

The 2008 Year End Cross Industry Market Research Employee Survey

Introduction:

Asia Research is the quarterly publication for the Market Research and Market Intelligence industry in Asia. Independently managed, since 2005 it has promoted the industry, and published news articles, market data, academic and HR papers from market research firms across the Asia Pacific region.

In Q4 2008, Asia Research surveyed people who work in the market research industry in Asia. Although many research firms conduct their own in-house staff satisfaction surveys, the Asia Research survey was one of the first and most comprehensive cross industry surveys that also included people working client side.

The main objectives of the survey were to:

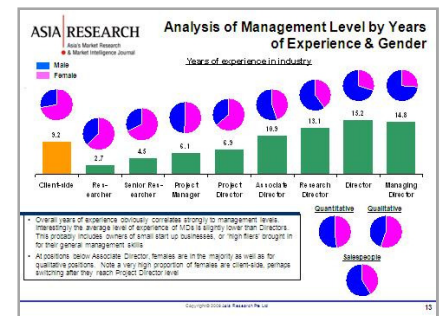
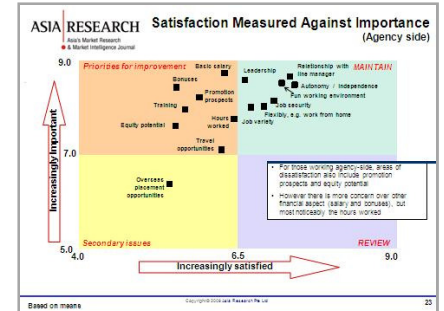
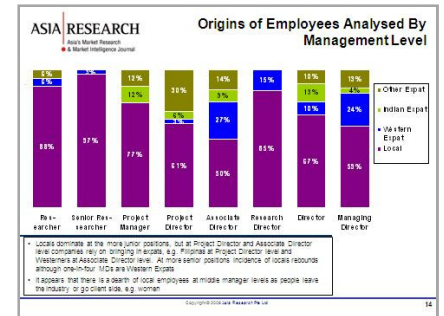
- Establish the overall satisfaction with employers comparing employees of the 'Big Agencies' versus the local and international independent firms
- Assess the drivers of employee satisfaction, e.g. remuneration, training, work-life balance, travel opportunities, management issues, etc.
- Benchmark salaries and benefits across markets and management levels
- Understand the dynamics of staff recruitment and attrition, e.g. What are the pull and push factors for different types of employer

The PowerPoint survey research report, tabulations and SPSS data file from this survey is being offered on a commercial basis to subscribers. The results will be particularly useful to multi-national agencies with several offices across the Asia Pacific region. The main applications of the report / data could be:

- Developing an Employee Value Proposition to aid staff retention
- Understand drivers of staff satisfaction and retention
- Identify factors that can attract staff from other organizations to their own
- Understand how these factors vary by management level, expatriates versus locals, demographics, qualitative, quantitative and other depts.

Survey Specification:

A total of 368 surveys were conducted from 12th November to 29th December 2008 including 99 in Singapore, 37 in Australia, 36 in Greater China, 34 in the Philippines, 33 in Malaysia, 32 in India, 28 in Indonesia, 15 in Thailand, 29 in IndoChina, 23 North Asia, 2 others. The management levels, employee types and departments represented in the survey included the following:



Management level (agency only)	# surveys
MD, Executive / Regional Director, CEO	54
Director, General Manager, Vice President	30
Research / Ops Director / Head of Research	20
Associate Director, Department Head	22
Project Director, Client Services Director	33
Project Manager, Client Services Manager	43
Senior Researcher	38
Researcher	52
Other	11

Employer type	# surveys
Client-side	65
Nielsen, Synovate, TNS, RI, Millward Brown	93
Other Multi-National agency / Large Group	49
International independent agency	67
Local agency	94

Agency-Side Department	# surveys
Main research department	181
Specialist division	48
Field / DP / Other	74

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Coverage of Survey:

The survey was conducted on-line and covered the following topics:

1. Job remit, e.g. qualitative and / or quantitative research, moderation, client management, project management, sales and marketing, field management, DP, profit centre management, line management, recruitment, etc.
2. Tenure with current employer and years of experience overall
3. Overall satisfaction and on constituent elements of satisfaction (see below)
4. Satisfaction and stated importance of job security, hours worked, basic salary, bonuses, equity potential, training, promotion prospects, job variety, travel opportunities, overseas placements, working environment, flexible working arrangements, independence / autonomy, relationship with immediate line manager, leadership in organization
5. The influence of the above on joining current company, staying put, or shifting to a new employer
6. Salary levels and employee benefits
7. Likelihood to stay with current employer over next 2 years
8. Dynamics of job shifting, e.g. which type of companies attract employees from others, and where might they lose them to
9. Term of contract, i.e. open-ended or fixed term
10. Demographics of respondent: age, gender, life-stage (single, pre-family, young family, older family), ethnicity, expatriate or local employee

Commercial Terms:

Asia Research will provide the following for a fee of **S\$ 2,950.00** (fee in Singapore dollars, no GST applicable):

- Standard PowerPoint report with analysis by type of employer, e.g. client side, Big 5 Agency, international agencies, local, etc; management levels and job functions; departments, e.g. mainstream research, specialist units, etc.
- Computer tabulations in excel with more detailed breakdown of data, e.g. gender, lifestage, ethnicity, etc.
- SPSS file

For the Singapore-only data set, the fee will be **S\$ 950.00**.

Payment terms are Cash-On-Order. Delivery of reports and files made electronically within 7 days after payment.

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