



IDEAL EMPLOYER

2019 REPORT

Insights into the top life sciences companies that professionals prefer to work at and what matters most in their careers.





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INTRODUCTION



Welcome to the 2019 Life Sciences Ideal Employer Report. This is the second Ideal Employer report that focuses on the life sciences. It goes beyond the surface and delves into the professional, demographic and attitudinal nuances that determine who life sciences professionals consider an “Ideal Employer” – and why.

Conducted between May and July 2019, our research included responses from over 2,700 life sciences professionals. Respondents were asked to provide their top three Ideal Employers in an open text box, and then asked to rate various attributes of those employers. This report offers a wealth of insights about what life sciences professionals value in an employer, and which employers they perceive as best. It includes an analysis of regional, gender and generational differences.



2,706 respondents



5,487 votes



899 companies mentioned



Conducted between May and July 2019



Distributed via email, ads and social media



Approx. 10 minutes to complete



2019 IDEAL EMPLOYERS

The life sciences community has spoken again, and these are the 30 companies that rose to the top this year. Each of these companies offers interesting and meaningful work, competitive salaries, health benefits and opportunities for promotion, and each is well-respected within the industry. Comparing the overall list to the 2017 survey, the largest gains were made by Takeda/Shire and AbbVie and the largest losses were to Verily and Celgene.

TOP 30 IDEAL EMPLOYERS OF 2019

1. Genentech	16. GlaxoSmithKline
2. Pfizer	17. AstraZeneca
3. Merck	18. Eli Lilly and Company
4. Amgen	19. Verily
5. Novartis	20. Sanofi
6. Johnson & Johnson	21. Abbott
7. Roche	22. Celgene
8. Bristol-Myers Squibb	23. bluebird bio*
9. Gilead Sciences	24. BioMarin
10. AbbVie	25. Vertex*
11. Illumina	26. Medtronic
12. Thermo Fisher Scientific	27. Bayer
13. Takeda/Shire	28. Boston Scientific*
14. Biogen	29. Stryker*
15. Regeneron	30. Alnylam*

* New to the list: bluebird bio, Vertex, Boston Scientific, Stryker and Alnylam
 Fell out of the Top 30: Allergan, MedImmune, Novo Nordisk and GE Healthcare

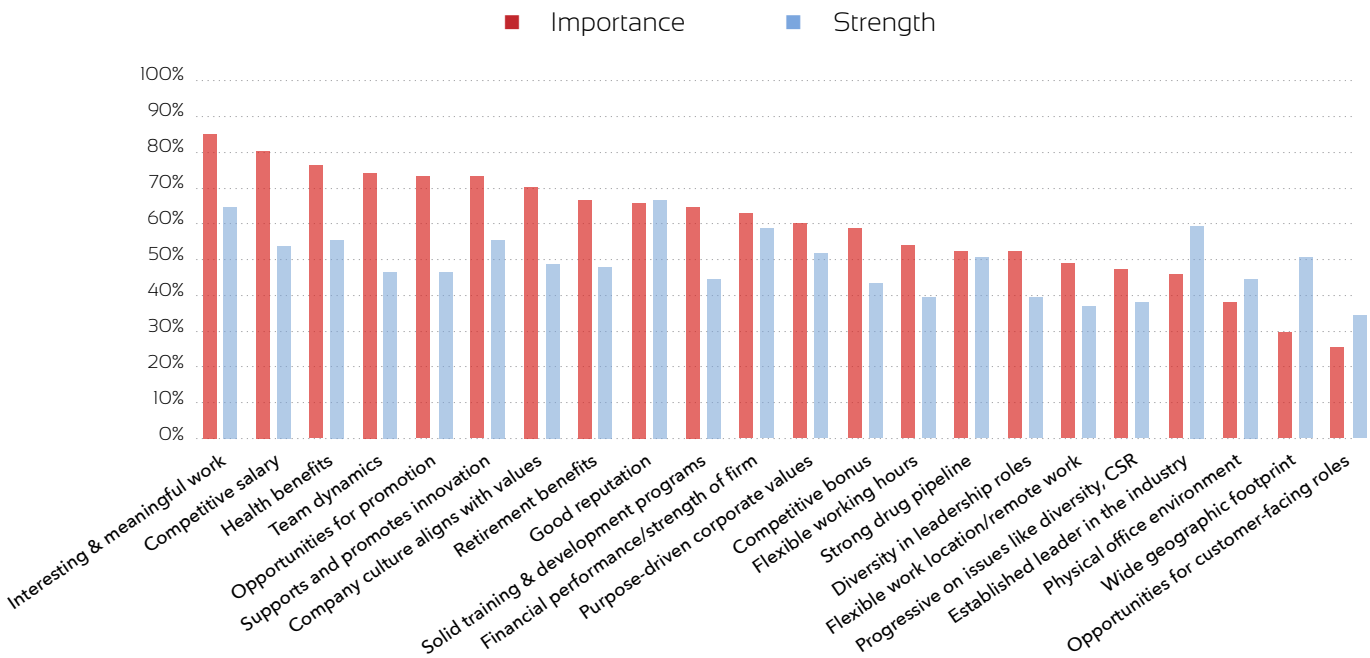


WHAT REALLY MATTERS

TO PROFESSIONALS

To answer this question, we asked respondents to rank the importance of certain attributes such as “opportunities for promotion” and “established leader in the industry” on a numerical scale. Then we asked them if their Ideal Employers embody each of these attributes.

