Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 1 Banner3. \*BY\* Q1.Have you ever carried out any research projects in Mainland China? PAGE 1

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║ ║ Continent of the agency ║ Research experience ║ Level of satisfaction (Q5) ║ Level of confidence (Q7) ║ No. of research ║

║ ╠════════════════════════════════╣ in China (Q3) ╠════════════════════════════════╬════════════════════════════════╣ suppliers (Q8) ║

║ Total║ Asia Europe Other╠═════════════════════╣ Satisfied Fair Dissatisfi║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ ║ Answered No answer║ -ed║ -ed║ 1-3 4║

║ ║ ║ ║ ║ ║ suppliers suppliers║

║ ║ ║ ║ ║ ║ or above║

╠══════════╬════════════════════════════════╬═════════════════════╬════════════════════════════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 74║ 24 48 1║ 27 47║ 13 3 2║ 7 12 2║ 12 6║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║

Q1.Have you ever carried out any research projects in Mainland China? ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║

Yes (1) ║ 35║ 16 17 1║ 27 8║ 13 3 2║ 1 2 -║ 12 6║

║ 47.3%║ 66.7% 35.4% 100.0%║ 100.0% 17.0%║ 100.0% 100.0% 100.0%║ 14.3% 16.7% ║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║

No (2) ║ 39║ 8 31 -║ - 39║ - - -║ 6 10 2║ - -║

║ 52.7%║ 33.3% 64.6% ║ 83.0%║ ║ 85.7% 83.3% 100.0%║ ║

╚══════════╩════════════════════════════════╩═════════════════════╩════════════════════════════════╩════════════════════════════════╩═════════════════════╝

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TABLE 2 Banner3. \*BY\* Q2.Have you ever contracted your research project(s) in Mainland China to a local China research supplier? PAGE 2

╔══════════╦════════════════════════════════╦═════════════════════╦════════════════════════════════╦═════════════════════╦═════════════════════╗

║ ║ Continent of the agency ║ Research experience ║ Level of satisfaction (Q5) ║ Level ║ No. of research ║

║ ╠════════════════════════════════╣ in China (Q3) ╠════════════════════════════════╣ of confidence (Q7) ║ suppliers (Q8) ║

║ Total║ Asia Europe Other╠═════════════════════╣ Satisfied Fair Dissatisfi╠═════════════════════╬═════════════════════╣

║ ║ ║ Answered No answer║ -ed║ Satisfied Fair║ 1-3 4║

║ ║ ║ ║ ║ ║ suppliers suppliers║

║ ║ ║ ║ ║ ║ or above║

╠══════════╬════════════════════════════════╬═════════════════════╬════════════════════════════════╬═════════════════════╬═════════════════════╣

RESPONDENTS ║ 33║ 15 16 1║ 27 6║ 13 3 2║ 1 2║ 12 6║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║

Q2.Have you ever contracted your research project(s) in Mainland China to a local China research supplier? ║ ║ ║

║ ║ ║ ║ ║ ║ ║

Yes (1) ║ 27║ 14 12 -║ 27 -║ 13 3 2║ - -║ 12 6║

║ 81.8%║ 93.3% 75.0% ║ 100.0% ║ 100.0% 100.0% 100.0%║ ║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║

No (2) ║ 6║ 1 4 1║ - 6║ - - -║ 1 2║ - -║

║ 18.2%║ 6.7% 25.0% 100.0%║ 100.0%║ ║ 100.0% 100.0%║ ║

╚══════════╩════════════════════════════════╩═════════════════════╩════════════════════════════════╩═════════════════════╩═════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 3 Banner3. PAGE 3

\*BY\* Q3.Have you ever contracted your research project(s) in Mainland China to a local China research supplier in the past 12 months (i.e. 1 June 2010- Present)?

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 27║ 14 12║ 27║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q3.Have you ever contracted your research project(s) in Mainland China to a local China research supplier in the past 12 months (i.e. 1 June 2010- Present)?

║ ║ ║ ║ ║ ║

Yes (1) ║ 19║ 11 7║ 19║ 7 3 2║ 7 5║

║ 70.4%║ 78.6% 58.3%║ 70.4%║ 53.8% 100.0% 100.0%║ 58.3% 83.3%║

║ ║ ║ ║ ║ ║

No (2) ║ 8║ 3 5║ 8║ 6 - -║ 5 1║

║ 29.6%║ 21.4% 41.7%║ 29.6%║ 46.2% ║ 41.7% 16.7%║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 4 Banner1. \*BY\* Q4 q1.Comprehensiveness of the proposal PAGE 4

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q1.Comprehensiveness of the proposal ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 3║ 4║ 3 - -║ 2 1║

║ 19.0%║ 9.1% 30.0%║ 19.0%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 2║ - 2║ 2║ 1 - -║ 1 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 5 4║ 9║ 8 - -║ 6 2║

║ 42.9%║ 45.5% 40.0%║ 42.9%║ 61.5% ║ 50.0% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 2 3║ 5║ 5 - -║ 4 1║

║ 23.8%║ 18.2% 30.0%║ 23.8%║ 38.5% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 4║ 3 1║ 4║ 3 - -║ 2 1║

║ 19.0%║ 27.3% 10.0%║ 19.0%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 2 2║ 4║ 1 2 1║ 2 2║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 66.7% 50.0%║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 2║ - 2║ 2║ 1 1 -║ 2 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 9.5%║ 18.2% ║ 9.5%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

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TABLE 4 (CONT.) Banner1. \*BY\* Q4 q1.Comprehensiveness of the proposal PAGE 5

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q1.Comprehensiveness of the proposal ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 13║ 6 7║ 13║ 11 - -║ 8 3║

║ 61.9%║ 54.5% 70.0%║ 61.9%║ 84.6% ║ 66.7% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 4║ 2 2║ 4║ 1 2 1║ 2 2║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 66.7% 50.0%║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 3║ 2 1║ 3║ 1 - 1║ 1 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 7.7% 50.0%║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

MEANS ║ 7.3║ 6.6 8.0║ 7.3║ 7.9 4.7 5.0║ 7.3 6.8║

STD. DEVIATION ║ 1.8║ 1.9 1.5║ 1.8║ 1.1 1.5 0.0║ 1.8 1.8║

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Research agency study in China - 09/07/2011

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TABLE 5 Banner1. \*BY\* Q4 q2.Overall quality of the proposal PAGE 6

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q2.Overall quality of the proposal ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 3║ 4║ 4 - -║ 3 1║

║ 19.0%║ 9.1% 30.0%║ 19.0%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 3║ 1 2║ 3║ 3 - -║ 2 1║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 5 3║ 8║ 6 - -║ 4 2║

║ 38.1%║ 45.5% 30.0%║ 38.1%║ 46.2% ║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 3║ 2 1║ 3║ 3 - -║ 2 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 5║ 3 2║ 5║ 3 - -║ 2 1║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 2 3║ 5║ 2 2 1║ 3 2║

║ 23.8%║ 18.2% 30.0%║ 23.8%║ 15.4% 66.7% 50.0%║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 3║ - 3║ 3║ 2 1 -║ 3 -║

║ 14.3%║ 30.0%║ 14.3%║ 15.4% 33.3% ║ 25.0% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 9.5%║ 18.2% ║ 9.5%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

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TABLE 5 (CONT.) Banner1. \*BY\* Q4 q2.Overall quality of the proposal PAGE 7

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q2.Overall quality of the proposal ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 12║ 6 6║ 12║ 10 - -║ 7 3║

║ 57.1%║ 54.5% 60.0%║ 57.1%║ 76.9% ║ 58.3% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 5║ 2 3║ 5║ 2 2 1║ 3 2║

║ 23.8%║ 18.2% 30.0%║ 23.8%║ 15.4% 66.7% 50.0%║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 3║ 2 1║ 3║ 1 - 1║ 1 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 7.7% 50.0%║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

MEANS ║ 7.1║ 6.6 7.6║ 7.1║ 7.8 4.7 5.0║ 7.2 6.8║

STD. DEVIATION ║ 1.7║ 1.9 1.5║ 1.7║ 1.3 1.5 0.0║ 1.9 1.8║

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Research agency study in China - 09/07/2011

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TABLE 6 Banner1. \*BY\* Q4 q3.Clearness of the cost structure of the quotation PAGE 8

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q3.Clearness of the cost structure of the quotation ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2║ 3║ 3 - -║ 3 -║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 23.1% ║ 25.0% ║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ 2 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 13║ 7 6║ 13║ 9 - 1║ 6 4║

║ 61.9%║ 63.6% 60.0%║ 61.9%║ 69.2% 50.0%║ 50.0% 66.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 11║ 6 5║ 11║ 8 - 1║ 5 4║

║ 52.4%║ 54.5% 50.0%║ 52.4%║ 61.5% 50.0%║ 41.7% 66.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ 1 1║ 2║ 1 - -║ 1 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 2 2║ 4║ 1 3 -║ 3 1║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 2║ - 2║ 2║ 1 1 -║ 2 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 2 -║ 2║ - 2 -║ 1 1║

║ 9.5%║ 18.2% ║ 9.5%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 6 (CONT.) Banner1. \*BY\* Q4 q3.Clearness of the cost structure of the quotation PAGE 9

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q3.Clearness of the cost structure of the quotation ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 16║ 8 8║ 16║ 12 - 1║ 9 4║

║ 76.2%║ 72.7% 80.0%║ 76.2%║ 92.3% 50.0%║ 75.0% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 4║ 2 2║ 4║ 1 3 -║ 3 1║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.4║ 7.0 7.8║ 7.4║ 8.1 5.3 5.5║ 7.7 6.7║

STD. DEVIATION ║ 1.6║ 1.8 1.2║ 1.6║ 1.0 0.6 3.5║ 1.4 2.2║

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TABLE 7 Banner1. \*BY\* Q4 q4.Overall quality of quotation PAGE 10

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q4.Overall quality of quotation ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 1 4║ 5║ 4 - -║ 3 1║

║ 23.8%║ 9.1% 40.0%║ 23.8%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 4║ 1 3║ 4║ 3 - -║ 2 1║

║ 19.0%║ 9.1% 30.0%║ 19.0%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 13║ 8 5║ 13║ 9 - 2║ 7 4║

║ 61.9%║ 72.7% 50.0%║ 61.9%║ 69.2% 100.0%║ 58.3% 66.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 8║ 5 3║ 8║ 7 - -║ 5 2║

║ 38.1%║ 45.5% 30.0%║ 38.1%║ 53.8% ║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 5║ 3 2║ 5║ 2 - 2║ 2 2║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 15.4% 100.0%║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ - 2 -║ 2 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 66.7% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 7 (CONT.) Banner1. \*BY\* Q4 q4.Overall quality of quotation PAGE 11

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q4.Overall quality of quotation ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 18║ 9 9║ 18║ 13 - 2║ 10 5║

║ 85.7%║ 81.8% 90.0%║ 85.7%║ 100.0% 100.0%║ 83.3% 83.3%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 2║ 1 1║ 2║ - 2 -║ 2 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 66.7% ║ 16.7% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.6║ 7.2 8.1║ 7.6║ 8.2 5.0 7.0║ 7.8 7.2║

STD. DEVIATION ║ 1.4║ 1.5 1.2║ 1.4║ 0.8 1.0 0.0║ 1.4 1.7║

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TABLE 8 Banner1. \*BY\* Q4 q5.Timeliness of the submission of the proposal / quotation PAGE 12

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q5.Timeliness of the submission of the proposal / quotation ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 3 6║ 9║ 7 - 1║ 5 3║

║ 42.9%║ 27.3% 60.0%║ 42.9%║ 53.8% 50.0%║ 41.7% 50.0%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 7║ 3 4║ 7║ 5 - 1║ 4 2║

║ 33.3%║ 27.3% 40.0%║ 33.3%║ 38.5% 50.0%║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2║ 2║ 2 - -║ 1 1║

║ 9.5%║ 20.0%║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 6 3║ 9║ 6 1 1║ 6 2║

║ 42.9%║ 54.5% 30.0%║ 42.9%║ 46.2% 33.3% 50.0%║ 50.0% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 3 2║ 5║ 4 - -║ 3 1║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 4║ 3 1║ 4║ 2 1 1║ 3 1║

║ 19.0%║ 27.3% 10.0%║ 19.0%║ 15.4% 33.3% 50.0%║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1║ 3║ - 2 -║ 1 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 2║ 1 1║ 2║ - 1 -║ 1 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 18║ 9 9║ 18║ 13 1 2║ 11 5║

║ 85.7%║ 81.8% 90.0%║ 85.7%║ 100.0% 33.3% 100.0%║ 91.7% 83.3%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 3║ 2 1║ 3║ - 2 -║ 1 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 8 (CONT.) Banner1. \*BY\* Q4 q5.Timeliness of the submission of the proposal / quotation PAGE 13

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 q5.Timeliness of the submission of the proposal / quotation ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 8.2║ 7.8 8.7║ 8.2║ 8.8 6.0 8.5║ 8.3 8.2║

STD. DEVIATION ║ 1.6║ 1.7 1.4║ 1.6║ 1.2 1.0 2.1║ 1.4 1.9║

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Research agency study in China - 09/07/2011

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TABLE 9 Banner1. \*BY\* Q4 c1.Overall fieldwork cost PAGE 14

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 c1.Overall fieldwork cost ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2║ 3║ 2 - -║ 1 1║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 5 6║ 11║ 7 1 1║ 6 3║

║ 52.4%║ 45.5% 60.0%║ 52.4%║ 53.8% 33.3% 50.0%║ 50.0% 50.0%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 2 3║ 5║ 4 - -║ 4 -║

║ 23.8%║ 18.2% 30.0%║ 23.8%║ 30.8% ║ 33.3% ║

║ ║ ║ ║ ║ ║

0007 (7) ║ 6║ 3 3║ 6║ 3 1 1║ 2 3║

║ 28.6%║ 27.3% 30.0%║ 28.6%║ 23.1% 33.3% 50.0%║ 16.7% 50.0%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 4 2║ 6║ 4 1 1║ 4 2║

║ 28.6%║ 36.4% 20.0%║ 28.6%║ 30.8% 33.3% 50.0%║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 4║ 3 1║ 4║ 3 - 1║ 3 1║

║ 19.0%║ 27.3% 10.0%║ 19.0%║ 23.1% 50.0%║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 1 1║ 2║ 1 1 -║ 1 1║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 7.7% 33.3% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0002 (2) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 9 (CONT.) Banner1. \*BY\* Q4 c1.Overall fieldwork cost PAGE 15

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 c1.Overall fieldwork cost ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 14║ 6 8║ 14║ 9 1 1║ 7 4║

║ 66.7%║ 54.5% 80.0%║ 66.7%║ 69.2% 33.3% 50.0%║ 58.3% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 6║ 4 2║ 6║ 4 1 1║ 4 2║

║ 28.6%║ 36.4% 20.0%║ 28.6%║ 30.8% 33.3% 50.0%║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.0║ 6.5 7.5║ 7.0║ 7.2 4.7 6.5║ 6.7 6.8║

STD. DEVIATION ║ 1.7║ 1.9 1.4║ 1.7║ 1.2 2.5 0.7║ 1.9 1.3║

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Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 10 Banner1. \*BY\* Q4 c2.Overall researcher charges PAGE 16

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 c2.Overall researcher charges ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2║ 3║ 2 - -║ 1 1║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 5 4║ 9║ 6 1 1║ 5 3║

║ 42.9%║ 45.5% 40.0%║ 42.9%║ 46.2% 33.3% 50.0%║ 41.7% 50.0%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 3 2║ 5║ 5 - -║ 4 1║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 38.5% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 4║ 2 2║ 4║ 1 1 1║ 1 2║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 33.3% 50.0%║ 8.3% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 4 2║ 6║ 4 1 1║ 4 2║

║ 28.6%║ 36.4% 20.0%║ 28.6%║ 30.8% 33.3% 50.0%║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 5║ 3 2║ 5║ 4 - 1║ 4 1║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 30.8% 50.0%║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0002 (2) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

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TABLE 10 (CONT.) Banner1. \*BY\* Q4 c2.Overall researcher charges PAGE 17

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 c2.Overall researcher charges ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 12║ 6 6║ 12║ 8 1 1║ 6 4║

║ 57.1%║ 54.5% 60.0%║ 57.1%║ 61.5% 33.3% 50.0%║ 50.0% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 6║ 4 2║ 6║ 4 1 1║ 4 2║

║ 28.6%║ 36.4% 20.0%║ 28.6%║ 30.8% 33.3% 50.0%║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 2║ - 2║ 2║ 1 - -║ 1 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.0║ 6.5 7.6║ 7.0║ 7.4 4.7 6.5║ 6.7 7.0║

STD. DEVIATION ║ 1.8║ 1.9 1.4║ 1.8║ 1.2 2.5 0.7║ 1.9 1.4║

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Research agency study in China - 09/07/2011

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TABLE 11 Banner1. \*BY\* Q4 c3.Overall project management fees PAGE 18

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 c3.Overall project management fees ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 6 3║ 9║ 6 1 1║ 4 4║

║ 42.9%║ 54.5% 30.0%║ 42.9%║ 46.2% 33.3% 50.0%║ 33.3% 66.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 4║ 4 -║ 4║ 4 - -║ 2 2║

║ 19.0%║ 36.4% ║ 19.0%║ 30.8% ║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 5║ 2 3║ 5║ 2 1 1║ 2 2║

║ 23.8%║ 18.2% 30.0%║ 23.8%║ 15.4% 33.3% 50.0%║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 4 3║ 7║ 5 1 1║ 5 2║

║ 33.3%║ 36.4% 30.0%║ 33.3%║ 38.5% 33.3% 50.0%║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 5║ 3 2║ 5║ 4 - 1║ 4 1║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 30.8% 50.0%║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 1 1║ 2║ 1 1 -║ 1 1║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 7.7% 33.3% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0002 (2) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

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TABLE 11 (CONT.) Banner1. \*BY\* Q4 c3.Overall project management fees PAGE 19

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 c3.Overall project management fees ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 10║ 6 4║ 10║ 6 1 1║ 4 4║

║ 47.6%║ 54.5% 40.0%║ 47.6%║ 46.2% 33.3% 50.0%║ 33.3% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 7║ 4 3║ 7║ 5 1 1║ 5 2║

║ 33.3%║ 36.4% 30.0%║ 33.3%║ 38.5% 33.3% 50.0%║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 3║ - 3║ 3║ 2 - -║ 2 -║

║ 14.3%║ 30.0%║ 14.3%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.6║ 6.5 6.9║ 6.6║ 6.8 4.7 6.5║ 6.1 6.8║

STD. DEVIATION ║ 1.7║ 1.8 1.6║ 1.7║ 1.1 2.5 0.7║ 1.7 1.2║

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Research agency study in China - 09/07/2011

