

2014 Summary



2014 Annual Survey of Market Research Professionals

May, 2014

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Research Methodology

- This is the ninth 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 2014 survey contained a core of questions from prior editions—providing a longitudinal perspective. The number of completions by edition are:
 - 2014: 606 Completions
 - 2013: 501 Completions
 - 2012: 500 Completions
 - 2011: 550 Completions
 - 2010: 495 Completions
 - 2009: 612 Completions
 - 2008: 700 Completions
 - 2007: 237 Completions
 - 2005: 335 Completions
- The 2014 survey was fielded between January 23 and February 13, 2014 and obtained a completion rate of 70.5%.
- In total, the 2014 data have a tolerance (error interval) of +/- 4.0% 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

Perceptions of Market Research Suppliers

Perception of Online Sample Providers

2014 Summary

2014 Perception of Online Sample Providers

Sorted Alphabetically Below: Use our Interactive Ranking Tool at: <http://www.marketresearchcareers.com/Survey2014>

	Is a Thought Leader	Provides Quality Deliverables	Offers Unique Methodologies	Has the Best Employees	Effectively Uses Technology	None of these Attributes	N=
Authentic Response/Return Path							80
CINT							67
e-Rewards / Research Now							188
Experian							62
GMI							110
Ipsos							88
LightSpeed							83
Luth							64
MarketTools / Zoom erang							62
SSI							150
SurveyMonkey							86
Toluna							104
uSamp							105
Other							58

See Detailed Report

Q: Selecting ONLY the ONLINE market research sample suppliers you REGULARLY use, please select the attributes that apply to each firm.
 Questions only asked and answered by MR Suppliers answering "Yes" to Does your firm purchase ONLINE "sample" for the execution of its market research projects? N=269

Perception of Qualitative Research Providers

2014 Summary

2014 Perception of Qualitative Research Providers

Sorted Alphabetically Below: Use our Interactive Ranking Tool at: <http://www.marketresearchcareers.com/Survey2014>

	Is a Thought Leader	Provides Offers Unique Methodologies	Quality Deliverables	Has the Best Employees	Effectively Uses Technology	None of these Attributes	N=
7th Sense							6
Blackstone Group							9
C+R Research							13
Clear							4
CW							9
Doyle Research							5
Firefly (Millward Brown)							14
Flamingo							8
Gongos Research							6
GutCheck							7
Hall and Partners							17
InsideOut Insights							5
Ipsos/Synovate							26
Murphy Market Research / Trendtown							6
Primary Insights, Inc.							5
TNS							20
Truth							9
Other							32

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Q: Selecting ONLY the QUALITATIVE market research suppliers you REGULARLY use, please select the attributes that apply to each firm. Questions only asked and answered by MR Buyers N=154

Perception of Syndicated Research Providers

2014 Summary

2014 Perception of Syndicated Research Providers

Sorted Alphabetically Below: Use our Interactive Ranking Tool at: <http://www.marketresearchcareers.com/Survey2014>

	Is a Thought Leader	Provides Unique Methodologies	Effectively Quality Deliverables	Has the Best Employees	Effectively Uses Technology	None of these Attributes	N=
Arbitron							10
com Score							35
dunnhumby USA							19
Forrester							48
Frost & Sullivan							18
Gartner							32
IDC							17
IMS Health							21
J.D. Power							30
Nielsen							73
NPD							26
Scarborough							17
Simmons Market Research							21
Symphony Health Solutions							10
SymphonyIRI							19
Yankee Group							7
Other							10

See Detailed Report

Q: Selecting ONLY the market research suppliers you REGULARLY use, please select the attributes that apply to each firm. Questions only asked and answered by MR Buyers N=212

Perception of Full Service Research Providers

2014 Summary

2014 Perception of Full Service Research Providers

Sorted Alphabetically Below: Use our Interactive Ranking Tool at: <http://www.marketresearchcareers.com/Survey2014>

