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
Background.
Methodology

**HOW**

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

**WHO**

475 researchers

**WHEN**

Fielded June 18 to July 30, 2021

**WHERE**

Worldwide, 42 countries
Who We Talked To

LOCATION

- 65% North America
- 2% S. America
- 2% Africa
- 15% Europe
- 16% Asia/Oceania

GENDER

- 34% male
- 64% female
- 1% Self-identify

GENERATIONS

- 2% Gen Z
- 47% Millennials
- 34% Gen X
- 17% Boomers

COMPANY TYPE

- 35% Client
- 61% Agency/Supplier

MANAGERS

- 58% Manage employees
- 36% Don’t manage employees
The COVID pandemic has had positive impact on companies regarding work from home, having empathy, looking at diversity, and work-life balance.

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 who are working full time/part-time = 464)

- Increasing remote working/working from home: 78%
- Having greater emphasis on empathy as a company: 39%
- Ability to hire more diverse workforce: 33%
- Having a greater understanding of the importance of childcare and school: 25%
- Focusing on decreasing inequalities in our society: 21%
- Focusing on our impact on our environment: 16%
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

Q23. As the pandemic subsides, will your team be...? (Base: Those who are working full time/part-time = 464)
Top challenges of remote work are connecting with employees, company culture and onboarding new employees.

Top 5 Challenges

1. Connecting with employees (46%)
2. Maintaining company culture (44%)
3. Onboarding new employees (41%)
4. Internet reliability (25%)
5. Productivity of employees (19%)

Q24. Which of the following do you anticipate being the biggest challenges of managing teams remotely? (Base: Those who are Manager or Owners and team will work remotely = 247)
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

Q2. Has COVID-19 impacted your current working situation? (Base: Those who are working full time/part-time = 464)
Q3. Has COVID-19 impacted the nature of your work? (Base: Those who are working full time/part-time = 464)
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

Q7. How satisfied are you with your overall career? (Base: Those satisfied with employer T2B = 218; Those not satisfied with employer B3B = 162)
Q19. How likely are you to look to switch to a new employer in the next year? (Base: Those satisfied with employer T2B = 218; Those not satisfied with employer B3B = 162)
Mobility and opportunity are high in the industry.

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)

Q27. Are you planning to hire staff in the next 12 months? (Base: Those who are Manager / Owner = 271)
Satisfaction with both career and employer has been impacted by the COVID pandemic.

Q8. Compared to before COVID-19, has your satisfaction with your career...? (Base: Total=475)

Q17. Compared to before COVID-19, has your satisfaction with your current employer...? (Base: Those who are working full time/part-time and Not Owner / Freelancer = 380)
Those who were likely to move saw decreased satisfaction during COVID.

<table>
<thead>
<tr>
<th>NOT LIKELY TO MOVE (BOTTOM 2)</th>
<th>LIKELY TO MOVE (TOP 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Satisfaction with employer decreased during the pandemic</td>
<td>9%</td>
</tr>
</tbody>
</table>

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)
Q17. Compared to before COVID-19, has your satisfaction with your employer ....? (Base: Not likely to switch B2B = 227; Likely to switch employer T3B = 153)
The top 5 employee benefits emphasize parenting responsibilities, flexibility and training.

Top 5 Benefits

1. Guaranteed job security if I take a maternity, medical or personal leave - 74%
2. Flexibility on where I work - 74%
3. Access to training - 62%
4. Paid maternity or paternity leave - 60%
5. Flexibility on when I work - 58%

Q30. How important are each of the following employee benefits to you? (Base: Total = 475)
Company culture, values and communication are key

<table>
<thead>
<tr>
<th>Top 5 Must Haves</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open communication with my manager</td>
<td>89%</td>
</tr>
<tr>
<td>Opportunities for career advancement</td>
<td>79%</td>
</tr>
<tr>
<td>Organization/company attitude that reflects understanding of employees' lives outside work</td>
<td>73%</td>
</tr>
<tr>
<td>Conversations on goal setting and my performance</td>
<td>72%</td>
</tr>
<tr>
<td>Executive leadership that is in line with my core values</td>
<td>60%</td>
</tr>
</tbody>
</table>

Q32. For each of the following, please select whether it is a must have, nice-to-have, or if you don’t want it in the place you work? (Base: Total = 475)
And necessary to focus on for employee satisfaction and retention.

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

Q31. Which of the following do you currently have at your workplace? (Base: Those satisfied with employer T2B = 218; Those not satisfied with employer B3B = 162)
Along with empathy, diversity and inclusion.

<table>
<thead>
<tr>
<th>Positive outcomes of COVID-19...</th>
<th>% SATISFIED WITH EMPLOYER</th>
<th>% NOT SATISFIED WITH EMPLOYER</th>
<th>GAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having greater emphasis on empathy as a company</td>
<td>51%</td>
<td>21%</td>
<td>+30 pts</td>
</tr>
<tr>
<td>Ability to hire more diverse workforce</td>
<td>40%</td>
<td>23%</td>
<td>+17 pts</td>
</tr>
<tr>
<td>Having a greater understanding of the importance of childcare and school</td>
<td>32%</td>
<td>19%</td>
<td>+13 pts</td>
</tr>
<tr>
<td>Focusing on decreasing inequalities in our society</td>
<td>27%</td>
<td>16%</td>
<td>+11 pts</td>
</tr>
</tbody>
</table>
What can you do?

1. Understand employees’ needs/your needs
2. Identify gaps
3. Create action plan
4. Measure success
Thank You.