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TABLE 12 Banner1. \*BY\* Q4 c4.Negotiability of the research charges PAGE 20

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 c4.Negotiability of the research charges ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ 1 - -║ 1 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 4 2║ 6║ 4 1 1║ 3 3║

║ 28.6%║ 36.4% 20.0%║ 28.6%║ 30.8% 33.3% 50.0%║ 25.0% 50.0%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 2║ 2 -║ 2║ 2 - -║ 1 1║

║ 9.5%║ 18.2% ║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 4║ 2 2║ 4║ 2 1 1║ 2 2║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 15.4% 33.3% 50.0%║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 3 6║ 9║ 8 - -║ 7 1║

║ 42.9%║ 27.3% 60.0%║ 42.9%║ 61.5% ║ 58.3% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 8║ 3 5║ 8║ 7 - -║ 6 1║

║ 38.1%║ 27.3% 50.0%║ 38.1%║ 53.8% ║ 50.0% 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 12 (CONT.) Banner1. \*BY\* Q4 c4.Negotiability of the research charges PAGE 21

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 c4.Negotiability of the research charges ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0002 (2) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 5 3║ 8║ 5 1 1║ 4 3║

║ 38.1%║ 45.5% 30.0%║ 38.1%║ 38.5% 33.3% 50.0%║ 33.3% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 9║ 3 6║ 9║ 8 - -║ 7 1║

║ 42.9%║ 27.3% 60.0%║ 42.9%║ 61.5% ║ 58.3% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - 2 -║ 1 1║

║ 9.5%║ 18.2% ║ 9.5%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 2║ 1 1║ 2║ - - 1║ - 1║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

MEANS ║ 6.4║ 6.3 6.6║ 6.4║ 6.6 4.3 7.0║ 6.2 6.4║

STD. DEVIATION ║ 1.7║ 2.1 1.4║ 1.7║ 1.1 2.5 0.0║ 1.7 1.5║

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TABLE 13 Banner1. \*BY\* Q4 r1.Overall quality of research design PAGE 22

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r1.Overall quality of research design ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2║ 3║ 2 - -║ 1 1║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 2 2║ 4║ 4 - -║ 3 1║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 4║ 2 2║ 4║ 4 - -║ 3 1║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 2 2║ 4║ 1 3 -║ 3 1║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 3║ 2 1║ 3║ - 3 -║ 2 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 100.0% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 7║ 3 4║ 7║ 6 - -║ 4 2║

║ 33.3%║ 27.3% 40.0%║ 33.3%║ 46.2% ║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 4║ 2 2║ 4║ 1 3 -║ 3 1║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 10║ 6 4║ 10║ 6 - 2║ 5 3║

║ 47.6%║ 54.5% 40.0%║ 47.6%║ 46.2% 100.0%║ 41.7% 50.0%║

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Research agency study in China - 09/07/2011

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TABLE 13 (CONT.) Banner1. \*BY\* Q4 r1.Overall quality of research design PAGE 23

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r1.Overall quality of research design ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.4║ 7.0 7.7║ 7.4║ 8.0 5.0 ║ 7.0 7.3║

STD. DEVIATION ║ 1.8║ 1.9 1.9║ 1.8║ 1.0 0.0 ║ 1.6 2.1║

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Research agency study in China - 09/07/2011

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TABLE 14 Banner1. \*BY\* Q4 r2.Quality of questionnaire design PAGE 24

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r2.Quality of questionnaire design ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ 2 - -║ 1 1║

║ 9.5%║ 18.2% ║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 2║ 2 -║ 2║ 2 - -║ 1 1║

║ 9.5%║ 18.2% ║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 2 2║ 4║ 1 3 -║ 3 1║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 3║ 2 1║ 3║ - 3 -║ 2 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 100.0% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 3║ 2 1║ 3║ 2 - -║ 1 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 4║ 2 2║ 4║ 1 3 -║ 3 1║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 14║ 7 7║ 14║ 10 - 2║ 8 4║

║ 66.7%║ 63.6% 70.0%║ 66.7%║ 76.9% 100.0%║ 66.7% 66.7%║

║ ║ ║ ║ ║ ║

MEANS ║ 6.7║ 6.5 7.0║ 6.7║ 7.3 5.0 ║ 6.0 6.5║

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TABLE 14 (CONT.) Banner1. \*BY\* Q4 r2.Quality of questionnaire design PAGE 25

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r2.Quality of questionnaire design ║ ║ ║ ║

STD. DEVIATION ║ 2.0║ 1.7 2.6║ 2.0║ 1.2 0.0 ║ 1.4 2.1║

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TABLE 15 Banner1. \*BY\* Q4 r3.Quality of research material translation PAGE 26

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r3.Quality of research material translation ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 1 4║ 5║ 4 - -║ 2 2║

║ 23.8%║ 9.1% 40.0%║ 23.8%║ 30.8% ║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 2║ - 2║ 2║ 1 - -║ - 1║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 3║ 1 2║ 3║ 3 - -║ 2 1║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 3 2║ 5║ 4 - -║ 3 1║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 3║ 3 -║ 3║ 3 - -║ 2 1║

║ 14.3%║ 27.3% ║ 14.3%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ - 2║ 2║ 1 - -║ 1 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 5 2║ 7║ 2 3 2║ 4 3║

║ 33.3%║ 45.5% 20.0%║ 33.3%║ 15.4% 100.0% 100.0%║ 33.3% 50.0%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 6║ 4 2║ 6║ 2 3 1║ 4 2║

║ 28.6%║ 36.4% 20.0%║ 28.6%║ 15.4% 100.0% 50.0%║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 10║ 4 6║ 10║ 8 - -║ 5 3║

║ 47.6%║ 36.4% 60.0%║ 47.6%║ 61.5% ║ 41.7% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 7║ 5 2║ 7║ 2 3 2║ 4 3║

║ 33.3%║ 45.5% 20.0%║ 33.3%║ 15.4% 100.0% 100.0%║ 33.3% 50.0%║

║ ║ ║ ║ ║ ║

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TABLE 15 (CONT.) Banner1. \*BY\* Q4 r3.Quality of research material translation PAGE 27

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r3.Quality of research material translation ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 4║ 2 2║ 4║ 3 - -║ 3 -║

║ 19.0%║ 18.2% 20.0%║ 19.0%║ 23.1% ║ 25.0% ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.1║ 6.6 7.8║ 7.1║ 7.8 5.0 5.5║ 6.8 7.2║

STD. DEVIATION ║ 1.9║ 1.7 2.1║ 1.9║ 1.7 0.0 0.7║ 1.8 2.1║

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TABLE 16 Banner1. \*BY\* Q4 r4.Strength of statistical techniques PAGE 28

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r4.Strength of statistical techniques ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ 1 - -║ 1 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 1 - -║ 1 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ 1 - -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 1║ 1 -║ 1║ 1 - -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ - 2║ 2║ 1 1 -║ 2 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ 1 - -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 16.7%║

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TABLE 16 (CONT.) Banner1. \*BY\* Q4 r4.Strength of statistical techniques PAGE 29

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r4.Strength of statistical techniques ║ ║ ║ ║

║ ║ ║ ║ ║ ║

0001 (1) ║ 1║ 1 -║ 1║ 1 - -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 3║ 2 1║ 3║ 2 - -║ 1 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 2║ - 2║ 2║ 1 1 -║ 2 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ 1 1 -║ - 2║

║ 9.5%║ 18.2% ║ 9.5%║ 7.7% 33.3% ║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 14║ 7 7║ 14║ 9 1 2║ 9 3║

║ 66.7%║ 63.6% 70.0%║ 66.7%║ 69.2% 33.3% 100.0%║ 75.0% 50.0%║

║ ║ ║ ║ ║ ║

MEANS ║ 6.0║ 5.5 6.7║ 6.0║ 6.0 4.5 ║ 6.7 4.3║

STD. DEVIATION ║ 2.9║ 3.7 2.1║ 2.9║ 3.6 0.7 ║ 2.1 3.5║

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TABLE 17 Banner1. \*BY\* Q4 r5.Analytical strength PAGE 30

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r5.Analytical strength ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ 1 - -║ 1 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 3║ 4║ 3 - -║ 2 1║

║ 19.0%║ 9.1% 30.0%║ 19.0%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ - 2║ 2║ 1 - -║ 1 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2║ 3║ 1 2 -║ 3 -║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 7.7% 66.7% ║ 25.0% ║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 4.8%║ 10.0%║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 1 1║ 2║ - 2 -║ 2 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 66.7% ║ 16.7% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 17 (CONT.) Banner1. \*BY\* Q4 r5.Analytical strength PAGE 31

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r5.Analytical strength ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ 1 - 1║ - 2║

║ 9.5%║ 18.2% ║ 9.5%║ 7.7% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0002 (2) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0001 (1) ║ 1║ 1 -║ 1║ 1 - -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 6║ 2 4║ 6║ 4 - -║ 3 1║

║ 28.6%║ 18.2% 40.0%║ 28.6%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 3║ 1 2║ 3║ 1 2 -║ 3 -║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 7.7% 66.7% ║ 25.0% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 3 -║ 3║ 1 1 1║ - 3║

║ 14.3%║ 27.3% ║ 14.3%║ 7.7% 33.3% 50.0%║ 50.0%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 9║ 5 4║ 9║ 7 - 1║ 6 2║

║ 42.9%║ 45.5% 40.0%║ 42.9%║ 53.8% 50.0%║ 50.0% 33.3%║

║ ║ ║ ║ ║ ║

MEANS ║ 6.0║ 5.0 7.0║ 6.0║ 6.7 4.7 2.0║ 6.8 3.8║

STD. DEVIATION ║ 2.7║ 3.5 1.4║ 2.7║ 3.1 0.6 0.0║ 1.9 3.1║

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TABLE 18 Banner1. \*BY\* Q4 r6.Skills in report presentation PAGE 32

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r6.Skills in report presentation ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ 1 - -║ 1 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1║ 1║ - - -║ - -║

║ 4.8%║ 10.0%║ 4.8%║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2║ 3║ 2 - -║ 1 1║

║ 14.3%║ 9.1% 20.0%║ 14.3%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 1║ 1 -║ 1║ 1 - -║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ - 2║ 2║ 1 - -║ 1 -║

║ 9.5%║ 20.0%║ 9.5%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 3 2║ 5║ 2 3 -║ 4 1║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 15.4% 100.0% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 2║ 1 1║ 2║ 2 - -║ 2 -║

║ 9.5%║ 9.1% 10.0%║ 9.5%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 3║ 2 1║ 3║ - 3 -║ 2 1║

║ 14.3%║ 18.2% 10.0%║ 14.3%║ 100.0% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0002 (2) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 18 (CONT.) Banner1. \*BY\* Q4 r6.Skills in report presentation PAGE 33

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 21║ 11 10║ 21║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 r6.Skills in report presentation ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 5║ 2 3║ 5║ 3 - -║ 2 1║

║ 23.8%║ 18.2% 30.0%║ 23.8%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 5║ 3 2║ 5║ 2 3 -║ 4 1║

║ 23.8%║ 27.3% 20.0%║ 23.8%║ 15.4% 100.0% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 4.8%║ 9.1% ║ 4.8%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 10║ 5 5║ 10║ 8 - 1║ 6 3║

║ 47.6%║ 45.5% 50.0%║ 47.6%║ 61.5% 50.0%║ 50.0% 50.0%║

║ ║ ║ ║ ║ ║

MEANS ║ 6.4║ 6.0 6.8║ 6.4║ 7.4 5.0 2.0║ 6.5 5.0║

STD. DEVIATION ║ 2.2║ 2.8 1.5║ 2.2║ 1.7 0.0 0.0║ 1.9 3.0║

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TABLE 19 Banner1. \*BY\* Q4 f1.Quality of field interviewers PAGE 34

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f1.Quality of field interviewers ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ 2 - -║ - 2║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 33.3%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ - 2║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 4 2║ 6║ 6 - -║ 5 1║

║ 33.3%║ 40.0% 25.0%║ 33.3%║ 46.2% ║ 41.7% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 2║ 1 1║ 2║ 2 - -║ 2 -║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0007 (7) ║ 4║ 3 1║ 4║ 4 - -║ 3 1║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 3 3║ 6║ 3 3 -║ 5 1║

║ 33.3%║ 30.0% 37.5%║ 33.3%║ 23.1% 100.0% ║ 41.7% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 3║ 1 2║ 3║ 3 - -║ 3 -║

║ 16.7%║ 10.0% 25.0%║ 16.7%║ 23.1% ║ 25.0% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 3║ 2 1║ 3║ - 3 -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 100.0% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 19 (CONT.) Banner1. \*BY\* Q4 f1.Quality of field interviewers PAGE 35

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f1.Quality of field interviewers ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 5 3║ 8║ 8 - -║ 5 3║

║ 44.4%║ 50.0% 37.5%║ 44.4%║ 61.5% ║ 41.7% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 6║ 3 3║ 6║ 3 3 -║ 5 1║

║ 33.3%║ 30.0% 37.5%║ 33.3%║ 23.1% 100.0% ║ 41.7% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 2║ - 2║ 2║ 2 - -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.4║ 6.1 6.8║ 6.4║ 7.3 5.0 3.5║ 6.5 6.2║

STD. DEVIATION ║ 1.7║ 1.9 1.5║ 1.7║ 1.1 0.0 0.7║ 1.1 2.6║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

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TABLE 20 Banner1. \*BY\* Q4 f2.Trustworthiness of the data collected PAGE 36

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f2.Trustworthiness of the data collected ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 3 3║ 6║ 6 - -║ 5 1║

║ 33.3%║ 30.0% 37.5%║ 33.3%║ 46.2% ║ 41.7% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 3║ 2 1║ 3║ 3 - -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 3║ 1 2║ 3║ 3 - -║ 3 -║

║ 16.7%║ 10.0% 25.0%║ 16.7%║ 23.1% ║ 25.0% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 4 2║ 6║ 3 3 -║ 4 2║

║ 33.3%║ 40.0% 25.0%║ 33.3%║ 23.1% 100.0% ║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 2║ 2 -║ 2║ 2 - -║ 1 1║

║ 11.1%║ 20.0% ║ 11.1%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 4║ 2 2║ 4║ 1 3 -║ 3 1║

║ 22.2%║ 20.0% 25.0%║ 22.2%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

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TABLE 20 (CONT.) Banner1. \*BY\* Q4 f2.Trustworthiness of the data collected PAGE 37

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f2.Trustworthiness of the data collected ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 4 4║ 8║ 8 - -║ 6 2║

║ 44.4%║ 40.0% 50.0%║ 44.4%║ 61.5% ║ 50.0% 33.3%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 6║ 4 2║ 6║ 3 3 -║ 4 2║

║ 33.3%║ 40.0% 25.0%║ 33.3%║ 23.1% 100.0% ║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 2║ - 2║ 2║ 2 - -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.4║ 6.1 7.0║ 6.4║ 7.5 5.0 3.0║ 6.8 5.8║

STD. DEVIATION ║ 2.1║ 2.2 1.9║ 2.1║ 1.6 0.0 0.0║ 1.6 2.8║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

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TABLE 21 Banner1. \*BY\* Q4 f3.Quality of data collected PAGE 38

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f3.Quality of data collected ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1║ 1║ 1 - -║ - 1║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ 1 - -║ - 1║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 5 4║ 9║ 9 - -║ 7 2║

║ 50.0%║ 50.0% 50.0%║ 50.0%║ 69.2% ║ 58.3% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 4 1║ 5║ 5 - -║ 3 2║

║ 27.8%║ 40.0% 12.5%║ 27.8%║ 38.5% ║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 4║ 1 3║ 4║ 4 - -║ 4 -║

║ 22.2%║ 10.0% 37.5%║ 22.2%║ 30.8% ║ 33.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 3 1║ 4║ 1 3 -║ 3 1║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 2║ 2 -║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 20.0% ║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 1 1║ 2║ - 2 -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 21 (CONT.) Banner1. \*BY\* Q4 f3.Quality of data collected PAGE 39

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f3.Quality of data collected ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0002 (2) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 10║ 5 5║ 10║ 10 - -║ 7 3║

║ 55.6%║ 50.0% 62.5%║ 55.6%║ 76.9% ║ 58.3% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 4║ 3 1║ 4║ 1 3 -║ 3 1║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 7.7% 100.0% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 2║ - 2║ 2║ 2 - -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.6║ 6.1 7.3║ 6.6║ 7.6 5.3 2.5║ 6.9 6.0║

STD. DEVIATION ║ 2.0║ 2.2 1.6║ 2.0║ 1.0 0.6 0.7║ 1.0 3.2║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

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TABLE 22 Banner1. \*BY\* Q4 f4.Quality of field management PAGE 40

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f4.Quality of field management║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 2 2║ 4║ 4 - -║ 2 2║

║ 22.2%║ 20.0% 25.0%║ 22.2%║ 30.8% ║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1║ 2║ 2 - -║ - 2║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 33.3%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ 2 -║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 4 2║ 6║ 6 - -║ 5 1║

║ 33.3%║ 40.0% 25.0%║ 33.3%║ 46.2% ║ 41.7% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 3║ 3 -║ 3║ 3 - -║ 2 1║

║ 16.7%║ 30.0% ║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 3║ 1 2║ 3║ 3 - -║ 3 -║

║ 16.7%║ 10.0% 25.0%║ 16.7%║ 23.1% ║ 25.0% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 3 2║ 5║ 1 3 1║ 3 2║

║ 27.8%║ 30.0% 25.0%║ 27.8%║ 7.7% 100.0% 50.0%║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 3║ 2 1║ 3║ 1 1 1║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 33.3% 50.0%║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 1 1║ 2║ - 2 -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 22 (CONT.) Banner1. \*BY\* Q4 f4.Quality of field management PAGE 41

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f4.Quality of field management║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 10║ 6 4║ 10║ 10 - -║ 7 3║

║ 55.6%║ 60.0% 50.0%║ 55.6%║ 76.9% ║ 58.3% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 5║ 3 2║ 5║ 1 3 1║ 3 2║

║ 27.8%║ 30.0% 25.0%║ 27.8%║ 7.7% 100.0% 50.0%║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 2║ - 2║ 2║ 2 - -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.2║ 7.1 7.3║ 7.2║ 8.1 5.3 5.0║ 7.2 7.2║

STD. DEVIATION ║ 1.8║ 1.9 1.9║ 1.8║ 1.3 0.6 1.4║ 1.3 2.6║

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TABLE 23 Banner1. \*BY\* Q4 f5.Complete the work in agreed timeline PAGE 42

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f5.Complete the work in agreed timeline ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 3 2║ 5║ 5 - -║ 3 2║

║ 27.8%║ 30.0% 25.0%║ 27.8%║ 38.5% ║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 4║ 2 2║ 4║ 4 - -║ 2 2║

