

2012
CAREER
& SALARY
SURVEY
MEDICAL MARKETING & MEDICAL
MARKETING & MEDICAL

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Overview

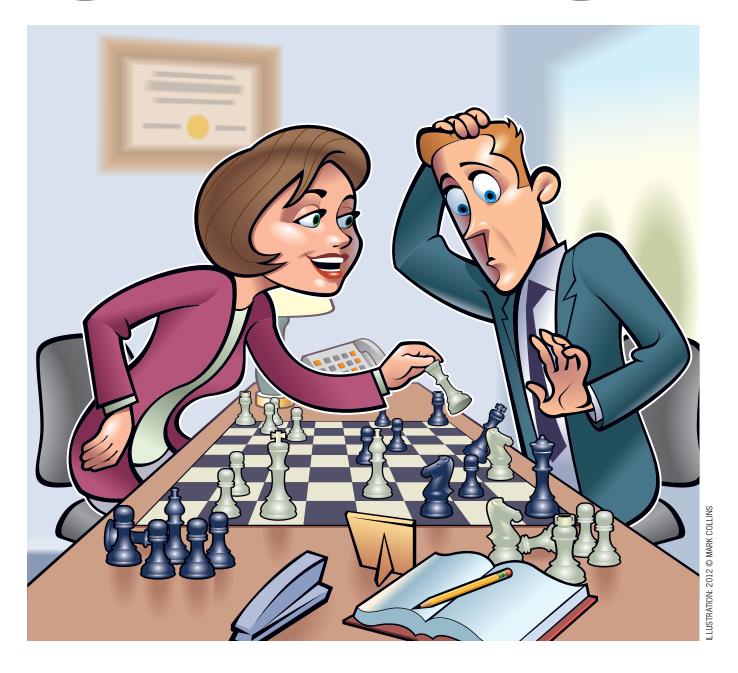
While the job cuts in the pharma job market haven't stopped, there's still a premium being paid for top talent—and the majority of respondents to MM&M's Career & Salary Survey seem to be holding the line fairly well.

CHARTS AND DATA SETS

- Average Salary, 2007-2012, page 5
- Average Salary by Employer, page 5
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2012 **CAREER** 2012 Career & Salary Survey

CHECK



You already know the bad news: the job cuts haven't stopped. Here's the good news: for those still in the game, average salaries are up, marginally, job satisfaction is intact, largely, and industry execs suddenly seem to value corporate culture over the size of their paychecks. Just. **James Chase** reports

or more than a decade, the pharma industry has swung a steady ax, shedding around 330,000 jobs since 2000. And although the volume of layoffs has halved so far in 2012—9,626 through August, according to Challenger, Gray & Christmas—it's far too early to paint a picture of upturning fortunes from what could be simply a downsizing intermission.

The news is not all bad. The 26th MM&M Career & Salary Survey reports average salaries are slightly outpacing inflation, up 2.8% to 132.6K and just below 2007's high of 133.7K (Fig. 1).

The online survey was emailed to more than 40,000 executives employed in pharmaceuticals, healthcare marketing and related fields, encompassing manufacturers, agencies, media companies and service suppliers/vendors, during August and September.

Of the 994 qualified respondents: 403 are employed by manufac-

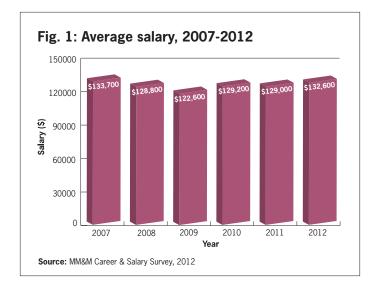
turers (pharma, biotech, devices, diagnostics), 345 by agencies, 77 work in healthcare media and 88 for suppliers/vendors; 524 are male and 470 are female; and the average age is 43 years.

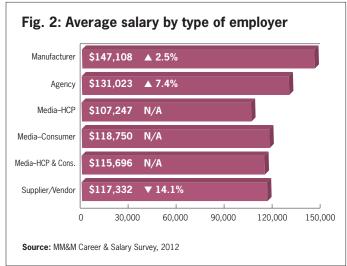
Counting the pieces

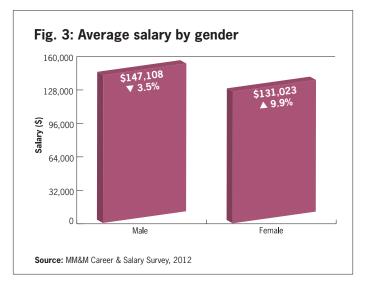
Manufacturers led the way with an average salary of 147.1K, up 2.5% over 2011, with Agencies closing in at 131.0K, up 7.4% (Fig. 2). Both sectors had showed salary reductions in 2011. Conversely, Suppliers/Vendors recorded a decrease this year of 14.1% to 117.3K.

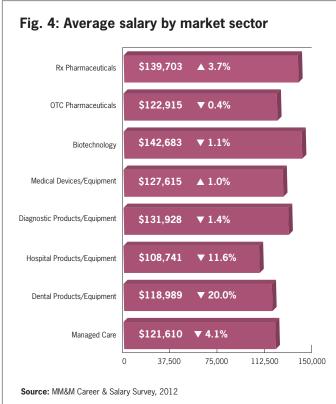
Most encouraging is that the gender gap, which had widened inexcusably to more than 45K last year, closed to 16K, with men's salaries down by 3.5% and women's salaries up by 9.9% (Fig. 3).

In terms of market sectors, Biotech products continued to lead the way at 142.7K (down 1.1%) but Rx Pharmaceuticals closed the gap









at 139.7K (up 3.7%). Hospital Products (down 11.6%) and Dental Products (down 20.0%) were significantly down, while Managed Care posted a loss of 4.1% — surprising, given the widely acknowledged talent shortage in this function area (Fig. 4).

Average salaries lined up neatly in order of company size, with the smallest companies registering 115.9K (down 5.5%) and the largest reaching 149.9K (up 3.8%).

In addition to salaries, 66.7% reported they received a bonus (up from 64.1%), with the average amount rising by 9.3% to 31.8K. Other benefits received remained about the same, including medical

coverage (received by 83.4%), dental (73.3%), retirement (54.3%), stock options (41.1%) and company car (12.7%).

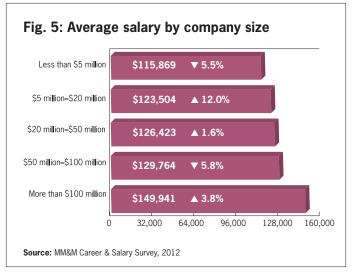
Advancing positions

Job satisfaction remains high. Overall, 28.7% said they were "Thoroughly Satisfied" in their job (vs. 29.1% in 2011) with another 51.3% reporting that they were "Generally Satisfied" (vs. 53.0%). Encouragingly, just 6.4% said they were "Dissatisfied" (vs. 6.7% last year).

When adding together the "Thoroughly" and "Generally" numbers, Agency employees came out on top in terms of satisfaction (81.2%), followed by Manufacturers (79.1%), Media (76.7%). Note that while Suppliers recorded the lowest total satisfaction (70.5%) and the highest "Dissatisfaction" (9.1%), they also registered the highest proportion of "Thoroughly Satisfied" employees (33.0%).

Overall, 13.9% of respondents thought they made more than their peers (vs. 14.0% in 2011) while 44.9% felt they were paid less (vs. 44.1%). So not much change, there.

Unfortunately, the same can't be said for perceived advancement

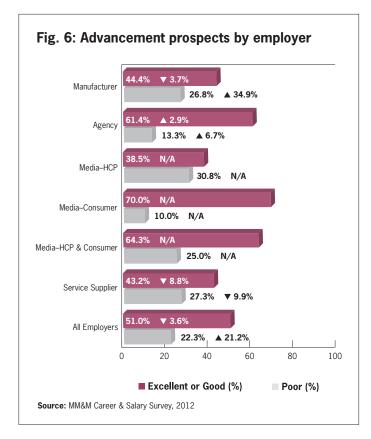


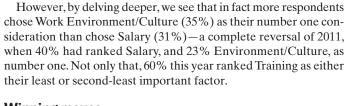
prospects, with the overall index dropping from 2.6 to 2.4 (where 1 is "Poor" and 4 is "Excellent"). The proportion of respondents who thought their advancement prospects were "Excellent" dropped from 21.8% in 2011 to just 15.0%. However, much of this deficit seemed to be transferred to those who felt their prospects were "Good", which rose from 31.1% to 36.0%. Those who perceived their advancement prospects to be "Poor" rose from 18.4% to 22.3%.

