



2012 Market Research Supplier Satisfaction Survey September, 2012

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Research Methodology

- Market research professionals were selected and invited by email to participate in an online survey sponsored by MarketResearchCareers.com.
- To heighten data quality, participants were required to complete the survey in a single session employing a one-time use, authenticated URL (preventing forwarding and “ballot box stuffing”). Furthermore, participants were unable to return to previous questions in the survey.
- Acquiring the opinions of 550 market research professionals, the aggregate data have a tolerance (error interval) of +/- 4.2% at the 95% confidence level.
- The survey was conducted between July 30 and August 16, 2012 and obtained a completion rate of 74.6%.
- This survey builds upon and supplements the insights from prior three years.
- The “Opportunity Map Analysis” employs stated importance and satisfaction measurements for displayed attributes.

Statistical Significance throughout the Report:

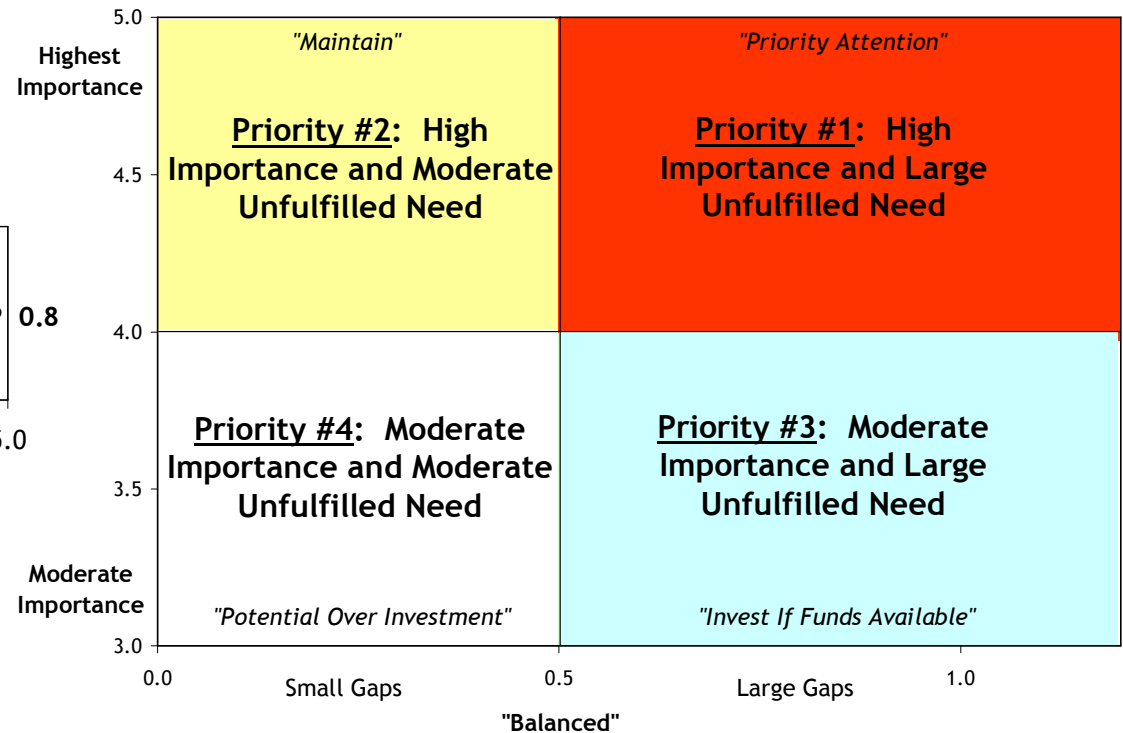
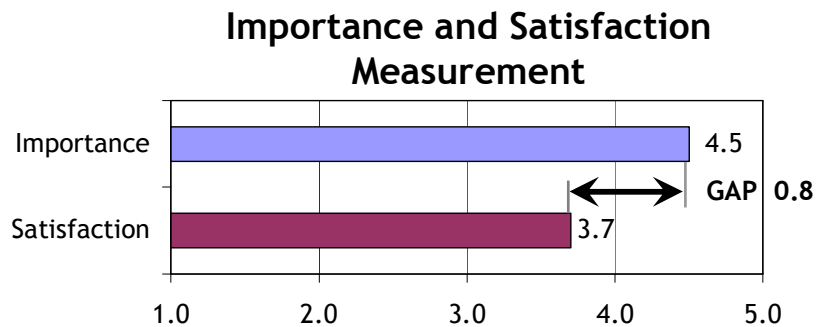
** Means statistically different at the 90% confidence level*

