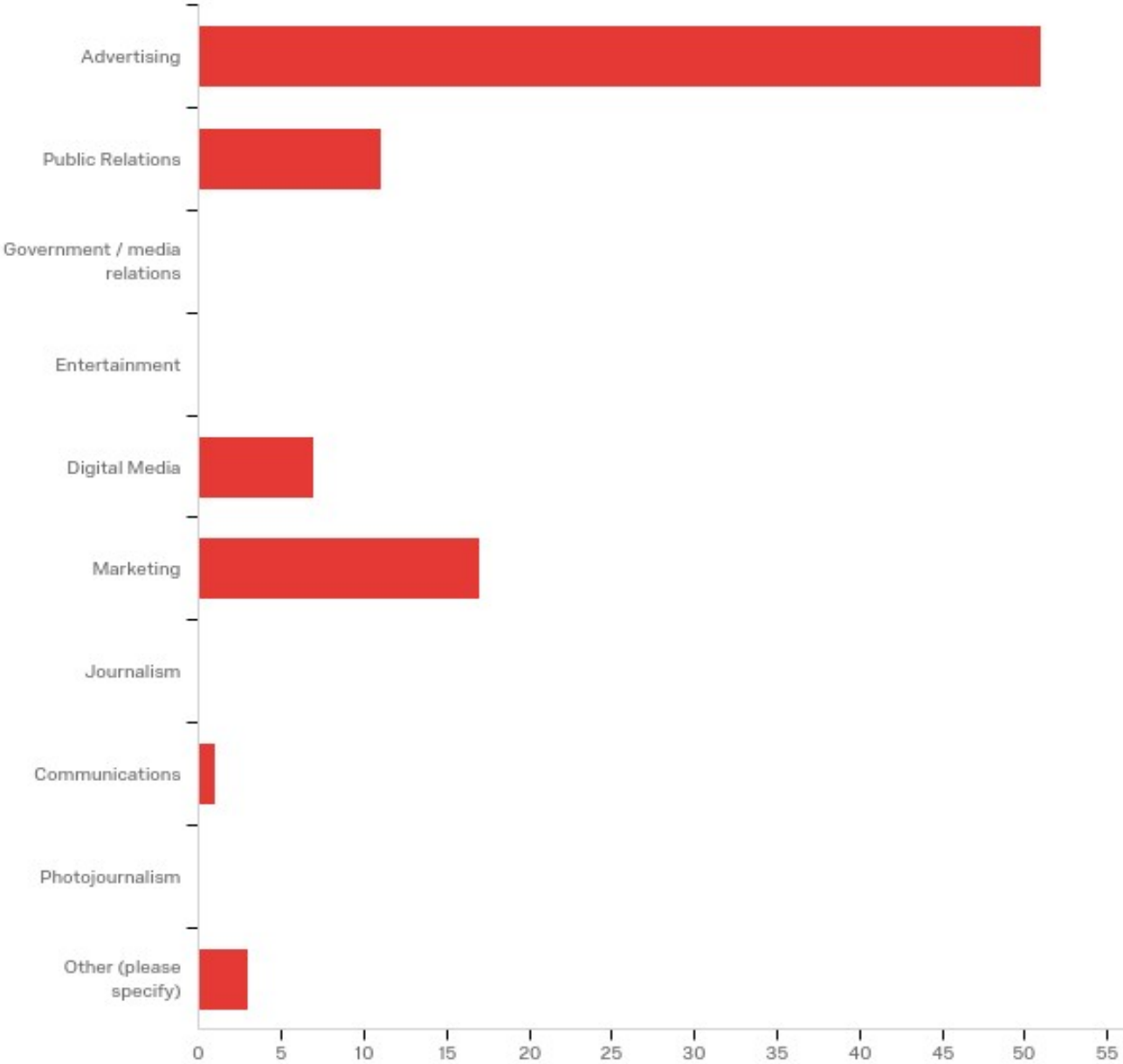


Default Report

Random_Global Ad & PR - Spring 2017 - Copy
April 2nd 2017, 3:41 pm EDT

Q6 - What field best describes your work?



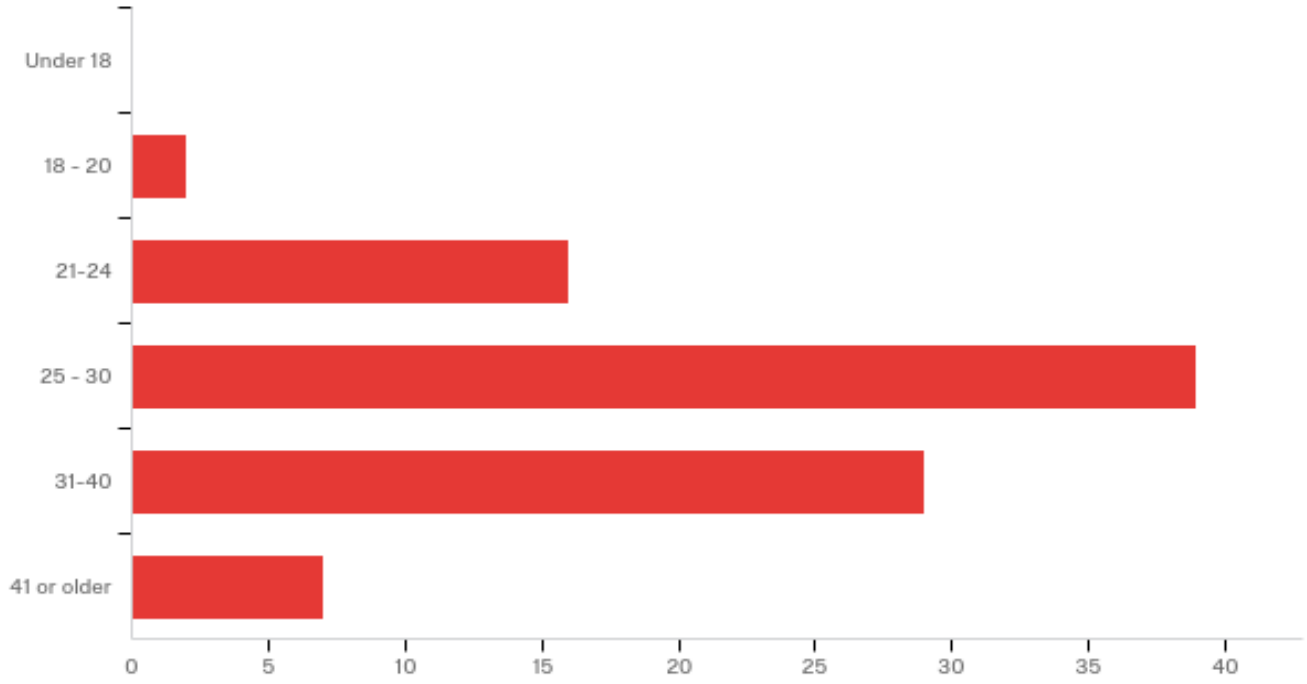
#	Answer	%	Count
1	Advertising	56.67%	51
2	Public Relations	12.22%	11