When the "Excellent" and "Good" responses are combined there are significant differences between types of employers (Fig. 6). Consumer Media came out on top with a 70.0% prospect rating; conversely, HCP Media registered just 38.5%, with an additional 30.8% describing their advancement prospects as "Poor".

Manufacturers didn't fare a whole lot better, with just 44.4% perceiving their prospects as "Excellent" or "Good" (down 3.7% vs. 2011) and 26.8% describing them as "Poor" (up 34.9%).

What factors, then, did the respondents feel are most important to them in their jobs? In terms of average rankings (from 1 to 8), Salary (2.4) came out on top, as expected, followed closely by Work Environment/Culture (2.9), Job Security (3.9) and Benefits (4.2). Interestingly, Training scored a woeful 6.4.

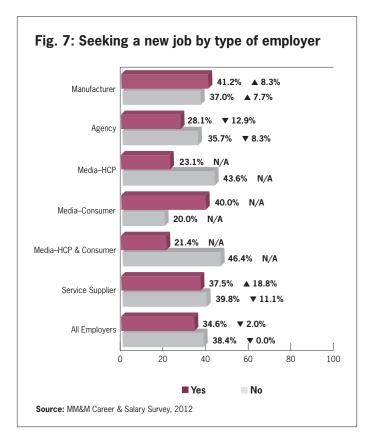




Winning moves

Each year, around 35% of respondents say they intend to seek a new position in the next 12 months and this year was no exception (34.6%). Of those, 28.8% said their prime motivation was for Better Salary and/or Benefits (down from. 32.1% last year) while 18.0% cited Better Work Environment/Culture (down from. 20.2%). Significantly, 5.7% wanted out simply because they Needed a Change (up from 2.1%) while 10.6% were looking to Move to a Different Part of the Industry (up from 7.4%).

And out of those looking to leap, the most likely methods of job-seeking, they reported, would be to use Existing Contacts (average rank 1.8, up from 2.3 last year) or a Recruitment Agency (2.4, up from 2.6). Conversely, Checking Job Ads (3.4, down from 3.1) and Posting Resumes Online (4.0, down from 3.5) appear to be slipping further down the ranks of perceived usefulness.





Employer Characteristics

This section shows how the data profiles of employees—salary, benefits, perceptions, satisfaction, intent to move, job-seeking preferences, etc.—vary between different types of employer (manufacturer, agency, etc.) and between different sizes of companies.

DATA SETS

- Manufacturer, page 9
- Agency, page 9
- Media/Publishing-HCPs Only, page 10
- Media/Publishing-Consumers Only, page 10
- Media/Publishing-HCPs & Consumers, page 11
- Other Media, page 11
- Service Supplier, page 12
- Revenue Under \$5 million, page 12
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- Revenue \$20 million to \$50 million, page 13
- Revenue \$50 million to \$100 million, page 14
- Revenue Over \$100 million, page 14

CAREER

MANUFACTURE	R	\$14	47,100			2.5%
Number of respondent	S					403
Employer	Pei	rcent	Market Sec	tor		Percent
Manufacturer	1	0.00	Rx Pharmac	euticals		58.6
Agency		0.0	OTC Pharma	aceuticals	5	9.7
Media/Publisher - HCP		0.0	Biotechnolo	gy		21.1
Media/Publisher - Consun	ner	0.0	Medical Dev	rices/Equ	ip	27.3
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic [Device/Ed	quip	6.7
Service Supplier		0.0	Hospital Pro	ducts/Eq	uip.	5.0
Other		0.0	Dental Produ	ucts/Equi	р	2.0
			Managed Ca	are		1.7
Age	High	74	Low	19	Avg.	44.8
Sex	Male	60.1	Female	40.0		
Years in industry	High	58.0	Low	1.0	Avg.	17.6
Years in position	High	30.0	Low	0.2	Avg.	4.3
Salary (\$000s/yr)	High	460.0	Low	30.0	Avg.	147.1
Commission received?	Yes	6.0	No	94.0		
Amount (\$000s/yr)	High	110.0	Low	0.6	Avg.	30.6
Bonus received?	Yes	84.6	No	15.4		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	16.0		42.1	Same	41.9
Employer's gross	<\$5M		9.2	\$50-\$		8.0
US revenue (%)	\$5-\$20		7.5	>1001	M	68.1
	\$20-\$5		7.2			
Position satisfying? (%)	Thorou		30.8	Gener	ally	49.1
Advancement		metimes	13.0 Exc. 3=Goo	No Foir	1 Door\	7.0
Advancement prospects (%)	Excelle	- •	13.4	u z=rair Good	1=P00r)	31.7
prospects (70)	Fair	511L	27.7	Poor		27.2
How current job	Promo	ted	42.9		Search	12.4
was acquired (%)		by Compa			nitiative	27.5
Benefits received (%)		g Bonus	19.4	Retire		56.0
201101110110111011111111111111111111111	Car	5 2000	17.2	Medic		85.0
	Dental		79.0	Stock		62.8
Factors important	Salary		2.5		n./Culture	
to job (avg ranking,	Benefit	ts	4.2		y to Staff	
1 = most important)	Advand	cement	4.0	Enviro	n./Soc. F	Resp.6.9
	Trainin	g	6.5	Job Se	ecurity	4.0
Employer rating	Salary		2.3	Enviro	n./Culture	2.3
(avg rating, 1 = best)	Benefit	ts	2.0	Loyalt	y to Staff	2.6
	Advand	cement	2.7	Enviro	n./Soc. F	Resp.2.1
	Trainin	g	2.8	Job Se	ecurity	2.4
Plan to seek a new	Yes		41.6	No		37.3
job this year? (%)		_				
New job motivation (%)		/Benefits			cement	24.3
		nt Part of			a Change	
		t of Indus	•	Job Se	ecurity	8.7
		n./Culture		Other		10.2
Method for seeking		ment Ag	•		g Contac	
new job (avg ranking,	Job Ad		3.5	Contac	ct Compa	nies 3.4
1=most likely)	Post R	esume	4.0			

