

synergie

The newsletter for our worldwide community of market researchers

CHAIRMAN'S REPORT

TONY DENT



Hi everyone,

I hope you will find a lot to interest you in this edition of Synergie. Perhaps the most important point is that it's not too late to book for our forthcoming conference "[Measuring a changing World](#)" in Munich on 30th October, following immediately from [Research & Results](#).

Of more immediate interest is that AIMRI is exhibiting at this year's [ESOMAR congress in Dublin](#) at the end of this month and also at [Research & Results](#) next month. Indeed my own company, Sample Answers Ltd, is also exhibiting at both events and I look forward to seeing many AIMRI members during these events, even if you can't make the conference! In particular, I hope that those of you who will be at ESOMAR will join me for an AIMRI lunch on Wednesday, 30th September, immediately after congress closes (please visit the AIMRI stand for further details).

Unfortunately, we don't have a write up of our inaugural Annual Conference held in New York on 26th June. Moreover, at the time of writing, only eight of those attending the event have completed the feedback questionnaire, as designed by John Attfield. So, will the others please go to: www.trusted-opinions.com/survey/?ID=27 to help the council improve future events. Anyway, I personally enjoyed it and here are some comments from the eight who have completed the survey:

What were the best aspects of the event for you? What were the highlights?

- Intelligent and energetic presentations;
- Networking opportunities;
- Key note speech;
- Open discussion of the presentation;
- Opportunity to interact with fellow researchers and learn more about the state of our sector;
- See the colleagues in NYC, know the status of AIMRI;
- Since it was my first AIMRI conference, it was by far the intimacy of the conference which allowed time to get to know the

majority of attendees. It was very encouraging to see such a global audience at a small event;

- Every individual was a contributor, which is unique; and
- Topics were relevant and good speakers.

Nevertheless it was not a uniform success despite the excellent quality of the papers. In particular I should apologise to Bernhard Witt for failing to do his presentation justice as a result of some technical issues! This oversight can be remedied by viewing Bernhard's contribution on the AIMRI website, where it is posted along with the other papers from the day. Speaking personally, I felt that Gregg Archibald's paper gave us an excellent start with his keynote speech identifying the key trends within the client 'world' and I was also very gratified by the manner in which a majority of attendees stayed to the end - on a Friday afternoon! Their attendance thus ensured that the AGM proceeded satisfactorily. Thank you all.

That AGM brought some changes to the structure of Council, with Richard Sheldrake retiring as Treasurer and John Attfield retiring as Deputy Chairman. Each had held their positions for a number of years and I am pleased to convey our thanks for their service and my pleasure that they have agreed to remain on council, so we have not lost their valuable experience. Meanwhile, our past Chairman, John Mackay has stepped in as Treasurer and Stephen Bairfelt has taken the post of Deputy Chairman. We are also pleased to welcome James Endersby of Opinium Research to council - please view his brief CV on page 2.

A vital part of the discussion at our meeting in New York was the need for AIMRI to attract younger members and it is for that reason that our Munich conference will focus on the under 30's. James will be chairing that conference and he has also initiated the AIMRI '[Thought Leadership Competition](#)' as described on page 2. There is still time to enter this competition and perhaps our two key articles "[Generation Why](#)" and "[The Need for Smarter Research](#)" will inspire

INSIDE THIS ISSUE

Chairman's report.....	01
The AIMRI '30 under 30'.....	02
Thought leadership.....	02
The need for smarter research.....	03
Yolo Communications and Bakamo. Social announce partnership.....	04
GMO Research adds over three million consumers in Malaysia.....	05
Training for international research....	06
Generation why?.....	07
New member.....	07
Are we paying enough?.....	08

CONFERENCE CALENDAR

Title	Date	Location
ESOMAR	Sept 27-30	Dublin
Research & Results	Oct 28/29	Munich
AIMRI Conference	Oct 30	Munich
TBC	TBC	TBC

THOUGHT LEADERSHIP COMPETITION

and ... 'The AIMRI 30 under 30'

See page 2...