ATTRIBUTE IMPORTANCE VS. STRENGTH AMONG IDEAL EMPLOYERS



MOST IMPORTANT TO PROFESSIONALS

1.



Interesting & meaningful work

2.



Competitive salary

3.



Health benefits

Results show that life sciences professionals consistently rank interesting and meaningful work, competitive salary and health benefits as the most important employer attributes. Perhaps unsurprisingly, then, the companies they selected as Ideal Employers also scored well in all three of these categories. The third-most important attribute in the 2017 survey, good reputation, fell in importance in comparison to other attributes.

There are several key attributes that bring to light opportunities for the industry to better meet employees' needs. Significant gaps exist between how high respondents rated certain attributes' importance versus how well they perceive their Ideal Employer's performance in these areas. The biggest gap areas are in the work environment (culture/team dynamics), compensation (salary/benefits) and career advancement. For example, while 74% of respondents consider team dynamics important, only 47% of respondents believe that those work dynamics are a strength of potential life sciences employers. Similarly, about 74% of employees are looking for companies that offer solid opportunities for career advancement. They want to know that if they care to move up in their careers, their present company will offer steps to reach the next milestone. Yet, only 47% of all respondents rate opportunities for promotion as an employer strength.

It's also interesting to learn which attributes aren't particularly important to potential professionals. Just 30% of respondents consider a wide geographic footprint important, but over half (51%) recognized global reach as a strength

of life sciences employers. 35% say opportunities for customer-facing roles are an employer strength, but only 26% value those opportunities as important. A large majority of life sciences professionals, it appears, continue to want to work behind-the-scenes.

Employers looking to attract top talent not only need to provide robust compensation and benefits packages, but must also emphasize an uplifting and engaging company culture along with opportunities for continued growth within the organization. HR teams need to assess the methods for spreading the word about these programs in order to reach the right audiences.

What does this mean to you as a leader, manager or HR professional? This means you need to cozy up to the marketing experts in your organization and start developing your employer brand strategy. You not only need to think like a job candidate, but behave like a marketer and learn to tell your company's story.



WHO'S LEADING WHERE IT COUNTS?



The opportunity to do interesting and meaningful work continues to be more valuable than money.

Of course, that doesn't mean that compensation is unimportant. In fact, both interesting and meaningful work and competitive salary placed first and second, respectively, for the second biennial survey. Out of the survey

respondents, 84% listed interesting and meaningful work as an important attribute, compared to 81% who said competitive salary was important. A new attribute came in third for 2019: health benefits, of which 77% of respondents felt was important. People want a company that allows them to do good work, provides good pay and offers robust health benefits.

INTERESTING & MEANINGFUL WORK

Rank	Company
1.	bluebird bio
2.	Regeneron
3.	Illumina
4.	AstraZeneca
5.	Biogen
6.	Genentech
7.	BioMarin
8.	Verily
9.	Gilead Sciences
10.	AbbVie

COMPETITIVE SALARY

Rank	Company
1.	Regeneron
2.	Genentech
3.	Bayer
4.	Verily
5.	Biogen
6.	Illumina
7.	Roche
8.	Gilead Sciences
9.	Bristol-Myers Squibb
10.	AstraZeneca

HEALTH BENEFITS

Rank	Company
1.	BioMarin
2.	Regeneron
3.	Biogen
4.	Bayer
5.	GlaxoSmithKline
6.	Sanofi
7.	Gilead Sciences
8.	Genentech
9.	Novartis
10.	AstraZeneca



IDEAL EMPLOYERS

WOMEN VS. MEN

DO WOMEN AND MEN WANT DIFFERENT THINGS?

When it comes to what's most important in their careers, the answer is no. Women and men both value the same top three attributes: interesting and meaningful work, competitive salary and health benefits. Perhaps that's why there's so much overlap between our 2019 Ideal Employers list and the top 20 life sciences employers as ranked by women and men. In fact, the lists broken down by gender are nearly identical to the overall top nine Ideal Employers.

In most cases, the difference between female and male rankings of a company is only one or two spots, with the exception of two companies. AstraZeneca (#11) scored significantly higher among women and did not make the men's list. On the flip side, Regeneron (#10) scored significantly higher among men and did not make the women's list. Men ranked Biogen higher than women (#12 vs. #17).

WOMEN

Rank Company

1. Genentech
2. Pfizer
3. Novartis
4. Merck
5. Amgen
6. Johnson & Johnson
7. Bristol-Myers Squibb
8. Roche
9. Gilead Sciences
10. AbbVie
11. AstraZeneca
12. Illumina
13. Eli Lilly and Company
14. Thermo Fisher Scientific
15. Takeda/Shire
16. GlaxoSmithKline
17. Biogen
18. Verily
19. Abbott
20. Celgene

MEN

Rank Company

1. Genentech
2. Pfizer
3. Amgen
4. Novartis
5. Merck
6. Johnson & Johnson
7. Bristol-Myers Squibb
8. Roche
9. Gilead Sciences
10. Regeneron
11. AbbVie
12. Biogen
13. Illumina
14. GlaxoSmithKline
15. Takeda/Shire
16. Thermo Fisher Scientific
17. Eli Lilly and Company
18. Celgene
19. Verily
20. Abbott

WHAT'S MOST IMPORTANT

WOMEN VS. MEN

Although women and men value many of the same things in employers, we found some interesting gender-based differences. Similar to the 2017 survey, women are far more likely to rank diversity as important. Considered in context, women's interest in corporate culture is not surprising; women want to know that all voices and opinions, including their own, are valued by their employers.

