Women in Research
Best Place to Work Research 2018

Topline Findings from
Research to Inform
Best Place to Work Award for
Women in Research 2018
Background

Objectives

Identify, acknowledge, and celebrate what defines the qualities of organizations as being the best places to work for women in market research.

Communicate and promote those results publically to help influence companies' practices and to raise awareness of WIRe and its mission.

Use research findings to inform the Award for the Best Place to Work for Women in Research.

Methodology

An online study was fielded from March 6, 2018 to April 2, 2018.

The survey was approximately 15 minutes in length and included both closed-ended and open-ended questions as well as the opportunity to provide video.

580 researchers globally completed the survey. Sample sources included industry associations such as WIRe, ESOMAR, MRS, JMRA, Insights Association, AMSRS, as well as Greenbook and Keen as Mustard lists.
Who did we hear from?

580 Researchers
Online Survey

Among researchers of different levels...

- 59% Directly manage employees...
- 18% Yes Executive Level
- 10% No Business Owners
- 1% prefer not to answer

Median Age: 39

- 34% Millennials
- 33% Gen X
- 11% Boomers
- 22% declined to answer

Median Age: 39

- 86% An employer, organization or company
- 12% Independent contractor or self-employed
- 2% Not employed or retired

....among those working in a research capacity

....and both agency and clients

- 70% Agency or Supplier
- 30% Client side
Do researchers like to go to work?

89% of researchers on a typical day like working at their company/organization.
Is there room for improvement?

Job Satisfaction
Extremely/Very Satisfied
- Total: 65%
  - 62%
  - 72%

Recommend Employer
Extremely/Very Likely
- Total: 62%
  - 59%
  - 70%

Gender differences are not statistically significant.
What makes a great place to work?

1. Executive leadership in line with my core values
2. Organization attitudes that reflect understanding of employees’ lives outside of work
3. Opportunities for career advancement

Top 3
What researchers want
## How are we doing as an industry?

### Top 10 Gaps

<table>
<thead>
<tr>
<th>% points</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>35</td>
<td>Equal pay as others with similar experience at my company</td>
</tr>
<tr>
<td>34</td>
<td>Equal pay as others doing similar work at my company</td>
</tr>
<tr>
<td>33</td>
<td>Opportunities for career advancement</td>
</tr>
<tr>
<td>30</td>
<td>Skills training</td>
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<tr>
<td>27</td>
<td>Competitive compensation to other organizations in the industry</td>
</tr>
<tr>
<td>26</td>
<td>Executive leadership that is in line with my core values</td>
</tr>
<tr>
<td>21</td>
<td>Open communication with my manager</td>
</tr>
<tr>
<td>21</td>
<td>Organization/company attitude that reflects understanding of employees' lives outside work</td>
</tr>
<tr>
<td>12</td>
<td>Flexibility on where I work</td>
</tr>
<tr>
<td>11</td>
<td>Flexibility on when I work</td>
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</tbody>
</table>
What are researchers saying?

“One experience I had a few months ago at my job was having the opportunity to present some research in a senior leadership meeting. The level of interest was gratifying. The ability to perform meaningful, interesting work makes me feel like this is a great place to work.”

“I know I am being paid $10k less than employees who are male, started after me, and have less experience and education than me.”

“Being consulted, listened to and trusted by the Global Board, then given a team and budget to make things happen in my own way.”

“Good, collaborative work environment that respects people’s work and personal lives and has reasonable expectations. It lets me take care of myself and my family without feeling like I must work overtime and put family aside to get ahead.”
What will researchers do in the future?

Researchers believe that the most important skill for potential new jobs in market research in 5 years will be...

- **38%** consultative strategy skills
- **22%** Data interpretation and analysis
- **13%** People and relationship skills

Three-quarters of researchers believe that, even with changes brought by technology and automation, the job they do today will be here 5 years from now:

- **73%**

Men have more confidence their jobs will exist in 5 years:

- **81% Males** vs. **71% Females**
What makes a great place to work for you?
Where do you go from here?

1. Value alignment
2. Life outside of work
3. Career advancement
Want to learn more or add to the conversation?

Contact us
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