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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:

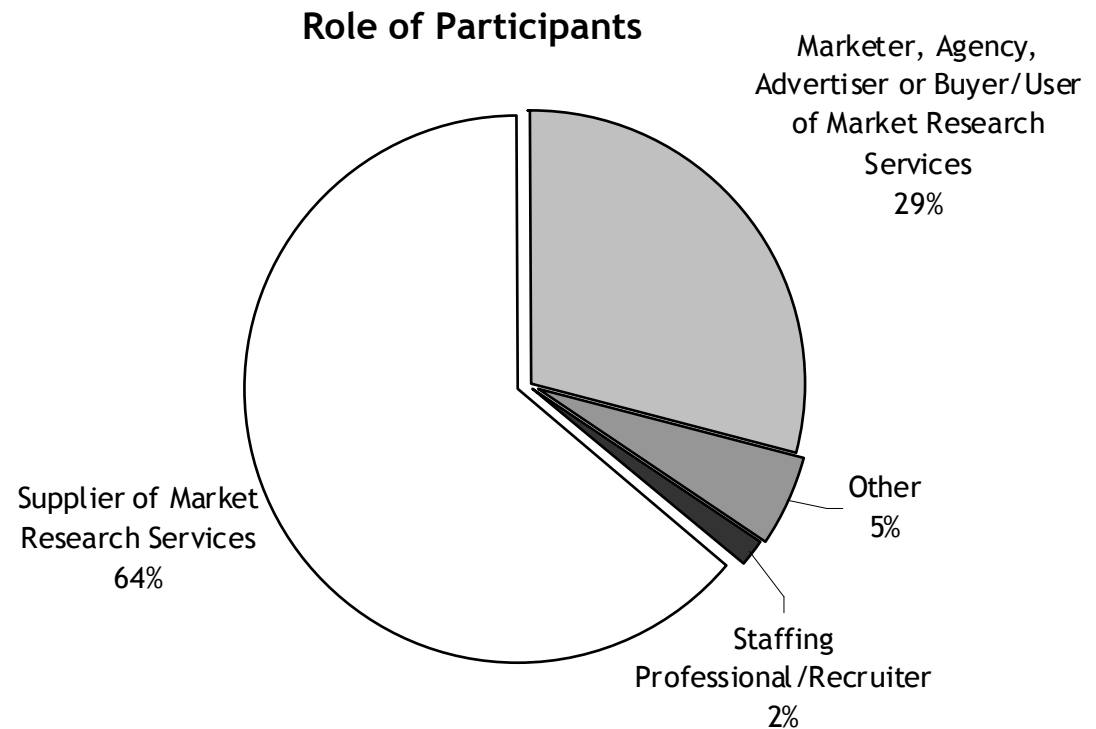
** Means statistically different at the 90% confidence level*

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

Participant Profile

Industry Role

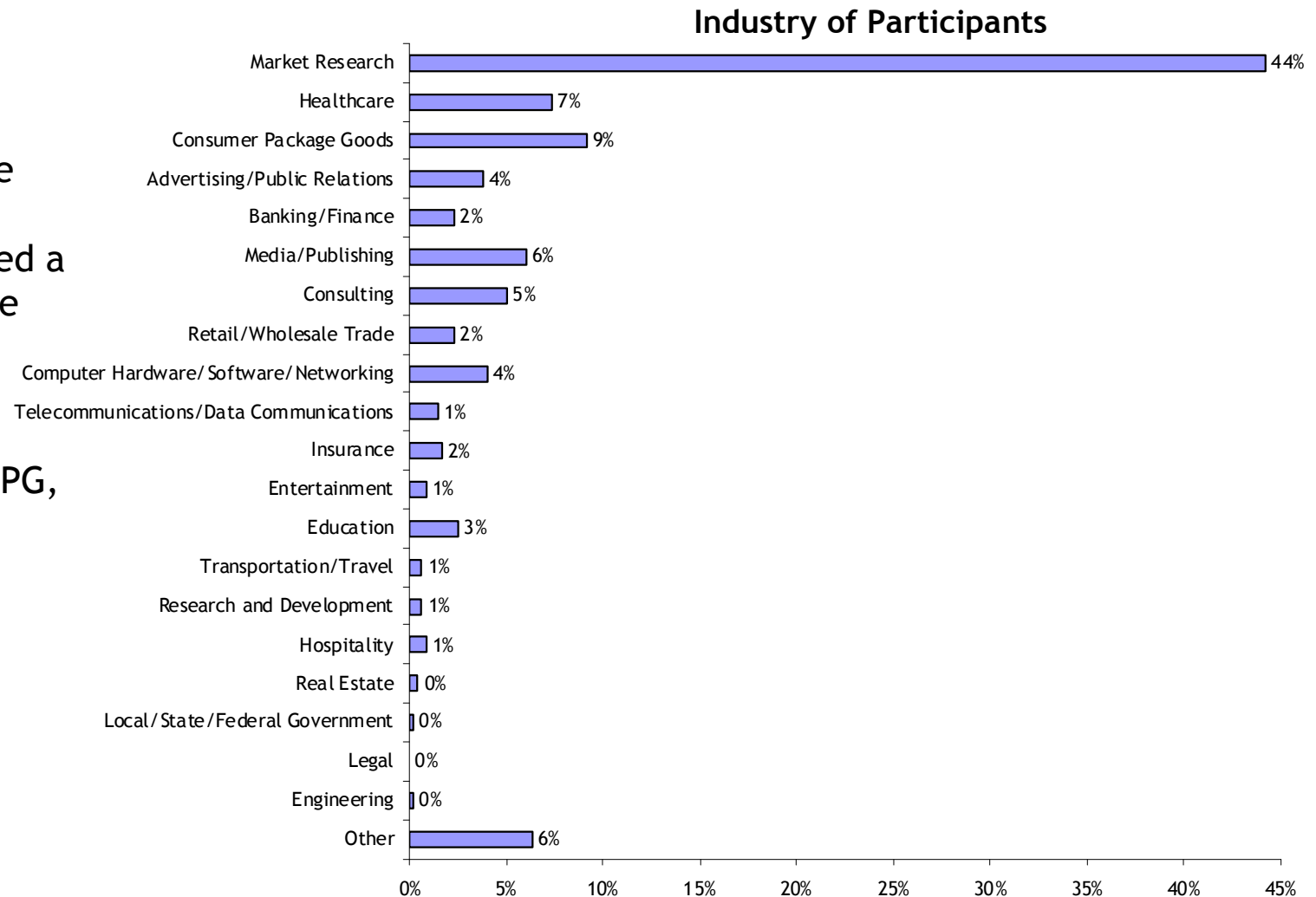
- Again, nearly two-thirds (64%) of all participants work for a market research supplier—with nearly one-third working on the ‘Client’ side.
- The balance (‘Other’) work in various market research functions across many industries.



