

Tech Workplace Survey Report

A research summary of tech worker experiences
and attitudes in Southwest Missouri prepared by
Habitat Communication Culture in partnership
with Springfield Women in Technology.



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Executive Summary

The 2025 Tech Workplace Survey Report aims to shed light on what it's like to live and work in tech across southwest Missouri.

This year's findings draw from the perspectives of more than 250 professionals representing a mix of remote and locally based tech workers, students, and job seekers. The survey was designed to capture both the realities of daily work and the broader sentiments shaping people's careers, including covering compensation, growth opportunities, discrimination, confidence in the job market, and industry intentions.



Key Insights from 2025

Job market confidence was mixed.

Many respondents, especially women, express uncertainty about how quickly they could find a comparable tech job if they had to start looking today.

Career commitment remains strong, but gender gaps persist.

61% of women plan to stay in tech for their entire career, compared to 68% of men. Both figures declined since 2024, reflecting a subtle but steady decline in long-term optimism.

Perceptions of pay fairness are shifting.

For the first time, men and women are aligned in how fairly they feel compensated. Women's sense of fairness has remained steady, while men's confidence in equitable pay has noticeably faded since 2023.



Discrimination reports remain high for women.

Over half (54%) of women say they've experienced discrimination in their tech career, more than double the rate of men.

Work-life balance remains stubbornly unequal.

The share of women who feel they have good work-life balance hasn't improved in three years. Only 27% of women assess their work-life balance positively, compared to 40% of men.

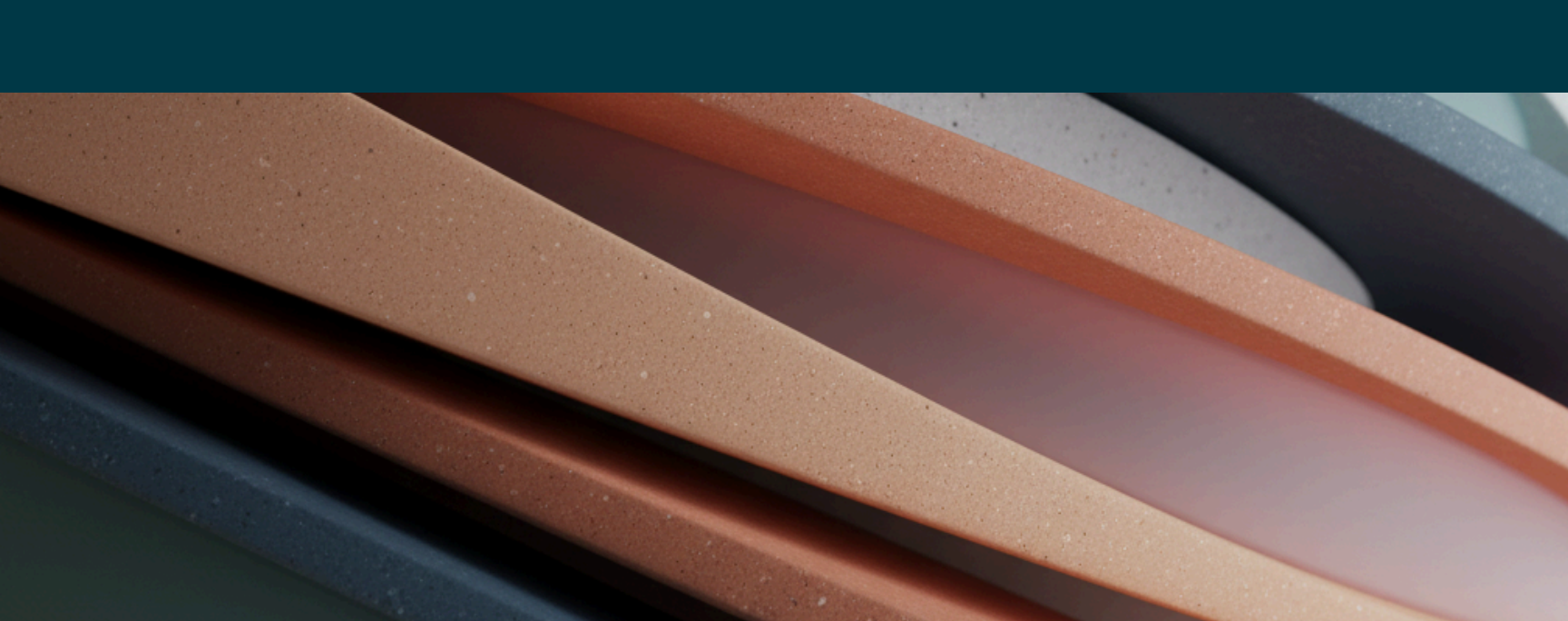
Local tech pros are embracing AI.

Many local respondents see AI as an important skill area, and report daily usage at rates that outpace global tech pro averages.

WHEN TAKEN TOGETHER...

these findings highlight a local tech community that is both resilient and reflective. The data underscores where progress has been made and where continued attention is needed to create workplaces that are fair, inclusive, and future-ready.





Introduction

Now in its third year, the Tech Workplace Survey continues to serve as the region's most comprehensive look at what it's like to live and work in technology in southwest Missouri.

Commissioned by Springfield Women in Technology (WIT) and facilitated by Habitat Communication & Culture, this annual research effort explores how people across the industry experience their work, from compensation and growth opportunities to workplace culture and belonging.

Southwest Missouri's tech sector has continued to shift in recent years. Our region's startup environment has grown, established employers have expanded, and the region has become home to a growing population of remote professionals working for companies headquartered across the country and globe.

Yet, as the local tech community grows in size and sophistication, questions remain about whether opportunity, access, and support are expanding equitably.

This research seeks to answer those questions. By capturing and comparing the experiences of professionals who live in the region and work in tech, the findings reveal where progress is being made and where gaps still exist.

THE GOAL IS SIMPLE BUT VITAL:

to help employers, educators, and community leaders better understand the realities of the region's tech workforce so that together, we can build a more inclusive, competitive, and sustainable industry for the future.



Methodology

This year's research was conducted through an anonymous electronic survey designed to capture the experiences of people who live in Southwest Missouri and work in the tech industry. That includes those employed locally as well as remote professionals who live in the region but work for organizations with no physical presence in the area.

The survey was distributed and promoted by Springfield Women in Technology (WIT), whose local networks and partnerships helped ensure participation across roles, company sizes, and career stages.

Survey questions combined quantitative measures with open-ended responses, allowing participants to share both data and perspective. The study explored a range of workplace topics—from compensation, benefits, and professional development to discrimination, belonging, and job satisfaction.

Responses were analyzed using both descriptive statistics and thematic analysis to identify trends, differences, and shared experiences within the region's growing tech community. This mixed-method approach offered a holistic understanding of what it feels like to work in tech in Southwest Missouri today.

