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# *2012 Annual Survey of Market Research Professionals*

February, 2012

## Summary Report

*Complete Report: 64 Pages*

*http://www.marketresearchcareers.com/2012*

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# Key Findings

- Among buyers of research, MR budgets are expected to decrease by 3.1% in 2012—see: http://www.prweb.com/releases/research_budgets/marketresearchcareers/prweb9288837.htm
- Researchers believe their organizations provide quality products, hire smart people, and appreciate their work. However, most researchers believe their company lacks professional challenges, competitive pay, and career advancement opportunities.
- Fewer researchers expect to search for a job in 2012—down by 6 percentage points.
- 34% of researchers do not expect a raise in 2012—up from 31% in 2011.
- Across all job titles and experience levels, the annual salary of an MR Professional increased by 1.9% in 2012 to $99,000 with an annual bonus of $18,000.
- Social media and DIY research are more commonly viewed as industry challenges.
- Researchers expect to increase their focus upon mobile and tablet methods during 2012.

# Methodology

- As the seventh edition, each year's survey consists of market research professionals who were invited to participate in an online survey sponsored by MarketResearchCareers.
- The 2012 survey initiative was fielded between January 12 and February 1, 2012 acquiring 500 total completions (MR Buyers and Suppliers) and a completion rate of 67.9%.

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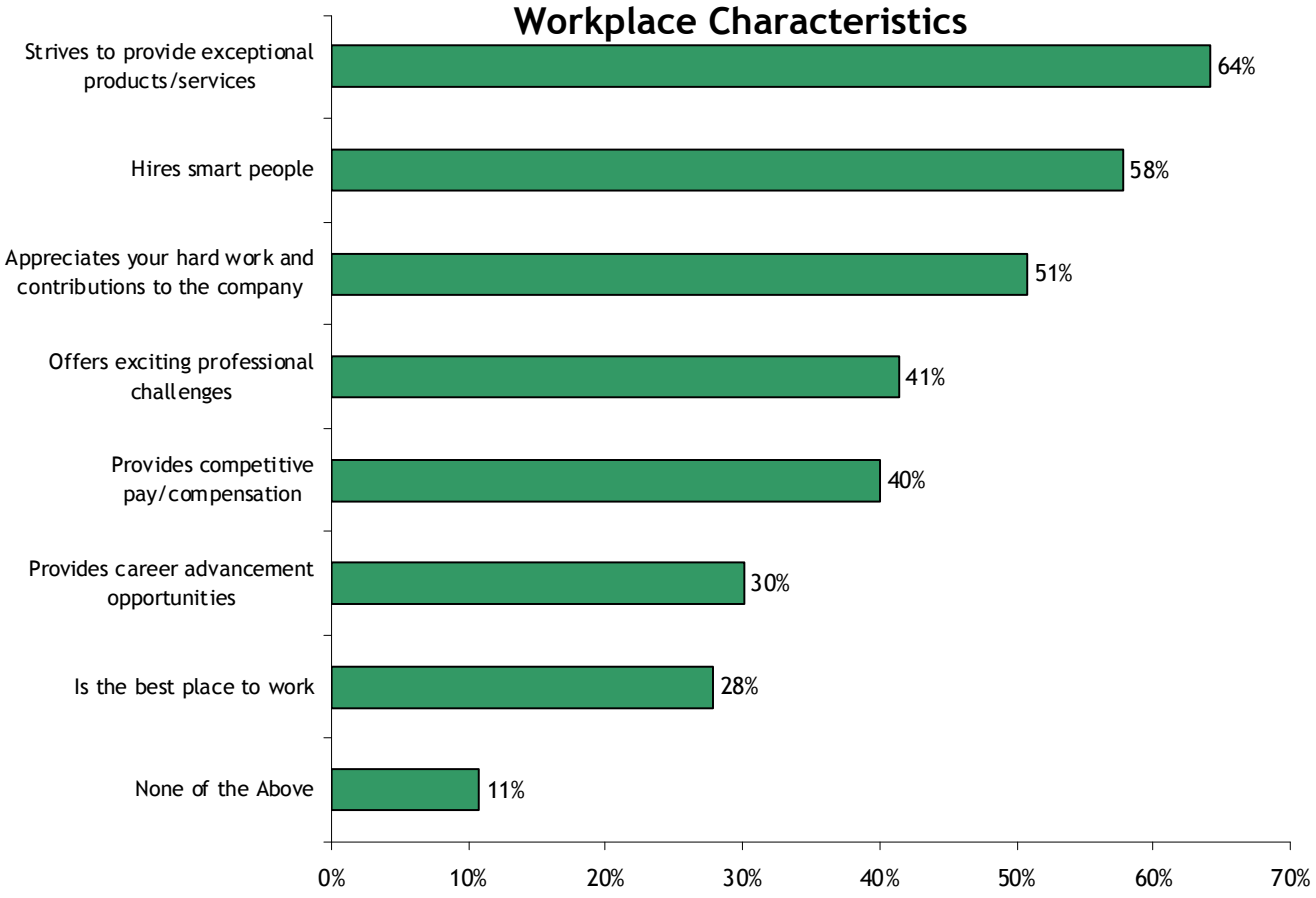
# Workplace Characteristics

