Internal Survey Results

September 2019

Woods Hole Oceanographic Institution

Bh boathouse

Report Contents

Background, Objectives & Methodology

- Background:
  - With over 80 years of ocean research, education and exploration, Woods Hole Oceanographic Institution is interested in raising its profile with new donors and philanthropists. The institution has a great story to tell and needs a compelling way for future donors to engage with ocean science and believe that together we have an opportunity to change the world.

- Research objectives:
  - Understand the state of the WHOI brand
  - Understand WHOI's target audiences better
  - Pinpoint the language that drives understanding and inspires action

- Methodology:
  - An online survey was conducted among key target audiences. This specific report will provide the feedback gathered from 131 employees affiliated with WHOI.

How to Read This Report

- Significance testing is conducted at the 95% and 90% confidence levels. In cases when groups of employees or scientific institutes or sciences are compared, significance is indicated using the letter assigned to the group for which the percent is significantly higher. Capital letters represent 95% confidence and lower-case letters represent 90% confidence.
- For example, in the table below, the "B" next to the 89% in column A indicates that the 89% is significantly higher at 95% confidence than the 70% in column B. This means that significantly more Scientists/ Engineers than all Other Roles are likely to feel that a top down approach is the most realistic way to protect the ocean.

Protecting the Ocean	Total	Scientists/ Engineers	All Other Roles
		A	B
Base	131	38	88
Top Down – international treaty/multi-national government approach/ corporations	76%	89% B	70%
Bottom Up – individuals and general public lead approach	24%	11%	30% A

Q27. What is the most realistic way to protect the ocean?

Sample Profile

Role at WHOI

- Of the 131 surveyed employees, 38 are Scientists/Engineers and 88 serve Other Roles.
- Of the Scientists/Engineers, most are tenured scientific staff.
- Of the Other Roles, roughly a third are administrative staff.

Role at WHOI	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Currently Employed at WHOI (NET)	96%	100%	100%
Other Roles (Subnet)	67%	-	100% A
Administrative Staff	24%	-	35% A
Postdoc/Student/Intern/Temp Staff	11%	-	17% A
Technical Staff Operations	11%	-	16% A
Info Systems	5%	-	8% a
Marine Ops Staff/Ships Crew	2%	-	2%
Other, please specify	15%	-	22% A
Scientists/Engineers (Subnet)	29%	100% B	-
Tenured Scientific Staff	18%	61% B	-
Engineer	7%	24% B	-
Untenured Scientific Staff	5%	16% B	-
Not currently working at WHOI	4%	-	-

Q4. Which of the following best describes your role at WHOI? (Select one)

Department of Expertise

- Of the total, there is a strong mix of different department affiliations. Biology and Applied Ocean Physics Engineering are most common.
- Scientists/Engineers are significantly more likely than Other Roles to be affiliated with the Biology department.
- Other Roles are significantly more likely to be affiliated with Advancement (communications & development).

Department of Expertise	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Biology	21%	39% B	14%
Applied Ocean Physics Engineering	20%	26%	17%
Geology and Geophysics	13%	16%	13%
Marine Chemistry and Geochemistry	11%	8%	13%
Physical Oceanography	10%	8%	11%
Advancement (Comm. & Dev)	6%	-	8% a
Information Services	3%	-	5%
Marine operations	2%	-	3%
Development	2%	-	3%
Marine Policy Center	2%	-	2%
Academic Programs	2%	3%	1%
Facilities	1%	-	1%
Other, please specify	8%	-	9% a

Q5. Which of the following best describes your department of affiliation? (Select one)

Tenure

- Approximately half of the employees have been with WHOI for 10+ years.
- Scientists/Engineers are significantly more likely to have a longer tenure at WHOI than Other Roles. The vast majority have been with the organization for 10+ years.
- Other Roles have a mix of tenure. Nearly half have been with WHOI for 10+ years, roughly a third for 2-10 years and roughly a quarter for 1 year or less.

Tenure	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
1 OR LESS	18%	5%	23% A
2 to 10 (NET)	28%	13%	35% A
2	4%	3%	5%
3	7%	3%	9%
4	6%	-	9% a
5	2%	3%	2%
6	1%	-	1%
7	2%	-	1%
8	2%	-	2%
9	2%	-	2%
10	4%	5%	3%
MORE THAN 10	53%	82% B	42%
Mean	7.5	9.8 B	6.6

Q6. How many years have you been at WHOI? (Select one)

Research Findings

Category Overview

Momentum of Different Sciences – (By science)

- Among the four sciences: ocean, space, climate and life, significantly more WHOI employees think the public's interest is growing for climate science versus all other sciences.