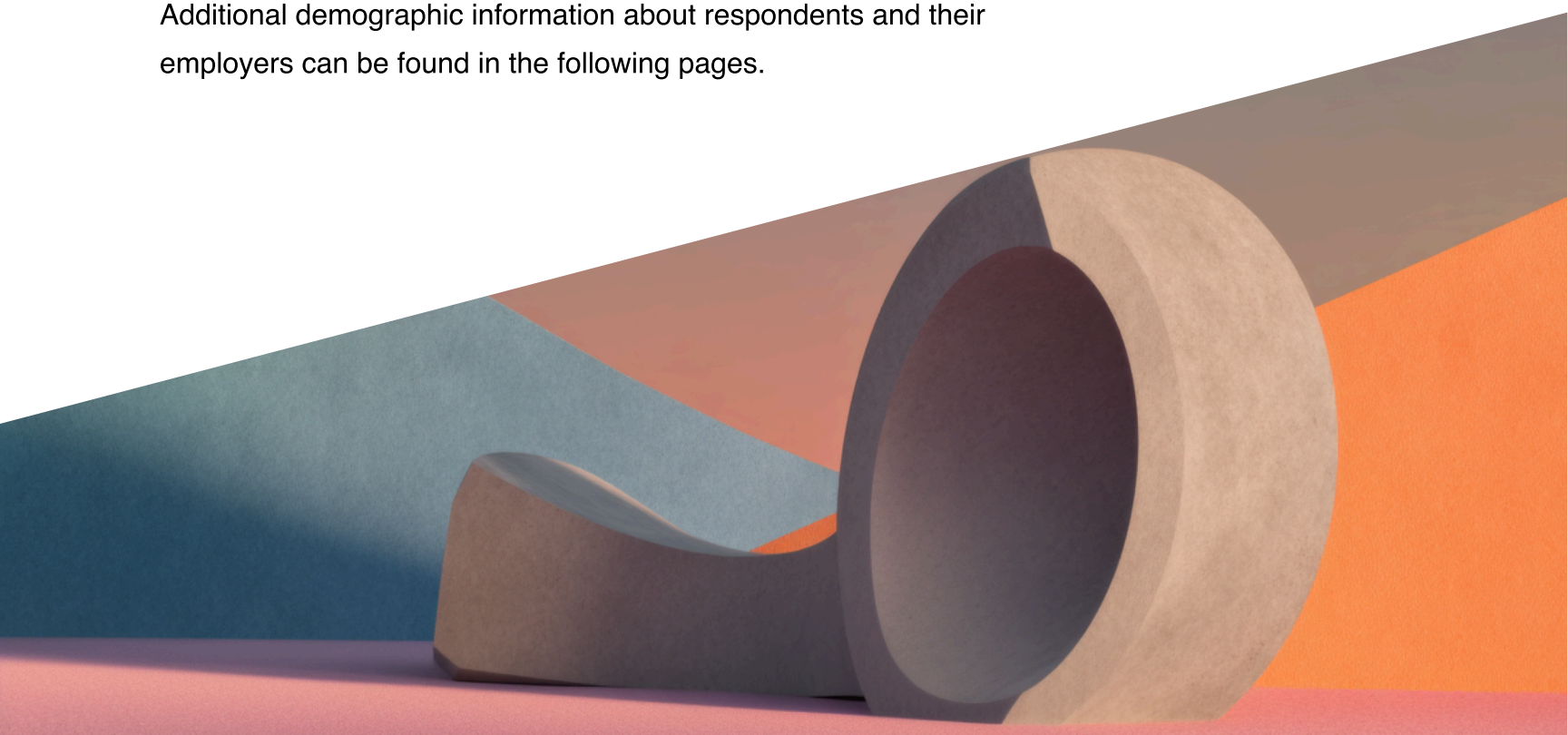


Who We Heard From

Industry, Organization, and Respondent Information

The research effort centered around an anonymous electronic survey that garnered 275+ responses from men, women, and gender minorities who live in Southwest Missouri and work in tech. These respondents include tech professionals who work locally along with those who live locally but work remotely for employers outside the region.

Additional demographic information about respondents and their employers can be found in the following pages.



Individual Respondent Demographics

Educational Attainment

Completed Some High School	2%
Graduated from High School	4%
Completed Some College	23%
Graduated from College	50%
Completed Some Graduate School	5%
Completed Graduate School	16%

Current Job Level

Entry Level	12%
Intermediate	29%
Senior	27%
Middle Management	15%
Senior Management	8%
Owner/Executive/C-Level	9%

