

Research Methodology

- Market research professionals were invited by email to participate in an online survey sponsored by MarketResearchCareers.com.
- Acquiring the opinions of 801 market research professionals, the aggregate data have a tolerance (error interval) of +/- 3.5%.
- The survey was conducted between July 7 and July 24, 2009 and obtained a completion rate of 82.6%.
- This survey builds upon and supplements the insights of the *Annual Survey of Market Research Professionals*—conducted by MarketResearchCareers since 2005.
- The “Opportunity Map Analysis” employs stated importance and satisfaction measurements for displayed attributes.

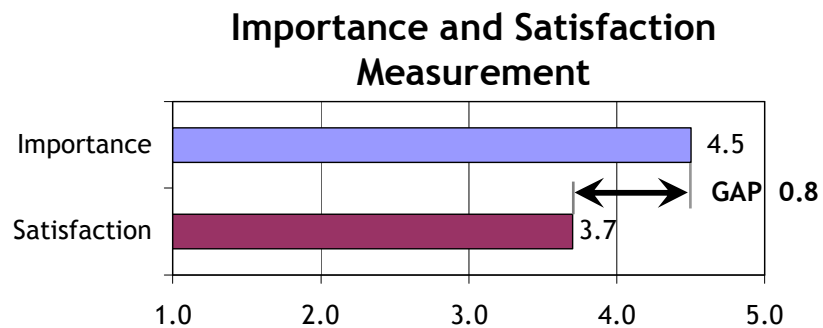
Statistical Significance throughout the Report:

* Means statistically different at the 90% confidence level

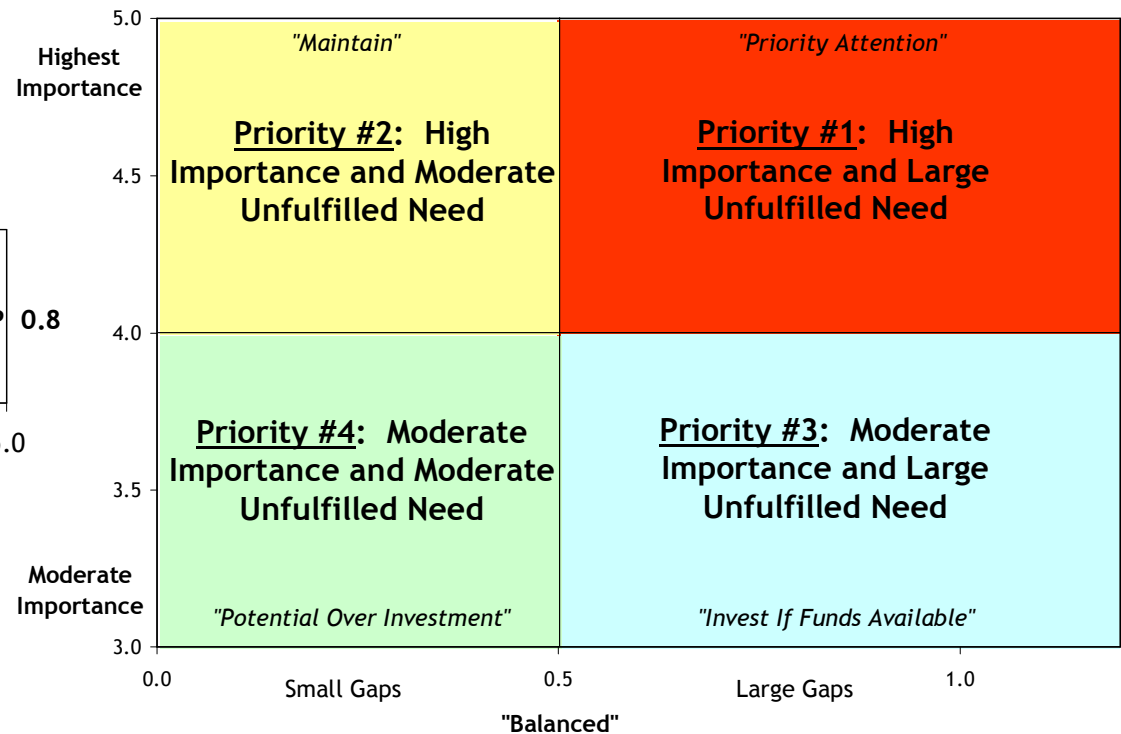
** Means statistically different at the 95% confidence level

Research Methodology: GAP and Opportunity Analysis

- The quadrant analysis uses stated importance and stated satisfaction levels for evaluated attributes. The difference between these measurements for each attribute is the GAP—or the level of unfulfilled need.
- The importance and GAP for each attribute are then plotted on the graph below revealing improvement priorities.