	Women	Men	% point diff.
Diversity in leadership roles	61%	46%	15 pts
Progressive on issues like diversity, CSR	51%	43%	8 pts
Company culture that aligns with my values	74%	66%	8 pts

Also similar to the 2017 survey, women are more likely than men to say flexible working options are important.

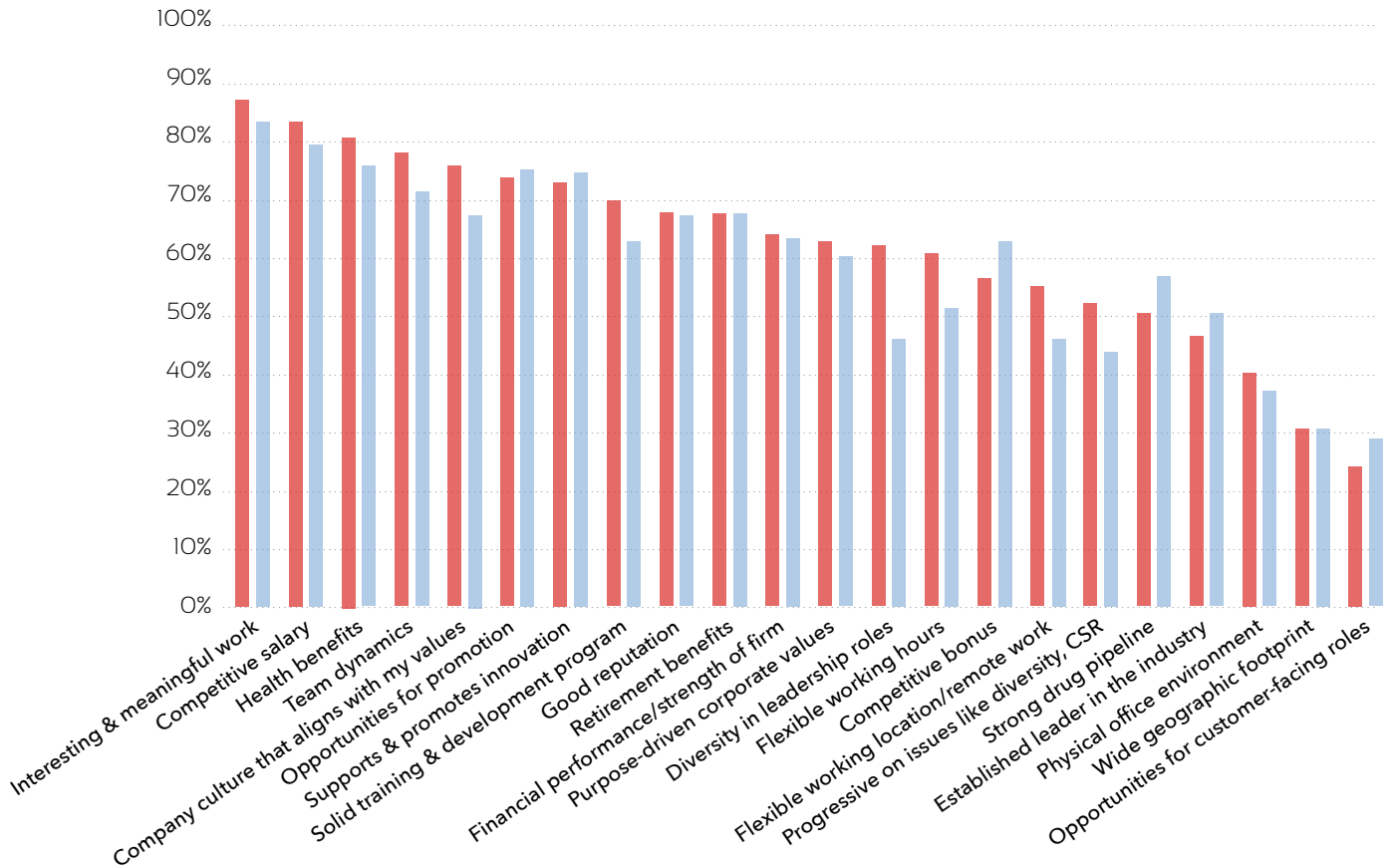
	Women	Men	% point diff.
Flexible working hours	60%	50%	10 pts
Flexible working location/remote work	54%	45%	9 pts

So what do men want? Men are more likely than women to focus on being part of a success story and want to be rewarded for their contributions.

	Women	Men	% point diff.
Strong drug pipeline	49%	56%	7 pts
Competitive bonus	56%	62%	6 pts

ATTRIBUTE IMPORTANCE WOMEN VS. MEN

■ Importance - Women ■ Importance - Men



Over half of the attributes that women and men feel are important fall short in strengths when it comes to Ideal Employers. For women, the largest gap between importance and strength – what they perceive as important and what they perceive as strengths of their Ideal Employers – is team dynamics. 77% of female respondents list team dynamics as important, but fewer than half (45%) consider that attribute a strength of their chosen companies. For men, the biggest gap comes in opportunities for promotion.