- Researchers believe their organizations provide quality products, hire smart people, and appreciate their work. However, most researchers believe their company lacks professional challenges, competitive pay, and career advancement opportunities.




*Q: Which of the following describes your company? (Select all that apply) N=500*

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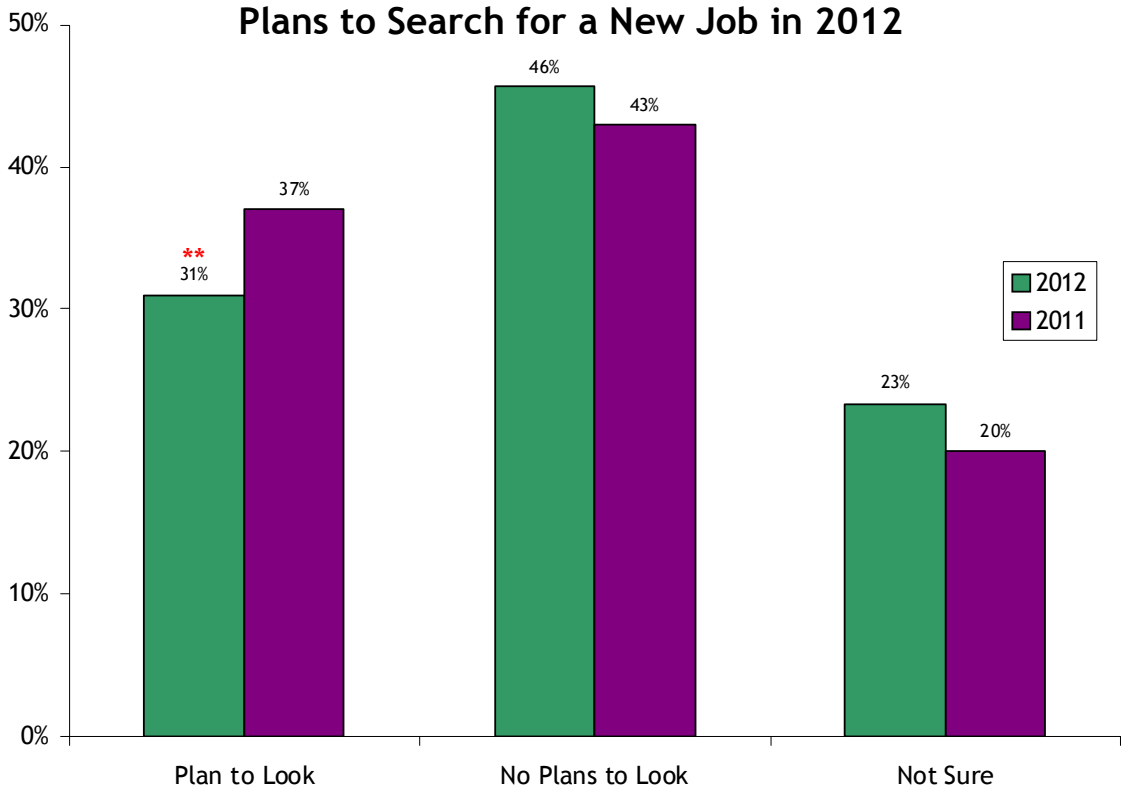
# Looking For New Jobs

