



CORPORATE RESEARCH REPORT

*An independent, non-commercial study,
written for and developed with the help of client-side
marketing research and insights professionals*

Produced by

QUIRK'S
Marketing Research Media

In partnership with

 A.C. NIELSEN CENTER FOR
Marketing Research
WISCONSIN SCHOOL OF BUSINESS

MRA MARKETING
RESEARCH
ASSOCIATION

 Principles of
Market Research
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Welcome to the first annual Quirk's Corporate Research Report: the only industry study that is designed by and dedicated to the corporate researcher.

The purpose of the report is to give corporate researchers (our term for those whose job it is to gather, analyze and disseminate insights about their organizations' customers, products and services) an in-depth look into their world, helping them learn more about what their peers and colleagues are doing and also benchmark themselves and their departments.

The report has three sections. The first presents data from 20 years of tracking the methodologies used by the corporate researchers who subscribe to *Quirk's Marketing Research Review*. The second is a recap of findings from our study on the views, opinions and pain points of corporate researchers in the context of the current state of the marketing research process. The third reports on the results of our annual survey of corporate researcher salaries.

What makes this compilation stand out from other trend studies in the research industry is that it is completely independent and non-commercial. The questions were formulated by corporate researchers, not research suppliers. There is no hidden agenda, no sale of questions or even sponsorship. In other words, the study is not about research suppliers or even Quirk's – it's about you, the corporate researcher!

Here are just some of the questions you will find answers to in this report:

1. Which longtime research method saw its use decline by nearly 25 percent from 1992-2013 among Quirk's readers?
2. When corporate researchers were asked about the merits of a host of newer research techniques, which two methods garnered the largest number of "high potential" votes?
3. In 2012, the average total salary for corporate researchers hovered around \$124,000. How much did that number increase for 2013?

We want to thank all of our corporate researcher readers who took the time to take the surveys and share their thoughts. We also want to thank the industry associations and universities that helped field the survey.

We hope you find this report useful. Please let us know how we can make next year's edition more informative and valuable to you.

Sincerely,

Steve Quirk, President & Publisher
steve@quirks.com



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Online stays on the rise

Each year, new and existing Quirk's subscribers are asked about their roles in the research industry (i.e., job title); their involvement in different industries (i.e., consumer, non-durable; consumer, durable; services; business-to-business; and health care); and which research products and services they purchase - from full-service research, syndicated studies and personal interviewing to panels, focus group moderating and statistical analysis.

One major goal behind tracking our readership and their research-buying habits is to monitor the types of services the buyers of research are most involved and interested in and what their areas of research involvement are. By keeping tabs on these shifts and changes as part of our circulation management process we've been able not only to tailor our content to best suit the majority of our readers but also to track trends in corporate research: What industries are picking up their research-buying? What are people doing more of? Less? What can this tell us about the journey the research industry has taken? Or about the decades to come?

All the talk of research having suffered a serious blow during the Great Recession was not entirely imagined although many areas that were reportedly hit the hardest didn't suffer as badly as hyped, according to

what our buyer-side readers reported.

Aside from online services, panels and omnibus studies, reported use among client-side researchers of nearly all other research products and services purchased fell off after 2008, with the biggest declines in telephone interviewing, mail surveys/lists, mall intercepts, focus group moderating and the purchasing of software packages and data services. Research buyers appear to have been investing their energy into more bang-for-your-buck services and software like secondary research, omnibus studies, panels and online interviewing - all of which increased from 2008 to 2013. (Going forward, we will be updating and augmenting the list of methodologies we track to include mobile research and other emerging techniques.)

However, the ease and affordability

of online panels and omnibus services have not detracted from interest in full-service market research services. Despite a 5 percent drop in 2001, followed immediately by an almost 10 percent increase in 2002 and continued into 2003, full-service research has maintained involvement around 55 percent for the past five years.

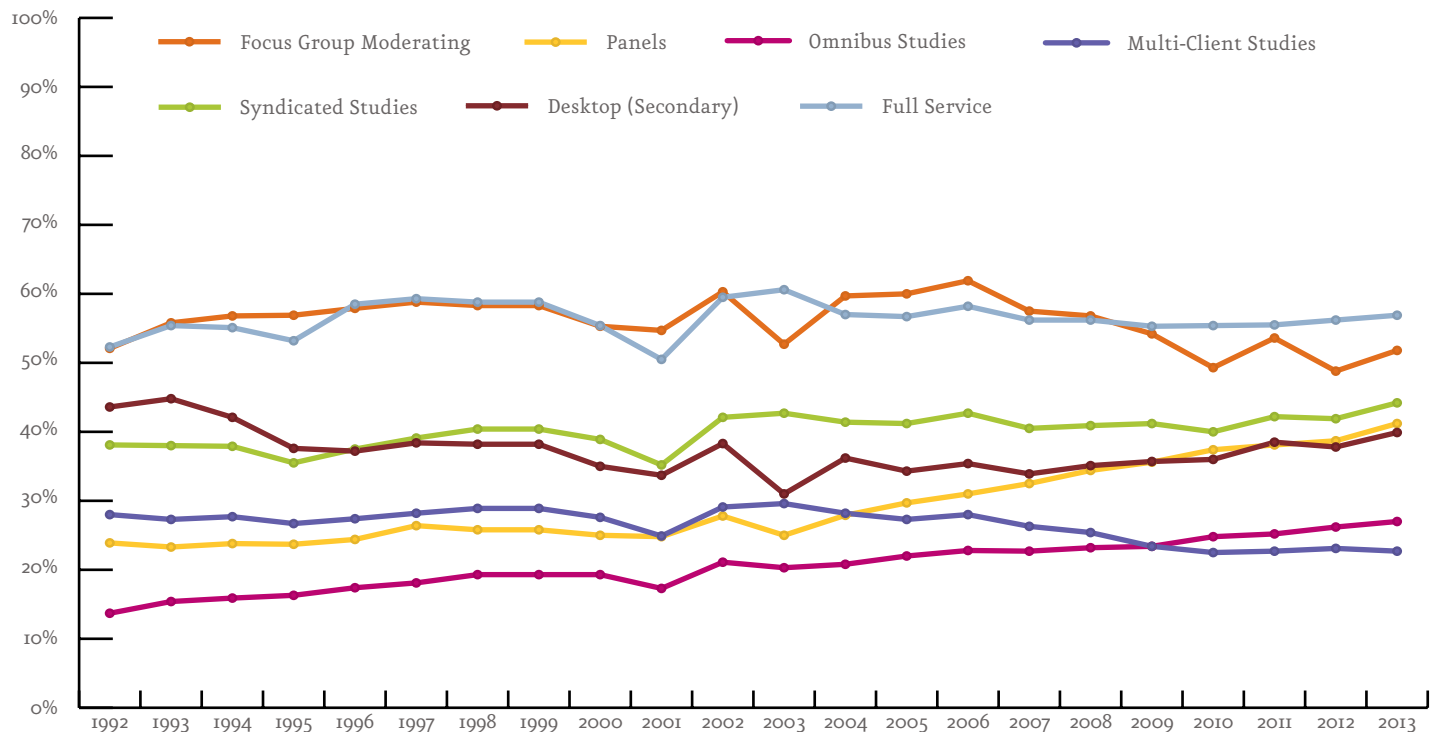
Corporate researchers' buying of focus group recruiting and/or facilities has held tight near 60 percent for the past decade-plus, despite talk of qualitative being hit the hardest during the last economic downturn. Reported use of focus group moderating has declined from a high of almost 62 percent in 2006 to 52 percent in 2013. This decrease could be in line with a downturn in qualitative research or general use of non-moderators for moderating.

Desktop or secondary research was on a somewhat steady downward trend, bottoming out at 31 percent in 2003, but it has slowly crept back up since 2007, perhaps as a cost-saving measure when custom research was not affordable in a suffering economy.

Not surprisingly, online interviewing has seen a meteoric rise - over 40 percent! - since we began tracking it in 2004. The 10 percent rise in reported panel-buying between 2006 and 2013 may also be attributed to panels moving more and more to online platforms, making it easier for corporate researchers to engage and manage panelists. Both telephone interviewing and mail surveys appear to have suffered some at the hands of all things electronic and online, with the percentages saying they use each declining almost 11 percent and 15 percent, respectively, from 2008 to 2013. ¹ ³

When it comes to data processing and software buying, online has

1. Types of Research Products and Services Purchased



dominated since 2009. Use of data processing services (29.4 percent), statistical analysis (47.7 percent) and software packages (28.8 percent) have been usurped by the rise in online interviewing software (66 percent).

Although research activities online have gained popularity, they haven't been the full replacement that many feared when they first came on the scene. (Perhaps a predictor of social media research's trajectory among our audience?) Overall, from 1992 to 2013 reported use of telephone interviewing has declined 12.8 percent. However, mail has fared far worse than telephone interviewing, declining nearly 25 percent from 1992-2013 among our audience.

