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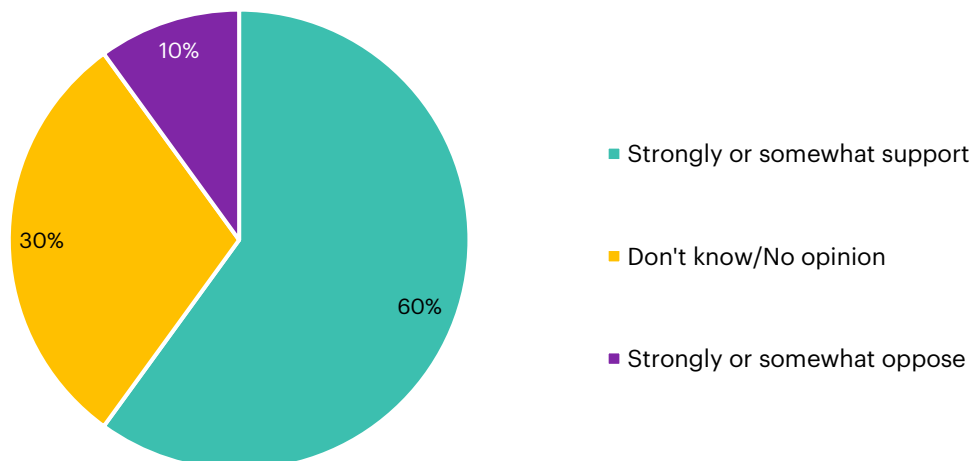
JANUARY 2024 | FACT SHEET

# New Polling Shows that Americans Support Pay Range Transparency and Employers May Benefit Too

New polling that the National Women's Law Center (NWLC) conducted with Morning Consult in September 2023 shows that **most Americans want employers to provide salary or wage information to job seekers and/or employees**—also known as **pay range transparency**.<sup>1</sup>

- When looking for a job, nearly three in five (58%) adults prefer job postings that include a pay range for the position.
- Among women who prefer job postings that include a pay range, half (50%) say that the main reason for that preference is “to know if the position’s pay range is one they would accept;” nearly a quarter (23%) say their main reason was “to determine whether a company pays fairly compared to industry peers.”
- Three in five (60%) adults support implementing pay range transparency practices in their workplace.

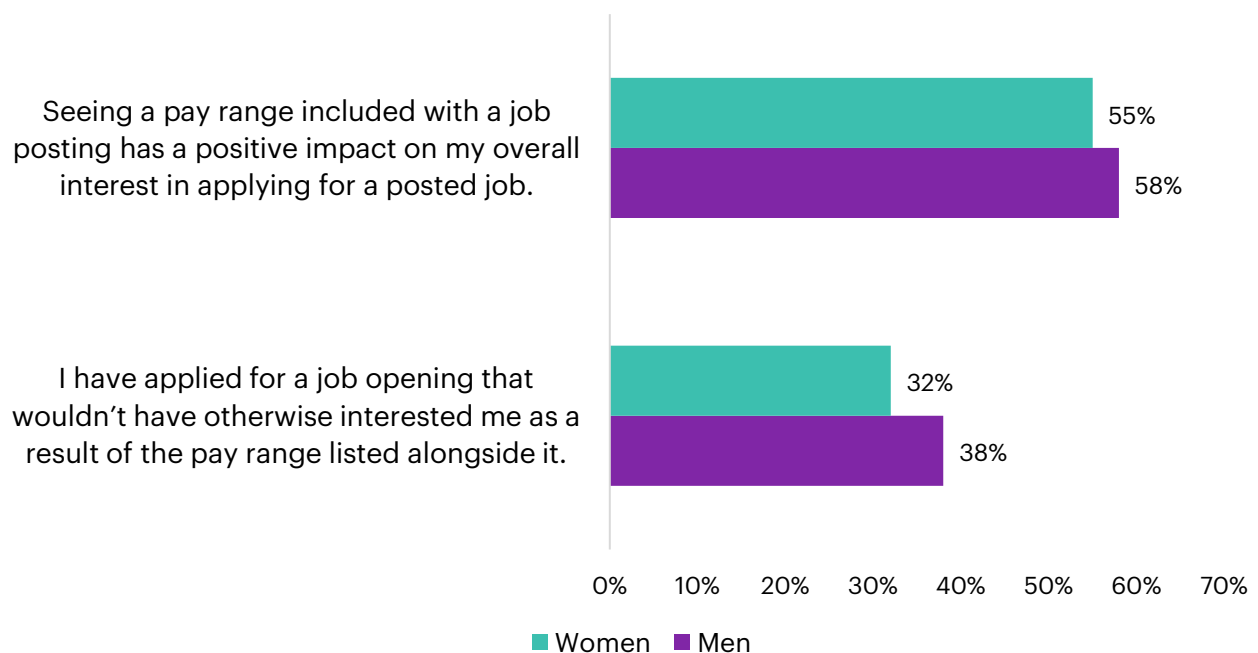
Do you support or oppose the implementation of pay range transparency practices in your own workplace?



