

GENDER & CAREER ADVANCEMENT IN THE RESEARCH INDUSTRY



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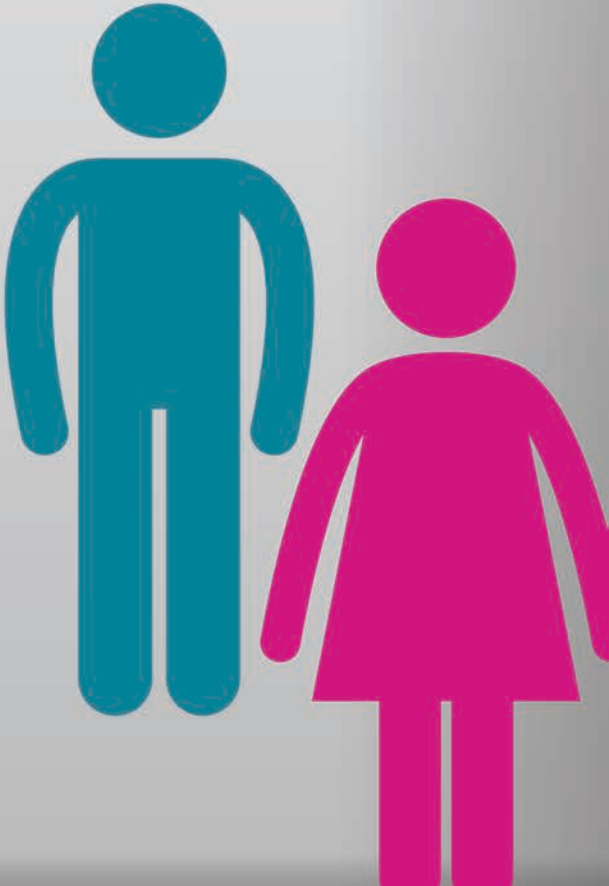
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Study Methodology

Interviews were conducted online, among both males and females in the market research industry, between June and July of 2012.

- Survey invitations were sent out via market research mailing lists and social media platforms.

Respondent Qualifications

- **Males & Females**
- **Employed either full-time or part-time**
- **Market Research plays either a primary or significant role in current job**

Approach

- **Total Interviews = 605**
- **15-minute survey**

▪ *Weighting Note: Data in total has been weighted to represent a 55% female to 45% male ratio (Source: Quirk's).*

▪ *Base Size Note: Appendix data base sizes marked with * (indicating a low base size of $n < 50$) or ** (indicating an extremely low base size of $n < 30$) should be interpreted with caution.*

▪ *In order to maximize completion and minimize respondent fatigue, a 15-minute survey was administered. It is acknowledged that the limited survey duration precluded an exhaustive exploration of all potential factors.*

Executive Summary

Disparity does exist, between males and females, in the market research industry.

- Income disparity exists between males and females, regardless of level
- The industry is predominantly female at a junior/mid level, but skews increasingly male as we move up the corporate ladder
- Disparity also occurs with comfort in asking for a raise and the perceived competitiveness of compensation

However, this is not caused by any perceived overt discrimination. Rather, it appears that life factors affecting males and females differently play a role in causing this disparity.

- Neither males nor females feel they are being discriminated against, and are evenly satisfied with their careers
- Children and the family become an obstacle for many females in advancing their career, motivation, and opportunity
- Female parents do not feel that pregnancy is supported by their employers

Female CEOs, specifically, appear to present a significant opportunity within the market research industry.