Along with the dwindling interest in snail-mail research products and services, Quirk's buyer-side readers are the least involved with mall

intercepts. Mall intercept research is reportedly purchased the least (compared to personal interviewing, telephone interviewing, mail surveys/lists and focus group recruiting/facilities), although it saw spikes in buying in 2011 and 2003. Since 2003 buying of mall intercept services/interviewing has dropped off 10.8 percent, making it the least-popular of the field services we measure. ②

Our client-side readership has seen an overall gradual rise in researchers involved in all industries. Involvement in the consumer non-durables industry began at 30.8 percent in 1992, hitting 40 percent in 2005 and remaining near there for the next six years (42.8 percent in 2013). The percentage of corporate researchers involved in the services industry has also seen an increase of 7.8 percent since 1992. Health care research involvement keeps

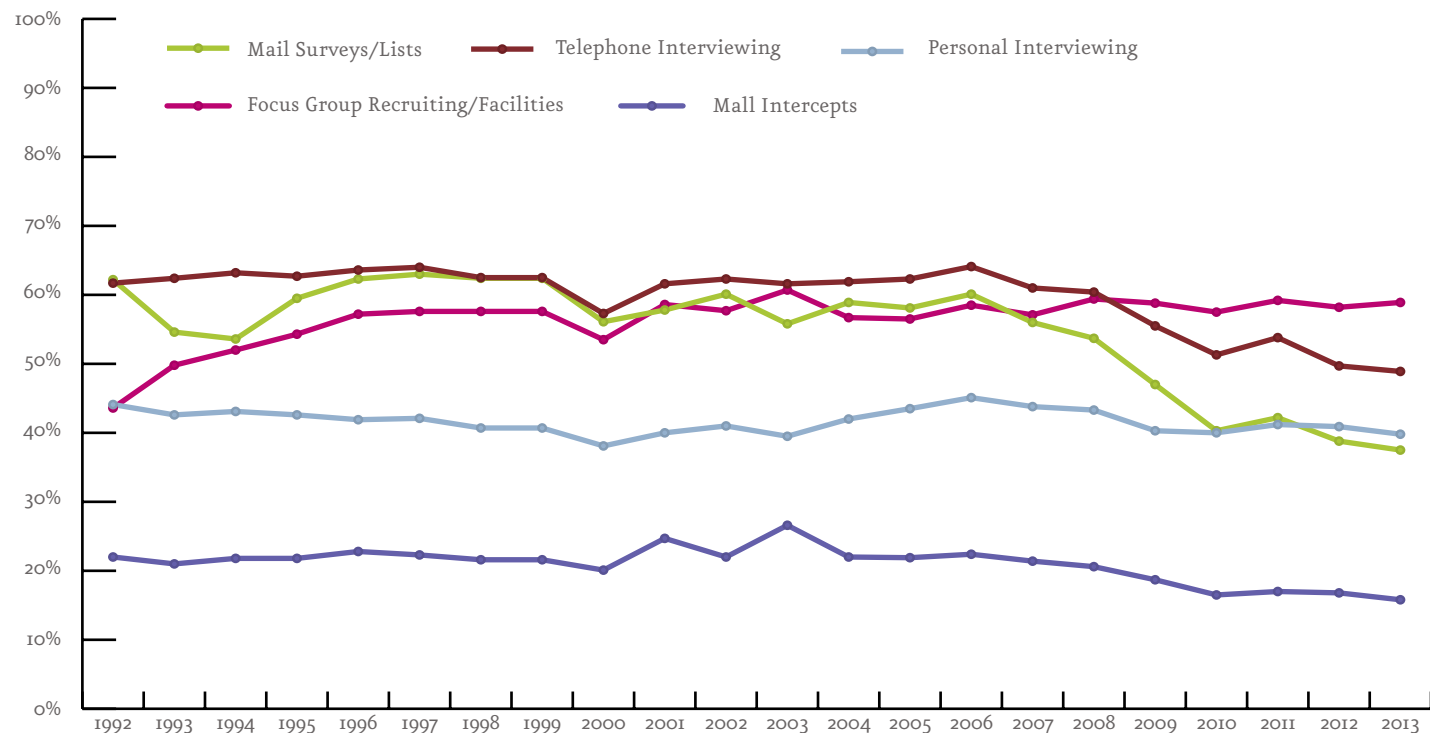
reaching new highs, finally edging up to 28 percent in 2013. This number is comparable to consumer durables but still significantly lower than consumer non-durables, services and business-to-business.

Tracking the usage activities of client-side researchers over the past 20+ years has presented an opportunity for Quirk's to explore emerging trends, dying breeds and hot-button issues in the industry in hopes of bringing our readers the most relevant content possible. If the past two decades are any indication, it seems that regardless of what next big thing is on the horizon there is - and will continue to be - room for everyone and every discipline.

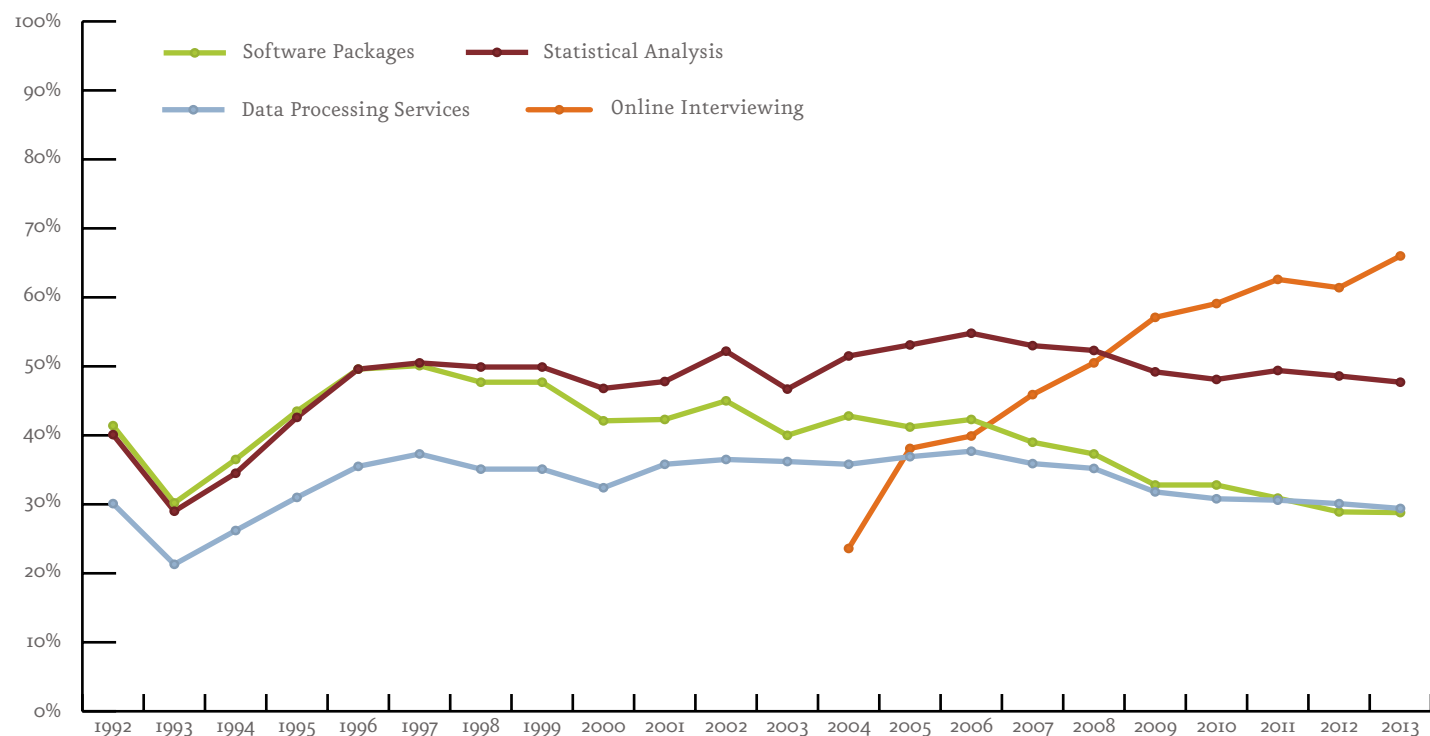
Based on 6,000+ responses per year for 20+ years.

Corporate Researchers: Methods in Use

2. Field Services Outsourced or Purchased



3. Data Processing/Software Services Outsourced or Purchased



Overworked and underbudgeted but resolute on rigor

With the first iteration of the annual Quirk's corporate researcher survey, fielded in the fall of 2013, one of our main goals was to take the pulse of the corporate researcher, to see what's on their minds, what's keeping them up at night. Questions focused on the makeup and workings of their departments; their pain points and challenges; how they assess their own performance and how others assess theirs; their preferred ways of staying up to date on the industry and its methods and their views on the value and staying power of newer research methods.

The survey was fielded with the much-appreciated support of several industry bodies, including the Marketing Research Association, the Pharmaceutical Marketing Research Group, the Marketing Research Institute International, the University of Georgia, the University of Texas Arlington's master of science in marketing research program and the A.C. Nielsen Center for Marketing Research at the University of Wisconsin – Madison. We received 775 responses.

Anecdotally, the picture is sometimes painted of the researcher as a leaf in the wind, being buffeted about by internal forces such as a lack of respect for the MR function, the whims of corporate politics and budget restraints. These and other

issues are no doubt factors with which researchers have to contend but the responses to our survey questions paint a more hopeful picture.

On the budget front, while just over a third (37 percent) reported that their 2013 MR budget stayed the same as 2012's, an almost equal number, in aggregate, reported increases, with 11 percent claiming an increase of less than 5 percent, another 14 percent claiming an increase of between 5 percent and 10 percent and a final 13 percent saying their budgets went up by more than 10 percent. In contrast, about a quarter of respondents reported a decrease in their available funds for MR. ²

Just over half of the respondents are in situations where there are from

one to five full-time research/insights employees at their organizations, a fact reflected in the many "too much work, not enough time or budget"-type comments we received in response to one of the open-ends. ²

One survey question asked "How would you rate your company's research department on the following fronts?" and, using a five-point scale of very poor to very good, the majority rated their level of influence within the company in the good to very good range; same for the ability to solve business problems using research. In response to "ability to uncover business opportunities using research" and "ability to mitigate risk for the company using research," things were a little less sunny, with larger numbers of "fair" responses. ¹¹

A companion question asked them to rate how they felt others viewed the MR department on those same aspects and while there is a disconnect between researchers' self-assessments and those of others (more responses in the "fair" category and fewer in "very good"), the respondents seem to have

Corporate Researchers: Work Life

a realistic (as opposed to delusional or overly-pessimistic) take on their standing with external audiences. ¹²

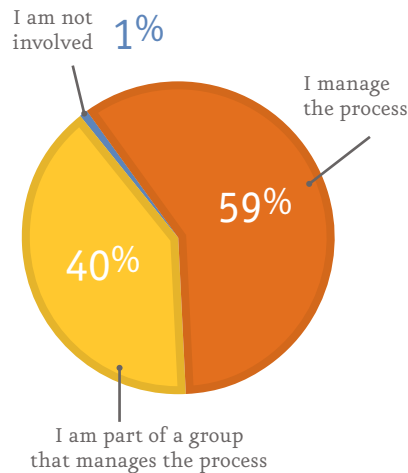
Similarly, when asked to assess how their departments compare to the departments at other companies, they typically rated themselves in the good to very good range on their level of influence within the company and their ability to solve business problems using research. And again, impressions leaned more toward the fair-to-good side on the topics of uncovering business opportunities and mitigating risk. ¹³

Based on our findings, it also appears that researchers are admirably stubborn in sticking to their methodological guns in the face of the incessant calls from industry observers for them to embrace the hottest, newest techniques to avoid irrelevance. To the question “How important are the following factors when choosing which research techniques to use?” much more weight was placed on “representative sample,” “response rate” and “proven methodology” than was placed on “cutting-edge methodology.”