Momentum of Different Sciences	Ocean Science A	Space Science B	Climate Science C	Life Science D
Base	131	131	131	131
Growing	56% D	48% d	84% ABD	37%
Staying the Same	40% C	45% C	11%	50% C
Declining	4%	7%	5%	13% AC

Q10. for each of the following areas of science, please indicate if you think public interest is growing, staying the same or declining.
(Select one per row)

Momentum of Ocean Science

- There is no difference between Scientists/ Engineers and Other Roles when it comes to perceptions of the public's interest in ocean science.

Momentum of Ocean Science	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Growing	56%	58%	55%
Staying the Same	40%	39%	42%
Declining	4%	3%	3%

Q10. for each of the following areas of science, please indicate if you think public interest is growing, staying the same or declining. (Select one per row)

Role of Different Sciences – (by Science)

- Ocean Science gets the most credit for contributing to our oxygen supply.
- Space Science gets the most credit for contributing to new technological innovations.
- Climate Science gets the most credit for new solutions to climate change, contributing to the future well-being of our planet and our water supply. Together with Life Science, Climate Science shares the most credit for its contributions to the food supply and the U.S. economy.
- Life Science gets the most credit for contributing to the health of the human population and for new drug discoveries.
- There is no one science that gets a majority of credit for contributing to U.S. national security.

Role of Different Sciences	Ocean Science A	Space Science B	Climate Science C	Life Science D
Base	131	131	131	131
Oxygen supply	57% BCD	2%	26% BD	15% B
Water supply	37% BD	1%	56% ABD	7% B
Future well-being of our planet	25% BD	1%	70% ABD	4%
U.S. national security	24% D	37% AD	34% aD	6%
New solutions to climate change	21% BD	-	76% ABD	4% B
New technological innovations	19% C	56% ACD	4%	21% C
Food supply	11% B	1%	47% AB	41% AB
U.S. economy	8%	10%	38% AB	44% AB
Health of the human population	8% B	-	29% AB	63% ABC
New drug discoveries	8% BC	-	-	92% ABC

Q11. For each of the causes below, tell us which one type of science contributes the most to that cause. (Select one per row)

Role of Ocean Science

- With the exception of water supply, the role of ocean science on causes does not differ based on one's role at WHOI.
- Scientists/Engineers are significantly less likely than those in Other Roles to believe ocean science contributes to the water supply.

Role of Ocean Science	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Oxygen supply	57%	58%	57%
Water supply	37%	21%	42% A
Future well-being of our planet	25%	34%	20%
U.S. national security	24%	24%	23%
New solutions to climate change	21%	24%	17%
New technological innovations	19%	16%	20%
Food supply	11%	5%	13%
U.S. economy	8%	3%	11%
Health of the human population	8%	5%	8%
New drug discoveries	8%	5%	7%

Q11. For each of the causes below, tell us which one type of science contributes the most to that cause. (Select one per row)

Ocean Health Attitude

- Across employee groups, pessimism is the primary attitude when it comes to the health of the ocean over the next 50 years.

Ocean Health Attitude	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Pessimistic	67%	66%	66%
Optimistic	33%	34%	34%

Q25. Generally speaking, are you optimistic or pessimistic about the health of the ocean over the next 50 years? (Select one)

Ocean Responsibility

- Across employee groups, roughly 1/3rd feel national governments are most likely to be considered responsible for taking care of the ocean.
- 1-in-5 say that international bodies such as the United Nations are responsible for taking care of the oceans.
- Oceanographic organizations/institutes bear the least responsibility for taking care of the ocean in the minds of employees.

Ocean Responsibility	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
National Governments	34%	39%	33%
International bodies such as the UN	20%	20%	20%
Individuals	16%	11%	18%
Businesses/Corporations	13%	14%	12%
State Governments	10%	8%	10%
Oceanographic Organizations	8%	8%	7%

Q26. Whose responsibility is it to take care of the ocean? Please allocate 100 points to each of the following in terms of their percent of responsibility to take care of the ocean. (Sum must add up to 100)

Protecting the Ocean

- Approximately 3/4ths of employees feel a top down approach is the most realistic way to protect the ocean.
- Scientists/Engineers are significantly more likely to agree with the top down approach vs. Other Roles.