11	Government / media relations	0.00%	0
12	Entertainment	0.00%	0
3	Digital Media	7.78%	7
4	Marketing	18.89%	17
5	Journalism	0.00%	0
6	Communications	1.11%	1
9	Photojournalism	0.00%	0
8	Other (please specify)	3.33%	3
	Total	100%	90

Other (please specify)

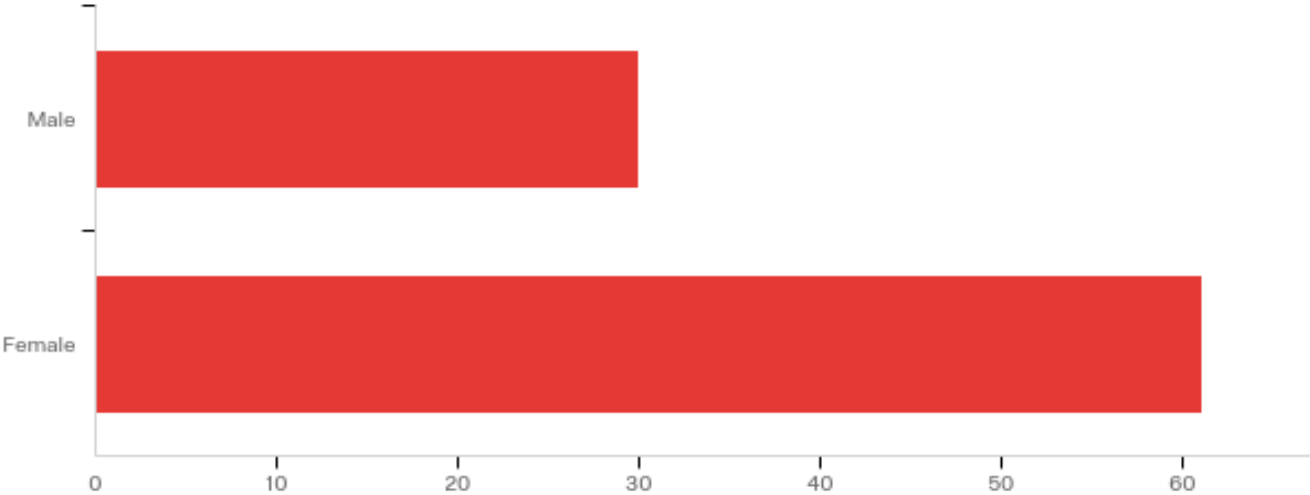
Other (please specify)
Analytics
Content Marketing/Digital

Q2 - What is your age?



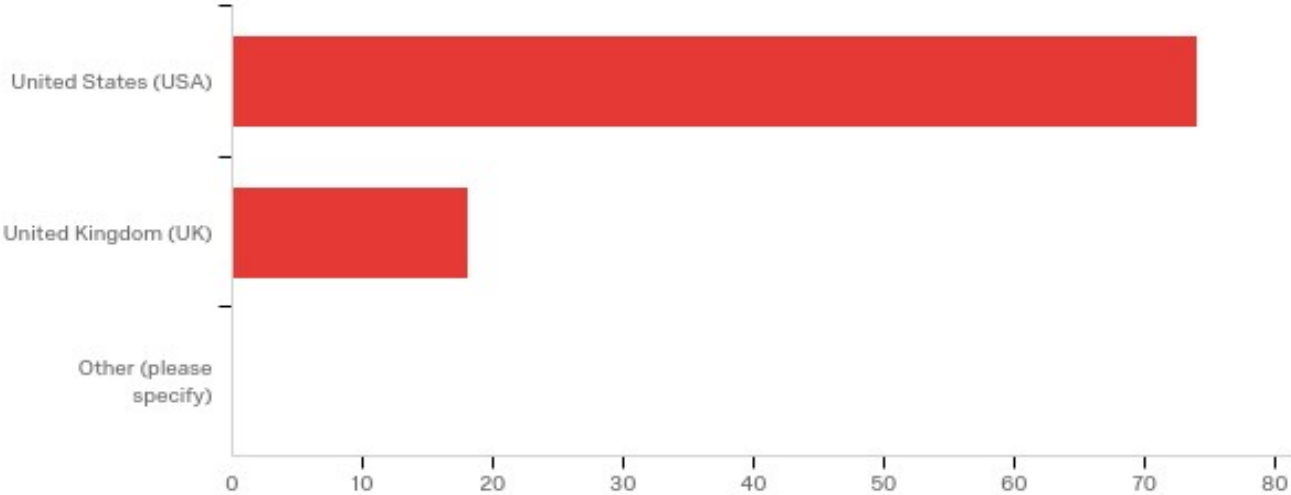
#	Answer	%	Count
1	Under 18	0.00%	0
2	18 - 20	2.15%	2
3	21-24	17.20%	16
4	25 - 30	41.94%	39
5	31-40	31.18%	29
6	41 or older	7.53%	7
	Total	100%	93

Q3 - What is your gender?



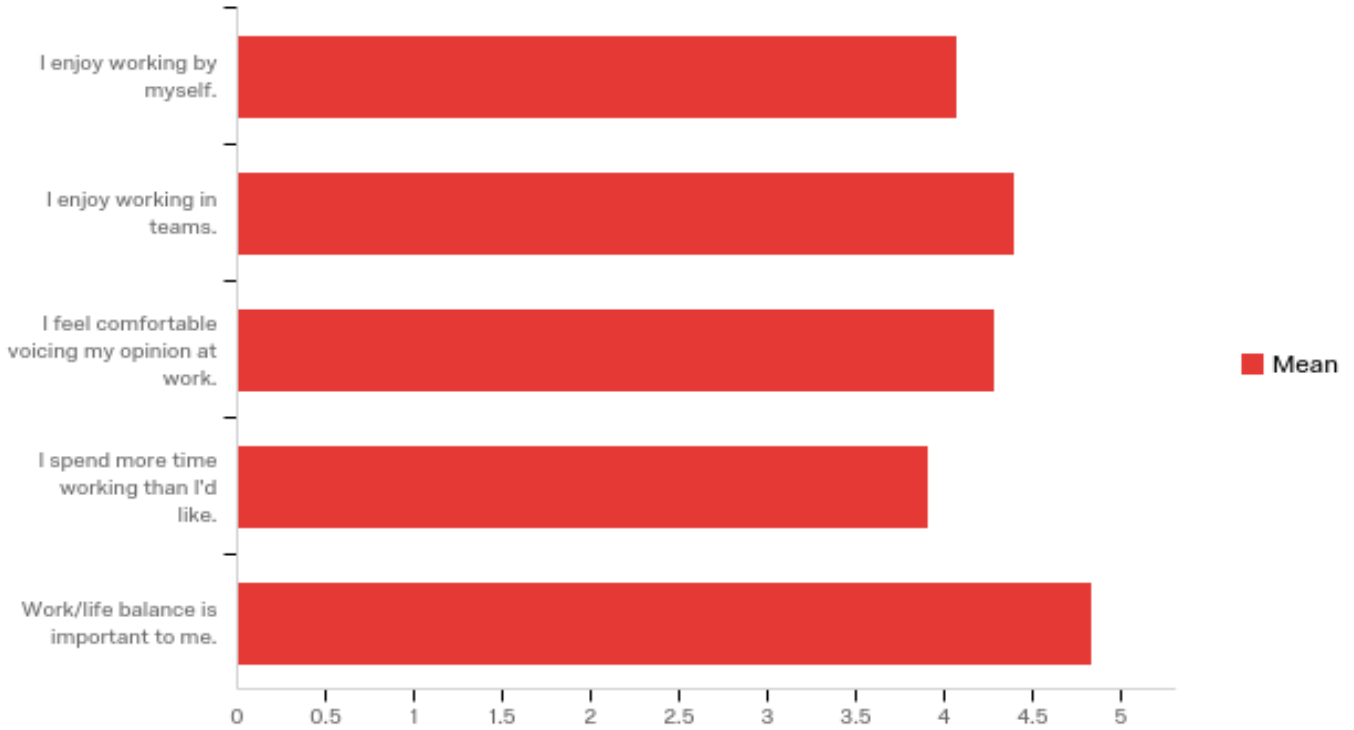
#	Answer	%	Count
1	Male	32.97%	30
2	Female	67.03%	61
	Total	100%	91