	Provides Is a Thought Leader	Offers Unique Methodologies	Quality Deliverables	Has the Best Employees	Effectively Uses Technology	None of these Attributes	N=
Affinova							36
BASES							37
Brain Juicer							31
Burke							29
C&R Research Services							27
Chadwick Martin Bailey							16
CMI							19
Data Monitor							24
Decision Analyst							21
Directions Research							18
GfK							62
Gongos							12
Harris Interactive							39
ICF International							10
InsightExpress							29
Ipsos/Synovate							70
Kantar							43
Kelton Research							13
KS&R							14
Leo J. Schapiro							12

See Detailed Report

Q: Selecting ONLY the market research suppliers you REGULARLY use, please select the attributes that apply to each firm.
Questions only asked and answered by MR Buyers N=212

Perception of Full Service Research Providers (continued)

2014 Summary

2014 Perception of Full Service Research Providers

Sorted Alphabetically Below: Use our Interactive Ranking Tool at: <http://www.marketresearchcareers.com/Survey2014>

	Is a Thought Leader	Provides Unique Methodologies	Quality Deliverables	Effectively Has the Best Employees	None of these Attributes	Uses Technology	N=
Lieberman Research Group (East)							18
Lieberman Research Worldwide (West)							30
LRA Worldwide							8
M/A/R/C							19
Maritz							22
Market Strategies							19
Market Vision							15
MarketTools							15
Millward Brown/Dynamic Logic							50
Morpace							14
MVL Group							9
National Analysts							14
National Research Corp							10
Opinion Research							15
Pert							12
Phoenix Marketing							13
Q Research Solutions							14
Radius							14
RDA Group							12
Research International							11
RTi							11
Strategy One							8
TNS							36
Vision Critical							25
Walker Information							8
YouGov							10

See Detailed Report

Q: Selecting ONLY the market research suppliers you REGULARLY use, please select the attributes that apply to each firm. Questions only asked and answered by MR Buyers N=212

Perception of Online Survey Software Providers

2014 Summary

2014 Perception of Online Survey Software Providers

Sorted Alphabetically Below: Use our Interactive Ranking Tool at: <http://www.marketresearchcareers.com/Survey2014>

	Is a Thought Leader	Provides Unique Methodologies	Quality Deliverables	Has the Best Employees	Effectively Uses Technology	None of these Attributes	N=
CfMC Survent							41
Confirm It							96
eSurveysPro							35
EZSurvey							34
GMI							42
In-House/Proprietary							98
Inquisite							33
InsightExpress							42
Nebu							36
Qualtrics							121
QuestionPro							37
SAS							47
Sawtooth Software							65
Snap							40
SPSS							110
StatPac							33
SurveyGizmo							52
SurveyMonkey							119
SurveyWriter							42
Vision Critical							52
Vovici							50
Voxco							37
WebSurveyor							33
Zoom erang/Ztelligence							49