77% of men rank opportunities for advancement as important, but only 49% see clear paths forward – a finding which suggests that companies can attract men by emphasizing internal career development.

However, team dynamics are extremely important to men, too. 70% ranked team dynamics as important, yet only 50% list it as a strength of potential employers.



CHALLENGES FOR WOMEN:

TEAM DYNAMICS & DIVERSITY IN LEADERSHIP

The work environment is changing, and when it comes to team dynamics, women perceive a gap between what they find important and what is a strength in their Ideal Employers. But why? Could this be due to a “me too” movement or lack of diversity within the life sciences industry? Whatever the reason, women feel challenged with team dynamics and their role within that team.

The following lists show the Ideal Employers that life sciences professionals rated as strongest in team dynamics and diversity in leadership.

TEAM DYNAMICS

Rank	Company
1.	bluebird bio
2.	Regeneron
3.	Bayer
4.	GlaxoSmithKline
5.	Biogen
6.	Illumina
7.	Gilead Sciences
8.	AstraZeneca
9.	Verily
10.	Genentech
11.	Takeda/Shire
12.	Bristol-Myers Squibb
13.	Vertex
14.	Roche
15.	Amgen

DIVERSITY IN LEADERSHIP

Rank	Company
1.	Bayer
2.	Regeneron
3.	Thermo Fisher Scientific
4.	Biogen
5.	GlaxoSmithKline
6.	Pfizer
7.	Amgen
8.	AstraZeneca
9.	Novartis
10.	Johnson & Johnson
11.	Merck
12.	Genentech
13.	Bristol-Myers Squibb
14.	Gilead Sciences
15.	Takeda/Shire



CHALLENGES FOR MEN:

OPPORTUNITIES FOR PROMOTION

Consistent with the 2017 survey, men want to know that they have the opportunity to move up. In fact, the greatest gap between what male life sciences professionals say they want in a job and what they see as possible within the industry is the potential for advancement. Nearly three-quarters of men consider opportunities for advancement as very important, but only half think that life sciences employers are strong in that department.

The following 15 Ideal Employers are all believed to be strong in opportunities for promotion. Illumina tops the list for promotion opportunities and also comes in as one of the top employers for both competitive salary and competitive bonus (#6 and #3, respectively).

OPPORTUNITIES FOR PROMOTION**Rank Company**

1. Illumina
2. Regeneron
3. bluebird bio
4. Gilead Sciences
5. Biogen
6. GlaxoSmithKline
7. AstraZeneca
8. BioMarin
9. Bayer
10. Pfizer
11. Takeda/Shire
12. Abbott
13. Thermo Fisher Scientific
14. Novartis
15. Verily



GENERATIONAL ANALYSIS:
**MILLENNIALS, GEN XERS
 & BABY BOOMERS**

Much has been and continues to be made of the different work styles and values of millennials, Gen Xers and the baby boomers. But for all of their supposed differences, the Ideal Employers list of each generation looks surprisingly similar. Genentech was ranked #1 by millennials, Gen Xers and baby boomers alike. Similarly, Pfizer, Amgen and Merck are in the top five on each generation’s list.

MILLENNIALS	GEN XERS	BABY BOOMERS
Rank Company	Rank Company	Rank Company
1. Genentech	1. Genentech	1. Genentech
2. Pfizer	2. Novartis	2. Merck
3. Amgen	3. Pfizer	3. Pfizer
4. Novartis	4. Merck	4. Amgen
5. Merck	5. Amgen	5. Bristol-Myers Squibb
6. Johnson & Johnson	6. Johnson & Johnson	6. Johnson & Johnson
7. Roche	7. Roche	7. Novartis
8. Illumina	8. Bristol-Myers Squibb	8. AbbVie
9. Bristol-Myers Squibb	9. Gilead Sciences	9. Abbott
10. Verily	10. AbbVie	10. Gilead Sciences
11. Gilead Sciences	11. Takeda/Shire	11. Biogen
12. Thermo Fisher Scientific	12. Biogen	12. Regeneron
13. Eli Lilly and Company	13. Regeneron	13. Roche
14. AbbVie	14. Thermo Fisher Scientific	14. GlaxoSmithKline
15. AstraZeneca	15. Illumina	15. Takeda/Shire

Yet careful study reveals some notable trends. Interest in Verily is conversely related to age. Millennial life sciences professionals put the company at #10 on their Ideal Employer list; whereas Verily didn’t place in the top 15 for either Gen Xers or baby boomers. Similarly, Illumina, a global leader in genomics, ranks #8 for millennials and #15 for Gen Xers, but didn’t place in the baby boomers list. At the opposite end of the spectrum, Merck, Bristol-Myers Squibb and AbbVie are more popular among baby boomers than younger life sciences professionals. Some companies that appear on the baby boomers’ Ideal Employer list, including Biogen and Takeda/Shire, don’t appear



at all on the top 15 Ideal Employer list of millennials. GlaxoSmithKline and Abbott are on the baby boomers' top 15 list, but not on millennials' or Gen Xers' lists. One possible explanation for this generational difference: these long-established companies are well-known to older professionals, who may be attracted to their stability and history of success.

