



Schlesinger Associates

A Marketing Research Corporation

2012 Partnership Survey

Identifying Industry Trends

In our continued efforts to **support our client needs** and **understand key trends**, we have, for the past three years, conducted a brief survey among our client base. The following summary reflects **economic growth and industry trends as seen by the research suppliers and research buyers** who have partnered with us over the past twelve months.

- A total of 411 participated in the survey which represents a 5% increase. The survey was conducted late January 2012.
- Participants continue to fall equally across manager, director and executive level positions.
- Participant mix is reflective of our client base: primarily market research suppliers with a focus on qualitative.

	2009	2010	2011
<u>Sample Distribution</u>			
C-Level	29%	34%	28%
Director	36%	28%	33%
Manager	35%	38%	40%
<u>Company Type</u>			
Research Supplier	85%	83%	81%
Research Buyer	15%	17%	19%



Overall, our findings reflect what we have heard from clients and research colleagues alike. In short, 2011 held its own and many anticipate the same to be true for the upcoming year.

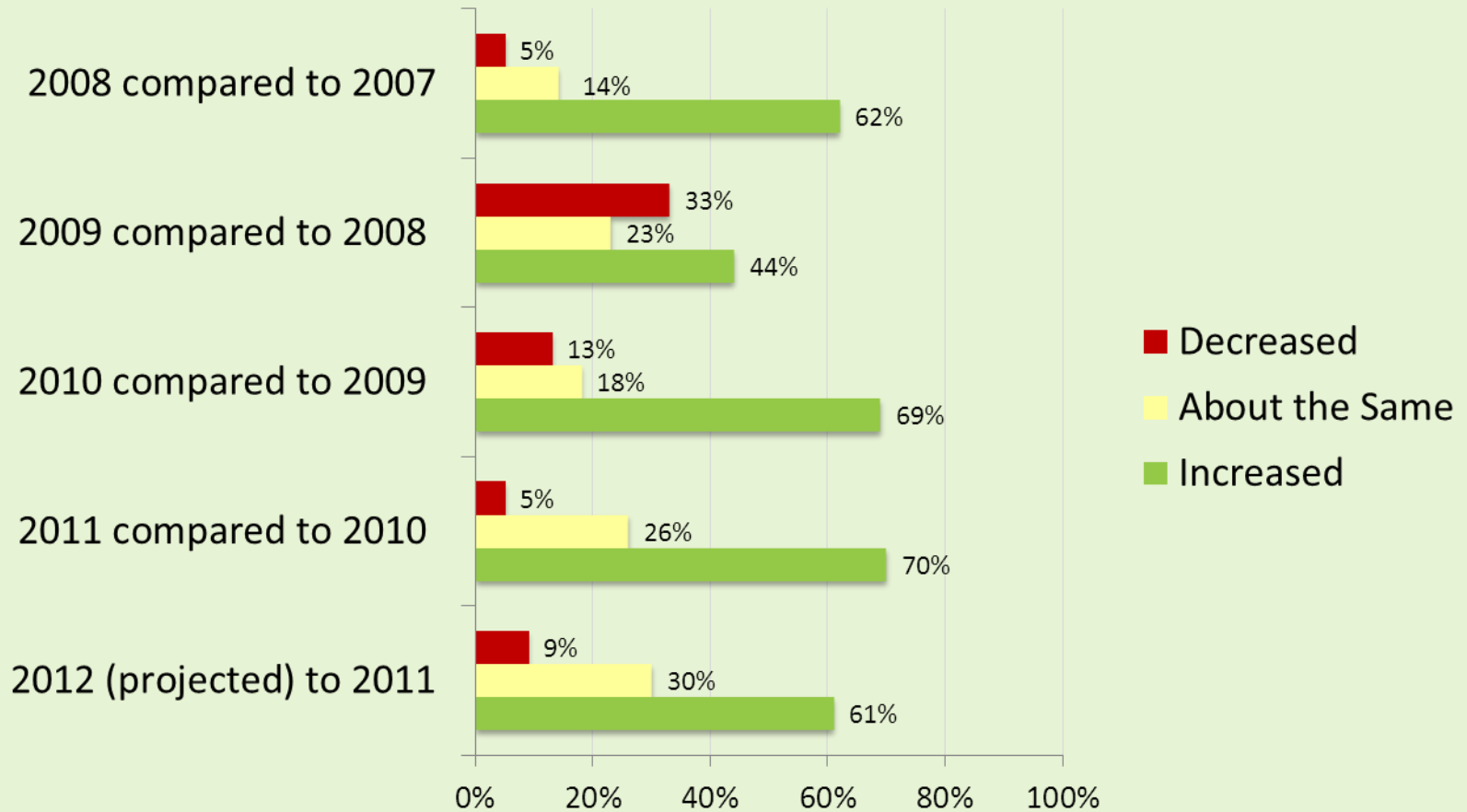
Highlights from the Partnership Survey:

- The majority of the **participants report signs that business is stabilizing**. 70% experienced a revenue increase in 2011 which is 1% greater than 2010.
- For the second year in a row, more than half of the participants indicate **business prospects remain strong**.
- The vast majority report **conducting business with the same companies** as in the previous year and also experienced a **slight drop in the number of new clients**.
- **Project scope and size continues to decrease**.
- **Utilizing new methodologies remained a constant** as noted by two-thirds each year. Willingness to apply new methods in order to meet research objectives looks to be immune to the economic changes experienced in the past few years.

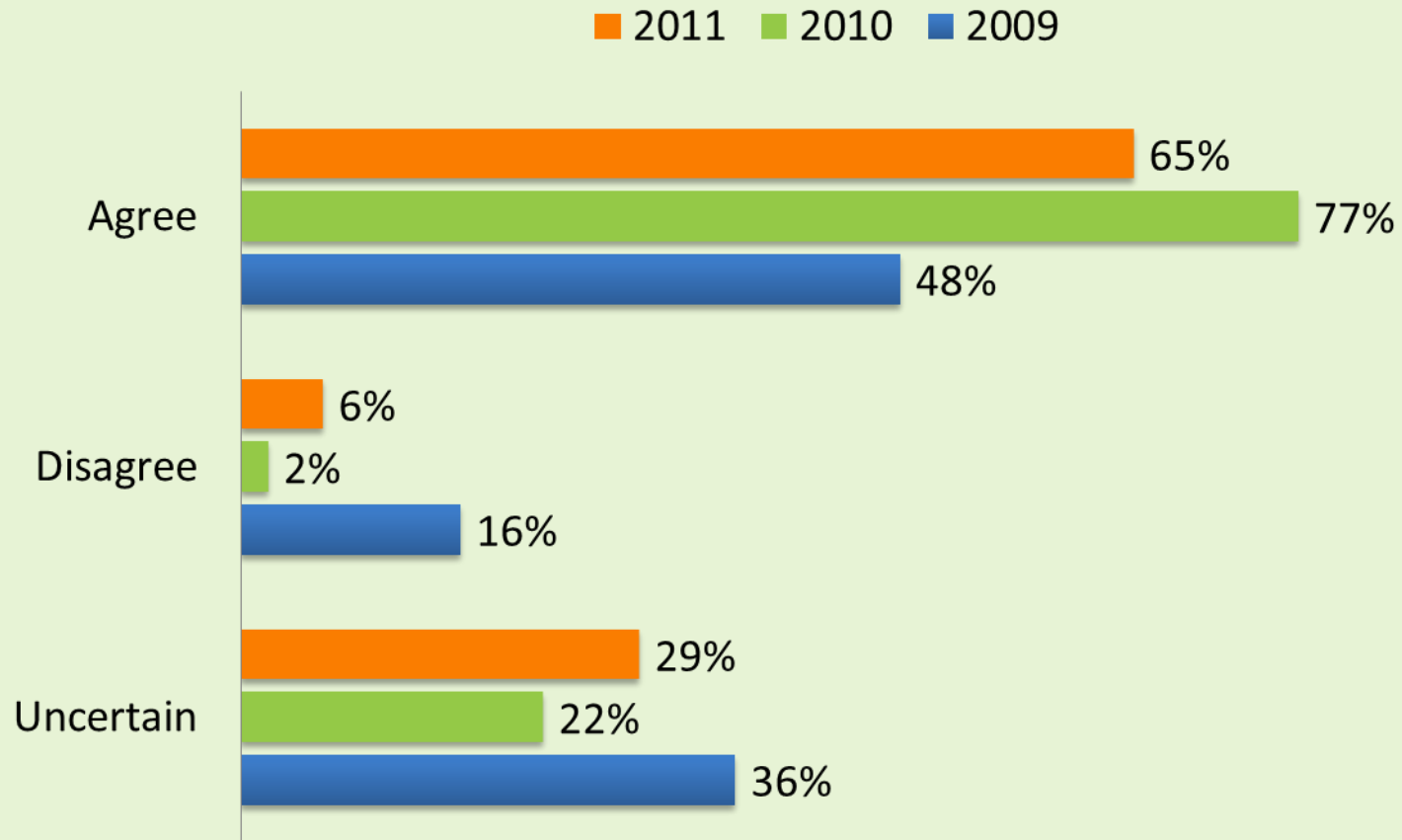


Business Trends

Revenue Trends

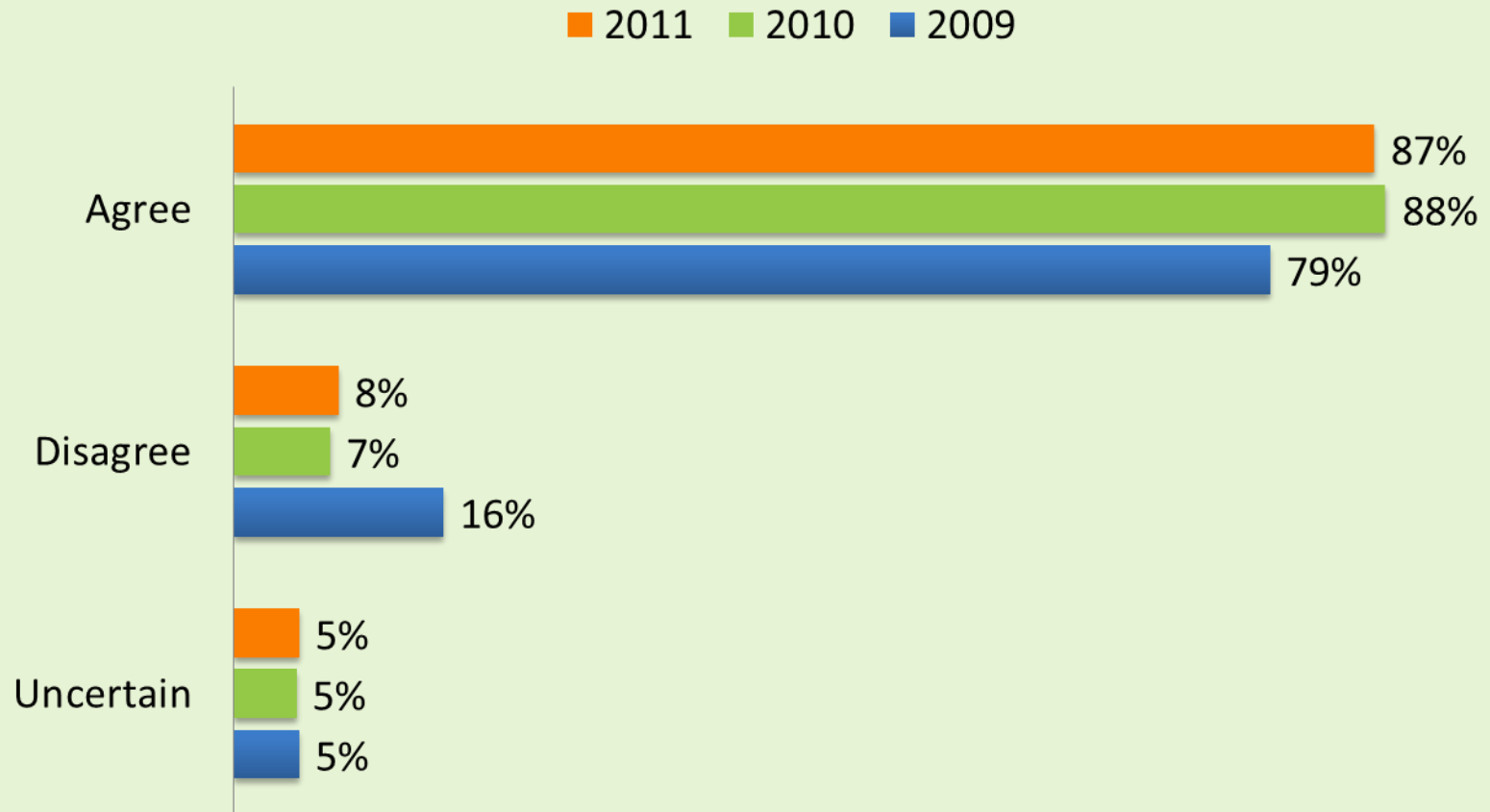


Our business prospects look strong.



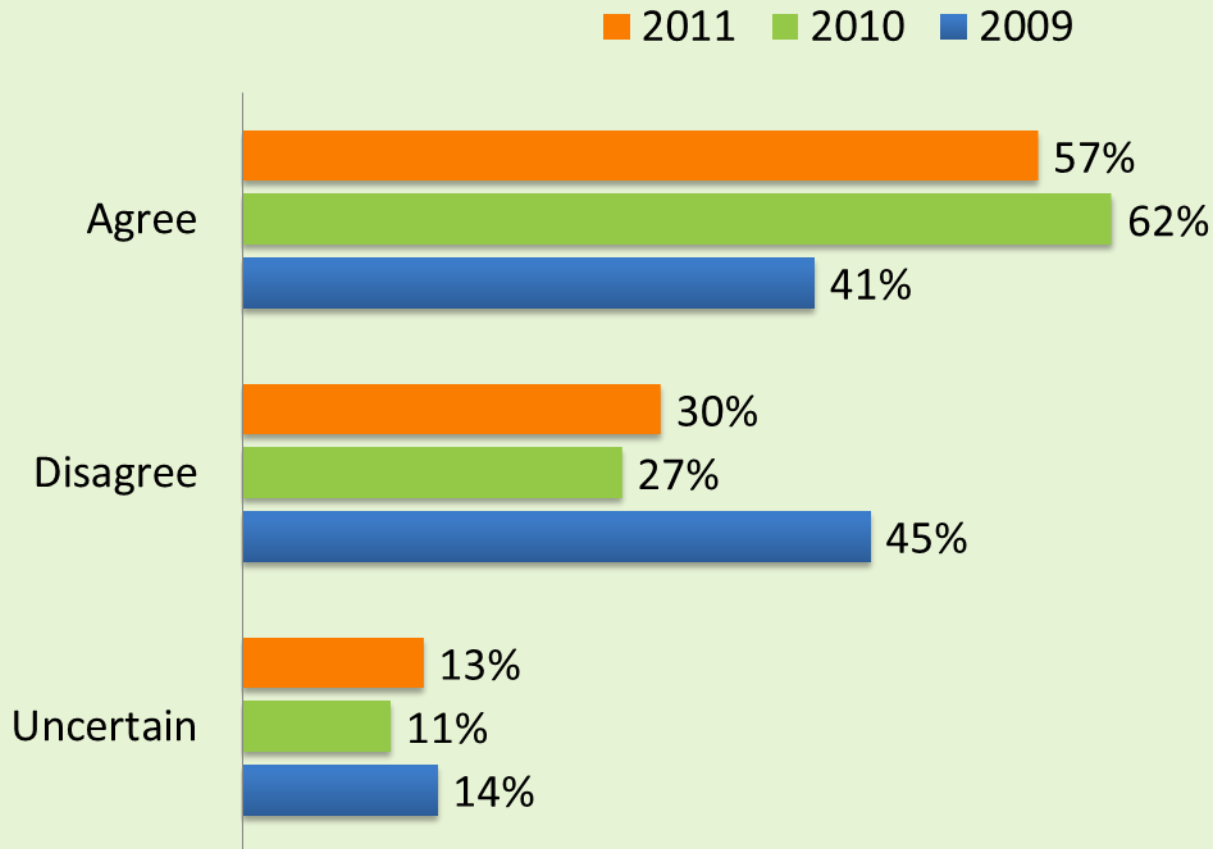
Business Trends

We are actively doing business with the same companies as in the previous year.