Protecting the Ocean	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Top Down – international treaty/multi-national government approach/ corporations	76%	89% B	70%
Bottom Up – individuals and general public lead approach	24%	11%	30% A

Q27. What is the most realistic way to protect the ocean?

Oceanographic Institute Leader Today

- The vast majority of employees feel that WHOI is the premier ocean institute in the world today.

Oceanographic Institute Leader Today	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Woods Hole Oceanographic Institution (WHOI)	84%	89%	84%
Scripps Institution of Oceanography	7%	5%	7%
Marine Biological Laboratory MBL	1%	0%	0%
Monterey Bay Aquarium Research Institute (MBARI)	1%	0%	1%
Graduate School of Oceanography at URI	1%	0%	0%
Lamont-Doherty Earth Observatory	0%	0%	0%
Centre for Maritime Research & Experimentation (CMRE)	0%	0%	0%
Schmidt Ocean Institute	0%	0%	0%
Bermuda Institute of Ocean Sciences (BIOS)	0%	0%	0%
Other (including international), please specify	7%	5%	8%

Q7. Which oceanographic institute do you believe is the premier ocean institute in the world today? (Select one)

Oceanographic Institute Leader 10 Years Ago

- The vast majority of employees also feel that WHOI was the premier ocean institute in the world 10 years ago.

Oceanographic Institute Leader 10 Years Ago	Total	Scientists/Engineers A	All Other Roles B
Base	131	38	88
Woods Hole Oceanographic Institution (WHOI)	82%	87%	82%
Scripps Institution of Oceanography	8%	5%	8%
Monterey Bay Aquarium Research Institute (MBARI)	2%	0%	2%
Marine Biological Laboratory MBL	1%	0%	0%
Lamont-Doherty Earth Observatory	1%	0%	1%
Graduate School of Oceanography at URI	0%	0%	0%
Centre for Maritime Research & Experimentation (CMRE)	0%	0%	0%
Schmidt Ocean Institute	0%	0%	0%
Bermuda Institute of Ocean Sciences (BIOS)	0%	0%	0%
Other (including international), please specify	7%	8%	7%

Q8. Which oceanographic institute do you believe was the premier ocean institute in the world ten years ago? (Select one)

Attribute Importance for an Ocean Organization

- While employees attach high levels of importance to multiple attributes, more than 70% feel making a measurable scientific impact, providing scientists scholarly freedom, educating the next generation of scientists and creating new knowledge are most important.
- Scientists/Engineers are significantly more likely than Other Roles to attach importance to having internationally renowned scientists
- Other Roles are significantly more likely than Scientists/Engineers to say educating the public about the ocean, focusing on protecting the ocean, influencing policies or being an advocate organization is important.

Attribute Importance (Top box, "5" on the 1-to-5 point scale)	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Is making measurable scientific impact	80%	87%	77%
Provides scientists the scholarly freedom to create new knowledge	72%	79%	70%
Is educating the next generation of ocean scientists	71%	71%	70%
Is dedicated to creating new knowledge/basic fundamental research	71%	76%	68%
Has world-class engineers	69%	71%	67%
Has state-of-the-art facilities/labs	63%	66%	61%
Is educating the public about the ocean	60%	47%	65% a
Provides access to the best ships/vessels to go to sea	57%	58%	59%
Has internationally renowned scientists	54%	74% B	48%
Has a long legacy of studying the ocean	46%	34%	50%
Is focused on protecting/conserving the oceans	43%	24%	49% A
Is making measurable societal impact	34%	24%	38%
Has a history of life-changing discoveries	31%	24%	34%
Has the largest collection of Sci/Eng working together in the same place	28%	24%	31%
Is working to influence government or corporate policy	22%	11%	27% A
Is an advocacy organization	14%	3%	19% A

Q22a. How important is it to you that an organization focused on ocean science / oceanography does the following? Please use a 1-to-5-point scale where 1 means "not at all important" and 5 means "extremely important." (Select one per row)

Statements to Describe Each Oceanographic Institute

- See bullets on the next slide.