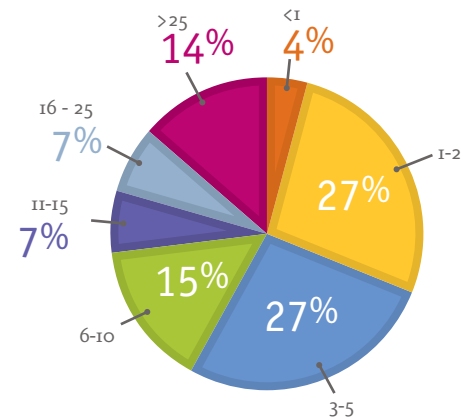
“Speed” and “low cost” were paramount – proof that the search for the Holy Grail of faster + cheaper endures – but “cutting-edge methodology” drew the largest number of responses in the range of “somewhat unimportant” and “neither important nor unimportant” to “somewhat important.” ¹⁴

Those aforementioned industry observers would likely say that these findings are proof the profession is old-fashioned and hidebound and therefore doomed but the view from

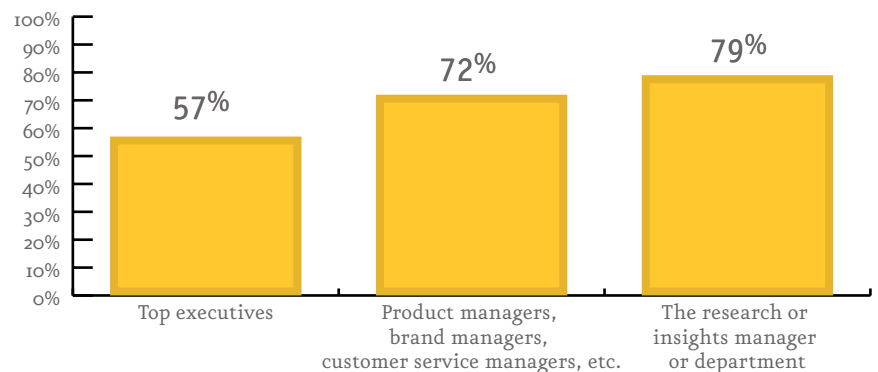
1. In what capacity are you involved in marketing research and/or insights at your company?



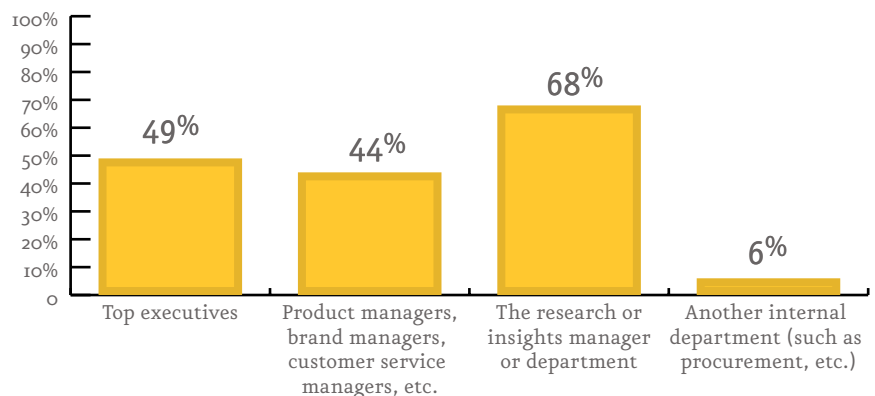
2. How many marketing research/insights employees (full-time-equivalent) are there at your organization?



3. At your company, who usually determines what research will be conducted?



4. At your company, who controls the budget for research projects?



"As an internal research agency, we are challenged with having enough bandwidth to 'think' for innovation, for 'What if we looked at the data this way?' Instead, our time is spent on just answering the objectives at hand. The benefit of being internal should be the ability to connect the dots with our business to provide the extra value. Sadly, never enough time or bandwidth to do that."

here is that researchers are keenly aware that their jobs depend on delivering accurate, rigorous data and that cutting-edge techniques don't guarantee accuracy or rigor – yet.

Indeed, data from our study shows that they are very much open to considering newer approaches and aren't rejecting them out of hand simply because of their novelty. We asked respondents to rate the potential of a number of newer methods, from social media research

and gamification to crowdsourcing and biometrics. Mobile research and big data analytics (see box) garnered the largest number of "high potential" votes, followed by text analytics and social media research. Facial coding, crowdsourcing and gamification drew the highest number of "fad or little potential" votes. In the main, though, the "not sure" votes won out in most cases, showing that more evidence is needed to convince those on the fence that these trendy techniques have staying power. ¹⁵

When it comes to staying on top of what's new in the industry researchers cited reading print or digital magazines and e-newsletters, attending research-related Webinars and reading blogs or Web sites as their top choices (multiple responses were accepted). Requesting information from existing or new suppliers was also popular. Less popular but not insignificant were attending research-related conferences or events, both in-person and virtual. ¹⁶

On the topic of social media as a source of information about MR, we appear to be an industry of lurkers. Many respondents said they visit research-related blogs, LinkedIn groups and Twitter on a fairly regular basis (an equally substantial number said they never followed the various social media outlets or did so less than once a month) but that's about as far as they go: Many respondents said they never post or otherwise actively participate in social media discussions related to marketing research. ^{16 17}

We asked an open-end about the pain points or other challenges they experience in conducting,

coordinating and managing the research process. As expected, perennial problems like "too many projects, not enough time or money" and the hassles of dealing with rogue surveying by non-researchers were frequently mentioned, as they have been in other surveys we have conducted. But what jumped to the fore this time was the level of discontent with vendors. Here is a sampling of responses:

"Difficult to find quality research vendors."

"Suppliers underdelivering ... data quality and reporting are table stakes. We need our research partners to provide insights and meaning, not just deliver a 100-slide PowerPoint."

"Dealing with unresponsive research vendors."

"Finding reliable research suppliers who can live up to what they promote when selling their capabilities as related to the various research activities we engage in (i.e., providing useful insights, error-free data analysis and results-presentation materials)."

"Getting good quality work out of vendors. They tend to be less experienced now and frequently suggest approaches/designs that they are unable to explain or stand behind."

Away from problems with vendors, many researchers can no doubt identify and empathize with these additional viewpoints expressed in the open-end responses:

"As an internal research agency, we are challenged with having enough bandwidth to 'think' for innovation, for 'What if we looked at the data this way?' Instead, our time is spent on just answering the objectives at hand. The benefit of being internal should

Corporate Researchers: Work Life

be the ability to connect the dots with our business to provide the extra value. Sadly, never enough time or bandwidth to do that.

“ Nobody in the start-up/tech world understands how long traditional market research takes to conduct. With the lean start-up mentality, even a six-week turnaround is too long for most people. That being said, everyone requests research but they are too idiotic to understand how and why to do this and don't think their requests through at all. Research gets a lot of criticism for not being aligned with our business objectives but those same antagonists will then turn around and use research in every deck.

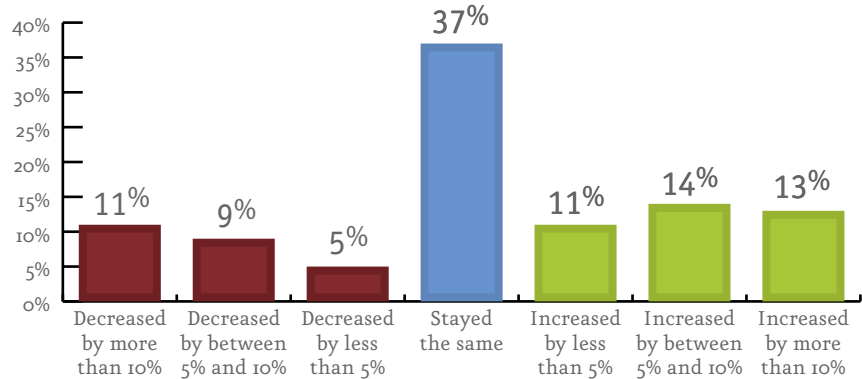
“ Senior executive management saying too much market research is being done to make decisions, while then saying how important customer insight is to what we do (dissonance!).

“ Convincing decision makers of the importance of including 'scientific' research – not just a question thrown out on Facebook.

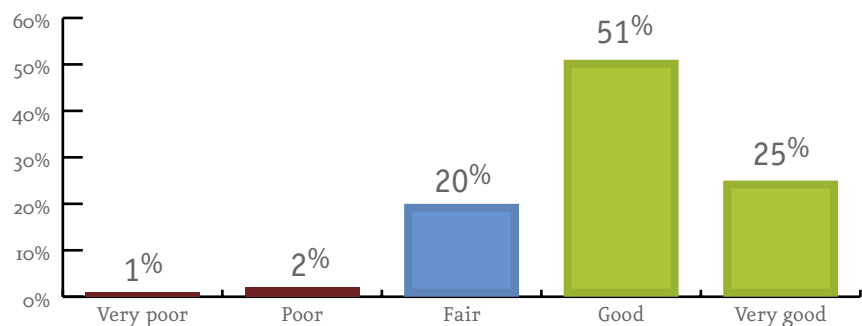
“ While I manage the budget, the dollar amounts come from marketing. When marketing runs low on funds (which they often do) we have to cut projects that are important. Not having full control of my budget is beyond frustrating.

“ Two things come to mind. Unfortunately this company does not value data; it says it does but really it doesn't. Executives want to know why customers are doing or not doing something but we have no tools or budget to get those answers. So then they guess or do the exact same thing as last year and then panic when it doesn't work. Secondly, the lack of budget is such a hindrance. And not that we want to spend millions on research but for a [multi]-billion-dollar company, we get \$50k for the year. We are stuck doing

5. How has your budget or spend on marketing research changed in 2013 compared to 2012?



6. Overall, how would you rate the alignment of the research projects your company pursues with your company's overall strategies and objectives?



quantitative efforts as we have software at our disposal. I have to fight to get \$50 gift cards as incentives.

