



## **Market Researchers Increasingly Believe Offshoring Helps to Reduce Expenses**

*Up from 46% last year, 54% of all market research professionals now believe locating a portion of their staff overseas is an effective way to reduce costs--but with mixed satisfaction levels.*

Stamford, CT, February 12, 2008 --([PR.com](http://PR.com))-- A recent survey conducted by MarketResearchCareers reveals that one-third (33%) of all U.S. market research suppliers are currently engaged in offshoring--locating a portion of their staff overseas to help reduce expenses. Surprisingly, suppliers are not alone as nearly one in seven corporations (14%) also offshore a portion of their own market research function in an effort to manage costs.

The [2008 edition of MarketResearchCareers' Annual Survey of Market Research Professionals](#) discloses that nearly half (46%) of all market research professionals have knowingly used market research services that were offshored. Among those, more than one-half (55%) were satisfied with their offshoring experience while nearly one-quarter (27%) were not satisfied.

"With international call centers and the increasing use of online research, it makes sense for U. S. organizations to consider leveraging global workforces to help manage expenses," said Mike Carroll, Director at MarketResearchCareers. "However, the need for local market knowledge and customer service--particularly as related to language and time zones--must not be overlooked," said Carroll.

The report also reveals key attitudes toward offshoring, including:

Attitude Toward Offshoring: Percent of MR Professionals Agreeing

- > Helps to control the expense of conducting market research: 54%
- > Erodes the quality of market research: 44%
- > Is a bad business practice: 30%
- > Speeds delivery and turnaround of market research services: 25%

"As clearly communicated in the verbatim comments directly from market research professionals, offshoring can be an effective and essential business strategy. However, not all research is a candidate for offshoring and processes must be instituted to ensure the quality of the deliverables developed out-of-country," said Carroll.

The research was conducted between January 9 and January 23, 2008 with 703 market research professionals (both suppliers and buyers across all industries) completing an online survey. The survey completion rate was 74.0 % and the aggregate data have a tolerance of +/- 3.7%.

To obtain the in-depth 51-page report, please contact:



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