Number of respondents	AGENCY		\$1	31,0	000			7.4%
Manufacturer	Number of respondent	s						345
Agency 100.0 OTC Pharmaceuticals 21.2 Media/Publisher - HCP 0.0 Biotechnology 24.9 Media/Publisher - Consumer 0.0 Medical Devices/Equip 25.8 Media/Publisher - HCP & Consumer 0.0 Diagnostic Device/Equip 13.6 Service Supplier 0.0 Dental Products/Equip 4.6 Other 0.0 Dental Products/Equip 4.6 Age High 66 Low 22 Avg. 39.4 Sex Male 46.1 Fermale 53.9 Years in industry High 40.0 Low 0.5 Avg. 12.0 Years in position High 25.0 Low 0.3 Avg. 35.0 Salary (\$000s/yr) High 40.0 Low 20.0 Avg. 13.0 Commission received? Yes 58.3 No 41.7 Avg. 271.0 Bonus received? Yes 58.3 No 41.7 Avg. 271.0 Perceived	Employer	Per	rcent	Mark	et Sect	or		Percent
Media/Publisher - HCP 0.0 Biotechnology 24.9 Media/Publisher - Consumer 0.0 Medical Devices/Equip 25.8 Media/Publisher - HCP & Consumer 0.0 Diagnostic Devices/Equip 13.6 Service Supplier 0.0 Dental Products/Equip 9.3 Other 0.0 Dental Products/Equip 4.6 Managed Care 12.5 Age High 66 Low 22 Avg. 39.4 Sex Male 46.1 Female 53.9 12.0 Years in industry High 40.0 Low 0.5 Avg. 12.0 Year sin position High 25.0 Low 0.0 Avg. 33.5 Salary (S000s/yr) High 400.0 Low 50.0 Avg. 30.5 Amount (\$000s/yr) High 400.0 Low 50.0 Avg. 271.0 Perceived Pav Yes 58.3 No 41.7 Amount (\$000s/yr) 41.1	Manufacturer		0.0	Rx Pł	narmace	euticals		91.6
Media/Publisher - Consumer 0.0 Medical Devices/Equip 25.8 Media/Publisher - HCP & Consmr. 0.0 Diagnostic Device/Equip 13.6 Service Supplier 0.0 Hospital Products/Equip 9.3 Other 0.0 Dental Products/Equip 4.6 Age High 66 Low 22 Avg. 39.4 Sex Male 46.1 Female 53.9 12.0 Years in industry High 40.0 Low 0.5 Avg. 12.0 Years in position High 700.0 Low 0.5 Avg. 12.0 Years in position High 700.0 Low 0.0 Avg. 13.1 Commission received? Yes 5.2 No 94.8 Amount (\$000s/yr) High 700.0 Low 5.0 Avg. 60.0 Bonus received? Yes 58.3 No 41.7 41.7 Amount (\$000s/yr) High 100.0 Low 75.0 Avg.	Agency	1	0.00	OTC	Pharma	ceuticals	5	21.2
Media/Publisher - HCP & Consmr. 0.0 Diagnostic Device/Equip 9.3	Media/Publisher - HCP		0.0	Biote	chnolog	gy		24.9
Service Supplier	Media/Publisher - Consun	ner	0.0	Medi	cal Devi	ces/Equ	ip	25.8
Other Dental Products/Equip A.6	Media/Publisher - HCP &	Consmr.	0.0	Diagr	nostic D	evice/Ed	quip	13.6
Age	Service Supplier		0.0	Hosp	ital Prod	ducts/Eq	uip.	9.3
Age High dead 66 Low 22 Avg. 39.4 Sex Male 46.1 Female 53.9 Years in industry High dead 40.0 Low 0.5 Avg. 12.0 Years in position High Ponolous 25.0 Low 0.3 Avg. 3.5 Salary (\$000s/yr) High Ponolous 40.0 Low 20.0 Avg. 13.10 Commission received? Yes 5.2 No 94.8 Amount (\$000s/yr) High Ponolous 40.0 Low 5.0 Avg. 60.0 Bonus received? Yes 58.3 No 41.7 41.7 Amount (\$000s/yr) High Ponolous 100.0 Low 75.0 Avg. 60.0 Bonus received? Yes 58.3 No 41.7 Amount (\$000s/yr) High Ponolous 100.0 Low 75.0 Avg. 60.0 Bonus received? Yes 58.3 No 41.7 Amount (\$000s/yr) High Ponolous 100.0 Low 75.0 Avg. 60.0 Bonus received Ponolous 13.5 Seponsolous 41.5 60.0 10.0 10.0 <td>Other</td> <td></td> <td>0.0</td> <td>Denta</td> <td>al Produ</td> <td>icts/Equi</td> <td>р</td> <td>4.6</td>	Other		0.0	Denta	al Produ	icts/Equi	р	4.6
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Position satisfying? (%)	US revenue (%)					>1001	M	12.6
OK Sometimes								
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Fair 25.0 Poor 13.4				EXC.			1=P00r)	110
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Dental 72.7 Stock 21.5	Delicina received (70)		5 Donas					
Factors important Salary 2.3 Environ./Culture 2.7 to job (avg ranking, Benefits 4.4 Loyalty to Staff 4.5 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7.1 7.1 Training 6.4 Job Security 4.0 Employer rating Salary 2.3 Environ./Culture 2.0 (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff 2.2 Advancement 2.4 Environ./Soc. Resp. 2.5 7 Training 2.9 Job Security 2.2 Plan to seek a new job motivation (%) Salary/Benefits 34.9 Advancement 8.9 Job this year? (%) Salary/Benefits 34.9 Advancement 8.9 New job motivation (%) Salary/Benefits 34.9 Advancement 8.9 Different Part of Ind 14.4 Need a Change 4.1 Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 <							ai.	
to job (avg ranking, Benefits 4.4 Loyalty to Staff 4.5 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7.1 Training 6.4 Job Security 4.0 Employer rating Salary 2.3 Environ./Culture 2.0 (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff 2.2 Advancement 2.4 Environ./Soc. Resp. 2.5 Training 2.9 Job Security 2.2 Plan to seek a new Yes 28.3 No 35.9 job this year? (%) New job motivation (%) Salary/Benefits 34.9 Advancement 8.9 Different Part of Ind 14.4 Need a Change 4.1 Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2	Factors important						n./Culture	
1 = most important)Advancement Training4.4Environ./Soc. Resp. 7.1Employer ratingSalary2.3Environ./Culture2.0(avg rating, 1 = best)Benefits2.3Loyalty to Staff2.2Advancement2.4Environ./Soc. Resp. 2.5Training2.9Job Security2.2Plan to seek a new job this year? (%)Yes28.3No35.9New job motivation (%)Salary/Benefits Different Part of Ind Get out of Industry Environ./Culture34.9Advancement Need a Change 4.18.9Get out of Industry Environ./Culture8.2Job Security 3.43.4Environ./Culture16.4Other9.6Method for seeking new job (avg ranking,Recruitment Agency 3.62.4Existing Contacts Existing Contacts1.7	-	-	ts				•	
Training 6.4 Job Security 4.0 Employer rating Salary 2.3 Environ./Culture 2.0 (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff 2.2 Advancement 2.4 Environ./Soc. Resp. 2.5 Training 2.9 Job Security 2.2 Plan to seek a new Yes 28.3 No 35.9 job this year? (%) New job motivation (%) Salary/Benefits 34.9 Advancement 8.9 Different Part of Ind 14.4 Need a Change 4.1 Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2							•	
(avg rating, 1 = best) Benefits Advancement 2.4 Environ./Soc. Resp. 2.5 Training 2.9 Job Security 2.2 Plan to seek a new yes 28.3 No 35.9 job this year? (%) New job motivation (%) Salary/Benefits 34.9 Advancement Benefits 34.9 Advancement Get out of Industry Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2		Trainin	g		6.4	Job Se	ecurity	4.0
(avg rating, 1 = best) Benefits Advancement 2.4 Environ./Soc. Resp. 2.5 Training 2.9 Job Security 2.2 Plan to seek a new yes 28.3 No 35.9 job this year? (%) New job motivation (%) Salary/Benefits 34.9 Advancement Benefits 34.9 Advancement Get out of Industry Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2	Employer rating				2.3			2.0
Advancement 2.4 Environ./Soc. Resp. 2.5 Training 2.9 Job Security 2.2 Plan to seek a new Yes 28.3 No 35.9 job this year? (%) New job motivation (%) Salary/Benefits 34.9 Advancement 8.9 Different Part of Ind 14.4 Need a Change 4.1 Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2	(avg rating, 1 = best)	Benefit	ts		2.3	Loyalt	y to Staff	2.2
Plan to seek a new Yes 28.3 No 35.9 job this year? (%) New job motivation (%) Salary/Benefits 34.9 Advancement 8.9 Different Part of Ind 14.4 Need a Change 4.1 Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2		Advano	cement		2.4	Enviro	n./Soc. F	Resp. 2.5
job this year? (%) New job motivation (%) Salary/Benefits 34.9 Advancement 8.9 Different Part of Ind 14.4 Need a Change 4.1 Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2		Trainin	g		2.9	Job Se	ecurity	2.2
New job motivation (%) Salary/Benefits 34.9 Advancement 8.9 Different Part of Ind 14.4 Need a Change 4.1 Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2	Plan to seek a new	Yes			28.3	No		35.9
Different Part of Ind 14.4 Need a Change 4.1 Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2	job this year? (%)							
Get out of Industry 8.2 Job Security 3.4 Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2	New job motivation (%)	Salary	/Benefits	5	34.9	Advan	cement	8.9
Environ./Culture 16.4 Other 9.6 Method for seeking Recruitment Agency 2.4 Existing Contacts 1.7 new job (avg ranking, Job Ads 3.5 Contact Companies 3.2		Differe	nt Part o	f Ind	14.4	Need	a Change	4.1
Method for seeking new job (avg ranking, Recruitment Agency 2.4 Existing Contacts 1.7 Job Ads 3.5 Contact Companies 3.2		Get ou	t of Indu	stry	8.2	Job Se	ecurity	3.4
new job (avg ranking,Job Ads3.5Contact Companies 3.2		Enviror	n./Culture	е	16.4	Other		9.6
	Method for seeking	Recruit	tment Ag	ency	2.4	Existin	g Contac	ts 1.7
1=most likely) Post Resume 4.0	new job (avg ranking,	Job Ad	s		3.5	Contac	ct Compa	nies 3.2
	1=most likely)	Post R	esume		4.0			