Example Opportunity Map

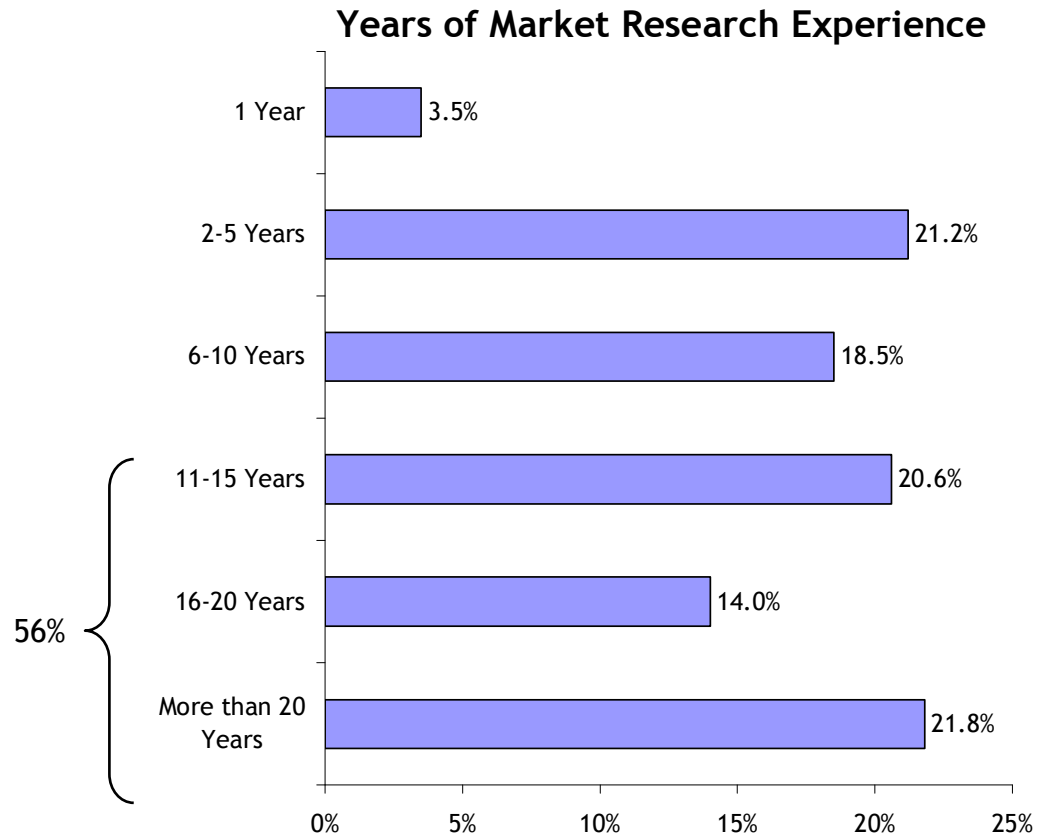


Gap = Importance - Satisfaction

Participant Profile

Market Research Experience

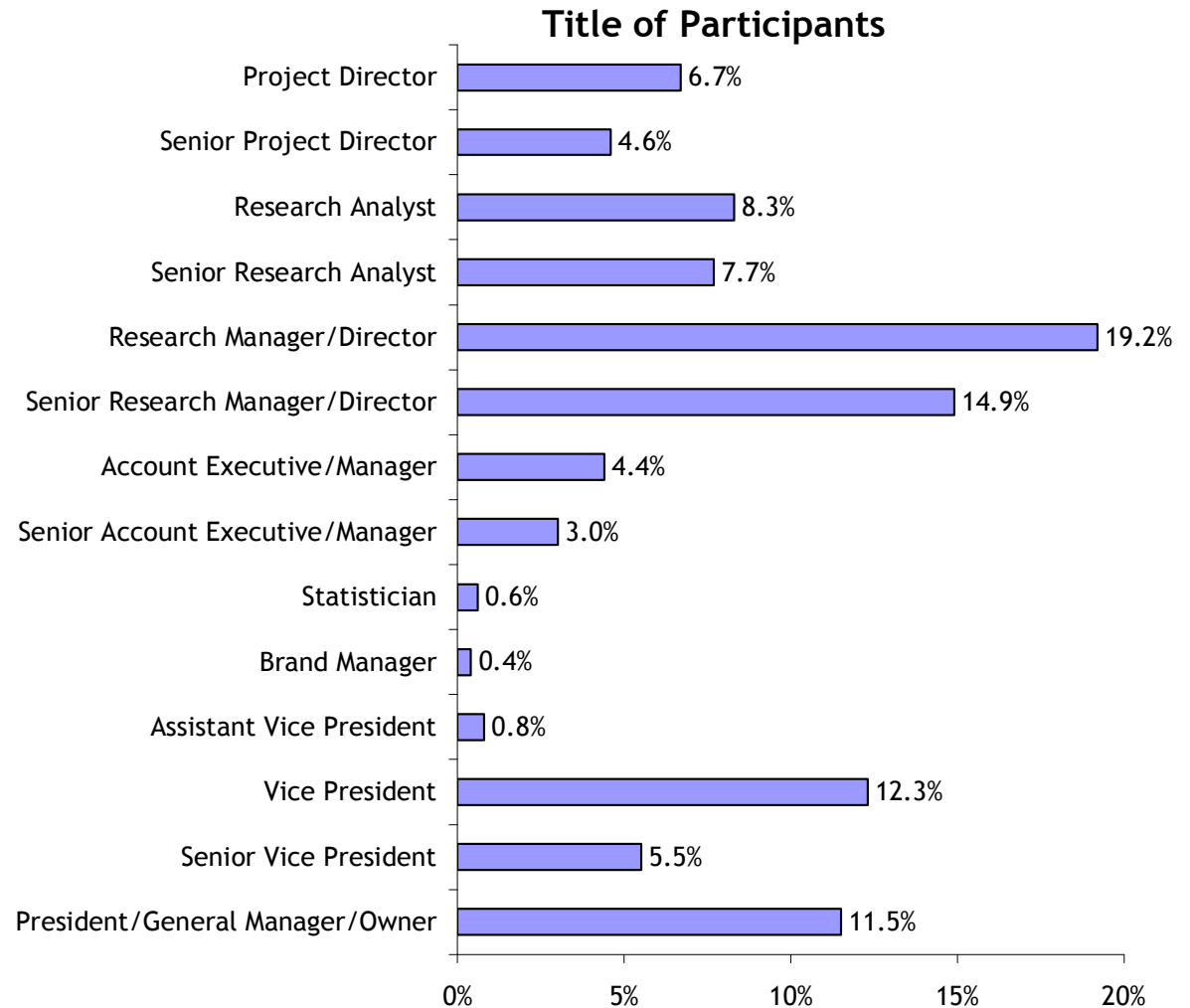
- More than half (56%) of all participants have over 10 years of experience conducting or directing market research.



Q: How many years have you been conducting or directing the conduct of market research? (Select one) N=801