║ 22.2%║ 20.0% 25.0%║ 22.2%║ 30.8% ║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 5 3║ 8║ 6 1 1║ 6 2║

║ 44.4%║ 50.0% 37.5%║ 44.4%║ 46.2% 33.3% 50.0%║ 50.0% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 6║ 4 2║ 6║ 5 - 1║ 4 2║

║ 33.3%║ 40.0% 25.0%║ 33.3%║ 38.5% 50.0%║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ 1 1║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1║ 3║ 1 1 1║ 1 2║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 33.3% 50.0%║ 8.3% 33.3%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 2║ 1 1║ 2║ 1 1 -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 7.7% 33.3% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 23 (CONT.) Banner1. \*BY\* Q4 f5.Complete the work in agreed timeline PAGE 43

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f5.Complete the work in agreed timeline ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 13║ 8 5║ 13║ 11 1 1║ 9 4║

║ 72.2%║ 80.0% 62.5%║ 72.2%║ 84.6% 33.3% 50.0%║ 75.0% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 2 1║ 3║ 1 1 1║ 1 2║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 33.3% 50.0%║ 8.3% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.3║ 7.4 7.1║ 7.3║ 8.1 5.3 5.5║ 7.5 6.8║

STD. DEVIATION ║ 2.1║ 2.2 2.0║ 2.1║ 1.5 1.5 3.5║ 1.8 2.6║

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TABLE 24 Banner1. \*BY\* Q4 f6.Quality of the moderator (Qualitative research) PAGE 44

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f6.Quality of the moderator (Qualitative research) ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ - 4║ 4║ 4 - -║ 3 1║

║ 22.2%║ 50.0%║ 22.2%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 3║ - 3║ 3║ 3 - -║ 2 1║

║ 16.7%║ 37.5%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 3 -║ 3║ 2 1 -║ 2 1║

║ 16.7%║ 30.0% ║ 16.7%║ 15.4% 33.3% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 1║ 1 -║ 1║ 1 - -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ 2 -║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 20.0% ║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

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TABLE 24 (CONT.) Banner1. \*BY\* Q4 f6.Quality of the moderator (Qualitative research) PAGE 45

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f6.Quality of the moderator (Qualitative research) ║ ║ ║ ║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 7║ 3 4║ 7║ 6 1 -║ 5 2║

║ 38.9%║ 30.0% 50.0%║ 38.9%║ 46.2% 33.3% ║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 2║ 1 1║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 7║ 4 3║ 7║ 6 - 1║ 5 2║

║ 38.9%║ 40.0% 37.5%║ 38.9%║ 46.2% 50.0%║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

MEANS ║ 7.2║ 5.8 8.8║ 7.2║ 8.6 5.3 3.0║ 7.7 6.3║

STD. DEVIATION ║ 2.5║ 1.9 2.2║ 2.5║ 1.6 1.5 0.0║ 2.0 3.3║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 25 Banner1. \*BY\* Q4 f7.Quality of the simultaneous translator (Qualitative research) PAGE 46

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f7.Quality of the simultaneous translator (Qualitative research) ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ - 2║ 2║ 2 - -║ 1 1║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 2║ - 2║ 2║ 2 - -║ 1 1║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 3 2║ 5║ 4 1 -║ 4 1║

║ 27.8%║ 30.0% 25.0%║ 27.8%║ 30.8% 33.3% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 3 2║ 5║ 4 1 -║ 4 1║

║ 27.8%║ 30.0% 25.0%║ 27.8%║ 30.8% 33.3% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 3 1║ 4║ 1 2 1║ 2 2║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 7.7% 66.7% 50.0%║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 3║ 2 1║ 3║ - 2 1║ 1 2║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 66.7% 50.0%║ 8.3% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 7║ 3 4║ 7║ 6 1 -║ 5 2║

║ 38.9%║ 30.0% 50.0%║ 38.9%║ 46.2% 33.3% ║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 4║ 3 1║ 4║ 1 2 1║ 2 2║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 7.7% 66.7% 50.0%║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 7║ 4 3║ 7║ 6 - 1║ 5 2║

║ 38.9%║ 40.0% 37.5%║ 38.9%║ 46.2% 50.0%║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

MEANS ║ 7.4║ 6.7 8.2║ 7.4║ 8.3 6.0 5.0║ 7.6 7.0║

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TABLE 25 (CONT.) Banner1. \*BY\* Q4 f7.Quality of the simultaneous translator (Qualitative research) PAGE 47

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f7.Quality of the simultaneous translator (Qualitative research) ║ ║

STD. DEVIATION ║ 1.9║ 1.5 2.0║ 1.9║ 1.4 1.7 0.0║ 1.6 2.4║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

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TABLE 26 Banner1. \*BY\* Q4 f8.Quality of the respondent (Qualitative research) PAGE 48

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f8.Quality of the respondent (Qualitative research) ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ - 3║ 3║ 3 - -║ 2 1║

║ 16.7%║ 37.5%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2║ 2║ 2 - -║ 1 1║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 5 -║ 5║ 3 1 1║ 3 2║

║ 27.8%║ 50.0% ║ 27.8%║ 23.1% 33.3% 50.0%║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 3║ 3 -║ 3║ 1 1 1║ 1 2║

║ 16.7%║ 30.0% ║ 16.7%║ 7.7% 33.3% 50.0%║ 8.3% 33.3%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ 2 -║ 2║ 2 - -║ 2 -║

║ 11.1%║ 20.0% ║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ - 2║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 26 (CONT.) Banner1. \*BY\* Q4 f8.Quality of the respondent (Qualitative research) PAGE 49

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f8.Quality of the respondent (Qualitative research) ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 5 3║ 8║ 6 1 1║ 5 3║

║ 44.4%║ 50.0% 37.5%║ 44.4%║ 46.2% 33.3% 50.0%║ 41.7% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 2║ - 2║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 7║ 4 3║ 7║ 6 - 1║ 5 2║

║ 38.9%║ 40.0% 37.5%║ 38.9%║ 46.2% 50.0%║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

MEANS ║ 7.4║ 7.0 7.8║ 7.4║ 8.0 5.7 8.0║ 7.4 7.3║

STD. DEVIATION ║ 1.8║ 1.5 2.2║ 1.8║ 1.4 2.1 0.0║ 1.7 2.2║

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TABLE 27 Banner1. \*BY\* Q4 f9.Quality of quality control system PAGE 50

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f9.Quality of quality control system ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1║ 1║ 1 - -║ - 1║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1║ 1║ 1 - -║ - 1║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 6 1║ 7║ 6 1 -║ 5 2║

║ 38.9%║ 60.0% 12.5%║ 38.9%║ 46.2% 33.3% ║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 4║ 4 -║ 4║ 3 1 -║ 3 1║

║ 22.2%║ 40.0% ║ 22.2%║ 23.1% 33.3% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 3║ 2 1║ 3║ 3 - -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ - 3║ 3║ 2 1 -║ 3 -║

║ 16.7%║ 37.5%║ 16.7%║ 15.4% 33.3% ║ 25.0% ║

║ ║ ║ ║ ║ ║

0006 (6) ║ 2║ - 2║ 2║ 2 - -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 27 (CONT.) Banner1. \*BY\* Q4 f9.Quality of quality control system PAGE 51

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 f9.Quality of quality control system ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0002 (2) ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 6 2║ 8║ 7 1 -║ 5 3║

║ 44.4%║ 60.0% 25.0%║ 44.4%║ 53.8% 33.3% ║ 41.7% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 3║ - 3║ 3║ 2 1 -║ 3 -║

║ 16.7%║ 37.5%║ 16.7%║ 15.4% 33.3% ║ 25.0% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 3 -║ 3║ - 1 2║ - 3║

║ 16.7%║ 30.0% ║ 16.7%║ 33.3% 100.0%║ 50.0%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 4║ 1 3║ 4║ 4 - -║ 4 -║

║ 22.2%║ 10.0% 37.5%║ 22.2%║ 30.8% ║ 33.3% ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.2║ 6.0 6.6║ 6.2║ 7.3 5.0 3.0║ 6.9 5.3║

STD. DEVIATION ║ 2.2║ 2.6 1.5║ 2.2║ 1.0 3.0 1.4║ 1.1 3.1║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

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TABLE 28 Banner1. \*BY\* Q4 d1.Accuracy of the data file PAGE 52

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 d1.Accuracy of the data file ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1║ 1║ 1 - -║ - 1║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 4 -║ 4║ 4 - -║ 2 2║

║ 22.2%║ 40.0% ║ 22.2%║ 30.8% ║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 4║ 4 -║ 4║ 4 - -║ 2 2║

║ 22.2%║ 40.0% ║ 22.2%║ 30.8% ║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1║ 3║ 1 2 -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 66.7% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 1 1║ 2║ - 2 -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

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TABLE 28 (CONT.) Banner1. \*BY\* Q4 d1.Accuracy of the data file PAGE 53

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 d1.Accuracy of the data file ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 6║ 5 1║ 6║ 6 - -║ 3 3║

║ 33.3%║ 50.0% 12.5%║ 33.3%║ 46.2% ║ 25.0% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 3║ 2 1║ 3║ 1 2 -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 66.7% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 7║ 1 6║ 7║ 6 1 -║ 7 -║

║ 38.9%║ 10.0% 75.0%║ 38.9%║ 46.2% 33.3% ║ 58.3% ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.6║ 6.6 7.0║ 6.6║ 8.1 5.0 3.0║ 7.4 6.0║

STD. DEVIATION ║ 2.4║ 2.5 2.8║ 2.4║ 1.2 0.0 0.0║ 1.9 2.7║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 29 Banner1. \*BY\* Q4 d2.Timeliness of the submission of the data file (as a deliverable) PAGE 54

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 d2.Timeliness of the submission of the data file (as a deliverable) ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1║ 3║ 3 - -║ 1 2║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 23.1% ║ 8.3% 33.3%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ - 2║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 5 -║ 5║ 4 - 1║ 3 2║

║ 27.8%║ 50.0% ║ 27.8%║ 30.8% 50.0%║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 5 -║ 5║ 4 - 1║ 3 2║

║ 27.8%║ 50.0% ║ 27.8%║ 30.8% 50.0%║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 29 (CONT.) Banner1. \*BY\* Q4 d2.Timeliness of the submission of the data file (as a deliverable) PAGE 55

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 d2.Timeliness of the submission of the data file (as a deliverable) ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 7 1║ 8║ 7 - 1║ 4 4║

║ 44.4%║ 70.0% 12.5%║ 44.4%║ 53.8% 50.0%║ 33.3% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 7║ 1 6║ 7║ 6 1 -║ 7 -║

║ 38.9%║ 10.0% 75.0%║ 38.9%║ 46.2% 33.3% ║ 58.3% ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.3║ 7.3 7.0║ 7.3║ 8.6 4.5 5.5║ 7.8 6.8║

STD. DEVIATION ║ 2.2║ 2.3 2.8║ 2.2║ 0.8 0.7 3.5║ 1.8 2.6║

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Research agency study in China - 09/07/2011

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TABLE 30 Banner1. \*BY\* Q4 p1.Communication skills PAGE 56

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║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p1.Communication skills ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 2 4║ 6║ 6 - -║ 3 3║

║ 33.3%║ 20.0% 50.0%║ 33.3%║ 46.2% ║ 25.0% 50.0%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 5║ 2 3║ 5║ 5 - -║ 2 3║

║ 27.8%║ 20.0% 37.5%║ 27.8%║ 38.5% ║ 16.7% 50.0%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 3 3║ 6║ 6 - -║ 6 -║

║ 33.3%║ 30.0% 37.5%║ 33.3%║ 46.2% ║ 50.0% ║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 2 3║ 5║ 5 - -║ 5 -║

║ 27.8%║ 20.0% 37.5%║ 27.8%║ 38.5% ║ 41.7% ║

║ ║ ║ ║ ║ ║

0007 (7) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 5 1║ 6║ 1 3 2║ 3 3║

║ 33.3%║ 50.0% 12.5%║ 33.3%║ 7.7% 100.0% 100.0%║ 25.0% 50.0%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 2║ 2 -║ 2║ - 1 1║ 1 1║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 4║ 3 1║ 4║ 1 2 1║ 2 2║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 7.7% 66.7% 50.0%║ 16.7% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 12║ 5 7║ 12║ 12 - -║ 9 3║

║ 66.7%║ 50.0% 87.5%║ 66.7%║ 92.3% ║ 75.0% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 6║ 5 1║ 6║ 1 3 2║ 3 3║

║ 33.3%║ 50.0% 12.5%║ 33.3%║ 7.7% 100.0% 100.0%║ 25.0% 50.0%║

║ ║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 30 (CONT.) Banner1. \*BY\* Q4 p1.Communication skills PAGE 57

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p1.Communication skills ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.4║ 6.8 8.3║ 7.4║ 8.2 5.3 5.5║ 7.6 7.2║

STD. DEVIATION ║ 1.7║ 1.6 1.5║ 1.7║ 1.2 0.6 0.7║ 1.6 2.0║

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Research agency study in China - 09/07/2011

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TABLE 31 Banner1. \*BY\* Q4 p2.Timely responses PAGE 58

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p2.Timely responses║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 2 5║ 7║ 7 - -║ 5 2║

║ 38.9%║ 20.0% 62.5%║ 38.9%║ 53.8% ║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 3║ 1 2║ 3║ 3 - -║ 2 1║

║ 16.7%║ 10.0% 25.0%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 4║ 1 3║ 4║ 4 - -║ 3 1║

║ 22.2%║ 10.0% 37.5%║ 22.2%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 5 2║ 7║ 6 - 1║ 5 2║

║ 38.9%║ 50.0% 25.0%║ 38.9%║ 46.2% 50.0%║ 41.7% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 3 2║ 5║ 5 - -║ 4 1║

║ 27.8%║ 30.0% 25.0%║ 27.8%║ 38.5% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ 2 -║ 2║ 1 - 1║ 1 1║

║ 11.1%║ 20.0% ║ 11.1%║ 7.7% 50.0%║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1║ 3║ - 3 -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 100.0% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 1 1║ 2║ - 2 -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 31 (CONT.) Banner1. \*BY\* Q4 p2.Timely responses PAGE 59

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p2.Timely responses║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 14║ 7 7║ 14║ 13 - 1║ 10 4║

║ 77.8%║ 70.0% 87.5%║ 77.8%║ 100.0% 50.0%║ 83.3% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 3║ 2 1║ 3║ - 3 -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 100.0% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.8║ 7.2 8.5║ 7.8║ 8.7 5.3 5.5║ 8.1 7.2║

STD. DEVIATION ║ 1.8║ 1.8 1.6║ 1.8║ 0.9 0.6 2.1║ 1.5 2.3║

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Research agency study in China - 09/07/2011

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TABLE 32 Banner1. \*BY\* Q4 p3.English capability PAGE 60

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p3.English capability ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 1 4║ 5║ 5 - -║ 4 1║

║ 27.8%║ 10.0% 50.0%║ 27.8%║ 38.5% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 3║ 1 2║ 3║ 3 - -║ 2 1║

║ 16.7%║ 10.0% 25.0%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2║ 2║ 2 - -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 4 3║ 7║ 6 1 -║ 4 3║

║ 38.9%║ 40.0% 37.5%║ 38.9%║ 46.2% 33.3% ║ 33.3% 50.0%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 2 3║ 5║ 5 - -║ 3 2║

║ 27.8%║ 20.0% 37.5%║ 27.8%║ 38.5% ║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ 2 -║ 2║ 1 1 -║ 1 1║

║ 11.1%║ 20.0% ║ 11.1%║ 7.7% 33.3% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 3 1║ 4║ 2 2 -║ 4 -║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 15.4% 66.7% ║ 33.3% ║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ 1 -║ 1║ 1 - -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 3║ 2 1║ 3║ 1 2 -║ 3 -║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 66.7% ║ 25.0% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 32 (CONT.) Banner1. \*BY\* Q4 p3.English capability PAGE 61

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p3.English capability ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 12║ 5 7║ 12║ 11 1 -║ 8 4║

║ 66.7%║ 50.0% 87.5%║ 66.7%║ 84.6% 33.3% ║ 66.7% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 4║ 3 1║ 4║ 2 2 -║ 4 -║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 15.4% 66.7% ║ 33.3% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

MEANS ║ 7.5║ 6.7 8.4║ 7.5║ 8.2 5.7 4.0║ 7.5 7.4║

STD. DEVIATION ║ 1.9║ 1.9 1.6║ 1.9║ 1.5 1.2 0.0║ 1.9 2.2║

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TABLE 33 Banner1. \*BY\* Q4 p4.Skills in problem solving PAGE 62

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p4.Skills in problem solving ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2║ 3║ 3 - -║ 2 1║

║ 16.7%║ 10.0% 25.0%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1║ 2║ 2 - -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 4 4║ 8║ 7 1 -║ 6 2║

║ 44.4%║ 40.0% 50.0%║ 44.4%║ 53.8% 33.3% ║ 50.0% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 2║ 1 1║ 2║ 2 - -║ 2 -║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0007 (7) ║ 6║ 3 3║ 6║ 5 1 -║ 4 2║

║ 33.3%║ 30.0% 37.5%║ 33.3%║ 38.5% 33.3% ║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1║ 3║ 1 1 1║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 33.3% 50.0%║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 3║ 2 1║ 3║ 1 1 1║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 33.3% 50.0%║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

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TABLE 33 (CONT.) Banner1. \*BY\* Q4 p4.Skills in problem solving PAGE 63

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p4.Skills in problem solving ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 11║ 5 6║ 11║ 10 1 -║ 8 3║

║ 61.1%║ 50.0% 75.0%║ 61.1%║ 76.9% 33.3% ║ 66.7% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 3║ 2 1║ 3║ 1 1 1║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 7.7% 33.3% 50.0%║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 2║ 1 1║ 2║ 2 - -║ 2 -║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 15.4% ║ 16.7% ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.7║ 6.0 7.6║ 6.7║ 7.6 5.0 4.0║ 7.3 5.7║

STD. DEVIATION ║ 2.0║ 2.1 1.6║ 2.0║ 1.4 2.0 1.4║ 1.6 2.4║

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TABLE 34 Banner1. \*BY\* Q4 p5.Willingness to help PAGE 64

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p5.Willingness to help ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 3 6║ 9║ 9 - -║ 6 3║

║ 50.0%║ 30.0% 75.0%║ 50.0%║ 69.2% ║ 50.0% 50.0%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 5║ 2 3║ 5║ 5 - -║ 3 2║

║ 27.8%║ 20.0% 37.5%║ 27.8%║ 38.5% ║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 4║ 1 3║ 4║ 4 - -║ 3 1║

║ 22.2%║ 10.0% 37.5%║ 22.2%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 5 1║ 6║ 4 1 1║ 5 1║

║ 33.3%║ 50.0% 12.5%║ 33.3%║ 30.8% 33.3% 50.0%║ 41.7% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 4 1║ 5║ 4 - 1║ 4 1║