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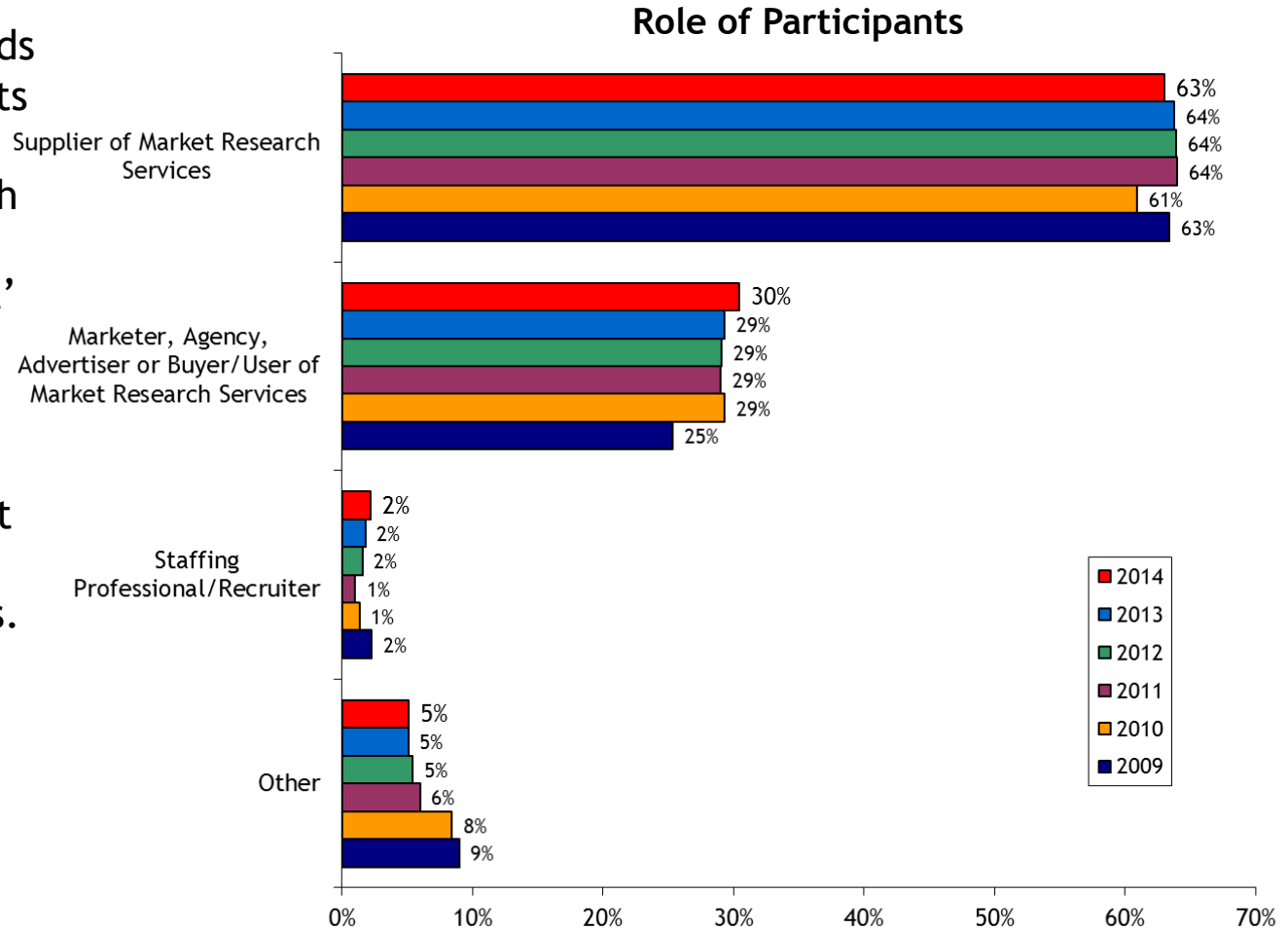
Q: Selecting ONLY THE ONLINE survey software you REGULARLY use, please select the attributes that apply to each firm.
 Questions only asked and answered by MR Buyers and Suppliers answering "Yes" to: Do you, your department, or your company use software to create and field ONLINE surveys? N=411

Participant Profile

Industry Role

2014 Summary

- Again, nearly two-thirds (63%) 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.