Statements Describing Oceanographic Institute	WHOI A	Scripps B	MBL C	Schmidt D
Base	131	131	131	131
Has world-class engineers	95% BCD	53% CD	6%	15% C
Has a long legacy of studying the ocean	95% BCD	80% CD	62% D	5%
Is dedicated to creating new knowledge/basic fundamental research	92% BCD	76% D	70% D	25%
Is making measurable scientific impact	91% BCD	76% D	69% D	25%
Has internationally renowned scientists	91% BCD	81% CD	63% D	14%
Provides scientists the scholarly freedom to create new knowledge	90% BCD	66% D	59% D	21%
Provides access to the best ships/vessels to go to sea	86% BCD	63% CD	5%	25% C
Is educating the next generation of ocean scientists	85% bCD	76% CD	34% D	8%
Has a history of life-changing discoveries	84% BCD	62% D	65% D	5%
Is educating the public about the ocean	80% BCD	55% CD	32%	38%
Has the largest collection of Scientists/Engineers working together in the same place	79% BCD	34% CD	6%	2%
Has state-of-the-art facilities/labs	72% CD	63% CD	39% d	29%
Is making measurable societal impact	60% BCD	45% D	37% D	15%
Is focused on protecting/conserving the oceans	50% BCD	36%	30%	34%
Is working to influence government or corporate policy	33% BCD	19%	14%	15%
Is an advocacy organization	18% bC	10%	8%	24% BC
None of the above	2%	11% A	13% A	30% ABC

Q22b. Which of the following statements would you use to describe the following oceanographic institutes below? (Select all that apply for each row.)

Statements to Describe Each Oceanographic Institute

- Across the board, WHOI is more likely to be the institute described by the statements included in question 22b.

- More than 90% would describe WHOI as having world-class engineers, has a long legacy of studying the ocean, is dedicated to creating new knowledge/basic fundamental research, is making measurable scientific impact and has internationally renowned scientists. All of these statements are significantly more likely to be used to describe WHOI than any other institute.

- WHOI was least likely to be described as working to influence government or corporate policy (33%) or for being an advocacy organization (18%).

- Interestingly, only 50% would describe WHOI as focused on protecting/conserving the oceans (though this is still a significantly higher number than any competitor.

Q22b. Which of the following statements would you use to describe the following oceanographic institutes below? (Select all that apply for each row.)

Statements to Describe WHOI

- When examining statements to describe WHOI, those in Other Roles were significantly more likely to credit WHOI with: educating the next generation of ocean scientists, educating the public about the ocean, focusing on protecting/conserving the oceans, working to influence government or corporate policy, and being an advocacy organization.

Statement Association with Oceanographic Institution	Total	Scientists/ Engineers A	Other Roles B
Base	131	38	88
Has a long legacy of studying the ocean	95%	92%	98%
Has world-class engineers	95%	95%	95%
Is dedicated to creating new knowledge/basic fundamental research	92%	89%	93%
Has internationally renowned scientists	91%	87%	94%
Is making measurable scientific impact	91%	92%	92%
Provides scientists the scholarly freedom to create new knowledge	90%	92%	92%
Provides access to the best ships/vessels to go to sea	86%	87%	86%
Is educating the next generation of ocean scientists	85%	76%	89% a
Has a history of life-changing discoveries	84%	82%	85%
Is educating the public about the ocean	80%	63%	88% A
Has the largest collection of scientists and engineers working together in the same place	79%	74%	82%
Has state-of-the-art facilities/labs	72%	74%	72%
Is making measurable societal impact	60%	68%	56%
Is focused on protecting/conserving the oceans	50%	34%	55% A
Is working to influence government or corporate policy	33%	21%	38% a
Is an advocacy organization	18%	8%	22% a
None of the above	2%	5%	1%

Q22b. Which of the following statements would you use to describe the following oceanographic institutes below? (Select all that apply for each row.)

WHOI Specific

Words used to describe the WHOI logo

Q21: What three words would you use to describe the WHOI logo?

Vision: What They Hope to Accomplish During WHOI Career

I want to make important discoveries about life in the ocean and change the way scientists think about marine animal physiology.

Carrying out cutting edge research, teaching and training the next generation of earth and ocean scientists, increasing public awareness of ocean science and climate change, influencing public policy towards better ocean stewardship and solving the climate crisis.

Improve the average person's appreciation for the importance of the ocean in their everyday life.