GENERATIONAL PRIORITIES

The desire to do interesting and meaningful work spans generations. Life sciences professionals of all ages and experience levels consistently rate the opportunity to do meaningful work as most important. In fact, 87% of baby boomers, 84% of Gen Xers and 82% of millennials say that interesting, life-changing work is important to them. All three generations also agree on the importance of a competitive salary and health benefits. Each listed those attributes within their top five most important.

Interestingly, members of the three generations seem to have similar perceptions of life sciences employers. Each generation names the same four characteristics in their top five – good reputation, interesting and meaningful work, established leader in the industry and financial performance/strength of firm.

However, despite the generational similarities, each generation expresses some unique, unfulfilled needs.

WHAT MILLENNIALS WANT

Millennials rated opportunities for promotion as one of the top three important attributes, but they aren't convinced that opportunity awaits them at most life sciences employers. 81% of millennials say opportunities for promotion are important, but just 49% consider internal advancement a strength of life sciences Ideal Employers.

Millennials, who are at the beginning

of their careers, crave solid training and development programs versus older generations with more experience. 69% of millennials say investing in their career growth is important compared to 60% of baby boomers. Yet only 45% of millennials believe their top employment prospects have these programs in place.

Team dynamics are a growing concern for millennials, especially as they move up in their careers and work with more experienced professionals. 72% of millennials consider team dynamics an important attribute, but only 46% feel it is a strength of their Ideal Employers.

Want to recruit millennials? Offer a clear path to promotion with training/development support and enhanced team dynamics, and clearly communicate these benefits through your recruitment marketing efforts.

WHAT GEN XERS WANT

Like their millennial counterparts, Gen X professionals desire career growth. However, they place more importance on health benefits than their younger counterparts – which is not surprising, given the fact that the health industry environment continues to change and costs increase. Gen Xers are raising children and a robust health plan is a must. Having health benefits is important to 78% of Gen Xers, yet only 56% believe it's a strength of their Ideal Employers. Gen Xers and baby boomers also care the most about flexible working options. 58% of Gen Xers and 59% of baby boomers

say flexible working hours are important versus only 47% of millennials.

Perhaps unsurprisingly, Gen Xers care more about retirement benefits. They rate this attribute as slightly more important than baby boomers do (71% vs. 69%) and quite a bit more than millennials (57%). Gen Xers also care the most about their bonuses. 62% of Gen Xers say a competitive bonus is important versus only 53% of millennials and 56% of baby boomers.

WHAT BABY BOOMERS WANT

Baby boomers continue to be known for their individuality and want to work for companies that meet their needs. They are a strong generation that relies on the value of good work. Baby boomers are not as interested in career advancement or training as the younger generations, likely because they're already near the top of the career ladder. Baby boomers are looking for companies who offer interesting and meaningful work with a good reputation as they value these attributes more than both millennials and Gen Xers.

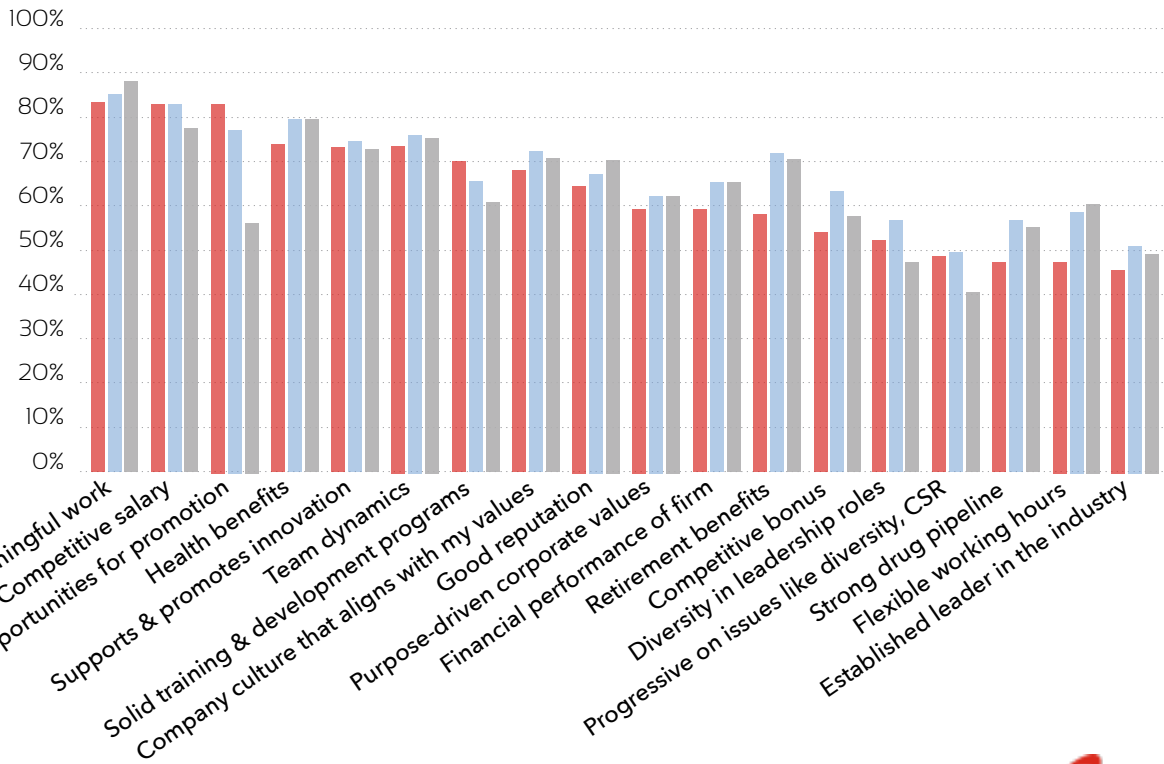
Baby boomers face the challenge of ever-evolving company cultures and team dynamics. 70% say company culture is important and 74% stress that team dynamics are important, yet just over 50% find those to be strengths of their Ideal Employers.

