



# *2014 Annual Survey of Market Research Professionals Hiring Landscape*

May, 2014

No portion of this report or the information provided herein may be reproduced or redistributed by electronic or other means, even if purchased. To purchase a copy of this report or to discuss use of the report's contents, call 1-800-872-5401. The entire report is the property of MarketResearchCareers.com and the use is subject to the Terms & Conditions located online at <http://www.marketresearchcareers.com/terms.cfm>. Copyright © 2005-2014. All Rights Reserved.

# Contents

1.	Key Findings	3
2.	Methodology	4
3.	Hiring and Staffing	5-17
4.	Employee Compensation	18-22
5.	Participant Profile	23-26
6.	About MarketResearchCareers.com	27-28

# Key Findings

- In a dramatic reversal, MR budgets are expected to **increase by 1.0%** in 2014—led by increases in consulting, advertising/public relations, and the media/publishing industries.
- Up from 43%, half (50%) of all MR organizations plan to hire in 2014.
- Today the typical researcher earns an annual salary of \$103,350—up by just 0.7%.
- Job satisfaction among MR professionals fell to a four year low—sliding by 7 percentage points to 60%.
- Less comfortable in their current job, 54% of researchers have searched for a new job in the past 12 months and 37% plan to search in the coming year.
- With 16% of all researchers declining a job offer in the past year, MR professionals require a median raise of 19.1% to accept a new position.
- In 2014, researchers will be focusing less on social networks, and more on “Big Data” analyses.
- Researchers increasingly believe behavioral data is more important to analyses, complements other sources of information, and provides accurate insights on consumer activity and preferences.
- Within the next 5 years, researchers expect the importance of market research will grow, analysis of behaviors will exceed that of opinions, and written reports will outpace video presentations.
- The customers of 116 MR Suppliers identified the best firm along each of 5 dimensions:

Use our Updated Interactive Ranking Tool online at: <http://www.marketresearchcareers.com/Survey2014>

Updated for 2014

Market Segment	Is a Thought Leader	Offers Unique Methodologies	Provides Quality Deliverables	Has the Best Employees	Effectively Uses Technology
Online Sample	e-Rewards/Research Now	e-Rewards/Research Now	e-Rewards/Research Now	e-Rewards/Research Now	e-Rewards/Research Now
Qualitative Research	Flamingo	Hall and Partners	Hall and Partners	Flamingo	GutCheck
Syndicated Research	Gartner	Nielsen	Forrester	IDC	comScore
Full Service Research	Millward Brown	Affinova	GfK	Market Strategies	Vision Critical
Online Survey Software	Sawtooth	Sawtooth	ConfirmIt	Qualtrics	Qualtrics

# Research Methodology

- This is the ninth edition of the “*Annual Survey of Market Research Professionals.*”
- Like all previous versions, this edition consists of market research professionals who were invited to participate in an online survey sponsored by MarketResearchCareers.com ([www.marketresearchcareers.com](http://www.marketresearchcareers.com)).
- The 2014 survey contained a core of questions from prior editions—providing a longitudinal perspective. The number of completions by edition are:
  - 2014: 606 Completions
  - 2013: 501 Completions
  - 2012: 500 Completions
  - 2011: 550 Completions
  - 2010: 495 Completions
  - 2009: 612 Completions
  - 2008: 700 Completions
  - 2007: 237 Completions
  - 2005: 335 Completions
- The 2014 survey was fielded between January 23 and February 13, 2014 and obtained a completion rate of 70.5%.
- In total, the 2014 data have a tolerance (error interval) of +/- 4.0% at the 95% confidence interval.

## *Statistical Significance throughout the Report:*

*\* Means statistically different at the 90% confidence level*

*\*\* Means statistically different at the 95% confidence level*

# Hiring and Staffing

# Employee Job Satisfaction

- Down by seven percentage points in one year, MR professional are significantly less satisfied with their current job. Those who are satisfied tend to work for a supplier, possess 6 to 15 years of experience, and are not currently looking for a new job.



All Participants	Satisfied	Neutral	Not Satisfied
Total	60%	20%	20%

Type of Organization	Satisfied	Neutral	Not Satisfied
MR Buyer/Client	56%	23%	21%
MR Supplier	64%	18%	19%

Years of Experience	Satisfied	Neutral	Not Satisfied
1 to 5 Years	48%	30%	22%
6 to 15 Years	67%	16%	17%
16+ Years	57%	20%	23%

Seeking a New Job	Satisfied	Neutral	Not Satisfied
Yes	27%	26%	47%
Not Sure	56%	35%	9%
No	91%	8%	1%

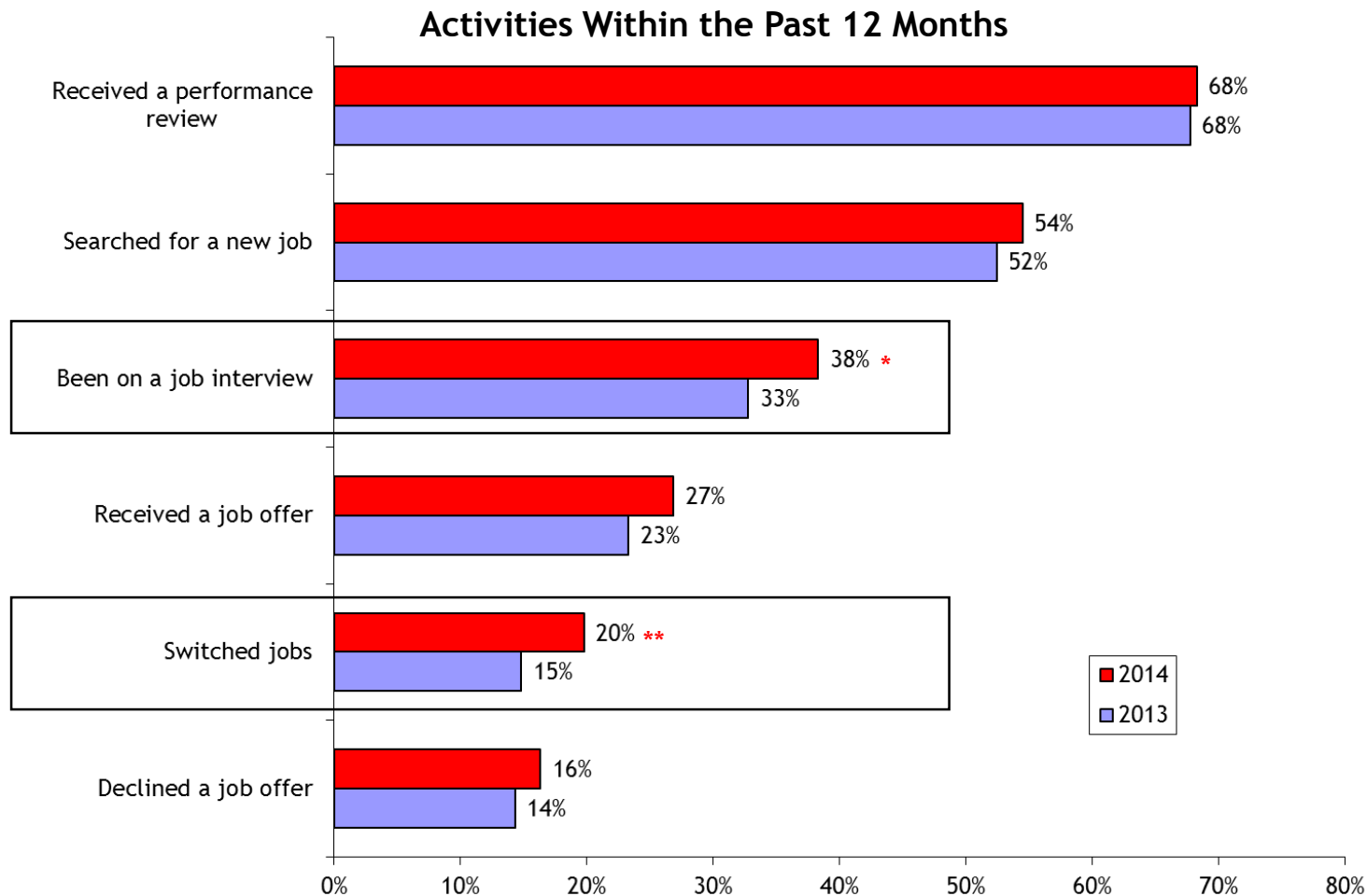
  

Number of Employees	Satisfied	Neutral	Not Satisfied
1 to 100	60%	18%	22%
101 to 1,000	61%	22%	17%
More than 1,000	60%	19%	21%
Not Sure	58%	32%	11%