- Down by 6 percentage points, less than one-third (31%) of MR professionals plan to look for a new position in 2012. Those likely to search for a new job in 2012 include MR Clients/Buyers, those with less experience, those in larger organizations, or those not satisfied with their current job.




| Type of Company | Plan to Look | Do Not Plan to Look | Not Sure |
|---|---|---|---|
| MR Client/Buyer | 37% | 36% | 27% |
| MR Supplier | 28% | 51% | 22% |

| Years of Experience | Plan to Look | Do Not Plan to Look | Not Sure |
|---|---|---|---|
| 1-5 Years | 42% | 34% | 24% |
| 6-15 Years | 35% | 39% | 26% |
| 16 or More Years | 24% | 54% | 21% |

| Job Satisfaction Level | Plan to Look | Do Not Plan to Look | Not Sure |
|---|---|---|---|
| Satisfied | 15% | 62% | 23% |
| Neutral | 49% | 16% | 34% |
| Not Satisfied | 76% | 7% | 17% |

| Number of Employees | Plan to Look | Do Not Plan to Look | Not Sure |
|---|---|---|---|
| 1 to 100 | 24% | 56% | 20% |
| 101 to 1,000 | 36% | 47% | 17% |
| 1,001 or More | 38% | 32% | 31% |

*Q: Do you, yourself, plan to look for a new position in 2012? (Select one) N=500*

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# Positions to Fill in 2012

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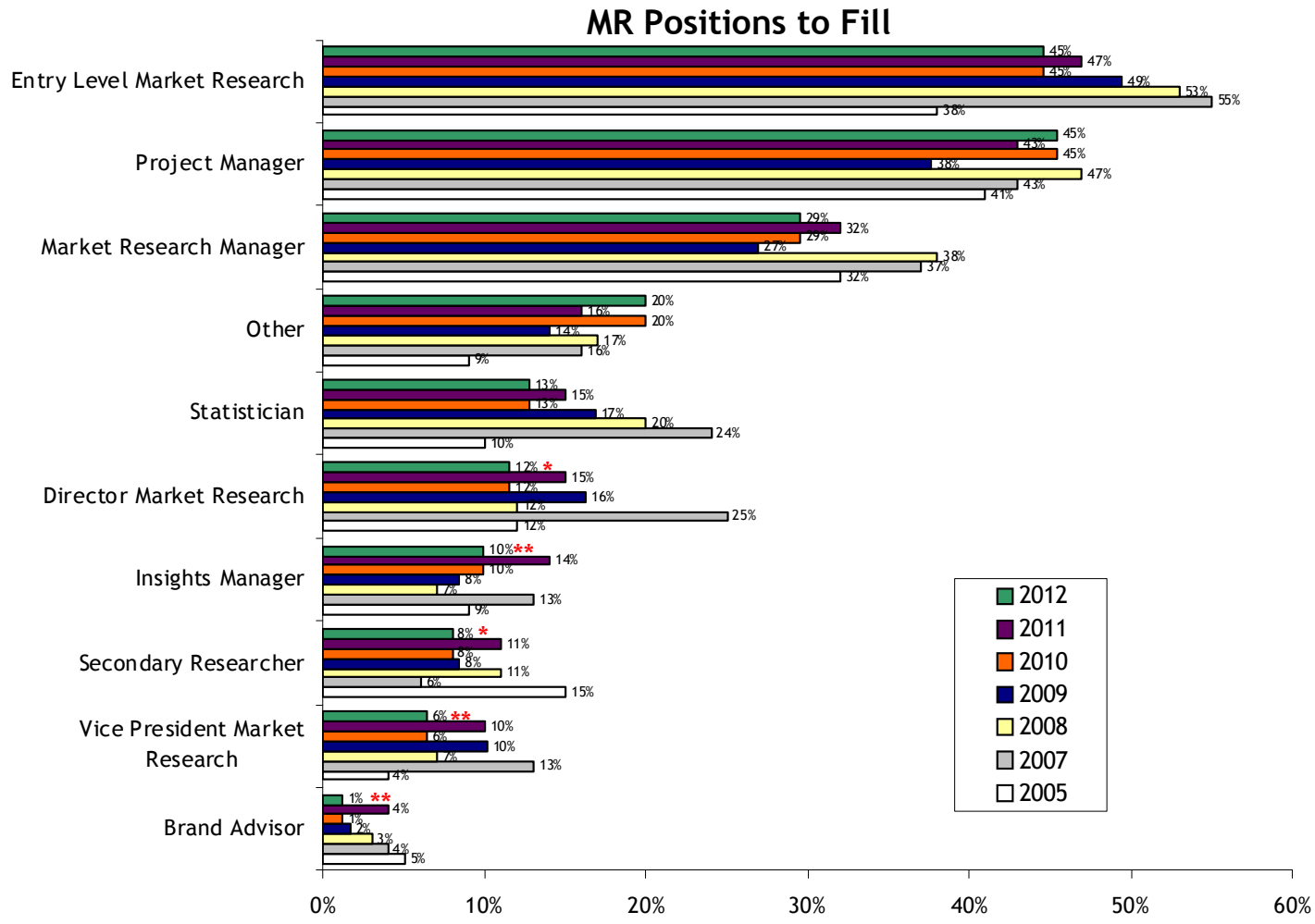
- Relatively unchanged from 2011, Entry Level Researchers, Project Managers, and Research Managers will be in demand during 2012.
- Demand for senior level MR professionals in 2012 appears to be at reduced levels compared to 2011.




