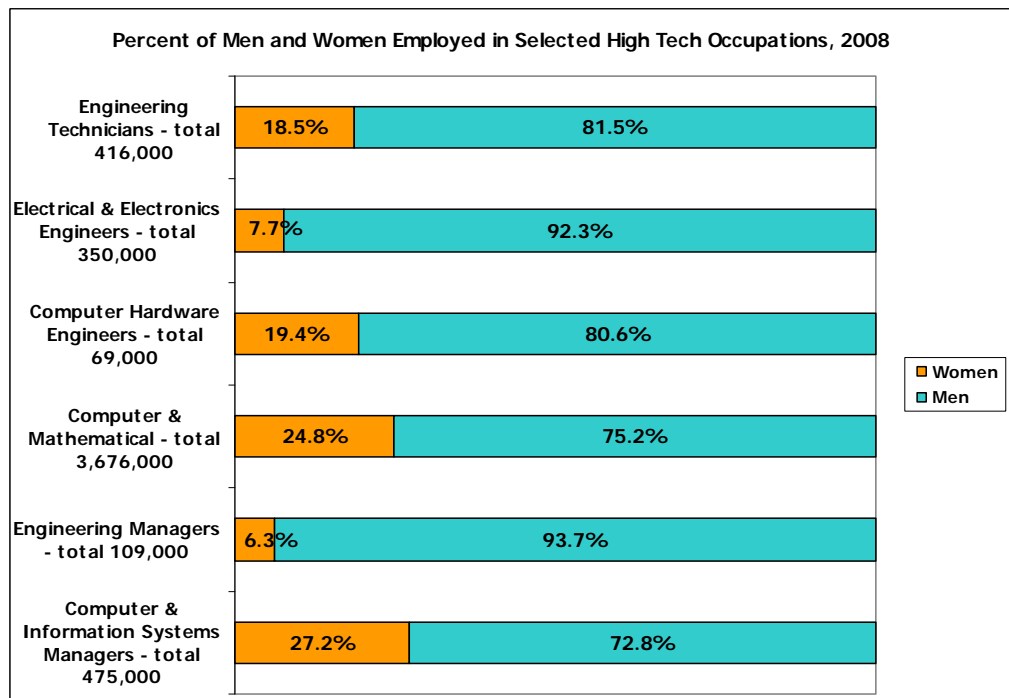


Women in High Tech

What is “High Tech”?¹

The U.S. Department of Labor defines “high tech” as more than computers, software, and the Internet. The term is used to describe industries, occupations and products in which cutting-edge, state-of-the-art technologies are used. High-technology firms systematically apply scientific and technical knowledge to problem solving and conduct a substantial amount of research and development. The Bureau of Labor Statistics has described “high-technology” occupations as scientific, technical, and engineering occupations, such as: engineers; life and physical scientists; mathematical specialists; engineering and science technicians; computer specialists; and engineering, scientific, and computer managers.