Q: Overall, how satisfied are YOU with your current job? (Select One) N=606

# Recent Actions of MR Professionals

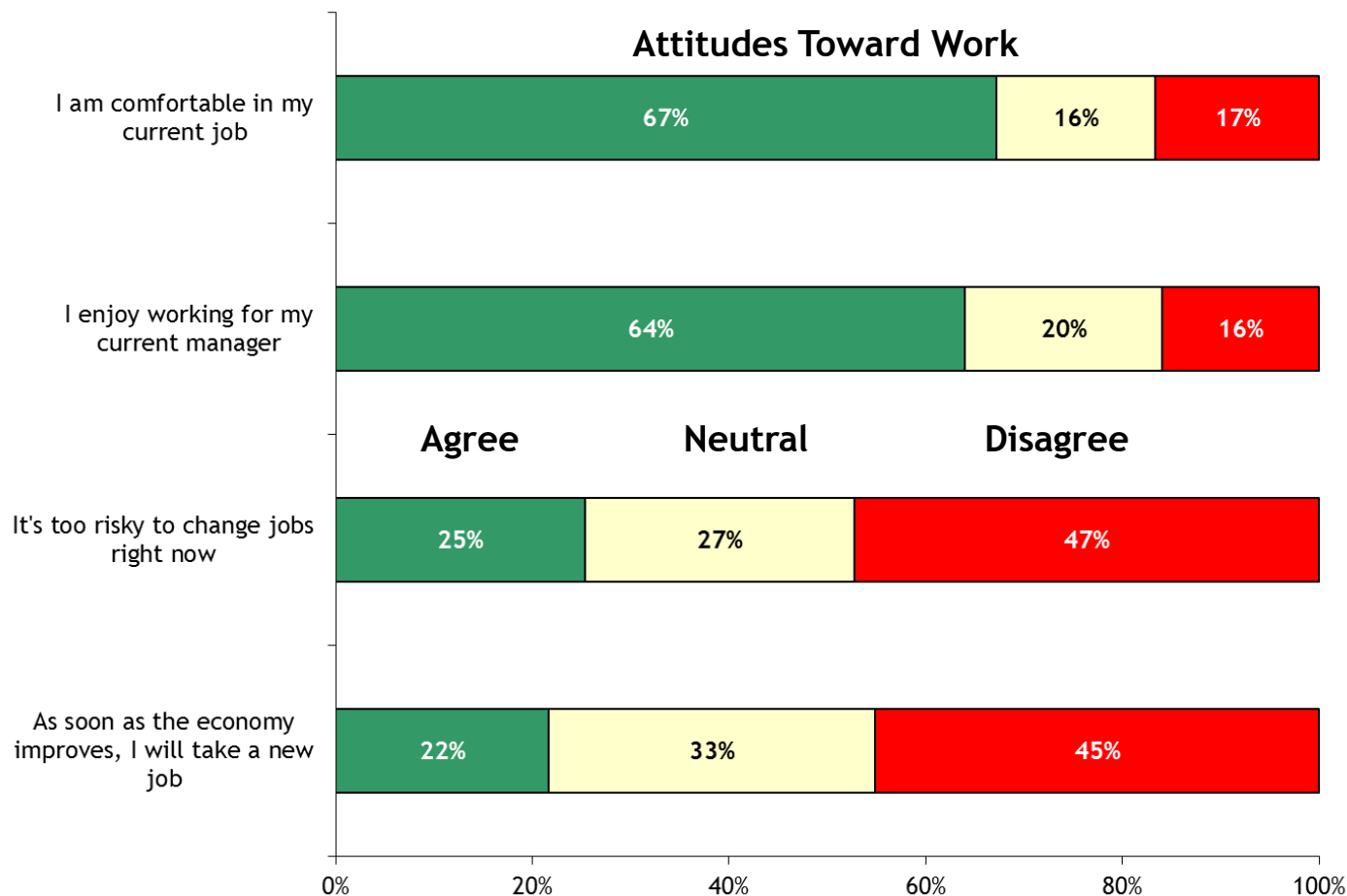
- An increasing number of MR professionals have searched for a new position, interviewed, received an offer, or switched jobs in the past year.



Q: Which of the following describes your experiences or actions in the past 12 months? (Select all that apply) N=606

# Career Attitudes of Today's MR Professional

- The majority of researchers are comfortable with their current job and enjoy working with their current manager. Only one in five (22%) researchers expect to search for a new job once the economy improves.

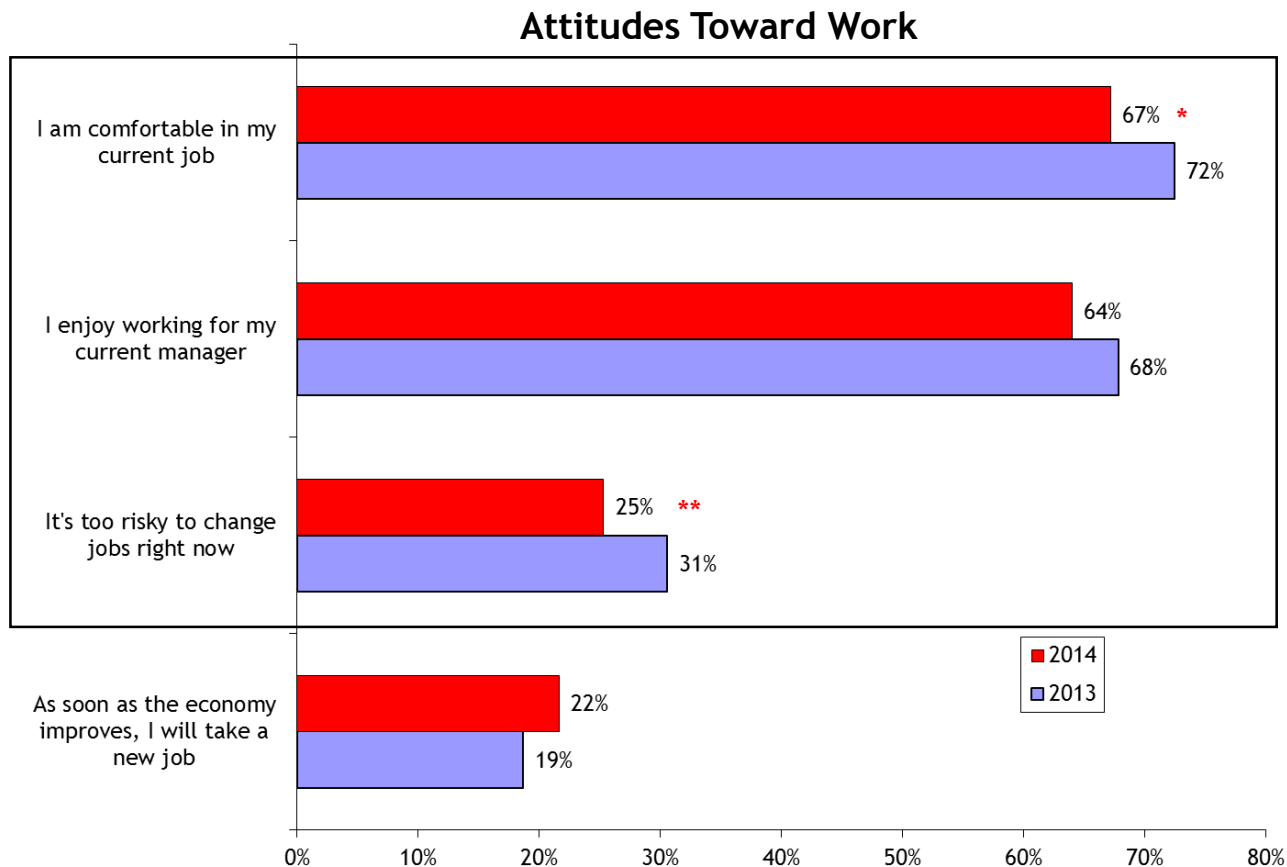


Q: How strongly do you agree or disagree with the following statements regarding YOUR CURRENT job? (Select one answer for each) N=606



