

Inside the Researcher Mindset.



Participating Organizations





WiRe champions diversity in the marketing research industry by arming women with the tools to develop professionally, build connections and stay inspired. We believe in the positive impact of women in business.

Our mission is to advance the contributions and voice of women in research, both for themselves and for the greater good of the industry.

www.womeninresearch.org

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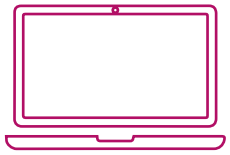
LEAPING INTO NEW TECHNOLOGIES

Spring 2016 Academic Event

Background.

Methodology

HOW



12-minute online survey conducted by Logica Research and InnovateMR with the support of G3 Translate and Nuance

WHEN



Fielded **June 18** to **July 30**, 2021

WHO



475 researchers

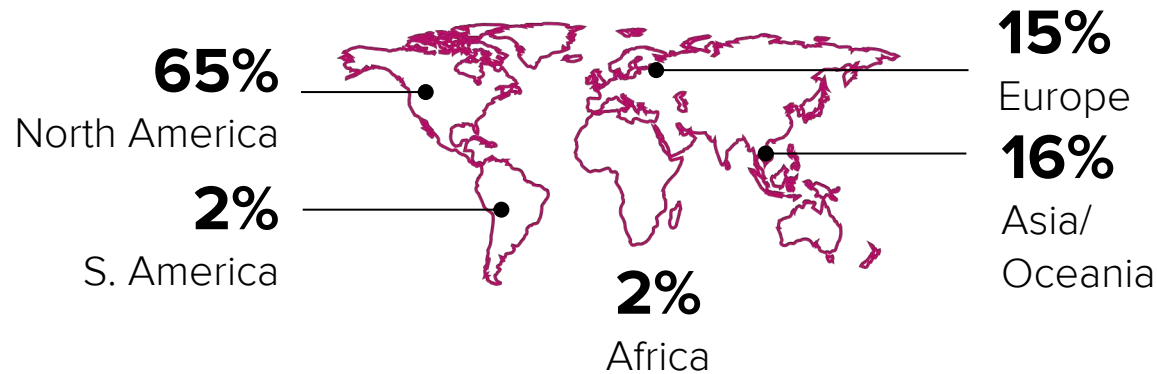
WHERE



Worldwide, **42** countries

Who We Talked To

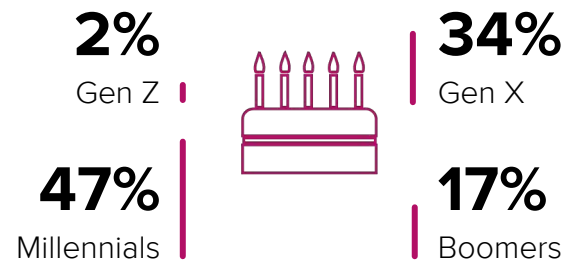
LOCATION



GENDER



GENERATIONS



COMPANY TYPE



MANAGERS





Key Findings.

The COVID pandemic has had positive impact on companies regarding work from home, having empathy, looking at diversity, and work-life balance.



78%

Increasing remote working/working from home



39%

Having greater emphasis on empathy as a company



33%

Ability to hire more diverse workforce



25%

Having a greater understanding of the importance of childcare and school



21%

Focusing on decreasing inequalities in our society



16%

Focusing on our impact on our environment

Hybrid and remote work are the new normal for insights professionals.

After the pandemic, employees will be:



22%

Completely remote



69%

Combination of remote and
on site/in person

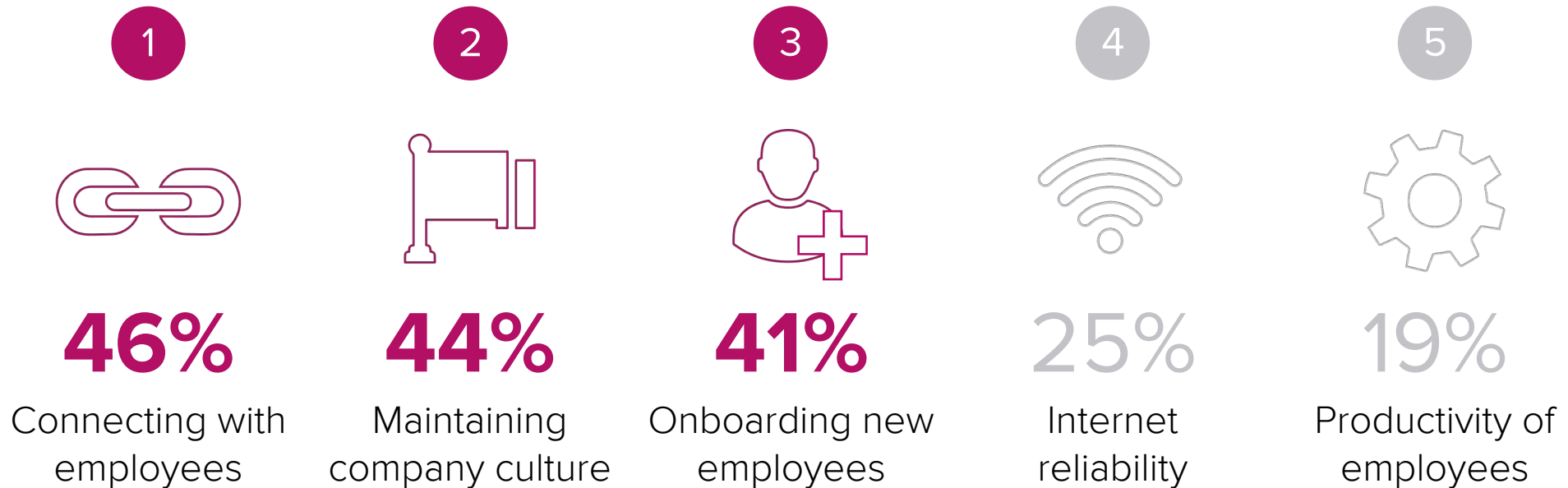


9%

Completely on site/in
person

Top challenges of remote work are connecting with employees, company culture and onboarding new employees.

Top 5 Challenges



Over a third of researchers are working more hours due to the COVID pandemic and have more responsibilities.

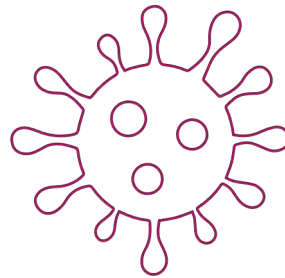
Impact on working situation

48%

Yes

37%

Working more hours



Impact on nature of work

56%

Yes

31%

Increased responsibilities

Over half of insights professionals are satisfied with their career and their employer.



57%

Extremely/Very satisfied
with career



57%

Extremely/Very satisfied
with employer

Q7. How satisfied are you with your overall career? (Base: Total = 475)

Q16. How satisfied are you with your current employer? (Base: Those who are working full time/part-time and Not Owner / Freelancer = 380)

Those satisfied with their employer are more satisfied with their career and less likely to leave.

SATISFIED WITH
EMPLOYER

79%

Extremely/Very satisfied
with career

4%

Looking to switch jobs



NOT SATISFIED WITH
EMPLOYER

20%

Extremely/Very satisfied
with career

41%

Looking to switch jobs

Mobility and opportunity are high in the industry.

Changed employer in past year

26%



Extremely/very likely to switch

20%

Q9. In the past year, did you change jobs? (Base: Those who are working full time/part-time and Not Owner / Freelancer = 380)

Q19. How likely are you to look to switch to a new employer in the next year? (Base: Those who are working full time/part-time and Not Owner / Freelancer = 380)

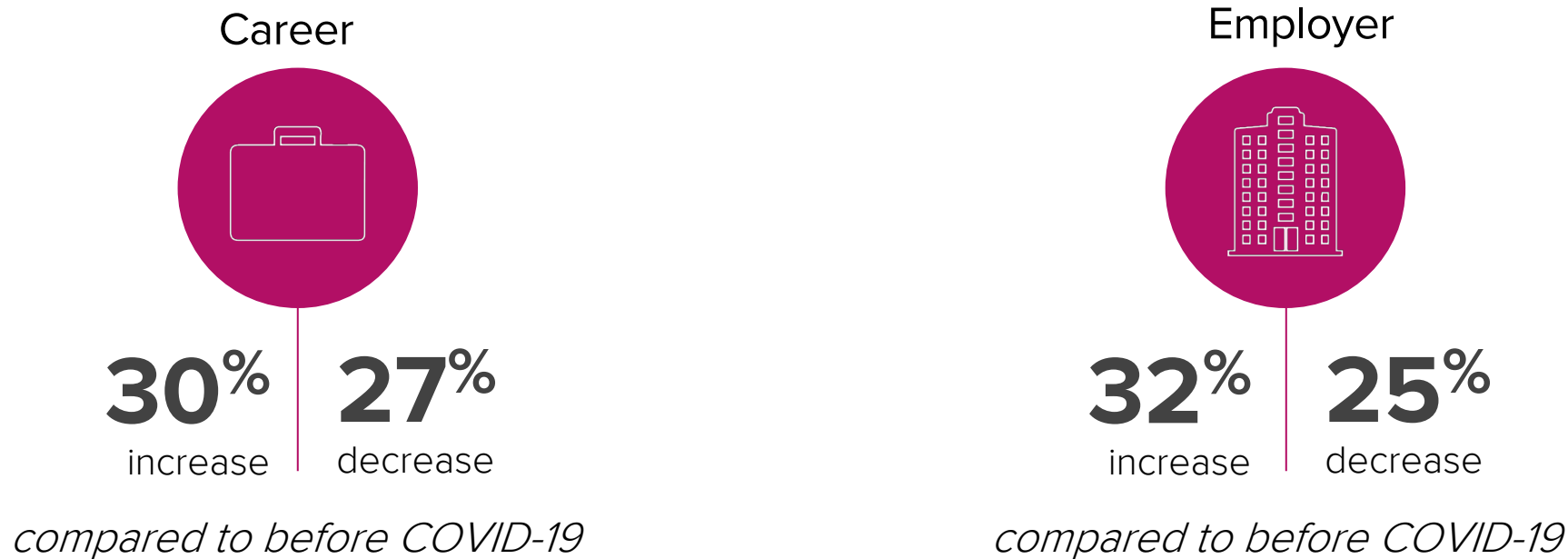
The industry is recruiting.