*Q: What types of roles are you looking to fill in 2012? (Select all that apply) N=240*

# Expected Raises in 2012

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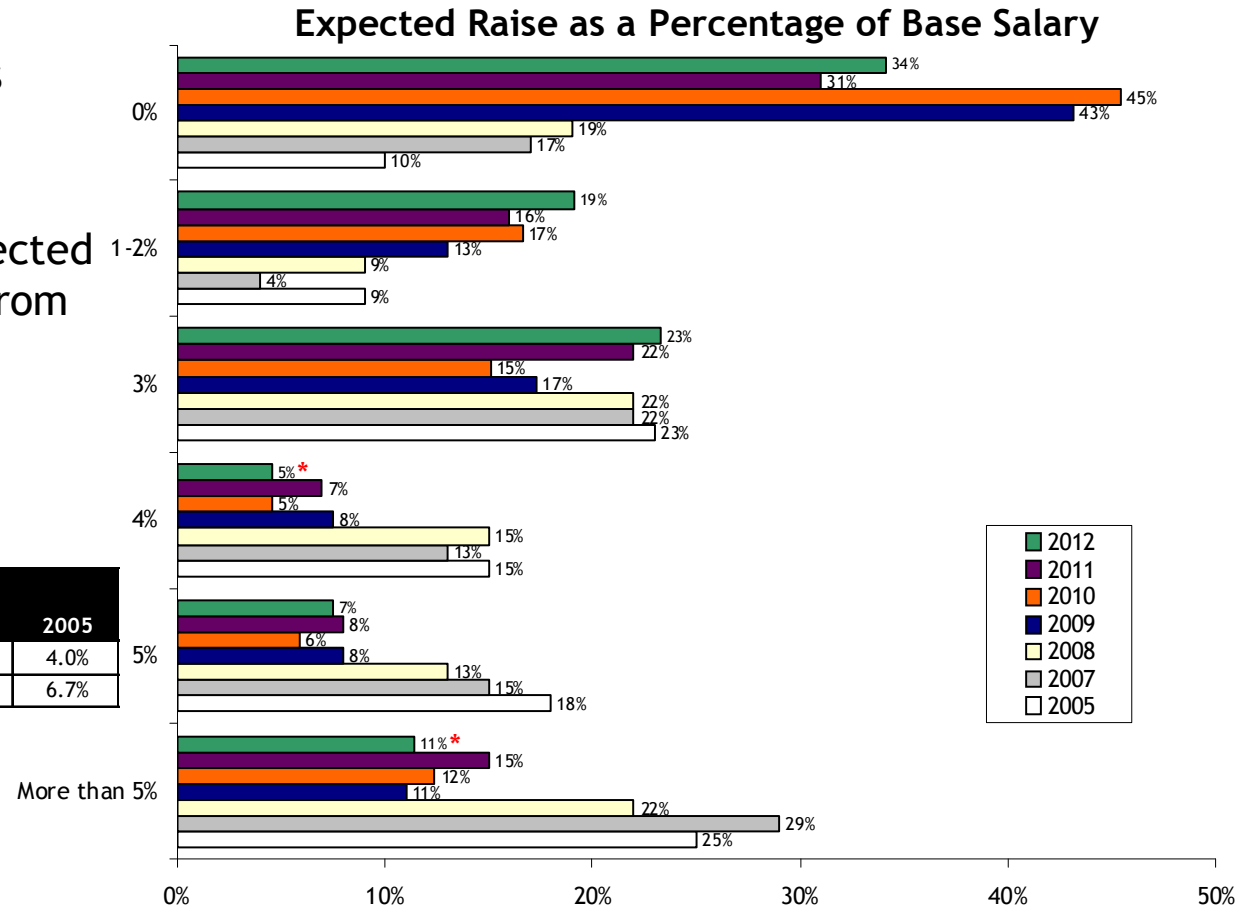
- Fewer research professionals expect a raise in 2012.
- Concurrently, the mean expected raise in 2012 is 2.6%--down from 3.2% just one year ago.

