

GENDER & CAREER ADVANCEMENT

In The Research Industry



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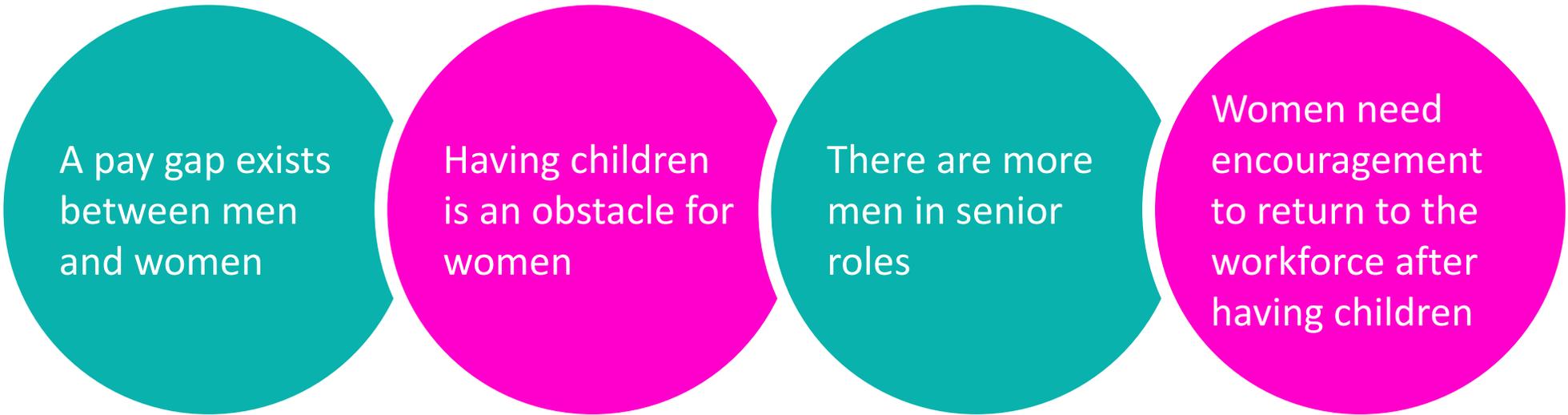
WIRe PARTNERS



Background & Objectives

In 2012, Women in Research (WIRe) conducted a Gender & Career Advancement study to understand the roles that males and females play in the research industry, and their attitudes towards their career and future opportunities.

KEY TAKEAWAYS:

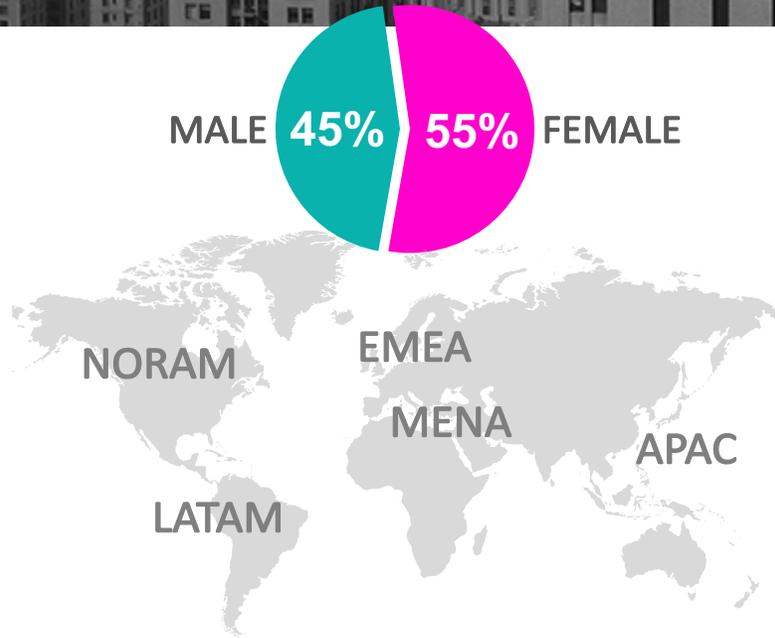


Five years later, this research was repeated to determine how gender roles have transitioned....

