



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*

LOGICA



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

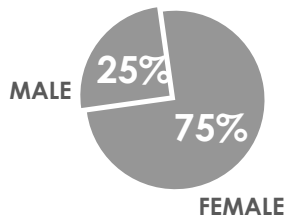
An online study was fielded from March 6, 2018 to April 2, 2018.

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.

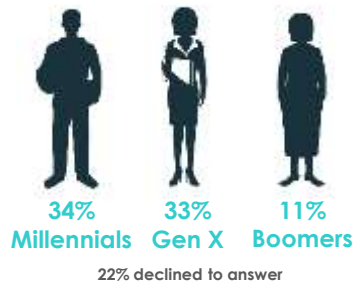
580 researchers globally completed the survey. Sample sources included industry associations such as WIRE, ESOMAR, MRS, JMRA, Insights Association, AMSRS, as well as Greenbook and Keen as Mustard lists.

Who did we hear from?

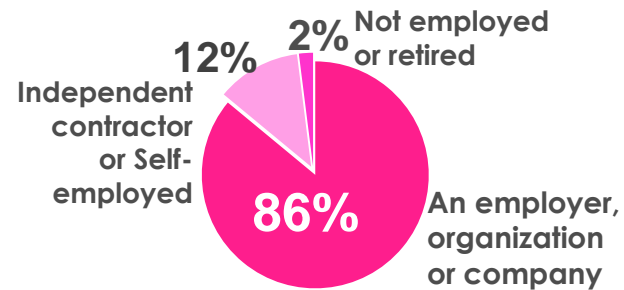
580
Researchers
Online
Survey



Median Age: 39

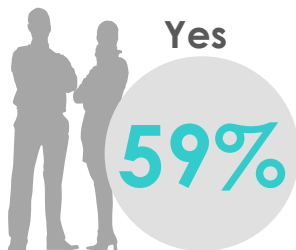
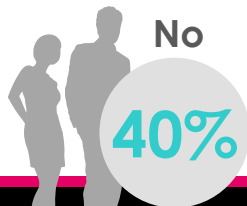


....among those working
in a research capacity



Among researchers of different levels...

Directly manage
employees...

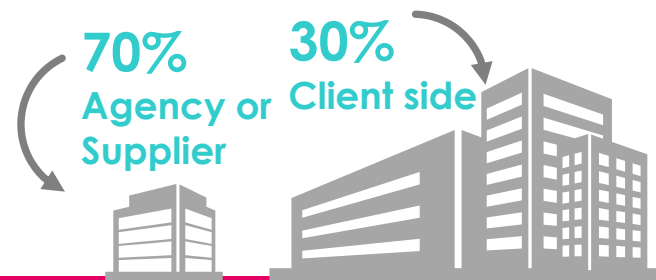


1% prefer not to answer

18% Executive
Level

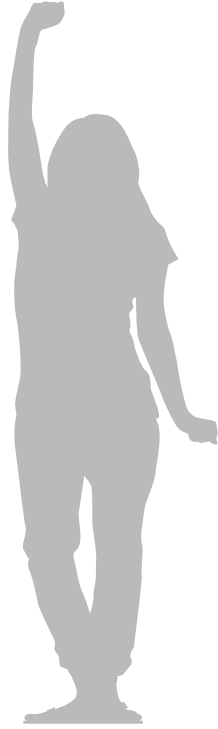
10% Business
Owners

....and both agency and clients





Do researchers like to go to work?

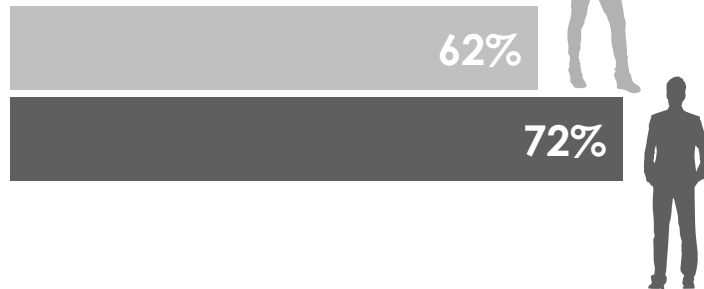


89% of researchers on a typical day like working at their company/organization

Is there room for improvement?

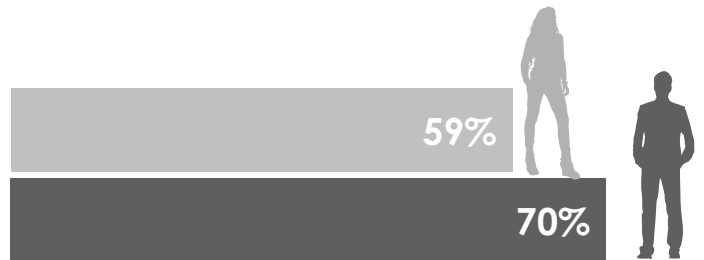
Job Satisfaction
Extremely/Very Satisfied

Total
65%



Recommend Employer
Extremely/Very Likely

Total
62%



Gender differences are not statistically significant.

What makes a great place to work?



Top 3
What
researchers
want

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

How are we doing as an industry?



% points

35 Equal pay as others with similar experience at my company

34 Equal pay as others doing similar work at my company

33 Opportunities for career advancement

30 Skills training

27 Competitive compensation to other organizations in the industry

26 Executive leadership that is in line with my core values

21 Open communication with my manager

21 Organization/company attitude that reflects understanding of employees' lives outside work

12 Flexibility on where I work

11 Flexibility on when I work

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 researches 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?



Click to play video

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?

LOGICA

Contact us

Lilah Koski, CEO

lkoski@logicaresearch.com