Age & Gender



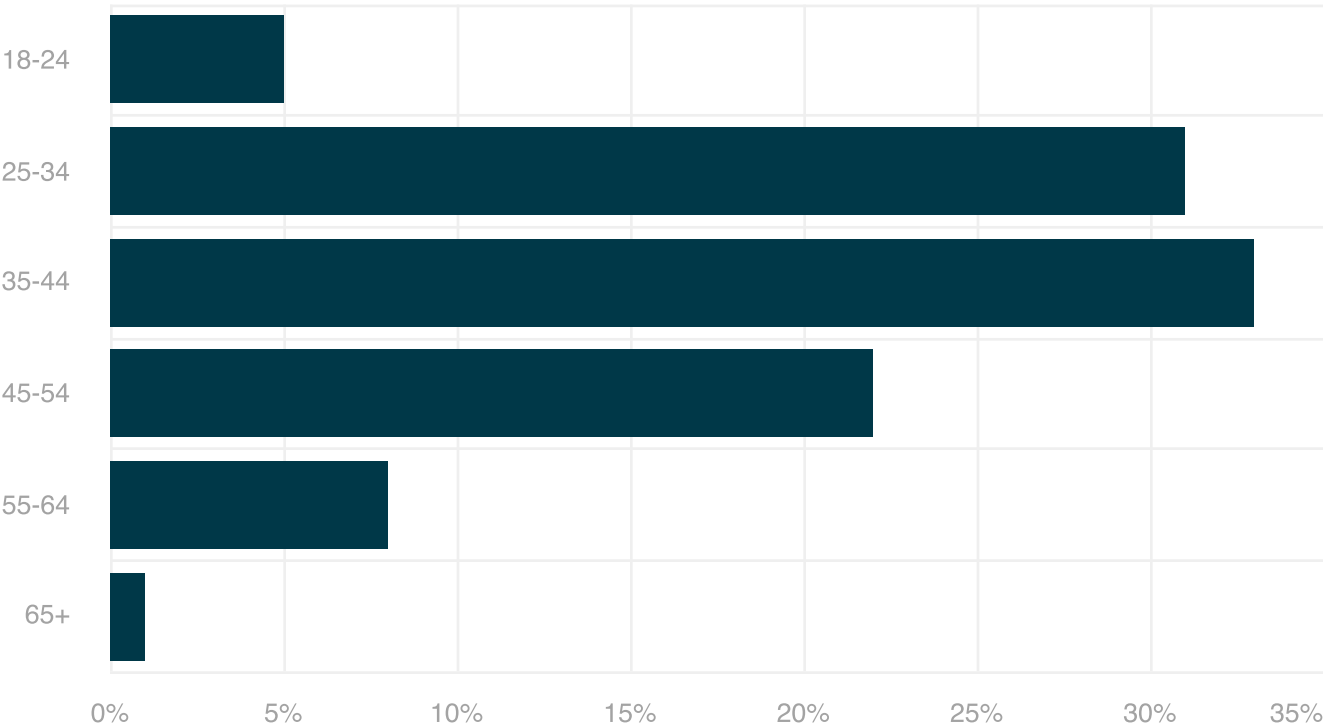
46% Female



51% Male

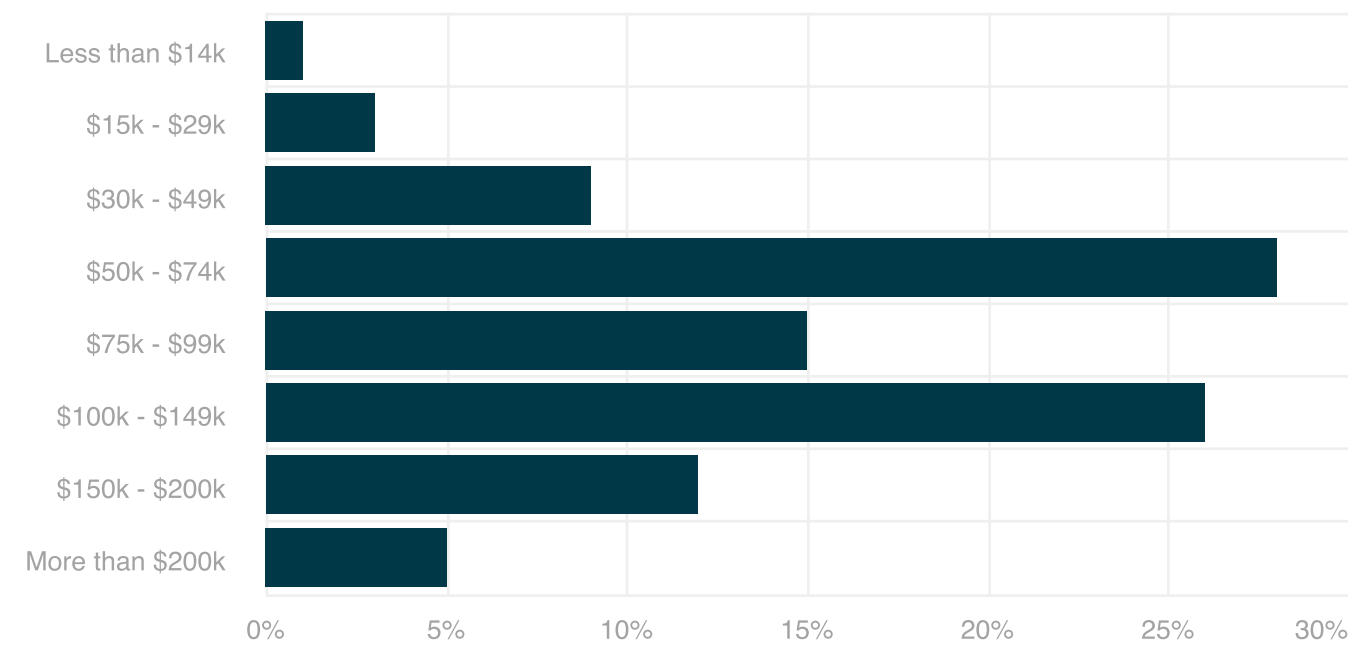


2% Non-binary

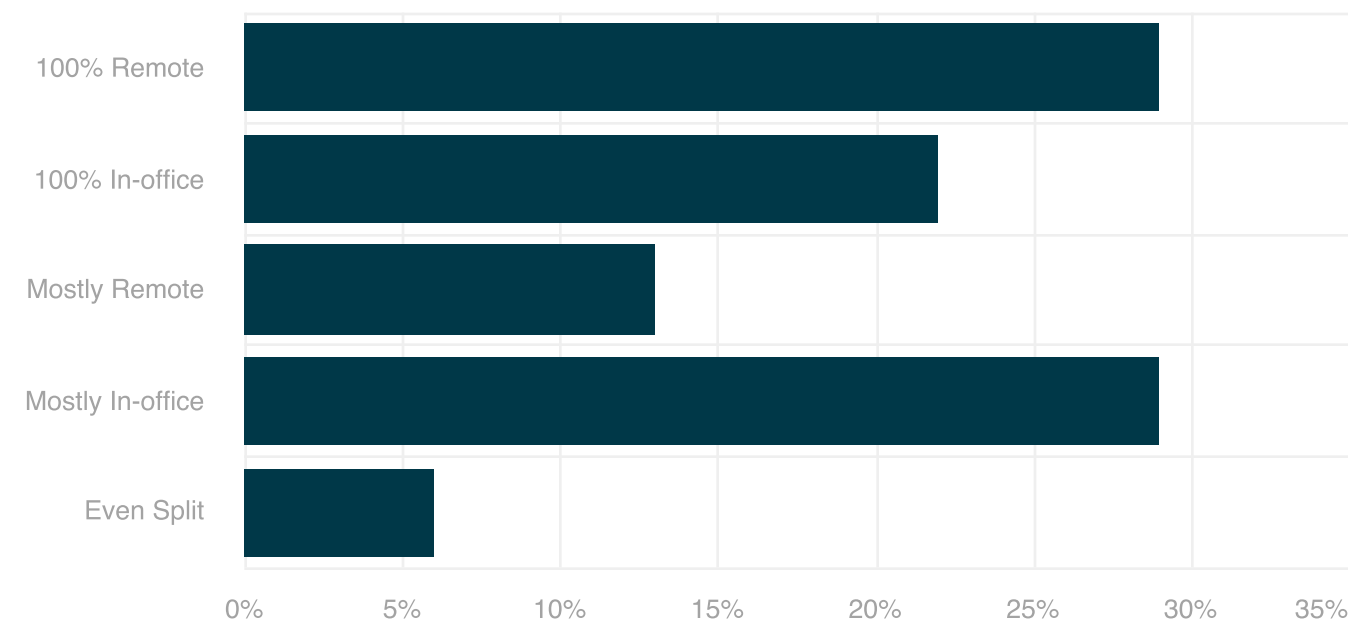


Individual Respondent Demographics

Individual Annual Income

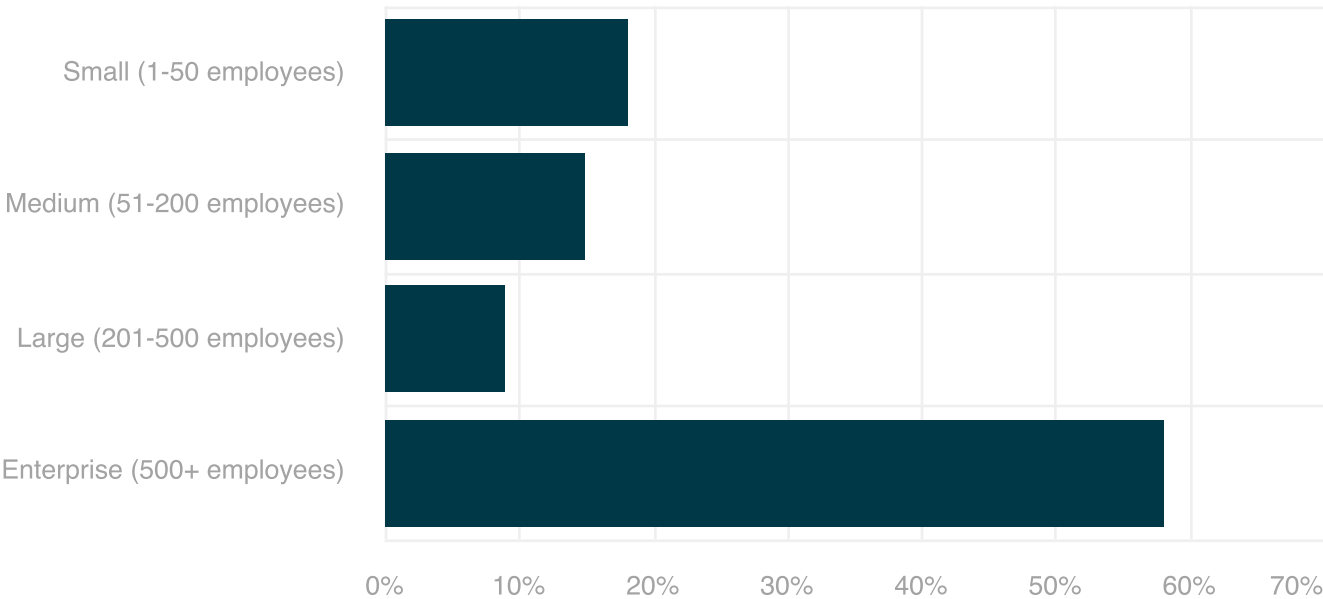


Working Environment