CHAIRMAN'S REPORT (continued...)

some contributions, our thanks to EMI Research and Ray Poynter for these stimulating articles.

The importance of 'opening up' AIMRI to attract younger persons has also led to some important changes in membership and in future we will accept individual members as well as companies or sole traders. Moreover, Council propose to establish two new classes of Membership – one for students and one for start-up companies. We hope that members will approve these changes at an EGM scheduled for the end of the Munich conference – so please go to www.aimri.net/events/measuring-a-changing-world-focus-on-the-under-30s to download the booking form.

Now, two pieces of really good news. The new 'responsive' website for AIMRI will be available soon, so please check it out and take the opportunity of bringing your own company page up to date. That is vital for receiving requests to tender. Finally, Catherine Harston is now recovering from her recent back operation - for those who don't know, Catherine is AIMRI's administrator and has been suffering from increasingly debilitating back pain. We trust she'll be 100% soon.

My good wishes to all readers – come on, book for Munich! AIMRI events are always worth attending.

Best wishes, Tony.

TWO NEW INITIATIVES FROM AIMRI

THE AIMRI 30 UNDER 30

You can nominate yourself or be nominated. All entries must be accompanied by a high quality headshot and your agency logo. All nominations must be signed off by the individual's direct manager.

Prize: See AIMRI website for details

Deadline: See AIMRI website for details

Who to send to:

James Endersby@opinium.co.uk

Criteria:

You must belong to an AIMRI registered agency and be under 30 as of October 2015.

In no more than 350 words, convince the judges why your nominee should be considered as one of the outstanding young researchers in the world today. We will look for concrete evidence of outstanding personal achievement in managing research projects, demonstrating creativity and providing their clients with insight and recommendations that make a real difference to their organisation. You must show evidence of how this person is actively looking to improve and grow themselves as a researcher and the efforts they contribute towards furthering their agency's prospects and any contribution to the wider research industry as a whole.

THOUGHT LEADERSHIP

Submit a paper that contributes to the market research industry.

Prize: See AIMRI website for details

Deadline: See AIMRI website for details

Who to send to:

James Endersby@opinium.co.uk

Criteria:

You must belong to an AIMRI registered agency and be under 30 as of October 2015.

While there are no set themes that the judges would like you to concentrate on, they will expect you to submit a paper that contributes to the market research industry. You could think of either challenging existing practices, beliefs and assumptions or bring something completely new to the table. You could base your paper around a specific methodology, industry or way of working.

NEW AIMRI COUNCIL MEMBER

James Endersby

James is Managing Director of Opinium Research, a leading insight agency with clients that span the globe. James has a management consulting background having worked for the Monitor Group Management Consultants (now Monitor Deloitte) before Opinium.

James' role on the AIMRI council will be to ensure that we remain relevant, connect with and inspire young researchers around the world under 30.



The need for market research has never been greater, but the standing of market researchers has stalled over the last few years, which at first looks like a paradox. However, as this article makes clear, there is no paradox. The world has changed, which is why market research is so important, but most market researchers have not kept up with the change, which is why their influence and standing have stalled. What is needed is the creation and promotion of the 'smarter researcher', people with the skills and tools to make research relevant to a changing world.

This article briefly outlines some of the key changes that are impacting the need for market research and then sets out three key steps that will help produce the smarter researchers our industry needs.

The changes

Brands are less powerful today than at any point in the history of branded goods, which means they need new and more powerful options in order to thrive. The reasons for this loss of power include:

1. Growth in consumer power, which has been fuelled by social media and mobile technologies.
2. The fragmentation of media, making it ever harder for brands to reach the right audiences.
3. The growth in competition. There are more brands, lines, and line extensions than ever before, making decisions harder for customers, retailers, and brand managers.
4. Faster change. The number of new products, lines, and services increases every year, with a smaller and smaller percentage of them being successful.
5. The shift from product to emotions. In the past products aimed to win by having a genuine product advantage (e.g. washing cleaner), then by having logistical advantages (e.g. cheaper production, better databases etc). Today, the key battle is to create emotional linkages between people and the products and services they buy. But whereas product advantages were easy to understand and measure, emotional bonds are harder.