Create and disseminate new knowledge; advance the art of doing science and preserve that art through the training and mentorship of students and young scientists.

To see WHOI play a leading role in slowing climate change, by providing needed data but also by informing the national dialogue.

Contribute to society's understanding of the role that the ocean contributes to humanity to promote ocean conservation.

[Q12]: What is the societal / human impact of your specific area of expertise? [open end]

Societal Impact: How they describe the societal impact of their area of expertise

Understanding the fate and effect of chemical contaminants in the oceans and marine food chains.

Water availability

Stewardship of the ocean

Providing a deeper understanding of the nature of the ocean's circulation and interaction with the atmosphere.

Inform the distribution of precious metals in the ocean environment and how to sustainably extract them.

Sustainable food resources

Reducing underwater noise pollution

Examine the role of pollutant chemicals on developing animals. look for methods to prevent the effects of chemical threat agents.

Major storm impacts on the coast

Earthquake and tsunami monitoring and research

[Q12]: What is the societal / human impact of your specific area of expertise? [open end]

WHOI Descriptors

- Roughly one-third of employees felt that “Understanding the ocean. For our planet and our future” and “Our ocean. Our Planet. Our future.” did the best job at describing WHOI with “Explore. Understand. Educate.” Following closely behind at 30%.
- There are no statistically significant differences by role except for ”saving the world starts with our ocean” which is more likely to be considered best by Scientists/Engineers than by Other Roles when describing WHOI.

WHOI Descriptors	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Understanding the ocean. For our planet and our future.	35%	42%	34%
Our ocean. Our planet. Our future.	34%	29%	35%
Explore. Understand. Educate.	30%	29%	30%
Driving discovery and expanding knowledge of our ocean.	23%	18%	25%
A powerful partnership of science and technology.	21%	16%	23%
Understanding our ocean is the key to protecting it.	17%	24%	15%
The leading source of scientific truth on the ocean.	16%	18%	16%
Advancing knowledge. Expanding understanding. Educating scientists.	15%	18%	15%
Take a breath, thank the ocean.	12%	5%	16%
Unrivaled breadth, limitless depth in ocean science and technology.	10%	8%	11%
Solutions depend on science.	9%	13%	8%
Advancing technology, accelerating science to sustain the ocean.	9%	13%	8%
Saving the world starts with our ocean.	8%	13% b	5%
Earth's last unexplored frontier.	8%	5%	9%
To share the power and wonder of the ocean.	8%	13%	7%
Discover. Invent. Protect.	8%	3%	9%
Unlocking discoveries from our greatest shared resource for all.	6%	8%	6%
The most amazing undiscovered things on earth are found in the ocean.	6%	8%	6%
There is no planet B.	3%	-	3%
Educating the public with our deep knowledge and understanding of the ocean.	2%	-	3%
Scholarly freedom, societal impact.	2%	5%	1%
Life changing discoveries that drive new industries, unlock medical breakthroughs and feed a hungry planet.	2%	-	2%
Our awe-inspiring ocean that is brimming with possibilities.	2%	3%	1%
Other	6%	8%	6%

Q23. Which three of the following statements do you feel are the best way to describe Woods Hole Oceanographic Institution? (Select your top three)

WHOI Characteristics (Top Attributes)

- The top words/phrases associated with WHOI are exploration, innovative, credible, discovery, intelligent and leader.
- Scientists/Engineers are significantly more likely to associate the term exploration with WHOI.
- Though not in the top words/phrases, Scientists/Engineers are also significantly more likely to associate influential, energetic and entrepreneurial with WHOI.

WHOI Characteristics	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Exploration	80%	92% B	76%
Innovative	78%	82%	77%
Credible	75%	84%	72%
Discovery	71%	71%	72%
Intelligent	70%	66%	73%
Leader	70%	76%	68%
Inventive	66%	76%	63%
Collaborative	65%	71%	64%
Fact-based	65%	68%	65%
Cutting edge	60%	66%	57%
Independent	60%	71%	57%
Passionate	60%	68%	56%
Important	58%	63%	55%
Knowledge-creator	50%	58%	48%
Adventurous	47%	58%	42%
Influential	47%	58% b	41%
Cool	40%	47%	38%
Energetic	39%	55% B	33%
Unbiased	39%	45%	39%
Private	37%	45%	33%
Entrepreneurial	35%	47% b	31%