- Satisfaction is higher among those working under female CEOs
- Female CEOs are more supportive of pregnancy among their employees

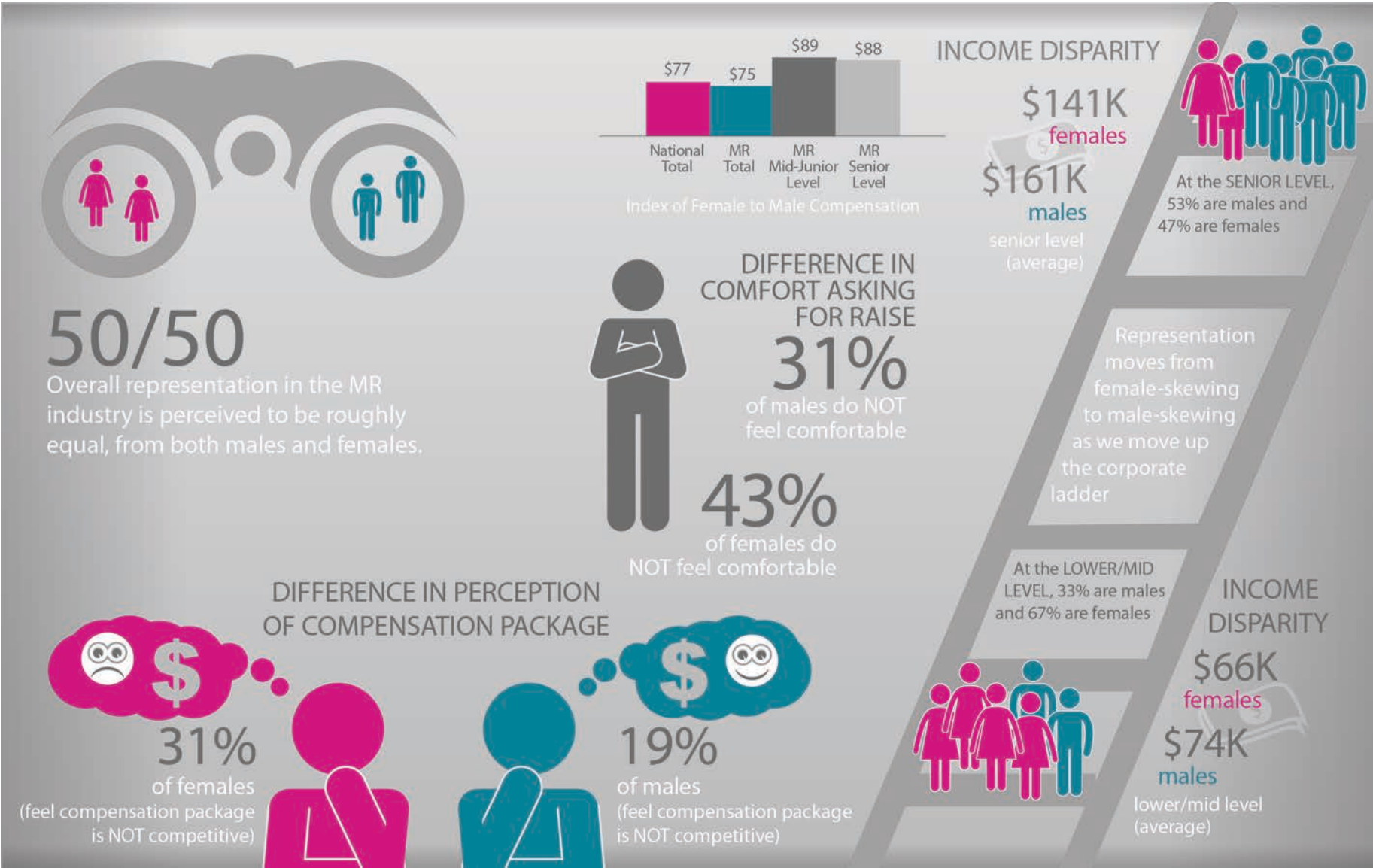
We need to encourage females to come back to the industry after having children, and continue their career-minded focus that existed prior to beginning a family.