MEDIA/PUB. - HCPS ONLY

\$107,200

NA

MEDIA/PUB. - CONSUMERS ONLY \$118,800 NA

Number of respondent	s					39
Employer	Per	cent l	Market Se	ctor		Percen
Manufacturer		0.0 F	Rx Pharma	ceuticals		76.9
Agency		0.0	OTC Pharm	aceutical	S	12.8
Media/Publisher - HCP	10	0.00 E	Biotechnolo	ogy		25.0
Media/Publisher - Consum	ner	0.0	Medical De	vices/Equ	ıip	48.
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/Ed	quip	30.8
Service Supplier		0.0 H	Hospital Pr	oducts/Ed	quip.	12.8
Other		0.0	Dental Prod	lucts/Equ	ip	5.
		ľ	Managed C	are		12.8
Age	High	69	Low	25	Avg.	45.
Sex	Male	51.3	Female	48.7		
Years in industry	High	47.0	Low	2.0	Avg.	18.
Years in position	High	30.0	Low	1.0	Avg.	5.9
Salary (\$000s/yr)	High	276.0	Low	35.0	Avg.	107.2
Commission received?	Yes	35.9	No	64.1		
Amount (\$000s/yr)	High	150.0	Low	12.0	Avg.	70.8
Bonus received?	Yes	56.4	No	43.6	, w6.	, 0.0
Amount (\$000s/yr)	High	500.0	Low	2.0	Avg.	81.4
Perceived pay	riigii	500.0	LUVV	2.0	/Wg.	01.
s. peers (%)	More	25.6	Less	35.9	Same	38.
Employer's gross	<\$5M	23.0	23.7	\$50-\$		7.9
JS revenue (%)	\$5-\$20	IM	29.0	>100		15.8
os revenue (76)	\$20-\$5		23.7	>100	VI	13.0
Position action in 2 (9/)			26.3	Gener	ally	52.0
Position satisfying? (%)	Thorou	netimes	13.2	No	ally	
Naturamana			xc. 3=Go		1 Door\	7.9
Advancement					1=P00r)	
prospects (%)	Excelle	IIL	0.0	Good Poor		38.
llan annuantiah	Fair	- a d	30.8		Search	30.8
How current job	Promot		18.0			
vas acquired (%)		y Compa		Retire	nitiative	35.9
Benefits received (%)		Bonus	2.9			47.
	Car		20.6	Medic		73.
F	Dental		50.0	Stock		14.
Factors important	Salary		2.0		n./Cultur	
o job (avg ranking,	Benefit		4.1		y to Staff	
l = most important)	Advanc		5.2		n./Soc. I	
	Training	3	6.6		ecurity	3.0
Employer rating	Salary		2.2		n./Cultur	
avg rating, 1 = best)	Benefit		2.3		y to Staff	
	Advanc		2.7		n./Soc. F	
	Training	3	3.0		ecurity	2.:
Plan to seek a new	Yes		23.1	No		43.0
ob this year? (%)		_				
New job motivation (%)		Benefits	35.3		cement	11.8
		nt Part of			a Change	
		of Indus	•		ecurity	5.9
	Environ	./Culture	29.4	Other		5.9
Wethod for seeking	Recruit	ment Age	ency 2.9	Existin	g Contac	ts 1.
new job (avg ranking,	Job Ads	3	2.8	Conta	ct Compa	anies 3.2
	Post Re		4.1			

Number of respondent	S						10
Employer	Per	cent	Mark	cet Sec	tor	1	Percent
Manufacturer		0.0	Rx Pl	harmac	euticals		60.0
Agency		0.0	OTC	Pharma	aceuticals	5	50.0
Media/Publisher - HCP		0.0	Biote	chnolo	gy		40.0
Media/Publisher - Consum	ner 1	0.00	Medi	cal Dev	ices/Equ	ip	50.0
Media/Publisher - HCP & 0	Consmr.	0.0	Diagi	nostic D	evice/Ed	luip	20.0
Service Supplier		0.0	Hosp	ital Pro	ducts/Eq	uip.	0.0
Other		0.0	Denta	al Produ	ucts/Equi	р	20.0
			Mana	aged Ca	ire		10.0
Age	High	62	L	.OW	31	Avg.	43.2
Sex	Male	50.0) F	emale	50.0		
Years in industry	High	13.0) L	.OW	2.0	Avg.	6.7
Years in position	High	10.0) L	.OW	1.0	Avg.	4.6
Salary (\$000s/yr)	High	200.0) L	.OW	48.0	Avg.	118.8
Commission received?	Yes	50.0) [Vo	50.0		
Amount (\$000s/yr)	High	165.0	L	.OW	50.0	Avg.	100.0
Bonus received?	Yes	50.0) [lo	50.0		
Amount (\$000s/yr)	High	275.0	L	.OW	0.1	Avg.	66.1
Perceived pay							
vs. peers (%)	More	0.0	L	.ess	40.0	Same	60.0
Employer's gross	<\$5M			10.0	\$50-\$	100M	10.0
US revenue (%)	\$5-\$20	M		20.0	>100	VI	20.0
	\$20-\$5	MO		40.0			
Position satisfying? (%)	Thorou	ghly		30.0	Gener	ally	50.0
	OK Sor	netimes		20.0	No		0.0
Advancement	Index	2.7 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		10.0	Good		60.0
	Fair			20.0	Poor		10.0
How current job	Promot	ted		20.0	Exec S	Search	20.0
was acquired (%)	Hired b	y Comp	any	30.0	Own Ir	itiative	30.0
Benefits received (%)	Signing	Bonus		12.5	Retire	ment	37.5
	Car			0.0	Medic	al	75.0
	Dental			75.0	Stock		50.0
Factors important	Salary			1.7	Enviro	n./Culture	3.7
to job (avg ranking,	Benefit	S		4.4	Loyalt	y to Staff	5.0
1 = most important)	Advanc	ement		4.7	Enviro	n./Soc. R	esp.7.0
	Training	g		6.7	Job Se	ecurity	2.8
Employer rating	Salary			2.5	Enviro	n./Culture	2.5
(avg rating, 1 = best)	Benefit	S		2.4	Loyalt	y to Staff	2.2
	Advanc	ement		2.7	Enviro	n./Soc. R	esp.2.3
	Training	g		2.6	Job Se	ecurity	2.5
Plan to seek a new	Yes			40.0	No		20.0
job this year? (%)							
New job motivation (%)	Salary/	Benefits'	;	42.9	Advan	cement	14.3
		nt Part o		28.6		a Change	0.0
	Get out	t of Indu	stry	0.0	Job Se	ecurity	0.0
		./Culture		0.0	Other		14.3
Method for seeking	Recruit	ment Ag	ency	2.7		g Contact	
new job (avg ranking,	Job Ad	S		3.4	Conta	ct Compai	nies 2.8
1=most likely)	Post Re	esume		4.4			

MEDIA/PUB. - HCP & CONSUMERS \$115,700 NA

Number of respondent	S						28
Employer	Pe	rcent	Mark	et Sec	tor		Percent
Manufacturer		0.0	Rx Ph	armac	euticals		82.1
Agency		0.0	OTC I	Pharma	aceuticals	5	42.9
Media/Publisher - HCP		0.0	Biote	chnolo	gy		32.1
Media/Publisher - Consun	ner	0.0	Medic	al Dev	ices/Equ	ip	35.7
Media/Publisher - HCP &	Consmr.	100.0	Diagn	gnostic Device/Equip			25.0
Service Supplier		0.0	Hospi	tal Pro	ducts/Eq	uip.	21.4
Other		0.0	Denta	ıl Produ	ıcts/Equi	р	10.7
			Mana	ged Ca	ire		17.9
Age	High	63	Lo	OW	25	Avg.	39.5
Sex	Male	46.4	l Fe	emale	53.6		
Years in industry	High	36.0) Lo	OW	0.5	Avg.	11.7
Years in position	High	28.0) Lo	OW	1.0	Avg.	4.8
Salary (\$000s/yr)	High	300.0) Lo	OW	35.0	Avg.	115.7
Commission received?	Yes	35.7	7 N	0	64.3		
Amount (\$000s/yr)	High	1000.0) Lo	OW	25.0	Avg.	163.0
Bonus received?	Yes	57.1	. N	0	42.9		
Amount (\$000s/yr)	High	112.0) Lo	OW	8.0	Avg.	44.9
Perceived pay							
vs. peers (%)	More	17.9) Le	ess	46.4	Same	35.7
Employer's gross	<\$5M			28.6	\$50-\$	100M	10.7
US revenue (%)	\$5-\$20	OM		25.0	>100	M	32.1
	\$20-\$	50M		3.6			
Position satisfying? (%)	Thorou	ughly		37.0	Gener	ally	40.7
	OK So	metimes		18.5	No		3.7
Advancement	Index	2.6 (4=	Exc. 3	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		25.0	Good		39.3
	Fair			10.7	Poor		25.0
How current job	Promo	ted		28.6	Exec S	Search	14.3
was acquired (%)	Hired I	by Comp	any	7.1	Own Ir	nitiative	42.9
Benefits received (%)	Signin	g Bonus		8.3	Retire	ment	50.0
	Car			16.7	Medic	al	83.3
	Dental			70.8	Stock		50.0
Factors important	Salary			2.4	Enviro	n./Culture	e 2.7
to job (avg ranking,	Benefi	ts		4.0	Loyalt	y to Staff	5.3
1 = most important)	Advan	cement		4.7	Enviro	n./Soc. F	Resp.6.8
	Trainin	ıg		6.2	Job Se	ecurity	3.8
Employer rating	Salary			2.2	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefi	ts		2.1	Loyalt	y to Staff	2.3
, , ,	Advan	cement		2.4	Enviro	n./Soc. F	Resp.2.3
	Trainin	ıg		2.8	Job Se	ecurity	2.1
Plan to seek a new	Yes			22.2	No		48.2
job this year? (%)							
New job motivation (%)	Salary	/Benefits		10.0	Advan	cement	20.0
		nt Part o		20.0		a Change	
		it of Indu		0.0		ecurity	10.0
		n./Culture	-	0.0	Other	,	20.0
Method for seeking		tment Ag		2.4		g Contac	
new job (avg ranking,	Job Ac	_	,	3.1		ct Compa	
1=most likely)		Resume		4.2	Jones	0011100	
	. 55011						