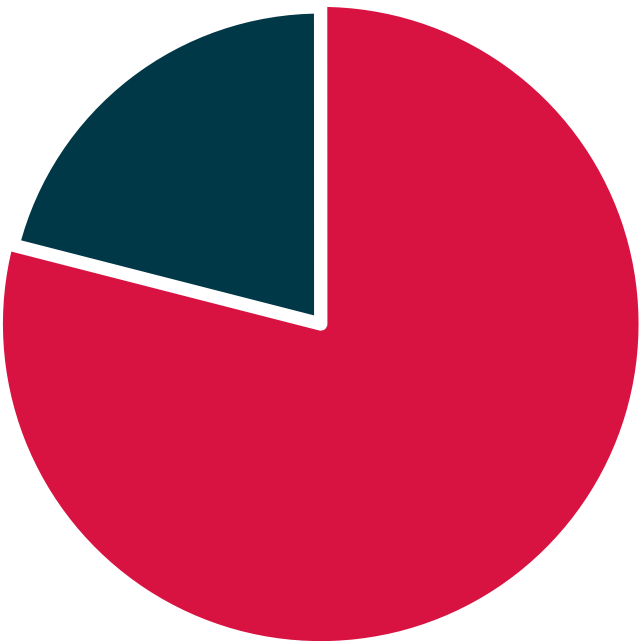


Organizational Demographics

Employer Size



Regional Office Presence



Local Office Presence

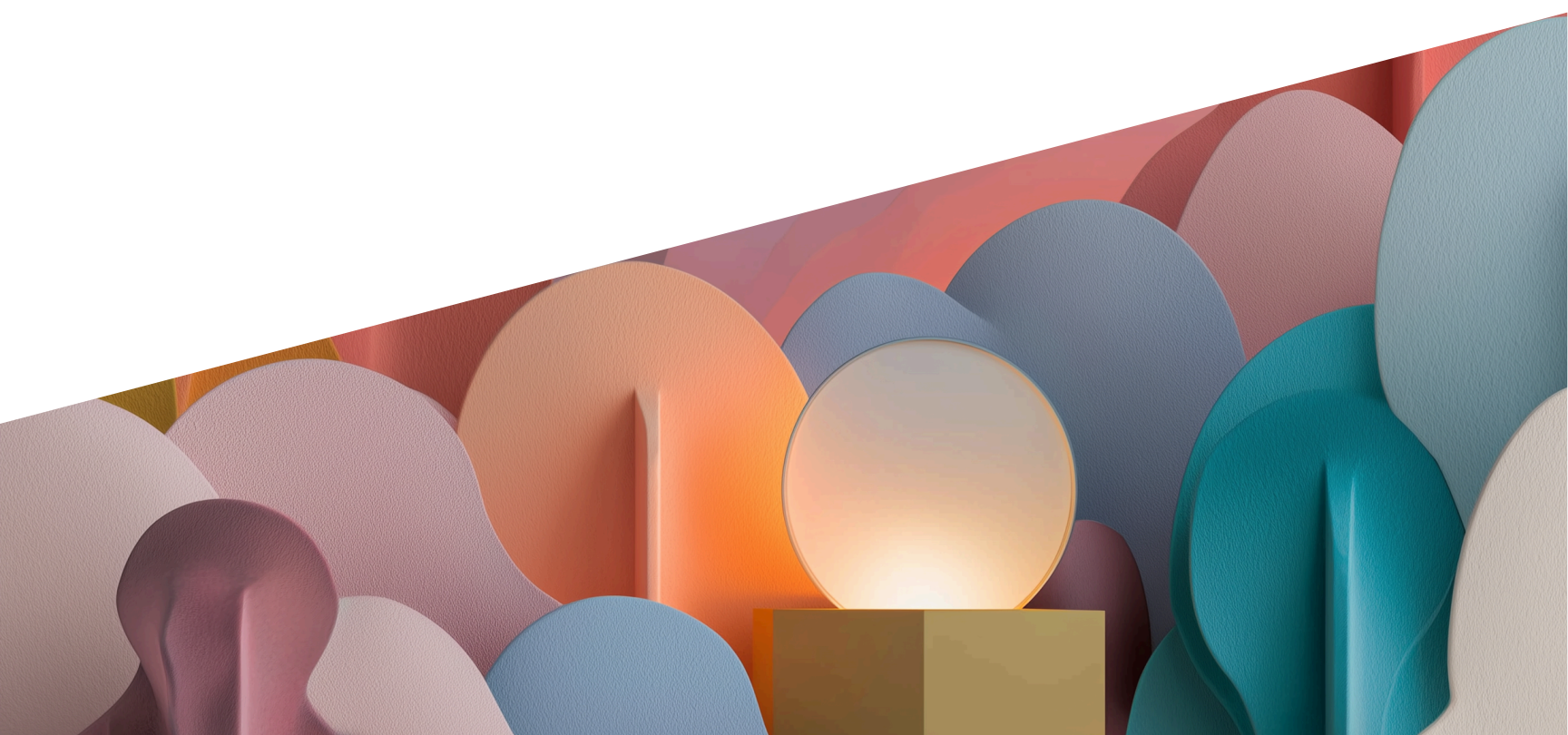
- 83% of respondents do have a physical office in the Springfield or Joplin metro.
- 17% of respondents do not have a physical office in the region.