║ 27.8%║ 40.0% 12.5%║ 27.8%║ 30.8% 50.0%║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1║ 3║ - 2 1║ 1 2║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 66.7% 50.0%║ 8.3% 33.3%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 1 1║ 2║ - 1 1║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 33.3% 50.0%║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 15║ 8 7║ 15║ 13 1 1║ 11 4║

║ 83.3%║ 80.0% 87.5%║ 83.3%║ 100.0% 33.3% 50.0%║ 91.7% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 3║ 2 1║ 3║ - 2 1║ 1 2║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 66.7% 50.0%║ 8.3% 33.3%║

║ ║ ║ ║ ║ ║

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TABLE 34 (CONT.) Banner1. \*BY\* Q4 p5.Willingness to help PAGE 65

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p5.Willingness to help ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 8.3║ 7.9 8.8║ 8.3║ 9.1 6.0 6.5║ 8.4 8.0║

STD. DEVIATION ║ 1.6║ 1.6 1.7║ 1.6║ 0.9 1.0 2.1║ 1.4 2.1║

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TABLE 35 Banner1. \*BY\* Q4 p6.Flexibility in meeting special requirements PAGE 66

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p6.Flexibility in meeting special requirements ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 3 5║ 8║ 8 - -║ 6 2║

║ 44.4%║ 30.0% 62.5%║ 44.4%║ 61.5% ║ 50.0% 33.3%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 3║ 1 2║ 3║ 3 - -║ 2 1║

║ 16.7%║ 10.0% 25.0%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 5║ 2 3║ 5║ 5 - -║ 4 1║

║ 27.8%║ 20.0% 37.5%║ 27.8%║ 38.5% ║ 33.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 5 1║ 6║ 4 1 1║ 4 2║

║ 33.3%║ 50.0% 12.5%║ 33.3%║ 30.8% 33.3% 50.0%║ 33.3% 33.3%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 5║ 4 1║ 5║ 4 - 1║ 3 2║

║ 27.8%║ 40.0% 12.5%║ 27.8%║ 30.8% 50.0%║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 1║ 1 -║ 1║ - 1 -║ 1 -║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ - 2║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 35 (CONT.) Banner1. \*BY\* Q4 p6.Flexibility in meeting special requirements PAGE 67

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p6.Flexibility in meeting special requirements ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very dissatisfied(1+2) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0002 (2) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 14║ 8 6║ 14║ 12 1 1║ 10 4║

║ 77.8%║ 80.0% 75.0%║ 77.8%║ 92.3% 33.3% 50.0%║ 83.3% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 2║ - 2║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 25.0%║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - 1 1║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 33.3% 50.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.7║ 7.3 8.3║ 7.7║ 8.7 5.3 5.0║ 8.2 6.8║

STD. DEVIATION ║ 2.2║ 2.5 1.8║ 2.2║ 1.1 1.5 4.2║ 1.5 3.1║

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TABLE 36 Banner1. \*BY\* Q4 p7.Project leader committed to project PAGE 68

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p7.Project leader committed to project ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 3 5║ 8║ 8 - -║ 5 3║

║ 44.4%║ 30.0% 62.5%║ 44.4%║ 61.5% ║ 41.7% 50.0%║

║ ║ ║ ║ ║ ║

0010 (10) ║ 5║ 1 4║ 5║ 5 - -║ 3 2║

║ 27.8%║ 10.0% 50.0%║ 27.8%║ 38.5% ║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 3║ 2 1║ 3║ 3 - -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 23.1% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 5 1║ 6║ 4 1 1║ 5 1║

║ 33.3%║ 50.0% 12.5%║ 33.3%║ 30.8% 33.3% 50.0%║ 41.7% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 4║ 4 -║ 4║ 3 - 1║ 3 1║

║ 22.2%║ 40.0% ║ 22.2%║ 23.1% 50.0%║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 2║ 1 1║ 2║ 1 1 -║ 2 -║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 7.7% 33.3% ║ 16.7% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1║ 2║ - 2 -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ 1 -║ 1║ - 1 -║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

║ ║ ║ ║ ║ ║

0005 (5) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

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TABLE 36 (CONT.) Banner1. \*BY\* Q4 p7.Project leader committed to project PAGE 69

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q4 p7.Project leader committed to project ║ ║ ║ ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 14║ 8 6║ 14║ 12 1 1║ 10 4║

║ 77.8%║ 80.0% 75.0%║ 77.8%║ 92.3% 33.3% 50.0%║ 83.3% 66.7%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 2║ 1 1║ 2║ - 2 -║ 1 1║

║ 11.1%║ 10.0% 12.5%║ 11.1%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 -║ 1║ - - 1║ - 1║

║ 5.6%║ 10.0% ║ 5.6%║ 50.0%║ 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Not Applicable ║ 1║ - 1║ 1║ 1 - -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 7.7% ║ 8.3% ║

║ ║ ║ ║ ║ ║

MEANS ║ 8.1║ 7.6 8.7║ 8.1║ 9.0 6.0 5.5║ 8.3 7.7║

STD. DEVIATION ║ 2.0║ 2.0 2.0║ 2.0║ 1.0 1.0 3.5║ 1.6 2.7║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

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TABLE 37 Banner1. PAGE 70

\*BY\* Q5.Overall how would you rate your level of satisfaction with the service of your last local research supplier in the Mainland China in meeting your expectation?

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q5.Overall how would you rate your level of satisfaction with the service of your last local research supplier in the Mainland China in meeting your expectation?

║ ║ ║ ║ ║ ║

Very satisfied(9+10) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 1 4║ 5║ 5 - -║ 3 2║

║ 27.8%║ 10.0% 50.0%║ 27.8%║ 38.5% ║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

0009 (9) ║ 5║ 1 4║ 5║ 5 - -║ 3 2║

║ 27.8%║ 10.0% 50.0%║ 27.8%║ 38.5% ║ 25.0% 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Satisfied(7+8) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 5 3║ 8║ 8 - -║ 7 1║

║ 44.4%║ 50.0% 37.5%║ 44.4%║ 61.5% ║ 58.3% 16.7%║

║ ║ ║ ║ ║ ║

0008 (8) ║ 4║ 2 2║ 4║ 4 - -║ 3 1║

║ 22.2%║ 20.0% 25.0%║ 22.2%║ 30.8% ║ 25.0% 16.7%║

║ ║ ║ ║ ║ ║

0007 (7) ║ 4║ 3 1║ 4║ 4 - -║ 4 -║

║ 22.2%║ 30.0% 12.5%║ 22.2%║ 30.8% ║ 33.3% ║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1║ 3║ - 3 -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 100.0% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

0006 (6) ║ 1║ - 1║ 1║ - 1 -║ 1 -║

║ 5.6%║ 12.5%║ 5.6%║ 33.3% ║ 8.3% ║

║ ║ ║ ║ ║ ║

0005 (5) ║ 2║ 2 -║ 2║ - 2 -║ 1 1║

║ 11.1%║ 20.0% ║ 11.1%║ 66.7% ║ 8.3% 16.7%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Dissatisfied(3+4) ║ ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

0004 (4) ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

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TABLE 37 (CONT.) Banner1. PAGE 71

\*BY\* Q5.Overall how would you rate your level of satisfaction with the service of your last local research supplier in the Mainland China in meeting your expectation?

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q5.Overall how would you rate your level of satisfaction with the service of your last local research supplier in the Mainland China in meeting your expectation?

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 13║ 6 7║ 13║ 13 - -║ 10 3║

║ 72.2%║ 60.0% 87.5%║ 72.2%║ 100.0% ║ 83.3% 50.0%║

║ ║ ║ ║ ║ ║

Fair(5+6) ║ 3║ 2 1║ 3║ - 3 -║ 2 1║

║ 16.7%║ 20.0% 12.5%║ 16.7%║ 100.0% ║ 16.7% 16.7%║

║ ║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 2 -║ 2║ - - 2║ - 2║

║ 11.1%║ 20.0% ║ 11.1%║ 100.0%║ 33.3%║

║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.2║ 6.4 8.1║ 7.2║ 8.1 5.3 4.0║ 7.5 6.5║

STD. DEVIATION ║ 1.7║ 1.8 1.1║ 1.7║ 0.9 0.6 0.0║ 1.2 2.4║

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TABLE 38 Banner2. \*BY\* Q6 q1.Comprehensiveness of the proposal PAGE 72

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q1.Comprehensiveness of the proposal ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ - 6 -║ 6║ 4 2 -║

║ 26.1%║ 37.5% ║ 26.1%║ 57.1% 16.7% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ - 3 -║ 3║ 2 1 -║

║ 13.0%║ 18.8% ║ 13.0%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 3║ - 3 -║ 3║ 2 1 -║

║ 13.0%║ 18.8% ║ 13.0%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 4 7 -║ 11║ 2 7 1║

║ 47.8%║ 66.7% 43.8% ║ 47.8%║ 28.6% 58.3% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 7║ 4 3 -║ 7║ 2 4 -║

║ 30.4%║ 66.7% 18.8% ║ 30.4%║ 28.6% 33.3% ║

║ ║ ║ ║ ║

0005 (5) ║ 4║ - 4 -║ 4║ - 3 1║

║ 17.4%║ 25.0% ║ 17.4%║ 25.0% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 2 1║ 4║ - 2 1║

║ 17.4%║ 16.7% 12.5% 100.0%║ 17.4%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 2║ 1 - 1║ 2║ - 1 1║

║ 8.7%║ 16.7% 100.0%║ 8.7%║ 8.3% 50.0%║

║ ║ ║ ║ ║

0003 (3) ║ 2║ - 2 -║ 2║ - 1 -║

║ 8.7%║ 12.5% ║ 8.7%║ 8.3% ║

║ ║ ║ ║ ║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 38 (CONT.) Banner2. \*BY\* Q6 q1.Comprehensiveness of the proposal PAGE 73

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q1.Comprehensiveness of the proposal ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 1 7 -║ 8║ 5 3 -║

║ 34.8%║ 16.7% 43.8% ║ 34.8%║ 71.4% 25.0% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 11║ 4 7 -║ 11║ 2 7 1║

║ 47.8%║ 66.7% 43.8% ║ 47.8%║ 28.6% 58.3% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 4║ 1 2 1║ 4║ - 2 1║

║ 17.4%║ 16.7% 12.5% 100.0%║ 17.4%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.1║ 6.3 6.2 4.0║ 6.1║ 7.4 5.9 4.5║

STD. DEVIATION ║ 1.9║ 2.0 1.9 0.0║ 1.9║ 1.4 1.8 0.7║

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TABLE 39 Banner2. \*BY\* Q6 q2.Overall quality of the proposal PAGE 74

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q2.Overall quality of the proposal ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 1 5 -║ 6║ 5 1 -║

║ 26.1%║ 16.7% 31.3% ║ 26.1%║ 71.4% 8.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 4║ - 4 -║ 4║ 3 1 -║

║ 17.4%║ 25.0% ║ 17.4%║ 42.9% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 2║ 1 1 -║ 2║ 2 - -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 28.6% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 12║ 4 8 -║ 12║ 1 8 2║

║ 52.2%║ 66.7% 50.0% ║ 52.2%║ 14.3% 66.7% 100.0%║

║ ║ ║ ║ ║

0006 (6) ║ 6║ 3 3 -║ 6║ 1 4 -║

║ 26.1%║ 50.0% 18.8% ║ 26.1%║ 14.3% 33.3% ║

║ ║ ║ ║ ║

0005 (5) ║ 6║ 1 5 -║ 6║ - 4 2║

║ 26.1%║ 16.7% 31.3% ║ 26.1%║ 33.3% 100.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ - 2 1║ 3║ - 2 -║

║ 13.0%║ 12.5% 100.0%║ 13.0%║ 16.7% ║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.3%║ 100.0%║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

0003 (3) ║ 2║ - 2 -║ 2║ - 1 -║

║ 8.7%║ 12.5% ║ 8.7%║ 8.3% ║

║ ║ ║ ║ ║

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TABLE 39 (CONT.) Banner2. \*BY\* Q6 q2.Overall quality of the proposal PAGE 75

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q2.Overall quality of the proposal ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 2 6 -║ 8║ 6 2 -║

║ 34.8%║ 33.3% 37.5% ║ 34.8%║ 85.7% 16.7% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 12║ 4 8 -║ 12║ 1 8 2║

║ 52.2%║ 66.7% 50.0% ║ 52.2%║ 14.3% 66.7% 100.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ - 2 1║ 3║ - 2 -║

║ 13.0%║ 12.5% 100.0%║ 13.0%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.2║ 6.7 6.1 4.0║ 6.2║ 7.7 5.8 5.0║

STD. DEVIATION ║ 1.9║ 1.8 1.9 0.0║ 1.9║ 1.3 1.8 0.0║

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TABLE 40 Banner2. \*BY\* Q6 q3.Provision of a quotation with clear cost structure PAGE 76

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q3.Provision of a quotation with clear cost structure ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 2 1 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1 -║ 1║ 1 - -║

║ 4.3%║ 6.3% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 2 4 -║ 6║ 5 1 -║

║ 26.1%║ 33.3% 25.0% ║ 26.1%║ 71.4% 8.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ - 3 -║ 3║ 2 1 -║

║ 13.0%║ 18.8% ║ 13.0%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 3║ 2 1 -║ 3║ 3 - -║

║ 13.0%║ 33.3% 6.3% ║ 13.0%║ 42.9% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 10║ 2 8 -║ 10║ - 8 1║

║ 43.5%║ 33.3% 50.0% ║ 43.5%║ 66.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 7║ 1 6 -║ 7║ - 5 1║

║ 30.4%║ 16.7% 37.5% ║ 30.4%║ 41.7% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 3║ 1 2 -║ 3║ - 3 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 2 1║ 4║ - 2 1║

║ 17.4%║ 16.7% 12.5% 100.0%║ 17.4%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 2║ 1 - 1║ 2║ - 1 1║

║ 8.7%║ 16.7% 100.0%║ 8.7%║ 8.3% 50.0%║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 40 (CONT.) Banner2. \*BY\* Q6 q3.Provision of a quotation with clear cost structure PAGE 77

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q3.Provision of a quotation with clear cost structure ║ ║ ║

║ ║ ║ ║ ║

0003 (3) ║ 2║ - 2 -║ 2║ - 1 -║

║ 8.7%║ 12.5% ║ 8.7%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 9║ 3 6 -║ 9║ 7 2 -║

║ 39.1%║ 50.0% 37.5% ║ 39.1%║ 100.0% 16.7% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 10║ 2 8 -║ 10║ - 8 1║

║ 43.5%║ 33.3% 50.0% ║ 43.5%║ 66.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 4║ 1 2 1║ 4║ - 2 1║

║ 17.4%║ 16.7% 12.5% 100.0%║ 17.4%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.3║ 6.5 6.4 4.0║ 6.3║ 8.0 5.8 5.0║

STD. DEVIATION ║ 1.9║ 2.1 1.9 0.0║ 1.9║ 1.2 1.8 1.4║

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Research agency study in China - 09/07/2011

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TABLE 41 Banner2. \*BY\* Q6 q4.Overall quality of quotation PAGE 78

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q4.Overall quality of quotation ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 1 4 -║ 5║ 4 1 -║

║ 21.7%║ 16.7% 25.0% ║ 21.7%║ 57.1% 8.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 5║ 1 4 -║ 5║ 4 1 -║

║ 21.7%║ 16.7% 25.0% ║ 21.7%║ 57.1% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 12║ 3 9 -║ 12║ 2 8 1║

║ 52.2%║ 50.0% 56.3% ║ 52.2%║ 28.6% 66.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 8║ 2 6 -║ 8║ 2 5 -║

║ 34.8%║ 33.3% 37.5% ║ 34.8%║ 28.6% 41.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 4║ 1 3 -║ 4║ - 3 1║

║ 17.4%║ 16.7% 18.8% ║ 17.4%║ 25.0% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 2 1║ 4║ - 2 1║

║ 17.4%║ 16.7% 12.5% 100.0%║ 17.4%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 2║ 1 - 1║ 2║ - 1 1║

║ 8.7%║ 16.7% 100.0%║ 8.7%║ 8.3% 50.0%║

║ ║ ║ ║ ║

0003 (3) ║ 2║ - 2 -║ 2║ - 1 -║

║ 8.7%║ 12.5% ║ 8.7%║ 8.3% ║

║ ║ ║ ║ ║

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TABLE 41 (CONT.) Banner2. \*BY\* Q6 q4.Overall quality of quotation PAGE 79

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q4.Overall quality of quotation ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 7║ 2 5 -║ 7║ 5 2 -║

║ 30.4%║ 33.3% 31.3% ║ 30.4%║ 71.4% 16.7% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 12║ 3 9 -║ 12║ 2 8 1║

║ 52.2%║ 50.0% 56.3% ║ 52.2%║ 28.6% 66.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 4║ 1 2 1║ 4║ - 2 1║

║ 17.4%║ 16.7% 12.5% 100.0%║ 17.4%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.2║ 6.5 6.2 4.0║ 6.2║ 7.7 5.8 4.5║

STD. DEVIATION ║ 1.9║ 2.2 1.9 0.0║ 1.9║ 1.4 1.8 0.7║

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TABLE 42 Banner2. \*BY\* Q6 q5.Timeliness of the submission of the proposal / quotation PAGE 80

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q5.Timeliness of the submission of the proposal / quotation ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 10║ 3 7 -║ 10║ 6 4 -║

║ 43.5%║ 50.0% 43.8% ║ 43.5%║ 85.7% 33.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 5║ - 5 -║ 5║ 4 1 -║

║ 21.7%║ 31.3% ║ 21.7%║ 57.1% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 5║ 3 2 -║ 5║ 2 3 -║

║ 21.7%║ 50.0% 12.5% ║ 21.7%║ 28.6% 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 1 6 1║ 8║ - 6 1║

║ 34.8%║ 16.7% 37.5% 100.0%║ 34.8%║ 50.0% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 5║ 1 3 1║ 5║ - 3 1║

║ 21.7%║ 16.7% 18.8% 100.0%║ 21.7%║ 25.0% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 3║ - 3 -║ 3║ - 3 -║

║ 13.0%║ 18.8% ║ 13.0%║ 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ - 1 1║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 8.3% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 - -║ 1║ - - 1║

║ 4.3%║ 16.7% ║ 4.3%║ 50.0%║

║ ║ ║ ║ ║

0003 (3) ║ 2║ - 2 -║ 2║ - 1 -║

║ 8.7%║ 12.5% ║ 8.7%║ 8.3% ║

║ ║ ║ ║ ║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 42 (CONT.) Banner2. \*BY\* Q6 q5.Timeliness of the submission of the proposal / quotation PAGE 81

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 q5.Timeliness of the submission of the proposal / quotation ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 12║ 4 8 -║ 12║ 7 5 -║

