

2020

Impact of COVID-19 Market Research & Analytics Survey

Why

Madison Wells, an executive recruitment agency, conducted a brief survey to measure COVID-19 impact on hiring, interviewing, and working in market research and advanced analytics.

Who

A total of 727 were surveyed, respondents were comprised of Market Research Practitioners (n=598) and Advanced Analytics Executives (n=129).

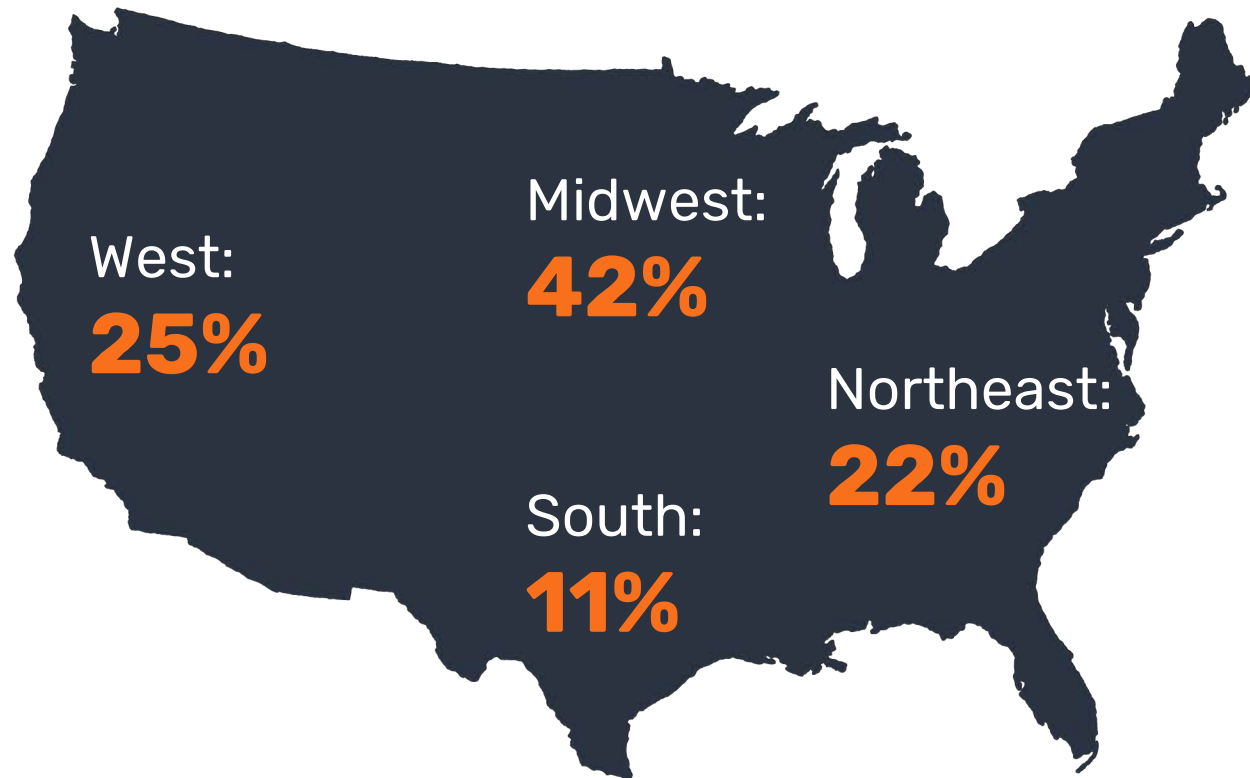
NOTE: These two groups are combined for reporting purposes.

How

Sample was sourced from Madison Wells' database. Madison Wells sent the survey invites.