Key Findings

The following pages take a closer look at the research project's key findings across a number of areas, including tech worker compensation, opportunities for growth and mentorship, and general attitudes toward the industry.

Where possible, local data from the 2025 research effort has been benchmarked against previous local tech worker research projects and/or national tech worker data.





What was once a gender gap rooted in women’s frustration may now be a shared skepticism about fairness overall.

Compensation, Salary, and Negotiations

Perceptions of Pay Equity

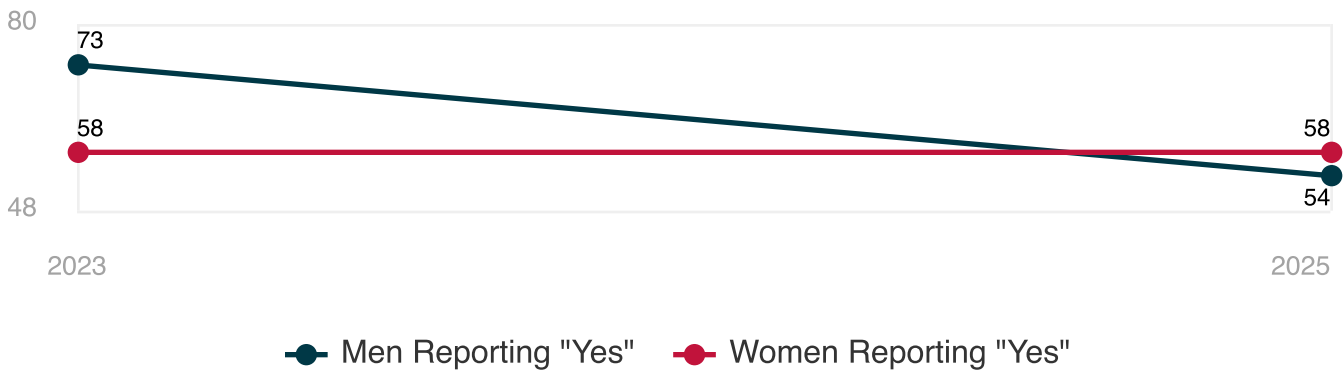
For the first time in this research, men and women are aligned in their perceptions about pay equity inside their organization and inside the industry, more broadly.

This alignment is not because women suddenly feel better about their compensation. It’s because men feel worse.

After years of optimism about compensation, men appear less convinced they’re being paid fairly compared to peers, both inside their organizations and across the industry.

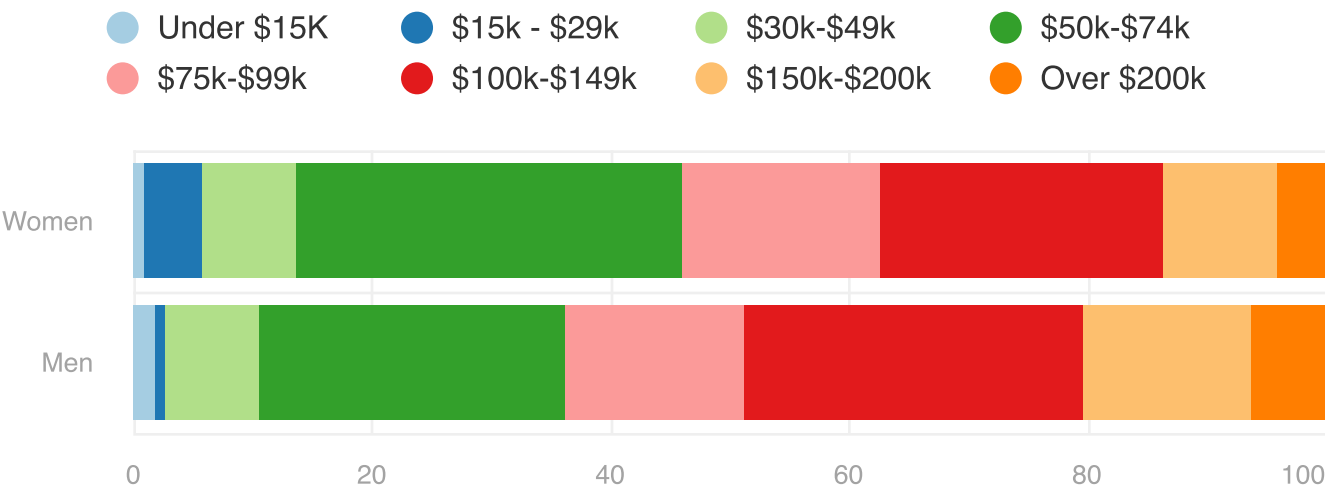
What was once a gender gap rooted in women’s frustration may now be a shared skepticism about fairness overall.

In your opinion, do you believe you are paid fairly as compared to others with similar positions and experience in your organization?



Compensation, Salary, and Negotiations

Individual Annual Income



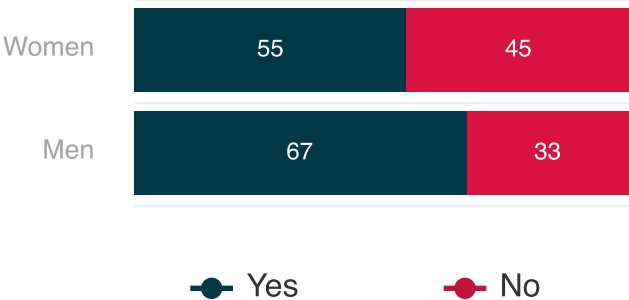
Gaps Remain around Salary Negotiations

Across three years of research, salary negotiation has remained one of the clearest gender divides in the region’s tech workforce. In 2023, women were already earning less and feeling less fairly compensated than their male peers. This pattern deepened in 2024, when many female research participants described negotiation as “taboo” and tied their hesitation to cultural norms, lack of transparency, and fear of backlash.

Those same dynamics still shape negotiation behavior today.

Even as awareness of pay equity has grown, confidence and access to information continue to influence who negotiates and who doesn’t. This suggests that closing the wage gap isn’t just about what companies pay, but also about how empowered employees feel to ask.

I have engaged in negotiations at least once, during my time in tech.