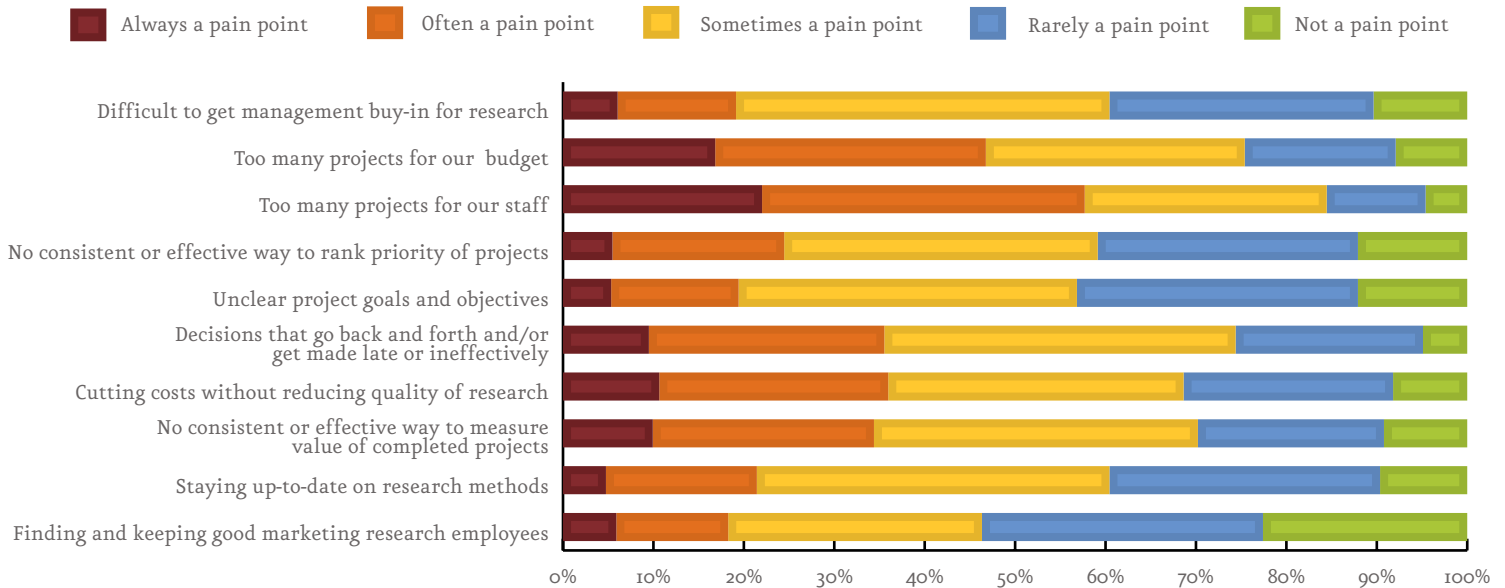
There were other, more positive takes from some respondents on their current situations but even among researchers in seemingly supportive organizational environments, there are battles that will likely endure:

“ Market research is a well-respected group in my company. The information is used all the way up the chain to the CEO. However, there are a few areas that are challenging: 1) I work on several cross-functional teams

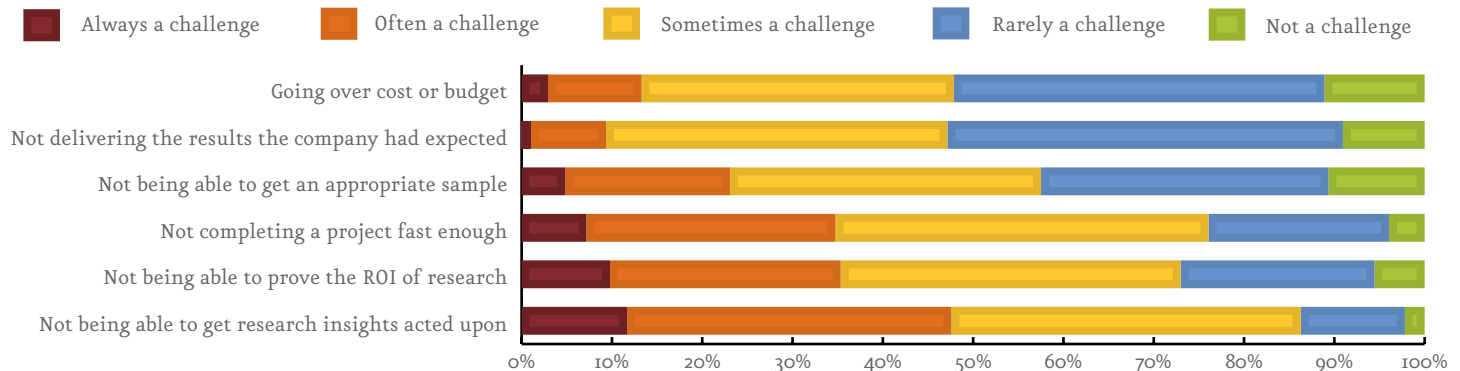
of which market research is a big part and it's challenging to have to explain the process to each new group of team members. 2) We outsource some of our work to vendors to help us manage the high volume of work our department has. We stay heavily involved in the project with the vendor but to some internal folks it seems like we don't do anything and the vendor does all the work. To some we have to constantly prove our value-add to the project. 3) Not enough time to be creative in the way we present and/or collect the data.

Corporate Researchers: Work Life

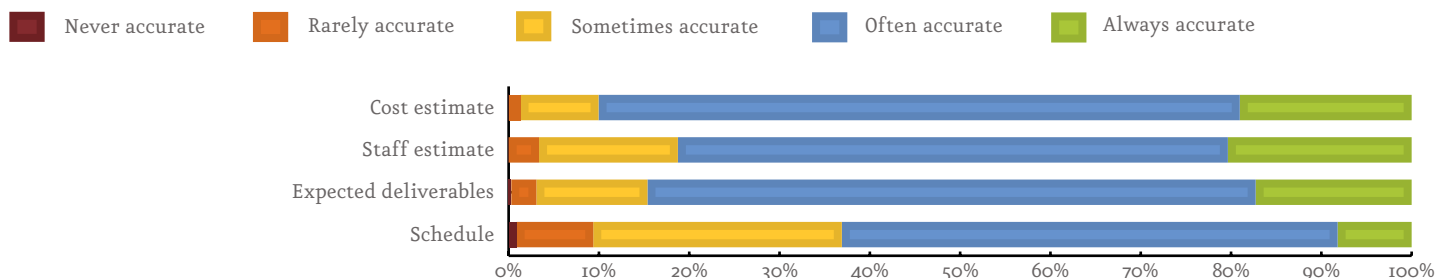
7. What are your primary pain points in managing/conducting marketing research at your company?



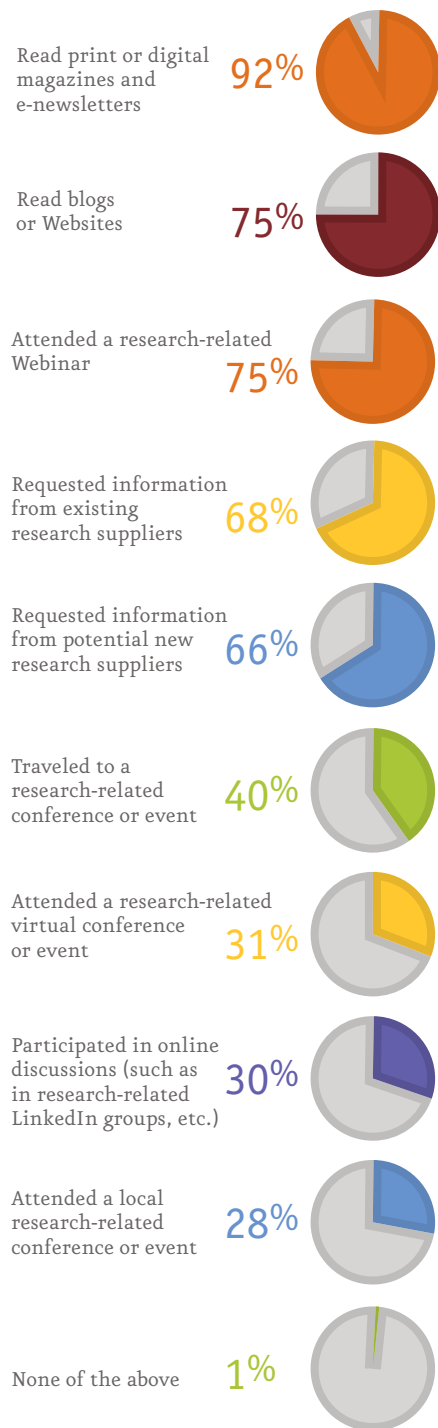
8. What are the greatest challenges you and your department face when conducting research at your company?



9. How accurate do you generally find your research project estimates to be in terms of cost, staff, expected deliverables and schedule?



10. In the last 12 months, which of the following actions have you taken to stay up-to-date on research methodologies and techniques? Check all that apply.



Big data: dark cloud or ray of opportunity?

A popular meme in the research biz is that big data will lead to the obsolescence of the traditional marketing research function. The new breed of C-suiters, the thinking goes, will find the act of asking consumers about what they did or plan to do hopelessly outmoded. Instead of ad hoc research, the way forward is to mine and marry the rich veins of information generated by social media and other sources to build a complete picture of actual – rather than stated – consumer behavior.

That strategy for using big data certainly has merit but those who argue for its superiority seem to overlook the fact that big data, all by itself, is pretty dumb. You can have a stream of data points or a string of facts that, when viewed separately, don't tell you anything. But when you – the researcher, the analyst – are able to connect them, put them in context and tie them to current business issues, those disparate bits suddenly begin to speak, and speak with force and clarity.

Make no mistake: research needs to continually justify its existence and demonstrate its worth. But big data doesn't have to mean big worries for researchers.

That sanguine take seems to be held by more than a few in the industry, judging by results from a survey of corporate researchers fielded in April 2013 by WebLife Research, New York. (Quirk's helped WebLife recruit prospective respondents in exchange for editorial access to the study results.) To questions about the role and impact of big data, a majority (61.9 percent) said research was as important as ever within their organizations and another third agreed that research was more important than ever and that it helped uncover the whys behind big data.

