New for 2012

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2012 Annual Survey of Market Research Professionals February, 2012

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Research Methodology

- This is the **seventh** 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).
- The 2012 survey contained a core of questions from prior editions—providing a longitudinal perspective. The number of completions by edition are:

■ 2012: 500 Completions

2011: 550 Completions

■ 2010: 495 Completions

■ 2009: 612 Completions

■ 2008: 700 Completions

2007: 237 Completions

■ 2005: 335 Completions

- The 2012 survey initiative was fielded between January 12 and February 1, 2012 and obtained a completion rate of 67.9%.
- In total, the 2012 data have a tolerance (error interval) of +/- 4.4% at the 95% confidence interval.

Statistical Significance throughout the Report:

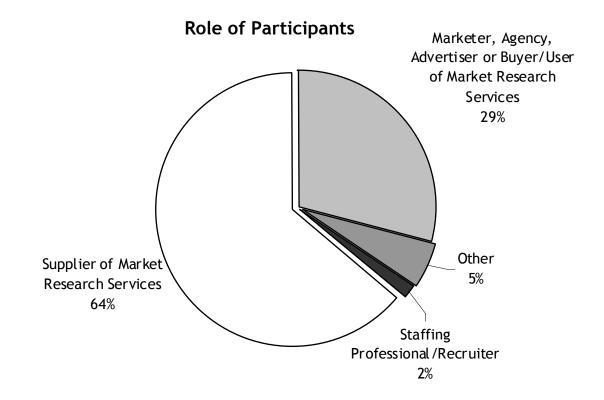
- * Means statistically different at the 90% confidence level
- ** Means statistically different at the 95% confidence level



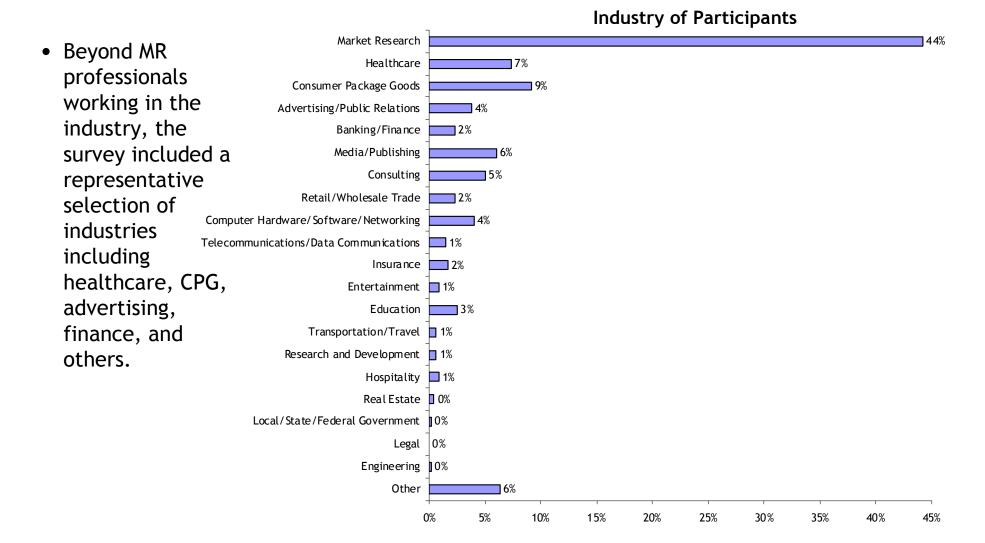
Participant Profile

Industry Role

- Again, nearly two-thirds (64%) 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.



Industry Sectors

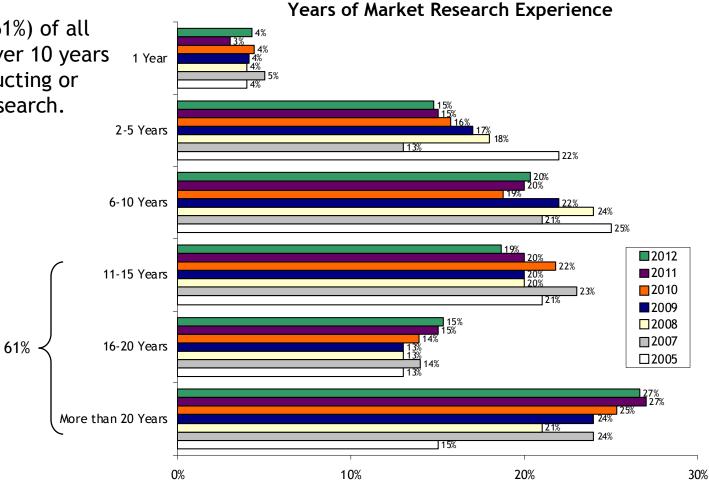


Q: In which industry does your company operate? (Select one) N=500



Market Research Experience

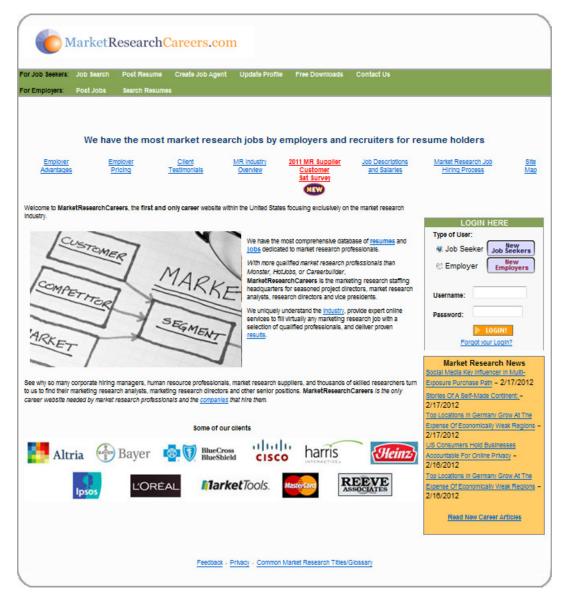
 Nearly two-thirds (61%) of all participants have over 10 years of experience conducting or directing market research.



Q: How many years have you been conducting or directing the conduct of market research? (Select one) N=500



About MarketResearchCareers



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