Q: Which best categorizes your company's participation within the market research industry? (Select one) N=500

Industry Sectors

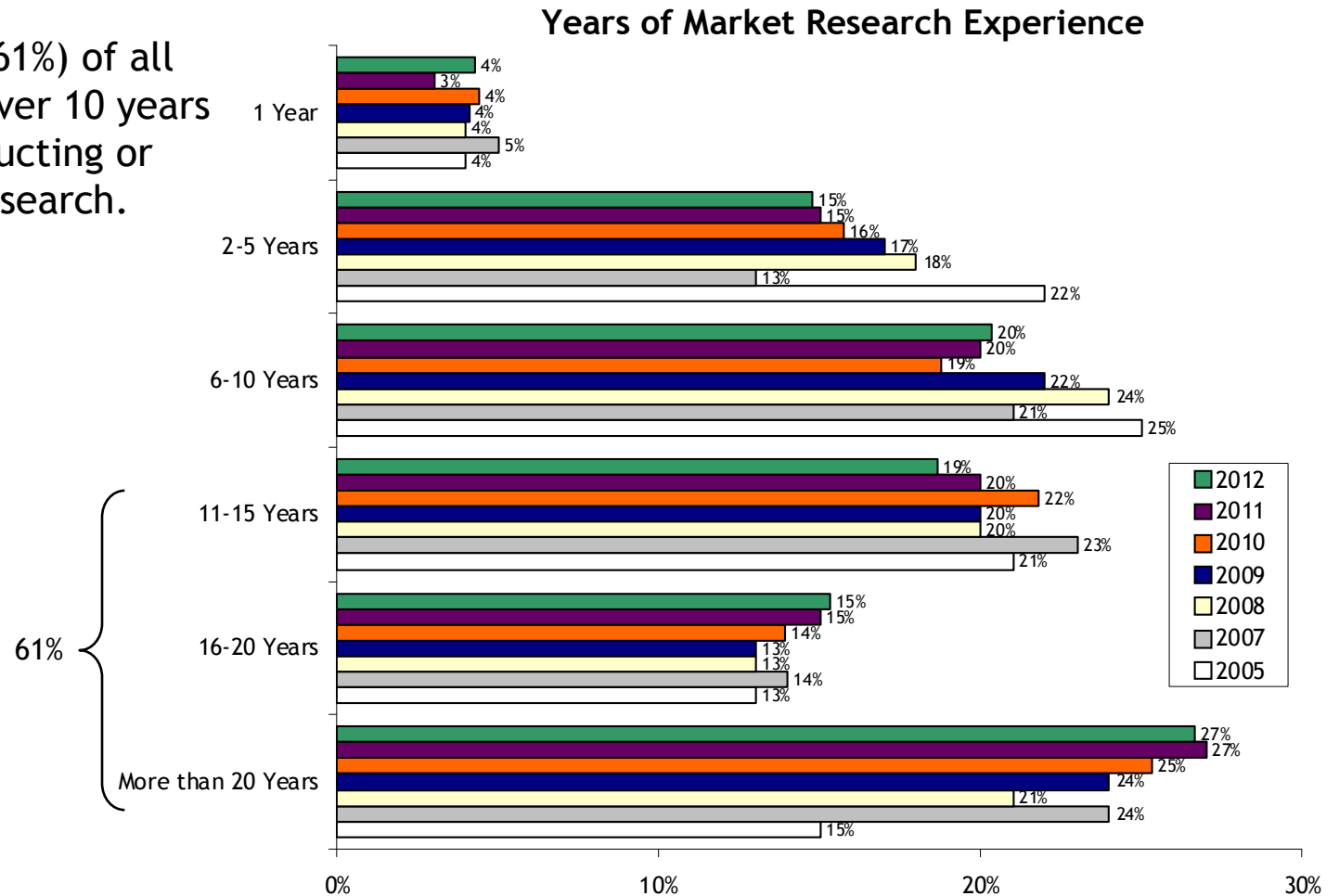
- Beyond MR professionals working in the industry, the survey included a representative selection of industries including healthcare, CPG, advertising, finance, and others.



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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