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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 525 market research professionals, the aggregate data have a tolerance (error interval) of +/- 4.3% at the 95% confidence level.

• The survey was conducted between August 14 and August 30, 2013 and obtained a completion rate of 68.2%.

• This survey builds upon and supplements the insights from the prior four 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**

\[ \text{Gap} = \text{Importance} - \text{Satisfaction} \]
Participant Profile
Market Research Experience

- Similar to prior years, nearly two-thirds (65%) 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=525
Market Research Title

As in previous years, nearly one-third (30%) of all participants are Research Managers, followed by Vice Presidents (23%), Research Analysts (11%), Owners/GMs (20%), and Project Directors (8%).

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

• Nearly two-thirds (63%) of all participants work for a market research supplier—with one-third (32%) 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)

Overview
See Report for Details

Industry of Participants

Market Research
Healthcare
Consumer Package Goods
Consulting
Media/Publishing
Computer Hardware/Software/Networking
Advertising/Public Relations
Education
Finance
Transportation/Travel
Banking
Hospitality
Retail/Wholesale Trade
Insurance
Telecommunications/Data Communications
Research and Development
Entertainment
Local/State/Federal Government

2013
2012
2011
2010
2009

0% 10% 20% 30% 40% 50% 60%

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MarketResearchCareers.com
Company Demographics

- Nearly two-thirds of all participants (60%) work for companies with 500 or fewer employees.

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

### Total Number of Employees

<table>
<thead>
<tr>
<th>Number of Employees</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
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<td>16%</td>
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<td>501 to 1,000</td>
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### Annual Revenue

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<th>2011</th>
<th>2012</th>
<th>2013</th>
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<td>16%</td>
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<tr>
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<td>18%</td>
<td>18%</td>
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<td>$10.1M to $100.0M</td>
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<td>17%</td>
<td>17%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>$100.1M to $500.0M</td>
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<td>11%</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
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<td>4%</td>
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<td>15%</td>
<td>18%</td>
<td>16%</td>
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