Pay range transparency empowers employees and job applicants by giving them information that aids their job search and pay negotiations **and** encourages employers to evaluate their pay practices to ensure they are offering fair wages.

**Employers may benefit from displaying pay ranges.** Our polling data shows that pay range transparency increases job applicants' interest in applying for a job, improves their perceptions of employer brand, and ultimately increases job applications.

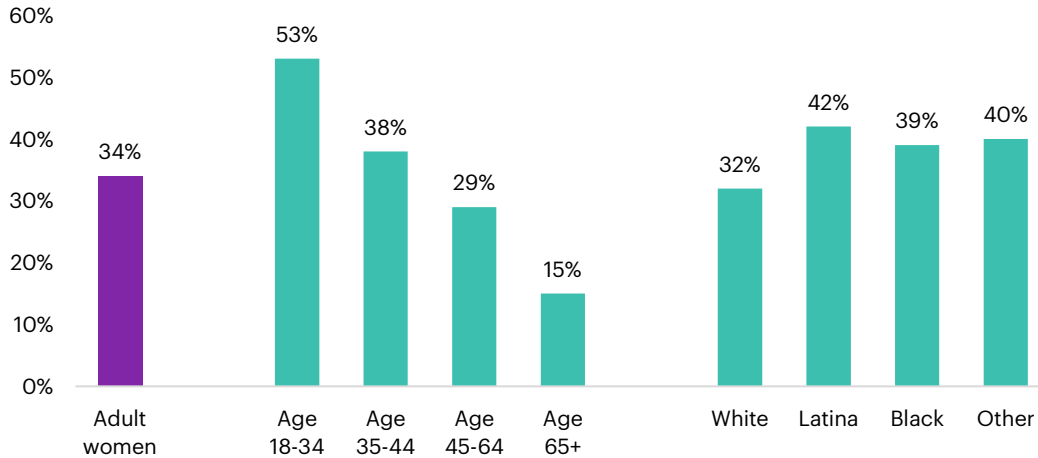
- Most adults (55% of women and 58% of men) say seeing a pay range included with a job posting has a positive impact on their overall interest in applying for a posted job.
- More than a third of adults (32% of women and 38% of men) have applied for a job opening that would not have otherwise interested them because of the pay range listed alongside it.