To navigate these challenges, brands need more insight, but they need it faster, cheaper, and better targeted. Brands need the insight they receive to be linked to what their organisation already knows and is already doing, and they need it to be actionable.

Becoming a smarter researcher by exiting the silos

The eBook The Smarter Researcher sets out ten steps that can help you become a smarter researcher, but in this article I will focus on three silos that we need to get out of to be smarter researchers.

Getting out of the project silo

The first silo that limits the relevance and effectiveness of market researchers is a tendency to see a market research project as an entity in its own right. In

most cases a market research project should link to and benefit from a network of other activities and information sources. For example, what is already known via market research, what is known from other sources, what other projects are happening that could help this project or could benefit from this project.

Look at your last few debriefs and reports. Did you only report on the current project, or did you weave in other sources and other outcomes?

Going beyond the information silo

Traditionally, market researchers answered questions from customers. Not only that, but the answers they provided tended to be in the form of information, for example charts and tables. This situation was tenable when brands and organisations had the time and the skill to design the research question and to interpret what the information meant in terms of impact on the business. In today's fast-moving and complex world, researchers need to take more responsibility for ensuring that the right business questions have been asked and for converting the information into advice. Insight is a common buzzword, and there is nothing wrong with insight, but re-thinking the deliverables in terms of advice will help ensure the research results in impact.

Going beyond the market research silo

Very few organisations rely solely on market research to make decisions, and the range of non-market research sources of information and insight is growing. Market research needs to work with this growing array of solutions and sources, sometimes by owning and sometimes by partnering. Big data analytics, neuromarketing, enterprise feedback systems, and communities are all growth areas and market researchers need to become accustomed to working across boundaries.

As well as working with other providers, market researchers should be looking to expand the range of services they offer. For example, when mystery shopping developed as an industry market research was quick to embrace it as a market research offering. By contrast, usability testing is considered to be largely outside market research – but it need not have been. Ideation is another good example of something where market research has expanded into non-research areas, and crowdsourced insight could soon be another.

Agile and relevant

Two key concepts for the smarter researcher are agile and relevant. Research that is 'right but late' is useless, because it is not relevant. Research that is too expensive, too slow, too restricting is not relevant. In order to be relevant in the modern world researchers need to be (and to be seen to be) agile.

THE NEED FOR SMARTER RESEARCH

Ray Poynter
Founder, NewMR



Ray is the Founder of NewMR, the Managing Director of The Future Place, author of The Handbook of Online and Social Media Research and The Handbook of Mobile Market Research, and the editor of ESOMAR's book "Answers to Contemporary Market Research". Ray is a frequent speaker, writer, and workshop leader, appearing regularly in Europe, North America, and APAC.

This article is based on Ray's new eBook The Smarter Researcher, which can be downloaded from the Vision Critical website:

visioncritical.com/resources/smarter-researcher



YOLO COMMUNICATIONS AND BAKAMO. SOCIAL ANNOUNCE PARTNERSHIP

AIMRI member - Nik Harta of Opinion Matters forms strategic partnership with Bakamo.Social, to provide new research services that create insight from social media conversations.

London, Budapest - The market research and social media insight agency Yolo Communications and the social media intelligence company Bakamo.Social have announced a strategic partnership. The cooperation is based on the shared vision that research is increasingly driven by insights gained from natural social media conversations.

Developing new social insight solutions tailored to client needs

The partnership provides synergies that benefit their respective clients - Bakamo.Social specialising in uncovering (unexpected) insights from social media conversations while Yolo Comms excels in a creative and consultative approach to support clients all the way from research to implementation. The combined strength of experience and knowledge in understanding of brands, social and research provide an alternative to clients who want to see outstanding results and innovative solutions at highly accessible fees.