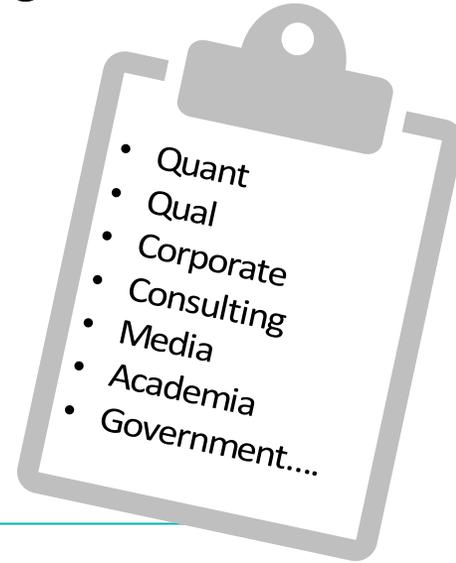
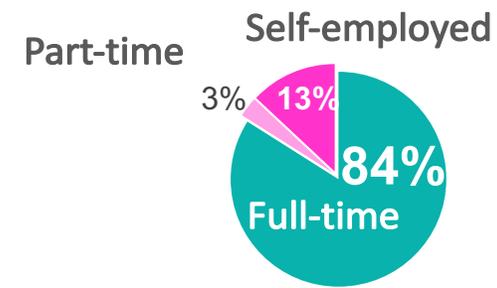
Methodology

989 Interviews Conducted Online Globally

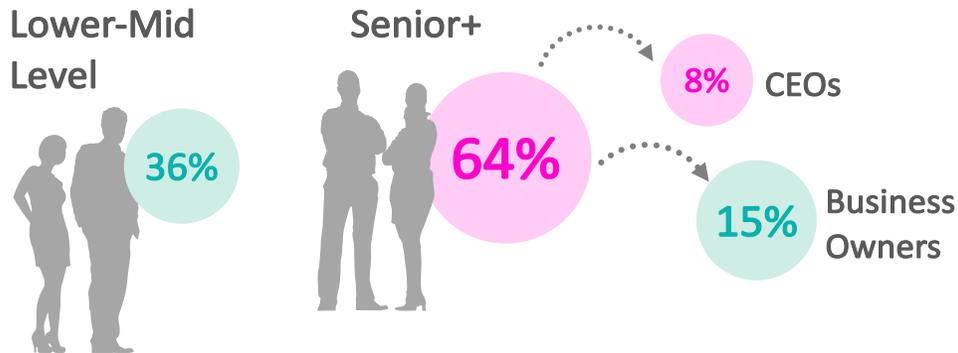
Survey limited to 15 minutes in length To reduce fatigue & accommodate mobile



...among those working in a research capacity



Among researchers of different levels...



...and different types & size of firm

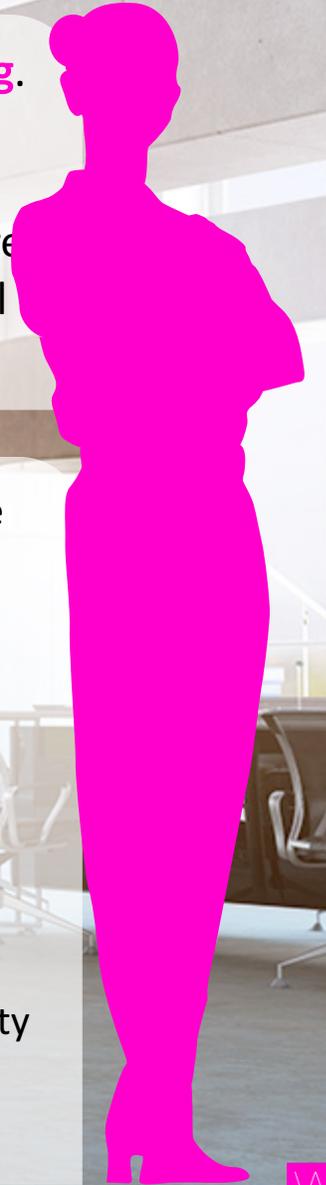


Note: Gender and geographic location were adjusted to match 2012 levels, while other criteria left to fall naturally. Levels on key demographics similar between the two waves of research.

Executive Summary

As a half decade has passed, the tide toward gender equality in the research industry is **gradually turning**. Females are increasingly filling **more senior positions**; making **salaries closer** to those of their male counterparts and taking a more **proactive attitude** toward achieving their career goals. Yet while some gaps have narrowed, and companies are taking measures to **promote equality** and **support parents**, there is still **much work to be done** to achieve parity in compensation and in women reaching the highest-level positions at the largest agencies.

