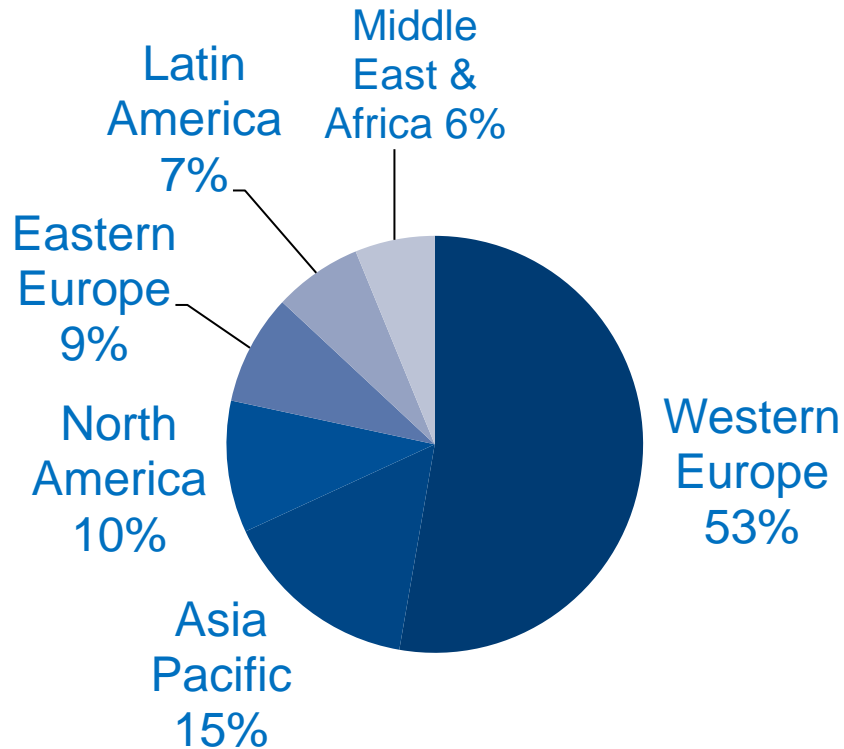


**ESOMAR**

**WORLD RESEARCH**

# GLOBAL MEMBERSHIP BREAKDOWN



## ACHIEVEMENTS 2010

### Retention rate 2010

- 88% vs. 84% in 2009

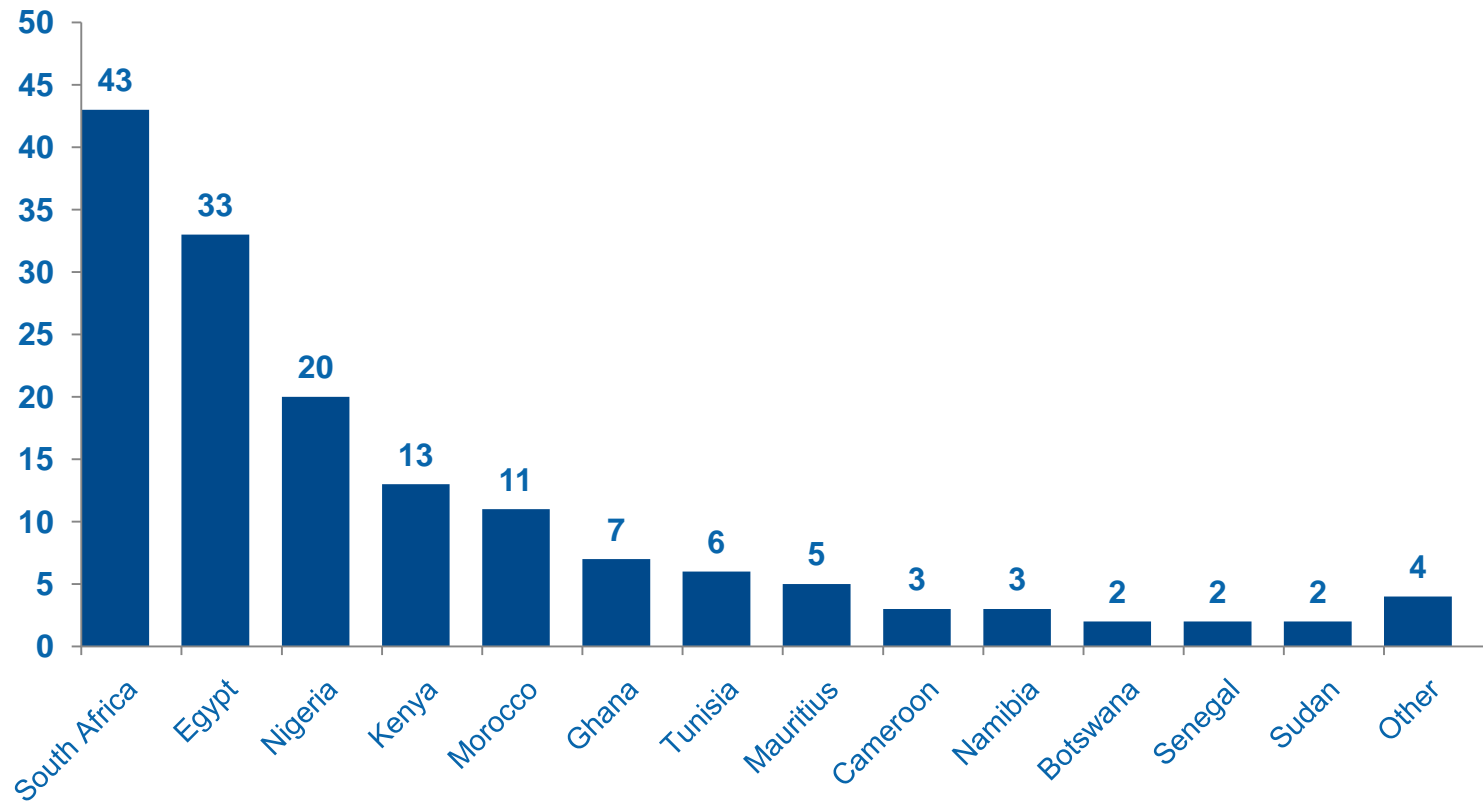
### Recruitment rate 2010

- 17% vs. 10% in 2009

### Graduate & YP membership

- 50 members

# BREAKDOWN OF AFRICA MEMBERSHIP BY COUNTRY



# ESOMAR PROFESSIONAL STANDARDS AND PUBLIC AFFAIRS

# PROFESSIONAL STANDARDS: MAINTAINING CONSUMER TRUST

Researchers have always understood that they depend on the willing cooperation of participants. Over the last 50 years we have seen a transition from face-to-face, to phone, to online to passive collection of data.

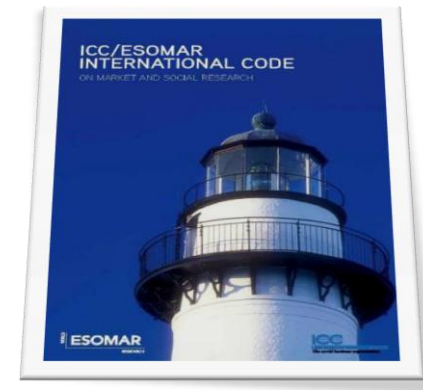


Growing consumer concerns over:

- Privacy
- Loss of control over personal data
- Who collects it, where is it stored, who has access and what it is used for

# PROFESSIONAL STANDARDS: MAINTAINING CONSUMER TRUST

- Demonstrate researchers' recognition of ethical & professional responsibilities
- Differentiate from other sectors
- Codes/Guidelines provide an additional layer of consumer protection & clarify our obligations
- 58 national associations in 47 countries & 2 international associations have adopted or endorsed the ICC/ESOMAR Code
- ESOMAR is stepping up its complaints handling system and ability to sanction members who breach the code



# PUBLIC AFFAIRS: IMPORTANCE AND MISSION

## WHY DO PUBLIC AFFAIRS MATTER TO ESOMAR AND MARKET RESEARCH?

**Satisfaction survey 2010:** Representation to regulators is the top priority for members

**Greater consumer sensitivity** and media coverage on privacy issues

**Increased regulator scrutiny** on the effectiveness of self regulatory systems

**Raise awareness** of the benefits of MR & its contribution to business & society

**Defend MR** from inappropriate regulations especially online

**Preserve freedom** to conduct market, social & opinion research

**Need global perspective** as legislators harmonise regulations internationally

**Create new bridges** & work more closely with associations & companies

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