# Career Attitudes of Today's MR Professional

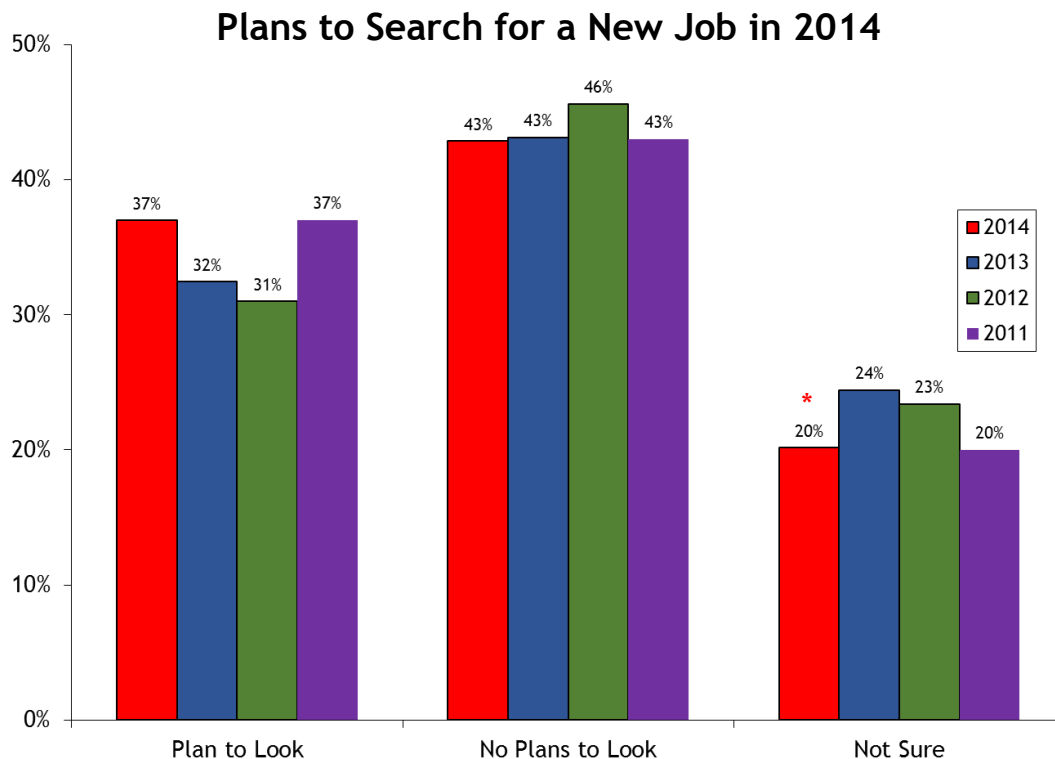
- However, there is a declining shift in job comfort and enjoyment levels. Concurrently, any potential resistance associated with exploring career opportunities is also fading.



Q: How strongly do you agree or disagree with the following statements regarding YOUR CURRENT job? (Select one answer for each) N=606

# Looking For New Jobs

- Up by five percentage points, 37% of all MR professionals plan to look for a new position in 2014. Those likely to search for a new job in 2014 include MR Clients/Buyers, those with less experience, those in larger organizations, or those not satisfied with their current job.



All Participants	Plan to Look	No Plans to Look	Not Sure
Total	37%	20%	43%
Type of Organization	Plan to Look	No Plans to Look	Not Sure
MR Buyer/Client	42%	24%	34%
MR Supplier	34%	17%	49%
Years of Experience	Plan to Look	No Plans to Look	Not Sure
1 to 5 Years	46%	29%	25%
6 to 15 Years	34%	44%	22%
16+ Years	37%	48%	15%
Job Satisfaction	Plan to Look	No Plans to Look	Not Sure
Satisfied	17%	65%	19%
Neutral	48%	17%	35%
Not Satisfied	88%	2%	10%
Number of Employees	Plan to Look	No Plans to Look	Not Sure
1 to 100	37%	48%	16%
101 to 1,000	32%	43%	24%
More than 1,000	42%	37%	21%
Not Sure	32%	32%	37%

Q: Do you, yourself, plan to look for a new position in 2014? (Select one) N=606

## Required Raise to Accept a New Job

- Overall, employed researchers require a mean raise of nearly 20% to take a new position. Those who are satisfied, have greater experience, or not currently looking for a new position will require a substantially higher increase to accept a new job.

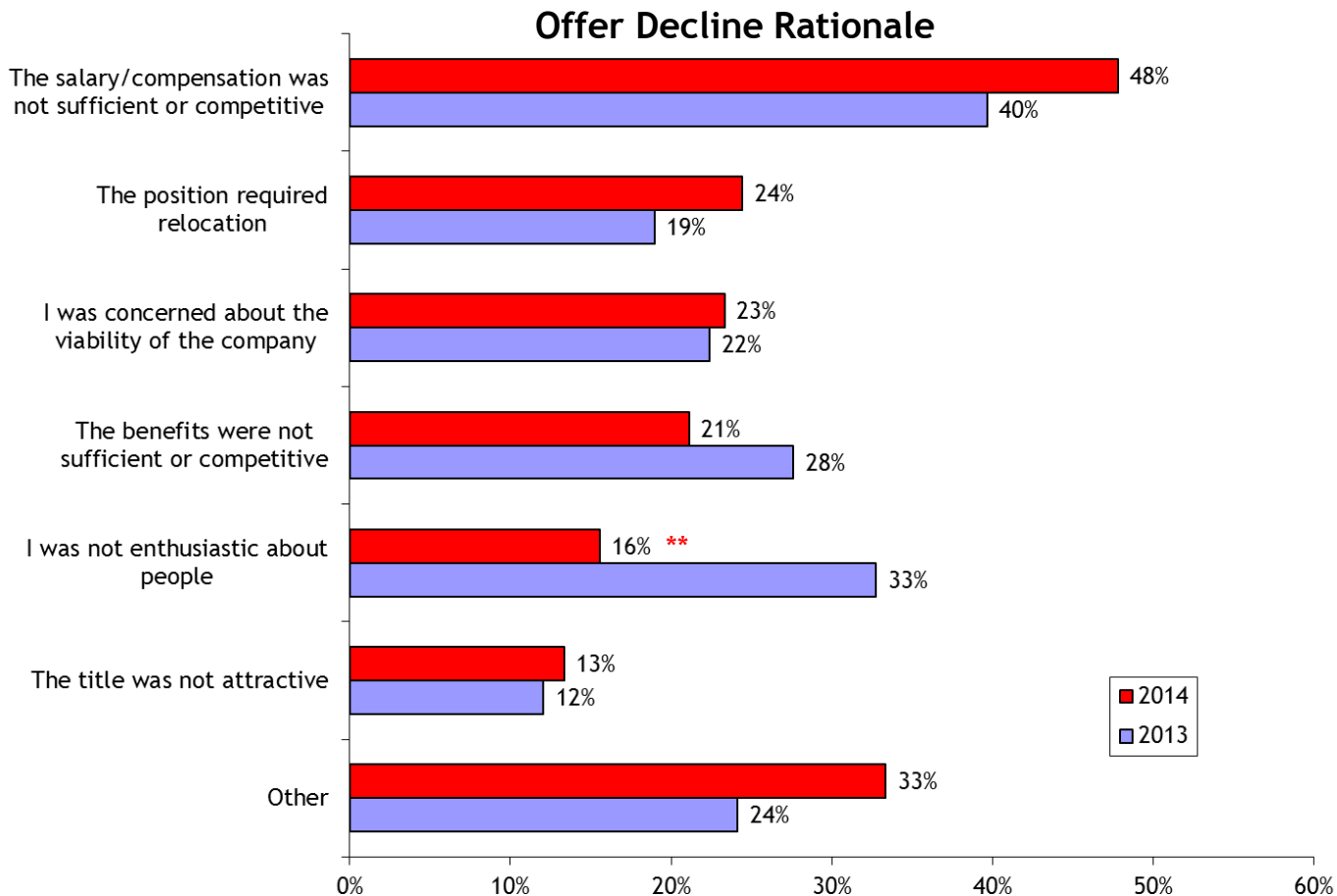
### Required Raise to Accept a New Job

Required Mean Increase	
All MR Professionals	19.1%
Type of Organization	Required Mean Increase
MR Client/Buyer	17.1%
MR Supplier	20.6%
Years of Experience	Required Mean Increase
1 to 5 Years	15.7%
6 to 15 Years	18.8%
16+ Years	22.3%
Current Job Satisfaction Level	Required Mean Increase
Satisfied	28.1%
Neutral	22.2%
Not Satisfied	18.4%
Currently Exploring Career Opportunities	Required Mean Increase
Exploring	18.7%
Not Exploring	32.3%

Q: What percentage increase in your SALARY would you require to accept a new job? (Enter a whole number below) N=606

