

jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2013	2014	2015	2016	2017	2018	jaar	
										excl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc		
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	€ 269	€ 294	€ 359	€ 379	€ 405	€ 416	€ 437	€ 453	in miljoen Euro's total turnover binnen de	
index	100%	94%	98%	98%	102%	94%	94%	85%	88%	96%	117%	123%	132%	135%	142%	148%	index	
	#WAARDE!	-6,1%	4,5%	0,4%	3,5%	-8,0%	0,0%	-9,0%	2,7%	9,3%	22,1%	5,6%	7,2%	2,7%	5,0%	3,7%	growth in comparison to last year	
<b>Question 1</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	<b>Question</b>	
Total turnover	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	Total turnover	
jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2013	2014	2015	2016	2017	2018	jaar	
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	€ 269	€ 294	€ 359	€ 379	€ 405	€ 416	€ 437	€ 453	in miljoen Euro's total turnover binnen de	
<b>Question 2</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	<b>Question</b>	
a. subcontracted to other agencies in the NL	18	19	11	11	10	10	5%	5%	7%	10%	8%	9%	25%	27%	24%	24%	a. subcontracted to other agencies in the NL	
b. subcontracted to other agencies outside the	6	5	5	4	4	4	6%	5%	3%	5%	4%	4%	3%	4%	4%	5%	b. subcontracted to other agencies outside	
c. net value of research conducted by the NL	76	77	84	84	86	86	90%	90%	90%	85%	88%	87%	72%	69%	72%	71%	c. net value of research conducted by the	
total	100	100	100	100	100	100	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	total	
<b>Question 3</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	<b>Question</b>	
invoiced to national clients	85	85	88	87	85	85	82%	87%	86%	86%	86%	91%	83%	77%	82%	82%	invoiced to national clients	
invoiced to clients abroad	15	15	12	13	15	15	14%	12%	14%	14%	14%	12%	11%	12%	18%	18%	invoiced to clients abroad	
other/unknown	0	0	0	0	0	0	4%	1%	0%	0%	0%	0%	6%	11%	0%	0%	other/unknown	
total	100	100	100	100	100	100	100%	100%	100%	100%	100%	103%	100%	100%	100%	100%	total	
jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2013	2014	2015	2016	2017	2018	jaar	
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	269	€ 294	€ 359	€ 379	€ 405	€ 416	€ 437	€ 453	net value in miljoen Euro's total turnover binnen de MOA	
jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2013	2014	2015	2016	2017	2018	jaar	
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	€ 269	€ 294	€ 359	€ 379	€ 405	€ 416	€ 437	€ 453	value in miljoen Euro's total turnover binnen de MOA	
<b>Question 4</b>	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	<b>Question</b>	
Quantitative - postal	9	10	8	5	7	7	5%	6%	6%	6%	6%	1%	1%	1%	2%	3%	Quantitative - postal	
Quantitative - telephone	25	23	19	18	20	20	18%	15%	15%	15%	15%	9%	10%	9%	6%	4%	Quantitative - telephone	
Quantitative - face-to-face	13	12	14	11	10	10	10%	9%	9%	9%	9%	8%	7%	7%	5%	6%	Quantitative - face-to-face	
Quantitative - online	18	18	22	24	28	28	35%	36%	36%	36%	36%	35%	34%	35%	32%	31%	Quantitative - online	
Quantitative - other	9	13	14	15	12	12	7%	9%	11%	11%	6%	14%	28%	29%	37%	38%	Quantitative - other	
total Quantitative	74	76	76	73	77	77	75%	76%	77%	77%	72%	73%	86%	83%	82%	82%	total Quantitative	
Qualitative	11	11	11	10	9	9	11%	11%	10%	10%	11%	15%	11%	12%	14%	14%	Qualitative	
groupdiscussions							2%	2%	2%	0%	0%	6%	4%	5%	5%	5%	groupdiscussions	
in-depth interviews							2%	2%	2%	0%	0%	6%	4%	4%	4%	4%	in-depth interviews	
unknown							8%	8%	6%	0%	0%	3%	3%	3%	5%	5%	unknown	
Desk-research, secondary analysis etc.	15	14	13	16	14	14	14%	14%	13	13	17	17%	3%	5%	4%	4%	Desk-research, secondary analysis etc.	