Yolo Comms Managing Director Nik Harta says "Our philosophy has always been to provide clients

with the most effective and appropriate solutions at competitive rates. We are delighted to announce this partnership as it brings together the best and most innovative services that ultimately are delivering insight unparalleled elsewhere. Combined with our consultative and practical outlook we are now offering clients a new approach to data that is creating so many extra opportunities for strategic marketing and communications."

Bakamo.Social CEO Daniel Fazekas says: "We know that social listening is a fast growth area and we are extremely excited by the innovations we have developed to exploit this data for market research: Our ethos has been to push boundaries and create real, raw and challenging insights. As people feel a necessity to get on board with social they need to feel assured they are working with a partner who can act in their best interest, give sound advice and reveal valued insights at affordable rates. Together with Yolo Comms, we have started to build new modules that make social media insight more accessible to all."

The newly formed partnership has already carried out work jointly on new clients to great success and will shortly be releasing details of a new branded offering for rapid campaign response through social insight.



About Bakamo.Social

Bakamo.Social, a social media intelligence company, operating out of London and Budapest, illuminates the unexpected. Focusing on consumer orientations and inspirational insight, Bakamo.Social leverages social media for a new breed of consumer understanding: grounded, fresh and surprising insight. Bakamo.Social works across all major industry verticals and has been the supplier to leading brands and agencies globally.

web: bakamosocial.com
twitter: @bakamosocial
email: contact@bakamosocial.com

About Yolo Communications

Yolo Communications is an international market research and social media insight agency based in London. Adopting innovative research techniques and methodologies, Yolo Communications uses a creative and consultative approach to help generate media coverage, deliver insight and strategies that support PR and Marketing.

web: yolocomms.com
twitter: @yolocomms
email: nik@yolocomms.com

Tokyo, Japan - July 8, 2015 - GMO Internet Group company, Asia's premier market research solution platform provider GMO Research, Inc., and Malaysia's premier lifestyle and brand-focused loyalty card, BCARD (Berjaya Loyalty Card) have entered into a strategic business alliance.

The alliance will enable GMO Research to conduct market research surveys targeting a dynamic consumer base exceeding three million consumers in Malaysia. In exchange for taking surveys, BCARD members will earn loyalty points which can be redeemed at various stores and items such as airline miles and mobile minutes. This is the first alliance of its kind for GMO Research with a loyalty card program.

Commenting on the alliance, GMO Research Product Development Manager Nicholas Antram states, "The alliance with BCARD will change the landscape of online research in Malaysia. With a powerful and rich group of consumers to target from, researchers will be able to conduct online surveys in Malaysia at a speed and quality level that was not available until now."

BCARD Director Ms. Yau Su PengGary Yeoh is also excited about the new business. Su PengGary states "BCARD is excited to partner GMO Research, to give our members even more opportunities to get rewarded. We here at BCARD are always looking to push boundaries and is yet another way for us to push the envelope beyond the traditional methods of points collection."

AIMRI MEMBER: GMO RESEARCH ADDS OVER 3 MILLION CONSUMERS IN MALAYSIA

GMO Research sign
strategic partnership with
BCARD



web: gmo-research.jp/en
GMOMarket Observer: gmo-research.jp/rs
ASIA Cloud panel: gmo-research.jp/acp
tel: +81-3-5459-5565
email: info@gmo-research.jp

About GMO Research

GMO Research, Inc. (TSE:3695) is a one-stop research solution platform provider. Offering full-service capabilities spanning across all industries and powered by one of the largest panels in Asia, we make research easy through seamless bilingual communication and solutions that cater to our clients' needs. In addition to the traditional qualitative and quantitative methodologies, we also offer a number of proprietary methodologies including Eye Tracking, Scanamind, Mobile Research, MROC, and more.

GMO Internet Group

GMO Internet Group is an Internet services industry leader, developing and operating Japan's most widely used domain, hosting and cloud, ecommerce, security, and payment solutions. The Group also comprises the world's largest online FX trading platform, as well as online advertising, internet media, and mobile entertainment products. GMO Internet, Inc. (TSE: 9449) is headquartered in Tokyo, Japan.