Flexibility & Work-Life Balance

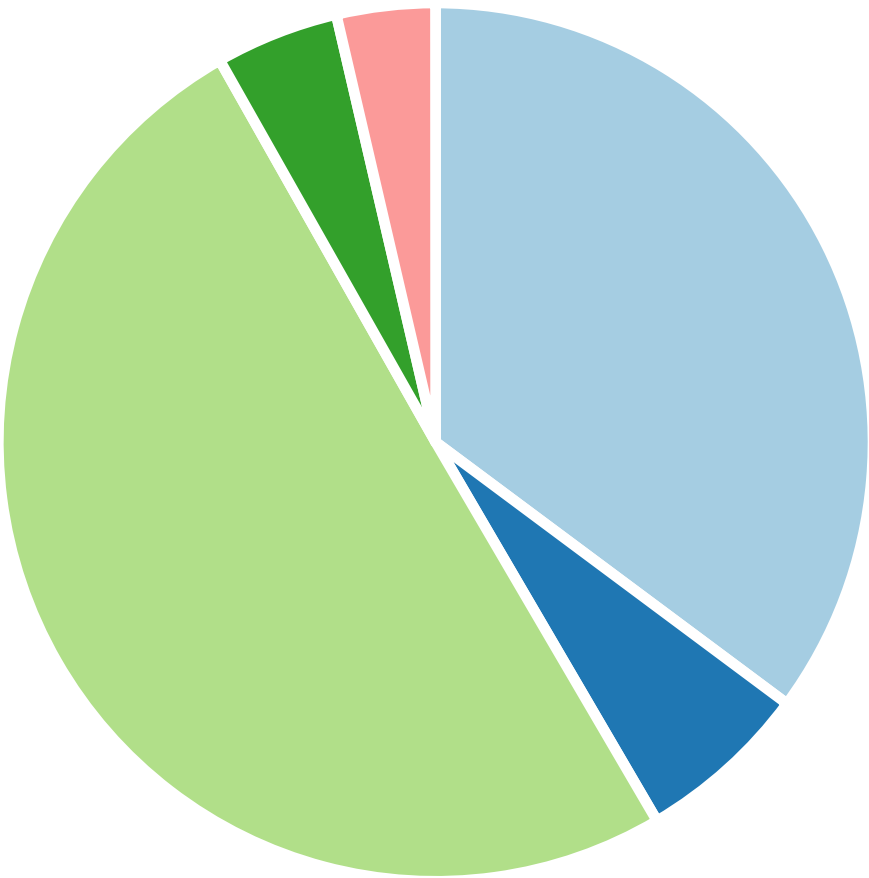
Flexibility Remains the Norm for Many Tech Workers

A persistent theme in this research over the last three years has been the value tech workers find in flexible work arrangements, wherein they have a high degree of autonomy over when and where they choose to work. In both 2023 and 2024 research, a majority of male and female respondents said flexibility in working hours and/or location would be a primary consideration if they were considering a new role.

Despite national headlines about “Return to Office” mandates and “coffee badging”, tech workers in Southwest Missouri report few changes to their flexible working arrangements. **43%** of respondents indicate they work remotely **100% or “most of” the time**, and when asked “Which of the following best describes any changes your employer has made to in-office work policies over the past 12 months?”, most respondents indicate their employer has made no meaningful changes.

Changes to in-office work policies

- Expectations to work on site have increased
- Expectations to work onsite have decreased
- No major changes to expectations
- I’m not sure
- Not Applicable (e.g. self-employed, freelancer)



Flexibility & Work-Life Balance

Only 27% of women agreed that they have a good work life balance

Prospective Tech Talent Values Flexibility Over Salary, Advancement Opportunities

Maintaining and communicating a commitment to flexible work environments could be a distinct advantage for employers looking to attract post-college tech talent in the coming years. Students participating in this year’s research rated the ability to work remotely or with a flexible schedule as the number one factor in consideration if they were looking for a job today, outranking both salary and advancement opportunities.

Student responses to: “If you were looking for a new job, which factor would be most important?”

Ability to work remotely or with a flexible schedule	44%
Company culture	33%
Salary (including bonuses/other comp)	11%
Opportunities for advancement	11%

Work-Life Balance is a Persistent Challenge for Women

In both 2023 and 2025, only 27% of women strongly agreed that they “have a good work-life balance,” compared to 40% of men. Despite progress in other areas of gender equity, this gap has not narrowed, suggesting that flexibility and balance continue to be harder for women in tech to achieve.



Opportunities for Growth and Mentorship

18% of women said they have good opportunities for professional growth within their organization

28% of men said they have good opportunities for professional growth within their organization

Fewer Women See Room to Grow

In this year's survey, a new gap appeared around career growth. Just 18% of women said they have "good opportunities for professional growth within their organization", compared to 28% of men. When this question was last asked in 2023, men and women were tied at 28%.

That 10-point dip among women suggests something has shifted in how they see their futures at work over the last two years. The drop in perceived opportunity may be part of a larger story about confidence and visibility at work, which showed up in this year's data on imposter syndrome.

Gap Widens Around Imposter Syndrome

For the first time in this research program's history, there are meaningful differences in the rates of men and women who report experiencing self-doubt or imposter syndrome at work. In 2023 and 2024, the rates of imposter syndrome between men and women were nearly identical. But in 2025, a gap has emerged. Now, 89% of women compared to 79% of men say they experience imposter syndrome at work.

Women who report imposter feelings are far more likely to be working fully remote and to express lower confidence in their ability to find a new job quickly. They also report less comfort self-advocating, more frequent experiences of discrimination, and greater barriers when seeking support.



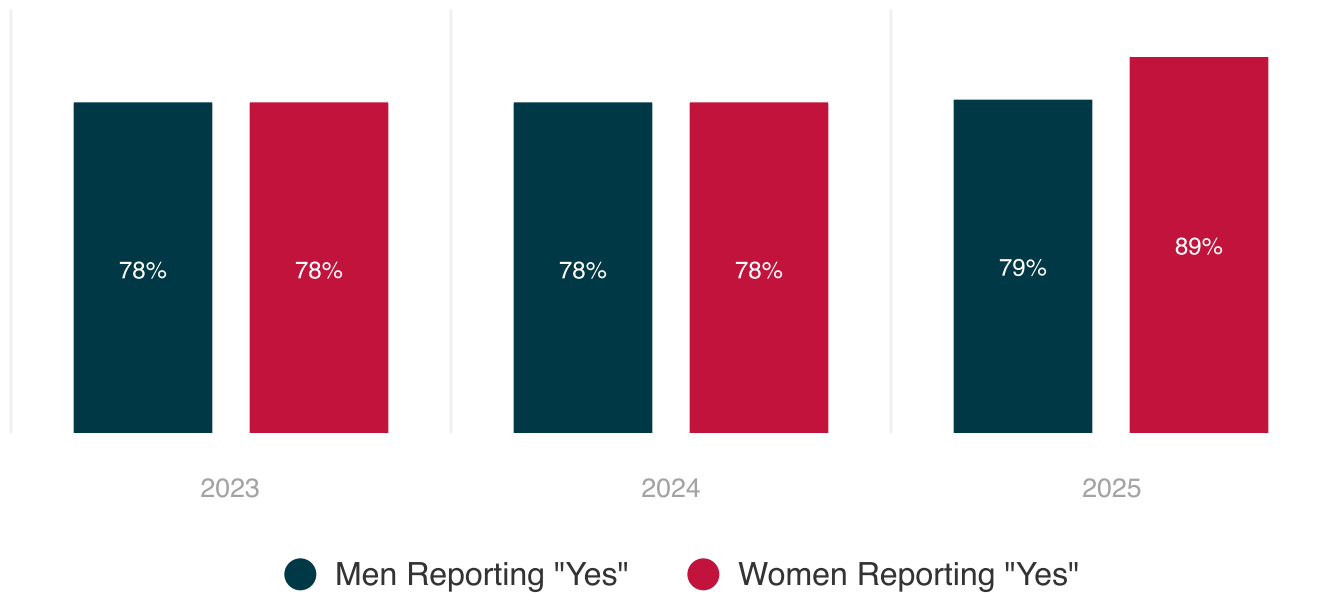


Opportunities for Growth and Mentorship

Taken together, these patterns suggest that women’s self-doubt is being shaped not just by personal factors but also by structural and environmental ones.