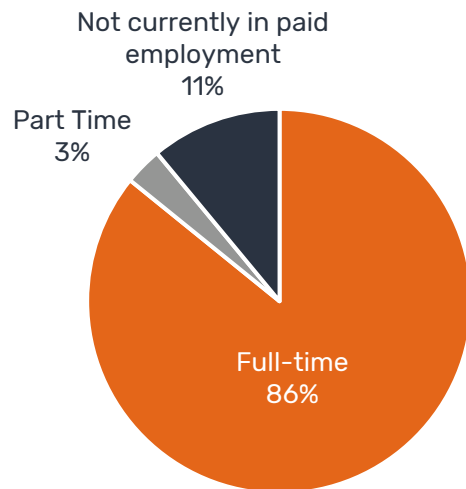
Survey Respondents



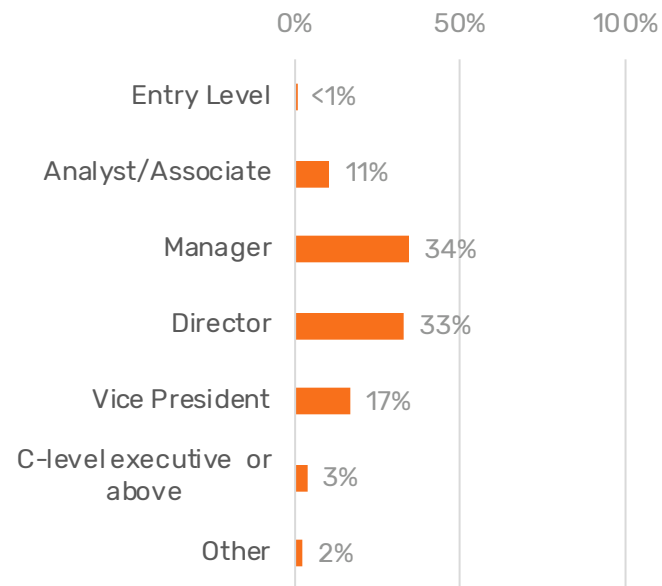
Respondent Profiles

Most employees surveyed working full-time; many at the Manager and Director levels, working at a company with an average of just under 3K employees.