Health benefits are another great challenge for baby boomers. 78% say health benefits are important, yet just 62% consider them a strength of their Ideal Employers.



ATTRIBUTE IMPORTANCE BY GENERATION

■ Millennials ■ Gen Xers ■ Baby boomers





PERCEPTION VS. REALITY

STRENGTHS OF IDEAL EMPLOYERS

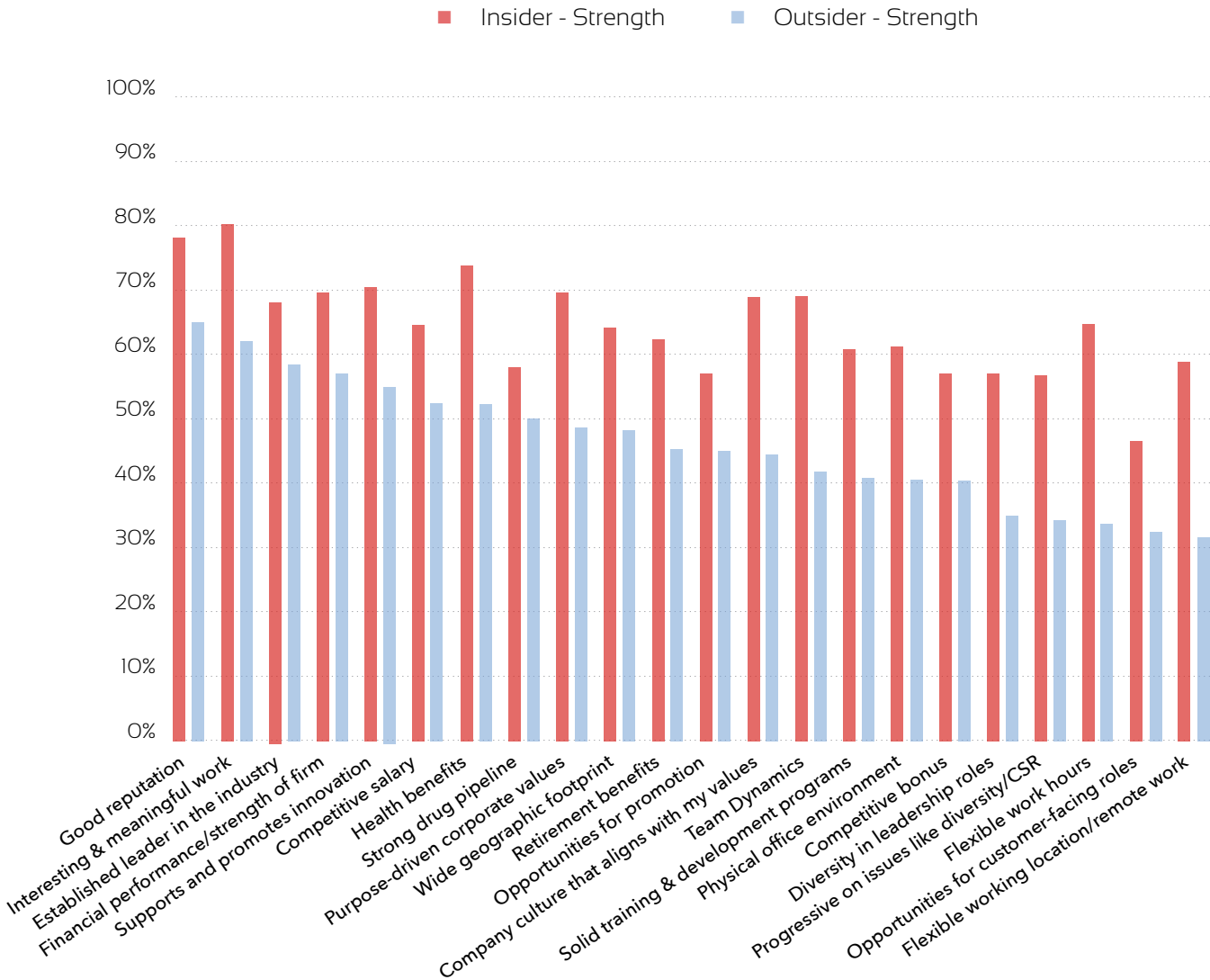
The most sought-after life sciences employers offer a better environment than most people realize.

On virtually every attribute measured, professionals who worked at a particular company ranked it higher than professionals who have not worked there. In other words: most life sciences employers face a public perception problem. Potential candidates often assume a negative work environment, even though employees extoll the company's flexible hours, commitment to diversity and company culture.

Many life sciences companies have devoted a significant amount of time and effort in recent years to creating a corporate culture that allows individuals to contribute in meaningful ways without sacrificing the rest of their lives. Yet many outsiders aren't fully aware of these efforts. Too many life sciences professionals still think that working at a top company means long work hours with little flexibility.



