

jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	€ 269
index	100%	94%	98%	98%	102%	94%	94%	85%	88%
Question 1	%	%	%	%	%	%	%	%	%
Total turnover	100	100	100	100	100	100	100	100	100
jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	€ 269
Question 2	%	%	%	%	%	%	%	%	%
a. subcontracted to other agencies in the NL	18	19	11	11	10	10	5%	5%	7%
b. subcontracted to other agencies outside the NL	6	5	5	4	4	4	6%	5%	3%
c. net value of research conducted by the NL	76	77	84	84	86	86	90%	90%	90%
total	100	100	100	100	100	100	100%	100%	100%
Question 3	%	%	%	%	%	%	%	%	%
invoiced to national clients	85	85	88	87	85	85	82%	87%	86%
invoiced to clients abroad	15	15	12	13	15	15	14%	12%	14%
other/unkmown	0	0	0	0	0	0	4%	1%	0%
total	100	100	100	100	100	100	100%	100%	100%
jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012
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Question 4	%	%	%	%	%	%	%	%	
Quantitative - postal	9	10	8	5	1 7	7	5%	6%	6%

Quantitative - telephone	25	23	19	18	20	20	18%	15%	15%
Quantitative - face-to-face	13	12	14	11	10	10	10%	9%	9%
Quantitative - online	18	18	22	24	28	28	35%	36%	36%
Quantitative - other	9	13	14	15	12	12	7%	9%	11%
total Quantitative	74	76	76	73	77	77	75%	76%	77%
Qualitative	11	11	11	10	9	9	11%	11%	10%
groupdiscussions							2%	2%	2%
in-depth interviews							2%	2%	2%
unknown							8%	8%	6%
Desk-research, secondary analysis etc.	15	14	13	16	14	14	14%	14%	13
total	100	100	100	100	100	100	100	100	100
Question 5	%	%	%	%	%	%	%	%	
clients from abroad	15	15	12	13	15	15	14%	14%	14%
(Central + Local) Government	6	8	8	7	8	8	6%	6%	6%
local Government - see government									
other non profit organisations	5	4	5	4	5	5	2%	2%	2%
manufacturing industry	37	38	39	41	34	34	23%	23%	34%
services industries	16	15	16	18	19	19	19%	19%	20%
other	20	20	19	16	19	19	19%	19%	24%
total	100	100	100	100	100	100	100%	100%	100%
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Question 6	%	%	%	%	%	%	%	%	
ad-hoc research	45	43	42	34	34	34	42%	46%	44%
panel research	31	30	31	35	34	34	27%	31%	30%
other continuous research	18	18	17	18	21	21	14%	13%	13%
omnibus surveys	2	1	1	1	1	1	7%	2%	1%
other types of research	5	9	9	12	11	11	9%	8%	12%
total	100	100	100	100	100	100	100%	100%	100%
Manufacturing							43%	43%	40%
B-t-B							17%	17%	15%

Financials							11%	11%	8%
Utilities							3%	3%	2%
Public sector							11%	11%	5%
Media							7%	7%	3%
Advertising							1%	1%	1%
Research							2%	2%	2%
services							5%	5%	5%
FMCG									19%
Durable & Electronics									
Pharma									100%
Automotive									
other manufacturing									
Other									
total									