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

***Industry-Wide Survey Ranks Burke #1 in  
Overall Satisfaction, Analytical Skills, and Data Quality***

**Cincinnati, OH (August 13, 2009):** Recently released results of the 4<sup>th</sup> Annual Market Research Supplier Quality/Value study, conducted jointly by Prevision Corporation and *INSIDE RESEARCH*, ranked Burke #1 on **“Overall Satisfaction,” “Analytical Skills,”** and **“Data Quality.”** Burke has been consistently rated one of the top firms in the industry since the inception of the Quality/Value industry study.

The 4<sup>th</sup> Annual Market Research Supplier Quality/Value study collected data through telephone interviews with hundreds of buyers of marketing research to identify their 2008 research suppliers and to rate them on seven attributes. 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 2008 estimated purchasing power of the respondent firms totals over \$2.6 billion in outside marketing research services, which represents nearly 35% of all U.S. marketing research spending.

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

- Customer Satisfaction and Loyalty
- Brand Equity and Market Structure
- Management Science Studies (segmentation, conjoint, mix modeling, simulations, advanced statistics, optimization)

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Burke, Inc. Remains Industry Leader

August 13, 2009

“We are very pleased to be seen as leaders in the marketing research industry for the fourth straight year,” said Michael Baumgardner, President and CEO, Burke, Inc. “Within every research engagement, we strive to meet and exceed our clients’ expectations. To be seen as providing the highest overall satisfaction, analytical skills, and quality is a validation of those efforts, and a testament to outstanding employee-owners of Burke.”

Top-line results of the 4<sup>th</sup> Annual Market Research Supplier Quality/Value study were published in the August 2009 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, Texas, and Washington.

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