Q4 - In what country do you currently reside?



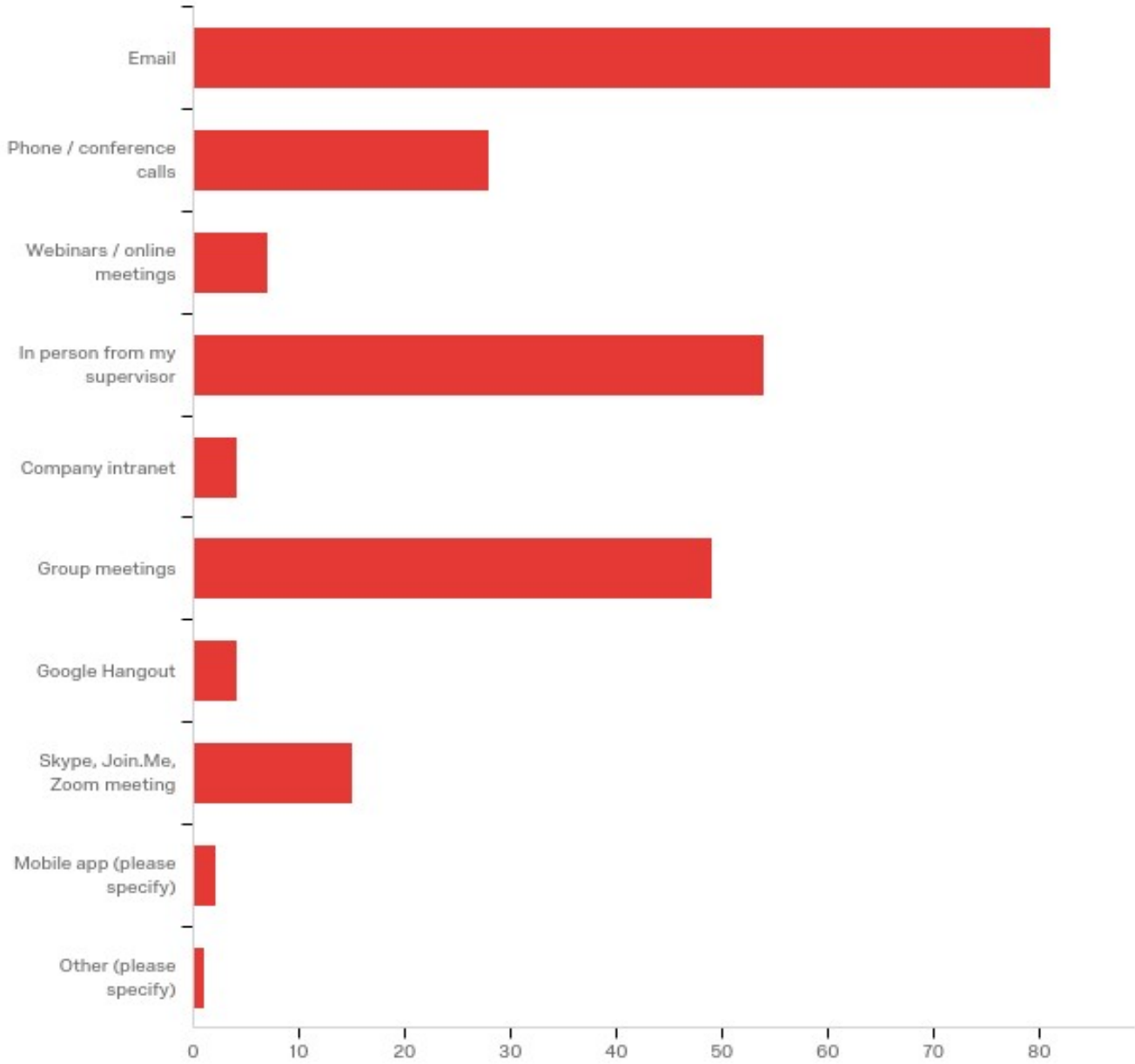
#	Answer	%	Count
1	United States (USA)	80.43%	74
2	United Kingdom (UK)	19.57%	18
5	Other (please specify)	0.00%	0
	Total	100%	92

Q7 - How would you rate the following statements?



#	Question	Strongly disagree	Disagree	Agree	Strongly Agree	Total
1	I enjoy working by myself.	1.11%	12.22%	52.22%	34.44%	90
45	I enjoy working in teams.	0.00%	5.56%	43.33%	51.11%	90
2	I feel comfortable voicing my opinion at work.	0.00%	10.00%	41.11%	48.89%	90
44	I spend more time working than I'd like.	1.11%	20.00%	44.44%	34.44%	90
46	Work/life balance is important to me.	0.00%	0.00%	17.05%	82.95%	88

Q10 - When thinking about your work environment, from where do you most prefer to receive your interoffice communication? (check all that apply)



#	Answer	%	Count
1	Email	90.00%	81
4	Phone / conference calls	31.11%	28
17	Webinars / online meetings	7.78%	7
5	In person from my supervisor	60.00%	54
6	Company intranet	4.44%	4

13	Group meetings	54.44%	49
10	Google Hangout	4.44%	4
14	Skype, Join.Me, Zoom meeting	16.67%	15
28	Mobile app (please specify)	2.22%	2
11	Other (please specify)	1.11%	1
	Total	100%	90

