



**FOR IMMEDIATE RELEASE – February 9, 2011**

For more information, please contact:

Andrea W. Fisher

513.684.7616

[Andrea.fisher@burke.com](mailto:Andrea.fisher@burke.com)

**BURKE, INC. REMAINS INDUSTRY LEADER AMONG U.S. MARKETING RESEARCH FIRMS  
FOR FIFTH CONSECUTIVE YEAR**

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

**Cincinnati, OH (February 9, 2011):** Recently released results of the 5<sup>th</sup> Annual Market Research Supplier Quality/Value study, conducted jointly by Prevision Corporation and *INSIDE RESEARCH*, ranked Burke #1 on **“Overall Satisfaction,” “Satisfaction with Analytical Skills,”** and **“Satisfaction with 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 5<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 2009 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. Over 500 suppliers of marketing research were evaluated by the research buyers.

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

- Customer Satisfaction and Loyalty
- Brand Equity and Market Structure
- Ad/Brand Tracking

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Burke, Inc. Remains Industry Leader

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Burke also received the highest rating as assessed by five of the six performance attributes in the Attitudes and Usage category.

"To once again be the #1 Marketing Research firm in terms of customer satisfaction is a tremendous accomplishment and a testament to the steadfast commitment held by the employees of Burke to meet and exceed the needs of our clients," said Jeff Miller, President and CEO, Burke, Inc.

Top-line results of the 5<sup>th</sup> Annual Market Research Supplier Quality/Value study were published in the September 2010 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, and 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 40 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.

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