# Offer Rejection Reasons

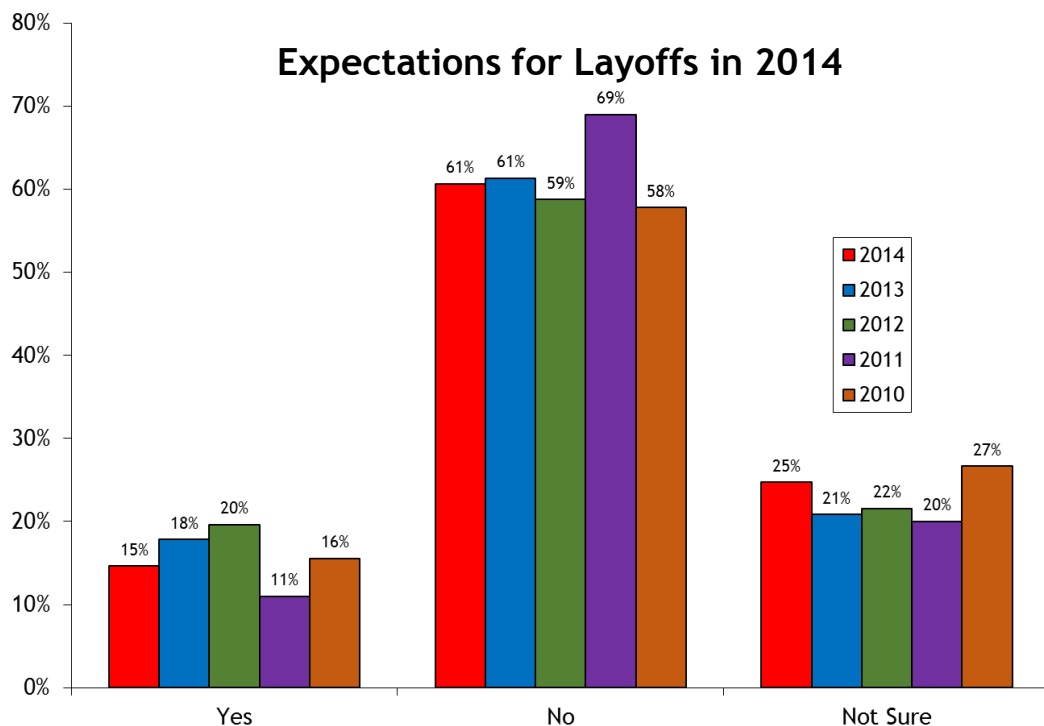
- Compensation, not personnel or personality concerns, are increasingly responsible for job offers being declined by market research professionals.



Q: Why did you not accept the job offer(s) you received? (Select all that apply) N=100

# Layoff Expectations

- Layoff expectations have modestly subsided in 2014. Researchers believe Corporate Research Departments or larger organizations are more likely to engage in workforce reduction practices in 2014.



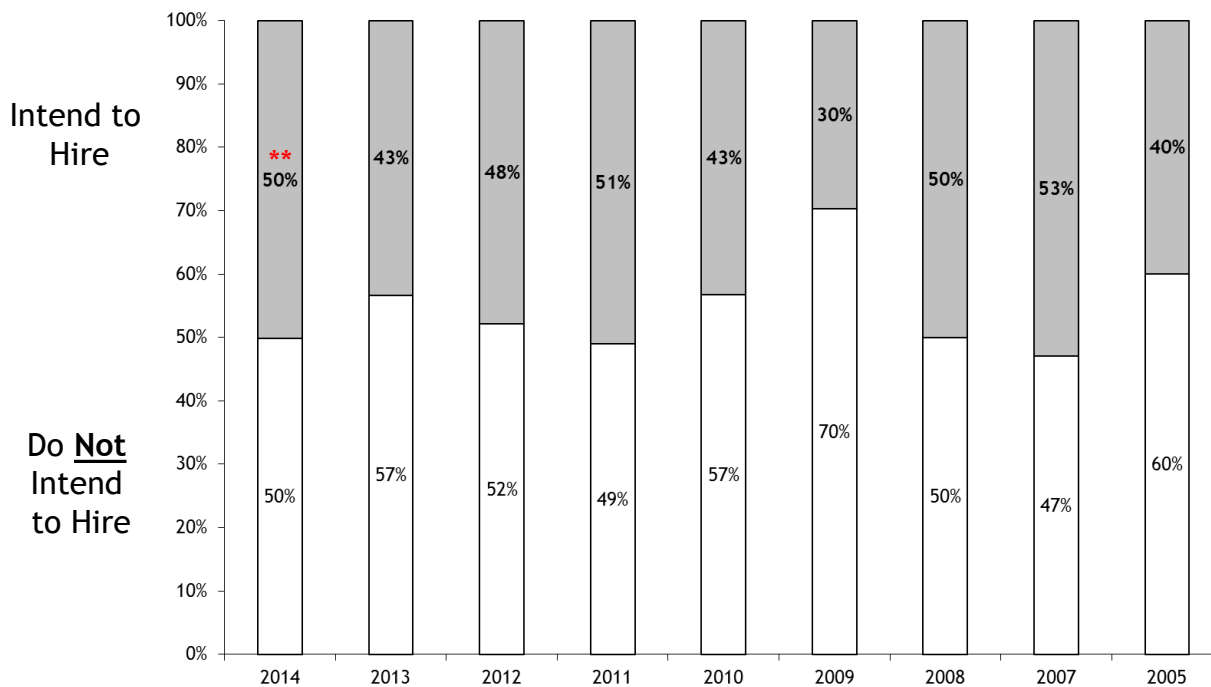
All Participants	Intend to Layoff	Do Not Intend to Layoff	Not Sure
Total	15%	25%	61%
Type of Organization	Intend to Layoff	Do Not Intend to Layoff	Not Sure
MR Buyer/Client	20%	28%	52%
MR Supplier	11%	22%	67%
Number of Employees	Intend to Layoff	Do Not Intend to Layoff	Not Sure
1 to 100	7%	68%	25%
101 to 1,000	18%	63%	19%
More than 1,000	22%	54%	24%
Not Sure	21%	32%	47%

Q: Do you expect that your organization will reduce staff or lay off any employees in 2014? (Select one) N=606

# Hiring Expectations

- Half of all MR organizations plan to hire in 2014—an increase of seven percentage points in one year. Suppliers or mid-sized organizations are more likely to hire in 2014.

Expectations for Staffing Increases



All Participants	Intend to Hire	Do Not Intend to Hire
Total	50%	50%
Type of Organization	Intend to Hire	Do Not Intend to Hire
MR Buyer/Client	36%	64%
MR Supplier	60%	40%
Number of Employees	Intend to Hire	Do Not Intend to Hire
1 to 100	50%	50%
101 to 1,000	58%	42%
More than 1,000	47%	53%
Not Sure	32%	68%

Q: Do you expect to hire additional market research professionals in 2014? (Select one) N=606

- Among organizations planning to hire in 2014, the mean number of new employees is up modestly from one year ago.

### Number of Employees Expected to Hire

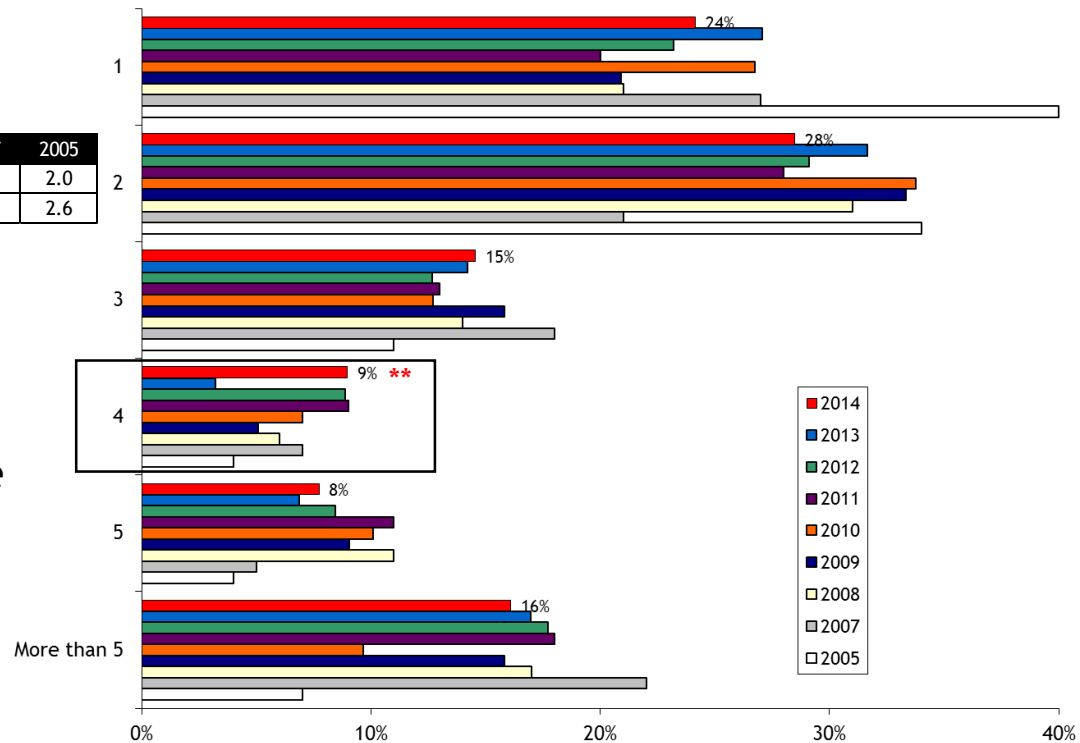
Number of MR Hires	2014	2013	2012	2011	2010	2009	2008	2007	2005
Median	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0
Mean	4.7	4.3	4.0	4.4	3.8	4.2	3.8	4.7	2.6

- On average, Suppliers expect to hire more MR professionals.