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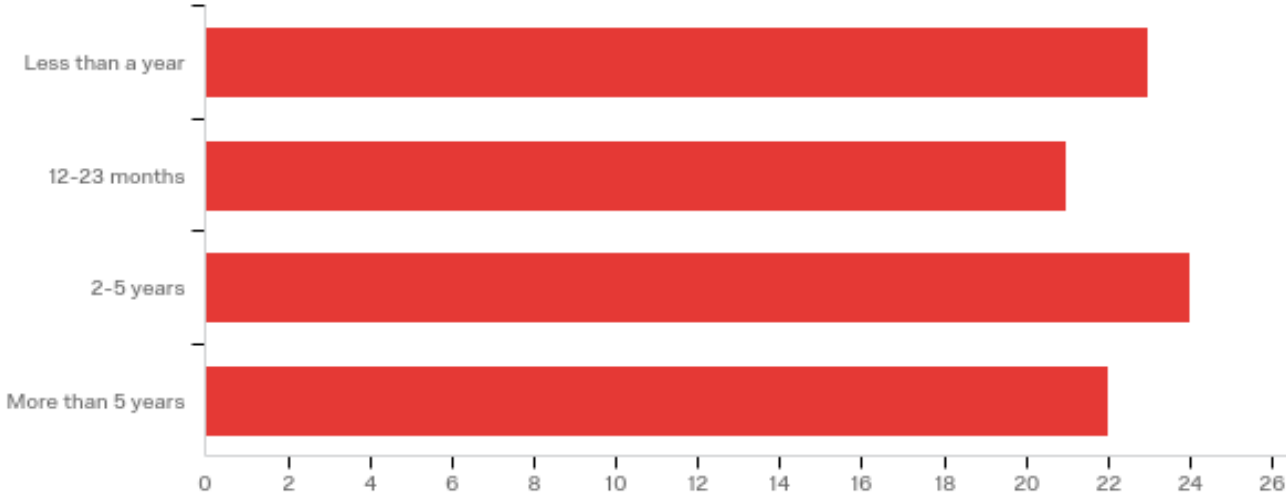
Mobile applications (please specify)

Mobile applications (please specify)
text
Slack

Other (please specify)

Other (please specify)
Slack

Q8 - How long have you been employed at your current job?



#	Answer	%	Count
1	Less than a year	25.56%	23
2	12-23 months	23.33%	21
3	2-5 years	26.67%	24
4	More than 5 years	24.44%	22
	Total	100%	90

Q19 - If given the opportunity, what would you change about your current job if you could?



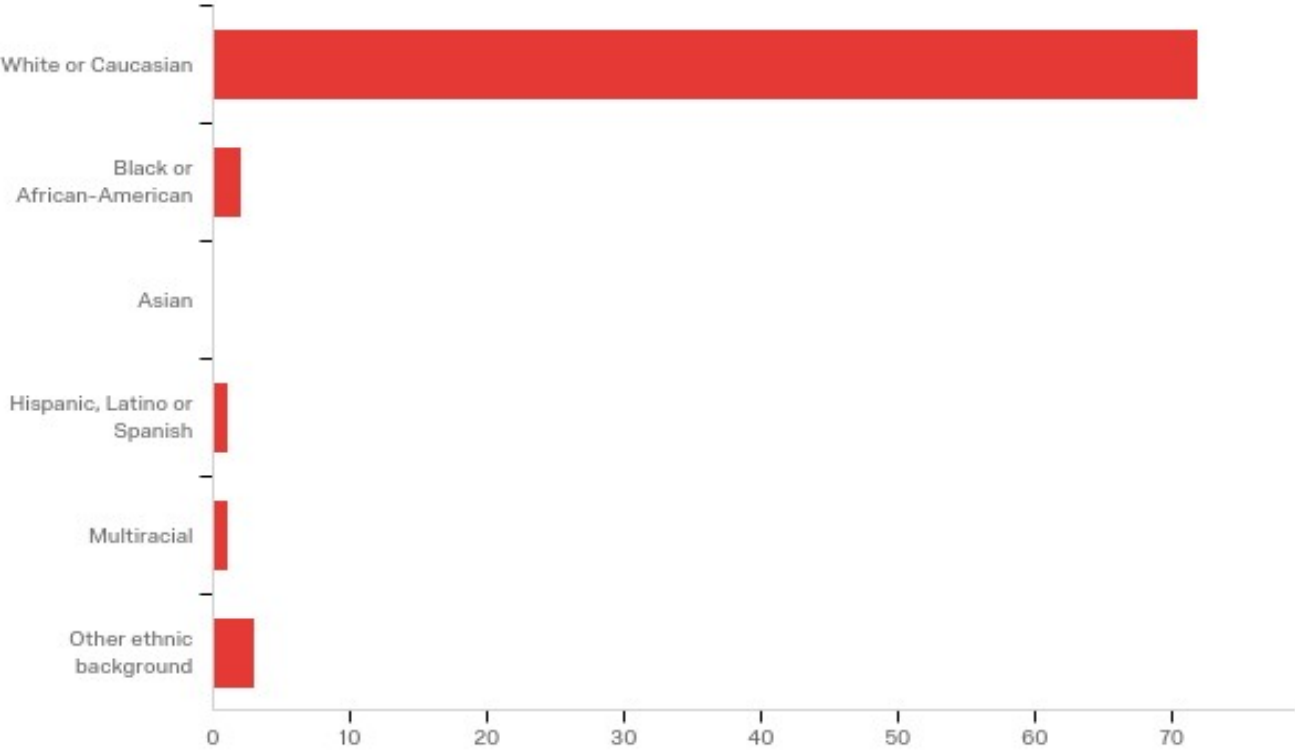
Q20 - If given the opportunity, what would you change about Wild Earth Outfitters...

If given the opportunity, what would you change about Wild Earth Outfitters...
Communication between everyone and pay me more money. i do not feel like anyone appreciates what I bring to the table especially when I receive my pay check.
Client deadlines
Current Job role is good and I am very happy with where I am. Looking to the future, there is limited scope for personal growth.
Inefficient methods
less interaction with accounting
Recognition
When a new project is added to my workload without consideration of the rest of my work
The salary is terrible.
I'd like to be recognized for the actual work that I'm doing. I've been working well above my current title and job responsibilities for many years, but held back by a supervisor that lacks the interpersonal skills that a manager requires. it's my teammates and clients that I work hard for every day!
appraisal systems

increase communication between teams
I'd like the title that matches the new responsibilities I started almost a year ago, and the salary that goes with it.
Better communication among the different teams
Increase salary, working from home when needed (and it being more accepted)
I would hire additional help to bring down my 55hrs/wk average.
I would change the expectation that more than 40 hours is normal. "It's just part of the industry"
Better pay!!!!
Separation of teams - everyone sticks with who they work with based on clients and it sometimes separates the agency
More workplace flexibility
Most likely move back to non-profit marketing.
More opportunities for growth within the organization and a better work-life balance.
Having More support people
More projects that require brain power instead of just cut and paste
more involvement in planning and process of my job, not just relying on others to put plans together
Less stressful
Be in creative
Compensation and adding supporting staff members
More \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$
Na
Less demanding workload
Compensation
I would like to be given an opportunity to work on another client's business.
Compensation, Communication, Transparency
More opportunities to work on new business projects
More room for growth, better salary, more meaningful work
The biggest change I would make is getting more support on administrative items so I can focus on the work.
It's not the job it's the lack of process, education, values and understanding at my company.
I would develop a more-concrete job description, allowing me to focus time on specific responsibilities.
More leadership-on-paper opportunities.
The amount of clients that each team member works on. Trying to do many things vs. doing a few things well.
Current clients are long-standing, and it's harder to tell them no given the history with my supervisor. I'd like to implement small changes, where we can say no when it's not in the best interest of the client. The client doesn't always know best.