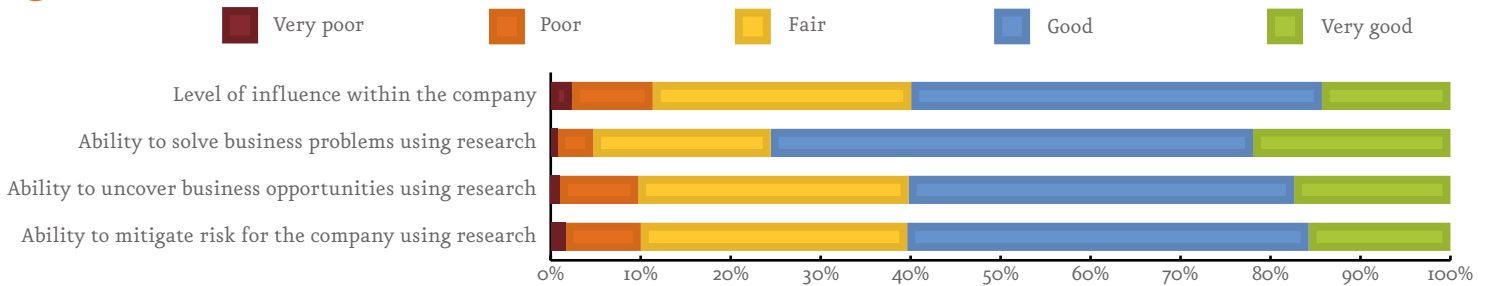
When asked how worried they are that big data will render their jobs obsolete, 60 percent were not worried at all (choosing a 1 on five-point scale of worry from "not worried at all" to "very worried") and an additional combined 35 percent put themselves in the 2-3 range on the scale. Under 1 percent claimed to be very worried.

Researchers indicated a desire to integrate MR with big data but repeatedly said it just isn't happening yet. Only one-third said that the two disciplines are part of a cohesive team within their organizations. And very few companies have figured out how to get big data and market research together to develop actionable insights: only 19 percent said they use them together frequently.

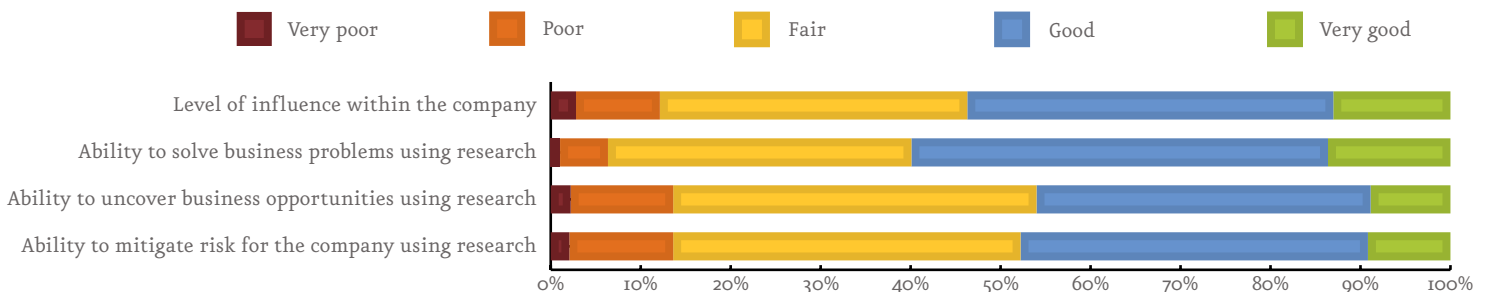
Proactive researchers looking to integrate big data and market research should consider the following actions: work to make integration part of corporate policy; ask for an insights integration budget and staff; train market researchers and analysts to understand each other's disciplines; hire a team leader who can insure that both disciplines work cohesively together.

Corporate Researchers: Work Life

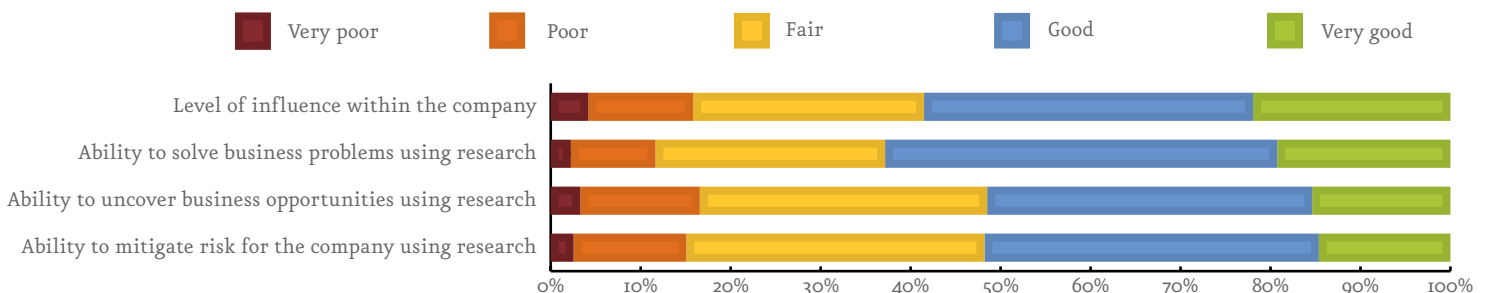
11. How would YOU rate your company's research department on the following fronts?



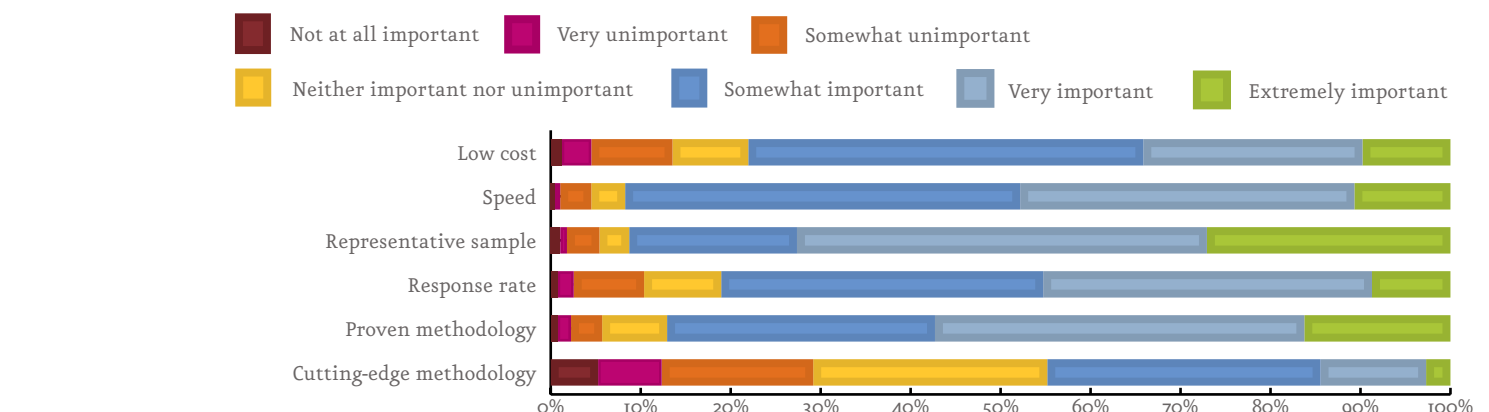
12. How do you believe OTHERS in your company would rate your company's research department on the following fronts?



13. How do you believe your research department compares to the research departments of other companies on the following fronts?