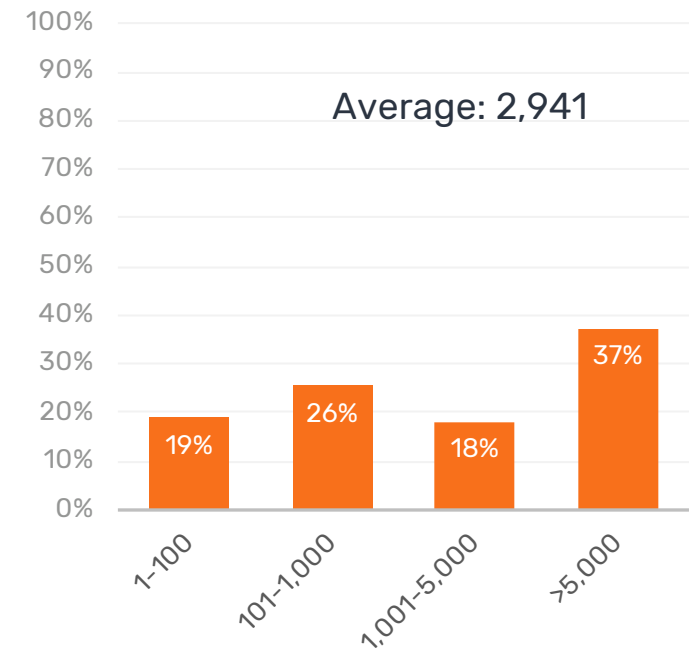
Employment Status



Job Title



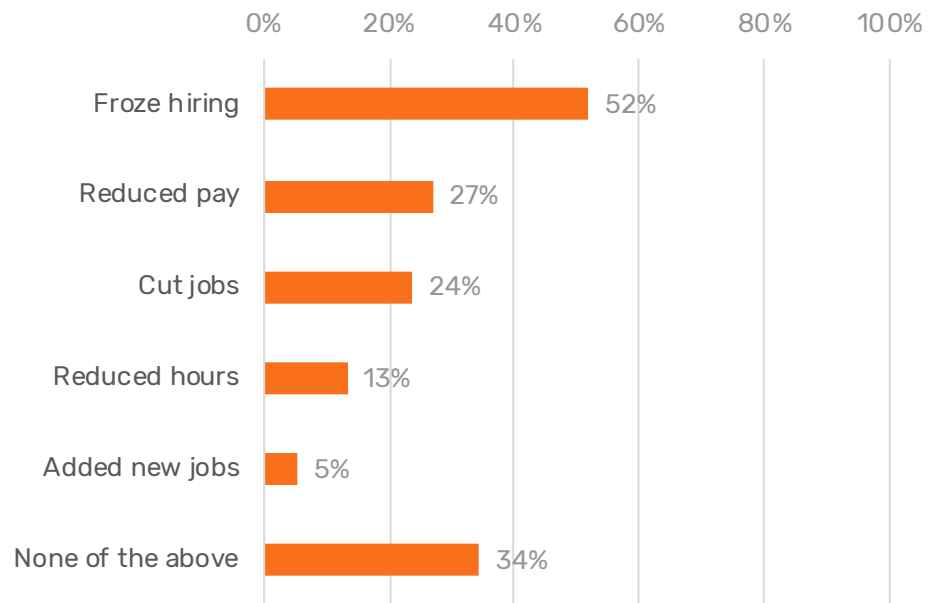
Company Size



COVID-19 Impact on Hiring, Interviewing, Onboarding

Approximately half of respondents reported their employers were on a hiring freeze while 30% are still interviewing (half of respondents were unclear about current staffing plans which might indicate communication could be improved).

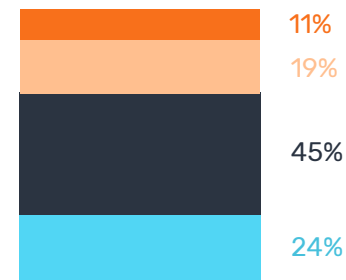
Employment Status*



48% with No Freeze

Currently Interviewing

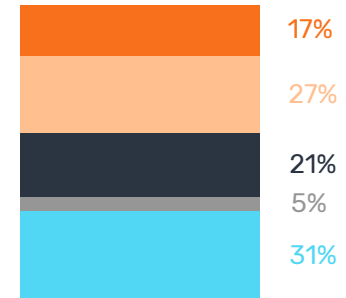
YES: 30%



- Yes, but only previously scheduled interviews
- Yes, we are actively interviewing virtually
- No, we are not interviewing
- I don't know

Currently On-Boarding

YES: 43%

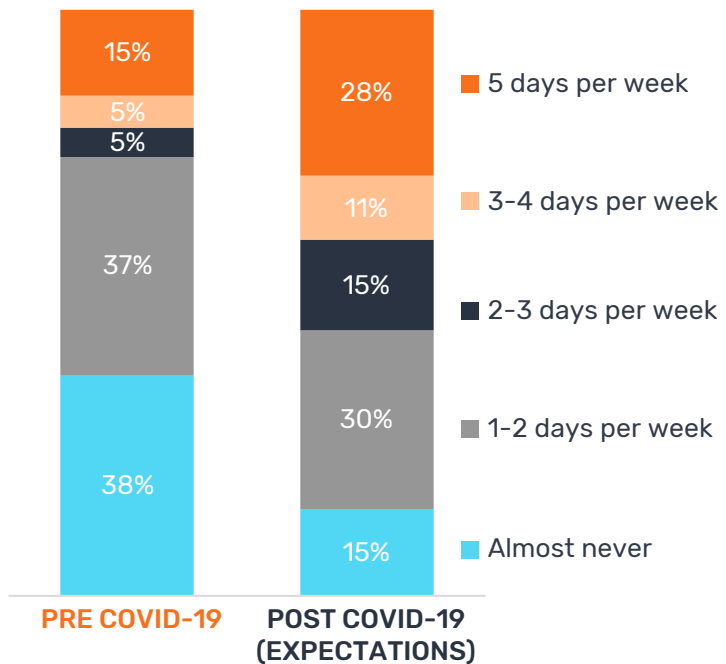


- Yes, but only new hires made prior to COVID-19
- Yes, we are actively hiring and plan to on board new hires virtually
- No, we are not hiring
- No, we have hiring needs, but do not want to on board new employees virtually
- I don't know