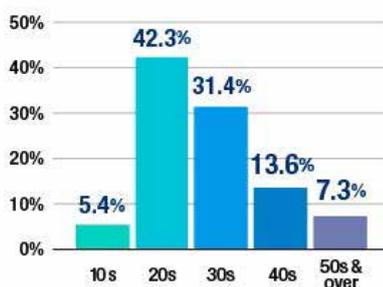
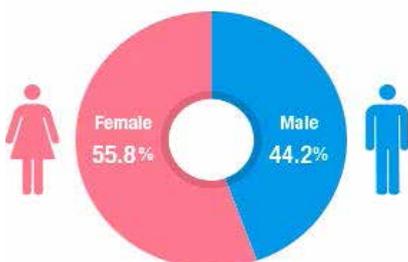
About BCARD Malaysia

BLoyalty Sdn Bhd, a wholly-owned subsidiary of Berjaya Corporation Berhad, owns and manages the multi-partner customer loyalty programme known as BCARD. Launched in December 2010, BCARD is Malaysia's fastest growing loyalty programme of its kind with over 75 merchant partners including Starbucks, Caltex, 7Eleven, Lazada, Chatime and others,

web: bcard.com.my/
tel: +6-03-2148 8585
email: karen@bcard.com.my

translating to over 3,500 outlets nationwide. With an urban skewed membership base, BCARD has over 3 million registered members and growing at a rate of between 25,000 to 40,000 members every month.

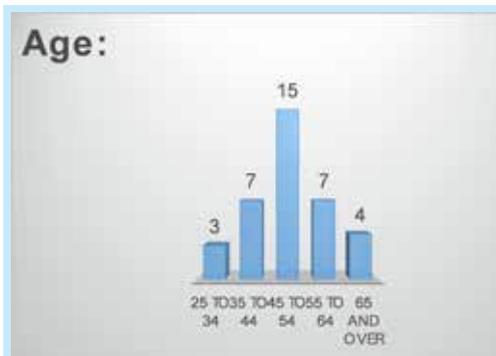
The up to date BCARD card owner demographics follows as:



TRAINING FOR INTERNATIONAL RESEARCH

Results of the pilot for the special AIMRI survey

Just 36 persons completed the pilot: 29 males and seven females, all aged over 25.



They were evenly distributed about the central 45 to 54 age range with the majority (21) classifying themselves as senior research executives working within a multinational research agency.

A bare majority (56%) actually had a training budget, however a clear majority of 78% claimed to have an influence on attendance at seminars (whether for training or other purposes).

Almost 50% of the respondents believed that there should be an equal balance between workshops and lectures but almost as many felt there should be more workshops (13 persons compared with 17 saying 'equal'). The strength of feeling for workshops is evidenced by some of the comments received:

- It depends on the level of the participants. More lectures for juniors while more workshops for seniors are useful.
- Best to involve people via workshops as well as to lecture to them.
- It is too easy to forget the theory unless put into practice repeatedly soon after learning. It helps to reinforce what is learned.
- It would depend totally on what topics and aspects of research were being covered.
- Different methodologies work for different people in different ways and workshops are more interactive.
- I think it is good to have the theory but also the opportunity to do the workshops.
- Participation drives the knowledge in. Audiences (for lectures) can be passive.
- I prefer more hands on as it helps me remember on a deeper level.

A substantial majority would prefer a one or two day training seminar, with those selecting two days expecting a residential option. In the main respondents would expect the training to be suitable for both agency and end client personnel rather than expecting different 'streams'.

The pilot has been used to reduce the length of the questionnaire considerably and the main version now takes less than five minutes and can be found at www.trusted-opinions/survey?ID=28.