*** 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

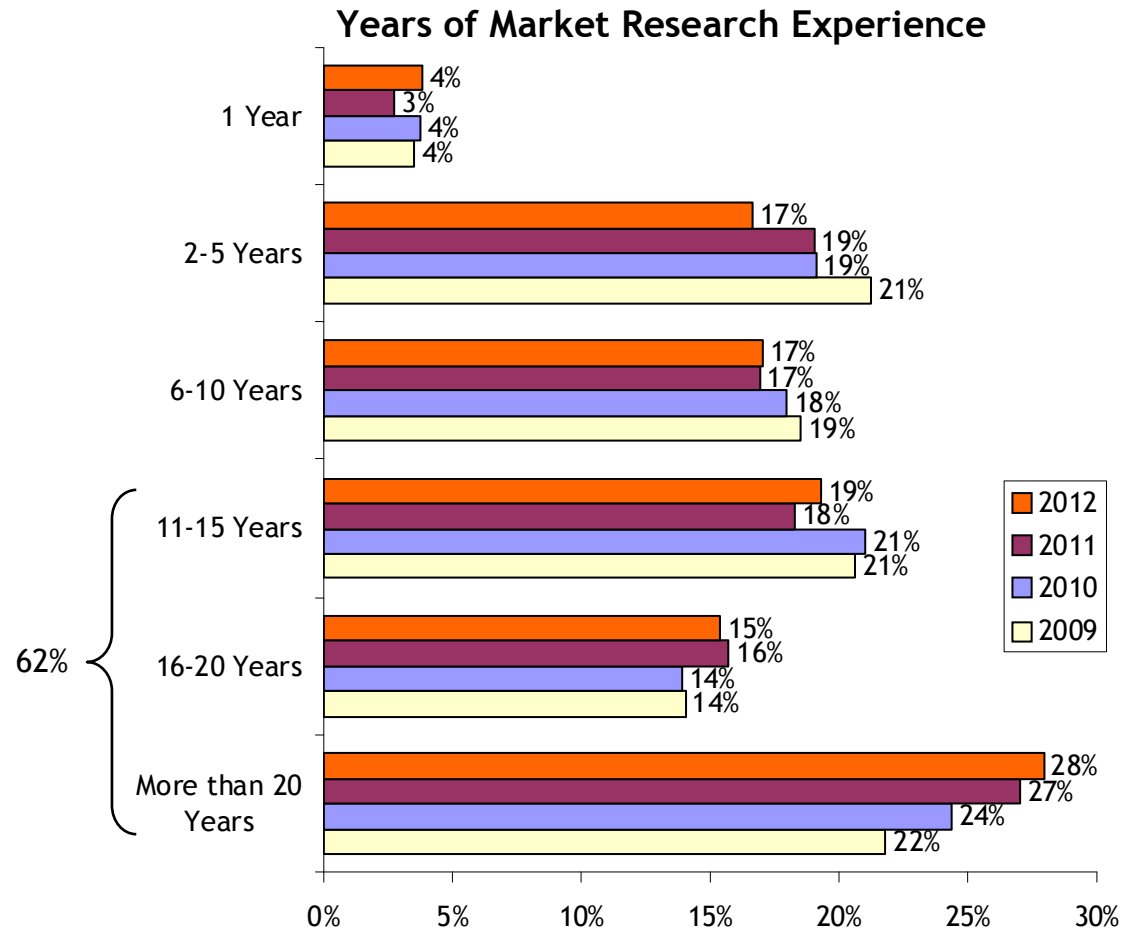


Gap = Importance - Satisfaction

Participant Profile

Market Research Experience

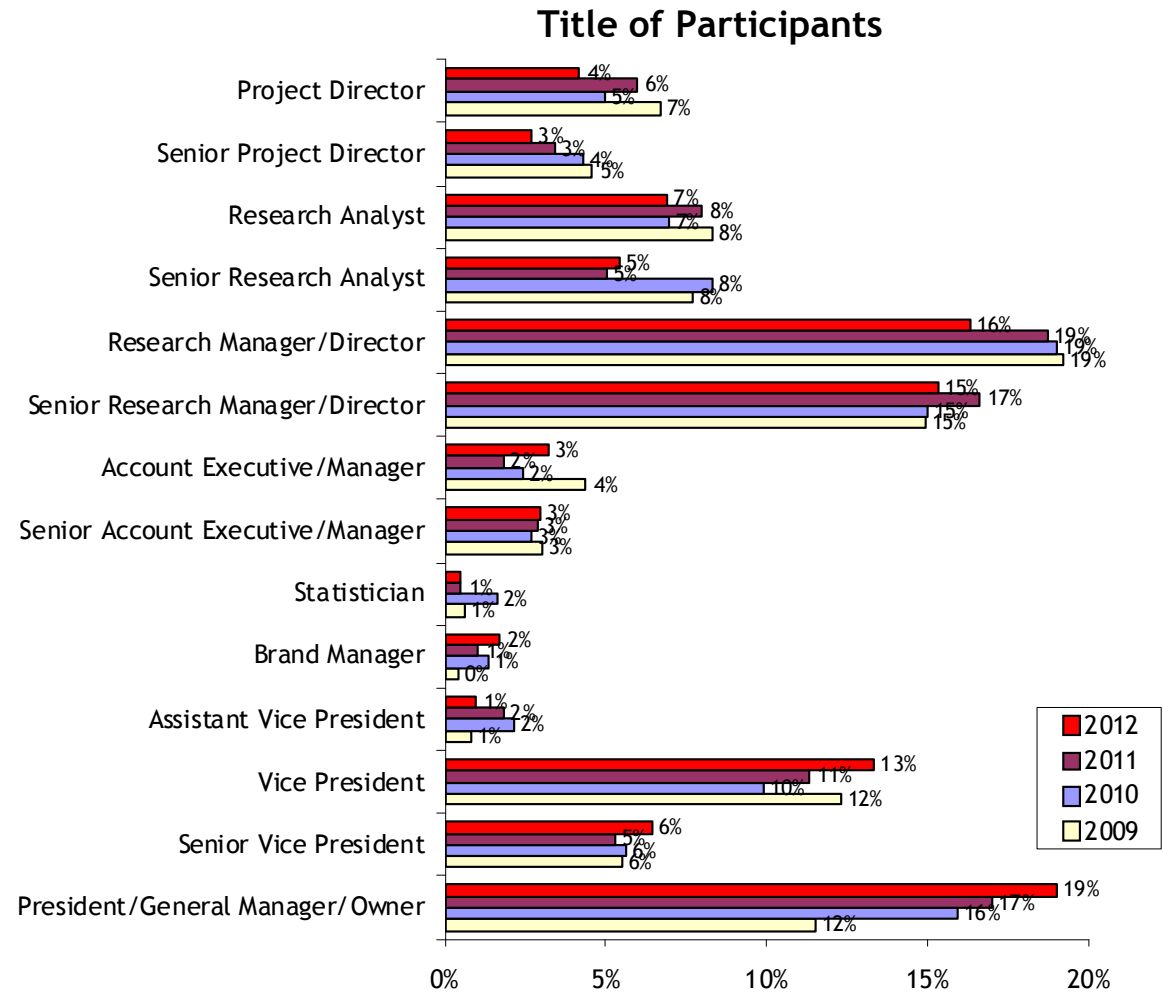
- Similar to prior years, nearly two-thirds (62%) of all participants have more than 10 years of experience conducting or directing market research.



Q: How many years have you been conducting or directing the conduct of market research? (Select one) N=550

