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**BURKE, INC. REMAINS INDUSTRY LEADER  
AMONG U.S. MARKETING RESEARCH FIRMS**

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

**Cincinnati, OH (August 12, 2008):** Recently released results of the 3<sup>rd</sup> Annual Market Research Supplier Quality/Value study, conducted jointly by Prevision Corporation and *INSIDE RESEARCH*, ranked Burke #1 on “*Analytical Skills*,” “*Communication Skills*,” and “*Value for the Money*.” Burke has been consistently rated one of the top firms in the industry since the inception of the Quality/Value industry study.

The 3<sup>rd</sup> Annual Market Research Supplier Quality/Value study collected data through telephone interviews with buyers of marketing research to determine its results. 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. The 2007 estimated purchasing power of these respondents totals \$3 billion in outside marketing research services, which represents nearly 35% of all U.S. marketing research spending.

Based on the study’s results, Burke is one of three finalists for the Gold Index Award for marketing research firms achieving the highest composite score, to be presented by *INSIDE RESEARCH* and Prevision Corporation at the IIR Market Research Event in Anaheim, California in October.

Additional results from the study relate to specific categories of marketing research, as assessed by seven performance attributes. Burke received the highest rating on at least five of the seven attributes rated in the categories of:

- More -

- Later Stage Concept or Product Testing
- Attitude and Usage
- Advertising and Brand Tracking
- Customer Satisfaction and Loyalty
- Brand Equity and Market Structure
- Management Science Studies (segmentation, conjoint, mix modeling, simulations, advanced statistics, optimization)

“Our core operating principle is to provide our clients with research insight that drives better business decisions,” said Michael Baumgardner, President and CEO, Burke, Inc. “Value for the money, analytical skills, and communication skills are at the heart of our ability to consistently deliver on that operating principle and we appreciate the industry’s recognition of our success in that regard.”

Summary results of the 3<sup>rd</sup> Annual Market Research Supplier Quality/Value study were published in the August 2008 edition of *INSIDE RESEARCH*. 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% ESOP-owned company, Burke is also the industry leader in marketing research and consumer insights education through the Burke Institute, which has trained more than 75,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 39 countries. Burke is headquartered in Cincinnati, Ohio, with regional offices in California, Colorado, Georgia, Indiana, Maryland, Massachusetts, North Carolina, New Jersey, Nevada, and Texas.

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