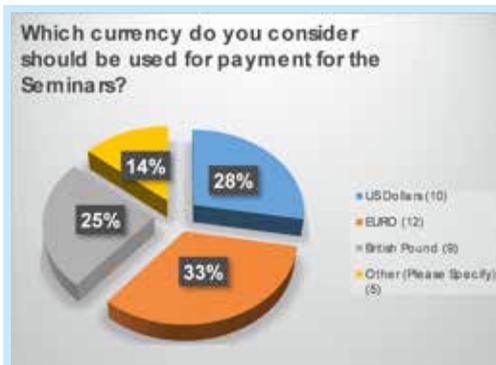
The importance of training was emphasised by some respondents who commented:



The majority considered that training for International Research is an important issue to their company and clients.

The most important topics being: **selecting partners, qualitative research, translation, culture and brand communications.**

With the secondary topic tier covering **sampling and consistency of scales.**



AIMRI's policy of now working in the three principal currencies of Dollar, Euro and the Pound Sterling is endorsed by the relatively even distribution of preferences for the selection of the 'currency' to be used for payment.

Equally, respondents were varied in their selection of preferred cities. Nevertheless London, New York City and Amsterdam were clear preferences.

- We always found it an uphill struggle persuading people that international research DOES require specific skill sets and knowledge. I wish you well - I think it is terrific that smaller agencies and not just the bigger who can afford to do it themselves, can be trained in international research. Coordination is a big issue and how to automate it.
- Cut out the exclusive accommodation and meals and make the courses a day or half day only to be more cost effective and attractive to a wider audience. Having accommodation and meals makes the courses appear more like a 'night away' than a practical learning course. This puts the cost up and limits access to researchers.
- Good idea, but needs to be run by people with practical experience of running multi-country studies.

We are grateful to our sponsors for this work and in particular to Leslie Townsend of Kinesis whose presentation of the results to the conference in New York formed the basis for this write up.

SPONSORS:



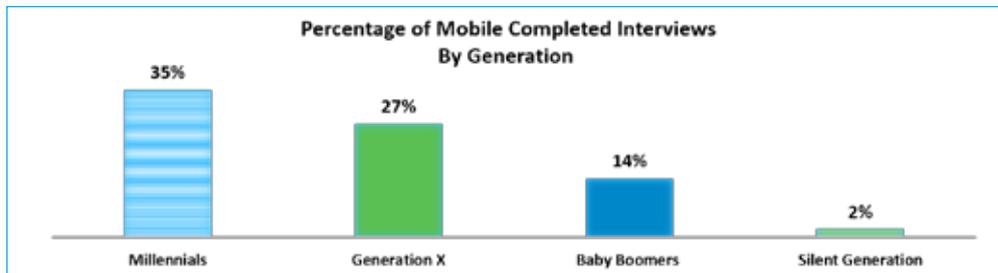
Millennials: the latest hot topic in the market research industry is all about how those aged 18-34 are so different from other age groups, understanding their online behaviors, uncovering how to reach and market to them, etc. Millennials are a unique generation; many of them have been online their entire lives and don't remember mobile phones before smartphones existed. They're also a very important generation representing almost 25% of the total US population, with \$200 billion in annual buying power, and greatly influencing products and services during of our lifetimes. They also have behaviors that create unique challenges for marketers.

Our clients have great challenges reaching Millennials and especially ethnic respondents. Not allowing mobile devices for survey research has a compounding effect on feasibility and creates very difficult challenges for the sample and panel companies. If you are marketing to Millennials or to ethnic respondents, you absolutely should be creating device agnostic and mobile first surveys. If you are marketing to Millennials and ethnic respondents, it is absolutely imperative that you properly design your research to include mobile devices.

We have previously reviewed how sample partners are very different from each other on behavioral and

GENERATION WHY?