OTHER MEDIA		\$1	V14.2 %				
Number of respondent	ts						88
Employer	Per	cent	Mark	et Sect	or	1	Percent
Manufacturer		0.0	Rx P	harmace	euticals		68.2
Agency		0.0	OTC	Pharma	ceuticals	5	17.1
Media/Publisher - HCP		0.0	Biote	chnolog	Sy		29.6
Media/Publisher - Consur	mer	0.0	Medi	cal Devi	ces/Equ	ip	21.6
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic D	evice/Ed	Juip	19.3
Service Supplier	1	0.00	Hosp	ital Prod	ducts/Eq	uip.	12.5
Other		0.0	Dent	al Produ	р	4.6	
	Mana			nged Ca	15.9		
Age	High	82	L	.OW	23	Avg.	47.8
Sex	Male	54.6	5 F	emale	45.5		
Years in industry	High	40.0) L	.OW	1.0	Avg.	16.9
Years in position	High	30.0) <u>L</u>	.OW	1.0	Avg.	5.6
Salary (\$000s/yr)	High	225.0) <u>L</u>	.OW	25.0	Avg.	117.3
Commission received?	Yes	29.6	5 1	10	70.5		
Amount (\$000s/yr)	High	200.0) L	.OW	0.5	Avg.	47.7
Bonus received?	Yes	51.1	. 1	lo	48.9		
Amount (\$000s/yr)	High	170.0) L	.OW	5.0	Avg.	51.9
Perceived pay							
vs. peers (%)	More	9.2	2 L	.ess	54.0	Same	36.8
Employer's gross	<\$5M			34.5	\$50-\$	100M	6.9
US revenue (%)	\$5-\$20	M		26.4	>100	VI	19.5
	\$20-\$5	MO		12.6			
Position satisfying? (%)	Thorou	ghly		33.7	Gener	ally	38.4
	OK Sor	netimes		18.6	No		9.3
Advancement	Index :	2.3 (4=	Exc.	3=Good	12=Fair	1=Poor)	
prospects (%)	Excelle	nt		14.8	Good		28.4
	Fair			29.6	Poor		27.3
How current job	Promot	ted		17.4	Exec S	Search	16.3
was acquired (%)	Hired b	y Comp	any	9.3	Own Ir	itiative	38.4
Benefits received (%)	Signing	Bonus		7.3	Retire	ment	46.4
	Car			17.4	Medic	al	84.1
	Dental			68.1	Stock		17.4
Factors important	Salary			2.3	Enviro	n./Culture	2.8
to job (avg ranking,	Benefit	S		4.1	Loyalt	y to Staff	4.7
1 = most important)	Advanc	ement		4.8	Enviro	n./Soc. R	esp.6.6
	Training	g		6.6	Job Se	ecurity	3.9
Employer rating	Salary			2.4	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	S		2.4	Loyalt	y to Staff	2.3
	Advanc	ement		2.9	Enviro	n./Soc. R	esp.2.3
	Training	g		3.0	Job Se	ecurity	2.3
Plan to seek a new	Yes			37.9	No		40.2
job this year? (%)							
New job motivation (%)	Salary/	Benefits'	6	30.6	Advan	cement	8.3
	Differer	nt Part o	f Ind	8.3	Need	a Change	8.3
	Get out	t of Indu	stry	0.0	Job Se	ecurity	5.6
	Environ	./Culture	e	30.6	Other		8.3
Method for seeking	Recruit	ment Ag	ency	2.4	Existin	g Contact	s 1.9
new job (avg ranking,	Job Ad	S		3.2	Contac	ct Compar	nies 3.5
1=most likely)	Post Re	esume		3.8			

SERVICE SUPPL	IER	\$1	02,	600		▼9	0.5%
Number of respondent	S						81
Employer	Per	rcent	Mark	cet Sect	tor		Percent
Manufacturer		0.0	Rx P	harmac	euticals		42.0
Agency		0.0	OTC	Pharma	aceuticals	6	14.8
Media/Publisher - HCP		0.0	Biote	chnolog	gy		25.9
Media/Publisher - Consum	ner	0.0	Medi	cal Dev	ices/Equ	ip	28.4
Media/Publisher - HCP & 0	Consmr.	0.0	Diag	nostic D	evice/Ec	luip	23.5
Service Supplier		0.0	Hosp	ital Pro	ducts/Eq	uip.	12.4
Other	1	0.00	Dent	al Produ	ıcts/Equi	p .	4.9
			Mana	aged Ca	ire		21.0
Age	High	82		.OW	22	Avg.	46.9
Sex	Male	45.7		emale	54.3	7.40.	
Years in industry	High	50.0		.OW	1.0	Avg.	16.7
Years in position	High	40.0		.OW	1.0	Avg.	6.1
Salary (\$000s/yr)	High	300.0		.OW	11.5	Avg.	102.6
Commission received?	Yes	9.9		lo.	90.1	7.48.	102.0
Amount (\$000s/yr)	High	300.0	-	.OW	2.0	Avg.	74.4
Bonus received?	Yes	40.7		lo.	59.3	7.48.	
Amount (\$000s/yr)	High	360.0	-	.OW	5.0	Avg.	64.7
Perceived pay					0.0	7.40.	
vs. peers (%)	More	8.8	3 1	.ess	48.8	Same	42.5
Employer's gross	<\$5M			28.6	\$50-\$		7.8
US revenue (%)	\$5-\$20	OM		27.3	>100		27.3
(///	\$20-\$5			9.1	, 100.		27.0
Position satisfying? (%)	Thorou			35.8	Gener	allv	46.9
, , ,		metimes		7.4	No		9.9
Advancement	Index	2.4 (4=	Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		20.0	Good		22.5
	Fair			30.0	Poor		27.5
How current job	Promo	ted		23.5	Exec S	Search	13.6
was acquired (%)	Hired b	y Comp	any	12.4	Own Ir	itiative	32.1
Benefits received (%)	Signing	g Bonus		20.3	Retire	ment	54.2
	Car			5.1	Medic	al	72.9
	Dental			61.0	Stock		30.5
Factors important	Salary			2.7		n./Culture	3.2
to job (avg ranking,	Benefit	ts		3.9	Loyalt	y to Staff	5.2
1 = most important)	Advano	cement		4.4		n./Soc. R	esp.6.4
	Trainin	g		6.0	Job Se	ecurity	3.7
Employer rating	Salary			2.3	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	ts		2.2	Loyalt	y to Staff	2.2
	Advano	cement		2.8	Enviro	n./Soc. R	esp.2.3
	Trainin	g		2.9	Job Se	ecurity	2.2
Plan to seek a new	Yes			32.5	No		48.8
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	;	30.3	Advan	cement	24.2
	Differe	nt Part o	f Ind	9.1	Need	a Change	6.1
	Get ou	t of Indu	stry	3.0	Job Se	ecurity	3.0
	Enviror	n./Culture	e	18.2	Other		6.1
Method for seeking		ment Ag		2.8	Existin	g Contact	s 2.1
new job (avg ranking,	Job Ad	S		2.9		ct Compar	

1=most likely)