Market Research Title

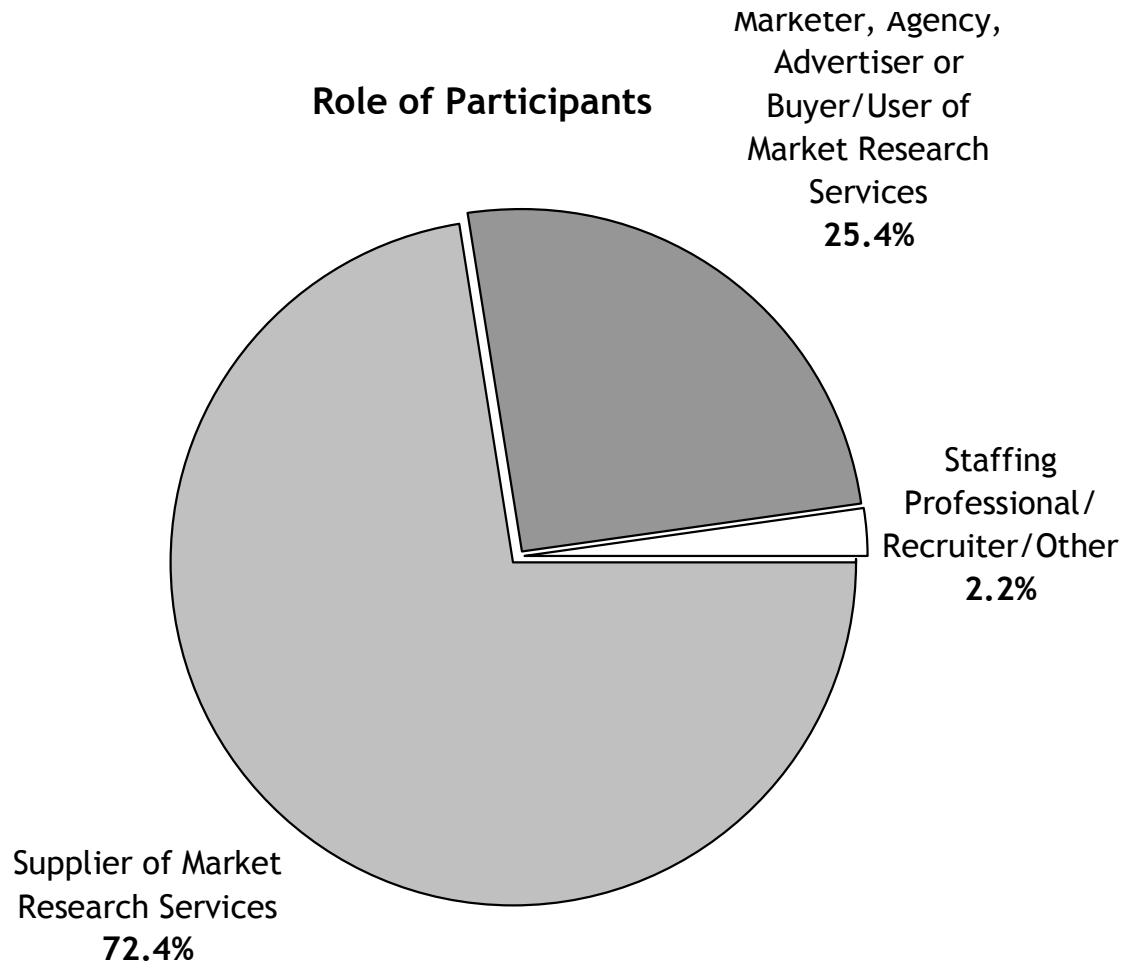
- Approximately one-third (34%) of all participants are Project Managers, followed by Vice Presidents (19%), Research Analysts (16%), Owners/GMs (12%), and Project Directors (11%).



Q: Which of the following best describes your title? (Select one)