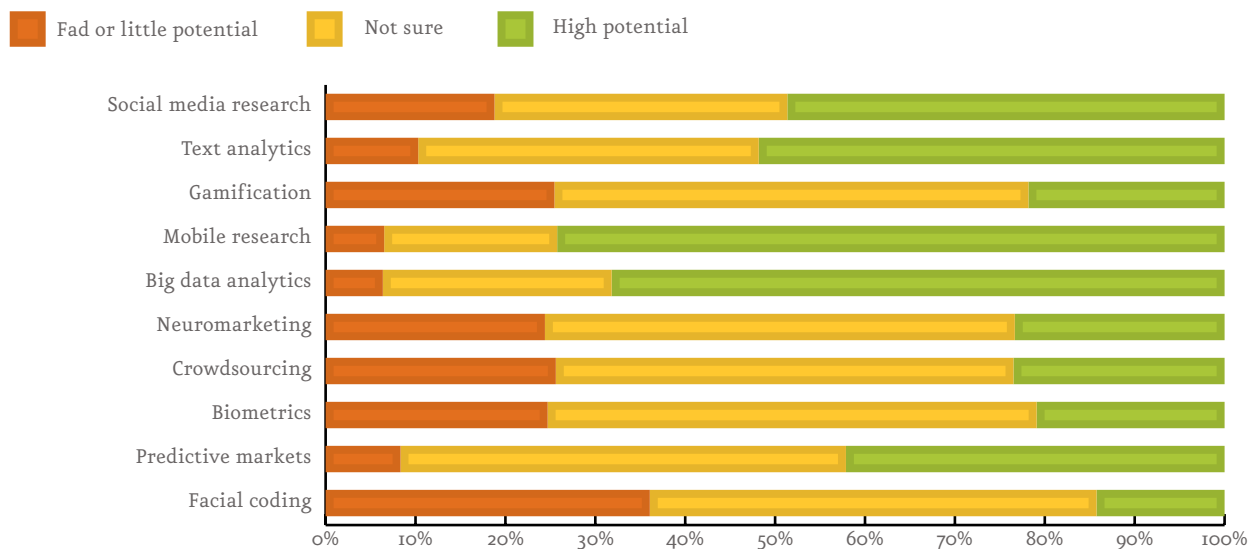


14. How important are the following factors when choosing which research techniques to use?

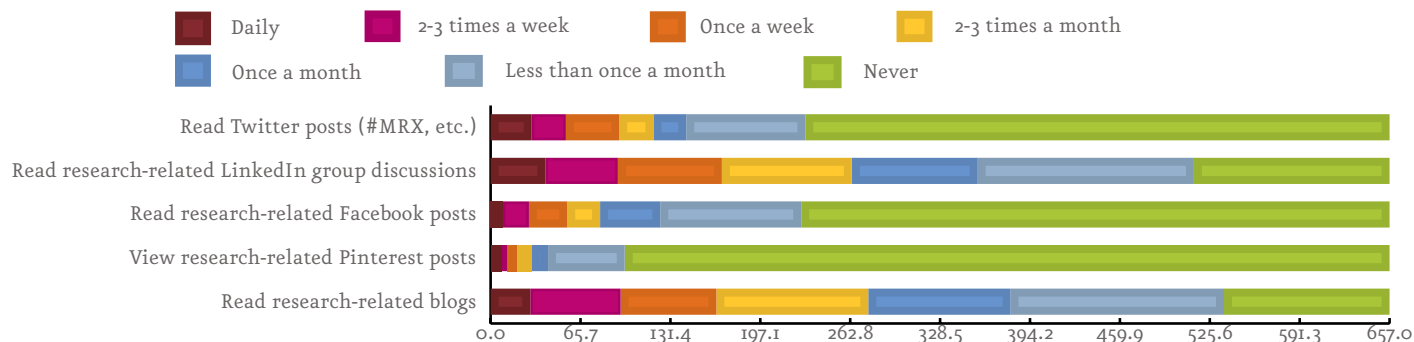


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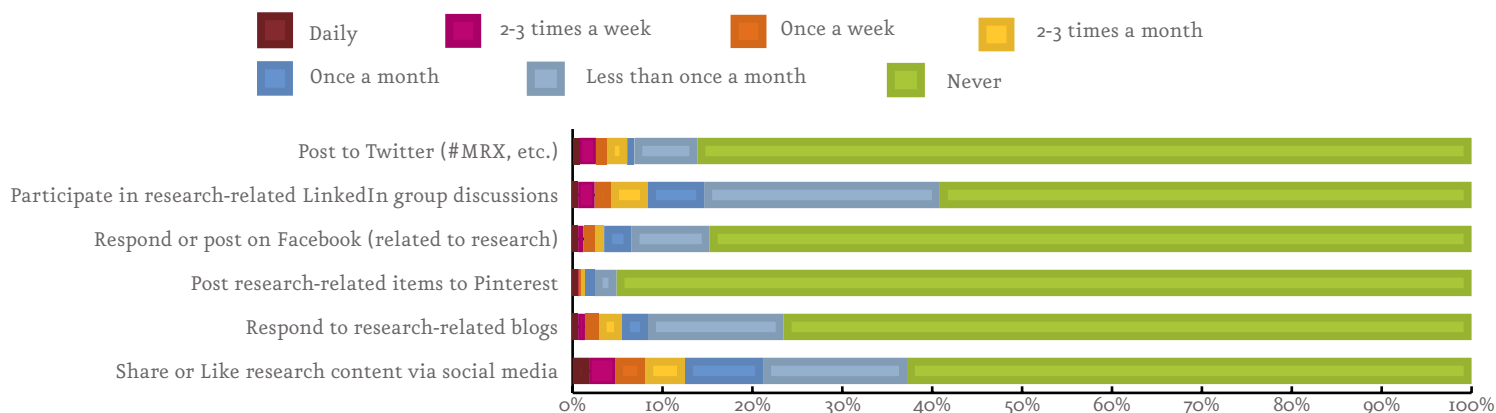
15. Which of these newer techniques (if any) do you feel have a high potential to add real value to the research process and which do you feel are fads?



16. How often do you READ or follow social media as it relates to marketing research?



17. How often do you actively PARTICIPATE in social media as it relates to marketing research?



Job satisfaction, salaries trending higher

The 2013 edition of the annual Quirk's salary survey of client-side researchers yielded the largest respondent pool yet, with a total of 1,290 full-time client-side researcher participants – and arguably the most optimistic data set so far.

Having debuted the ongoing study at the height of the Great Recession, it's been interesting to follow how both salaries and outlooks have evolved along with the state of the national and global economy. For the most part, the data over the years has served as a beacon of hope – reminding us that no matter how nihilistic the views of research naysayers may be, the reality of the situation in the eyes of corporate researchers was never quite as bad as was portrayed within the industry or in the media.

While the research industry went through bouts of dissatisfaction in the workplace (2011, specifically) and rashes of wanting to change jobs (again, 2011), client-side researchers have largely toughed it out and are now only the better for it, as the 2013 data shows the highest level of job satisfaction to date, at 75 percent (19 percent somewhat satisfied; 37 percent satisfied; 19 percent very satisfied). 4

Still, as in previous years, money cannot buy happiness in the MR community, as the highest earners are somewhat dissatisfied with their current employment (\$150,560) and the second-highest earners are very

dissatisfied (\$149,225). The lowest earners reported being somewhat satisfied (\$124,379).

But corporate researchers have good reason to be as satisfied as ever. Maybe the best news of all for 2013 was that salaries are generally higher across all industries, regions and titles. In 2012, the average total salary hovered around \$124,000. This year? \$144,000. That's an almost-14 percent lift in one year, suggesting that compensation is finally catching up with the stronger economy. The largest jump in any one category is that of those researchers who identify as owners/partners, whose salaries rose to \$448,944 from \$293,818 in 2012 (the first year we included this exact category).

Again, senior vice presidents and vice presidents are earning significantly more than presidents/CEOs/COOs. We called out this discrepancy in our 2012 report and upon further investigation, we found that the sample of respondents with the title president/CEO/COO in 2013 was significantly smaller than that of senior vice presidents and vice presidents (three respondents compared to 71, to be exact). This has perplexed us

in previous years and now on our fifth iteration, we are confident in attributing this outlying data point to an inadequate/unequal sample.

By industry, 2013 saw mammoth increases in three sectors: automotive, computer hardware/software and technology/IT/Web. Perhaps as a testament to the overall recovery of the automotive industry since the bailout of 2008-2009, the average salary for a corporate researcher in the automotive sector jumped to \$209,028. The second-highest salary recorded in this industry was \$151,582 in 2009. In the intermediate years, the average salary for automotive researchers hung around \$125,000.

The salary progression in the other two categories is probably less surprising, given the advances in – and rapid adoption of – technology over the past five years. The 2013 average in the computer hardware/software industry was \$243,257 (the highest in any industry), up from \$134,765 in 2012; \$101,517 in 2011; \$101,077 in 2010; and \$113,373 in 2009. A similarly dramatic trend was evident in the technology/IT/Web sector, as the average salary has steadily increased from \$82,809 in 2009 to \$198,876 in 2013. Not a bad trajectory!

Geographically, the highest salaries

Corporate Researchers: Salary and Compensation

are still found on the coasts, as corporate researchers along the East Coast are the highest domestic earners, followed by those on the West Coast. In 2012 the Midwest and the Rocky Mountain states were roughly tied for the lowest domestic salaries but in 2013 the Midwest pulled ahead to \$122,240, leaving the Mountain states in the lurch at \$107,319, which, however, is still a very slight increase over the 2012 figure of \$103,322.

Looking from an international perspective, of the countries/regions that generated more than 10 responses, Canada and Asia experienced the greatest deviation from previous years – favorable for Canada, dismal for Asia. In Canada, the average salary increased from \$98,926 in 2012 to a whopping \$172,857. Asia, on the other hand, decreased from \$141,316 in 2012 to \$124,316 in 2013.

As in all previous years, researchers with more experience and higher degrees generally can expect to continue to earn more as they age, as the highest salaries are found among those over 66 years old and with over 25 years of experience and/or a Ph.D. While there is some fluctuation in salary among those with less than one-to-two years of experience, as we've seen in previous years, it's safe to say that tenure and educational development within the research industry pay off in spades. ① ②

Even as the economy continues to recover each year, researchers aren't looking to take advantage of the improving job market. Roughly the same percentage of respondents said that they were somewhat unlikely (12 percent), unlikely (19 percent) or very unlikely (22 percent) to seek

employment at a different company in 2013 as they were in 2012 (53 percent vs. 54 percent, respectively). This continues to be a huge improvement over those looking to change jobs in 2010 and 2011. By comparison, only 44 percent were somewhat unlikely, unlikely or very unlikely to seek new employment in 2011. ⑤

Oddly enough, as client-side researchers are more and more content to stay put, more companies were expected to hire additional market research employees in 2013 than ever before. So this could be good news for those looking for a new position as the candidate pool dwindles and job openings increase. For reference, in 2010, 33 percent of respondents said their company was somewhat likely, likely or very likely to hire additional MR employees; 37 percent in 2011; and 38 percent in 2012. For 2013, the figure jumped another four points to 42 percent, which is well outside the study's margin of error. Specifically, 14 percent said it was very likely that their company would hire additional MR employees, 11 percent likely and 17 percent somewhat likely. ⑧

In general, the amount of time researchers spent conducting or coordinating and analyzing research has remained relatively steady over the past five years, with 40-44 percent of respondents spending 75 percent or more of their time dedicated to MR. For the past five years, the percentage of researchers who report working the same amount or more has hovered around 60 and 35 percent, respectively. So each year a little over one-third of researchers are adding more hours to their workweek. ③

While there is some fluctuation in salary among those with less than one-to-two years of experience, as we've seen in previous years, tenure and educational development within the research industry pay off in spades.

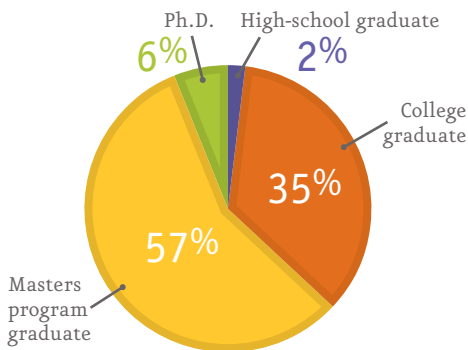
Once more, the plurality of respondents identify as market research managers (30 percent), followed distantly by market research director or senior director (18 percent). And these MR managers and directors are part of tiny teams, as the majority of respondents (52 percent) are on a team of one-to-five full-time MR employees and 54 percent are not responsible for supervising any employees. This figure regarding management has remained steady over the history of the survey but jumped from under half to over half for the first time in 2012.