The isolating effects of remote work combined with ongoing inequities seem to be driving down many women’s sense of confidence and belonging in the tech workplace.

At any point during your time in the tech industry, have you ever experienced feelings of self doubt or inadequacy in your professional role?





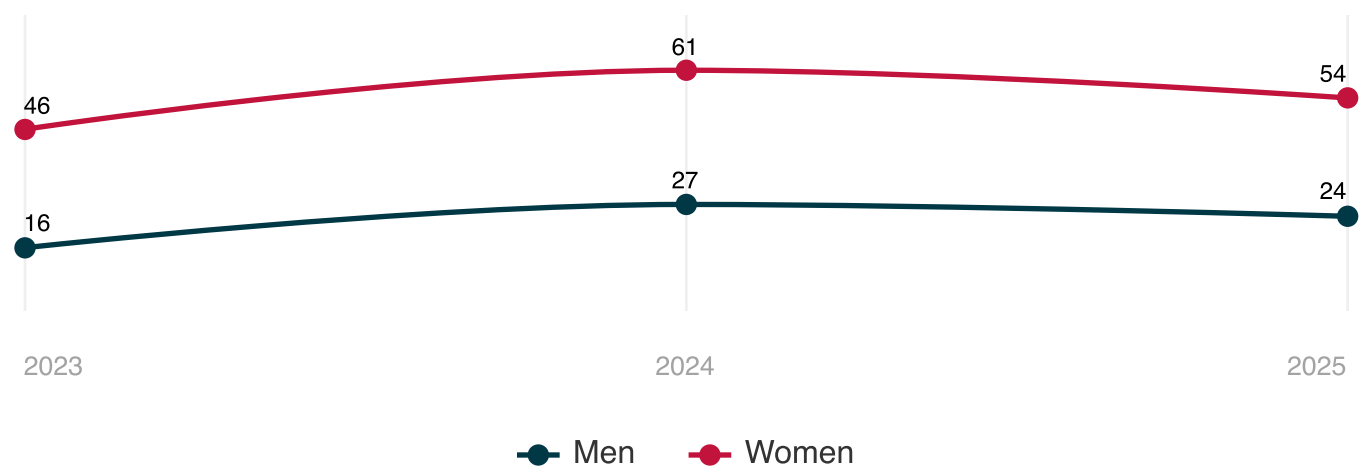
Discrimination & Bias

Gender Gap Persists around Discrimination at Work

Perhaps nowhere is the gender gap more striking than when local tech workers are asked about their experiences with workplace discrimination.

While reports have fluctuated over this research’s three-year period, women have consistently been at least twice as likely as men to say they’ve experienced discrimination in their tech careers. This persistent gap suggests deeper, systemic challenges that employers have yet to fully resolve.

During your time in tech have you ever experienced any form of discrimination?



It's clear local tech workers aren't resisting AI; they're still deciding how to trust it and what it means for the shape of their own expertise.



Artificial Intelligence

Local Tech Workers Outpace Global Average for AI Usage at Work

Among working professionals in our 2025 sample, heavy AI use (daily and/or weekly) is essentially the same for women (76%) and men (74%). Regionally, that puts daily or weekly use among Southwest Missouri tech workers a touch ahead of the global developer benchmark of 68%.

AI Is Reshaping Career Confidence, Not Replacing It

In open-ended responses about the future of their tech careers, more than one in five participants brought up artificial intelligence.

Their words reveal a complicated blend of excitement and unease. Many see AI as a powerful new tool that will transform their work, rather than eliminate it: “AI is going to change everything, but I don’t think it will take our jobs.” Others voice a quieter uncertainty about its rapid evolution and unclear limits.

Across this spectrum, one theme is clear: adaptation is the new baseline. Some respondents talk about feeling pressure to upskill (“I need to learn more AI. If I do that, I’ll feel great about my future in tech.”) while a smaller, confident group already sees AI fluency as their advantage. It’s clear local tech workers aren’t resisting AI; they’re still deciding how to trust it and what it means for the shape of their own expertise.





Attitudes Toward the Industry

If you had to start looking for a new job tomorrow, how confident are you that you could find a comparable or suitable role in the tech industry within the next 3 months?

Men, Very Confident or Somewhat Confident	65%
Women, Very Confident or Somewhat Confident	56%
Current Students, Very Confident or Somewhat Confident	56%

Men Have a More Favorable View of the Job Market than Women & Students

This year’s research explored how tech professionals in Southwest Missouri feel about their job prospects in today’s market. When asked how confident they’d feel finding a comparable or suitable tech role within three months, 65% of men said they were confident, compared to 56% of women.

Current students who intend to enter the field reported similar confidence levels to women already working in tech (56%).

The results suggest that perceptions of the job market may hinge as much on experience as they do on access and opportunity. While most respondents believe they could find new work relatively quickly, women and students appear to be reading more uncertainty into the market.



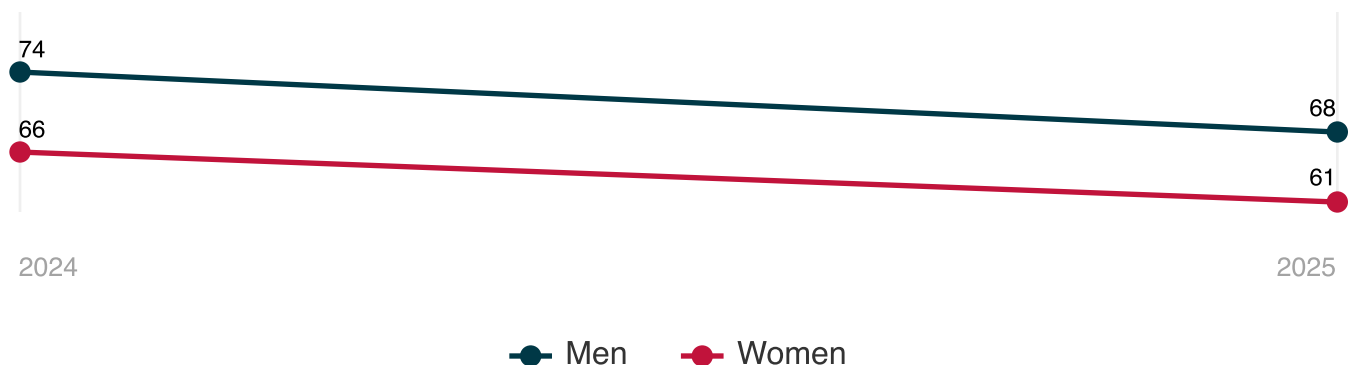
Attitudes Toward the Industry

Industry Intentions Dip Among Men & Women

Intent to remain in the industry has dipped for both men and women since 2024, with the gender gap in commitment holding steady. This year, 61% of women say they plan to spend their entire career in tech, down from 66% last year. Among men, that number fell from 74% to 68%.

