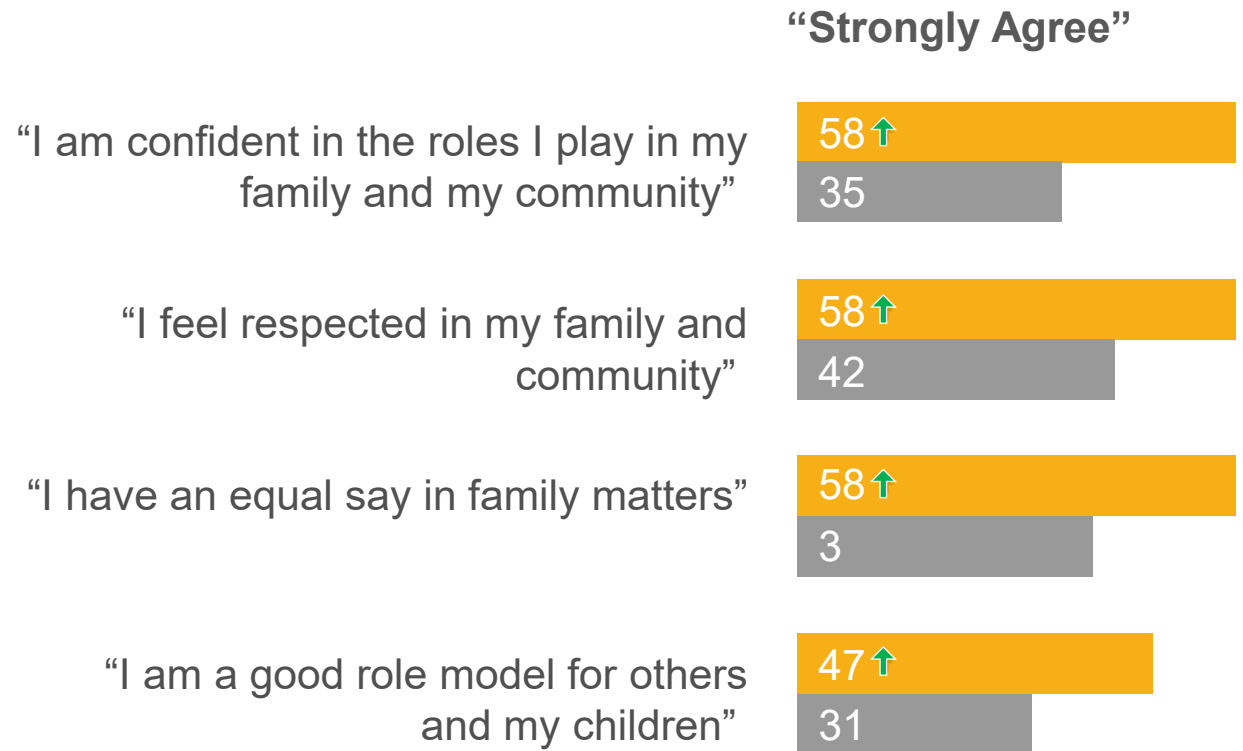


Above graph is the proportion of the sample who rated “Strongly Agree” to the statement



Positive Impact on their **Self-Image and their role** in Family & Community

This confidence that they felt also reflected in the improved self-image and sense of agency they felt in their families and communities



■ Women working in flexible jobs, via FlexiBees

■ Women not working, looking for flexible jobs

Above graphical representation is the proportion of the sample who rated “Strongly Agree” to the statement