- Programs should be developed to keep those on maternity leave engaged while away
- Transition programs should be in place to ease the process of returning to work after maternity leave
- Benefits provided by employers are encouraged, including daycare/childcare support and maternity/paternity benefits



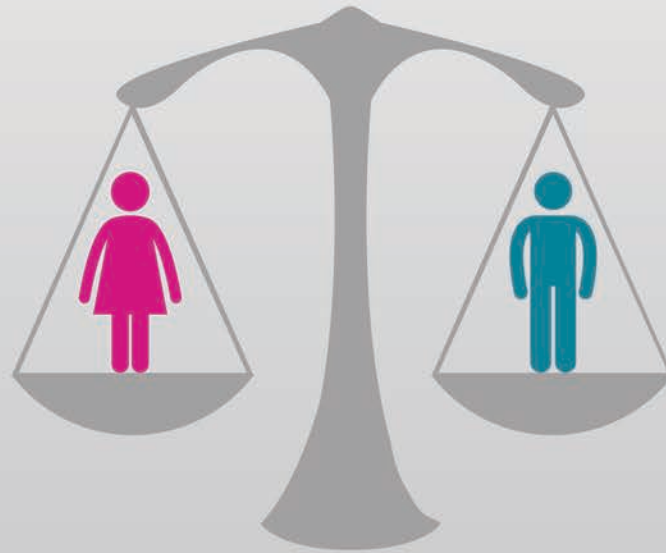
Key Findings

Disparity in the Market Research Industry



NOTE: Index of Female to Male Compensation for MR Total (\$75) is lower than at both Mid-Junior MR and Senior MR levels, because the ratio of females to males declines as we move up the corporate ladder.