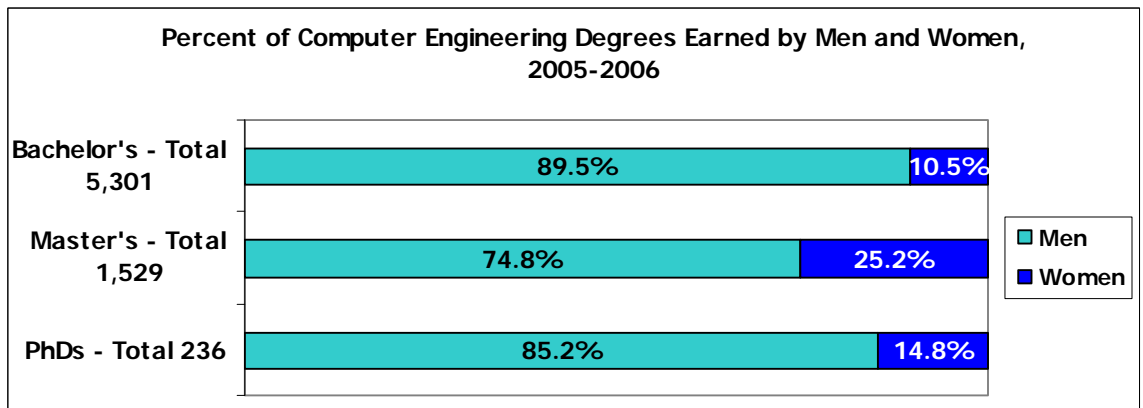
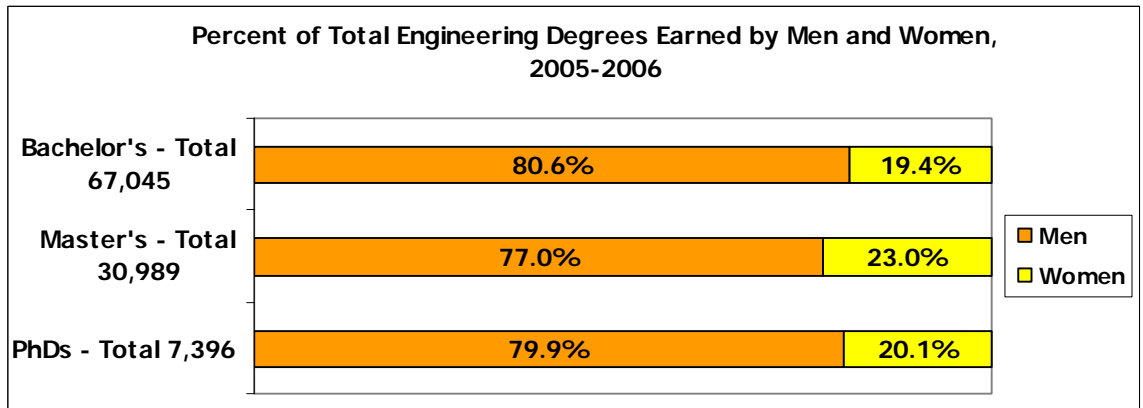
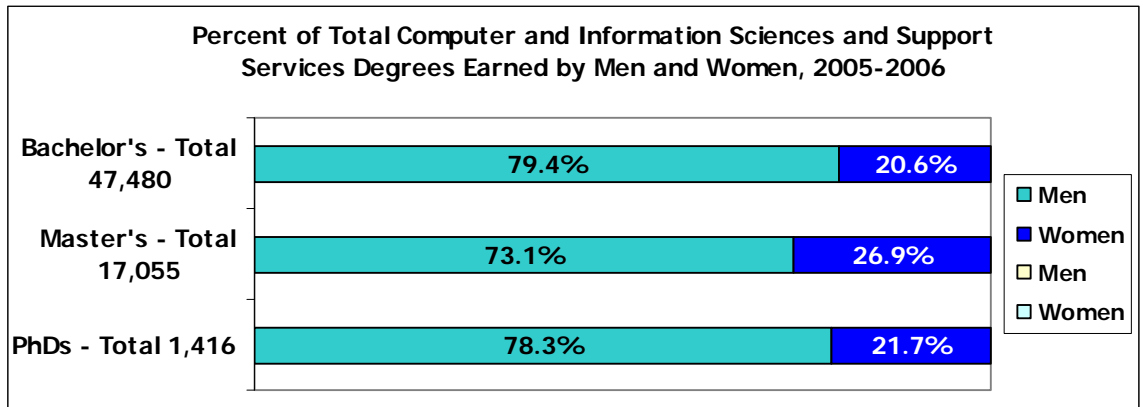
Employment in High Tech ²



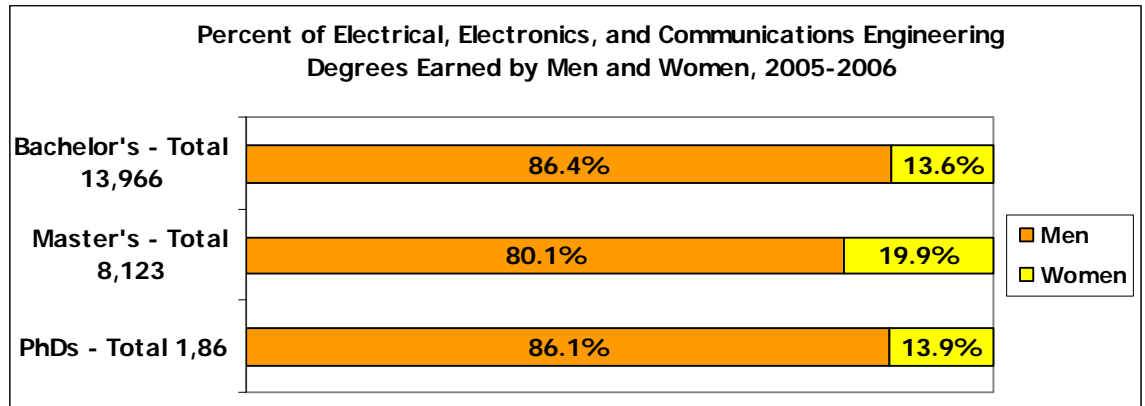
Education³

Women in High Tech

QUICK TAKES



Women in High Tech



Buying Power

- Of the roughly \$200 billion that will be spent at retail on CE products by consumers in 2007, \$90 billion, or 45%, will be made by women at the checkout counter (either in person or online).⁴

SOURCES

1. U.S. Department of Labor, Women's Bureau, "Women In High-Tech Jobs," July 2002. <http://www.dol.gov/wb/factsheets/hitech02.htm>
2. Current Population Survey, Bureau of Labor Statistics, "Employed persons by detailed occupation, sex, race, and Hispanic or Latino ethnicity, 2008," *Annual Averages 2008* (2009). <http://www.bls.gov/cps/cpsaat11.pdf>
3. National Center for Education Statistics, "Bachelor's, master's, and doctor's degrees conferred by degree-granting institutions, by sex of student and field of study: 2005-2006," *Digest of Education Statistics*. http://nces.ed.gov/programs/digest/d07/tables/dt07_265.asp
4. CEA Market Research Study, *The Truth About Women and Consumer Electronics* (July 2007).

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