RSM Research Industry Survey Headlines

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Clients are underwhelmed by research agency pitches:

- Nearly half of clients rate pitches as only satisfactory, and 10% say the pitches have been poor.
- Clients want agencies to better understand their business.Â Client quote: â€˜They lack preparation and show a lack of understanding of our organisationâ€™.
- Clients receive an average of 7.5 pitches a year â€“ is this too many?Â Should they pre-select more carefully?

Online research reaches critical volume:

- The research industry expects a massive increase in the usage of web based research methods (six times the increase anticipated in 2005)â€¦
Â â€¦and a net decline in face to face and telephone research is expected for the first time.

Despite this, significant doubts about web research remain that need to be overcome â€“ particularly concerns about representative sampling.

Clients and suppliers believe that their research provides ROIâ€¦

â€¦but is it acceptable that one in ten do not know if their last project delivered ROI? Should ROI be more prominent in our thinking?

Over 300 respondents took part in the research. A summary of results is enclosed (and also available at http://www.rsm1.com/content/wave6.html)