### 2014 Hiring Expectations by Role

Number of MR Hires	All	MR Supplier	MR Client/Buyer
Median	2.0	3.0	2.0
Mean	4.7	4.8	4.6

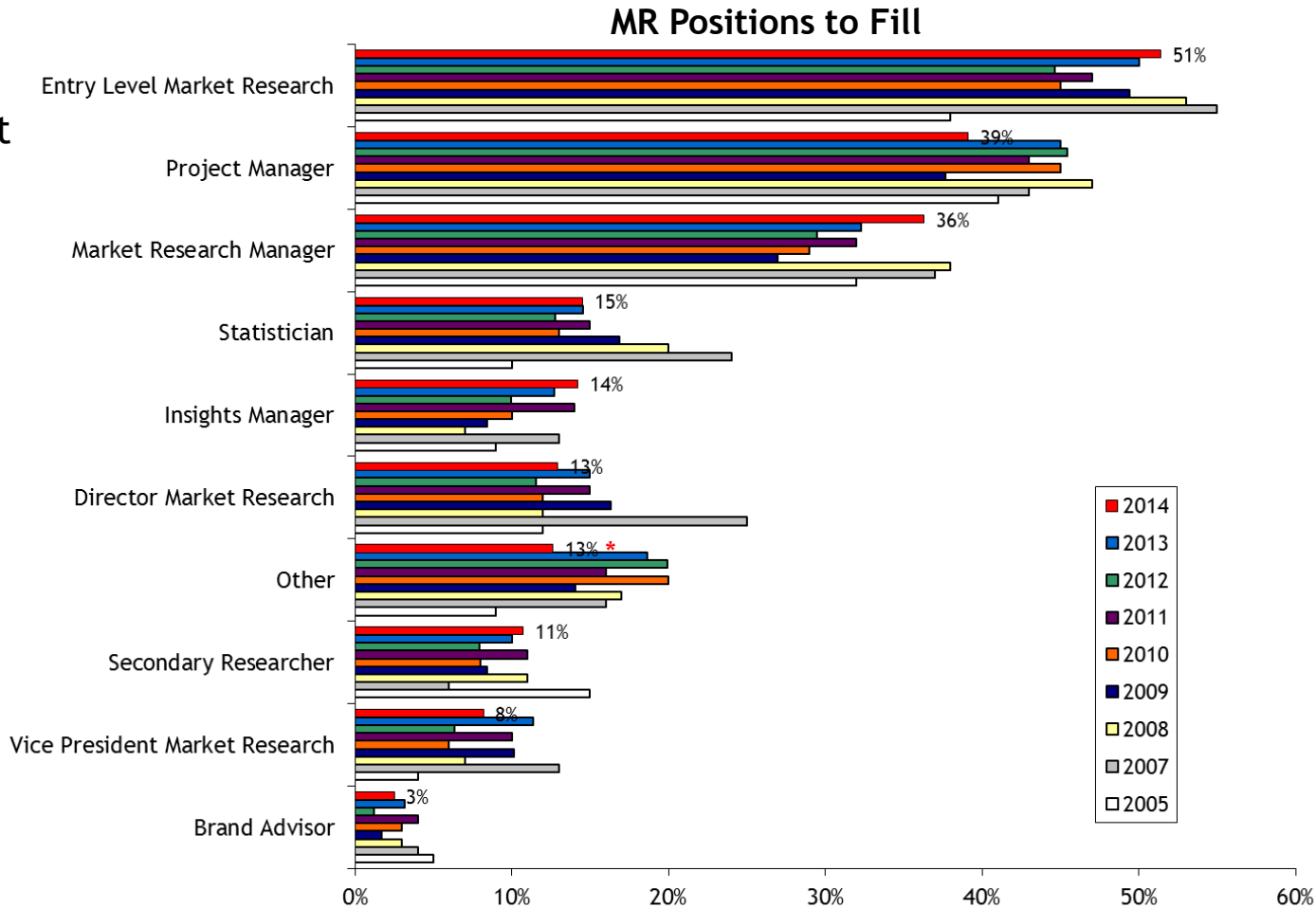
### Number of MR Professionals Expected to Hire in 2014



Q: Approximately how many research professionals do you expect to hire in 2014? (Please enter a whole number) Answers among those expecting to hire in 2014. N=303

# Positions to Fill in 2014

- Entry Level Researchers, Project Managers, and Research Managers are expected to be in demand during 2014.
- Demand for senior level MR professionals is expected to modestly wane in 2014.



Q: What types of roles are you looking to fill in 2014? (Select all that apply) N=303



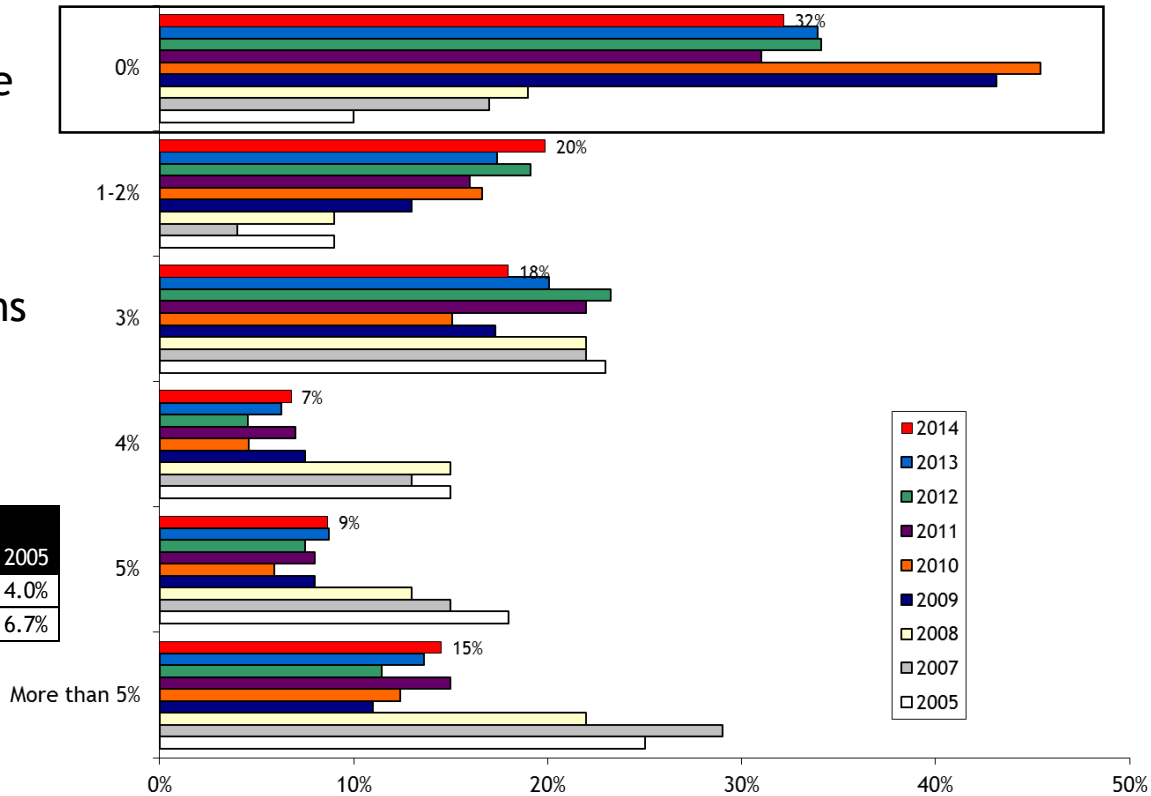
# Expected Raises in 2014

- Nearly one-third of all MR professionals do not expect a raise in 2014—virtually unchanged from the prior years.
- The expected raise in 2014 remains unchanged from 2013.