Industry Role

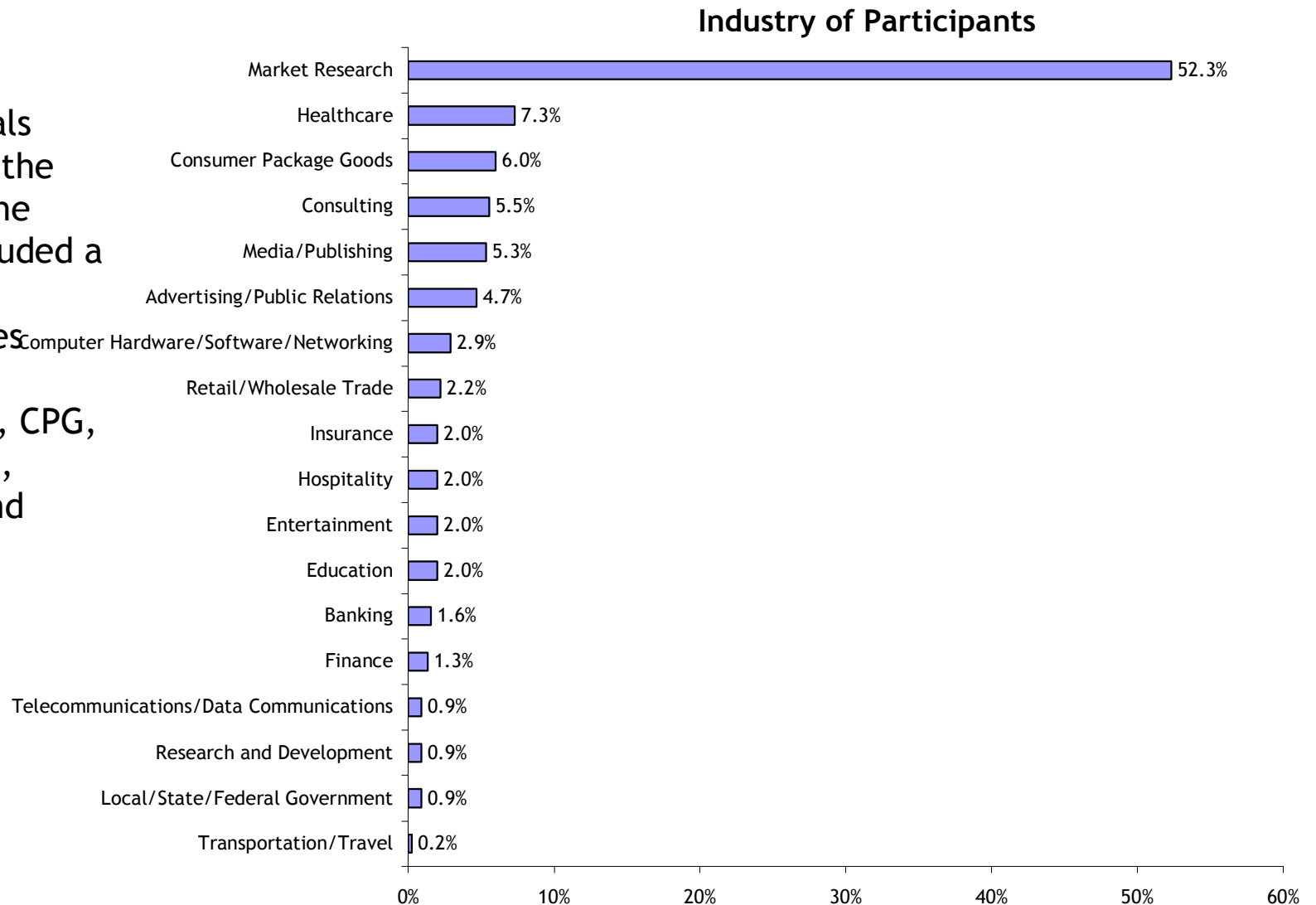
- Nearly three-quarters (72%) of all participants work for a market research supplier—with one-quarter (25%) working on the ‘client’ side.
- The balance (‘Other’ and recruiters) work or support various market research functions across many industries.



Q: Which best categorizes your company's participation within the market research industry? (Select one)

Industry Sectors

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



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

Company Demographics

- More than half (57%) of all participants work for companies with 500 or fewer employees.

Total Number of Employees

Number of Employees	Total
1 to 50	28.7%
51 to 100	11.3%
101 to 500	17.4%
501 to 1,000	6.9%
1,001 to 5,000	14.8%
5,001 to 50,000	10.5%
More than 50,000	7.1%
Not Sure	3.4%

} 57%

- Similarly, 58% of all participants work for companies with known annual revenues of \$500MM or less.

Annual Revenue

Annual Company Revenue	Total
Less than \$1M	9.9%
\$1.0M to \$10.0M	19.2%
\$10.1M to \$100.0M	20.5%
\$100.1M to \$500.0M	8.3%
\$500.1M to \$1.0B	4.5%
\$1.1B to \$5.0B	8.5%
More than \$5.0B	8.9%
Not Sure	20.2%

} 58%

Q: In total, how many people work in your company? (Select one)

Q: What is the annual revenue of your company? (Select one)