- ❖ Women are climbing further up the corporate ladder, and are highly motivated to grow, yet men still assume more of the top positions, particularly in larger organizations.
- ❖ The gender pay gap is shrinking at the senior level, particularly outside of the US, with women gaining recognition through bonuses. In spite of this, compensation among parents shows sizeable (and increased) disparity.
- ❖ Job and career satisfaction rises among males. For women, stagnant levels correlate with continued stronger pessimism toward promotions, especially outside of the US and within large firms.
- ❖ Further, females perceive more barriers to growth than males – parenting, lack of training and opportunities, company culture and pay are all greater hurdles. Work-life balance is deemed more obstructive among mothers than fathers.
- ❖ While the industry is actively moving toward gender equality and diversity in the workplace (flexible hours, diversity in hiring, affirmative action) and discrimination is low overall, there is still much room for growth.



Detailed Findings



Women gradually progress, but men remain a distance ahead

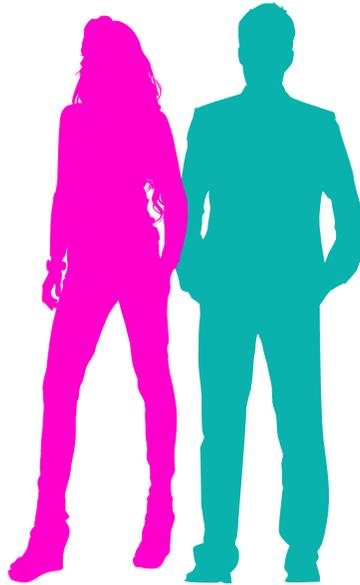
Women make gains toward senior positions

+6pts Since 2012

57%

+14pts for Mothers

+12pts more men reporting to a woman



71%

+0pts Since 2012

Though they are still outpaced by their male counterparts

Among experienced researchers, men assume more of the top positions (*Executive+*)

10+ Years Experience

37%



56%

2017

CEOs remain predominantly male...

...Particularly in large firms

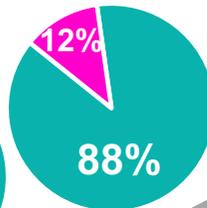
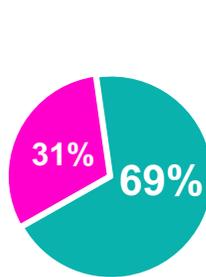
Despite this, women are especially motivated to advance their career



80%

Plus Executive mix still favors men
64% Male / 36% Female

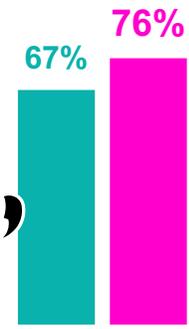
Among those surveyed:
Male vs. female CEOs are 3:1
17% males, 12% females are Business owners



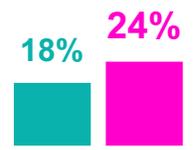
Women only 6% of Fortune 500 Company CEOs¹



“ 5-7, 7= Extremely important ”



“ Extremely active ”