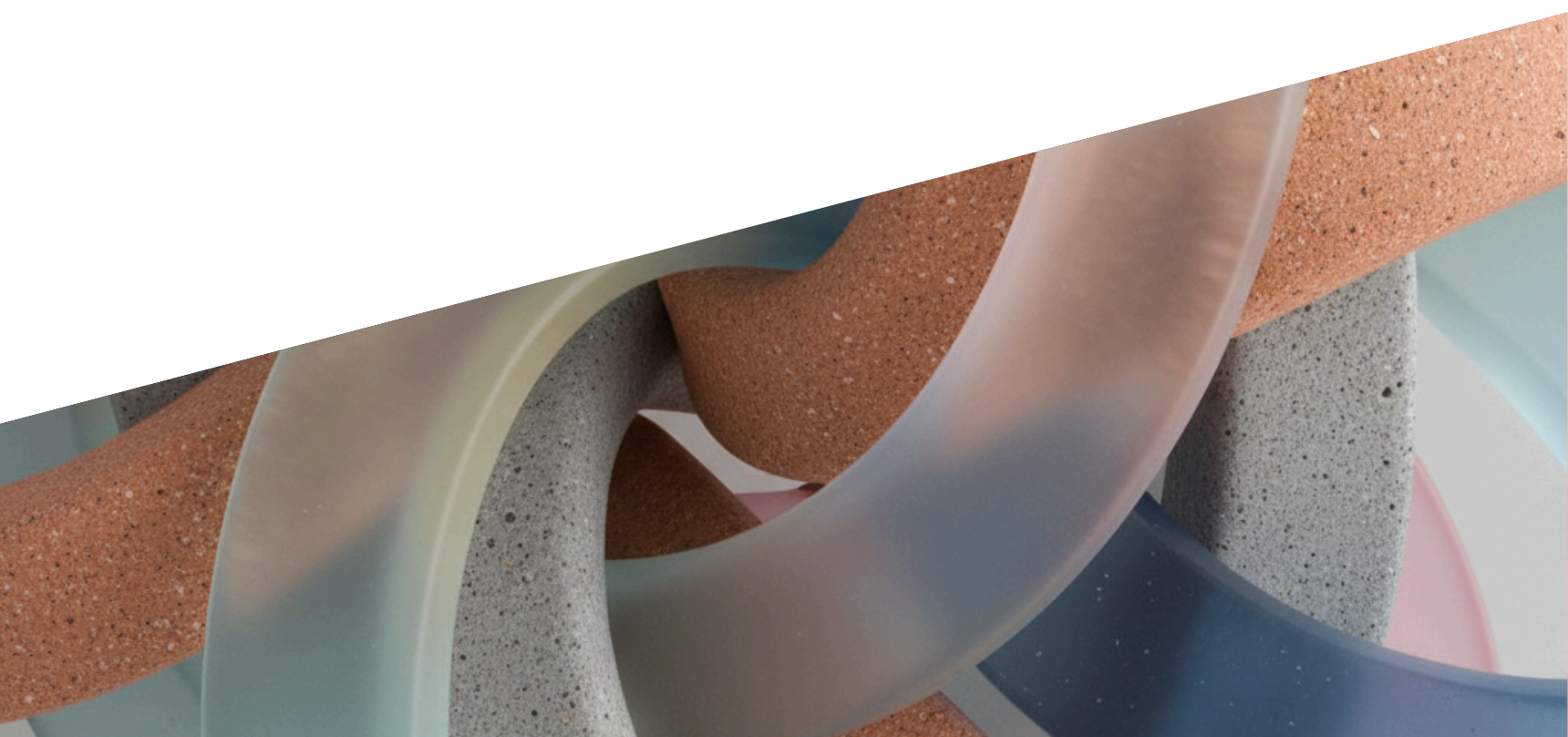
While most respondents still see tech as a long-term home, the data points to a gradual softening in career commitment—likely reflecting broader uncertainty in the industry, persistent barriers to advancement for women, and a shifting sense of stability within tech overall.

Intent to remain in Tech Industry for the Remainder of their Career



Recommendations

Across three years of research, one theme has remained constant: the experiences shared by local tech professionals point to clear opportunities for employers to lead. The following recommendations translate this year's findings into practical actions that can strengthen inclusion, retention, and innovation within Southwest Missouri's tech industry.



Invest in Transparent Growth Pathways

Women's declining confidence in internal growth opportunities points to a need for clearer advancement structures. Employers should publish promotion criteria, make development pathways visible, and ensure managers are equipped to discuss career progression openly and consistently. Transparency builds trust, and can help close the perception gap around advancement and imposter syndrome.

Strengthen Belonging Through Everyday Inclusion

While formal DEI programs matter, employees often measure inclusion by what happens in daily interactions. Who's heard, who's invited, and whose ideas are acted on plays a key role in how tech workers assess their own belonging inside any organization and team. Leaders should emphasize inclusive meeting practices, train teams to interrupt bias in real time, and celebrate contributions across roles and identities.

Normalize Conversations About Balance and Burnout

Three years of stagnant work-life balance data suggest that flexibility alone isn't enough. Organizations should proactively assess workload expectations, model healthy norms from leadership, and create space for honest dialogue about boundaries. When leaders show they value balance, employees are more likely to believe they can achieve it.

Channel AI Anxiety into Empowerment

Respondents are both curious and cautious about AI's impact. Employers can transform that uncertainty into engagement by offering accessible AI training, celebrating internal success stories, and framing adoption as a shared learning journey. Empowered employees are more adaptive, confident, and innovative.



Citations

1. 2025 Developer Survey, Stack Overflow, 2025. <https://survey.stackoverflow.co/2025/>
2. Equality in Tech 2023 Report, Dice, 2023. <https://www.dice.com/recruiting/ebooks/equality-in-tech-report-recruiter/>



About the Research Partners



Habitat Communication & Culture is a data-driven strategic partner that helps passionate organizations do better.

Learn more at: teamhabitat.com

Our work spans strategic planning, management and leadership training, AI adoption, and custom research projects that help leaders answer big organizational and industry questions. We take a comprehensive approach, combining research, strategy, and systems thinking to ensure our partners walk away with the clarity, data, and confidence needed to move forward.



Learn more at: springfieldwomenintech.com.

Springfield Women in Tech is dedicated to fostering an inclusive environment within the tech industry.

Our mission revolves around the empowerment of women and underrepresented minorities, striving to eliminate barriers and promote equal opportunities. Through structured mentorship, educational initiatives, and advocacy, we aim to contribute to the diversification of the technology landscape.