Post Resume

3.9

REVENUE UNDE	R \$5	MIL	- (\$115,	900		5.5 %
Number of respondent	s						152
Employer	Per	cent	Mark	et Sect	or		Percen
Manufacturer		24.3	Rx Ph	armace	euticals		59.9
Agency		29.6	OTC I	Pharma	ceuticals	5	16.
Media/Publisher - HCP		5.9	Biote	chnolog	<u>S</u> y		25.
Media/Publisher - Consum	ner	0.7	Medio	cal Devi	ces/Equ	ip	34.
Media/Publisher - HCP & (Consmr.	5.3	Diagn	ostic D	evice/Ed	luip	22.
Service Supplier		19.7	Hospi	ital Prod	ducts/Eq	uip.	11.
Other		14.5	Denta	al Produ	cts/Equi	р	4.
			Mana	ged Ca	re		11.8
Age	High	82	L	OW	22	Avg.	46.
Sex	Male	52.0) F	emale	48.0		
Years in industry	High	58.0) L	OW	0.5	Avg.	17.
Years in position	High	40.0) L	OW	0.3	Avg.	6.
Salary (\$000s/yr)	High	450.0	L	OW	29.0	Avg.	115.
Commission received?	Yes	12.5	N	0	87.5		
Amount (\$000s/yr)	High	1000.0) L	OW	0.6	Avg.	100.
Bonus received?	Yes	48.7	'N	0	51.3		
Amount (\$000s/yr)	High	300.0	L	OW	0.4	Avg.	72.
Perceived pay							
vs. peers (%)	More	12.6	L	ess	48.3	Same	39.
Employer's gross	<\$5M		1	0.00	\$50-\$	100M	0.
US revenue (%)	\$5-\$20	MC		0.0	>100	M	0.
	\$20-\$5	50M		0.0			
Position satisfying? (%)	Thorou	ighly		38.9	Genera	ally	40.
	OK So	metimes		15.4	No		4.
Advancement	Index	2.4 (4=	Exc. 3	3=Good	12=Fair	1=Poor)	
prospects (%)	Excelle	ent		23.8	Good		26.
	Fair			19.2	Poor		30.
How current job	Promo	ted		20.7	Exec S	Search	8.
was acquired (%)	Hired b	y Comp	any	14.7	Own Ir	iitiative	36.
Benefits received (%)	Signing	g Bonus		6.0	Retirer	ment	43.
	Car			13.8	Medica	al	83.
	Dental			58.6	Stock		34.
Factors important	Salary			2.9	Enviro	n./Culture	2.
to job (avg ranking,	Benefit	S		4.4	Loyalt	y to Staff	4.
1 = most important)	Advano	cement		4.8	Enviro	n./Soc. F	Resp.6.
	Trainin	g		6.1	Job Se	ecurity	4.
Employer rating	Salary			2.4	Enviro	n./Culture	2.
(avg rating, 1 = best)	Benefit	S		2.3	Loyalt	y to Staff	2.
(a.8 (amig, 1 = 500t)	Advancement					n /Soc E	Resp. 2.
	Advano	cement		2.7	Enviro	11./ 306. 1	
	Advano Trainin			2.7 2.9	Lob Se	-	
Plan to seek a new						-	2.
	Trainin			2.9	Job Se	-	2.
job this year? (%)	Trainin Yes			2.9	Job Se No	-	47.
job this year? (%)	Trainin Yes Salary,	g	;	2.9 28.9	Job Se No Advane	ecurity	2. 47. 8.
job this year? (%)	Yes Salary, Differe	g /Benefits	f Ind	2.9 28.9 31.6	Job Se No Advane	cement a Change	2. 47. 8.
job this year? (%)	Yes Salary, Differe	g /Benefits nt Part o	f Ind	2.9 28.9 31.6 7.0	Job Se No Advand Need a	cement a Change	2. 47. 8. 1. 10.
job this year? (%) New job motivation (%)	Yes Salary, Differe Get ou Enviror	/Benefits nt Part o	f Ind stry	2.9 28.9 31.6 7.0 5.3	Job Se No Advand Need a Job Se Other	cement a Change	2. 47. 8. 1. 10.
Plan to seek a new job this year? (%) New job motivation (%) Method for seeking new job (avg ranking,	Yes Salary, Differe Get ou Enviror	/Benefits nt Part or t of Indus n./Culture	f Ind stry	2.9 28.9 31.6 7.0 5.3 17.5	Job Se No Advant Need a Job Se Other Existin	cement a Change	2 47 8 10 17 ts 1

REVENUE \$5 MIL-\$20 MIL \$123,500 ▲12.0%

226 Number of respondents **Market Sector** Percent **Employer** Percent 77.9 Manufacturer 13.3 Rx Pharmaceuticals Agency 58.4 **OTC Pharmaceuticals** 17.3 Media/Publisher - HCP 4.9 Biotechnology 27.9 Media/Publisher - Consumer 0.9 Medical Devices/Equip 33.2 Media/Publisher - HCP & Consmr. 3.1 14.6 Diagnostic Device/Equip Service Supplier 10.2 Hospital Products/Equip. 12.4 Other 9.3 6.2 Dental Products/Equip Managed Care 10.6 Age High 67 Low 21 Avg. 41.5 47.8 52.2 Sex Male Female Years in industry High 37.0 Low 0.5 13.9 Avg. High 0.5 Years in position 23.0 Low 4.0 Avg. Salary (\$000s/yr) 700.0 Low 11.5 123.5 High Avg. 15.5 84.5 Nο Commission received? Yes Amount (\$000s/yr) High 400.0 Low 5.0 Avg. 61.8 Bonus received? Yes 50.4 Nο 49.6 Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0 Perceived pay vs. peers (%) More 12.5 Less 52.7 Same 34.8 <\$5M 0.0 \$50-\$100M 0.0 Employer's gross US revenue (%) \$5-\$20M 100.0 >100M 0.0 \$20-\$50M 0.0 25.8 47.1 Position satisfying? (%) Thoroughly Generally **OK Sometimes** 19.1 8.0 Nο Advancement Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 11.6 Good 40.0 Fair 22.2 Poor 26.2 How current job Promoted 24.9 Exec Search 19.1 was acquired (%) Hired by Company 13.8 Own Initiative 35.1 Benefits received (%) 8.2 Retirement 50.3 Signing Bonus Car 8.7 Medical 81.4 Dental 68.9 Stock 25.7 2.3 Environ./Culture 2.8 **Factors important** Salary Benefits 4.2 Loyalty to Staff 4.7 to job (avg ranking, 1 = most important) Advancement 4.6 Environ./Soc. Resp. 7.0 Training 6.4 Job Security 3.8 2.4 Environ./Culture 2.2 **Employer rating** Salary Benefits 2.4 Loyalty to Staff 2.3 (avg rating, 1 = best) Advancement 2.6 Environ./Soc. Resp. 2.6 Training 3.0 Job Security 2.4 Plan to seek a new 37.2 No 27.9 job this year? (%) 10.7 New job motivation (%) Salary/Benefits 30.4 Advancement Different Part of Ind 9.8 Need a Change 6.3 Get out of Industry 5.4 Job Security 5.4 Environ./Culture 19.6 Other 12.5 Method for seeking Recruitment Agency 2.5 **Existing Contacts** 1.8 new job (avg ranking, Job Ads 3.3 Contact Companies 3.3 1=most likely) Post Resume 4.0