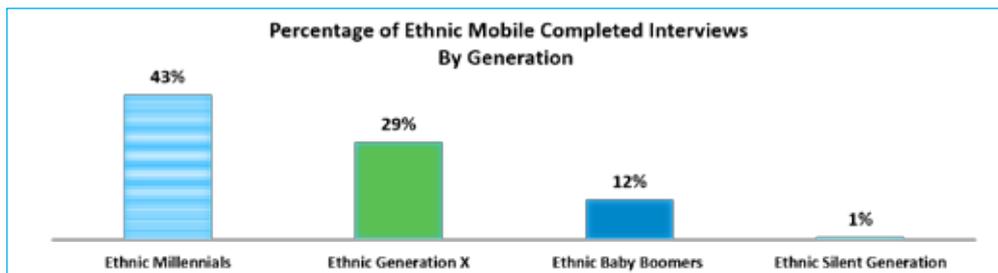
September 2015



Given their importance, it is imperative for brands and marketers to understand their opinions. Brands that do not adequately collect Millennials opinions could be going down the wrong path and risk long-term harm. Much has been written and spoken about Millennials' online habits and how important it is to create device-agnostic surveys allowing everyone to take surveys on

attitudinal measures, even when weighting for key demographic variables. This also holds true among Millennials. Millennials from one panel differ greatly from other panels on a variety of measures including:

- Device behavior and usage;
- Brand awareness and ratings; and
- Concept ratings.



the device they prefer. At EMI, we routinely see 35% of Millennials taking a survey on a mobile device while other age groups' preference for mobile devices is growing as well. A survey not designed for all devices could lose a large and very important segments opinion.

An advantage of surveying Millennials is that it is much easier to reach ethnic respondents than other generations as ethnic respondents respond much higher proportionately among Millennials than other generations.

However, Ethnic Millennials are much more likely to take a survey via a mobile device than ethnic respondents from other generations. They are also more likely to take a survey via a mobile device than Caucasians among the same generation.

At EMI, we recommend our clients:

- Design surveys to be device-agnostic if not mobile first;
- Create survey questions that are mobile device friendly; and
- Strategically blend multiple sample partners in order to reduce inherent biases and ensure long-term feasibility and comparability.

Many companies and brands have recently asked us to field research that isn't mobile friendly. You would be surprised by the brands: not only top 25 market research companies but also some in the Fortune 100. If you're a brand that already knows this and has built research around best attracting those of all ages and preferences, you're already a step ahead of your competition.

Change Consultation

NEW MEMBER

Change Consultation - A new member from Saudi Arabia. Overview to follow soon - check the AIMRI website.

Mr Abdelhakeem Bashir
Marketing Specialist
Change Consultation
Ksa Buraidah, Alqassim, SA 11683

T: +966507198747
E: hakeem.change@gmail.com
W: coming soon...



Corporate Research Job Title	Count	Base	Bonus*	Dividend*	Other*	Total
Owner/Partner	10	\$99,600	\$0	\$44,900	\$16,400	\$160,900
President/CEO/COO	2	\$227,500	\$37,500	\$20,000	\$2,500	\$287,500
Senior VP or Vice President	59	\$180,203	\$37,729	\$22,085	\$8,102	\$248,119
Market Research Director / Senior Dir.	214	\$135,383	\$23,458	\$11,009	\$3,668	\$173,519
Market Research Manager	291	\$100,230	\$10,364	\$3,055	\$2,986	\$116,636
Account Executive / Manager	4	\$68,750	\$10,250	\$0	\$0	\$79,000
Customer Insights Manager	94	\$101,511	\$8,713	\$6,043	\$2,277	\$118,543
Director of Marketing	16	\$114,500	\$12,563	\$13,375	\$23,625	\$164,063
Marketing Manager	14	\$69,714	\$5,071	\$1,643	\$8,071	\$84,500
Brand Manager or Product Manager	5	\$89,400	\$6,400	\$1,400	\$1,000	\$98,200
Communications Director / Manager	3	\$75,000	\$0	\$0	\$0	\$75,000
Project Manager	28	\$81,286	\$5,786	\$1,393	\$5,179	\$93,643
Business Development	4	\$81,250	\$7,500	\$0	\$0	\$88,750
Senior Research Analyst	122	\$78,180	\$4,549	\$1,344	\$1,287	\$85,361
Research Analyst	92	\$59,522	\$1,457	\$717	\$3,620	\$65,315
Business / Market Analyst	29	\$61,759	\$3,138	\$586	\$1,966	\$67,448
Statistician	7	\$99,143	\$2,286	\$571	\$1,143	\$103,143
Research Assistant	5	\$36,800	\$2,800	\$800	\$1,200	\$41,600
Sales / Account Representative	2	\$21,500	\$5,000	\$0	\$0	\$26,500
Administrator / Coordinator	11	\$56,091	\$545	\$545	\$91	\$57,273
Consultant	16	\$83,875	\$5,563	\$1,438	\$375	\$91,250
Other	29	\$95,897	\$7,483	\$2,793	\$414	\$106,586
Mean	1057	\$102,730	\$12,133	\$5,916	\$3,535	\$124,314