Over three-quarters of respondents said that their base salary for 2013 increased over the previous year, which is in line with the data from 2012. Over 56 percent received a base salary increase of 1-4 percent, which is at least enough to stay ahead of inflation. ⑥

Approximately one-third of client-side researchers enjoyed a bonus increase and approximately 81 percent reported that their 2013 bonus increased or

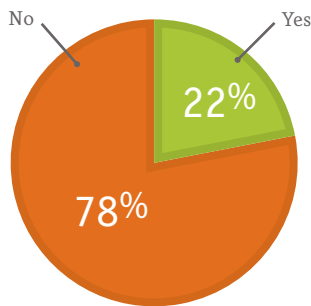
Corporate Researchers: Salary and Compensation

1. What is the highest level of education you have completed?

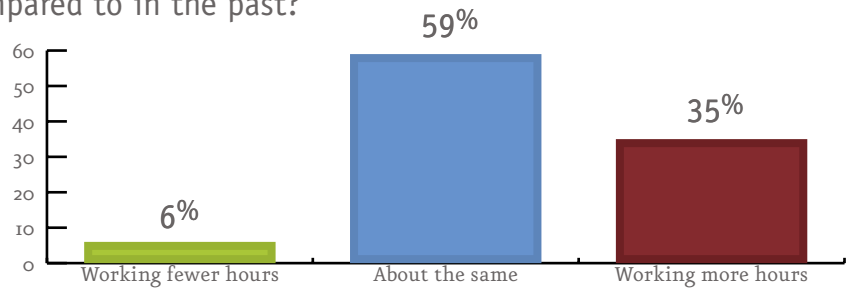


2. Do you hold a professional or industry certification related to marketing research?

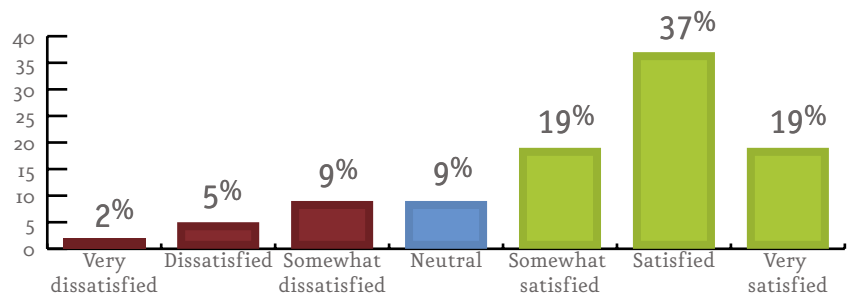
(RIVA, Burke Institute, PRC, Principles of Marketing Research, etc.)



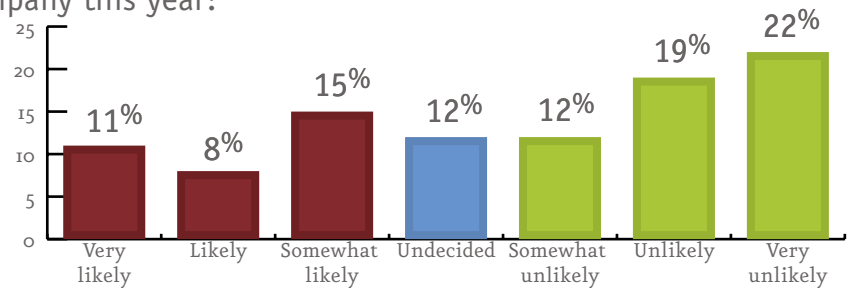
3. Are you working more or fewer hours now compared to in the past?



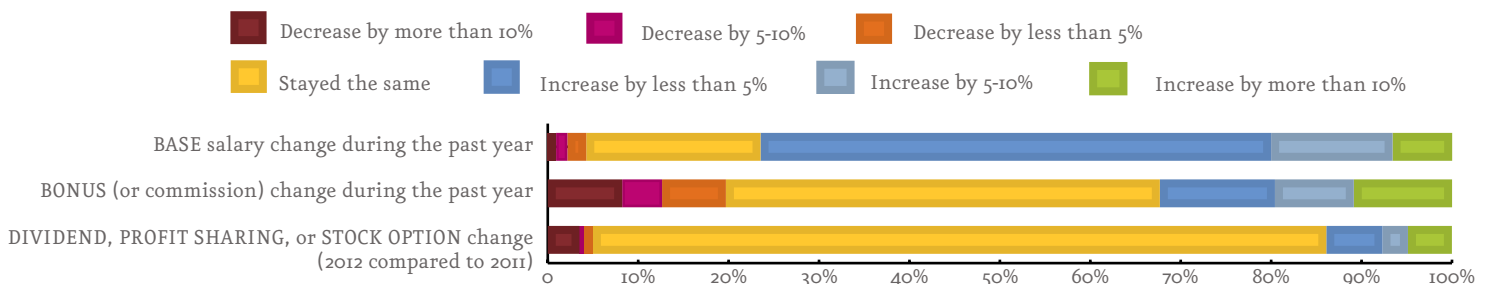
4. How satisfied are you with your current employment?



5. How likely are you to seek employment at a different company this year?



6. By what percent did your total compensation change in the following categories?



Corporate Researchers: Salary and Compensation

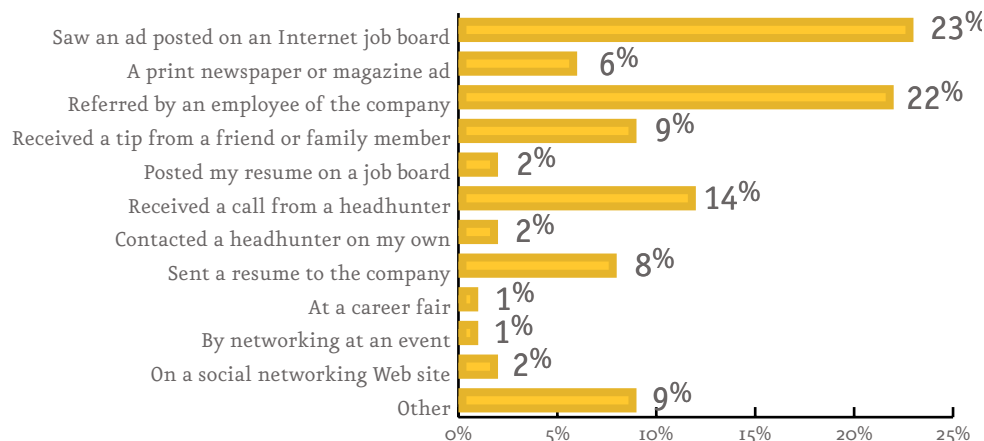
stayed the same. Nearly 20 percent reported a bonus decrease, which is in keeping with 2012 numbers but still a disappointing jump over the 10 percent in 2011 who said that their bonus decreased.

For the first time, we're seeing many researchers saying that they are in new positions too fresh to compare to last year or to have warranted a raise or bonus. Perhaps those 34 percent last year who said they were considering pursuing new employment were successful!

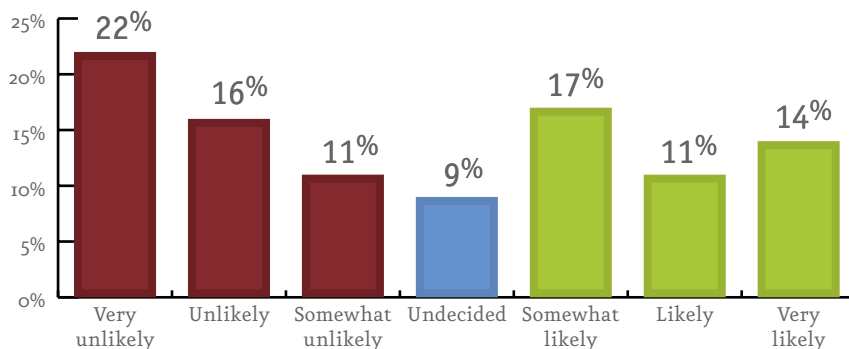
In past years, we've asked respondents what they like most about working in MR, what they like least, what the biggest challenges facing the industry are and what skill set marketing researchers will need to possess in the coming years. With all the talk of the job market finally opening up and the increasing likelihood of companies looking to increase MR staff, this year we were curious to see how respondents came to be employed at their current companies. And lest you think that the results are skewed by researchers who've been in the same position since long, long before the advent of social media and the influx of networking events, consider the trend noted earlier regarding respondents too new in their positions to have past salary data to compare to!

While recent data have indicated that social media is being used more and more to post jobs and find talent, a mere 2 percent of respondents found their current position via social media. Only 2 percent had success at a career fair or networking event but personal networking in general is one of the most powerful influencers. Personal referrals by an employee within the company or a tip from

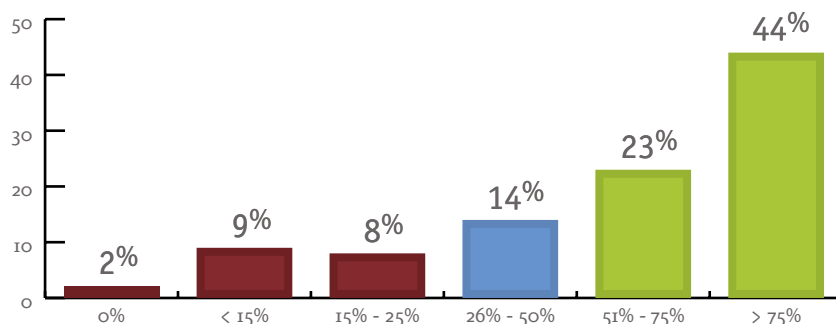
7. How did you come to be employed at your current company?



8. How likely is it that your company will hire additional market research employees in 2013?



9. How much of your work time is spent conducting or coordinating and analyzing marketing research?



a friend or family member were two popular methods of finding employment at 22 and 9 percent, respectively. Turns out it really is all about who you know! 7

Still, the most reliable way to find employment is using an Internet job board (23 percent), which isn't surprising as the Jobs section on Quirks.com is one of the most-visited areas of our Web site! And as far as posting ads goes, employers would be wise to rely on the Internet and not a print newspaper or magazine, as Internet postings beat out print ads by 17 percent. 7

Another 14 percent were fortunate enough to be contacted by a headhunter and 2 percent reached out to a headhunter on their own. Fortunate because those who received a call from the headhunter about a position earn on average over \$173,000, which is almost \$14,000 more than the next-highest-paying methods (referral from friend or family member and social networking) and almost \$30,000 more than the average salary among corporate researchers. Conversely, the unfruitful career fairs and networking events seem to be doubly so, as these methods yielded the lowest salaries by a wide margin, at \$105,486 and \$101,417, respectively.