Positive Impact on Financial Independence

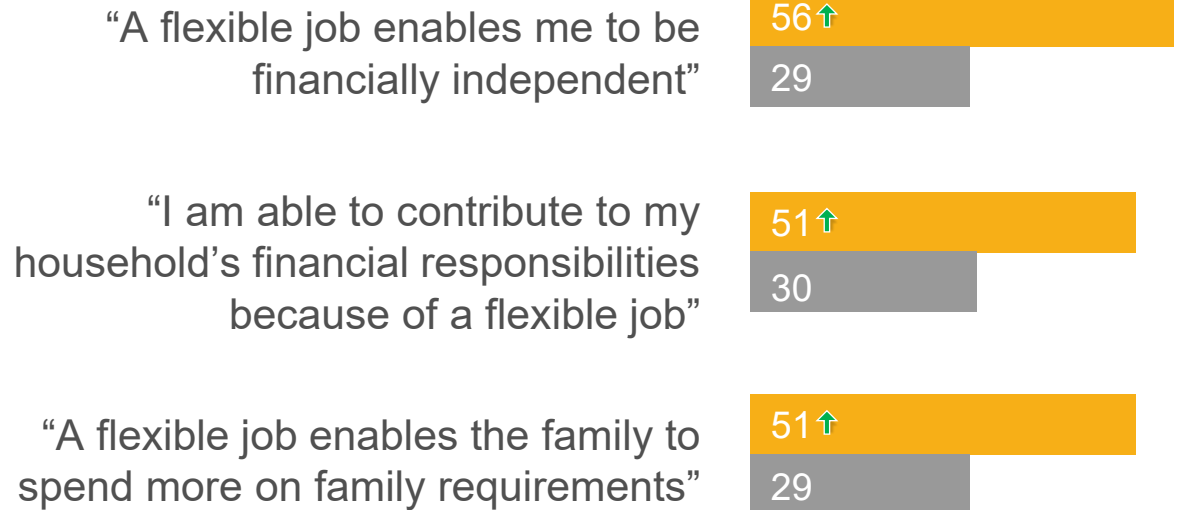
One of the main motivators to work are financial independence and monetary reward, and the survey investigated this.

Working in flexible jobs significantly improves a working woman's sense of financial independence, contributing in meaningful ways to meet family financial obligations.

■ Women working in flexible jobs, via FlexiBees

■ Women not working, looking for flexible jobs

“Strongly Agree”



Above graphical representation is the proportion of the sample who rated “Strongly Agree” to the statement

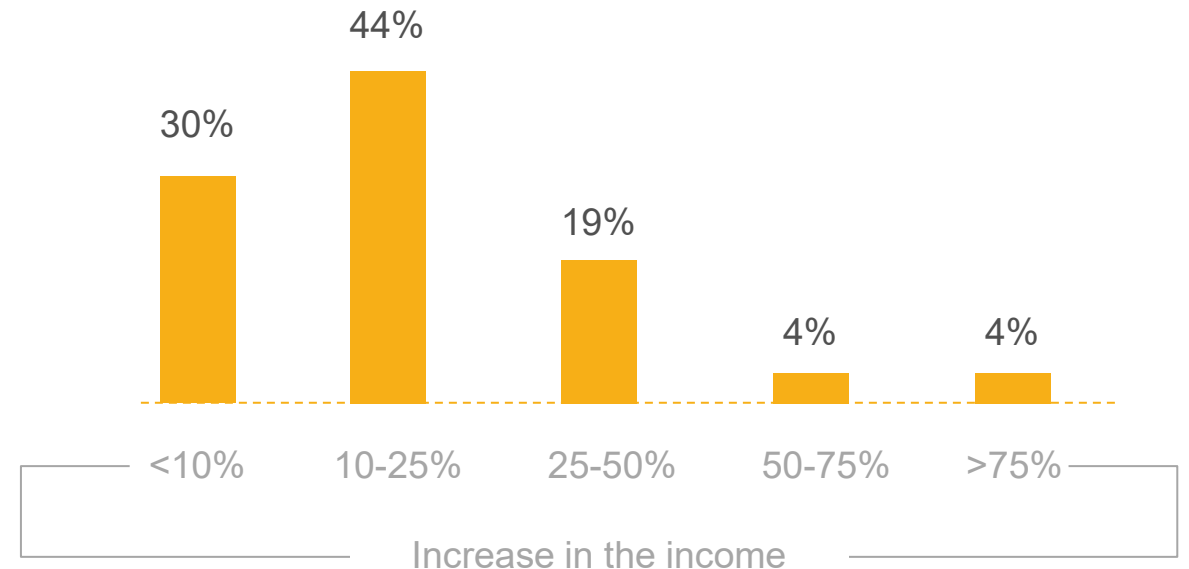


Significantly improved economic outcomes for the women and their families

There was an increase the household's income and resilience

Computing the weighted average of the responses by women working in a flexible job via FlexiBees, it comes to ~22% of additional income to the household, which is a considerable increase given in India women's contribution to GDP is at 17%

How much did your earnings from your flexible job increase the monthly household income by