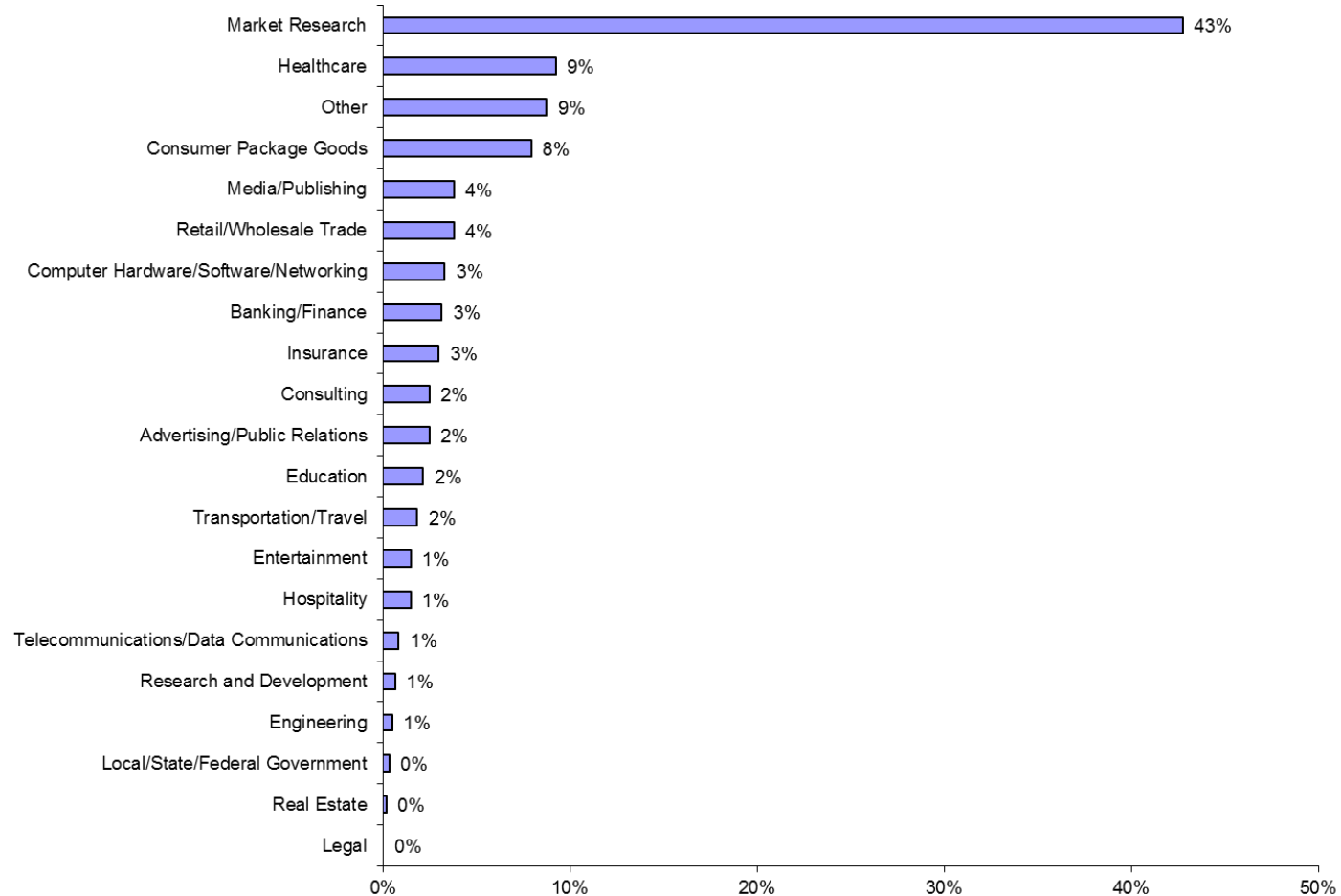
Q: Which best categorizes your company’s participation within the market research industry? (Select one) N=606