Hire more people!
Less admin work
More strategic focused; not as administrative in tasks or responsibilities
The lack of a job description
More room for growth
More diversity in task
compensation and vacation time
More creative atmosphere
Career path made clearer
Opportunity for advancement/salary increase
More hours in the day, especially for inter-team update meetings
advancement opportunities.
I love my job. I want more work.
Id like an appraisal structure and development plan
Better review systems, both performance and wage reviews.
Having more direction/ structure/ training
I would want to be moved into a bigger office
I'd like to experiment more, discover new things
I would be paid a fair wage
Better processes and collaborative working tools to improve productivity and communications (with clients and internally)
Test 2

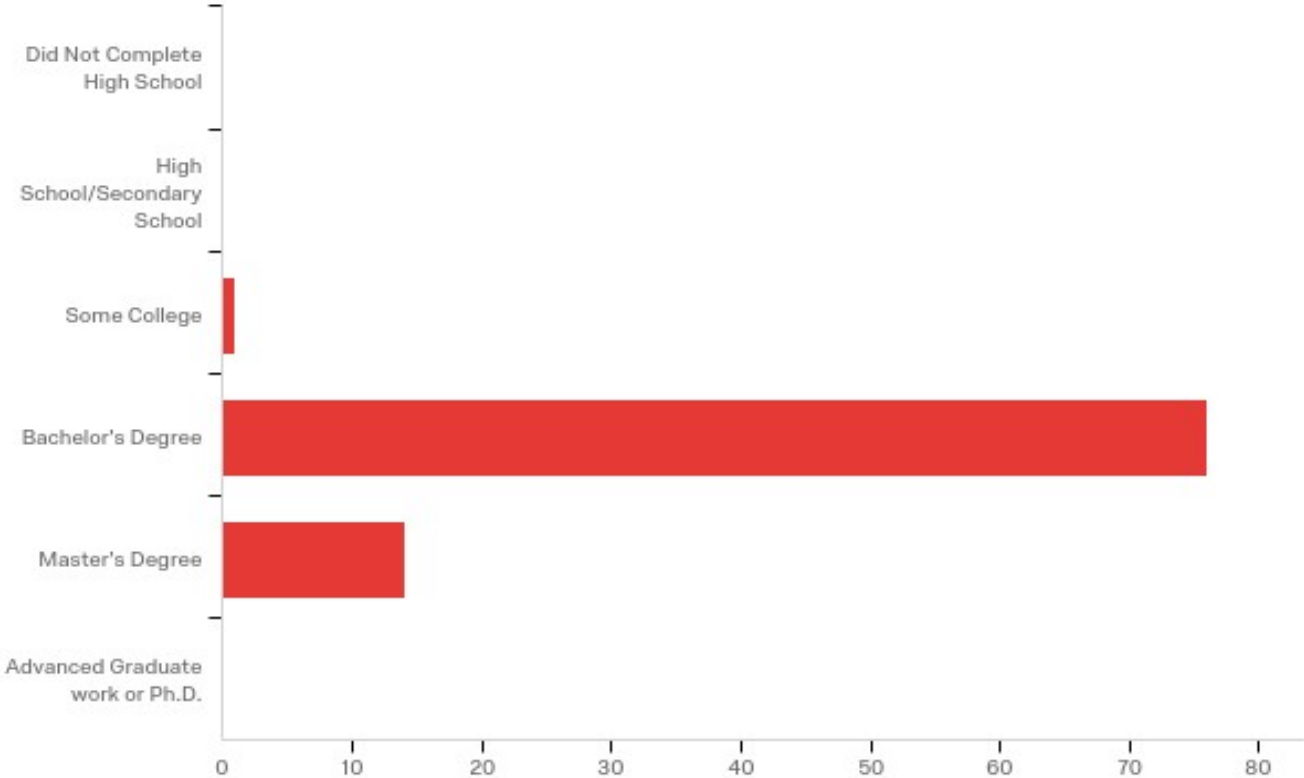
Q22 - Please indicate the primary racial/ethnic group with which you identify. (If you are of a multi-racial or multi-ethnic background, indicate that group with which you identify most of the time.)



#	Answer	%	Count
1	White or Caucasian	91.14%	72
2	Black or African-American	2.53%	2
3	Asian	0.00%	0
4	Hispanic, Latino or Spanish	1.27%	1
5	Multiracial	1.27%	1
6	Other ethnic background	3.80%	3
	Total	100%	79

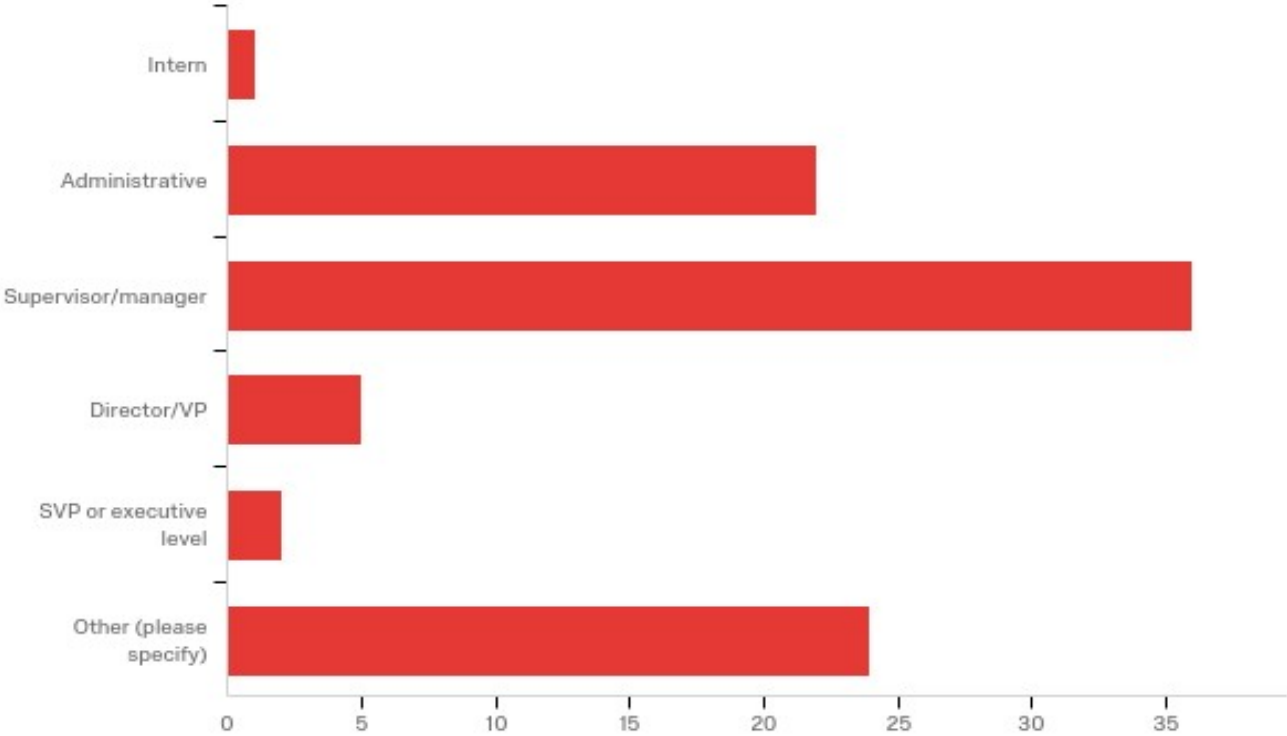
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Q5 - What is the highest level of education you have attained?