Q19. Which, if any, of the following words/phrases do you associate with Woods Hole Oceanographic Institution? (Select all that apply)

WHOI Characteristics (Lowest Attributes)

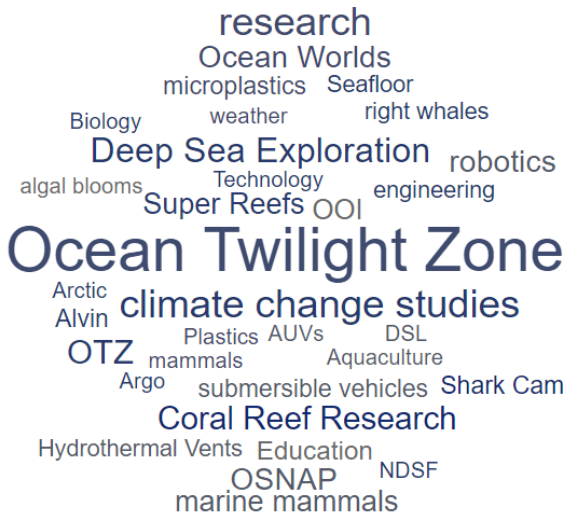
- Across employee groups, WHOI is least likely to be associated with the words/phrases politically biased, convener, conservative, stodgy and ivory tower.
- There are no significant differences to report by role.

WHOI Characteristics	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Authentic	35%	34%	36%
Bold	33%	39%	30%
Conversation-starter	31%	26%	33%
Brilliant	31%	21%	35%
Engaging	31%	32%	30%
Solutions-oriented	30%	39%	27%
Eye-opening	30%	24%	32%
Future-oriented	27%	24%	28%
Courageous	23%	24%	23%
Diverse	22%	26%	20%
Optimistic	22%	29%	17%
Wow	22%	21%	22%
Apolitical	21%	26%	18%
Wonderous	20%	24%	16%
Liberal	20%	16%	23%
Ivory tower	18%	13%	17%
Stodgy	11%	11%	11%
Conservative	10%	11%	10%
Convener	8%	5%	9%
Politically biased	2%	3%	2%
Other, please specify	9%	5%	11%

Q19. Which, if any, of the following words/phrases do you associate with Woods Hole Oceanographic Institution? (Select all that apply)

Projects at WHOI most passionate about

- The Ocean Twilight Zone garners the most responses by internal employees on the project they are most passionate about



Q20A: What projects at WHOI are you most passionate about?

Projects at WHOI you collaborate most on

- The Ocean Twilight Zone is also the project most collaborate on

I am not sure to type in here. This questions is geared towards large scale projects, ours are not necessarily like this.

Q20B: What projects at WHOI do you collaborate most on with people in other departments?

Most Important Area to Fund

- The phrase “Pure scientific research that provides the critical foundation for future discoveries” is considered the most important to fund by nearly 1/3rd of employees.
- Roughly a quarter of employees feel “scientific research that provides the facts to inform future government/corporate environmental policies” is the most important area to fund.
- There are no statistically significant differences by role.

Most Important to Fund at WHOI	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Pure scientific research that provides the critical foundation for future discoveries	32%	39%	28%
Scientific research that provides the facts to inform future government/corporate environmental policies	24%	21%	25%
Unrestricted gifts to be used at the discretion of Institutional leadership	15%	11%	18%
Innovative technology, equipment, and vessels	12%	13%	13%
Scholarships for the next generation of scientists	9%	11%	9%
Pure exploration of the unknown, awe-inspiring parts of the ocean	6%	3%	6%
Specific expeditions/missions to the deep sea	2%	3%	1%

Q24. Which ONE of the following is the most important area to fund to Woods Hole Oceanographic Institution? (Select one)

Funding Sources

- Government grants are the most preferred source of funding for surveyed employees.

Preferred Funding Sources of WHOI (Average)	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Government Grants	44.6	48.2	42.6
Foundations	19.1	17.1	20.2
HNW Individuals (large gifts)	16.5	17.6	15.8
Corporations	10.8	10	11.2
General Public (small gifts)	9.1	7	10.2

Q15. What would your preferred source of funding for WHOI be? Please allocate 100 points to each of the following in terms of the percent of WHOI funding you would prefer to come from each. (Sum must add up to 100)

WHOI Competition (Fund Raising)

- Other oceanographic institutes are viewed as the principal competitors for fund raising. Scientists/Engineers are significantly more likely to see these institutes as key competitors when it comes to fund raising.
- Nearly 50% also see environmental organizations/institutes as competitors for fund raising.