REVENUE \$20 MIL-\$50 MIL \$126,400 ▲1.5%

Manufacturer	Number of respondent	s 133							
Agency	Employer	Per	cent	Marl	cet Sect	or		Percen	
Media/Publisher - HCP 6.8 Biotechnology 19. Media/Publisher - Consumer 3.0 Medical Devices/Equip 31. Media/Publisher - HCP & Consumer 3.0 Medical Devices/Equip 12. Service Supplier 8.3 Hospital Products/Equip 3. Other 5.3 Dental Products/Equip 3. Age High 65 Low 23 Avg. 41. Sex Male 45.1 Female 54.9 Years in industry High 45.0 Low 0.8 Avg. 13. Years in position High 35.0 Low 0.8 Avg. 13. Salary (S000s/yr) High 35.0 Low 25.0 Avg. 126. Commission received? Yes 9.0 No 91.0 Awg. 60. Bonus received? Yes 65.4 No 34.6 Amount (\$000s/yr) High 50.0 Low 2.0 Avg. 81. Perceive	Manufacturer		21.8	Rx P	harmace	euticals		75.2	
Media/Publisher - Consumer 3.0 Medical Devices/Equip 12.	Agency		54.1	OTC	Pharma	ceuticals	S	18.8	
Media/Publisher - HCP & Consmr. 0.8 Diagnostic Device/Equip 12.	Media/Publisher - HCP		6.8	Biote	chnolog	gy		19.6	
Service Supplier S.3 Hospital Products/Equip S.3 Dental Products/Equip S.3 Dental Products/Equip S.4 Dental Products/Equip S.5 Dental Products/Equip Dental Products/Equip S.5 Dental Products/Equip Dental Produc	Media/Publisher - Consun	ner	3.0	Medi	cal Devi	ces/Equ	ıip	31.6	
Age	Media/Publisher - HCP &	Consmr. 0.8 Dia			nostic D	evice/Ed	quip	12.8	
Managed Care 12.	Service Supplier		8.3	Hosp	ital Prod	ducts/Eq	μip.	6.0	
Age	Other		5.3	Dent	al Produ	icts/Equi	ip	3.0	
Male				Mana	aged Ca	re		12.8	
Male	Age	High	65	L	.OW	23	Avg.	41.6	
Years in position High 35.0 Low 0.8 Avg. 3. Salary (\$000s/yr) High 345.0 Low 25.0 Avg. 126. Commission received? Yes 9.0 No 91.0 Avg. 60. Amount (\$000s/yr) High 150.0 Low 5.0 Avg. 60. Bonus received? Yes 65.4 No 34.6 Amount (\$000s/yr) High 500.0 Low 2.0 Avg. 81. Perceived pay vs. 65.4 No 34.6 Amount (\$000s/yr) High 500.0 Low 2.0 Avg. 81. Perceived pay vs. 65.4 No 34.6 Amount (\$000s/yr) 81. Perceived pay vs. 65.4 No 34.6 Amount (\$000s/yr) 81. Employer's gross <\$5M 0.0 \$5.5 20M 0.0 \$5.5 20M 0.0 \$5.5 20M 0.0 \$5.5 20M	Sex	Male	45.1	F	emale	54.9			
Salary (\$000s/yr)		High	45.0) <u>L</u>	.OW	0.8	Avg.	13.	
Commission received? Yes 9.0 No 91.0 Amount (\$000s/yr) High 150.0 Low 5.0 Avg. 60.	Years in position	High	35.0) <u>L</u>	.OW	0.8	Avg.	3.9	
Amount (\$000s/yr) High 150.0 Low 5.0 Avg. 60. Bonus received? Yes 65.4 No 34.6 Amount (\$000s/yr) High 500.0 Low 2.0 Avg. 81. Perceived pay vs. peers (%) More 11.4 Less 46.2 Same 42. Employer's gross <\$5M 0.0 \$50-\$100M 0. D. S20-\$100M 0. US revenue (%) \$5-\$20M 0.0 >100.0 >100M 0. Position satisfying? (%) Thoroughly 23.5 Generally 60. OK Sometimes 10.6 No 5. Advancement 10.6 No 5. Advancement Prospects (%) Excellent 12.0 Good 48. Fair 24.8 Poor 15. How current job Promoted 35.3 Exec Search 11. Was acquired (%) Fired by Company 16.5 Own Initiative 30. Benefits received (%) Signing Bonus 6.9 Retirement 48. Car 7.9 Medical 77. Dental 69.3 Stock 31. Factors important to job (avg ranking, 1 = most important) Benefits 4.5 Loyalty to Staff 4. Environ./Culture 2. Advancement 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3. Employer rating (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Culture 2. Training 3.0 Job Security 2. Plan to seek a new yes 28.6 No 42. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking new job (avg ranking, 100 Ads 3.2 Contact Companies 3.	Salary (\$000s/yr)	High	345.0) L	.OW	25.0	Avg.	126.4	
Second S					No.	91.0			
Amount (\$000s/yr) High 500.0 Low 2.0 Avg. 81.	Amount (\$000s/yr)	High	150.0	L	.OW	5.0	Avg.	60.8	
Perceived pay vs. peers (%) More 11.4 Less 46.2 Same 42.	Bonus received?	Yes	65.4	. 1	No.	34.6			
More 11.4 Less 46.2 Same 42.	Amount (\$000s/yr)	High	500.0) L	.OW	2.0	Avg.	81.4	
Semployer's gross Canal Companies Caral Ca	Perceived pay								
S5-\$20M 100.0 No No No No No No No N	vs. peers (%)	More	11.4	. L	.ess	46.2	Same	42.4	
S20-\$50M 100.0	Employer's gross	<\$5M			0.0	\$50-\$	100M	0.0	
Position satisfying? (%) Thoroughly	US revenue (%)	\$5-\$20	MC		0.0	>100	M	0.0	
OK Sometimes 10.6 No 5. Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Prospects (%) Excellent 12.0 Good 48. Fair 24.8 Poor 15. How current job Promoted 35.3 Exec Search 11. was acquired (%) Hired by Company 16.5 Own Initiative 30. Benefits received (%) Signing Bonus 6.9 Retirement 48. Car 7.9 Medical 77. Dental 69.3 Stock 31. Factors important Salary 2.3 Environ./Culture 2. to job (avg ranking, Benefits 4.5 Loyalty to Staff 4. 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new yes 28.6 No 42. plob this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.		\$20-\$5	50M	1	0.001				
Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)	Position satisfying? (%)	Thorou	ighly		23.5	Gener	ally	60.6	
Prospects (%) Excellent Fair 24.8 Poor 15. How current job Promoted 35.3 Exec Search 11. was acquired (%) Benefits received (%) Benefits received (%) Signing Bonus Car 7.9 Medical 77. Dental 69.3 Stock 31. Factors important Salary 2.3 Environ./Culture 2. to job (avg ranking, 1 = most important) Advancement Advancement Advancement Advancement Advancement Advancement Advancement 2.5 Employer rating (avg rating, 1 = best) Benefits 2.4 Advancement 2.5 Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. Existing Contacts 1. Existing Contacts 1.		OK Sor	metimes		10.6	No		5.3	
Fair 24.8 Poor 15. How current job Promoted 35.3 Exec Search 11. was acquired (%) Hired by Company 16.5 Own Initiative 30. Benefits received (%) Signing Bonus 6.9 Retirement 48. Car 7.9 Medical 77. Dental 69.3 Stock 31. Factors important Salary 2.3 Environ./Culture 2. to job (avg ranking, Benefits 4.5 Loyalty to Staff 4. 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Culture 2. Training 3.0 Job Security 2. Plan to seek a new Yes 28.6 No 42. Plan to seek a new Yes 28.6 No 42. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	Advancement	Index	2.6 (4=	Exc.	3=Good	d 2=Fair	1=Poor)		
How current job was acquired (%) Hired by Company 16.5 Own Initiative 30. Benefits received (%) Signing Bonus 6.9 Retirement 48. Car 7.9 Medical 77. Dental 69.3 Stock 31. Factors important Salary 2.3 Environ./Culture 2. to job (avg ranking, Benefits 4.5 Loyalty to Staff 4. 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Culture 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new yes 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	prospects (%)	Excelle	ent		12.0	Good		48.1	
Was acquired (%) Hired by Company 16.5 Own Initiative 30. Benefits received (%) Signing Bonus 6.9 Retirement 48. Car 7.9 Medical 77. Dental 69.3 Stock 31. Factors important Salary 2.3 Environ./Culture 2. to job (avg ranking, Benefits 4.5 Loyalty to Staff 4. 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Culture 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new 7es 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.		Fair			24.8	Poor		15.0	
Benefits received (%) Signing Bonus Car 7.9 Medical 77. Dental 69.3 Stock 31. Factors important to job (avg ranking, Benefits 4.5 Loyalty to Staff 4. Environ./Culture 2. Advancement 4.4 Environ./Soc. Resp.7. Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. Advancement 4.4 Environ./Culture 2. Advancement 2.5 Environ./Culture 2. Advancement 2.5 Environ./Soc. Resp.2. Training 3.0 Job Security 2. Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. Contact Companies 3.	How current job	Promo	ted		35.3	Exec S	Search	11.3	
Car 7.9 Medical 77. Dental 69.3 Stock 31. Factors important Salary 2.3 Environ./Culture 2. to job (avg ranking, Benefits 4.5 Loyalty to Staff 4. 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Culture 2. Yes 28.6 No 42. Job Security 2. Plan to seek a new Yes 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	was acquired (%)	Hired b	y Comp	any	16.5	Own Ir	nitiative	30.8	
Dental 69.3 Stock 31. Factors important Salary 2.3 Environ./Culture 2. to job (avg ranking, Benefits 4.5 Loyalty to Staff 4. 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new yes 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	Benefits received (%)	Signing	g Bonus		6.9	Retire	ment	48.5	
Factors important to job (avg ranking, Benefits 4.5 Loyalty to Staff 4.1 Loyalty to Staff 4.2 Loyalty to Staff 4.3 Loyalty to Staff 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3.3 Employer rating Salary 2.3 Environ./Culture 2.4 Loyalty to Staff 2.4 L		Car			7.9	Medic	al	77.2	
to job (avg ranking, Benefits 4.5 Loyalty to Staff 4. 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7. Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new yes 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.		Dental			69.3	Stock		31.7	
Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new yes 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	Factors important	Salary			2.3	Enviro	n./Culture	2.9	
Training 6.3 Job Security 3. Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new Yes 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	to job (avg ranking,	Benefit	S		4.5	Loyalt	y to Staff	4.5	
Employer rating Salary 2.3 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 3.0 Job Security 2. Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. Get out of lod (avg ranking, Job Ads 3.2 Contact Companies 3.)	1 = most important)	Advano	cement		4.4	Enviro	n./Soc. F	Resp. 7.1	
Recruitment Agency Salary/Benefits Salary/		Training	g		6.3	Job Se	ecurity	3.9	
Advancement 2.5 Environ./Soc. Resp.2. Training 3.0 Job Security 2. Plan to seek a new Yes 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	Employer rating	Salary			2.3	Enviro	n./Culture	2.1	
Training 3.0 Job Security 2. Plan to seek a new Yes 28.6 No 42. job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	(avg rating, 1 = best)	Benefit	S		2.4	Loyalt	y to Staff	2.2	
Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.		Advano	cement		2.5	Enviro	n./Soc. F	Resp. 2.5	
job this year? (%) New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.		Training	g		3.0	Job Se	ecurity	2.2	
New job motivation (%) Salary/Benefits 36.2 Advancement 15. Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	Plan to seek a new	Yes			28.6	No		42.1	
Different Part of Ind 10.3 Need a Change 1. Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	job this year? (%)								
Get out of Industry 5.2 Job Security 5. Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.	New job motivation (%)	Salary,	/Benefits	;	36.2	Advan	cement	15.5	
Environ./Culture 15.5 Other 10. Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.		Differe	nt Part o	f Ind	10.3	Need	a Change	1.7	
Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.		Get ou	t of Indu	stry	5.2	Job Se	ecurity	5.2	
Method for seeking Recruitment Agency 2.4 Existing Contacts 1. new job (avg ranking, Job Ads 3.2 Contact Companies 3.		Enviror	n./Culture	9	15.5		-	10.3	
new job (avg ranking,Job Ads3.2Contact Companies 3.	Method for seeking					Existin	g Contac		
	new job (avg ranking,			-					
		Post R	esume		4.1		•		

