



**NATIONAL
WOMEN'S
LAW CENTER**

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FEBRUARY 2024 | FACT SHEET

New Polling Shows High Support for Pay Range Transparency in North Carolina

New polling National Women's Law Center conducted with Morning Consult in January 2024 shows that **people in North Carolina want employers to provide pay ranges for positions** to job seekers and/or employees—also known as pay range transparency.¹ Among adult respondents in North Carolina:

- Over two-thirds (68%) support implementing pay range transparency practices at their own workplace.
- Nearly three in five (59%) prefer job postings with a pay range when applying for a job.
- Among those who prefer job postings that include a pay range, over half (56%) say that the main reason for that preference is “to know if the position’s pay range is one they would accept.”

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



■ Strongly or somewhat support ■ Don't know/No opinion ■ Strongly or somewhat oppose

Generally speaking, which of the following do you prefer when considering postings for open roles?

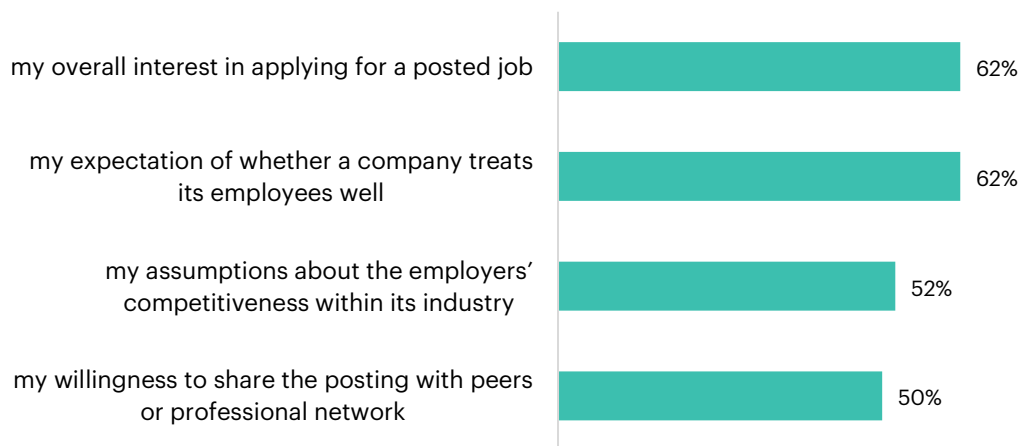


- Job postings that DO include a pay range for the position
- No preference for either
- Job postings that DO NOT include a pay range for the position

North Carolina employers can also benefit from displaying pay ranges. Employers including pay ranges in job postings leads to [more applicants and better candidates](#). The Society for Human Resources Management (SHRM) found that 70% of organizations nationwide that list pay ranges on job postings say that doing so has led to more people applying to their postings; and nearly two-thirds (66%) say that doing so has increased the quality of applicants they're seeing. Similarly, NWLC/Morning Consult polling data in North Carolina show that pay range transparency increases job applicants' interest in applying for a job, improves their perceptions of the employer's brand, and ultimately increases job applications. Among adult respondents in North Carolina:

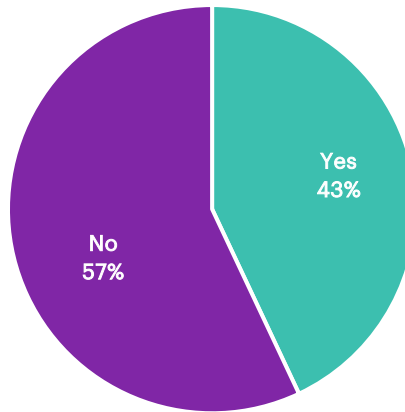
- Over three in five (62%) say seeing a pay range included with a job posting has a positive impact on their overall interest in applying for a posted job.
- Over three in five (62%) say seeing a pay range included with a job posting has a positive impact on their expectation of whether a company treats its employees well.
- Over half (52%) say seeing a pay range included with a job posting has a positive impact on their assumptions about the employers' competitiveness within its industry.
- Half (50%) say seeing a pay range included with a job posting has a positive impact on their willingness to share the posting with peers or professional network.

Seeing a pay range included with a job posting has a positive impact on...



- Over two in five (43%) have applied for a job opening that wouldn't have otherwise interested them as a result of the pay range listed alongside it.

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



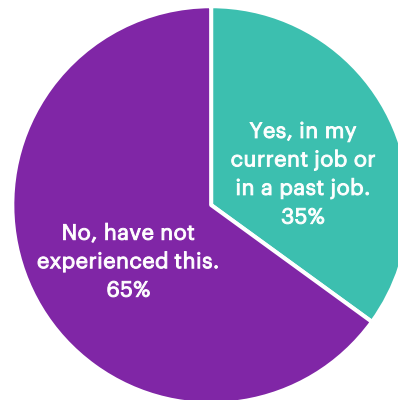
- Over half (52%) have either refrained from applying to a job opening because it did not list a pay range or are generally less likely to apply to a job opening if it does not list a pay range. ²



- I have refrained from applying to a job opening because it did not list a pay range.
- I am generally less likely to apply to a job opening if it does not list a pay range.
- I have not refrained from applying to a job opening because it did not list a pay range, nor am I less likely to apply to a job opening if it does not list a pay range.

Pay transparency has been on the rise nationally, but still, too few employers are sharing pay ranges in job postings. Nearly two-thirds (65%) of adult respondents in North Carolina have never worked for an employer who shares pay ranges associated with job postings for open roles.

Have you ever worked for an employer who shares pay ranges associated with job postings for open roles?



Many employers are continuing to shroud their pay practices in secrecy, despite the data. Those who have embraced the shift to transparency would benefit from clear rules and guidance for all employers on providing good faith pay ranges in job announcements. Policymakers must act to ensure that all job seekers and businesses in North Carolina benefit from pay range transparency.

For more information on pay range transparency, check out our [factsheet](#).

- 1 This poll was conducted from January 18-31, 2024, among a sample of 501 adults in North Carolina. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 4 percentage points. All results are calculated with demographic post-stratification weights applied.
- 2 Respondents were first asked if they had ever refrained from applying to a job opening because it did not list a pay range. Those who answered no were further asked if they were generally less likely to apply to a job opening without a pay range.