Industry Sectors

2014 Summary

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

Industry of Participants



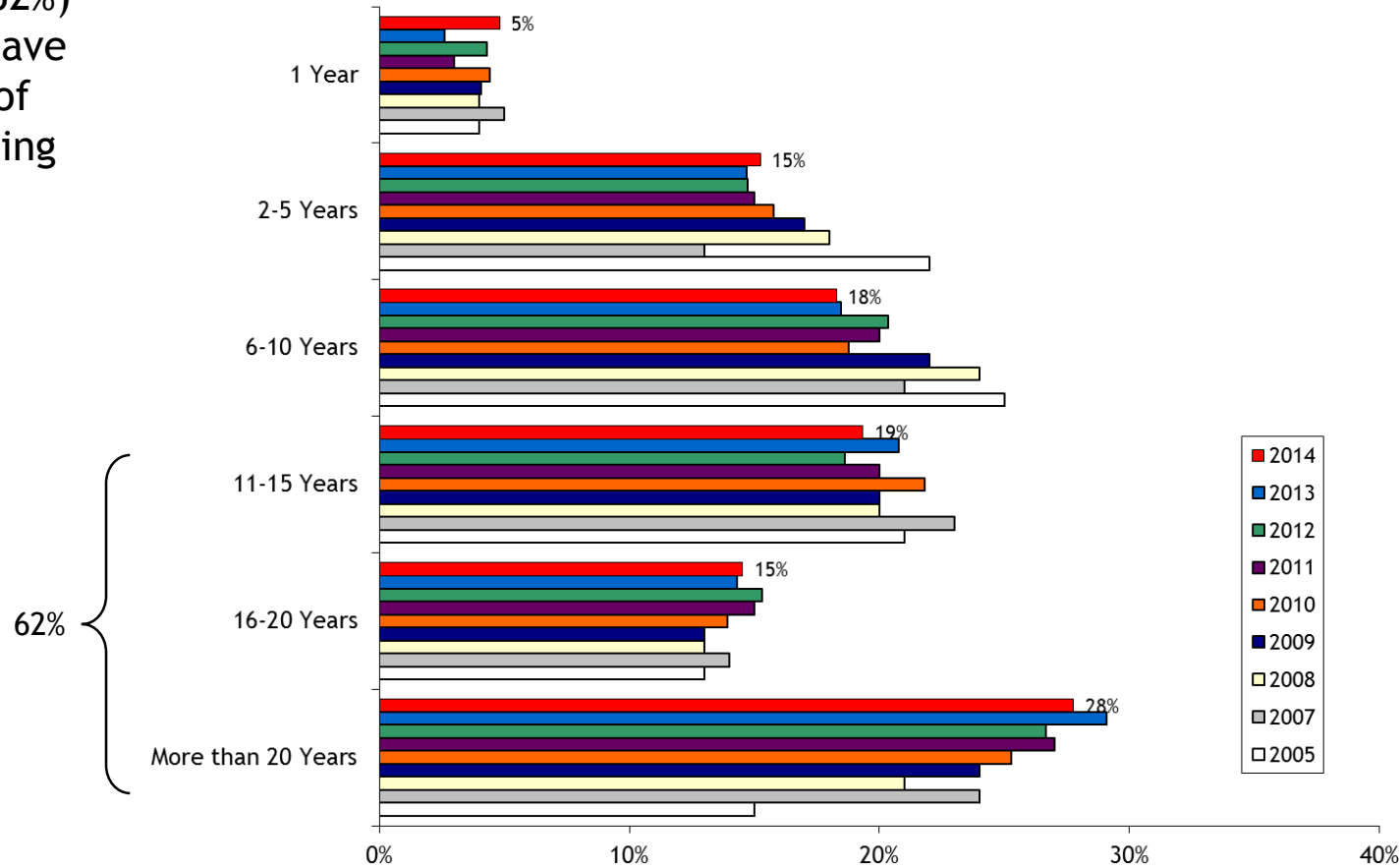
Q: In which industry does your company operate? (Select one) N=606

Market Research Experience

2014 Summary

- Nearly two-thirds (62%) of all participants have more than 10 years of experience conducting or directing market research.

Years of Market Research Experience



Q: How many years have you been conducting or directing the conduct of market research? (Select one) N=606

About MarketResearchCareers

2014 Summary

The screenshot shows the homepage of MarketResearchCareers.com. At the top is the logo and navigation menu for job seekers and employers. The main content area features a headline about having the most market research jobs, followed by a grid of links to various resources. A central text block describes the site's comprehensive database and services. To the right is a login section with user type selection and input fields. Below the main text is a section for client logos, including Altria, Bayer, BlueCross BlueShield, Cisco, Harris Interactive, Heinz, Ipsos, L'Oréal, MarketTools, MasterCard, and Reeve Associates. A sidebar on the right contains a 'Market Research News' section with several article links. The footer includes links for feedback, privacy, and a glossary.

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