

# Ask Alabama Poll Results



**Contact:**

**Don-Terry Veal, Ph.D**  
Ask Alabama Poll  
Phone: (334) 844-4781  
Fax: (3343) 844-1919

2236 Haley Center  
Auburn University, AL 36849  
www.auburn.edu/cgs

SUMMER 2009 POLL RELEASE #6

## PRESS RELEASE

### Alabama women push for flexible work schedules and childcare

*Rising female employment could change Alabama workplaces*

**Auburn, September 8, 2009:** A statewide survey of Alabama residents found that men and women agree that better benefits packages and higher wages should top the list of changes or improvements sought in the workplace. But when it comes to other employment priorities, gender differences are evident. Most notably, majorities of women care a lot about flexible work hours and schedules and the availability of on-site or convenient childcare.

Sixty-seven (67) percent of women describe childcare as "very important," compared to 55 percent of men. Sixty-one (61) percent of women rate flexible hours and schedules as very important while just 49 percent of men concur.

The preferences of Alabama women could play a major role in restructuring of the workplace, says Auburn University's Dr. David Hill. "Labor economists tell us that during recessions the percentage of female workers rises, so their voices may become more influential." Earlier this year, economists reported that nationwide more women than men are now the primary breadwinners in their households.

The survey also found that transportation is a significant consideration in employment. Majorities of the Alabama residents surveyed described shorter commutes and the availability of public transit options as being "very important" improvements that are needed. "Whenever gasoline prices spike, we will see rising sensitivity from workers with long commutes" said Dr. Don-Terry Veal, Director of the Center for Governmental Services that conducted the poll.

A majority of Alabama residents also said that there is a need for more employers that value diversity.

*The Ask Alabama survey results are based on telephone interviews conducted with a stratified random sample of 639 adult householders July 6 -- 19, 2009. The sample's geographic, gender, race, and age*

*distributions were weighted to be proportionate to the United States Census Bureau's data for Alabama's adult (18+ years of age) householders. Patrick Rose, Manager of the Center's Survey Research Laboratory that conducted the interviews, said that poll results based on the full statewide sample have a margin of error of  $\pm 4$  percentage points.*

The Ask Alabama Poll is to be conducted quarterly by the Center for Governmental Services, a unit of Auburn University Outreach that provides research, consulting and training to government agencies, not-for-profit associations, and private sector clients. Patrick Rose, manager of the center's Survey Research Laboratory that conducted the interviews, said that poll results based on the full statewide sample have a margin of error of plus or minus 4 percentage points.

**Prior releases from the current poll include:**

**August 3 – CONSUMER CONFIDENCE.** Alabama residents have mixed views on the state of the economy.

**August 10 – MANUFACTURING.** Alabama residents see manufacturing leading economic recovery and many will be looking to purchase a new car made in Alabama.

**August 17 – SCHOOLS.** Alabama residents give their local schools high marks.

**August 24 – HUNGER.** Hunger is an issue; many residents see Alabama families skipping meals to cope with economy.

**August 31 – NEWS.** Internet sites are a rising source of news for Alabama residents, challenging daily newspapers.

**Future releases from the current poll include:**

**STATE IMAGE.** Alabama is seen as a friendly place to raise a family or retire; but don't consider starting a business or looking for a job.