65%

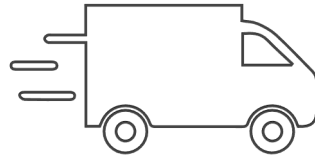
are recruiting in the next 12 months
(54% are recruiting full-time employees)

Satisfaction with both career and employer has been impacted by the COVID pandemic.



Those who were likely to move saw decreased satisfaction during COVID.

NOT LIKELY TO MOVE (BOTTOM 2)



LIKELY TO MOVE (TOP 3)

Satisfaction with employer
decreased during the
pandemic

9%

48%

Satisfaction with employer
decreased during the
pandemic

The top 5 employee benefits emphasize parenting responsibilities, flexibility and training

Top 5 Benefits

1



74%

Guaranteed job security if I take a maternity, medical or personal leave

2



74%

Flexibility on where I work

3



62%

Access to training

4



60%

Paid maternity or paternity leave

5



58%

Flexibility on when I work

Company culture, values and communication are key




Top 5 Must Haves

| | |
|--|-----|
| Open communication with my manager | 89% |
| Opportunities for career advancement | 79% |
| Organization/company attitude that reflects understanding of employees' lives outside work | 73% |
| Conversations on goal setting and my performance | 72% |
| Executive leadership that is in line with my core values | 60% |

And necessary to focus on for employee satisfaction and retention.

| Currently have at workplace... | % SATISFIED WITH EMPLOYER | % NOT SATISFIED WITH EMPLOYER | GAP |
|--|---------------------------|-------------------------------|--------|
| Open communication with my manager | 92% | 72% | +20pts |
| Accessibility to senior leadership | 80% | 50% | +30pts |
| Conversations on goal setting and my performance | 77% | 57% | +20pts |
| Organization/company attitude that reflects understanding of employees' lives outside work | 72% | 32% | +41pts |
| Opportunities for career advancement | 65% | 27% | +38pts |
| Executive leadership that is in line with my core values | 64% | 19% | +45pts |
| Recognition of individual employee communication style | 60% | 20% | +40pts |
| Organization/company culture that is committed to having a social impact | 59% | 27% | +32pts |

Along with empathy, diversity and inclusion.

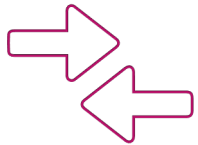
| Positive outcomes of COVID-19... | | % SATISFIED WITH EMPLOYER | % NOT SATISFIED WITH EMPLOYER | GAP |
|--|---|---------------------------|-------------------------------|--------|
| Having greater emphasis on empathy as a company |  | 51% | 21% | +30pts |
| Ability to hire more diverse workforce |  | 40% | 23% | +17pts |
| Having a greater understanding of the importance of childcare and school |  | 32% | 19% | +13pts |
| Focusing on decreasing inequalities in our society |  | 27% | 16% | +11pts |

Q25. Which of the following, if any, are positive outcomes of COVID-19 for your company that will have a long-lasting effect on how business is conducted? (Base: Those satisfied with employer T2B = 218; Those not satisfied with employer B3B = 162)

What can you do?

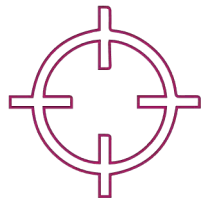
1

Understand
employees' needs/
your needs



2

Identify gaps



3

Create action
plan



4

Measure
success



Thank You.