║ 52.2%║ 66.7% 50.0% ║ 52.2%║ 100.0% 41.7% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 8║ 1 6 1║ 8║ - 6 1║

║ 34.8%║ 16.7% 37.5% 100.0%║ 34.8%║ 50.0% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 1 2 -║ 3║ - 1 1║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.5║ 6.8 6.4 6.0║ 6.5║ 8.0 6.3 5.0║

STD. DEVIATION ║ 1.9║ 1.9 1.9 0.0║ 1.9║ 1.0 1.8 1.4║

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Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 43 Banner2. \*BY\* Q6 c1.Would charge a reasonable fieldwork fees PAGE 82

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 c1.Would charge a reasonable fieldwork fees ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 4║ 2 2 -║ 4║ 4 - -║

║ 17.4%║ 33.3% 12.5% ║ 17.4%║ 57.1% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 42.9% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 1 7 1║ 9║ 2 5 1║

║ 39.1%║ 16.7% 43.8% 100.0%║ 39.1%║ 28.6% 41.7% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 3║ - 3 -║ 3║ - 2 -║

║ 13.0%║ 18.8% ║ 13.0%║ 16.7% ║

║ ║ ║ ║ ║

0007 (7) ║ 6║ 1 4 1║ 6║ 2 3 1║

║ 26.1%║ 16.7% 25.0% 100.0%║ 26.1%║ 28.6% 25.0% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 2 6 -║ 8║ - 6 1║

║ 34.8%║ 33.3% 37.5% ║ 34.8%║ 50.0% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 6║ 2 4 -║ 6║ - 4 1║

║ 26.1%║ 33.3% 25.0% ║ 26.1%║ 33.3% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0004 (4) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 43 (CONT.) Banner2. \*BY\* Q6 c1.Would charge a reasonable fieldwork fees PAGE 83

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 c1.Would charge a reasonable fieldwork fees ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 13║ 3 9 1║ 13║ 6 5 1║

║ 56.5%║ 50.0% 56.3% 100.0%║ 56.5%║ 85.7% 41.7% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 8║ 2 6 -║ 8║ - 6 1║

║ 34.8%║ 33.3% 37.5% ║ 34.8%║ 50.0% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.8║ 7.0 6.8 7.0║ 6.8║ 7.9 6.3 6.5║

STD. DEVIATION ║ 1.6║ 2.2 1.4 0.0║ 1.6║ 2.0 1.2 0.7║

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Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 44 Banner2. \*BY\* Q6 c2.Would charge a reasonable researcher fees PAGE 84

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 c2.Would charge a reasonable researcher fees ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 2 - -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 28.6% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1 -║ 1║ 1 - -║

║ 4.3%║ 6.3% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 13║ 4 8 1║ 13║ 5 6 1║

║ 56.5%║ 66.7% 50.0% 100.0%║ 56.5%║ 71.4% 50.0% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 5║ 1 4 -║ 5║ 2 2 -║

║ 21.7%║ 16.7% 25.0% ║ 21.7%║ 28.6% 16.7% ║

║ ║ ║ ║ ║

0007 (7) ║ 8║ 3 4 1║ 8║ 3 4 1║

║ 34.8%║ 50.0% 25.0% 100.0%║ 34.8%║ 42.9% 33.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 1 6 -║ 7║ - 5 1║

║ 30.4%║ 16.7% 37.5% ║ 30.4%║ 41.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 5║ 1 4 -║ 5║ - 3 1║

║ 21.7%║ 16.7% 25.0% ║ 21.7%║ 25.0% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.3%║ 6.3% ║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.3%║ 6.3% ║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 44 (CONT.) Banner2. \*BY\* Q6 c2.Would charge a reasonable researcher fees PAGE 85

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 c2.Would charge a reasonable researcher fees ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 15║ 5 9 1║ 15║ 7 6 1║

║ 65.2%║ 83.3% 56.3% 100.0%║ 65.2%║ 100.0% 50.0% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 7║ 1 6 -║ 7║ - 5 1║

║ 30.4%║ 16.7% 37.5% ║ 30.4%║ 41.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.3%║ 6.3% ║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.9║ 7.5 6.7 7.0║ 6.9║ 8.0 6.3 6.5║

STD. DEVIATION ║ 1.3║ 1.4 1.4 0.0║ 1.3║ 1.2 1.2 0.7║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 45 Banner2. \*BY\* Q6 c3.Would charge a reasonable project management fees PAGE 86

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 c3.Would charge a reasonable project management fees ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 2 - -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 28.6% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1 -║ 1║ 1 - -║

║ 4.3%║ 6.3% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 3 7 1║ 11║ 3 6 1║

║ 47.8%║ 50.0% 43.8% 100.0%║ 47.8%║ 42.9% 50.0% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 6║ 1 5 -║ 6║ 1 3 1║

║ 26.1%║ 16.7% 31.3% ║ 26.1%║ 14.3% 25.0% 50.0%║

║ ║ ║ ║ ║

0007 (7) ║ 5║ 2 2 1║ 5║ 2 3 -║

║ 21.7%║ 33.3% 12.5% 100.0%║ 21.7%║ 28.6% 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 2 7 -║ 9║ 2 5 1║

║ 39.1%║ 33.3% 43.8% ║ 39.1%║ 28.6% 41.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 6║ 2 4 -║ 6║ 2 3 -║

║ 26.1%║ 33.3% 25.0% ║ 26.1%║ 28.6% 25.0% ║

║ ║ ║ ║ ║

0005 (5) ║ 3║ - 3 -║ 3║ - 2 1║

║ 13.0%║ 18.8% ║ 13.0%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.3%║ 6.3% ║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.3%║ 6.3% ║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 45 (CONT.) Banner2. \*BY\* Q6 c3.Would charge a reasonable project management fees PAGE 87

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 c3.Would charge a reasonable project management fees ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 13║ 4 8 1║ 13║ 5 6 1║

║ 56.5%║ 66.7% 50.0% 100.0%║ 56.5%║ 71.4% 50.0% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 9║ 2 7 -║ 9║ 2 5 1║

║ 39.1%║ 33.3% 43.8% ║ 39.1%║ 28.6% 41.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.3%║ 6.3% ║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.8║ 7.3 6.6 7.0║ 6.8║ 7.6 6.4 6.5║

STD. DEVIATION ║ 1.4║ 1.5 1.5 0.0║ 1.4║ 1.5 1.3 2.1║

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Research agency study in China - 09/07/2011

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TABLE 46 Banner2. \*BY\* Q6 c4.Negotiability of the research charges PAGE 88

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 c4.Negotiability of the research charges ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 - -║ 2║ 2 - -║

║ 8.7%║ 33.3% ║ 8.7%║ 28.6% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 3 8 -║ 11║ 4 4 2║

║ 47.8%║ 50.0% 50.0% ║ 47.8%║ 57.1% 33.3% 100.0%║

║ ║ ║ ║ ║

0008 (8) ║ 4║ - 4 -║ 4║ 1 2 -║

║ 17.4%║ 25.0% ║ 17.4%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

0007 (7) ║ 7║ 3 4 -║ 7║ 3 2 2║

║ 30.4%║ 50.0% 25.0% ║ 30.4%║ 42.9% 16.7% 100.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 1 6 1║ 8║ 1 6 -║

║ 34.8%║ 16.7% 37.5% 100.0%║ 34.8%║ 14.3% 50.0% ║

║ ║ ║ ║ ║

0006 (6) ║ 5║ 1 4 -║ 5║ 1 3 -║

║ 21.7%║ 16.7% 25.0% ║ 21.7%║ 14.3% 25.0% ║

║ ║ ║ ║ ║

0005 (5) ║ 3║ - 2 1║ 3║ - 3 -║

║ 13.0%║ 12.5% 100.0%║ 13.0%║ 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

0004 (4) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 46 (CONT.) Banner2. \*BY\* Q6 c4.Negotiability of the research charges PAGE 89

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║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 c4.Negotiability of the research charges ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 13║ 5 8 -║ 13║ 6 4 2║

║ 56.5%║ 83.3% 50.0% ║ 56.5%║ 85.7% 33.3% 100.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 8║ 1 6 1║ 8║ 1 6 -║

║ 34.8%║ 16.7% 37.5% 100.0%║ 34.8%║ 14.3% 50.0% ║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.7║ 7.7 6.4 5.0║ 6.7║ 7.7 5.9 7.0║

STD. DEVIATION ║ 1.5║ 1.5 1.4 0.0║ 1.5║ 1.4 1.4 0.0║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 47 Banner2. \*BY\* Q6 r1.Overall quality of research design PAGE 90

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r1.Overall quality of research design ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 1 2 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 2 4 -║ 6║ 5 1 -║

║ 26.1%║ 33.3% 25.0% ║ 26.1%║ 71.4% 8.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 42.9% ║

║ ║ ║ ║ ║

0007 (7) ║ 3║ 1 2 -║ 3║ 2 1 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 13║ 3 9 1║ 13║ 1 9 2║

║ 56.5%║ 50.0% 56.3% 100.0%║ 56.5%║ 14.3% 75.0% 100.0%║

║ ║ ║ ║ ║

0006 (6) ║ 9║ 1 7 1║ 9║ 1 6 1║

║ 39.1%║ 16.7% 43.8% 100.0%║ 39.1%║ 14.3% 50.0% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 4║ 2 2 -║ 4║ - 3 1║

║ 17.4%║ 33.3% 12.5% ║ 17.4%║ 25.0% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1 -║ 1║ - - -║

║ 4.3%║ 6.3% ║ 4.3%║ ║

║ ║ ║ ║ ║

0003 (3) ║ 1║ - 1 -║ 1║ - - -║

║ 4.3%║ 6.3% ║ 4.3%║ ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 47 (CONT.) Banner2. \*BY\* Q6 r1.Overall quality of research design PAGE 91

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r1.Overall quality of research design ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 9║ 3 6 -║ 9║ 6 3 -║

║ 39.1%║ 50.0% 37.5% ║ 39.1%║ 85.7% 25.0% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 13║ 3 9 1║ 13║ 1 9 2║

║ 56.5%║ 50.0% 56.3% 100.0%║ 56.5%║ 14.3% 75.0% 100.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ - 1 -║ 1║ - - -║

║ 4.3%║ 6.3% ║ 4.3%║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.5║ 6.8 6.4 6.0║ 6.5║ 7.7 6.3 5.5║

STD. DEVIATION ║ 1.6║ 1.9 1.5 0.0║ 1.6║ 1.3 1.4 0.7║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 48 Banner2. \*BY\* Q6 r2.Quality of questionnaire design PAGE 92

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r2.Quality of questionnaire design ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 1 2 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 2 4 -║ 6║ 5 1 -║

║ 26.1%║ 33.3% 25.0% ║ 26.1%║ 71.4% 8.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 42.9% ║

║ ║ ║ ║ ║

0007 (7) ║ 3║ 1 2 -║ 3║ 2 1 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 14║ 3 10 1║ 14║ 1 9 2║

║ 60.9%║ 50.0% 62.5% 100.0%║ 60.9%║ 14.3% 75.0% 100.0%║

║ ║ ║ ║ ║

0006 (6) ║ 7║ 1 5 1║ 7║ 1 5 -║

║ 30.4%║ 16.7% 31.3% 100.0%║ 30.4%║ 14.3% 41.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 7║ 2 5 -║ 7║ - 4 2║

║ 30.4%║ 33.3% 31.3% ║ 30.4%║ 33.3% 100.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 9║ 3 6 -║ 9║ 6 3 -║

║ 39.1%║ 50.0% 37.5% ║ 39.1%║ 85.7% 25.0% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 14║ 3 10 1║ 14║ 1 9 2║

║ 60.9%║ 50.0% 62.5% 100.0%║ 60.9%║ 14.3% 75.0% 100.0%║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 48 (CONT.) Banner2. \*BY\* Q6 r2.Quality of questionnaire design PAGE 93

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r2.Quality of questionnaire design ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.5║ 6.8 6.4 6.0║ 6.5║ 7.7 6.3 5.0║

STD. DEVIATION ║ 1.5║ 1.9 1.4 0.0║ 1.5║ 1.3 1.4 0.0║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 49 Banner2. \*BY\* Q6 r3.Quality of research material translation PAGE 94

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r3.Quality of research material translation ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 1 2 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 4 4 -║ 8║ 5 2 1║

║ 34.8%║ 66.7% 25.0% ║ 34.8%║ 71.4% 16.7% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 2 1 -║ 3║ 3 - -║

║ 13.0%║ 33.3% 6.3% ║ 13.0%║ 42.9% ║

║ ║ ║ ║ ║

0007 (7) ║ 5║ 2 3 -║ 5║ 2 2 1║

║ 21.7%║ 33.3% 18.8% ║ 21.7%║ 28.6% 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 10║ 1 9 -║ 10║ 1 6 1║

║ 43.5%║ 16.7% 56.3% ║ 43.5%║ 14.3% 50.0% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 6║ - 6 -║ 6║ 1 3 1║

║ 26.1%║ 37.5% ║ 26.1%║ 14.3% 25.0% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 4║ 1 3 -║ 4║ - 3 -║

║ 17.4%║ 16.7% 18.8% ║ 17.4%║ 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ - 1 1║ 2║ - 2 -║

║ 8.7%║ 6.3% 100.0%║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.3%║ 6.3% ║ 4.3%║ 8.3% ║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 49 (CONT.) Banner2. \*BY\* Q6 r3.Quality of research material translation PAGE 95

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r3.Quality of research material translation ║ ║ ║

║ ║ ║ ║ ║

0003 (3) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.3%║ 100.0%║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 11║ 5 6 -║ 11║ 6 4 1║

║ 47.8%║ 83.3% 37.5% ║ 47.8%║ 85.7% 33.3% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 10║ 1 9 -║ 10║ 1 6 1║

║ 43.5%║ 16.7% 56.3% ║ 43.5%║ 14.3% 50.0% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ - 1 1║ 2║ - 2 -║

║ 8.7%║ 6.3% 100.0%║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.5║ 7.5 6.4 3.0║ 6.5║ 7.7 6.0 6.5║

STD. DEVIATION ║ 1.7║ 1.6 1.4 0.0║ 1.7║ 1.3 1.8 0.7║

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TABLE 50 Banner2. \*BY\* Q6 r4.Strength of statistical techniques PAGE 96

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r4.Strength of statistical techniques ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 3 -║ 4║ 2 2 -║

║ 17.4%║ 16.7% 18.8% ║ 17.4%║ 28.6% 16.7% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 3║ - 3 -║ 3║ 1 2 -║

║ 13.0%║ 18.8% ║ 13.0%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 4 2 -║ 6║ 3 1 1║

║ 26.1%║ 66.7% 12.5% ║ 26.1%║ 42.9% 8.3% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 2║ 1 1 -║ 2║ 2 - -║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 28.6% ║

║ ║ ║ ║ ║

0007 (7) ║ 4║ 3 1 -║ 4║ 1 1 1║

║ 17.4%║ 50.0% 6.3% ║ 17.4%║ 14.3% 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 1 10 -║ 11║ 2 8 -║

║ 47.8%║ 16.7% 62.5% ║ 47.8%║ 28.6% 66.7% ║

║ ║ ║ ║ ║

0006 (6) ║ 7║ - 7 -║ 7║ 2 4 -║

║ 30.4%║ 43.8% ║ 30.4%║ 28.6% 33.3% ║

║ ║ ║ ║ ║

0005 (5) ║ 4║ 1 3 -║ 4║ - 4 -║

║ 17.4%║ 16.7% 18.8% ║ 17.4%║ 33.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ - 1 1║ 2║ - 1 1║

║ 8.7%║ 6.3% 100.0%║ 8.7%║ 8.3% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 2║ - 1 1║ 2║ - 1 1║

║ 8.7%║ 6.3% 100.0%║ 8.7%║ 8.3% 50.0%║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 50 (CONT.) Banner2. \*BY\* Q6 r4.Strength of statistical techniques PAGE 97

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r4.Strength of statistical techniques ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 10║ 5 5 -║ 10║ 5 3 1║

║ 43.5%║ 83.3% 31.3% ║ 43.5%║ 71.4% 25.0% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 11║ 1 10 -║ 11║ 2 8 -║

║ 47.8%║ 16.7% 62.5% ║ 47.8%║ 28.6% 66.7% ║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ - 1 1║ 2║ - 1 1║

║ 8.7%║ 6.3% 100.0%║ 8.7%║ 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.6║ 7.3 6.4 4.0║ 6.6║ 7.7 6.1 5.5║

STD. DEVIATION ║ 1.6║ 1.6 1.5 0.0║ 1.6║ 1.5 1.6 2.1║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 51 Banner2. \*BY\* Q6 r5.Analytical strength PAGE 98

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r5.Analytical strength ║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 1 2 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 4 5 -║ 9║ 4 2 2║

║ 39.1%║ 66.7% 31.3% ║ 39.1%║ 57.1% 16.7% 100.0%║

║ ║ ║ ║ ║

0008 (8) ║ 5║ 1 4 -║ 5║ 3 1 1║

║ 21.7%║ 16.7% 25.0% ║ 21.7%║ 42.9% 8.3% 50.0%║

║ ║ ║ ║ ║

0007 (7) ║ 4║ 3 1 -║ 4║ 1 1 1║

║ 17.4%║ 50.0% 6.3% ║ 17.4%║ 14.3% 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 10║ 1 9 -║ 10║ 2 7 -║

║ 43.5%║ 16.7% 56.3% ║ 43.5%║ 28.6% 58.3% ║

║ ║ ║ ║ ║

0006 (6) ║ 6║ - 6 -║ 6║ 2 3 -║

║ 26.1%║ 37.5% ║ 26.1%║ 28.6% 25.0% ║

║ ║ ║ ║ ║

0005 (5) ║ 4║ 1 3 -║ 4║ - 4 -║

║ 17.4%║ 16.7% 18.8% ║ 17.4%║ 33.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - - 1║ 1║ - 1 -║

║ 4.3%║ 100.0%║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.3%║ 100.0%║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 51 (CONT.) Banner2. \*BY\* Q6 r5.Analytical strength PAGE 99

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r5.Analytical strength ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 12║ 5 7 -║ 12║ 5 4 2║

║ 52.2%║ 83.3% 43.8% ║ 52.2%║ 71.4% 33.3% 100.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 10║ 1 9 -║ 10║ 2 7 -║

║ 43.5%║ 16.7% 56.3% ║ 43.5%║ 28.6% 58.3% ║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.3%║ 100.0%║ 4.3%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.8║ 7.3 6.8 4.0║ 6.8║ 7.6 6.3 7.5║

STD. DEVIATION ║ 1.5║ 1.6 1.4 0.0║ 1.5║ 1.4 1.7 0.7║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 52 Banner2. \*BY\* Q6 r6.Skills in report presentation PAGE 100

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r6.Skills in report presentation ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 1 2 -║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.3%║ 16.7% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2 -║ 2║ - 2 -║

║ 8.7%║ 12.5% ║ 8.7%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 2 5 -║ 7║ 5 1 1║

║ 30.4%║ 33.3% 31.3% ║ 30.4%║ 71.4% 8.3% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 6║ 2 4 -║ 6║ 4 1 1║

║ 26.1%║ 33.3% 25.0% ║ 26.1%║ 57.1% 8.3% 50.0%║

║ ║ ║ ║ ║

0007 (7) ║ 1║ - 1 -║ 1║ 1 - -║

║ 4.3%║ 6.3% ║ 4.3%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 10║ 2 7 1║ 10║ 1 8 -║

║ 43.5%║ 33.3% 43.8% 100.0%║ 43.5%║ 14.3% 66.7% ║

║ ║ ║ ║ ║

0006 (6) ║ 6║ 1 5 -║ 6║ 1 4 -║

║ 26.1%║ 16.7% 31.3% ║ 26.1%║ 14.3% 33.3% ║

║ ║ ║ ║ ║

0005 (5) ║ 4║ 1 2 1║ 4║ - 4 -║

║ 17.4%║ 16.7% 12.5% 100.0%║ 17.4%║ 33.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ - 1 1║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 8.3% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 2║ 1 1 -║ 2║ - 1 1║

║ 8.7%║ 16.7% 6.3% ║ 8.7%║ 8.3% 50.0%║

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Research agency study in China - 09/07/2011

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TABLE 52 (CONT.) Banner2. \*BY\* Q6 r6.Skills in report presentation PAGE 101

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 23║ 6 16 1║ 23║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 r6.Skills in report presentation ║ ║ ║

║ ║ ║ ║ ║

0003 (3) ║ 1║ - 1 -║ 1║ - - -║

║ 4.3%║ 6.3% ║ 4.3%║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 10║ 3 7 -║ 10║ 6 3 1║

║ 43.5%║ 50.0% 43.8% ║ 43.5%║ 85.7% 25.0% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 10║ 2 7 1║ 10║ 1 8 -║

║ 43.5%║ 33.3% 43.8% 100.0%║ 43.5%║ 14.3% 66.7% ║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 1 2 -║ 3║ - 1 1║

║ 13.0%║ 16.7% 12.5% ║ 13.0%║ 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.5║ 6.8 6.5 5.0║ 6.5║ 7.9 6.2 6.0║

STD. DEVIATION ║ 1.8║ 2.2 1.8 0.0║ 1.8║ 1.2 1.6 2.8║

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TABLE 53 Banner2. \*BY\* Q6 f1.Quality of field interviewers PAGE 102

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f1.Quality of field interviewers ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1 -║ 3║ 2 1 -║

║ 14.3%║ 33.3% 7.1% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 14║ 2 11 1║ 14║ 2 11 1║

║ 66.7%║ 33.3% 78.6% 100.0%║ 66.7%║ 28.6% 91.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 6║ 2 4 -║ 6║ 2 4 -║

║ 28.6%║ 33.3% 28.6% ║ 28.6%║ 28.6% 33.3% ║

║ ║ ║ ║ ║

0005 (5) ║ 8║ - 7 1║ 8║ - 7 1║

║ 38.1%║ 50.0% 100.0%║ 38.1%║ 58.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 53 (CONT.) Banner2. \*BY\* Q6 f1.Quality of field interviewers PAGE 103

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f1.Quality of field interviewers ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 6║ 3 3 -║ 6║ 5 1 -║

║ 28.6%║ 50.0% 21.4% ║ 28.6%║ 71.4% 8.3% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 14║ 2 11 1║ 14║ 2 11 1║

║ 66.7%║ 33.3% 78.6% 100.0%║ 66.7%║ 28.6% 91.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.2║ 7.0 6.0 5.0║ 6.2║ 7.9 5.7 4.0║

STD. DEVIATION ║ 1.8║ 2.5 1.4 0.0║ 1.8║ 1.5 1.2 1.4║

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Research agency study in China - 09/07/2011

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TABLE 54 Banner2. \*BY\* Q6 f2.Trustworthiness of the data collected PAGE 104

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f2.Trustworthiness of the data collected ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1 -║ 3║ 2 1 -║

║ 14.3%║ 33.3% 7.1% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 2 1 -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 2║ - 2 -║ 2║ 2 - -║

║ 9.5%║ 14.3% ║ 9.5%║ 28.6% ║

║ ║ ║ ║ ║

0007 (7) ║ 1║ 1 - -║ 1║ - 1 -║

║ 4.8%║ 16.7% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 12║ 2 10 -║ 12║ 3 8 1║

║ 57.1%║ 33.3% 71.4% ║ 57.1%║ 42.9% 66.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 6║ 2 4 -║ 6║ 3 3 -║

║ 28.6%║ 33.3% 28.6% ║ 28.6%║ 42.9% 25.0% ║

║ ║ ║ ║ ║

0005 (5) ║ 6║ - 6 -║ 6║ - 5 1║

║ 28.6%║ 42.9% ║ 28.6%║ 41.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 1 1║ 3║ - 2 1║

║ 14.3%║ 16.7% 7.1% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.8%║ 100.0%║ 4.8%║ 8.3% ║

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Research agency study in China - 09/07/2011

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TABLE 54 (CONT.) Banner2. \*BY\* Q6 f2.Trustworthiness of the data collected PAGE 105

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f2.Trustworthiness of the data collected ║ ║ ║

║ ║ ║ ║ ║

0003 (3) ║ 2║ 1 1 -║ 2║ - 1 1║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 6║ 3 3 -║ 6║ 4 2 -║

║ 28.6%║ 50.0% 21.4% ║ 28.6%║ 57.1% 16.7% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 12║ 2 10 -║ 12║ 3 8 1║

║ 57.1%║ 33.3% 71.4% ║ 57.1%║ 42.9% 66.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 1 1 1║ 3║ - 2 1║

║ 14.3%║ 16.7% 7.1% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.0║ 6.8 5.9 4.0║ 6.0║ 7.6 5.5 4.0║

STD. DEVIATION ║ 1.9║ 2.5 1.6 0.0║ 1.9║ 1.6 1.5 1.4║

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Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 55 Banner2. \*BY\* Q6 f3.Quality of data collected PAGE 106

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f3.Quality of data collected ║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 3 2 -║ 5║ 4 1 -║

║ 23.8%║ 50.0% 14.3% ║ 23.8%║ 57.1% 8.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

0007 (7) ║ 2║ 2 - -║ 2║ 1 1 -║

║ 9.5%║ 33.3% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 1 10 -║ 11║ 2 8 1║

║ 52.4%║ 16.7% 71.4% ║ 52.4%║ 28.6% 66.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 5║ 1 4 -║ 5║ 2 3 -║

║ 23.8%║ 16.7% 28.6% ║ 23.8%║ 28.6% 25.0% ║

║ ║ ║ ║ ║

0005 (5) ║ 6║ - 6 -║ 6║ - 5 1║

║ 28.6%║ 42.9% ║ 28.6%║ 41.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 1 1║ 3║ - 2 1║

║ 14.3%║ 16.7% 7.1% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 2║ - 1 1║ 2║ - 2 -║

║ 9.5%║ 7.1% 100.0%║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 55 (CONT.) Banner2. \*BY\* Q6 f3.Quality of data collected PAGE 107

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f3.Quality of data collected ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 7║ 4 3 -║ 7║ 5 2 -║

║ 33.3%║ 66.7% 21.4% ║ 33.3%║ 71.4% 16.7% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 11║ 1 10 -║ 11║ 2 8 1║

║ 52.4%║ 16.7% 71.4% ║ 52.4%║ 28.6% 66.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 1 1 1║ 3║ - 2 1║

║ 14.3%║ 16.7% 7.1% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.1║ 6.8 6.0 4.0║ 6.1║ 7.6 5.7 4.0║

STD. DEVIATION ║ 1.9║ 2.3 1.6 0.0║ 1.9║ 1.4 1.6 1.4║

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Research agency study in China - 09/07/2011

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TABLE 56 Banner2. \*BY\* Q6 f4.Quality of field management PAGE 108

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f4.Quality of field management║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 4║ 2 2 -║ 4║ 3 1 -║

║ 19.0%║ 33.3% 14.3% ║ 19.0%║ 42.9% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 3║ 1 2 -║ 3║ 2 1 -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 2 3 -║ 5║ 3 2 -║

║ 23.8%║ 33.3% 21.4% ║ 23.8%║ 42.9% 16.7% ║

║ ║ ║ ║ ║

0008 (8) ║ 1║ - 1 -║ 1║ 1 - -║

║ 4.8%║ 7.1% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 4║ 2 2 -║ 4║ 2 2 -║

║ 19.0%║ 33.3% 14.3% ║ 19.0%║ 28.6% 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 10║ 1 9 -║ 10║ 1 8 1║

║ 47.6%║ 16.7% 64.3% ║ 47.6%║ 14.3% 66.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 3║ - 3 -║ 3║ 1 2 -║

║ 14.3%║ 21.4% ║ 14.3%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 7║ 1 6 -║ 7║ - 6 1║

║ 33.3%║ 16.7% 42.9% ║ 33.3%║ 50.0% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 - 1║ 2║ - 1 1║

║ 9.5%║ 16.7% 100.0%║ 9.5%║ 8.3% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.8%║ 100.0%║ 4.8%║ 8.3% ║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 56 (CONT.) Banner2. \*BY\* Q6 f4.Quality of field management PAGE 109

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f4.Quality of field management║ ║ ║ ║

║ ║ ║ ║ ║

0003 (3) ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 9║ 4 5 -║ 9║ 6 3 -║

║ 42.9%║ 66.7% 35.7% ║ 42.9%║ 85.7% 25.0% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 10║ 1 9 -║ 10║ 1 8 1║

║ 47.6%║ 16.7% 64.3% ║ 47.6%║ 14.3% 66.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 1 - 1║ 2║ - 1 1║

║ 9.5%║ 16.7% 100.0%║ 9.5%║ 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.3║ 6.8 6.3 4.0║ 6.3║ 8.0 5.8 4.0║

STD. DEVIATION ║ 1.9║ 2.6 1.5 0.0║ 1.9║ 1.4 1.4 1.4║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 57 Banner2. \*BY\* Q6 f5.Complete the work in agreed timeline PAGE 110

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f5.Complete the work in agreed timeline ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1 -║ 3║ 3 - -║

║ 14.3%║ 33.3% 7.1% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 2 - -║ 2║ 2 - -║

║ 9.5%║ 33.3% ║ 9.5%║ 28.6% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1 -║ 1║ 1 - -║

║ 4.8%║ 7.1% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ - 4 -║ 4║ 2 2 -║

║ 19.0%║ 28.6% ║ 19.0%║ 28.6% 16.7% ║

║ ║ ║ ║ ║

0008 (8) ║ 2║ - 2 -║ 2║ 1 1 -║

║ 9.5%║ 14.3% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 2║ - 2 -║ 2║ 1 1 -║

║ 9.5%║ 14.3% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 13║ 3 9 1║ 13║ 2 10 1║

║ 61.9%║ 50.0% 64.3% 100.0%║ 61.9%║ 28.6% 83.3% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 8║ 3 4 1║ 8║ 2 6 -║

║ 38.1%║ 50.0% 28.6% 100.0%║ 38.1%║ 28.6% 50.0% ║

║ ║ ║ ║ ║

0005 (5) ║ 5║ - 5 -║ 5║ - 4 1║

║ 23.8%║ 35.7% ║ 23.8%║ 33.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

║ ║ ║ ║ ║

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TABLE 57 (CONT.) Banner2. \*BY\* Q6 f5.Complete the work in agreed timeline PAGE 111

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f5.Complete the work in agreed timeline ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 7║ 2 5 -║ 7║ 5 2 -║

║ 33.3%║ 33.3% 35.7% ║ 33.3%║ 71.4% 16.7% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 13║ 3 9 1║ 13║ 2 10 1║

║ 61.9%║ 50.0% 64.3% 100.0%║ 61.9%║ 28.6% 83.3% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.5║ 7.0 6.3 6.0║ 6.5║ 8.0 5.9 4.5║

STD. DEVIATION ║ 1.7║ 2.4 1.3 0.0║ 1.7║ 1.7 0.9 0.7║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 58 Banner2. \*BY\* Q6 f6.Quality of the moderator (Qualitative research) PAGE 112

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f6.Quality of the moderator (Qualitative research) ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 2 - -║ 2║ 2 - -║

║ 9.5%║ 33.3% ║ 9.5%║ 28.6% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 2 5 -║ 7║ 3 4 -║

║ 33.3%║ 33.3% 35.7% ║ 33.3%║ 42.9% 33.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 2║ - 2 -║ 2║ 2 - -║

║ 9.5%║ 14.3% ║ 9.5%║ 28.6% ║

║ ║ ║ ║ ║

0007 (7) ║ 5║ 2 3 -║ 5║ 1 4 -║

║ 23.8%║ 33.3% 21.4% ║ 23.8%║ 14.3% 33.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 2 9 -║ 11║ 2 7 2║

║ 52.4%║ 33.3% 64.3% ║ 52.4%║ 28.6% 58.3% 100.0%║

║ ║ ║ ║ ║

0006 (6) ║ 4║ - 4 -║ 4║ 2 2 -║

║ 19.0%║ 28.6% ║ 19.0%║ 28.6% 16.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 7║ 2 5 -║ 7║ - 5 2║

║ 33.3%║ 33.3% 35.7% ║ 33.3%║ 41.7% 100.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - - 1║ 1║ - 1 -║

║ 4.8%║ 100.0%║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

0003 (3) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.8%║ 100.0%║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 58 (CONT.) Banner2. \*BY\* Q6 f6.Quality of the moderator (Qualitative research) PAGE 113

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f6.Quality of the moderator (Qualitative research) ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 9║ 4 5 -║ 9║ 5 4 -║

║ 42.9%║ 66.7% 35.7% ║ 42.9%║ 71.4% 33.3% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 11║ 2 9 -║ 11║ 2 7 2║

║ 52.4%║ 33.3% 64.3% ║ 52.4%║ 28.6% 58.3% 100.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.8%║ 100.0%║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.3║ 7.2 6.1 3.0║ 6.3║ 7.7 5.7 5.0║

STD. DEVIATION ║ 1.6║ 2.0 1.1 0.0║ 1.6║ 1.5 1.2 0.0║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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Consumer Search HK JOB:C2011F

TABLE 59 Banner2. \*BY\* Q6 f7.Quality of the simultaneous translator (Qualitative research) PAGE 114

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f7.Quality of the simultaneous translator (Qualitative research) ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 2 - -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 28.6% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1 -║ 1║ 1 - -║

║ 4.8%║ 7.1% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 4 3 -║ 7║ 4 3 -║

║ 33.3%║ 66.7% 21.4% ║ 33.3%║ 57.1% 25.0% ║

║ ║ ║ ║ ║

0008 (8) ║ 5║ 2 3 -║ 5║ 4 1 -║

║ 23.8%║ 33.3% 21.4% ║ 23.8%║ 57.1% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 2║ 2 - -║ 2║ - 2 -║

║ 9.5%║ 33.3% ║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ - 9 -║ 9║ 1 7 1║

║ 42.9%║ 64.3% ║ 42.9%║ 14.3% 58.3% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 4║ - 4 -║ 4║ 1 3 -║

║ 19.0%║ 28.6% ║ 19.0%║ 14.3% 25.0% ║

║ ║ ║ ║ ║

0005 (5) ║ 5║ - 5 -║ 5║ - 4 1║

║ 23.8%║ 35.7% ║ 23.8%║ 33.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 1 1║ 3║ - 2 1║

║ 14.3%║ 16.7% 7.1% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 1║ 1 - -║ 1║ - - 1║

║ 4.8%║ 16.7% ║ 4.8%║ 50.0%║

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Research agency study in China - 09/07/2011

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TABLE 59 (CONT.) Banner2. \*BY\* Q6 f7.Quality of the simultaneous translator (Qualitative research) PAGE 115

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f7.Quality of the simultaneous translator (Qualitative research) ║ ║

║ ║ ║ ║ ║

0003 (3) ║ 2║ - 1 1║ 2║ - 2 -║

║ 9.5%║ 7.1% 100.0%║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 9║ 5 4 -║ 9║ 6 3 -║

║ 42.9%║ 83.3% 28.6% ║ 42.9%║ 85.7% 25.0% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 9║ - 9 -║ 9║ 1 7 1║

║ 42.9%║ 64.3% ║ 42.9%║ 14.3% 58.3% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 1 1 1║ 3║ - 2 1║

║ 14.3%║ 16.7% 7.1% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.3║ 7.3 6.1 3.0║ 6.3║ 8.1 5.5 4.5║

STD. DEVIATION ║ 1.9║ 2.0 1.6 0.0║ 1.9║ 1.2 1.5 0.7║

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TABLE 60 Banner2. \*BY\* Q6 f8.Quality of the respondent (Qualitative research) PAGE 116

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f8.Quality of the respondent (Qualitative research) ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1 -║ 3║ 2 1 -║

║ 14.3%║ 33.3% 7.1% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 3 -║ 4║ 3 1 -║

║ 19.0%║ 16.7% 21.4% ║ 19.0%║ 42.9% 8.3% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

0007 (7) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 2 9 -║ 11║ 2 8 1║

║ 52.4%║ 33.3% 64.3% ║ 52.4%║ 28.6% 66.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 5║ 1 4 -║ 5║ 2 3 -║

║ 23.8%║ 16.7% 28.6% ║ 23.8%║ 28.6% 25.0% ║

║ ║ ║ ║ ║

0005 (5) ║ 6║ 1 5 -║ 6║ - 5 1║

║ 28.6%║ 16.7% 35.7% ║ 28.6%║ 41.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 1 1║ 3║ - 2 1║

║ 14.3%║ 16.7% 7.1% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 2║ 1 1 -║ 2║ - 1 1║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 8.3% 50.0%║

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TABLE 60 (CONT.) Banner2. \*BY\* Q6 f8.Quality of the respondent (Qualitative research) PAGE 117

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f8.Quality of the respondent (Qualitative research) ║ ║ ║

║ ║ ║ ║ ║

0003 (3) ║ 1║ - - 1║ 1║ - 1 -║

║ 4.8%║ 100.0%║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 7║ 3 4 -║ 7║ 5 2 -║

║ 33.3%║ 50.0% 28.6% ║ 33.3%║ 71.4% 16.7% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 11║ 2 9 -║ 11║ 2 8 1║

║ 52.4%║ 33.3% 64.3% ║ 52.4%║ 28.6% 66.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 1 1 1║ 3║ - 2 1║