#	Answer	%	Count
7	Did Not Complete High School	0.00%	0
8	High School/Secondary School	0.00%	0
9	Some College	1.10%	1
10	Bachelor's Degree	83.52%	76
11	Master's Degree	15.38%	14
12	Advanced Graduate work or Ph.D.	0.00%	0
	Total	100%	91

Q9 - Which of the following best describes your current role at work?



#	Answer	%	Count
1	Intern	1.11%	1
2	Administrative	24.44%	22
3	Supervisor/manager	40.00%	36
4	Director/VP	5.56%	5
5	SVP or executive level	2.22%	2
6	Other (please specify)	26.67%	24
	Total	100%	90

Other (please specify)

Other (please specify)
Analyst
freelance
Art Director

Account Executive
Account Executive
Account Executive
AE
Peon
mid-level
Mid-Level
Assistant Account Executive
Account Exec
Midlevel
lower level
Senior Art Director
Creative staff
Low level
Graphic Designer
mid-level
Account Coordinator
Graphic designer
entry level
account manager
Junior

Q56 - Please rate the following statements:

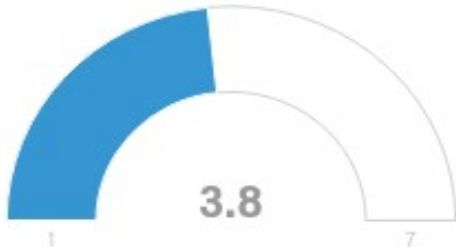
I undertake the same daily tasks at work.



I am satisfied with the investment my organization makes in training and education.



My supervisor gives me regular feedback on my performance.



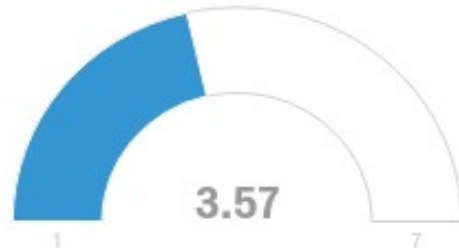
My company supports professional development and career growth.



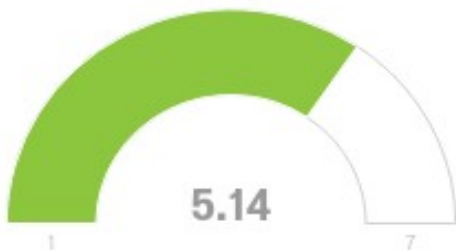
The office is laid out in a way that encourages collaboration.



I am satisfied with my overall compensation.



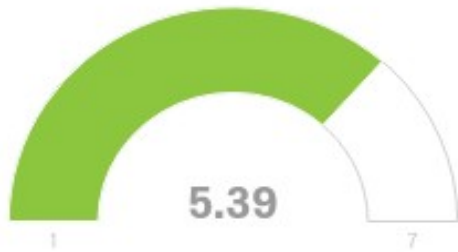
My supervisor is available when needed.



I have the opportunities to apply my talents and expertise at work.



I am proud to work at my company.



I'd rather depend on myself than others.



#	Question	Strongly disagree	Disagree	Agree	Strongly agree	Total				
1	I undertake the same daily tasks at work.	7.06%	6	30.59%	26	42.35%	36	20.00%	17	85
2	I am satisfied with the investment my organization makes in training and education.	15.66%	13	21.69%	18	50.60%	42	12.05%	10	83
3	My supervisor gives me regular feedback on my performance.	21.69%	18	30.12%	25	39.76%	33	8.43%	7	83
4	My company supports professional development and career growth.	19.75%	16	23.46%	19	41.98%	34	14.81%	12	81
5	The office is laid out in a way that encourages collaboration.	3.61%	3	20.48%	17	51.81%	43	24.10%	20	83
6	I am satisfied with my overall compensation.	28.92%	24	26.51%	22	37.35%	31	7.23%	6	83
7	My supervisor is available when needed.	8.24%	7	17.65%	15	48.24%	41	25.88%	22	85
8	I have the opportunities to apply my talents and expertise at work.	3.53%	3	15.29%	13	61.18%	52	20.00%	17	85
9	I am proud to work at my company.	2.41%	2	16.87%	14	62.65%	52	18.07%	15	83
10	I'd rather depend on myself than others.	0.00%	0	16.87%	14	61.45%	51	21.69%	18	83

Q57 - Please rate the following statements:

I am able to make important decisions affecting my work.



There is open communication between senior leadership and employees at my organization.



At work, I have clear objectives and an evaluation system for what I accomplish.



I feel like there is wide gap between my supervisor and me.



My workplace embraces diversity/inclusion.



My supervisor gives me recognition for a job well done.



The well-being of my coworkers is important to me.



I am satisfied with the job-related training my organization offers me.



I feel comfortable disagreeing with my supervisor in front of coworkers.



My individual opinion is respected at the workplace.



#	Question	Strong disagree	Disagree	Agree	Strongly agree	Total
1	I am able to make important decisions affecting my work.	1.27%	12.66%	60.76%	25.32%	79
2	There is open communication between senior leadership and employees at my organization.	10.00%	40.00%	36.25%	13.75%	80
3	At work, I have clear objectives and an evaluation system for what I accomplish.	18.18%	40.26%	37.66%	3.90%	77
4	I feel like there is wide gap between my supervisor and me.	8.86%	49.37%	32.91%	8.86%	79
5	My workplace embraces diversity/inclusion.	2.53%	15.19%	64.56%	17.72%	79
6	My supervisor gives me recognition for a job well done.	11.11%	13.58%	55.56%	19.75%	81
7	The well-being of my coworkers is important to me.	0.00%	2.47%	39.51%	58.02%	81
8	I am satisfied with the job-related training my organization offers me.	18.18%	20.78%	49.35%	11.69%	77
9	I feel comfortable disagreeing with my supervisor in front of coworkers.	10.26%	33.33%	46.15%	10.26%	78
10	My individual opinion is respected at the workplace.	2.53%	17.72%	56.96%	22.78%	79

Q58 - Please rate the following statements:

Our core values guide how we work and behave at work.



I am pleased with the career advancement opportunities available to me.



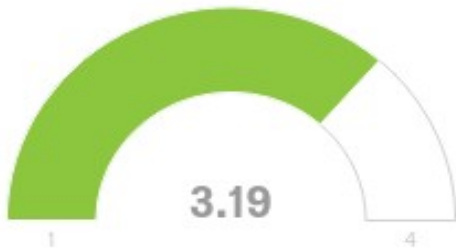
Decisions at work must be based on consensus.



I feel comfortable speaking up in work meetings.



My company is customer focused



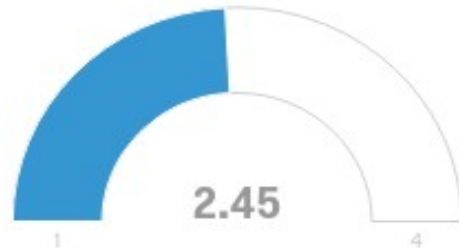
I am satisfied with the workplace flexibility offered by my organization.