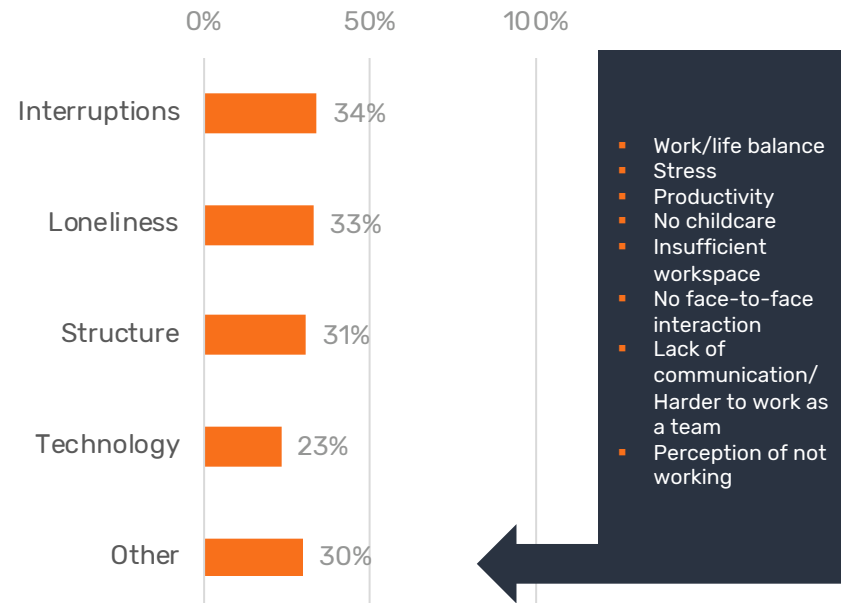
COVID-19 Impact on Working Virtually

The ability to work virtually expected to increase after the pandemic; working from home does have it's challenges.

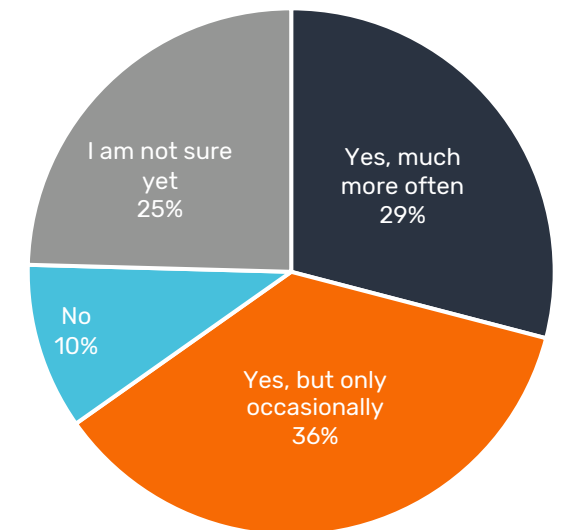
Frequency of working virtually



Challenges of Working Virtually



Will Your Employer Promote Working Virtually Post COVID-19



Survey Key Takeaways

Hiring/Interviewing:

- Market Research and Advanced Analytics respondents reporting that close to 25% have enacted furloughs or layoffs and over 50% have put hiring on hold.
- Based on our network activity, interviewing, hiring in market research insights, data science and marketing analytics can be found in gaming, pharmaceutical and healthcare, technology and pockets of retail and CPG.

Working Virtually:

- People anticipate working from home on a more regular basis, and companies likely to accommodate with new CDC guidelines (at least initially).
- Challenges while working remotely during this pandemic include: childcare, work/life balance, communication, structure. Respondents have experienced introductions to coworkers children, pets, seeing people working in their pajamas, and disheveled appearances!
- Empathy and compassion: Candidates reporting that many executives have been understanding and flexible during this pandemic, and despite some of the challenges, working remotely easier than expected.

Market Insights:

- Majority of respondents at Manager and Director levels, yet over 50% unsure of staffing plans. Unprecedented times to be sure, but might also point to a need for employers to improve communication.
- Employees and candidates will place an emphasis on well-being and culture when evaluating opportunity in the "new normal". Critical for employers to have established, open lines of communication, and ensure that office and virtual work programs, and staffing plans (i.e. workforce reductions, hiring, interview journeys) are organized, transparent, and thoughtful.

We wanted to have a little fun at the end of this brief survey, and we were curious to know what people were watching (or binging :) during this pandemic. The top 3 shows may or may not surprise:

