Center for Information Based
Decision Making & Marketing Research

year	2004	2005	2006	2007	2008	2009	2010
total market in millions	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288
index	100%	94%	98%	98%	102%	94%	94%
Question 1	%	%	%	%	%	%	%
Total turnover	100	100	100	100	100	100	100

year	2004	2005	2006	2007	2008	2009	2010
total market in millions	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288
Question 2	%	%	%	%	%	%	%
a. subcontracted to other agencies in the NL	18	19	11	11	10	10	5%
b. subcontrated to other agencies outside the NL	6	5	5	4	4	4	6%
c. net value of research conducted by the NL	76	77	84	84	86	86	90%
total	100	100	100	100	100	100	100%
Question 3	%	%	%	%	%	%	%
invoiced to national clients	85	85	88	87	85	85	82%
invoiced to clients abroad	15	15	12	13	15	15	14%
other/unkmown	0	0	0	0	0	0	4%
total	100	100	100	100	100	100	100%

year	2004	2005	2006	2007	2008	2009	2010
total market in millions	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288
Question 2	%	%	%	%	%	%	%
a. subcontracted to other agencies in the NL	18	19	11	11	10	10	35%
b. subcontrated to other agencies outside the NL	6	5	5	4	4	4	7%
c. net value of research conducted by the NL	76	77	84	84	86	86	75%
total	100	100	100	100	100	100	0%

year	2004	2005	2006	2007	2008	2009	2010
total market in millions	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288
Question 4	%	%	%	%	%	%	%
Quantitative - postal	9	10	8	5	7	7	5%
Quantitative - telephone	25	23	19	18	20	20	18%
Quantitative - face-to-face	13	12	14	11	10	10	10%
Quantitative - online	18	18	22	24	28	28	35%
Quantitative - other	9	13	14	15	12	12	7%
total Quantitative	74	76	76	73	77	77	75%
Qalitative	11	11	11	10	9	9	11%
groupdiscussions							2%
in-depth interviews							2%
unknown							8%
Desk-research, secondary analysis etc.	15	14	13	16	14	14	14%
total	100	100	100	100	100	100	100
Question 5	%	%	%	%	%	%	%
clients from abroad	15	15	12	13	15	15	14%
(Central + Local) Government	6	8	8	7	8	8	6%
local Goverrmment - see government							
other non profit organisations	5	4	5	4	5	5	2%
manufacturing industry	37	38	39	41	34	34	23%
services industries	16	15	16	18	19	19	0%
other	20	20	19	16	19	19	0%
total	100	100	100	100	100	100	0%

year	2004	2005	2006	2007	2008	2009	2010
total market in millions	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288
Question 6	%	%	%	%	%	%	%
ad-hoc research	45	43	42	34	34	34	42%
panel research	31	30	31	35	34	34	27%
other continuous research	18	18	17	18	21	21	14%
omnibus surveys	2	1	1	1	1	1	7%
other types of research	5	9	9	12	11	11	9%
total	100	100	100	100	100	100	100%