Market Research Title

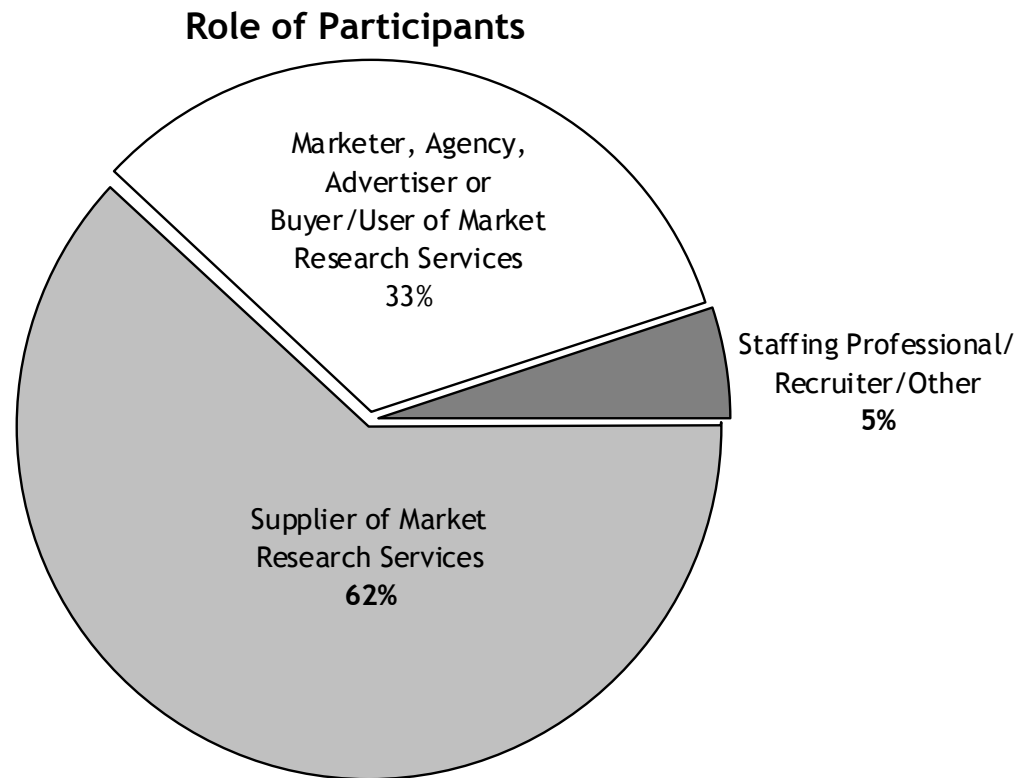
- As in previous years, nearly one-third (31%) of all participants are Research Managers, followed by Vice Presidents (21%), Research Analysts (12%), Owners/GMs (19%), and Project Directors (7%).



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

Industry Role

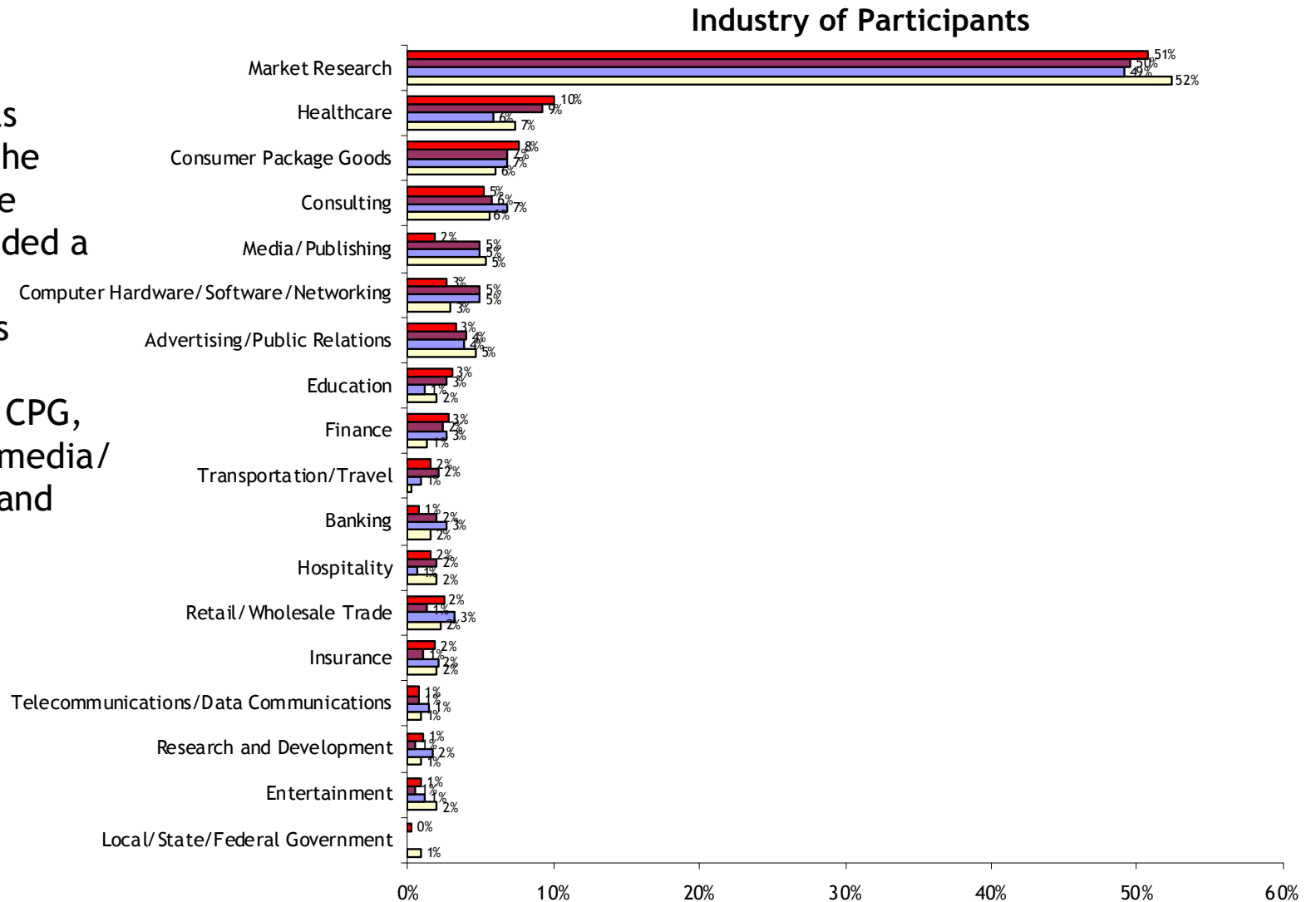
- Nearly two-thirds (62%) of all participants work for a market research supplier—with one-third (33%) working on the ‘client’ side.
- The balance (‘Other’ and recruiters) work or support various market research functions across many industries.