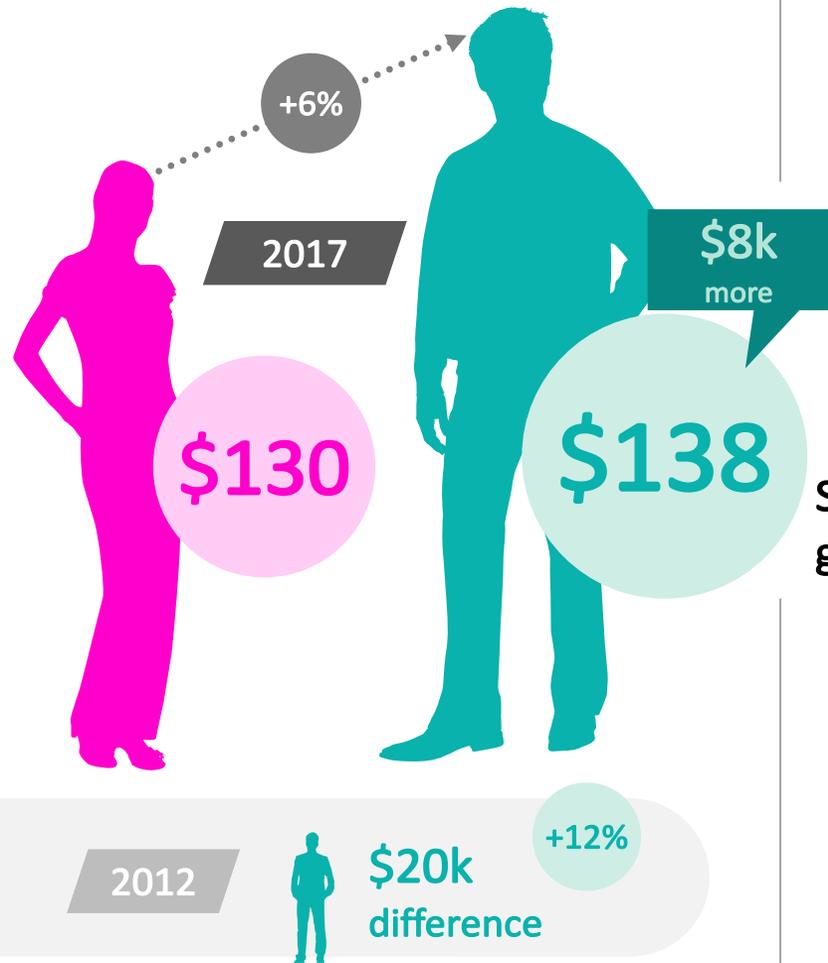
Female Millennials especially



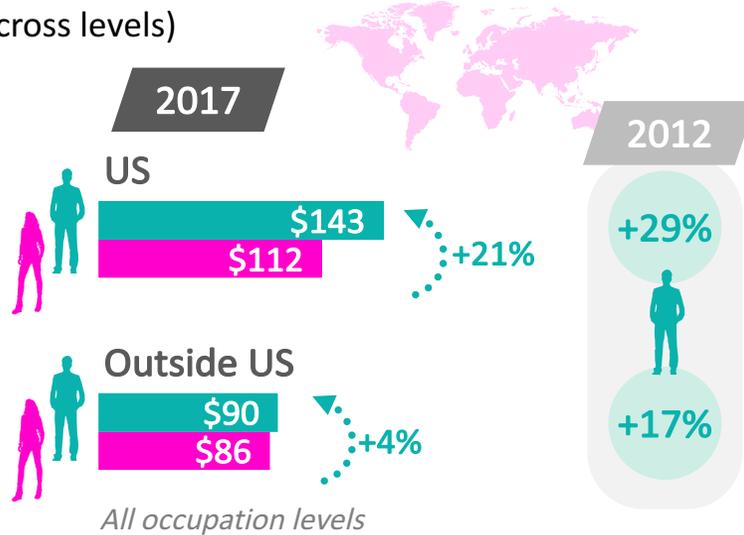
Career Advancement Steps to Advance

The pay gap narrows, but there is still gender disparity

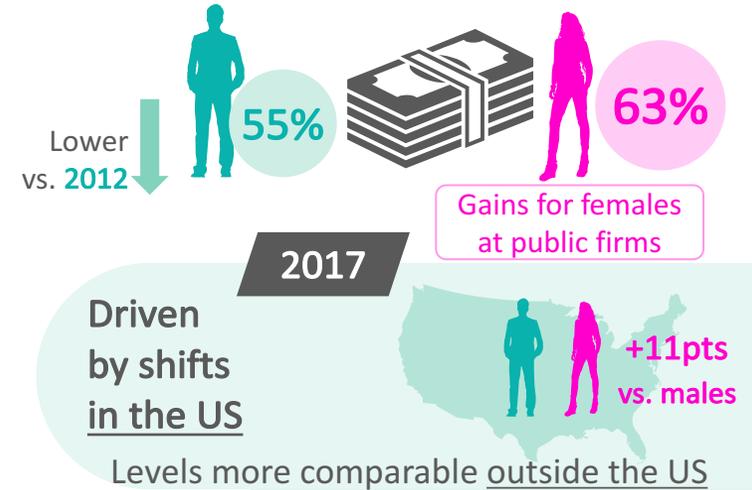
In senior roles, the gender difference drops from \$20k to \$8k



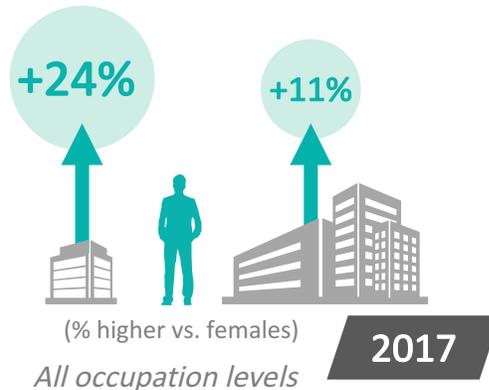
With significant progress made outside the US (across levels)



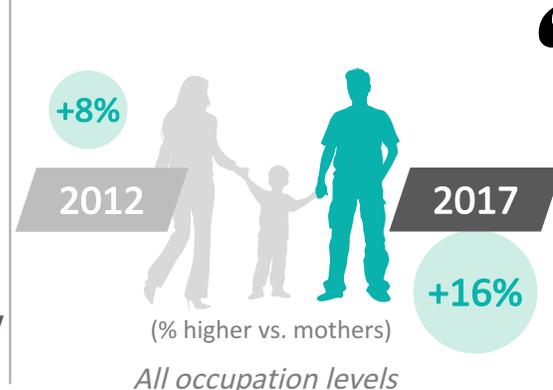
And more women gaining recognition through bonuses than men



Small firms have further to go to close the gap



And there is even GREATER disparity among parents

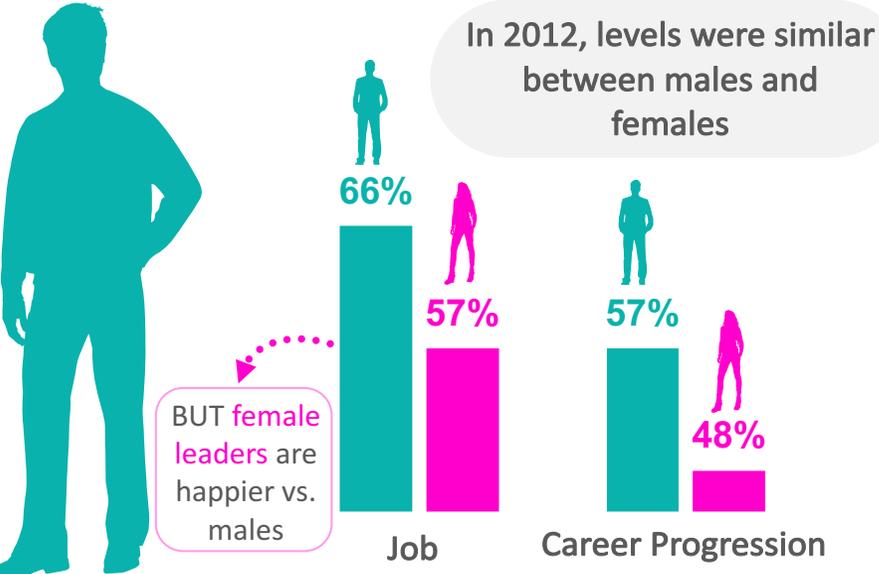


Not surprisingly, females are less content with their pay

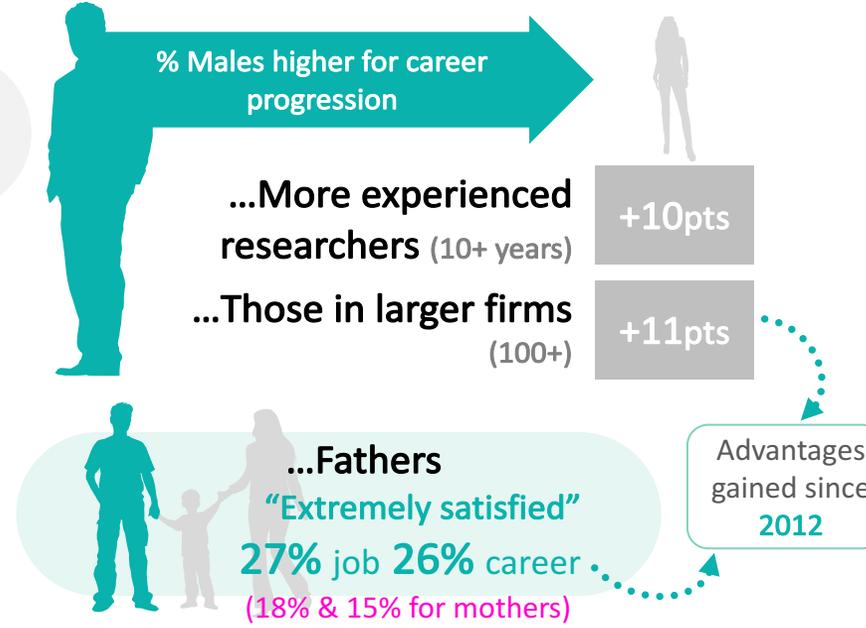


Men are more satisfied at work and see a more promising path ahead

Men are now more content in their work life than women



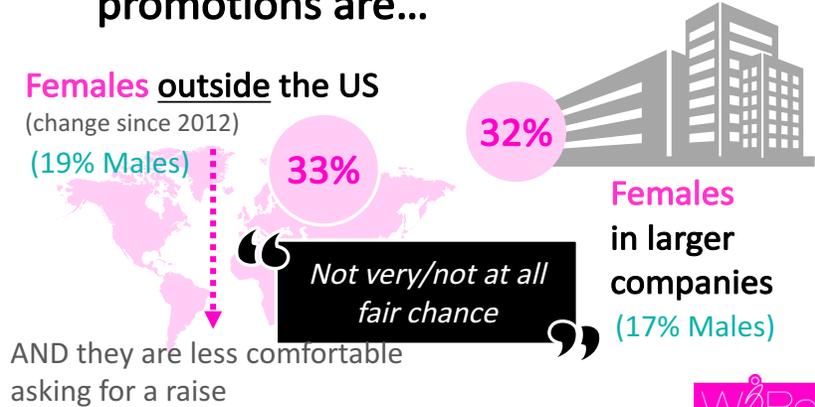
Differences are most prominent among...



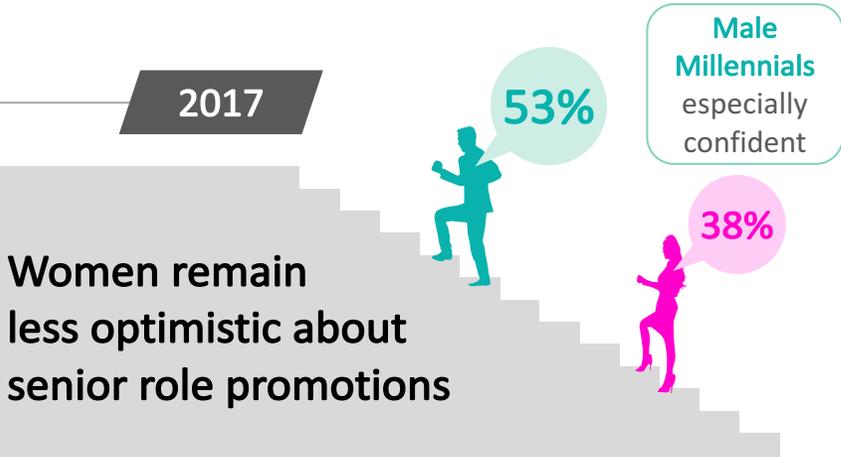
2017



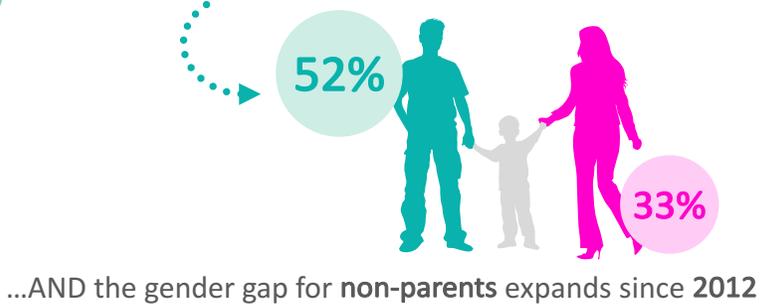
Particularly doubtful about promotions are...



