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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
Disparity in the Market Research Industry

50/50
Overall representation in the MR industry is perceived to be roughly equal, from both males and females.

Difference in comfort asking for raise
31% of males do not feel comfortable
43% of females do not feel comfortable

Difference in perception of compensation package
31% of females (feel compensation package is not competitive)
19% of males (feel compensation package is not competitive)

Income disparity
$141K females
$161K males
At the senior level (average), 53% are males and 47% are females

Representation moves from female-skewing to male-skewing as we move up the corporate ladder

At the lower/mid level, 33% are males and 67% are females

Income disparity
$66K females
$74K males
Lower/mid level (average)

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.

56% of females are satisfied with their careers.

59% of males are satisfied with their careers.

Similar levels of satisfaction with career.
Rather, the disparity is due to life factors

- 60% of females feel having children limits opportunities
- 32% of males feel having children limits opportunities
- 15% of females cite family as the main obstacle for satisfaction with career progression
- Only 1% of females with children feel that pregnancy is extremely supported by their employer
- 45% of females with children are motivated to advance careers (vs. 67% of males)
- Without children, 67% of females, vs. 71% of males, are motivated to advance their careers
- Females appear to be cycling out of the industry in their 30s, thus preventing equal ascension up the corporate ladder.
- At age 36, gender switches from female-skewing to male-skewing
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**

- 18% of employees work under female 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).

- 82% of employees work under male CEOs.
- 54% satisfaction under male CEOs.

- 72% of employees under female CEOs feel pregnancy is supported.
- 56% of employees under male CEOs feel pregnancy is supported.
Recommenations

Have Children

32% of females vs. 51% of males

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

We need to encourage females with children to come back!

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

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

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

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