ARE WE PAYING ENOUGH?

We are pleased to reprint the summary table from the recent Quirk's survey on salaries within the market research business in the US. Both end client (corporate) researchers and suppliers.

Research Company Job Titles	Count	Base	Bonus*	Dividend*	Other*	Total
Owner / Partner	272	\$130,404	\$30,629	\$27,551	\$11,621	\$200,206
President / CEO / COO	69	\$162,058	\$30,261	\$35,290	\$6,623	\$234,232
Senior Vice President or Vice President	258	\$140,271	\$24,791	\$6,888	\$4,977	\$176,926
Director of Research	139	\$101,799	\$6,942	\$2,014	\$3,245	\$114,000
Group Head / Manager	87	\$90,494	\$7,874	\$1,138	\$2,575	\$102,080
Senior Project Director / Manager	136	\$77,353	\$4,375	\$1,985	\$1,779	\$85,493
Project Director / Manager	111	\$59,477	\$4,613	\$4,766	\$2,355	\$71,210
Senior Research Analyst	78	\$63,321	\$3,077	\$1,141	\$321	\$67,859
Research Analyst	64	\$50,375	\$1,703	\$578	\$281	\$52,938
Statistician	18	\$82,222	\$4,000	\$0	\$333	\$86,556
Business Development	14	\$72,857	\$22,929	\$13,071	\$3,071	\$111,929
Senior Research Associate	34	\$60,235	\$2,412	\$294	\$3,853	\$66,794
Research Associate	24	\$48,625	\$1,750	\$0	\$167	\$50,542
Field Manager / Director	42	\$69,976	\$2,357	\$786	\$4,357	\$77,476
Field Associate	6	\$45,833	\$2,000	\$0	\$0	\$47,833
Facility Manager	5	\$46,000	\$11,200	\$0	\$2,600	\$59,800
Marketing / Communication Manager	10	\$75,800	\$1,800	\$500	\$9,800	\$87,900
Business Development / Sales Director	35	\$86,800	\$29,314	\$771	\$1,571	\$118,457
Sales / Account Representative	34	\$83,971	\$33,088	\$5,529	\$1,147	\$123,735
Administrator / Coordinator	12	\$37,083	\$2,000	\$83	\$833	\$40,000
Other	48	\$74,500	\$3,833	\$4,354	\$354	\$83,042
Mean	1496	\$100,255	\$15,362	\$9,135	\$4,494	\$129,246

*Bonus was defined as bonus or commission for 2014 in US dollars.

*Dividends was defined as compensation in the form of dividends, stock options or profit sharing in US dollars for 2014.

*Other was defined as annual value of other compensation (company car, health club membership, mobile phone etc.) in US dollars.

Note: The market research salary and compensation survey was conducted online from May 12 to June 9, 2015 among Quirk's subscribers. In total we received 3,043 responses. We received 1,057 usable surveys from client-side researchers (corporate market research) and 1,496 usable surveys from provider-side researchers (market research company employees). An interval (margin of error) of 1.7 at the 95 percent confidence level was achieved. (Not all respondents answered all questions.)

For further information go to <http://www.quirks.com/jobs/research-salaries/Market-research-salary-by-title.aspx>

PS – Quirk's have also recently published an informative report on Corporate Researchers. Go to www.quirks.com/PDF/CorporateResearchReport.pdf to find out what clients REALLY think about vendors and how to relate to them.