



## NEWS RELEASE

### **WIPN Announces Findings from Research on Attitudes and Behaviors of Women in the Retirement Industry**

**Owatonna, MN – June 16, 2021** – WE Inspire. Promote. Network. (WIPN) today unveiled the executive findings from its research, “The Story of Us: 2021 Evolution,” which surveyed more than 800 women in the retirement industry. Conducted in October 2020 by research partner [Escalent](#), with the support from sponsors [T. Rowe Price](#) and [OneDigital Retirement + Wealth](#), the study looks at a range of topics including the value of networking and mentoring, how to create a better work-life balance, a deep dive into compensation, and a discussion of Diversity, Equity and Inclusion.

“Our survey uncovered some key areas where the retirement industry can improve for women, especially when it comes to work-life balance and issues around Diversity, Equity and Inclusion,” said WIPN President Jennifer Norr. “A bright spot in the survey is around the importance of mentorship and how seven in ten women feel it played a role in getting to their current level of career achievement. As a core part of our WIPN mission, we are proud to be able to provide networking opportunities for our members.”

Among the key findings of the survey:

- Connections yield new opportunities, demonstrated by the finding that networking helped one in three respondents get jobs.
- Work-life balance remains a struggle with one in three women placing it as a top factor that makes them feel successful at work, but it’s an area with the lowest satisfaction in the survey.
- While there are plenty of women who feel content with their salary, over half believe theirs has not kept pace with their experience and responsibilities.
- Diverse employees stay when inclusion is achieved – one in five of the women of color surveyed consider leaving their employer due to company culture.

“WIPN created proprietary research to inform the national and chapter programming that our members highly value and depend on to grow their professional skills and personal views,” said Cindy Horn Kennedy, WIPN Programming & Research Chair. “We will share the findings at industry events and with the employees of our more than 50 corporate sponsors to advance the understanding of women’s roles, responsibilities and compensation.”

See the [WIPN executive summary](#).

#### **About WE Inspire. Promote. Network. (WIPN)**

WE Inspire. Promote. Network. (WIPN) is the leading nonprofit retirement industry organization advancing equity and opportunity for women in the retirement industry. Sponsored by leading firms that recognize the value that women’s voices bring to the workplace, WIPN has a network of over 5,500 subscribers with more than 1,400 members and 32 local chapters nationwide. For more information, please visit [www.wipn.org](http://www.wipn.org).

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