Fundraising Competitor of WHOI	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Other oceanographic institutes (e.g., Scripps, MBARI)	71%	82% b	66%
Environmental organizations/institutes (e.g., Nature Conservancy, WWF)	47%	50%	44%
Space exploration agencies/companies (e.g., NASA, SpaceX)	23%	21%	23%
Media/content providers (e.g., Discovery Channel, National Geographic)	8%	8%	9%
Other, please specify (Universities, Health Related Non-profits)	15%	13%	17%

Q17b. Who do you view as WHOI's principal competitors for fund raising? (Select all that apply)

WHOI Competition for Public Attention

- When it comes to public attention employees see multiple competitors:
  - Half feel space exploration agencies/companies are principle competitors.
  - Over 40% also see oceanographic institutes and media content provides as competitors.

WHOI Competition for Public Attention	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Space exploration agencies/companies (e.g., NASA, SpaceX)	50%	53%	48%
Other oceanographic institutes (e.g., Scripps, MBARI)	44%	50%	42%
Media/content providers (e.g., Discovery Channel, National Geographic)	44%	42%	42%
Environmental organizations/institutes (e.g., Nature Conservancy, WWF)	40%	42%	40%
Other, please specify	16%	16%	17%

Q17a. Who do you view as WHOI's principal competitors for public attention? (Select all that apply)

WHOI POV

- Just about half of employees feel that WHOI can both remain unbiased and take a stronger stand towards supporting certain policies.

WHOI POV	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
WHOI should be take a stronger stand towards supporting certain policies	17%	13%	18%
WHOI should remain unbiased	32%	42%	30%
WHOI can do both	51%	45%	52%

Q16. Which of the following do you favor (Select one)

WHOI Structure Preference

- Across employee groups, an interdisciplinary structure is preferred.

WHOI Structure Preference	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Having an interdisciplinary structure	67%	63%	69%
Being structured by disciplines of science	33%	37%	31%

Q18. Which of the following do you prefer? (Select one)

Vertical vs. Broad Preference

- The majority of employees find vertical (working within a specific field of research within a particular department or discipline) and broad (interdisciplinary) projects to be equally important.

Vertical vs. Broad Preference	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Working to further a specific field of research within a particular department or discipline	14%	21%	11%
Working on a broad, interdisciplinary project, such as the Ocean Twilight Zone	12%	11%	12%
Both are equally important to me	74%	68%	77%

Q13. Which would you prefer? (Select one)

Likelihood to Recommend (NPS)

- Across employee groups, WHOI receives an NPS score of 35.
- Other Roles are more likely to recommend WHOI vs. Scientists/Engineers.

Likelihood to Recommend (NPS)	Total	Scientists/ Engineers A	Other Roles B
Base	131	38	88
Top 2 Box (NET)	50%	32%	60% A
Bottom 7 Box (NET)	15%	11%	16%
NPS	35	21	44

NPS is calculated by subtracting the percent of "detractors" (0 to 6 on the 0-10 recommendation scale) from the percent of "promoters" (9 and 10 on the 0-10 recommendation scale).

Q6b. How likely are you to recommend Woods Hole Oceanographic Institution as a place to work? Use a scale of 0-10, where 0 means "not likely at all" and 10 means "extremely likely." (Select one)

Demographics

Gender

- Employees are nearly evenly split on gender.
- Scientists/Engineers are significantly more likely to be male while Other Roles are significantly more likely to be female.

Gender	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Male	47%	63% B	42%
Female	52%	34%	57% A
Non-Binary	2%	3%	1%

Q1. Are you... (Select one)

Age

- Employees skew older with 2/3rds aged 45+.
- Those in Other Roles are significantly more likely to be 25-34 years old when compared to Scientists/Engineers.

Age	Total	Scientists/ Engineers A	All Other Roles B
Base	131	38	88
Under 25 years old	3%	3%	3%
25 to 34	15%	5%	18% a
35 to 44	16%	21%	15%
45 to 54	28%	29%	26%
55 to 64	24%	34%	20%
65+ years old	15%	8%	17%

Q2. What is your age? (Select one)