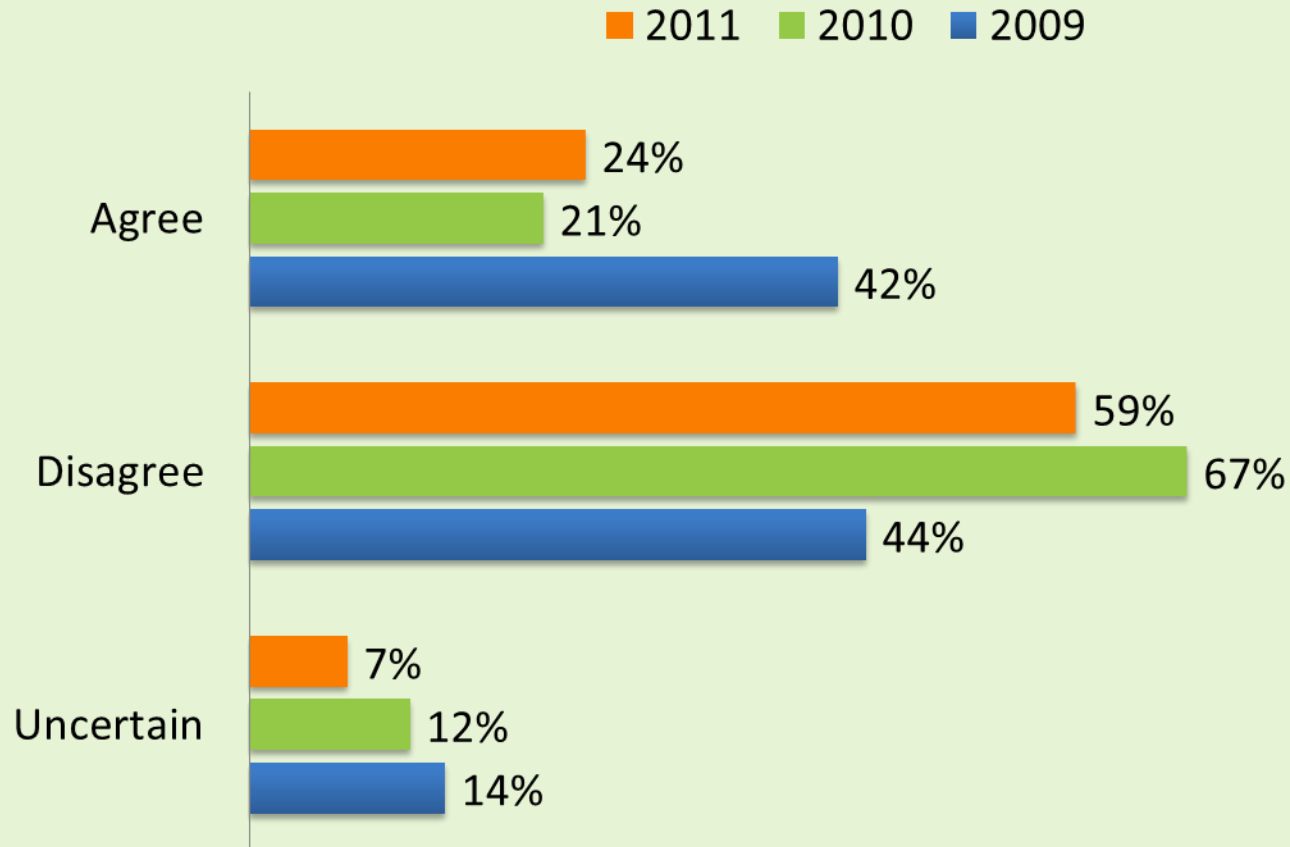
Business Trends

We have more new clients than we did a year ago.



Research Trends

The scope/size of projects are becoming smaller .



Research Trends

We are using new methodologies to meet our client's research objectives.