# Ask Alabama Poll Results

334/844.4781



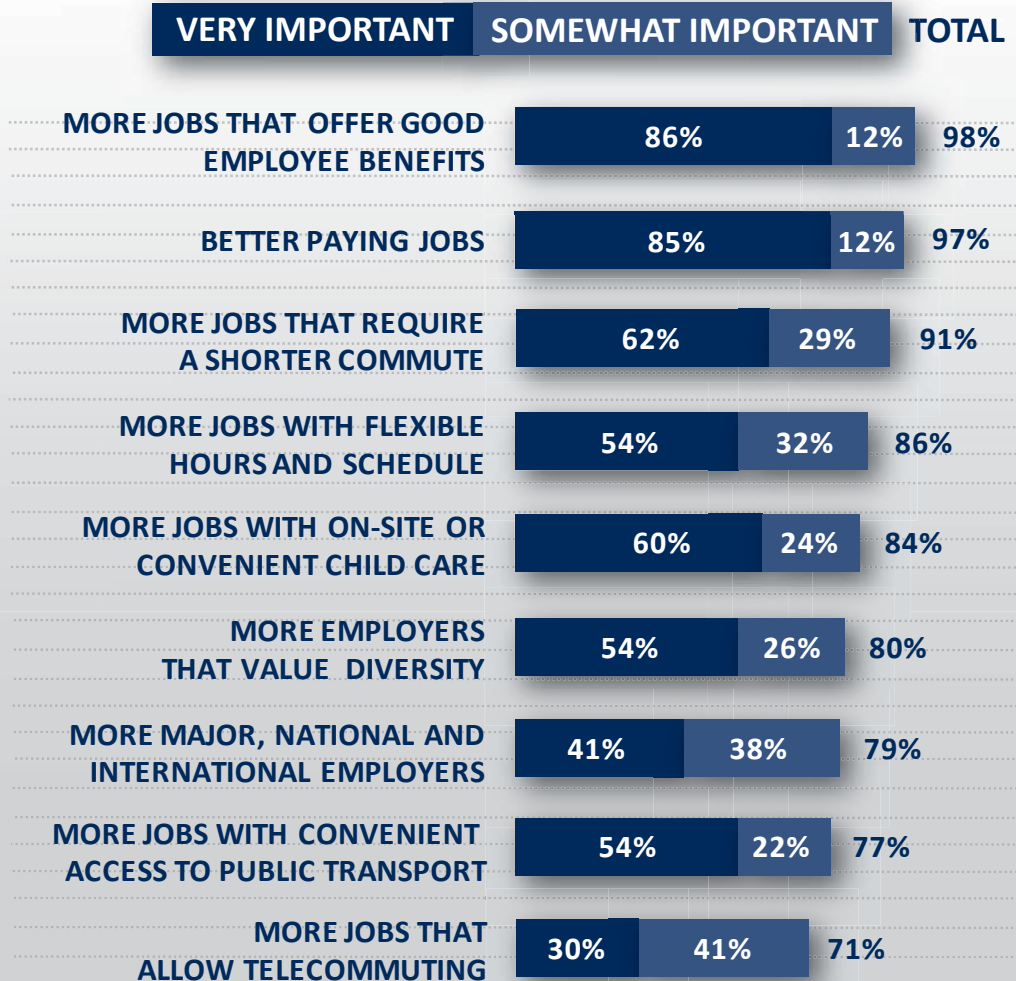
AUBURN  
CENTER FOR GOVERNMENTAL SERVICES

## Alabamians want more jobs with good benefits, pay and a short commute.

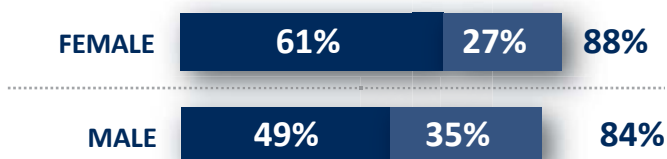
### Question

I'm going to read a list of changes or improvements in jobs and employment that some people want in Alabama. For each, tell me how important you consider it to be.

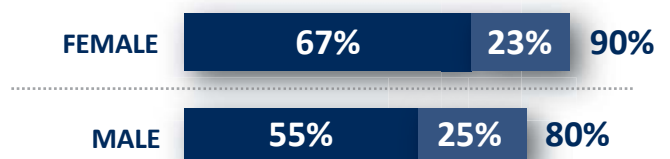
### JOB IMPROVEMENTS



### Percent "Flexible Hours and Schedule" By Gender



### Percent "On-site or Convenient Child Care" By Gender



The Ask Alabama survey results are based on telephone interviews conducted with a stratified random sample of 639 adult householders in Alabama from July 6 to July 19, 2009. The sample was chosen so as to ensure that each region of the state was represented in proportion to its population. The sample's geographic, gender, race, and age distributions were weighted to be proportionate to the United States Census Bureau's data for Alabama's adult (18+ years of age) householders. Results based on all 639 respondents have a margin of error of ±4 percentage points.