## Expected Raise as a Percentage of Base Salary

Expected Annual Raise	2014	2013	2012	2011	2010	2009	2008	2007	2005
Median	2.0%	2.0%	2.0%	3.0%	2.0%	2.0%	3.0%	4.0%	4.0%
Mean	2.9%	2.9%	2.6%	3.2%	2.3%	2.4%	4.0%	5.7%	6.7%

Expected Raise as a Percentage of Base Salary



Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2014? (Select one) N=606

# 2014 Employee Compensation

# Compensation of MR Professionals by Title

- Currently the typical MR professional now has an annual salary approaching \$103,350. In 2014, MR Professionals expect an average raise of 2.9% and an annual bonus of more than \$19,000.

## 2014 Compensation by Title

Title	Average Salary	Average Annual Bonus	Average Annual Raise	N=
Project Director	\$62,281	\$11,357	4.3%	25
Senior Project Director	\$88,031	\$11,718	1.8%	17
Research Analyst	\$52,210	\$2,659	3.0%	53
Senior Research Analyst	\$81,119	\$6,079	2.9%	44
Research Manager/Director	\$100,118	\$14,884	2.7%	129
Senior Research Manager/Director	\$114,448	\$17,255	3.3%	106
Account Executive/Manager	\$61,000	\$31,937	3.9%	17
Senior Account Executive/Manager	\$78,796	\$20,062	2.4%	17
Statistician	\$75,857	\$4,214	4.0%	7
Brand Manager	\$89,375	\$7,500	5.8%	4
Assistant Vice President	\$132,500	\$25,428	2.9%	7
Vice President	\$130,708	\$29,050	2.2%	63
Senior Vice President	\$161,156	\$39,516	2.6%	33
President/General Manager	\$132,854	\$36,129	3.8%	32
Owner	\$117,320	\$26,789	2.8%	52
<b>Total (All Job Titles)</b>	<b>\$103,349</b>	<b>\$19,032</b>	<b>2.9%</b>	<b>606</b>

Q: In what range does your BASE SALARY fall? (Select one) N=606

Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=606

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2014? (Select one) N=606

# Comparison to 2013

- Compared to the prior year, average salaries increased by 0.7%—falling short of 2013 raise expectations.

Compensation Trend by Title

Job Title	2014			2013			Percent Change		
	Average Salary	Average Annual Bonus	Average Raise	Average Salary	Average Annual Bonus	Average Raise	Average Salary	Average Annual Bonus	Average Raise
Project Director	\$62,281	\$11,357	4.3%	\$73,727	\$7,000	3.4%	-15.5%	62.2%	26.4%
Senior Project Director	\$88,031	\$11,718	1.8%	\$81,911	\$6,470	3.8%	7.5%	81.1%	-53.5%
Research Analyst	\$52,210	\$2,659	3.0%	\$67,453	\$3,578	3.0%	-22.6%	-25.7%	1.7%
Senior Research Analyst	\$81,119	\$6,079	2.9%	\$69,032	\$4,300	2.7%	17.5%	41.4%	5.1%
Research Manager/Director	\$100,118	\$14,884	2.7%	\$97,928	\$11,759	3.2%	2.2%	26.6%	-17.3%
Senior Research Manager/Director	\$114,448	\$17,255	3.3%	\$116,590	\$13,731	3.1%	-1.8%	25.7%	3.8%
Account Executive/Manager	\$61,000	\$31,937	3.9%	\$75,225	\$7,500	2.2%	-18.9%	325.8%	76.1%
Senior Account Executive/Manager	\$78,796	\$20,062	2.4%	\$84,861	\$34,562	2.4%	-7.1%	-42.0%	-0.3%
Statistician	\$75,857	\$4,214	4.0%	\$83,444	\$8,166	1.1%	-9.1%	-48.4%	260.0%
Brand Manager	\$89,375	\$7,500	5.8%	\$78,750	\$750	1.3%	13.5%	900.1%	360.0%
Assistant Vice President	\$132,500	\$25,428	2.9%	\$120,625	\$42,500	1.3%	9.8%	-40.2%	128.6%
Vice President	\$130,708	\$29,050	2.2%	\$125,983	\$27,262	2.5%	3.8%	6.6%	-14.7%
Senior Vice President	\$161,156	\$39,516	2.6%	\$147,211	\$41,462	2.7%	9.5%	-4.7%	-3.9%
President/General Manager	\$132,854	\$36,129	3.8%	\$140,505	\$35,683	2.3%	-5.4%	1.3%	67.0%
Owner	\$117,320	\$26,789	2.8%	\$103,264	\$28,630	3.0%	13.6%	-6.4%	-6.8%
<b>Total (All Job Titles)</b>	<b>\$103,349</b>	<b>\$19,032</b>	<b>2.9%</b>	<b>\$102,658</b>	<b>\$17,492</b>	<b>2.9%</b>	<b>0.7%</b>	<b>8.8%</b>	<b>1.4%</b>

Q: In what range does your BASE SALARY fall? (Select one) N=606

Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=606

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2014? (Select one) N=606

# Compensation of MR Professionals by Years of Experience

- Not surprisingly, base compensation and bonuses tend to increase with years of experience—with raise percentages maintaining their inverse relationship.

## 2014 Compensation by Title and Years of Experience

Title	Average Salary				Average Annual Bonus				Average Annual 2013/4 Raise			
	1-5 Years	6-15 Years	16+ Years	All	1-5 Years	6-15 Years	16+ Years	All	1-5 Years	6-15 Years	16+ Years	All
Project Director	\$55,281	\$71,136	\$54,000	\$62,281	\$8,428	\$15,181	\$4,167	\$11,357	4.5%	4.5%	3.2%	4.3%
Senior Project Director	\$46,250	\$96,909	\$83,333	\$88,031	\$1,000	\$13,591	\$12,000	\$11,718	1.0%	2.1%	1.0%	1.8%
Research Analyst	\$45,802	\$70,227	\$97,500	\$52,210	\$2,649	\$2,278	\$6,500	\$2,659	3.4%	1.5%	5.0%	3.0%
Senior Research Analyst	\$70,233	\$81,388	\$98,722	\$81,119	\$4,750	\$4,468	\$11,625	\$6,079	3.1%	2.5%	3.3%	2.9%
Research Manager/Director	\$84,307	\$101,083	\$105,773	\$100,118	\$10,125	\$15,691	\$14,150	\$14,884	2.4%	2.9%	1.9%	2.7%
Senior Research Manager/Director	\$74,500	\$114,196	\$119,664	\$114,448	\$11,200	\$14,669	\$21,524	\$17,255	6.0%	3.7%	2.3%	3.3%
Account Executive/Manager	\$48,593	\$61,450	\$93,333	\$61,000	\$32,812	\$20,900	\$48,000	\$31,937	3.3%	2.6%	7.7%	3.9%
Senior Account Executive/Manager	\$66,166	\$79,027	\$87,750	\$78,796	\$5,333	\$32,500	\$3,125	\$20,062	6.0%	2.3%	0.0%	2.4%
Statistician	\$105,000	\$53,375	\$106,250	\$75,857	\$12,500	\$1,125	\$6,250	\$4,214	4.0%	5.8%	0.5%	4.0%
Brand Manager	\$72,500	\$106,250		\$89,375	\$0	\$15,000		\$7,500	2.5%	9.0%		5.8%
Assistant Vice President	\$57,500	\$118,125	\$198,750	\$132,500	\$7,500	\$14,500	\$56,250	\$25,428	2.0%	3.5%	2.0%	2.9%
Vice President	\$121,666	\$128,055	\$136,547	\$130,708	\$51,666	\$30,000	\$23,950	\$29,050	2.0%	2.5%	1.6%	2.2%
Senior Vice President	\$43,500	\$165,166	\$164,750	\$161,156	\$0	\$46,866	\$34,800	\$39,516	0.0%	3.7%	1.8%	2.6%
President/General Manager	\$81,250	\$135,500	\$136,894	\$132,854	\$9,000	\$58,700	\$27,105	\$36,129	5.0%	4.1%	3.5%	3.8%
Owner	\$60,000	\$136,250	\$108,870	\$117,320	\$0	\$28,687	\$27,648	\$26,789	0.0%	2.9%	2.9%	2.8%
<b>Total (All Job Titles)</b>	<b>\$61,375</b>	<b>\$108,062</b>	<b>\$120,092</b>	<b>\$103,349</b>	<b>\$8,745</b>	<b>\$20,290</b>	<b>\$22,961</b>	<b>\$19,032</b>	<b>3.3%</b>	<b>3.1%</b>	<b>2.4%</b>	<b>2.9%</b>

Q: In what range does your BASE SALARY fall? (Select one) N=606

Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=606

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2014? (Select one) N=606

# Compensation of MR Professionals by Industry Role

- On average, corporate research departments (MR Buyers) pay higher salaries.

