



Customers Rank Market Research Suppliers by Satisfaction Scores

Customers of Forrester, e-Rewards, and Decision Analyst report the highest level of customer satisfaction among syndicated, online sample provision, and full service market research segments, respectively.

Stamford, CT, February 25, 2008 --(PR.com)-- A survey conducted just last month by MarketResearchCareers reveals that among more than 40 leading market research suppliers spanning three categories, Forrester Research, e-Rewards, and Decision Analyst and have the most satisfied customers.

To determine this year's rankings, the 2008 edition of MarketResearchCareers' Annual Survey of Market Research Professionals captured the satisfaction level of nearly 450 regular customers of more than [40 market research suppliers](#).

"We applaud these firms for their leading customer satisfaction rankings particularly as the industry adopts newer methodologies and global workforce practices," said Mike Carroll, Director of Sales and Marketing for MarketResearchCareers.

Below are the top three firms, ranked by customer satisfaction, within each market research supplier segment.

Syndicated Research Suppliers

1. Forrester
2. Gartner
3. Nielsen

Online Sample Providers

1. e-Rewards
2. Survey Sampling (SSI)
3. Greenfield Online

Full Service Research Suppliers

1. Decision Analyst
2. BASES
3. Lieberman

"We are very pleased to be recognized as the leader in customer satisfaction among market research suppliers," said e-Rewards' CEO, Hal Brierley . "And, we are encouraged to see organizations like MarketResearchCareers.com conducting independent studies that provide insight into market researchers' needs."

"We expect other suppliers and purchasers of market research will likely look toward these organizations



in 2008--particularly as balancing data quality, insights/accuracy, and price is of paramount importance to market research buyers this year," 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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