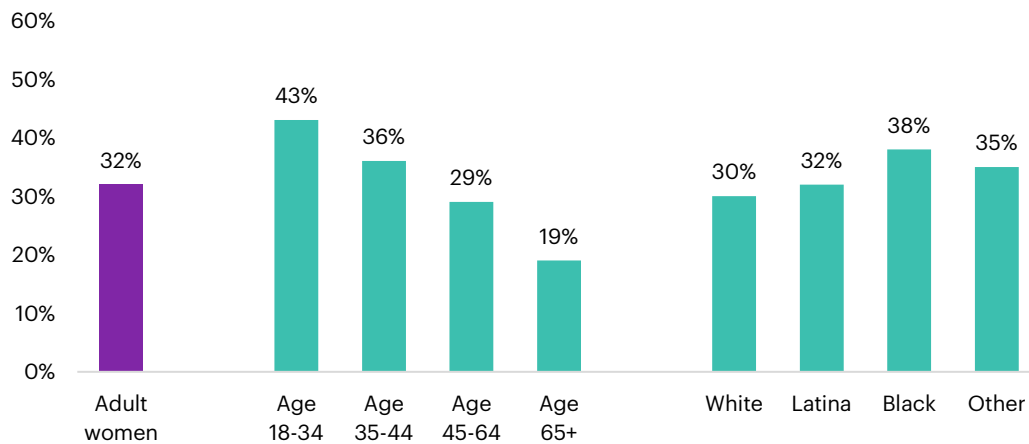
## Displaying pay ranges may help employers attract a more diverse workforce to their organizations.

- While workers across all generations support pay range transparency, Gen Zs and Millennials are much more likely to have refrained from applying to a job opening because it did not list a pay range and more likely to have applied for a job opening that would not have otherwise interested them because of the pay range listed.
- Women of color are more likely than white women to have refrained from applying to a job opening because it did not list a pay range and more likely to have applied for a job opening that would not have otherwise interested them because of the pay range listed.

## Have you ever refrained from applying to a job opening because it did not list a pay range?



## Have you ever applied for a job opening that wouldn't have otherwise interested you as a result of the pay range listed?



This finding is consistent with prior surveys showing pay transparency in job postings leads to [more applicants and better candidates](#). Other research suggests that pay range transparency [may help](#) reduce the gender pay gap.

### Nevertheless, too few employers are sharing pay ranges in job postings.

- 47% of men and 34% of women reported their current or past employer shares or shared pay ranges in job postings. The gender difference may partly derive from the different job sectors men and women tend to concentrate in.
- Over half (56%) of working adults—ranging from 52% in the private-sector to 75% in the government-sector—report their employer already makes the pay ranges for each role or level in the organization visible to all employees.

Policymakers should act to ensure that all job seekers and workers in their states have pay range transparency protections. Employers who have already embraced the shift to transparency would benefit from clear rules and guidance for all employers on providing clear and good faith pay ranges in job announcements.

## Pay range transparency is growing at the state level.

An increasing number of states have passed legislation to promote pay transparency practices in the workplace, reflecting a cultural shift as more workers and businesses embrace pay transparency. Ten states—California, Colorado, Connecticut, Hawaii, Illinois, Massachusetts (pending governor signature), New York, Nevada, Rhode Island, and Washington—have recently passed pay range transparency laws, and we expect the momentum to continue in the upcoming year.

In December 2023, NWLC conducted additional polling with Morning Consult in states **without** pay range transparency laws. Our state-specific polling data shows similar levels of support for pay range transparency among respondents in Maryland, Georgia, and Maine.

- In **Maryland**, 74% of respondents support pay range transparency and 62% prefer job postings that include a pay range for the position. [See here](#) for more polling data for Maryland.
- In **Georgia**, 66% of respondents support pay range transparency and 54% prefers job postings that include a pay range for the position. [See here](#) for more polling data for Georgia.
- In **Maine**, 67% of respondents support pay range transparency and 51% prefers job postings that include a pay range for the position. [See here](#) for more polling data for Maine.

<sup>1</sup> The national poll was conducted between September 18-September 21, 2023 among a sample of 4,402 adults. The interviews were conducted online and the data were weighted to approximate a target sample of U.S. adults based on age, gender, race, educational attainment, region, gender by age, and race by educational attainment. Results from the full survey have a margin of error of plus or minus 1 percentage points. All results are calculated with demographic post-stratification weights applied.