## 2014 Compensation by Title and Industry Role

Title	Average Salary			Average Annual Bonus			Average Annual 2013 Raise		
	Supplier	Buyer	All	Supplier	Buyer	All	Supplier	Buyer	All
Project Director	\$61,500	\$65,250	\$62,281	\$9,687	\$16,700	\$11,357	3.7%	6.2%	4.3%
Senior Project Director	\$74,307	\$147,500	\$88,031	\$7,423	\$30,333	\$11,718	1.9%	1.0%	1.8%
Research Analyst	\$46,840	\$56,428	\$52,210	\$857	\$4,115	\$2,659	3.8%	2.4%	3.0%
Senior Research Analyst	\$66,026	\$93,586	\$81,119	\$3,353	\$8,285	\$6,079	3.1%	2.7%	2.9%
Research Manager/Director	\$80,559	\$110,137	\$100,118	\$12,700	\$15,963	\$14,884	2.7%	2.7%	2.7%
Senior Research Manager/Director	\$97,406	\$125,443	\$114,448	\$6,937	\$23,911	\$17,255	3.3%	3.3%	3.3%
Account Executive/Manager	\$63,538	\$50,000	\$61,000	\$36,769	\$11,000	\$31,937	4.5%	1.3%	3.9%
Senior Account Executive/Manager	\$79,159	\$78,000	\$78,796	\$24,363	\$10,600	\$20,062	1.0%	5.6%	2.4%
Statistician	\$82,200	\$60,000	\$75,857	\$3,300	\$6,500	\$4,214	2.8%	7.0%	4.0%
Brand Manager	\$65,000	\$113,750	\$89,375	\$11,250	\$3,750	\$7,500	6.5%	5.0%	5.8%
Assistant Vice President	\$115,000	\$139,500	\$132,500	\$10,000	\$31,600	\$25,428	3.5%	2.6%	2.9%
Vice President	\$125,650	\$156,000	\$130,708	\$27,730	\$36,388	\$29,050	2.2%	1.8%	2.2%
Senior Vice President	\$161,566	\$155,000	\$161,156	\$40,603	\$23,750	\$39,516	2.7%	1.0%	2.6%
President/General Manager	\$135,222	\$116,875	\$132,854	\$40,259	\$8,250	\$36,129	3.3%	7.5%	3.8%
Owner	\$115,648	\$126,093	\$117,320	\$27,959	\$21,375	\$26,789	2.5%	4.0%	2.8%
<b>Total (All Job Titles)</b>	<b>\$100,310</b>	<b>\$107,546</b>	<b>\$103,349</b>	<b>\$20,441</b>	<b>\$17,119</b>	<b>\$19,032</b>	<b>2.9%</b>	<b>3.0%</b>	<b>2.9%</b>

Q: In what range does your BASE SALARY fall? (Select one) N=606

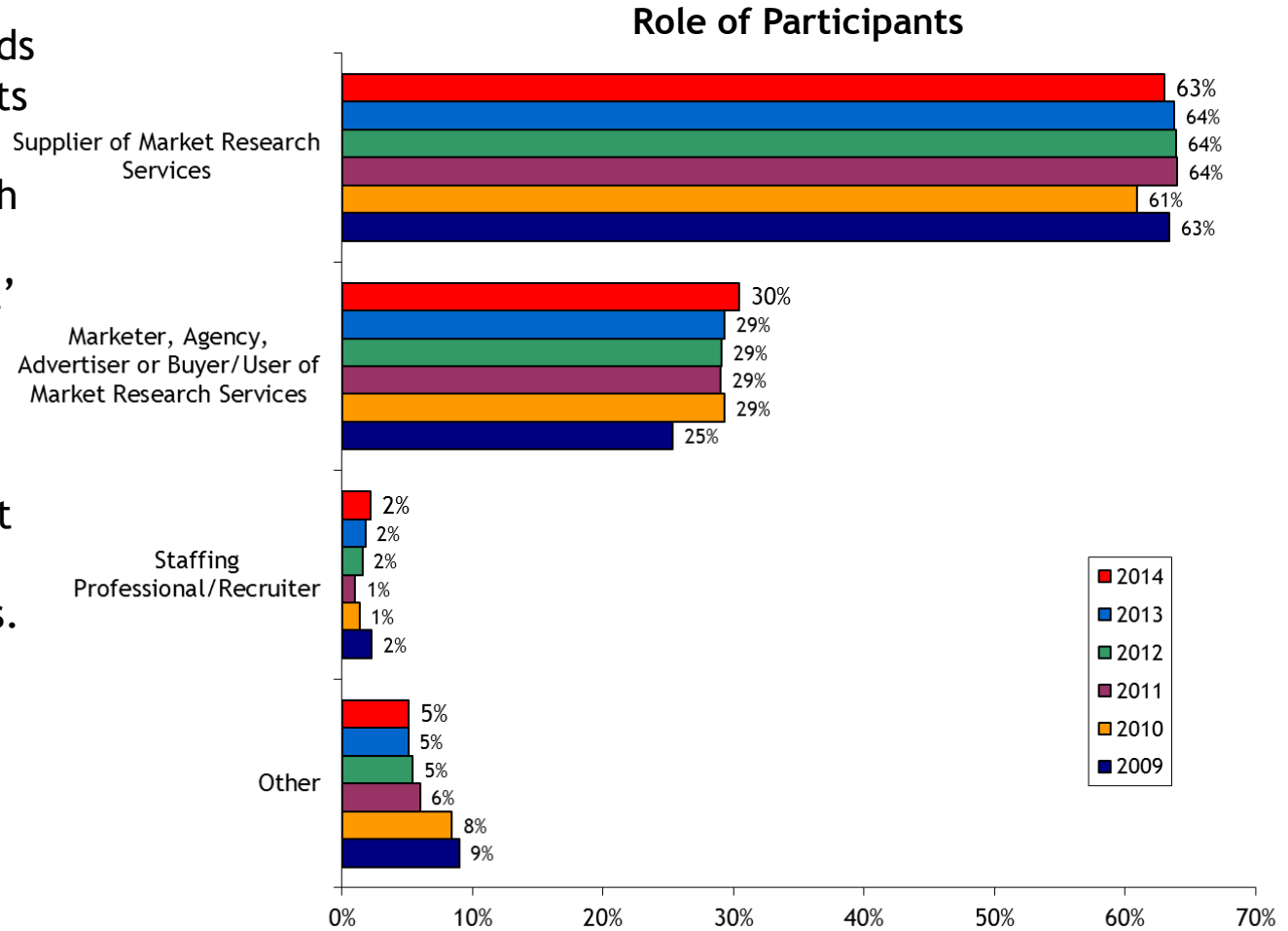
Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=606

Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2014? (Select one) N=606

# Participant Profile

# Industry Role

- Again, nearly two-thirds (63%) of all participants work for a market research supplier—with nearly one-third working on the ‘Client’ side.
- The balance (‘Other’) work in various market research functions across many industries.