║ 14.3%║ 16.7% 7.1% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.2║ 7.0 6.1 3.0║ 6.2║ 7.9 5.5 4.5║

STD. DEVIATION ║ 1.9║ 2.4 1.4 0.0║ 1.9║ 1.5 1.5 0.7║

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TABLE 61 Banner2. \*BY\* Q6 f9.Quality of quality control system PAGE 118

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f9.Quality of quality control system ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1 -║ 3║ 2 1 -║

║ 14.3%║ 33.3% 7.1% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 13║ 2 11 -║ 13║ 2 10 1║

║ 61.9%║ 33.3% 78.6% ║ 61.9%║ 28.6% 83.3% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 7║ 2 5 -║ 7║ 2 5 -║

║ 33.3%║ 33.3% 35.7% ║ 33.3%║ 28.6% 41.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 6║ - 6 -║ 6║ - 5 1║

║ 28.6%║ 42.9% ║ 28.6%║ 41.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 - 1║ 2║ - 1 1║

║ 9.5%║ 16.7% 100.0%║ 9.5%║ 8.3% 50.0%║

║ ║ ║ ║ ║

0003 (3) ║ 2║ 1 - 1║ 2║ - 1 1║

║ 9.5%║ 16.7% 100.0%║ 9.5%║ 8.3% 50.0%║

║ ║ ║ ║ ║

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TABLE 61 (CONT.) Banner2. \*BY\* Q6 f9.Quality of quality control system PAGE 119

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 f9.Quality of quality control system ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 6║ 3 3 -║ 6║ 5 1 -║

║ 28.6%║ 50.0% 21.4% ║ 28.6%║ 71.4% 8.3% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 13║ 2 11 -║ 13║ 2 10 1║

║ 61.9%║ 33.3% 78.6% ║ 61.9%║ 28.6% 83.3% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 1 - 1║ 2║ - 1 1║

║ 9.5%║ 16.7% 100.0%║ 9.5%║ 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.2║ 7.0 6.1 3.0║ 6.2║ 7.9 5.6 4.0║

STD. DEVIATION ║ 1.9║ 2.5 1.3 0.0║ 1.9║ 1.5 1.4 1.4║

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TABLE 62 Banner2. \*BY\* Q6 d1.Accuracy of the data file PAGE 120

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 d1.Accuracy of the data file ║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 4 5 -║ 9║ 5 2 2║

║ 42.9%║ 66.7% 35.7% ║ 42.9%║ 71.4% 16.7% 100.0%║

║ ║ ║ ║ ║

0008 (8) ║ 5║ 2 3 -║ 5║ 4 - 1║

║ 23.8%║ 33.3% 21.4% ║ 23.8%║ 57.1% 50.0%║

║ ║ ║ ║ ║

0007 (7) ║ 4║ 2 2 -║ 4║ 1 2 1║

║ 19.0%║ 33.3% 14.3% ║ 19.0%║ 14.3% 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 1 7 1║ 9║ 1 8 -║

║ 42.9%║ 16.7% 50.0% 100.0%║ 42.9%║ 14.3% 66.7% ║

║ ║ ║ ║ ║

0006 (6) ║ 5║ - 4 1║ 5║ 1 4 -║

║ 23.8%║ 28.6% 100.0%║ 23.8%║ 14.3% 33.3% ║

║ ║ ║ ║ ║

0005 (5) ║ 4║ 1 3 -║ 4║ - 4 -║

║ 19.0%║ 16.7% 21.4% ║ 19.0%║ 33.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 62 (CONT.) Banner2. \*BY\* Q6 d1.Accuracy of the data file PAGE 121

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 d1.Accuracy of the data file ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 11║ 5 6 -║ 11║ 6 3 2║

║ 52.4%║ 83.3% 42.9% ║ 52.4%║ 85.7% 25.0% 100.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 9║ 1 7 1║ 9║ 1 8 -║

║ 42.9%║ 16.7% 50.0% 100.0%║ 42.9%║ 14.3% 66.7% ║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.8║ 7.5 6.5 6.0║ 6.8║ 7.9 6.0 7.5║

STD. DEVIATION ║ 1.6║ 1.6 1.6 0.0║ 1.6║ 1.2 1.5 0.7║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 63 Banner2. \*BY\* Q6 d2.Timeliness of the submission of the data file (as a deliverable) PAGE 122

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 d2.Timeliness of the submission of the data file (as a deliverable) ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 4 4 -║ 8║ 5 2 1║

║ 38.1%║ 66.7% 28.6% ║ 38.1%║ 71.4% 16.7% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 2║ - 2 -║ 2║ 2 - -║

║ 9.5%║ 14.3% ║ 9.5%║ 28.6% ║

║ ║ ║ ║ ║

0007 (7) ║ 6║ 4 2 -║ 6║ 3 2 1║

║ 28.6%║ 66.7% 14.3% ║ 28.6%║ 42.9% 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 11║ 1 9 1║ 11║ 1 9 1║

║ 52.4%║ 16.7% 64.3% 100.0%║ 52.4%║ 14.3% 75.0% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 8║ 1 6 1║ 8║ 1 6 1║

║ 38.1%║ 16.7% 42.9% 100.0%║ 38.1%║ 14.3% 50.0% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 3║ - 3 -║ 3║ - 3 -║

║ 14.3%║ 21.4% ║ 14.3%║ 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 10║ 5 5 -║ 10║ 6 3 1║

║ 47.6%║ 83.3% 35.7% ║ 47.6%║ 85.7% 25.0% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 11║ 1 9 1║ 11║ 1 9 1║

║ 52.4%║ 16.7% 64.3% 100.0%║ 52.4%║ 14.3% 75.0% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.7║ 7.3 6.5 6.0║ 6.7║ 7.6 6.3 6.5║

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TABLE 63 (CONT.) Banner2. \*BY\* Q6 d2.Timeliness of the submission of the data file (as a deliverable) PAGE 123

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 d2.Timeliness of the submission of the data file (as a deliverable) ║ ║

STD. DEVIATION ║ 1.4║ 1.4 1.4 0.0║ 1.4║ 1.3 1.4 0.7║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 64 Banner2. \*BY\* Q6 p1.Communication skills PAGE 124

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p1.Communication skills ║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1 -║ 3║ 2 1 -║

║ 14.3%║ 33.3% 7.1% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ 3 4 -║ 7║ 4 3 -║

║ 33.3%║ 50.0% 28.6% ║ 33.3%║ 57.1% 25.0% ║

║ ║ ║ ║ ║

0008 (8) ║ 4║ 1 3 -║ 4║ 3 1 -║

║ 19.0%║ 16.7% 21.4% ║ 19.0%║ 42.9% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 3║ 2 1 -║ 3║ 1 2 -║

║ 14.3%║ 33.3% 7.1% ║ 14.3%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ - 7 1║ 8║ 1 6 1║

║ 38.1%║ 50.0% 100.0%║ 38.1%║ 14.3% 50.0% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 5║ - 4 1║ 5║ - 4 1║

║ 23.8%║ 28.6% 100.0%║ 23.8%║ 33.3% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 3║ - 3 -║ 3║ 1 2 -║

║ 14.3%║ 21.4% ║ 14.3%║ 14.3% 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ - 2 1║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 3║ 1 2 -║ 3║ - 2 1║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 64 (CONT.) Banner2. \*BY\* Q6 p1.Communication skills PAGE 125

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p1.Communication skills ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 10║ 5 5 -║ 10║ 6 4 -║

║ 47.6%║ 83.3% 35.7% ║ 47.6%║ 85.7% 33.3% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 8║ - 7 1║ 8║ 1 6 1║

║ 38.1%║ 50.0% 100.0%║ 38.1%║ 14.3% 50.0% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 1 2 -║ 3║ - 2 1║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.6║ 7.5 6.2 6.0║ 6.6║ 7.9 6.1 5.0║

STD. DEVIATION ║ 1.7║ 2.1 1.6 0.0║ 1.7║ 1.6 1.5 1.4║

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TABLE 65 Banner2. \*BY\* Q6 p2.Timely responses PAGE 126

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║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p2.Timely responses║ ║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 4 5 -║ 9║ 6 3 -║

║ 42.9%║ 66.7% 35.7% ║ 42.9%║ 85.7% 25.0% ║

║ ║ ║ ║ ║

0008 (8) ║ 7║ 2 5 -║ 7║ 6 1 -║

║ 33.3%║ 33.3% 35.7% ║ 33.3%║ 85.7% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 2║ 2 - -║ 2║ - 2 -║

║ 9.5%║ 33.3% ║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 7║ - 6 1║ 7║ - 7 -║

║ 33.3%║ 42.9% 100.0%║ 33.3%║ 58.3% ║

║ ║ ║ ║ ║

0006 (6) ║ 5║ - 4 1║ 5║ - 5 -║

║ 23.8%║ 28.6% 100.0%║ 23.8%║ 41.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 2║ - 2 -║ 2║ - 2 -║

║ 9.5%║ 14.3% ║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ - 1 2║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 8.3% 100.0%║

║ ║ ║ ║ ║

0004 (4) ║ 3║ 1 2 -║ 3║ - 1 2║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 8.3% 100.0%║

║ ║ ║ ║ ║

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TABLE 65 (CONT.) Banner2. \*BY\* Q6 p2.Timely responses PAGE 127

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║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p2.Timely responses║ ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 11║ 5 6 -║ 11║ 7 4 -║

║ 52.4%║ 83.3% 42.9% ║ 52.4%║ 100.0% 33.3% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 7║ - 6 1║ 7║ - 7 -║

║ 33.3%║ 42.9% 100.0%║ 33.3%║ 58.3% ║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ 1 2 -║ 3║ - 1 2║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 8.3% 100.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.7║ 7.3 6.5 6.0║ 6.7║ 8.3 6.3 4.0║

STD. DEVIATION ║ 1.7║ 2.0 1.7 0.0║ 1.7║ 0.8 1.4 0.0║

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TABLE 66 Banner2. \*BY\* Q6 p3.English capability PAGE 128

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p3.English capability ║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 5║ 3 2 -║ 5║ 4 1 -║

║ 23.8%║ 50.0% 14.3% ║ 23.8%║ 57.1% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 2║ 2 - -║ 2║ 2 - -║

║ 9.5%║ 33.3% ║ 9.5%║ 28.6% ║

║ ║ ║ ║ ║

0009 (9) ║ 3║ 1 2 -║ 3║ 2 1 -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 4║ 1 3 -║ 4║ 2 2 -║

║ 19.0%║ 16.7% 21.4% ║ 19.0%║ 28.6% 16.7% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ - 3 -║ 3║ 2 1 -║

║ 14.3%║ 21.4% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 1║ 1 - -║ 1║ - 1 -║

║ 4.8%║ 16.7% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 2 7 -║ 9║ 1 6 2║

║ 42.9%║ 33.3% 50.0% ║ 42.9%║ 14.3% 50.0% 100.0%║

║ ║ ║ ║ ║

0006 (6) ║ 5║ 1 4 -║ 5║ - 4 1║

║ 23.8%║ 16.7% 28.6% ║ 23.8%║ 33.3% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 4║ 1 3 -║ 4║ 1 2 1║

║ 19.0%║ 16.7% 21.4% ║ 19.0%║ 14.3% 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ - 2 1║ 3║ - 3 -║

║ 14.3%║ 14.3% 100.0%║ 14.3%║ 25.0% ║

║ ║ ║ ║ ║

0004 (4) ║ 3║ - 2 1║ 3║ - 3 -║

║ 14.3%║ 14.3% 100.0%║ 14.3%║ 25.0% ║

║ ║ ║ ║ ║

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TABLE 66 (CONT.) Banner2. \*BY\* Q6 p3.English capability PAGE 129

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║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p3.English capability ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 9║ 4 5 -║ 9║ 6 3 -║

║ 42.9%║ 66.7% 35.7% ║ 42.9%║ 85.7% 25.0% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 9║ 2 7 -║ 9║ 1 6 2║

║ 42.9%║ 33.3% 50.0% ║ 42.9%║ 14.3% 50.0% 100.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ - 2 1║ 3║ - 3 -║

║ 14.3%║ 14.3% 100.0%║ 14.3%║ 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.7║ 7.8 6.4 4.0║ 6.7║ 8.4 5.8 5.5║

STD. DEVIATION ║ 2.0║ 2.1 1.7 0.0║ 2.0║ 1.7 1.6 0.7║

╚══════════╩════════════════════════════════╩══════════╩════════════════════════════════╝

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TABLE 67 Banner2. \*BY\* Q6 p4.Skills in problem solving PAGE 130

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p4.Skills in problem solving ║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 2 1 -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2 -║ 2║ 1 1 -║

║ 9.5%║ 14.3% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 5║ 1 4 -║ 5║ 3 2 -║

║ 23.8%║ 16.7% 28.6% ║ 23.8%║ 42.9% 16.7% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

0007 (7) ║ 2║ - 2 -║ 2║ - 2 -║

║ 9.5%║ 14.3% ║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 10║ 4 6 -║ 10║ 2 7 1║

║ 47.6%║ 66.7% 42.9% ║ 47.6%║ 28.6% 58.3% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 7║ 3 4 -║ 7║ 2 5 -║

║ 33.3%║ 50.0% 28.6% ║ 33.3%║ 28.6% 41.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 3║ 1 2 -║ 3║ - 2 1║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 3║ - 2 1║ 3║ - 2 1║

║ 14.3%║ 14.3% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

0004 (4) ║ 3║ - 2 1║ 3║ - 2 1║

║ 14.3%║ 14.3% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

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TABLE 67 (CONT.) Banner2. \*BY\* Q6 p4.Skills in problem solving PAGE 131

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p4.Skills in problem solving ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 8║ 2 6 -║ 8║ 5 3 -║

║ 38.1%║ 33.3% 42.9% ║ 38.1%║ 71.4% 25.0% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 10║ 4 6 -║ 10║ 2 7 1║

║ 47.6%║ 66.7% 42.9% ║ 47.6%║ 28.6% 58.3% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 3║ - 2 1║ 3║ - 2 1║

║ 14.3%║ 14.3% 100.0%║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.4║ 6.8 6.4 4.0║ 6.4║ 7.9 5.9 4.5║

STD. DEVIATION ║ 1.7║ 1.8 1.7 0.0║ 1.7║ 1.5 1.4 0.7║

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TABLE 68 Banner2. \*BY\* Q6 p5.Willingness to help PAGE 132

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p5.Willingness to help ║ ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 1 2 -║ 3║ 2 1 -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ - 2 -║ 2║ 1 1 -║

║ 9.5%║ 14.3% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 2 6 -║ 8║ 4 3 1║

║ 38.1%║ 33.3% 42.9% ║ 38.1%║ 57.1% 25.0% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 5║ 1 4 -║ 5║ 4 1 -║

║ 23.8%║ 16.7% 28.6% ║ 23.8%║ 57.1% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 3║ 1 2 -║ 3║ - 2 1║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 3 5 -║ 8║ 1 6 1║

║ 38.1%║ 50.0% 35.7% ║ 38.1%║ 14.3% 50.0% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 5║ 2 3 -║ 5║ 1 4 -║

║ 23.8%║ 33.3% 21.4% ║ 23.8%║ 14.3% 33.3% ║

║ ║ ║ ║ ║

0005 (5) ║ 3║ 1 2 -║ 3║ - 2 1║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ - 1 1║ 2║ - 2 -║

║ 9.5%║ 7.1% 100.0%║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

0004 (4) ║ 2║ - 1 1║ 2║ - 2 -║

║ 9.5%║ 7.1% 100.0%║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

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TABLE 68 (CONT.) Banner2. \*BY\* Q6 p5.Willingness to help PAGE 133

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p5.Willingness to help ║ ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 11║ 3 8 -║ 11║ 6 4 1║

║ 52.4%║ 50.0% 57.1% ║ 52.4%║ 85.7% 33.3% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 8║ 3 5 -║ 8║ 1 6 1║

║ 38.1%║ 50.0% 35.7% ║ 38.1%║ 14.3% 50.0% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ - 1 1║ 2║ - 2 -║

║ 9.5%║ 7.1% 100.0%║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.8║ 7.0 6.9 4.0║ 6.8║ 8.1 6.1 6.0║

STD. DEVIATION ║ 1.7║ 1.8 1.6 0.0║ 1.7║ 1.2 1.5 1.4║

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TABLE 69 Banner2. \*BY\* Q6 p6.Flexibility in meeting special requirements PAGE 134

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p6.Flexibility in meeting special requirements ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 10║ 3 7 -║ 10║ 6 3 1║

║ 47.6%║ 50.0% 50.0% ║ 47.6%║ 85.7% 25.0% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 5║ 1 4 -║ 5║ 4 - 1║

║ 23.8%║ 16.7% 28.6% ║ 23.8%║ 57.1% 50.0%║

║ ║ ║ ║ ║

0007 (7) ║ 5║ 2 3 -║ 5║ 2 3 -║

║ 23.8%║ 33.3% 21.4% ║ 23.8%║ 28.6% 25.0% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 2 5 1║ 8║ - 7 1║

║ 38.1%║ 33.3% 35.7% 100.0%║ 38.1%║ 58.3% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 5║ 1 3 1║ 5║ - 5 -║

║ 23.8%║ 16.7% 21.4% 100.0%║ 23.8%║ 41.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 3║ 1 2 -║ 3║ - 2 1║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 16.7% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 69 (CONT.) Banner2. \*BY\* Q6 p6.Flexibility in meeting special requirements PAGE 135

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p6.Flexibility in meeting special requirements ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 12║ 4 8 -║ 12║ 7 4 1║

║ 57.1%║ 66.7% 57.1% ║ 57.1%║ 100.0% 33.3% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 8║ 2 5 1║ 8║ - 7 1║

║ 38.1%║ 33.3% 35.7% 100.0%║ 38.1%║ 58.3% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.8║ 7.2 6.7 6.0║ 6.8║ 8.0 6.2 6.5║

STD. DEVIATION ║ 1.5║ 1.7 1.4 0.0║ 1.5║ 1.0 1.3 2.1║

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Research agency study in China - 09/07/2011

Consumer Search HK JOB:C2011F

TABLE 70 Banner2. \*BY\* Q6 p7.Project leader committed to project PAGE 136

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p7.Project leader committed to project ║ ║ ║

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 3║ 2 1 -║ 3║ 2 1 -║

║ 14.3%║ 33.3% 7.1% ║ 14.3%║ 28.6% 8.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0009 (9) ║ 2║ 1 1 -║ 2║ 1 1 -║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 14.3% 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 8║ 2 6 -║ 8║ 5 2 1║

║ 38.1%║ 33.3% 42.9% ║ 38.1%║ 71.4% 16.7% 50.0%║

║ ║ ║ ║ ║

0008 (8) ║ 5║ 1 4 -║ 5║ 4 1 -║

║ 23.8%║ 16.7% 28.6% ║ 23.8%║ 57.1% 8.3% ║

║ ║ ║ ║ ║

0007 (7) ║ 3║ 1 2 -║ 3║ 1 1 1║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 14.3% 8.3% 50.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 9║ 2 6 1║ 9║ - 8 1║

║ 42.9%║ 33.3% 42.9% 100.0%║ 42.9%║ 66.7% 50.0%║

║ ║ ║ ║ ║

0006 (6) ║ 7║ 2 4 1║ 7║ - 6 1║

║ 33.3%║ 33.3% 28.6% 100.0%║ 33.3%║ 50.0% 50.0%║

║ ║ ║ ║ ║

0005 (5) ║ 2║ - 2 -║ 2║ - 2 -║

║ 9.5%║ 14.3% ║ 9.5%║ 16.7% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

0004 (4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 70 (CONT.) Banner2. \*BY\* Q6 p7.Project leader committed to project PAGE 137

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q6 p7.Project leader committed to project ║ ║ ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 11║ 4 7 -║ 11║ 7 3 1║

║ 52.4%║ 66.7% 50.0% ║ 52.4%║ 100.0% 25.0% 50.0%║

║ ║ ║ ║ ║

Fair(5+6) ║ 9║ 2 6 1║ 9║ - 8 1║

║ 42.9%║ 33.3% 42.9% 100.0%║ 42.9%║ 66.7% 50.0%║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 1║ - 1 -║ 1║ - 1 -║

║ 4.8%║ 7.1% ║ 4.8%║ 8.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.9║ 7.7 6.6 6.0║ 6.9║ 8.3 6.2 6.5║

STD. DEVIATION ║ 1.5║ 1.6 1.4 0.0║ 1.5║ 1.0 1.3 0.7║

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Research agency study in China - 09/07/2011

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TABLE 71 Banner2. PAGE 138

\*BY\* Q7.Overall how would you rate your level of confidence with the service of the local research suppliers in the Mainland China in meeting your expectation?