ATTRIBUTE STRENGTH INSIDER VS. OUTSIDER PERCEPTION



The top Ideal Employers seem to be genuinely invested in their employees, but they may be missing the next crucial step: making their commitment to fostering a positive workplace known to those outside the organization.

A top priority for leading companies should be to tell their story and promote their strengths to life sciences professionals through ongoing strategic employer branding.



IDEAL EMPLOYERS REGIONAL ANALYSIS

BIOTECH BAY NORTHERN CALIFORNIA



Biotech Bay, which encompasses Northern California, is home to some of the world’s most influential life sciences companies. The following chart is a list of Bay area professionals’ Ideal Employers.

The vast majority of these companies also appear on our overall Top 30 Ideal Employers list. For the second time, Genentech, headquartered in South San Francisco, ranks #1 overall. Gilead Sciences, who dropped two spots to #9 on the overall list, continues to rank #2 in the Bay Area.

New to the list this year is Stryker, who made both the overall top 30 list as well as the Biotech Bay area list.

Rank Company

1. Genentech
2. Gilead Sciences
3. Roche
4. Amgen
5. BioMarin
6. Verily
7. Merck
8. Johnson & Johnson
9. Pfizer
10. Novartis

Rank Company

11. AbbVie
12. Bristol-Myers Squibb
13. Thermo Fisher Scientific
14. Illumina
15. Calico
16. Abbott
17. Bayer
18. 23andMe
19. Stryker
20. Denali



PHARM COUNTRY

CT, NJ, NY, PA & RI



Qualified life sciences professionals flock to this part of the country, drawn by the large concentration of pharmaceutical companies. The following chart is a list of the top 20 Ideal Employers in the region as ranked by professionals in the Pharm Country region.

Not all of the companies listed are an overall 2019 Ideal Employer. Janssen, Novo Nordisk and Spark Therapeutics made the Pharm Country list but not the overall 2019 list. Of those that made the overall list, Regeneron ranks significantly higher within this region – #5 vs. #15 overall – likely because its headquarters are located in Tarrytown, New York. The company also has clinical operations and product supply operation in New York.

Geography also explains why Johnson & Johnson, #6 overall, is #1 and Merck, #3 overall, is #2 on this list. Both pharmaceutical companies are headquartered in New Jersey and are some of the state’s largest employers.*

Rank	Company	Rank	Company
1.	Johnson & Johnson	11.	Celgene
2.	Merck	12.	GlaxoSmithKline
3.	Pfizer	13.	Thermo Fisher Scientific
4.	Bristol-Myers Squibb	14.	Gilead Sciences
5.	Regeneron	15.	Novo Nordisk
6.	Novartis	16.	AstraZeneca
7.	Genentech	17.	Sanofi
8.	Amgen	18.	Eli Lilly and Company
9.	Roche	19.	Stryker
10.	Janssen	20.	Spark Therapeutics

* Source: State of New Jersey Business Portal. Leading Employers. <https://www.nj.gov/njbusiness/at-a-glance/employers/>



BIOTECH BEACH

SOUTHERN CALIFORNIA



SoCal may have a reputation for laid-back living, but it’s also home to some highly innovative biotech companies. The following chart is a list of the top 15 Ideal Employers, as ranked by professionals in the region.

Most of these companies are also overall Ideal Employers. Of note is Illumina. The San Diego-based company ranks #11 on the overall list but is #3 within the region. Kite Pharma is not part of the overall top 30 but is a regional favorite, likely due to its local presence in Southern California.

Rank Company

- 1. Genentech
- 2. Amgen
- 3. Illumina
- 4. Pfizer
- 5. Takeda/Shire
- 6. Novartis
- 7. Gilead Sciences
- 8. Johnson & Johnson
- 9. Merck
- 10. Celgene
- 11. Kite Pharma
- 12. Thermo Fisher Scientific
- 13. Medtronic
- 14. Vertex
- 15. Roche



GENETOWN

MASSACHUSETTS



Between 2008 and 2017, biopharmaceutical employment increased by 28% in Massachusetts and is expected to continue to climb. And no wonder – organizations in this area received more than 10% of all NIH funding in 2018.*

The following are the top 15 Ideal Employers, as ranked by professionals in the region.

Novartis, #5 on our overall 2019 Ideal Employer list, takes the top spot; the company has a very strong presence in Cambridge, MA. Biogen, #14 overall, comes in second and is headquartered in Cambridge.

Vertex and bluebird bio are regional favorites. Each is headquartered in the area, and each is working on genetic solutions to troubling diseases.

Rank Company

- 1. Novartis
- 2. Biogen
- 3. Pfizer
- 4. Genentech
- 5. Takeda/Shire
- 6. Merck
- 7. bluebird bio
- 8. Vertex
- 9. Sanofi
- 10. Amgen
- 11. Sage Therapeutics
- 12. AbbVie
- 13. Bristol-Myers Squibb
- 14. Moderna
- 15. Johnson & Johnson

* Source: MassBio. Industry Snapshot. 2019. <https://www.massbio.org/why-massachusetts/industrysnapshot>



BIOMIDWEST

IL, IN, IA, KS, MI, MN, MO, NE, OH, WI



Illinois is the epicenter of a biotechnology hub that encompasses much of the Midwest. The following chart is a list of the Ideal Employers, as ranked by professionals in the region.