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, consulting, media/publishing, and others.



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

Company Demographics

- Nearly two-thirds of all participants (58%) work for companies with 500 or fewer employees.

Total Number of Employees

Number of Employees	2009	2010	2011	2012
1 to 50	29%	33%	33%	34%
51 to 100	11%	10%	10%	9%
101 to 500	17%	12%	17%	15%
501 to 1,000	7%	10%	8%	7%
1,001 to 5,000	15%	10%	10%	10%
5,001 to 50,000	11%	14%	15%	16%
More than 50,000	7%	8%	6%	7%
Not Sure	3%	2%	3%	2%

} 58%

- Similarly, half of all participants work for companies with known annual revenues of \$100MM or less.

Annual Revenue

Annual Company Revenue	2009	2010	2011	2012
Less than \$1M	10%	15%	16%	17%
\$1.0M to \$10.0M	19%	19%	17%	18%
\$10.1M to \$100.0M	20%	17%	17%	17%
\$100.1M to \$500.0M	8%	11%	8%	8%
\$500.1M to \$1.0B	4%	4%	3%	5%
\$1.1B to \$5.0B	9%	10%	9%	11%
More than \$5.0B	9%	10%	11%	9%
Not Sure	20%	15%	18%	16%

} 52%

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

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

About MarketResearchCareers

The screenshot shows the homepage of MarketResearchCareers.com. At the top is the logo and a navigation menu with links for Job Seekers (Job Search, Post Resume, Create Job Agent, Update Profile, Free Downloads, Contact Us) and Employers (Post Jobs, Search Resumes). Below the menu is a main heading: "We have the most market research jobs by employers and recruiters for resume holders". A row of links includes Employer Advantages, Employer Pricing, Client Testimonials, MR Industry Overview, a new 2012 Survey of Market Research Professionals, Job Descriptions and Salaries, Market Research Job Hiring Process, a DigiCareers logo, and Site Map. A welcome message states: "Welcome to MarketResearchCareers, the first and only career website within the United States focusing exclusively on the market research industry." To the left is a diagram with boxes labeled CUSTOMER, COMPETITOR, MARKET, and SEGMENT, with arrows pointing to a central box labeled MARKE. To the right is a "LOGIN HERE" section with radio buttons for Job Seeker (selected) and Employer, fields for Username and Password, a LOGIN! button, and a link for "Forgot your Login?". Below the login section is a "Market Research News" section with several article titles and dates. At the bottom is a "Some of our clients" section with logos for Altria, Bayer, BlueCross BlueShield, CISCO, harris INTERACTIVE, Heinz, Ipsos, L'OREAL, MarketTools, MasterCard, and REEVE ASSOCIATES. A footer contains links for Feedback, Privacy, and Common Market Research Titles/Glossary.

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