

DRIVING COVERAGE WITH SURVEYS

Highlight a problem.

WSJ BLOGS

THE WALL STREET JOURNAL.

The Juggle

WSJ.com on choices and tradeoffs people make as they juggle work and family.

JULY 6, 2011, 1:01 PM ET

Are We Getting Ruder?

The "Civility in America" survey, no surprise, shows that Americans are getting ruder. The poll, by Weber Shandwick, Powell Tate and KRC Research, surveyed 1,000 American adults to assess attitudes toward civility online, in the workforce, classroom and in politics....

Have some fun.

USA TODAY Snapshots®

How about these houses?

Where adults would live if they could live somewhere other than their current home for a week:

- Treehouse 34%
- White House 33%
- Brady Bunch house 14%
- Life-size Barbie Dream House 13%
- None of these 6%

Source: KRC Research for Nestle Crunch survey of 1,010 adults, March 4-7
Published: USA TODAY, 4/17

By Anne R. Carey and Karl Gelles, USA TODAY

Provide new insights.

Baby boomers worry about losing vision

Published: Oct. 24, 2011 at 9:40 PM

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SAN DIEGO, Oct. 24 (UPI) -- Almost as many baby boomers say they worry about losing their vision as having heart disease or cancer, a U.S. survey indicates.

UPI.com
OVER 100 YEARS OF JOURNALISTIC EXCELLENCE

Reveal what's hidden.

A dirty little secret is no longer such a secret

Posted by Healthcare Packaging on October 19, 2011 | Permalink

Filed in: Misc, Archive



More than two-thirds of respondents to a survey about hand washing admit they've seen their co-workers not wash their hands after using the restroom—men are most guilty.

Challenge conventional wisdom.

HealthNewsDigest.com

Nearly 90 Percent of Medicare Beneficiaries Satisfied with Medicare Part D Prescription Drug Coverage

By Staff Editor
Oct 18, 2011 - 12:37:38 PM

Be relevant to marketers.

USA TODAY Snapshots®

How smartphones help road warriors

Frequent business travelers who use mobile and social apps on PDAs or smartphones to:

- Adjust travel plans 56%
- Make dinner reservations 49%
- Get sports scores 43%
- Check into a hotel 41%
- Look for coffee place 39%

Source: KRC Research for Omni Hotels & Resorts, survey of 200 business travelers

By Anne R. Carey and Alejandro Gonzalez, USA TODAY

Tap passions.

ESPN College Football

SEP 20 Survey: Fans don't want superconferences

9:45 AM ET

By David Ubben

Email Print Comments 190

A recent survey says 76 percent of college football fans "would be disappointed with the creation of super conferences that would eliminate historical regional conference rivalries."

Baylor commissioned the survey from KRC Research, a Washington, D.C.-based firm, who polled 1,500 college graduates within Big 12 states -- 300 each within Texas, Oklahoma, Missouri, Kansas and Iowa. Within the total sample, 1,100 respondents identified themselves as college football fans.

Be timely.

Consumer Electronics Daily

Forty-two percent of U.S. adults plan to give or hope to get a video or computer game this holiday season, according to the findings of a poll released Monday by the Entertainment Software Association.

Go local.

Survey finds Seattleites chiefly concerned about transportation

By Theron Zahn & KOMO Staff | Published: Nov 6, 2011 at 3:58 PM PST | Last Updated: Nov 6, 2011 at 4:42 PM PST

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SEATTLE -- A major new survey of Seattle residents is giving us a fascinating snapshot of the state of the Emerald City.

The second annual State of the City survey by public relations firm Weber Shandwick, and KRC Research is out, and gives us a snapshot of what Seattleites are thinking and doing.

Show trends.

Optimism Grows As Women Take Over Household Finances

By Matthew L. Brown Worcester Business Journal Staff Writer

Results of a survey by public relations firm Weber Shandwick and polling firm KRC Research indicate that Americans have an optimistic outlook for their household finances for the next two years despite the economy's struggle.

Be a thought leader.

Corporate expense? Barriers to women

As Bentley University launches center, leaders say businesses lose money by blocking talent

By Katie Johnston Chase Globe Staff

WALTHAM — As Gloria Larson worked her way through the ranks at the Federal Trade Commission in the 1980s, she was often one of the only women in the room. Now, as the president of Bentley University, Larson is hoping to help get more female executives into rooms across the country with the launch of the school's Center for Women and Business.

The center, which officially opens in the fall, will focus on educating students about their leadership potential, conducting research about how and why companies should promote and retain women, and building relationships with corporations to share information about putting these practices into place. The center will host speakers, hold conferences, and fund studies, including work being done by a PhD student on women balancing multiple roles.

"This pipeline in the corporate world is leaking badly once women start to get into the management ranks," Larson said, referring to women not getting placed in top jobs. "and it's still pretty well blocked at the top."

The center will be led by a national authority on women and leadership, Betsy Myers, who was a senior adviser on women's issues to former President Clinton and chief operating officer for President Obama's 2008 campaign.

Companies with leadership teams that reflect the diversity of their customers better understand the needs of those customers, Myers said, and therefore perform better. Indeed, organizations with more women on their boards make more money, according to a Catalyst survey.

"There's an awareness out there today that, 'Wow, what we've been doing hasn't worked,'" Myers said.

The workforce is changing. Seventy percent of the entrants are women and minorities, and we better get our act together because if we don't, we're going to lose profits, we're going to lose workforce."

Initial funding for the center is coming from \$5 million in donations from two couples with Bentley connections — Jack and Pam Cumming and Christine and Steve Manfredi — and \$1 million from PricewaterhouseCoopers, the accounting firm that employs more Bentley graduates than any other company.

At the firm, more than half of the entry-level hires are women, but only 17 percent of the partners are women — a number that the company is working to increase by grooming more female leaders, assigning employees to advocate for women's advancement, and maintaining strong connections with women who have taken a few years off to raise children. Through the Bentley Center for Women and Business, PricewaterhouseCoopers plans to share its practices, learn from other organizations, and participate in research that will further boost the role of women in corporate America.

"Leadership is a learned skill," said Niloufar Molavi, chief diversity officer at PricewaterhouseCoopers. But leadership continues to elude many women in corporate America. According to the latest report by the women's business group the Boston Club, done in collaboration with Bentley, fewer than 9 percent of the 100 largest public companies in Massachusetts have female executive officers, roughly the same percentage as in 2005.

And a new Bentley study found that women's perceptions about equality in the business world got worse as they progress through their careers.



Betsy Myers, (left) founding director of the Center for Women and Business at Bentley University and Bentley president Gloria Larson say companies that keep women from top jobs are hurting themselves. (Bill Greene/Globe Staff)

Sixty percent of women ages 18-24 said that men get more promotions, a feeling shared by 70 percent of women ages 25-30. By contrast, 51 percent of men ages 18-24 said that men get more promotions, and that dipped to 44 percent in the older age brackets.

"When women look up the ladder, they get discouraged," said Larson. Bentley's first female president. "The odds are against them, and they can see it."

Cristi Mann can see it. Mann, 21, is graduating from Bentley next week and heading for a finance job in New York City. She grew up eating McDonald's and watching cartoons in the conference room while her mom, who was also in finance, worked her way up to the door of the executive suite but never landed a top job. "I wanted to be exactly like her, and I wanted to dress up in a suit and heels," said Mann.

Mann hopes the new center will help level the playing field, but for now, she knows the corporate world is still not a particularly welcoming place for women: "It'll be a rude awakening."

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