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q7.Overall how would you rate your level of confidence with the service of the local research suppliers in the Mainland China in meeting your expectation?

║ ║ ║ ║ ║

Extremely high confidence(9+10) ║ ║ ║ ║

RESPONDENTS ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

0010 (10) ║ 1║ 1 - -║ 1║ 1 - -║

║ 4.8%║ 16.7% ║ 4.8%║ 14.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

High confidence(7+8) ║ ║ ║ ║ ║

RESPONDENTS ║ 6║ 2 4 -║ 6║ 6 - -║

║ 28.6%║ 33.3% 28.6% ║ 28.6%║ 85.7% ║

║ ║ ║ ║ ║

0008 (8) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

0007 (7) ║ 3║ 1 2 -║ 3║ 3 - -║

║ 14.3%║ 16.7% 14.3% ║ 14.3%║ 42.9% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Fair(5+6) ║ ║ ║ ║ ║

RESPONDENTS ║ 12║ 2 9 1║ 12║ - 12 -║

║ 57.1%║ 33.3% 64.3% 100.0%║ 57.1%║ 100.0% ║

║ ║ ║ ║ ║

0006 (6) ║ 8║ 2 6 -║ 8║ - 8 -║

║ 38.1%║ 33.3% 42.9% ║ 38.1%║ 66.7% ║

║ ║ ║ ║ ║

0005 (5) ║ 4║ - 3 1║ 4║ - 4 -║

║ 19.0%║ 21.4% 100.0%║ 19.0%║ 33.3% ║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Low confidence(3+4) ║ ║ ║ ║ ║

RESPONDENTS ║ 2║ 1 1 -║ 2║ - - 2║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 100.0%║

║ ║ ║ ║ ║

0004 (4) ║ 2║ 1 1 -║ 2║ - - 2║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 100.0%║

║ ║ ║ ║ ║

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Research agency study in China - 09/07/2011

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TABLE 71 (CONT.) Banner2. PAGE 139

\*BY\* Q7.Overall how would you rate your level of confidence with the service of the local research suppliers in the Mainland China in meeting your expectation?

╔══════════╦════════════════════════════════╦══════════╦════════════════════════════════╗

║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

RESPONDENTS ║ 21║ 6 14 1║ 21║ 7 12 2║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║

║ ║ ║ ║ ║

Q7.Overall how would you rate your level of confidence with the service of the local research suppliers in the Mainland China in meeting your expectation?

║ ║ ║ ║ ║

║ ║ ║ ║ ║

Top4(7+8+9+10) ║ 7║ 3 4 -║ 7║ 7 - -║

║ 33.3%║ 50.0% 28.6% ║ 33.3%║ 100.0% ║

║ ║ ║ ║ ║

Fair(5+6) ║ 12║ 2 9 1║ 12║ - 12 -║

║ 57.1%║ 33.3% 64.3% 100.0%║ 57.1%║ 100.0% ║

║ ║ ║ ║ ║

Bottom4(1+2+3+4) ║ 2║ 1 1 -║ 2║ - - 2║

║ 9.5%║ 16.7% 7.1% ║ 9.5%║ 100.0%║

║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.2║ 6.8 6.1 5.0║ 6.2║ 7.9 5.7 4.0║

STD. DEVIATION ║ 1.4║ 2.0 1.1 0.0║ 1.4║ 1.1 0.5 0.0║

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Research agency study in China - 09/07/2011

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TABLE 72 Banner3. \*BY\* Q8.How many research suppliers in China have you ever contracted out so far? PAGE 140

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 18║ 10 8║ 18║ 13 3 2║ 12 6║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q8.How many research suppliers in China have you ever contracted out so far? ║ ║

║ ║ ║ ║ ║ ║

1-3 suppliers (1) ║ 12║ 5 7║ 12║ 10 2 -║ 12 -║

║ 66.7%║ 50.0% 87.5%║ 66.7%║ 76.9% 66.7% ║ 100.0% ║

║ ║ ║ ║ ║ ║

4-6 suppliers (2) ║ 5║ 4 1║ 5║ 3 - 2║ - 5║

║ 27.8%║ 40.0% 12.5%║ 27.8%║ 23.1% 100.0%║ 83.3%║

║ ║ ║ ║ ║ ║

10 suppliers or more ║ 1║ 1 -║ 1║ - 1 -║ - 1║

(4) ║ 5.6%║ 10.0% ║ 5.6%║ 33.3% ║ 16.7%║

╚══════════╩═════════════════════╩══════════╩════════════════════════════════╩═════════════════════╝

Research agency study in China - 09/07/2011

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TABLE 73 Banner3. \*BY\* Q9.How many research suppliers in China have you contracted out in the past 12 months (i.e. 1 June 2010- Present)? PAGE 141

╔══════════╦═════════════════════╦══════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 12║ 8 4║ 12║ 7 3 2║ 7 5║

║ 100.0%║ 100.0% 100.0%║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║

Q9.How many research suppliers in China have you contracted out in the past 12 months (i.e. 1 June 2010- Present)? ║

║ ║ ║ ║ ║ ║

1-3 suppliers (1) ║ 10║ 6 4║ 10║ 6 2 2║ 7 3║

║ 83.3%║ 75.0% 100.0%║ 83.3%║ 85.7% 66.7% 100.0%║ 100.0% 60.0%║

║ ║ ║ ║ ║ ║

4-6 suppliers (2) ║ 1║ 1 -║ 1║ 1 - -║ - 1║

║ 8.3%║ 12.5% ║ 8.3%║ 14.3% ║ 20.0%║

║ ║ ║ ║ ║ ║

10 suppliers or more ║ 1║ 1 -║ 1║ - 1 -║ - 1║

(4) ║ 8.3%║ 12.5% ║ 8.3%║ 33.3% ║ 20.0%║

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TABLE 74 Banner3. \*BY\* Q10.What is your job title? PAGE 142

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║ ║ Continent of the agency ║ Research experience ║ Level of satisfaction (Q5) ║ Level of confidence (Q7) ║ No. of research ║

║ ╠════════════════════════════════╣ in China (Q3) ╠════════════════════════════════╬════════════════════════════════╣ suppliers (Q8) ║

║ Total║ Asia Europe Other╠═════════════════════╣ Satisfied Fair Dissatisfi║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ ║ Answered No answer║ -ed║ -ed║ 1-3 4║

║ ║ ║ ║ ║ ║ suppliers suppliers║

║ ║ ║ ║ ║ ║ or above║

╠══════════╬════════════════════════════════╬═════════════════════╬════════════════════════════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 39║ 16 22 1║ 18 21║ 13 3 2║ 7 12 2║ 12 6║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║

Q10.What is your job title? ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║

CEO/ President/ Vice ║ 31║ 12 18 1║ 15 16║ 11 3 1║ 5 9 2║ 11 4║

President/ Executive ║ 79.5%║ 75.0% 81.8% 100.0%║ 83.3% 76.2%║ 84.6% 100.0% 50.0%║ 71.4% 75.0% 100.0%║ 91.7% 66.7%║

Director/ Research ║ ║ ║ ║ ║ ║ ║

Director (or ║ ║ ║ ║ ║ ║ ║

equivalent) (1) ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║

Research Manager/ ║ 5║ 3 2 -║ 2 3║ 1 - 1║ 2 1 -║ - 2║

Senior Research ║ 12.8%║ 18.8% 9.1% ║ 11.1% 14.3%║ 7.7% 50.0%║ 28.6% 8.3% ║ 33.3%║

Executive/ Research ║ ║ ║ ║ ║ ║ ║

Executive/ Researcher/║ ║ ║ ║ ║ ║ ║

Junior Research ║ ║ ║ ║ ║ ║ ║

Executive/ Research ║ ║ ║ ║ ║ ║ ║

Assistant (or ║ ║ ║ ║ ║ ║ ║

equivalent) (2) ║ ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║ ║

Operation Director/ ║ 3║ 1 2 -║ 1 2║ 1 - -║ - 2 -║ 1 -║

Operation Manager/ ║ 7.7%║ 6.3% 9.1% ║ 5.6% 9.5%║ 7.7% ║ 16.7% ║ 8.3% ║

Operation Supervisor/ ║ ║ ║ ║ ║ ║ ║

Fieldwork Director/ ║ ║ ║ ║ ║ ║ ║

Fieldwork Manager/ ║ ║ ║ ║ ║ ║ ║

Fieldwork Supervisor ║ ║ ║ ║ ║ ║ ║

(or equivalent) (3) ║ ║ ║ ║ ║ ║ ║

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TABLE 75 Banner3. PAGE 143

\*BY\* Q11.Finally we would like to send our present research findings with you upon the completion of survey. Please indicate below if you would like to receive the report.

╔══════════╦════════════════════════════════╦═════════════════════╦════════════════════════════════╦════════════════════════════════╦═════════════════════╗

║ ║ Continent of the agency ║ Research experience ║ Level of satisfaction (Q5) ║ Level of confidence (Q7) ║ No. of research ║

║ ╠════════════════════════════════╣ in China (Q3) ╠════════════════════════════════╬════════════════════════════════╣ suppliers (Q8) ║

║ Total║ Asia Europe Other╠═════════════════════╣ Satisfied Fair Dissatisfi║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ ║ Answered No answer║ -ed║ -ed║ 1-3 4║

║ ║ ║ ║ ║ ║ suppliers suppliers║

║ ║ ║ ║ ║ ║ or above║

╠══════════╬════════════════════════════════╬═════════════════════╬════════════════════════════════╬════════════════════════════════╬═════════════════════╣

RESPONDENTS ║ 39║ 16 22 1║ 18 21║ 13 3 2║ 7 12 2║ 12 6║

║ 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0% 100.0%║ 100.0% 100.0%║

║ ║ ║ ║ ║ ║ ║

Q11.Finally we would like to send our present research findings with you upon the completion of survey. Please indicate below if you would like to receive the report. ║

║ ║ ║ ║ ║ ║ ║

Yes (1) ║ 34║ 15 18 1║ 16 18║ 11 3 2║ 7 10 1║ 11 5║

║ 87.2%║ 93.8% 81.8% 100.0%║ 88.9% 85.7%║ 84.6% 100.0% 100.0%║ 100.0% 83.3% 50.0%║ 91.7% 83.3%║

║ ║ ║ ║ ║ ║ ║

No (2) ║ 5║ 1 4 -║ 2 3║ 2 - -║ - 2 1║ 1 1║

║ 12.8%║ 6.3% 18.2% ║ 11.1% 14.3%║ 15.4% ║ 16.7% 50.0%║ 8.3% 16.7%║

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TABLE 76 Banner1. \*BY\* a)Proposal (all items) PAGE 144

FILTERS: Q4 average

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║ ║ Continent ║ Research ║ Level of satisfaction (Q5) ║ No. of research ║

║ ║ of the agency ║experience╠════════════════════════════════╣ suppliers (Q8) ║

║ Total╠═════════════════════╣ in ║ Satisfied Fair Dissatisfi╠═════════════════════╣

║ ║ Asia Europe║China (Q3)║ -ed║ 1-3 4║

║ ║ ╠══════════╣ ║ suppliers suppliers║

║ ║ ║ Answered║ ║ or above║

╠══════════╬═════════════════════╬══════════╬════════════════════════════════╬═════════════════════╣

║ ║ ║ ║ ║ ║

a)Proposal (all items)║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.5║ 7.1 8.0║ 7.5║ 8.2 5.1 6.5║ 7.7 7.1║

STD. DEVIATION ║ 1.6║ 1.7 1.4║ 1.6║ 1.1 1.1 2.1║ 1.6 1.8║

║ ║ ║ ║ ║ ║

b)Costing (all items) ║ ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.8║ 6.4 7.1║ 6.8║ 7.0 4.6 6.6║ 6.4 6.8║

STD. DEVIATION ║ 1.7║ 1.8 1.5║ 1.7║ 1.2 2.2 0.5║ 1.8 1.3║

║ ║ ║ ║ ║ ║

c)Research capability (all items)║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.7║ 6.1 7.3║ 6.7║ 7.3 4.9 3.8║ 6.7 5.8║

STD. DEVIATION ║ 2.2║ 2.5 1.8║ 2.2║ 2.1 0.3 2.1║ 1.7 2.8║

║ ║ ║ ║ ║ ║

d)Fieldwork capability (all items) ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.9║ 6.5 7.4║ 6.9║ 7.8 5.3 4.1║ 7.1 6.4║

STD. DEVIATION ║ 2.0║ 2.0 1.8║ 2.0║ 1.3 1.3 1.9║ 1.5 2.6║

║ ║ ║ ║ ║ ║

e)Fieldwork capability - Quantitative (items 1-5+9) ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 6.7║ 6.5 7.1║ 6.7║ 7.7 5.2 3.8║ 7.0 6.2║

STD. DEVIATION ║ 2.0║ 2.1 1.6║ 2.0║ 1.3 1.2 1.7║ 1.3 2.7║

║ ║ ║ ║ ║ ║

f)Fieldwork capability - Qualitative (items 6-8) ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.3║ 6.5 8.3║ 7.3║ 8.3 5.7 5.3║ 7.6 6.8║

STD. DEVIATION ║ 2.0║ 1.7 2.0║ 2.0║ 1.4 1.6 2.5║ 1.7 2.5║

║ ║ ║ ║ ║ ║

g)Data processing (all items) ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.0║ 6.9 7.0║ 7.0║ 8.4 4.8 4.3║ 7.6 6.4║

STD. DEVIATION ║ 2.3║ 2.3 2.3║ 2.3║ 1.0 0.5 2.5║ 1.8 2.6║

║ ║ ║ ║ ║ ║

h)Project management (all items) ║ ║ ║ ║ ║

║ ║ ║ ║ ║ ║

MEANS ║ 7.6║ 7.1 8.4║ 7.6║ 8.5 5.5 5.2║ 7.9 7.1║

STD. DEVIATION ║ 1.9║ 1.9 1.6║ 1.9║ 1.2 1.1 2.0║ 1.6 2.4║

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TABLE 76 Banner2. \*BY\* a)Proposal (all items) PAGE 145

FILTERS: Q6 average

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║ ║ Continent of the agency ║ Research ║ Level of confidence (Q7) ║

║ ╠════════════════════════════════╣experience╠════════════════════════════════╣

║ Total║ Asia Europe Other║ in ║ Satisfied Fair Dissatisfi║

║ ║ ║China (Q3)║ -ed║

║ ║ ╠══════════╣ ║

║ ║ ║ No answer║ ║

╠══════════╬════════════════════════════════╬══════════╬════════════════════════════════╣

║ ║ ║ ║ ║

a)Proposal (all items)║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.3║ 6.6 6.3 4.4║ 6.3║ 7.8 5.9 4.8║

STD. DEVIATION ║ 1.9║ 1.9 1.9 0.9║ 1.9║ 1.2 1.7 0.8║

║ ║ ║ ║ ║

b)Costing (all items) ║ ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.8║ 7.4 6.6 6.5║ 6.8║ 7.8 6.2 6.6║

STD. DEVIATION ║ 1.4║ 1.6 1.4 1.0║ 1.4║ 1.5 1.3 0.9║

║ ║ ║ ║ ║

c)Research capability (all items)║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.6║ 7.1 6.5 4.7║ 6.6║ 7.7 6.2 6.0║

STD. DEVIATION ║ 1.6║ 1.7 1.5 1.2║ 1.6║ 1.2 1.5 1.4║

║ ║ ║ ║ ║

d)Fieldwork capability (all items) ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.2║ 7.0 6.1 3.9║ 6.2║ 7.8 5.6 4.3║

STD. DEVIATION ║ 1.8║ 2.2 1.4 1.1║ 1.8║ 1.4 1.3 0.9║

║ ║ ║ ║ ║

e)Fieldwork capability - Quantitative (items 1-5+9) ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.2║ 6.9 6.1 4.3║ 6.2║ 7.8 5.7 4.1║

STD. DEVIATION ║ 1.8║ 2.3 1.4 1.0║ 1.8║ 1.4 1.3 1.0║

║ ║ ║ ║ ║

f)Fieldwork capability - Qualitative (items 6-8) ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.3║ 7.2 6.1 3.0║ 6.3║ 7.9 5.6 4.7║

STD. DEVIATION ║ 1.8║ 2.0 1.4 0.0║ 1.8║ 1.3 1.4 0.5║

║ ║ ║ ║ ║

g)Data processing (all items) ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.7║ 7.4 6.5 6.0║ 6.7║ 7.7 6.1 7.0║

STD. DEVIATION ║ 1.5║ 1.4 1.5 0.0║ 1.5║ 1.2 1.4 0.8║

║ ║ ║ ║ ║

h)Project management (all items) ║ ║ ║ ║

║ ║ ║ ║ ║

MEANS ║ 6.7║ 7.3 6.5 5.1║ 6.7║ 8.1 6.1 5.4║

STD. DEVIATION ║ 1.7║ 1.8 1.5 1.1║ 1.7║ 1.2 1.4 1.3║

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