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**BURKE, INC. RECEIVES TOP GOLD INDEX AWARD**

**AMONG U.S. MARKETING RESEARCH FIRMS**

*Industry-Wide Survey Ranks Burke #1  
in Analytical Skills, Communication Skills and Value for Money*

**Cincinnati, OH (October 24, 2008):** Over 600 marketing researchers attending the Institute for International Research (IIR) Market Research Event, looked on as Burke, Inc. was presented with the top award from the 2007 Survey of Market Research Supplier Quality and Value study. The plaque awarded to Burke read, *“Top Gold Index Scorer for Three Consecutive Years, 2007 Leading Scorer in the Following Attributes: Analytical Skills, Communications Skills, Value-for-Money; 2007 Highest Honors in the Following Research Categories: Later-Stage Concept/Product Testing, A&U Studies, Ad and Brand Tracking Studies, Customer Satisfaction/Loyalty Studies, Brand Equity/Market Structure and Management Science Applications.”*

The study results were revealed at a breakfast session on Thursday, October 16<sup>th</sup> at the Market Research Event, one of the largest annual conferences in the U.S. focused solely on marketing research. Now in its third year, the study is sponsored by Prevision Corporation and marketing research industry newsletter *INSIDE RESEARCH*. Burke also won top honors in the inaugural and second years of the study. The 2007 Survey of Market Research Supplier Quality and Value study used 289 responses collected through phone interviews with buyers of marketing research to determine its results.

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According to Larry Gold, Editor of *INSIDE RESEARCH*, over 60% of the respondents were vice presidents or directors of medium to large marketing research departments buying research for the consumer packaged goods, media/advertising, healthcare, financial/banking, telecommunications, retail, and automotive industries, among others. Mr. Gold estimates the purchasing power of the survey respondents totals about \$3 billion in outside marketing research and modeling services, which represents about one quarter of all U.S. marketing research and modeling spending in 2007.

For more information regarding the Prevision Study, please contact Tim Davidson at [tdavidson@previsionsurveys.com](mailto:tdavidson@previsionsurveys.com).

Founded in 1931, Burke is an independent, full service marketing research and decision support company. Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques, & leading edge technology to provide decision support solutions to companies across all major industry sectors. A 100% employee-owned company, Burke is also the industry leader in marketing research and consumer insights education through the Burke Institute, which has trained more than 70,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 39 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices in California, Colorado, Georgia, Indiana, Massachusetts, North Carolina, New Jersey, Nevada, and Texas.

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