■ Women working in flexible jobs, via FlexiBees

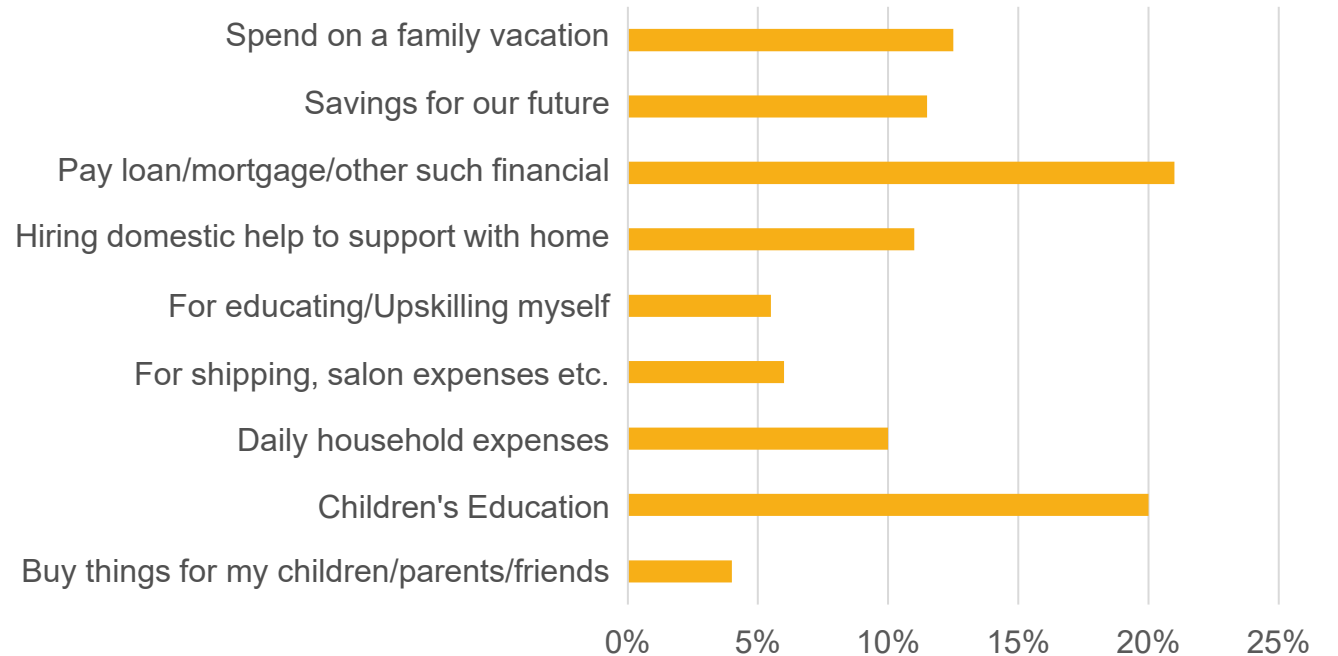
Above graphical representation is the proportion of the sample who rated "Strongly Agree" to the statement



Significantly improved economic outcomes for the women and their families

Further, the study found that this increase in income was/is being mainly used to help household finances and to increase the savings of the entire family, adding to the overall resilience of the household

Top three things that the earning from my flexible job are mainly used for:



■ Women working in flexible jobs, via FlexiBees

Above graphical representation is the proportion of the sample who rated "Strongly Agree" to the statement



Participating in the FlexiBees selection process improved confidence in Women



Positive Impact on Confidence

We asked this only to the sample that had been placed in flexible jobs via FlexiBees, and participating in the FlexiBees selection process increased their confidence as seen by the high agreement ratings below.



“Strongly Agree” and “Agree”

91

“Attending the **FlexiBees selection process** increased my confidence to come back to work”

94

“**Getting selected for an interview with FlexiBees** gave me an opportunity to practice my interview skills”

What does flexible working
mean to women?

Positive Impact on their **Self-Image and their role** in Family & Community

Most of the survey investigated what women professionals gained from flexible jobs. A section of the survey investigated what a flexible job signifies to women professionals and what they gain or would gain from it (if they got a flexible job).

These below are the top rated ones among the total sample; both women who are working in flexible jobs and those who are currently not working in, but looking for flexible jobs

A flexible job,



“improves self-confidence and esteem”



“enables balancing of career and other responsibilities”



“enables me to continue my career without taking a complete break from work”



“enables me to keep my skills up to date”



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If you are a woman looking for a flexible job
[download the FlexiBees app](#)

If you are a company looking hire flexible talent,
please fill out the form [here](#)