total	100	100	100	100	100	100	100	100	100	100	100	104%	100%	100%	100%	100%	total	
												77%	82%	74%	70%	73%	69%	active data collection
												23%	21%	26%	28%	25%	29%	passive datacollection
												1%	0%	0%	2%	2%	2%	unknown
												100%	103%	100%	100%	100%	100%	total

jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2013	2014	2015	2016	2017	2018	jaar
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 288	€ 269	€ 294	€ 359	€ 379	€ 405	€ 416	€ 437	€ 453	in miljoen Euro's total turnover binnen de
<b>Question 6</b>	%	%	%	%	%	%	%	%	schattingen								<b>Question</b>
ad-hoc research	45	43	42	34	34	34	42%	46%	44%	44%	15%	21%	15%	16%	12%	15%	ad-hoc research consumers
panel research	31	30	31	35	34	34	27%	31%	30%	30%	28%	27%	16%	11%	6%	6%	ad-hoc research NON-consumers
other continuous research	18	18	17	18	21	21	14%	13%	13%	13%	3%	5%	15%	17%	16%	16%	panel research consumers
omnibus surveys	2	1	1	1	1	1	7%	2%	1%	1%	1%	1%	1%	1%	1%	0%	panel research NON-consumers
other types of research	5	9	9	12	11	11	9%	8%	12%	12%	30%	33%	43%	44%	53%	51%	other continuous research
											17%	17%	0%	0%	0%	0%	omnibus surveys
total	100	100	100	100	100	100	100%	100%	100%	100%	92%	104%	100%	100%	100%	100%	other types of research
																	secondary research
																	total
																	<b>Question</b>
manufacturing - fmcg - beverage										unknown		2%	6%	5%	4%	4%	manufacturing - fmcg - beverage
manufacturing - fmcg - food					350					unknown		2%	7%	6%	5%	5%	manufacturing - fmcg - food
manufacturing - fmcg - cosmetics										unknown		1%	3%	3%	2%	2%	manufacturing - fmcg - cosmetics
manufacturing - fmcg - tobacco										unknown		0%	3%	2%	3%	3%	manufacturing - fmcg - tobacco
manufacturing - fmcg - confectionary										unknown		0%	1%	1%	1%	1%	manufacturing - fmcg - confectionary
manufacturing - fmcg - other -unknown										unknown		15%	4%	3%	3%	3%	manufacturing - fmcg - other -unknown
manufacturing -Durables										unknown		2%	4%	3%	3%	3%	manufacturing -Durables
manufacturing - Pharmaceutical + HC										unknown		1%	4%	4%	4%	4%	manufacturing - Pharmaceutical + HC
manufacturing - Automotive										unknown		1%	1%	2%	2%	2%	manufacturing - Automotive
manufacturing - other - unknown										unknown		10%	6%	4%	4%	4%	manufacturing - other - unknown
total manufacturing	37	38	39	41	34	34	23%	23%	34%	32%	34%	33%	38%	35%	30%	30%	total manufacturing
B-t-B										9%		9%	6%	6%	8%	8%	B-t-B
Financials										5%		5%	6%	6%	4%	4%	Financials
Utilities										2%		2%	2%	2%	2%	2%	Utilities
Public sector	6	8	8	7	8	8	6%	6%	6%	5%	6%	6%	7%	7%	7%	7%	Public sector
Media										3%		3%	1%	1%	1%	1%	Media
Advertising										1%		0%	5%	5%	1%	1%	Advertising
Research										2%		2%	2%	2%	2%	2%	Research
services										5%		5%	8%	10%	4%	4%	services
Other - unknown										19%		21%	14%	14%	21%	21%	Other - unknown
secondary research										17%		17%	12%	14%	21%	21%	secondary research
											100%		104%	100%	100%	100%	
														46	38	38	consumer research
														20	26	26	non-consumer research
														21	23	23	other
														13	13	13	unknown
														19	14	10	data coll. By interviewer
														15	15	15	self completion
														37	35	31	electronic
														15	17	25	other
														14	19	19	unknown