I am satisfied with my opportunities for professional development and growth.



It's most important to follow the direction of your supervisor above all else.



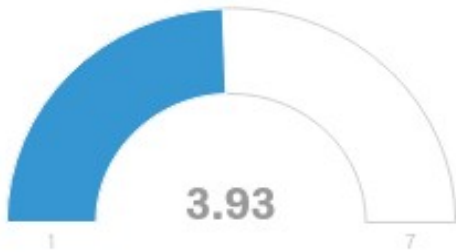
I know my company's core values.



#	Question	Strongly disagree	Disagree	Agree	Strongly agree	Total				
1	Our core values guide how we work and behave at work.	2.67%	2	21.33%	16	65.33%	49	10.67%	8	75
2	I am pleased with the career advancement opportunities available to me.	21.62%	16	36.49%	27	35.14%	26	6.76%	5	74
3	Decisions at work must be based on consensus.	9.33%	7	36.00%	27	50.67%	38	4.00%	3	75
4	I feel comfortable speaking up in work meetings.	0.00%	0	7.89%	6	65.79%	50	26.32%	20	76
5	My company is customer focused	1.28%	1	7.69%	6	61.54%	48	29.49%	23	78
6	I am satisfied with the workplace flexibility offered by my organization.	3.85%	3	11.54%	9	55.13%	43	29.49%	23	78
7	I am satisfied with my opportunities for professional development and growth.	18.67%	14	33.33%	25	41.33%	31	6.67%	5	75
8	It's most important to follow the direction of your supervisor above all else.	8.00%	6	42.67%	32	45.33%	34	4.00%	3	75
9	I know my company's core values.	8.22%	6	31.51%	23	53.42%	39	6.85%	5	73

Q11 - Please rate the following statements:

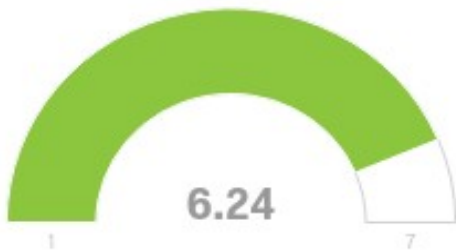
There's a good work/life balance at my workplace.



I can be sure of having a job as long as I perform well.



I feel good when I cooperate with others.



I rely on myself most of the time; I rarely rely on others.



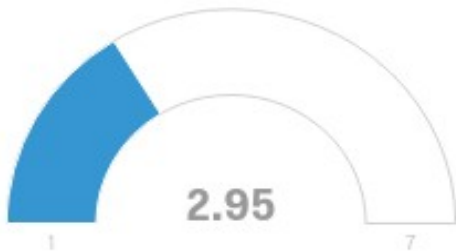
My company is employee centered.



I have a clear understanding of the goals and objectives of my company.



When another person does better than I do, I get tense.



My supervisor is interested in my success.

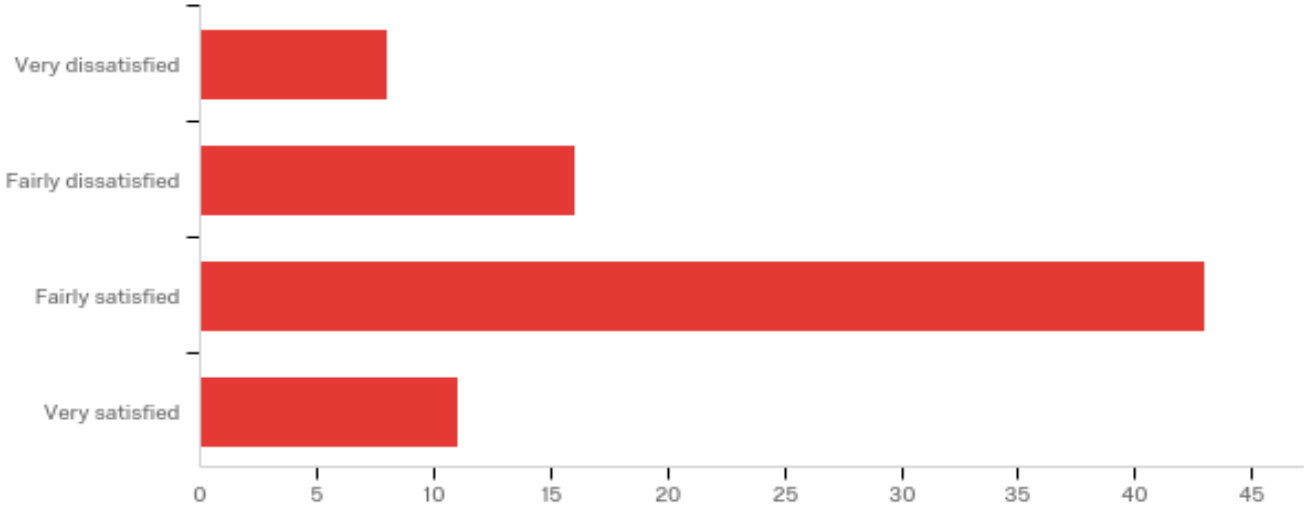


My supervisor keeps me informed about decisions that impact me.