This disparity is not due to perceived discrimination



Neither males nor females
feel they are being
discriminated against

SIMILIAR LEVELS OF
SATISFACTION WITH CAREER

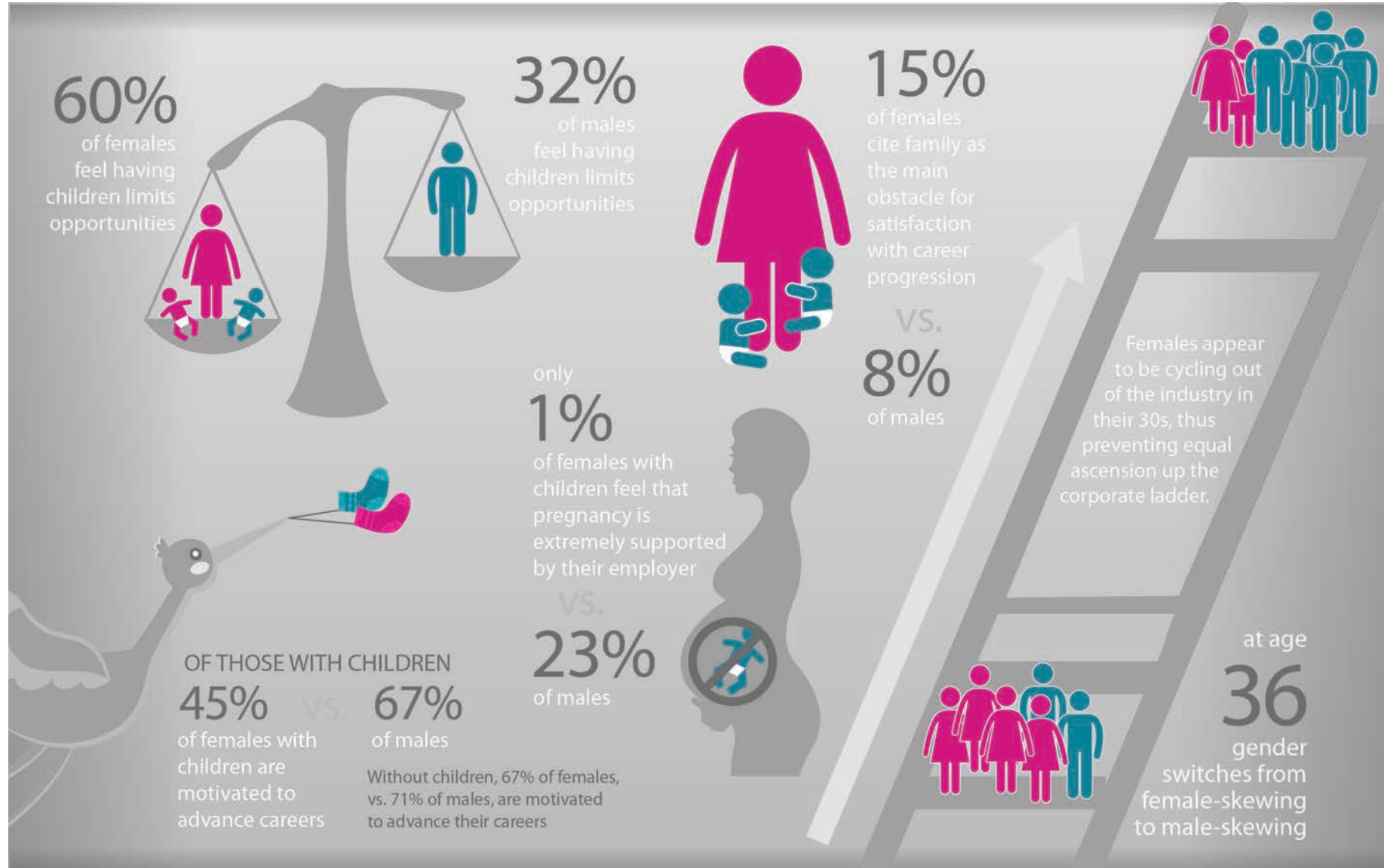


56%
of females are
satisfied with
their careers



59%
of males are
satisfied with
their careers

Rather, the disparity is due to life factors



Female CEOs, in particular, have the potential to make a significant positive impact on the industry



JOB SATISFACTION IS
HIGHER UNDER FEMALE
CEOS VS. MALE CEOS

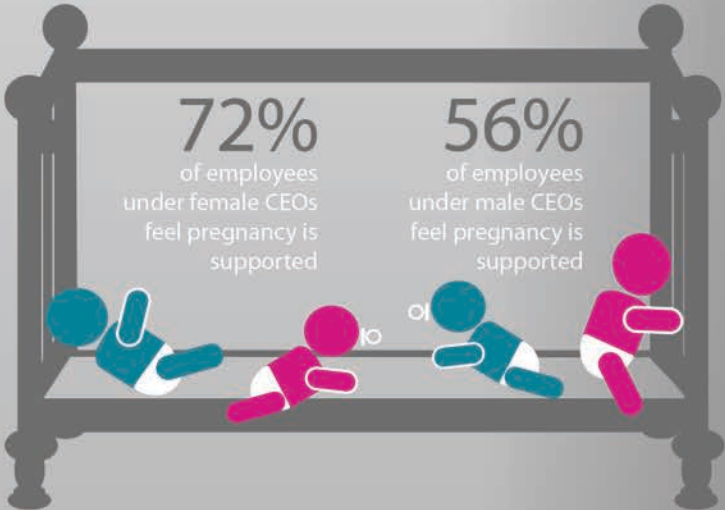


67%
satisfaction under
female CEOs

This difference is experienced most significantly
with females under female CEOs (69% satisfied)
vs. females under male CEOs (49% satisfied)



54%
satisfaction under
male CEOs



Recommendations

HAVE CHILDREN

32% vs. **51%**
of females of males



we need to encourage females with children to **come back!**

ensure **balanced pay** between male and female employees at similar levels within organization



encourage females to **come back to** the industry after having children to increase the number of females in **senior management**



benefits should be provided through employers, such as daycare, as well as maternity and paternity benefits.



develop **programs** to keep females on maternity leave engaged while they are away from the office, so that they will **not lose ground**



have **transition programs** in place for females returning from maternity leave to get them up to speed