**Expected Raise as a Percentage of Base Salary**

| Expected Annual Raise | 2012 | 2011 | 2010 | 2009 | 2008 | 2007 | 2005 |
|---|---|---|---|---|---|---|---|
| Median | 2.0% | 3.0% | 2.0% | 2.0% | 3.0% | 4.0% | 4.0% |
| Mean | 2.6% | 3.2% | 2.3% | 2.4% | 4.0% | 5.7% | 6.7% |




*Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2012? (Select one) N=500*

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# Compensation of MR Professionals by Title

- Across all job titles, the typical MR professional now has an annual salary of $99,000. In 2012, MR Professionals expect an average raise of 2.6% and an annual bonus of $18,000.

**2012 Compensation by Title**

| Title | Average Salary | Average Annual Bonus | Average Annual 2012 Raise | N= |
|---|---|---|---|---|
| Project Director | $75,750 | $7,136 | 3.1% | 18 |
| Senior Project Director | $73,521 | $18,833 | 2.7% | 26 |
| Research Analyst | $59,540 | $8,904 | 2.9% | 35 |
| Senior Research Analyst | $78,141 | $16,565 | 2.4% | 42 |
| Research Manager/Director | $93,585 | $11,452 | 2.7% | 114 |
| Senior Research Manager/Director | $112,536 | $17,191 | 2.8% | 70 |
| Account Executive/Manager | $75,500 | $8,166 | 1.6% | 11 |
| Senior Account Executive/Manager | $86,704 | $24,428 | 2.5% | 13 |
| Statistician | $68,125 | $3,833 | 2.3% | 5 |
| Brand Manager | $80,937 | $9,500 | 3.8% | 5 |
| Assistant Vice President | $124,500 | $54,166 | 5.4% | 6 |
| Vice President | $122,201 | $27,642 | 2.5% | 53 |
| Senior Vice President | $144,708 | $26,575 | 3.2% | 34 |
| President/General Manager | $139,413 | $37,617 | 2.2% | 30 |
| Owner | $87,644 | $21,625 | 1.9% | 38 |
| **Total (All Job Titles)** | **$99,016** | **$18,109** | **2.6%** | **500** |

*Q: In what range does your BASE SALARY fall? (Select one) N=500*
*Q: In what range does your ANNUAL BONUS plus any SALES COMMISSION fall? (Select one) N=500*
*Q: Measured as a PERCENTAGE of your BASE SALARY, what raise did you already receive or do you expect to receive for 2012? (Select one) N=500*

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**Additional 2012 Survey Information**

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