All companies on this list are also an overall top 30 Ideal Employer. AbbVie, which made a strong move to take the top spot in the Midwest region for 2019, is headquartered in North Chicago. Similarly, Eli Lilly and Abbott have headquarters in the Midwest (Indianapolis and Chicago, respectively), which probably explains why they're rated higher regionally.

New to this year's list is Illumina, which has an office in Madison, Wisconsin.

Rank	Company
1.	AbbVie
2.	Pfizer
3.	Genentech
4.	Merck
5.	Eli Lilly and Company
6.	Johnson & Johnson
7.	Amgen
8.	Abbott
9.	Novartis
10.	Illumina

RESPONDENT PROFILE



- Biotech Bay
- Pharm Country
- Biotech Beach
- Genetown
- Outside of U.S.
- BioMidwest
- Other U.S. region
- BioCapital
- Texas
- BioNC
- BioForest



- Bachelor's
- Master's
- Doctorate/PhD/MD
- Other



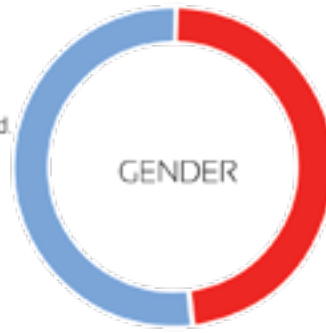
- 1-49
- 50-99
- 100-499
- 500-999
- 1,000-4,999
- 5,000+



- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- Prefer not to answer



- Science R&D
- Quality (QA & QC)
- Clinical
- Sales/bus. dev.
- Manufacturing/prod.
- Other
- Executive mgmt.
- HR
- Regulatory
- Marketing
- Administration
- IT
- Production mgmt.



- Female
- Male



- Biotechnology
- Pharmaceutical
- Academia
- Medical device
- Health care
- Other
- Research institute
- Contract research org.
- Manufacturing
- Service/supplier
- Diagnostics
- Government
- Non-profit

METHODOLOGY

BioSpace's proprietary second biennial Ideal Employer survey was conducted to explore life sciences professionals and students regarding their choice of Ideal Employers and their reasoning behind it. The study goes beyond the surface and explores the professional, demographic, and attitudinal nuances that determine who someone considers their 'Ideal Employer'. As a result, we have a wealth of insights from the Top 30 overall Ideal Employers, in addition to regional and gender comparisons.

PROCEDURES

Our 2019 Ideal Employer research was conducted via an online survey tool called Survey Monkey and was a cross-sectional survey conducted between May 2019 and July 2019. The survey was distributed via a range of digital channels including the BioSpace website, our email subscribers, organic and paid social media advertising to reach a global audience of life sciences professionals and students from all industry sectors and roles. There were no restrictions in regards to age, gender, origin or job function of the participants. We included respondents who indicated that they were students or recent graduates.

QUESTIONS AND QUESTION ORDER

The survey consisted of 19 questions and took approximately 10 minutes to complete. Question formats included a mix of closed-ended questions, open-ended questions, matrix questions, and contingency questions. Response options were limited to structured responses and included both fill-in-the-blank and multi-option formats in particular response scales (both dichotomous scales and rating scales). The questions covered a variety of demographic and professional questions to help gain a deeper understanding of the respondent profile. The main questions pertaining to Ideal Employers were open-text fields with optional predictive data entry with the requirement to provide three employers to complete the survey. Company mentions were weighted on the placement of response order (most desirable, second most desirable, and third most desirable). To help analyze differences in perceived and actual company strengths, we asked respondents to indicate if they ever worked for their choice of Ideal Employers. We then asked respondents to rank 11 hard attributes (e.g. competitive salary, health benefits or opportunities for promotion) and 11 soft attributes (e.g. solid training and development program, financial performance/strength of firm) on a scale from 1 to 7 to understand the importance of said attributes. Subsequently, respondents were asked to indicate if their chosen Ideal Employers for aforementioned hard and soft attributes were a strength to evaluate the importance of attributes overall versus the individual company scores, i.e. their strengths. Due to data restrictions, generations were defined by age as Millennial (18-34), Gen X (35-54) and Baby Boomer (55+).

DATA ANALYSIS

In total, the survey garnered 2,706 respondents. 5,487 votes for Ideal Employers were cast with a total mention of 899 different companies. Given the vast range of responses, the following standards were put in place to ensure statistical validity of the results:

- 100+ individual respondents required per question reported on
- 30+ weighted votes per company required for major segments (e.g. gender)
- 10+ weighted votes per company required for minor segments (e.g. company sector, generation, regional, etc.)

Once the data had been scrubbed for the guidelines, top-line rankings were pulled. Questions with ordinal scales had their 'top 2-box' scores calculated as a percentage (e.g. percent of respondents who chose a 6 or 7 on a 7-point scale). For example, respondents were asked to rank 'Competitive Salary' on a range from 1 'Not at all important' to 'Very important'. If 84% of respondents chose a 6 or 7 for importance, the score for this attribute was 84%. To calculate how individual companies rated for these attributes, respondents who chose a specific company as their Ideal Employer were asked to mark with a check if they felt that company had strength for that attribute. The rating score was calculated based on the percent of respondents who checked off that attribute for their chosen company.



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