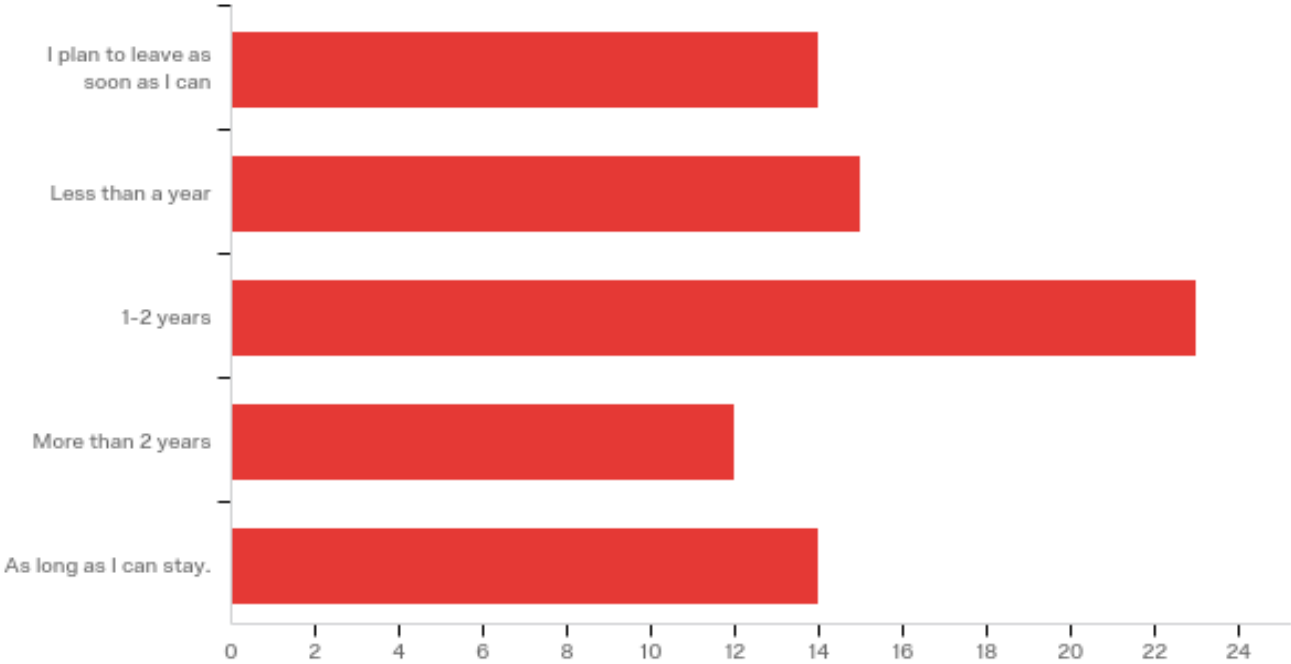
#	Question	Strongly disagree	Disagree	Agree	Strongly agree	Total
27	There's a good work/life balance at my workplace.	17.33% 13	32.00% 24	42.67% 32	8.00% 6	75
43	I can be sure of having a job as long as I perform well.	6.49% 5	23.38% 18	59.74% 46	10.39% 8	77
15	I feel good when I cooperate with others.	0.00% 0	1.32% 1	69.74% 53	28.95% 22	76
16	I rely on myself most of the time; I rarely rely on others.	1.30% 1	49.35% 38	41.56% 32	7.79% 6	77
21	My company is employee centered.	26.32% 20	38.16% 29	31.58% 24	3.95% 3	76
23	I have a clear understanding of the goals and objectives of my company.	13.51% 10	31.08% 23	47.30% 35	8.11% 6	74
17	When another person does better than I do, I get tense.	14.29% 11	59.74% 46	20.78% 16	5.19% 4	77
32	My supervisor is interested in my success.	4.00% 3	21.33% 16	54.67% 41	20.00% 15	75
29	My supervisor keeps me informed about decisions that impact me.	11.84% 9	25.00% 19	44.74% 34	18.42% 14	76

Q15 - Overall, how satisfied are you with your job?



#	Answer	%	Count
1	Very dissatisfied	10.26%	8
2	Fairly dissatisfied	20.51%	16
3	Fairly satisfied	55.13%	43
4	Very satisfied	14.10%	11
	Total	100%	78

Q16 - How long to you expect to stay at your current job?



#	Answer	%	Count
1	I plan to leave as soon as I can	17.95%	14
2	Less than a year	19.23%	15
3	1-2 years	29.49%	23
4	More than 2 years	15.38%	12
5	As long as I can stay.	17.95%	14
	Total	100%	78

Q20 - If given the opportunity, what would you change about the company if you could?

If given the opportunity, what would you change about the company if you co...
Hire more people to lessen the workload across the board. We are all professionals within our fields and we are being asked to tackle too much and not let each individual shine.
More interest in people, increase salary
More training, opportunity to undertake qualifications. A proper and regular review structure. HR - company is large enough to have an effective function. It is currently undertaken by one of the busiest individuals who has no time for this.
'Middle managers' - associate directors - don't add anything. I would remove this rung and create meaningful positions - i.e. side positions such as one ensuring communication between top and bottom.
Employee benefits - don't think we have any at all... this combined with low pay isn't particularly attractive for the medium to long term.
Working hours - these seem to apply to some and not others. Non-egalitarian working hours from top to bottom creates a 'seniors are better than juniors' atmosphere.
Inefficient methods
stop horizontality - too hard to share clients with other units or sister agencies
Compensation
People don't stop for lunch. Because of this, I know the people who share our office better than the people who I actually work with.
Better work life balance with a shorter commute
Compensation and recognition.
Lack of communication, lack of trust in employees, secretive and manipulative environment, lack of professionalism
Would love to have a paid lunch/break. Expectation is that we are billable for 8 hours but office hours are 9-5pm therefore, if you take a lunch, you need to make up the time elsewhere whether it's coming in early or staying late. There aren't laws for salary employees that require a paid break period per X number of hours worked.
senior management being more transparent with future agency plans
Limit meetings time length. Provide more onsite benefits.
A new client with the opportunity to join that team.
Have the high level leadership interact more with the mid-tier leadership about what's going on in the trenches
Fair pay to employees to manage retention/reduce turnover.
I would reduce focus on managing business from the shareholder perspective.
Transparency. There is no clear way of knowing when or how career advancements are decided. There are job descriptions that we are supposed to meet, but when we meet them, then go over and above, no changes are made to salary or title.
Not have them expect us to work 55+ hours.

great question... not too sure
Organizational and operational structure within my department
Needs to have a more community minded environment. Employees are very upset with the way the organization is run and turnover is pretty high. There needs to be better opportunities for advancement on teams and better recognition. We are also work in a silo from other teams and there is no cohesion.
The company overall is wonderful, the account that I work on is terrible. I'd like to see the account integrate more with the overall agency - they currently feel like they're their own separate entity and will block you from moving to different departments for growth.
Make employee retention/Compensation a priority
Better compensation
job responsibilities trained better instead of a figure it out method.
True work life balance
Make it more employee centric
More honesty and transparency from management. Refocus on the employees and not just the client.
I would have them open an office in Charleston SC so I can finally get out of Ohio.
Na
More compensation to employees
Focus on your employees.
Compensation; Invest in current employees and make sure they are appreciated and encouraged to stay. Leadership is lacking- the people who hold the positions aren't always great leaders.
Compensation, Communication, Transparency
Better employee retention plan
Stop underpaying employees
Nothing at this moment.
I would instill certain processes, create culture/morale building activities, ask they be more transparent and listen. Be open to the new landscape of marketing and break free from traditional restraints.
We have a very informal organizational structure and feedback model. This can result in misunderstood expectations related to responsibilities and performance.
More open communication across teams; a more clearly defined production process.
Be more employee centered, not just reactive to client needs Allow your employees more time to be proactive Do not expect employees to work on vacation time (need to fully disconnect)
The company is in need of some process and a clearer cultural identity. I'd implement an on boarding process, add more structure to planning for clients and a provide an identity for the company.
Stronger digital focus with processes and education to support digital training for legacy employees and a digital "lab" to try new approaches in the shifting media landscape.
I wish it was a larger office
Place less of a priority on hiring outside talent for mid- to upper-level talent and less on cultivating the junior staff
The lack of communication

Better structure and organization
Place more value on employees and compensate them in a way that's competitive in the market
Improve communication between upper level management and the rest of the company, increase the opportunities for advancement, allow people to have their own space (currently an open office set up with no personal space).
Better internal communication, more trust from both sides (leadership and staff)
Management
Better project management, less turn and burn, tight deadlines
Compensation / benefits
HR - annual leave - pay - training. None of these things are to industry standard.
Id like sneior management to be more open and honest about the decisions that are impacting the agency
Better review systems, both performance and wage reviews.
How the office is setup and clearly defining people's roles
I would make it global, and have more studios/offices worldwide.
Treating staff better, more career progression and objectives, I'd make it more B2C than B2B
I would boost morale across the company by treating the employees like professional, talented people rather than factory workers
N/A
Test 2