

Introduction:

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

In December 2009, Asia Research conducted its **second annual survey** of people **employed in the market research industry in Asia**. Although many research firms conduct their own in-house staff satisfaction surveys, the *Asia Research* survey is one of the **most comprehensive cross industry surveys** that also includes people working client side.

The main objectives of the survey were to assess:

- Job satisfaction overall, and with various aspects of their employment and employer, also tracked from 2008
- The importance to staff of these employment and employer aspects
- The hours worked by staff
- Image of the leading market research employers in the industry including Nielsen, TNS/RI, Synovate, Millward Brown, IPSOS, and GfK
- Likelihood to move jobs in the next year
- Various profiling measures for analysis including type of employer, employment contract, demographics, etc.

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 Asian region. The main applications of the report / data could be:

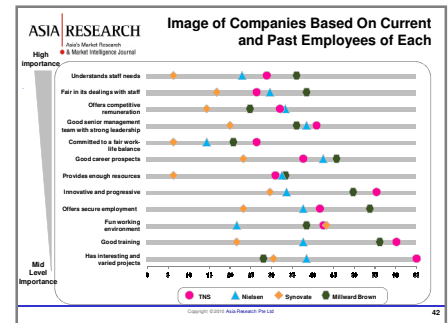
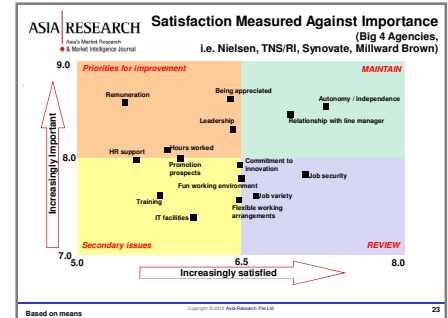
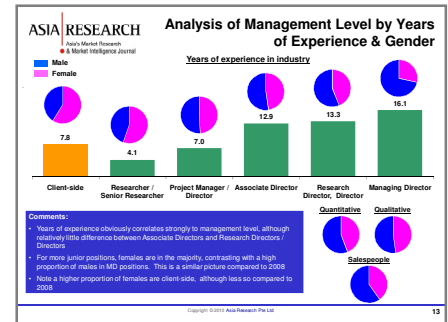
- Developing an Employee Value Proposition to aid staff retention
- Understand drivers of staff satisfaction and retention
- Identify factors that can attract staff from other organizations to their own
- Understand how these factors vary by management level, expatriates versus locals, demographics,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

Survey Specification:

A total of **289 surveys** were conducted throughout **December 2009** including 102 in Singapore, 35 in India, 30 in Greater China, 25 in Australia, 24 in Malaysia, 22 in Indonesia, 17 in the Philippines, 16 in Thailand, and 18 in other parts of Asia. The management levels, employee types and departments represented in the survey included the following:

Management Levels (agency side)	# surveys
MD, Regional Director, CEO	42
Director, General Manager, Vice President	29
Research Director, Head of Research, Ops Director	21
Associate Director, Head of Department	21
Project / Client Services Director, Research Manager	25
Project / Client Services Manager, Fieldwork Manager	34
Senior Researcher, Senior Field / DP Executive	31
Researcher, DP Executive, Research Analyst, Supervisor	25
Other	10
TOTAL	238

Employer type	# surveys
Client-side	51
Nielsen, Synovate, TNS / RI, Millward Brown	94
Other Multi-National agency / Large Group	55
Asian headquartered agency	65
Other, e.g. on-line panel company	24
TOTAL	289
Agency-Side Department (agency side)	# surveys
Main research department	140
Specialist division	45
Field / DP / Other	28



The 2009 Year End Cross Industry Market Research Employee Survey

Coverage of Survey:

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

1. Job title, years of experience, and shareholding
2. Term of contract, i.e. open-ended or fixed term, department working in
3. Type of employer, number of offices in Asia & globally
4. 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.
5. Tenure with current employer
6. Overall satisfaction and on constituent elements of satisfaction (see below)
7. Satisfaction and stated importance of job security, hours worked, remuneration, being appreciated by company, enough human resources, training, promotion prospects, job variety, IT facilities, fun working environment, flexible working arrangements, independence / autonomy, relationship with immediate line manager, leadership in organization
8. Number of hours worked in a typical week
9. Likelihood to stay with current employer over next year
10. Perceptions of employee value proposition offered by Nielsen, TNS, Synovate, Millward Brown, GfK, and IPSOS, also analysed by current / past employees (i.e. those with direct experience of companies)
11. Likelihood to consider working for the large agencies
12. 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\$ 1,950.00** (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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