After five years of data, it's clear that the research industry is as strong as ever and growing in all the right ways. We're happy to report that corporate researchers seem to be flourishing in their positions and we hope to see our readers continue to find satisfaction – and growing salaries – in the years to come.

The view from the MR job sidelines

As part of the 2013 iteration of the researcher salary, survey Quirk's asked respondents who indicated they were unemployed an open-ended question on what they saw as the greatest obstacle to finding employment. Their responses prove that, against a backdrop of cautious optimism in the marketing research industry and the economy as a whole, it's always instructive to remember that not everyone gets swept up in a rising tide.

Perhaps as a result of departments being downsized or eliminated altogether, the comments point to a glut of senior-level or at least highly-experienced researchers (client-side and vendor-side) pounding the pavement:

"There are too few senior-level jobs."

"Lack of mid-management opportunities in any industry."

"Few opportunities at sr. director and v.p. level."

Ageism appears rampant (accompanied by the dreaded "overqualified" status):

"Being older than 50 – there is incredible age bias out there now."

"Age, overqualified for most opportunities (I'm willing to accept lower-level positions but companies are not willing to offer them)."

"The amount of experience I have is more than most positions want. Qualifications are stringent and if you don't exactly match up, there is not a consideration of a possible fit."

One commenter summed up the impact of the rise of big data:

"The social media and big data trend seems to have impacted traditional market research jobs. Increasingly, jobs are asking for a trilogy of skills as part of the emerging 'data scientist' role: 1) BI, data querying and database skills, 2) market research and 3) statistical analytics (SPSS/SAS). Each is really a separate discipline that takes years to master."

The job-search process itself and a lack of solid contacts were highlighted for blame by several respondents:

"Making contacts. Cold résumé submissions to job postings, even on company Web sites, garner no results. Knowing someone inside a company, or even knowing someone who knows someone, is the only way to get traction."

"The online application process is a huge barrier. Your application goes into a black hole. There is no one to contact to follow up on the status of filling the position or to get feedback."

From being too experienced to the general difficulty of being in the job market right now, this person perhaps summed it up best:

"There's just simply a shortage of jobs. On top of that, the majority of jobs being advertised are located in either the pharmaceutical/medical or telecommunications industries. If you have not worked in those industries, your chance of being hired for one of these jobs is very slim. Also, as a more senior marketing professional, I feel that companies prefer not to pay the higher salary rates for seasoned professionals but are mostly looking to take on younger people with around five years of experience – not those of us who have dedicated 20 or more years to our calling. Tough market. Tough competition."

Corporate Researchers: Salary and Compensation

For a complete breakdown of compensation for client job titles, including crosstabs by age, gender, location and more visit www.quirks.com/salary.aspx.

10. 2013 Compensation by Industry

	Base	Bonus	Other	Total
Advertising/Public Relations	\$102,300	\$22,576	\$23,833	\$148,709
Agriculture*	\$105,143	\$11,250	\$33,500	\$149,893
Automotive	\$104,889	\$20,389	\$83,750	\$209,028
Banking/Financial	\$103,163	\$22,505	\$10,842	\$136,509
Building Materials/Products*	\$72,778	\$5,200	\$1,000	\$78,978
Computer Hardware/Software	\$131,762	\$42,067	\$69,429	\$243,257
Construction/Housing*	\$92,500	\$9,000	\$20,000	\$121,500
Consulting	\$109,364	\$15,357	\$29,333	\$154,054
Consumer Goods	\$106,275	\$16,205	\$15,000	\$137,480
Education	\$83,415	\$9,316	\$10,400	\$103,130
Entertainment	\$127,125	\$35,739	\$50,143	\$213,007
Food/Beverage	\$96,778	\$15,046	\$27,765	\$139,589
Government	\$94,154	\$18,000	\$0	\$112,154
Health Care/Pharmaceuticals	\$109,053	\$20,737	\$26,727	\$156,518
Hospitality (hotels, restaurants, etc.)	\$88,143	\$20,417	\$41,000	\$149,560
Insurance	\$99,677	\$20,704	\$14,045	\$134,427
Manufacturing	\$96,571	\$19,887	\$20,759	\$137,217
Media/Publishing/Information	\$95,532	\$14,857	\$23,625	\$134,015
Non-Profits	\$79,736	\$5,520	\$2,600	\$87,856
Retail	\$93,452	\$16,037	\$21,750	\$131,239
Technology/IT/Web	\$115,438	\$23,216	\$60,222	\$198,876
Telecommunications	\$92,200	\$15,083	\$13,875	\$121,158
Transportation	\$90,167	\$57,571	\$8,333	\$156,071
Travel	\$94,867	\$11,174	\$15,714	\$121,755
Utilities/Energy	\$88,723	\$16,417	\$7,000	\$112,140
Other	\$92,891	\$19,931	\$20,200	\$133,022

11. 2013 Compensation by Annual Revenue/Sales

	Base	Bonus	Other	Total
< \$1 Million US dollars	\$83,040	\$40,111	\$121,000	\$244,151
\$1M - \$3M	\$83,156	\$23,667	\$15,500	\$122,323
\$3M - \$6M	\$92,524	\$15,467	\$8,000	\$115,990
\$6M - \$10M	\$76,000	\$16,462	\$6,500	\$98,962
\$10M - \$50M	\$88,822	\$18,229	\$11,231	\$118,282
\$50M - \$100M	\$89,678	\$20,455	\$5,400	\$115,533
\$100M - \$300M	\$88,875	\$17,561	\$21,643	\$128,079
\$300M - \$500M	\$91,146	\$14,778	\$33,091	\$139,015
\$500M - \$1 Billion	\$102,366	\$16,914	\$11,375	\$130,655
>\$1 Billion US dollars	\$110,553	\$20,771	\$27,000	\$158,324

12. 2013 Compensation by Years Of Experience

	Base	Bonus	Other	Total
< 1 year	\$59,484	\$25,889	\$15,333	\$100,706
1 - 2	\$63,885	\$6,871	\$9,778	\$80,534
3 - 5	\$72,379	\$10,913	\$17,639	\$100,930
6 - 10	\$89,835	\$14,096	\$19,981	\$123,913
11 - 15	\$108,273	\$22,142	\$22,392	\$152,807
16 - 25	\$119,014	\$20,238	\$24,188	\$163,439
>25	\$125,272	\$30,757	\$42,417	\$198,445

Corporate Researchers: Salary and Compensation

13. Compensation by Job Title

	Base	Bonus	Other	Total
Owner/Partner	\$153,917	\$144,778	\$150,250	\$448,944
President/CEO/COO	\$124,667	\$45,000	\$0	\$169,667
Senior Vice President or Vice President	\$167,732	\$44,315	\$40,607	\$252,654
Market Research Director/Senior Dir.	\$133,035	\$25,500	\$28,819	\$187,354
Market Research Manager	\$97,355	\$13,296	\$15,146	\$125,797
Account Executive/Manager*	\$36,750	\$8,000	\$1,000	\$45,750
Customer Insights Manager	\$98,453	\$13,397	\$23,400	\$135,250
Director of Marketing	\$123,950	\$50,176	\$12,600	\$186,726
Marketing Manager	\$87,136	\$9,105	\$2,000	\$98,242
Brand Manager or Product Manager*	\$79,222	\$7,000	\$0	\$86,222
Communications Director/Manager*	\$105,714	\$7,000	\$16,000	\$128,714
Project Manager	\$84,694	\$16,769	\$5,000	\$106,464
Business Development*	\$96,400	\$40,500	\$15,667	\$152,567
Senior Research Analyst	\$76,404	\$7,544	\$6,625	\$90,574
Research Analyst	\$58,591	\$13,426	\$7,056	\$79,072
Business/Market Analyst	\$66,871	\$8,300	\$72,000	\$147,171
Statistician*	\$86,889	\$12,667	\$10,000	\$109,556
Research Assistant	\$35,417	\$2,800	\$5,500	\$43,717
Sales/Account Representative*	\$23,000	\$16,000	\$0	\$39,000
Administrator/Coordinator	\$49,000	\$3,500	\$1,500	\$54,000
Consultant	\$96,696	\$10,462	\$5,000	\$112,157
Other	\$86,068	\$18,793	\$6,667	\$111,528

14. 2013 Compensation by Region

	Base	Bonus	Other	Total
North East (CT, MA, ME, NH, RI, VT)	\$114,010	\$24,075	\$22,962	\$161,046
Mid Atlantic (NJ, NY, PA)	\$115,427	\$23,473	\$24,175	\$163,075
East North Central (IL, IN, MI, OH, WI)	\$97,306	\$16,814	\$21,683	\$135,803
West North Central (IA, KS, MN, MO, NE, ND, SD)	\$88,574	\$17,917	\$15,750	\$122,240
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	\$99,831	\$20,579	\$17,750	\$138,159
East South Central (AL, KY, MS, TN)	\$88,125	\$17,211	\$21,429	\$126,764
West South Central (AR, LA, OK, TX)	\$101,051	\$17,098	\$30,238	\$148,387
Mountain (AZ, CO, ID, MT, NM, NV, UT, WY)	\$85,708	\$11,500	\$10,111	\$107,319
Pacific Coast (AK, CA, HI, OR, WA)	\$114,185	\$19,742	\$27,667	\$161,593
Canada	\$86,824	\$24,700	\$61,333	\$172,857
Mexico*	\$44,000	\$17,333	\$0	\$61,333
Central and South America*	\$82,000	\$16,667	\$9,500	\$108,167
Eastern Europe*	\$41,333	\$12,800	\$0	\$54,133
Western Europe	\$79,300	\$11,929	\$22,667	\$113,895
Asia	\$64,316	\$19,000	\$41,000	\$124,316
Middle East*	\$75,000	\$4,500	\$0	\$79,500
Africa*	\$40,778	\$11,500	\$1,000	\$53,278
Australia/New Zealand*	\$125,000	\$20,000	\$20,500	\$165,500

*Fewer than 10 responses received

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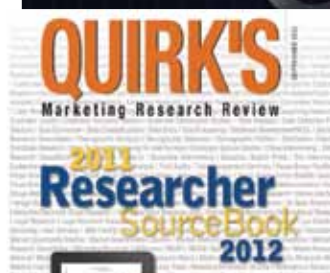
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