Women remain less optimistic about senior role promotions

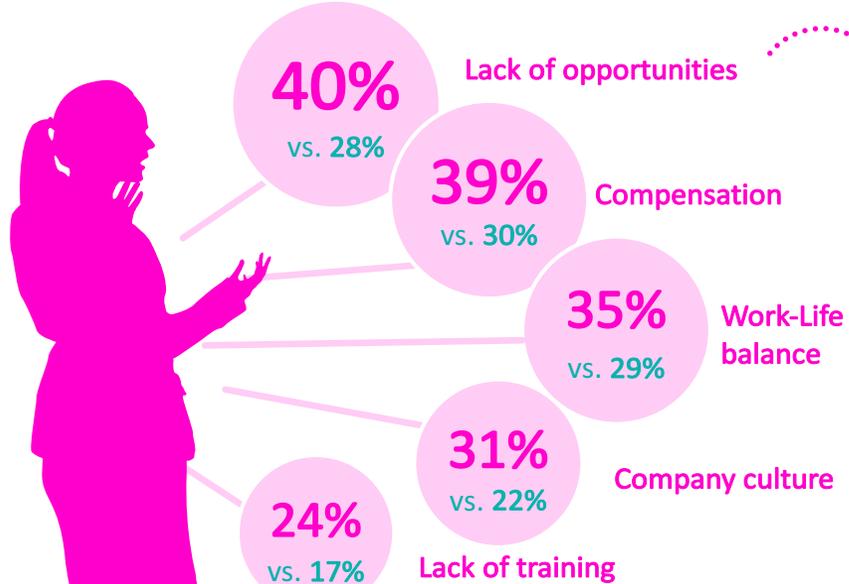


Fathers are more hopeful about career advancement than mothers



Women feel more hindered in their career development

They see more barriers blocking their path:



Driven by larger firms

2017

Unprompted mentions among women



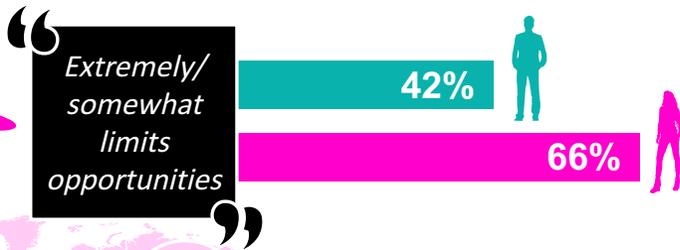
Millennials in particular drive these concerns

Plus, female Millennials feel more hindered by stress:



Compensation (44%) and lack of opportunities (42%) driven by Non-Parent females

And still perceive parenthood as more limiting



Bigger career barriers for mothers are...



Fathers more likely to see parenthood as limiting than before



BUT still feel stronger employer support
66% (51% mothers)

AND Childcare benefits are still not offered or promoted
59% None
41% Not sure

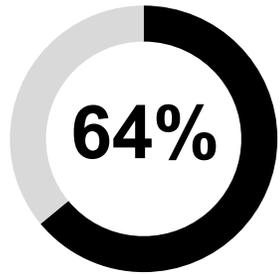
Extremely/very supportive



Companies strive for equal opportunity

2017

Almost **two-thirds** of companies offer flexible hours

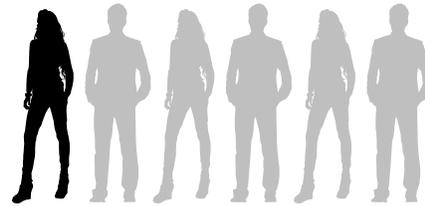


Recognized more by **men** in the US



Recognized more by **women** outside the US

About **1-in-6** are part of an affirmative action program



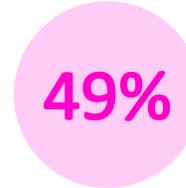
Higher for large firms

26%



(9% Small firms)

Around **half** make efforts to ensure diversity in hiring

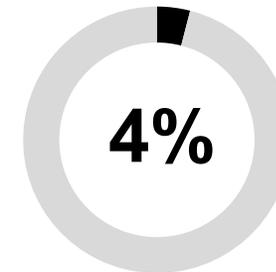


Higher among **males**

55%

Among senior level employees

AND Discrimination is low



Similar by gender, generation & ethnicity

8%

BUT somewhat higher among **LGBT**



However, there is more work to be done to reach **gender parity**

Moving Forward: Recommendations

Approach women early in their careers with....

- ✓ A **clear career path** toward executive roles
- ✓ Negotiation and other core **leadership skills training**
- ✓ **Mentoring** opportunities
- ✓ **Stress management** training

Provide better support for parents....

- ✓ **Flexible hours** as standard
- ✓ **Generous maternity AND paternity leave** and **re-entry programs**
- ✓ **Childcare provider relationships** or savings programs



Moving Forward: Recommendations

! Most importantly, as an industry we need....

CEO commitment for 50/50 gender parity at every level of their organization within 3 years

Corporate diversity goals as a business performance metric

Training (and the fortitude) to call out and combat unconscious bias