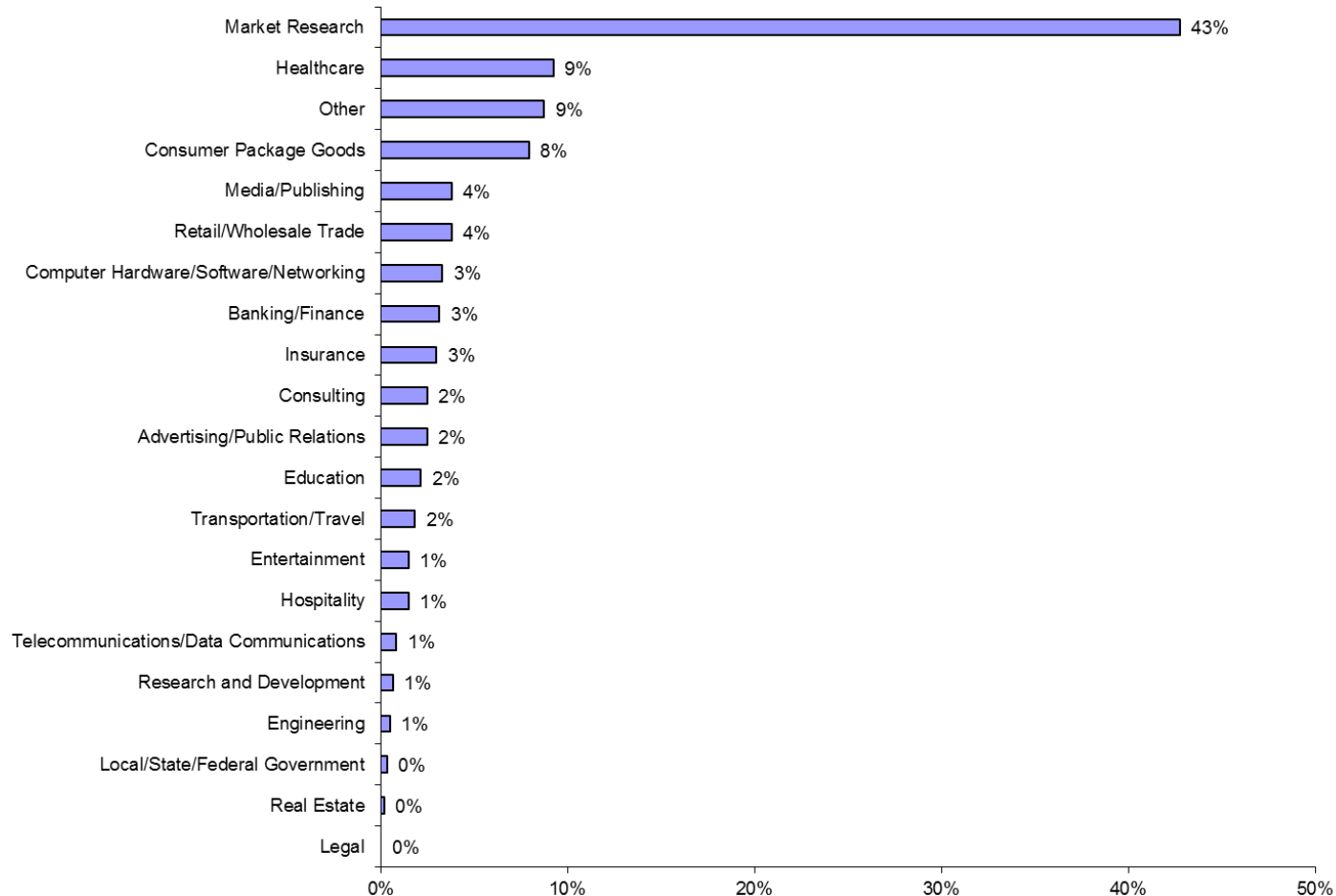
Q: Which best categorizes your company’s participation within the market research industry? (Select one) N=606



# Industry Sectors

- Beyond MR professionals working in the industry, the survey included a representative selection of industries including healthcare, CPG, advertising, finance, and others.

## Industry of Participants

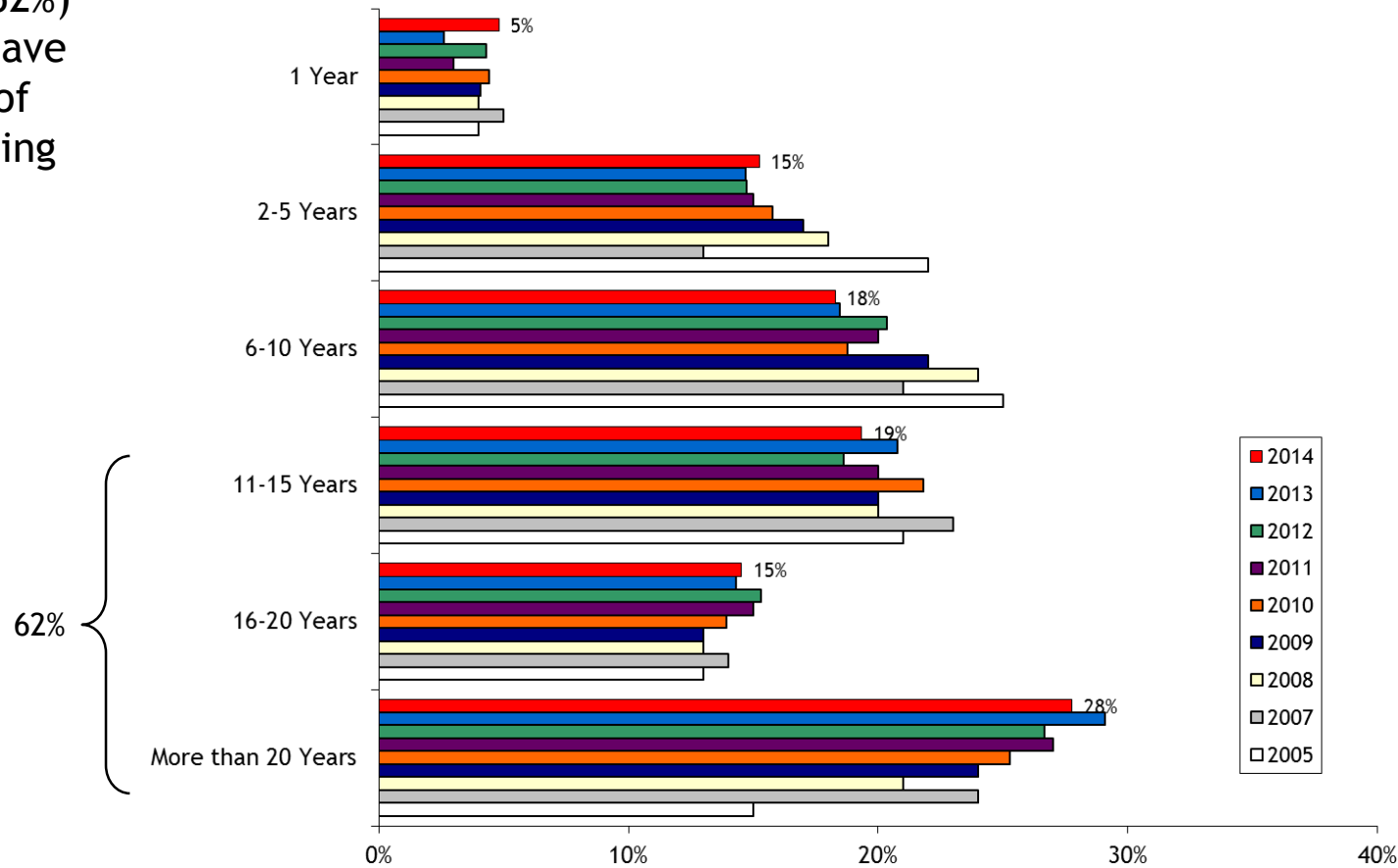


Q: In which industry does your company operate? (Select one) N=606

# Market Research Experience

- Nearly two-thirds (62%) of all participants have more than 10 years of experience conducting or directing market research.

### Years of Market Research Experience



Q: How many years have you been conducting or directing the conduct of market research? (Select one) N=606

**MarketResearchCareers.com**

For Job Seekers: [Job Search](#) [Post Resume](#) [Create Job Agent](#) [Update Profile](#) [Free Downloads](#) [Contact Us](#)

For Employers: [Post Jobs](#) [Search Resumes](#)

We have the most market research jobs by employers and recruiters for resume holders

[Employer Advantages](#) [Employer Pricing](#) [Client Testimonials](#) [MR Industry Overview](#) [2013 MR Supplier Satisfaction Survey](#) [Job Descriptions and Salaries](#) [Market Research Job Hiring Process](#) [Site Map](#)

Welcome to MarketResearchCareers, the first and only career website within the United States focusing exclusively on the market research industry.

**LOGIN HERE**

Type of User:

Job Seeker [New Job Seekers](#)

Employer [New Employers](#)

Username:

Password:

[LOGIN!](#)

[Forgot your Login?](#)

**Market Research News**

- [Losses for the Big Four Supermarkets](#) - 4/30/2014
- [Companies that 'wow' their customers are wasting up to 20% of operating costs](#) - 4/30/2014
- [Spring Time Boom for Financial Services Businesses](#) - 4/23/2014
- [Study Finds Saving Time And Money Are The Key To The Mobile Shopper](#) - 4/17/2014
- [Losses for the Big Four Supermarkets](#) - 4/18/2014

Some of our clients

[Feedback](#) - [Privacy](#) - [Common Market Research Titles/Glossary](#)

## Contact MarketResearchCareers

- If we can be of assistance, please contact:
  - Mike Carroll, Director Sales & Marketing  
email: [mcarroll@marketresearchcareers.com](mailto:mcarroll@marketresearchcareers.com)  
Phone: 1-800-872-5401