RSM Press Release 0268

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This yearâ€™s â€˜State of the UK Market Research Industryâ€™ survey results have been anticipated with even more interest t
usual.

The 2009 survey revealed that confidence was at its lowest point since the inception of the survey.

It is with some sense of relief that in 2010 we can report a much more optimistic financial outlook amongst our industry peers. There is, however, disquiet about the public image of market research and the perceived value (and quality) of what we deliver.

Wave Nine Headlines
* The market research sector is growing again - overall research budgets grew by 6.6% in 2010;

* 2011 is forecast to achieve 5.4% growth;

* Larger agencies have had a particularly good 2010 â€“ and they are more bullish than small agencies about 2011;

* Public Sector research budgets are expected to decline in 2011;

* Researchersâ€™ perceptions of the publicâ€™s image of research continue to fall â€“ with â€˜suggingâ€™, low quality researc
saturation blamed;

* There are passionate views expressed about the need to utilise technology developments to the fullâ€¦ *â€¦but there are also strong views expressed against the quality of data from on-line methods.

The following link will take you to a summary of findings: Â
http://www.rsm1.com/SOI2010/RSM_ Industry_Report_2010.pdf

You can also view a more detailed presentation here:
http://www.rsm1.com/SOI2010/RSM_Industry_Presentation_2010.pdf

A total of 316 interviews were completed with research professionals in the UK (37 clients and 279 suppliers).

Respondents had an average of 15 years market research experience, and an average of 150 employees within their organisation.

To find out more or to discuss these findings further please contact:
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