REVENUE \$50 MIL-\$100 MIL \$129,800 **V**5.8%

REVENUE OVER \$100 MIL

\$149,900

▲3.7%

Number of respondents	•						9
Employer	Per	Percent Market Sector				Percer	
Manufacturer		34.4	Rx Pha	armace	uticals		75.
Agency		45.2	OTC P	harmad	ceuticals	S	16.
Media/Publisher - HCP		3.2	Biotec	hnolog	у		24.
Media/Publisher - Consum	er	1.1	Medica	al Devid	ces/Equ	ıip	19.
Media/Publisher - HCP & C	Consmr.	3.2	Diagno	stic De	evice/Ed	quip	8.
Service Supplier		6.5	Hospit	al Prod	ucts/Ed	ιμip.	9.
Other		6.5	Dental	Produc	cts/Equi	ip	5.
			Manag	ed Car	e		14.
Age	High	65	Lo	W	23	Avg.	41.
Sex	Male	45.2	: Fei	male	54.8		
Years in industry	High	40.0	Lo	w	0.5	Avg.	13.
Years in position	High	18.0			0.8	Avg.	3.
Salary (\$000s/yr)	High	326.0			40.0	Avg.	129.
Commission received?	Yes	5.4			94.6	, 6.	123.
Amount (\$000s/yr)	High	165.0			15.0	Avg.	72.
Bonus received?	Yes	74.2			25.8	/ wg.	12.
	High	275.0			0.1	Λνα	66.
Amount (\$000s/yr)	піgіі	275.0	LO	vv	0.1	Avg.	00.
Perceived pay	Moro	13.2	ا ا		27.4	Same	40
vs. peers (%)	More	15.2	! Le:		37.4		49. 100.
Employer's gross	<\$5M	NB 4		0.0	\$50-\$		
US revenue (%)	\$5-\$20			0.0	>1001	VI	0.
	\$20-\$5			0.0			
Position satisfying? (%)	Thorou	-		23.7	Gener	ally	61.
		netimes		6.5	No		8.
Advancement						1=Poor)	
prospects (%)	Excelle	ent		5.4	Good		40.
	Fair			8.08	Poor		13.
How current job	Promo			27.5		Search	17.
was acquired (%)		y Comp	. ,	4.3	Own Ir	nitiative	36.
Benefits received (%)	Signing	g Bonus	1	2.9	Retire	ment	64.
	Car			7.1	Medic	al	87.
	Dental		8	31.4	Stock		32.
Factors important	Salary			2.1	Enviro	n./Culture	e 2.
to job (avg ranking,	Benefit	:S		4.0	Loyalt	y to Staff	4.
1 = most important)	Advanc	ement		4.5	Enviro	n./Soc. F	Resp.7.
	Training	g		6.5	Job Se	ecurity	3.
Employer rating	Salary			2.3	Enviro	n./Culture	e 2.
(avg rating, 1 = best)	Benefit	:S		2.1	Loyalt	y to Staff	2.
	Advanc	ement		2.5	Enviro	n./Soc. F	Resp.2.
	Training	g		2.7	Job Se	ecurity	2.
Plan to seek a new	Yes		2	24.4	No		46.
job this year? (%)							
New job motivation (%)	Salary	/Benefits	3	35.5	Advan	cement	9.
		nt Part o		2.6		a Change	
		t of Indu		6.5		ecurity	3.
	Geron		1		220 0		J.
			1 د	6 1	Other		Λ
Method for seeking	Enviror	n./Culture		6.1	Other	ia Contac	0. ts 1
Method for seeking new job (avg ranking,	Enviror	n./Culture ment Ag		2.5 3.6	Existin	ig Contac	ts 1.

REVENUE UVER	ŞIUU	IVIIL	\$148	1,900		3.1 %
Number of respondent	ts			370		
Employer	Per	rcent	Market Sec	tor		Percen
Manufacturer		73.8	Rx Pharmac	euticals		69.5
Agency		11.4	OTC Pharm	aceuticals	6	14.1
Media/Publisher - HCP		1.6	Biotechnolo			23.5
Media/Publisher - Consur	ner	0.5	Medical Dev		ip	22.
Media/Publisher - HCP &		2.4	Diagnostic [9.
Service Supplier		4.6	Hospital Pro			5.4
Other		5.7	Dental Prod			2.2
			Managed Ca			5.1
 Age	High	74	Low	19	Avg.	44.2
Sex	Male	62.2	? Female	37.8		
Years in industry	High	45.0		1.0	Avg.	16.6
Years in position	High	30.0		0.2	Avg.	4.3
Salary (\$000s/yr)	High	460.0		18.0	Avg.	149.9
Commission received?	Yes	8.7		91.4		
Amount (\$000s/yr)	High	130.0		0.5	Avg.	47.6
Bonus received?	Yes	83.8		16.2	7.1.6.	
Amount (\$000s/yr)	High	112.0		8.0	Avg.	44.9
Perceived pay	1 "6"	112.0	2011	0.0	7.48.	
vs. peers (%)	More	16.9	Less	40.0	Same	43.2
Employer's gross	<\$5M		0.0	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	MC	0.0	>100	M	100.0
	\$20-\$5	50M	0.0			
Position satisfying? (%)	Thorou	ıghly	30.1	Genera	ally	51.4
	OK Soi	metimes	12.6	No		6.0
Advancement	Index	2.4 (4=	Exc. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	14.8	Good		32.8
	Fair		30.9	Poor		21.6
How current job	Promo	ted	43.6	Exec S	Search	12.9
was acquired (%)	Hired b	y Comp	any 14.5	Own Ir	iitiative	25.8
Benefits received (%)	Signing	g Bonus	19.8	Retirer	ment	61.2
	Car		17.2	Medica	al	85.5
	Dental		80.5	Stock		57.1
Factors important	Salary		2.4	Enviro	n./Culture	2.9
to job (avg ranking,	Benefit	ts	4.2	Loyalt	y to Staff	4.9
1 = most important)	Advano	cement	3.9	Enviro	n./Soc. F	Resp. 7.0
	Trainin	g	6.6	Job Se	ecurity	4.1
Employer rating	Salary		2.2	Enviro	n./Culture	e 2.3
(avg rating, 1 = best)	Benefit	ts	1.9	Loyalty	y to Staff	2.6
	Advano	cement	2.7	Enviro	n./Soc. F	Resp. 2.0
	Trainin	g	2.7	Job Se	ecurity	2.4
Plan to seek a new	Yes		40.2	No		38.6
job this year? (%)						
New job motivation (%)	Salary,	/Benefits	23.9	Advan	cement	26.6
	Differe	nt Part o	f Ind 9.6	Need a	a Change	6.9
	Get ou	t of Indu		Job Se		6.4
		n./Culture	•	Other	,	7.5
Method for seeking		tment Ag			g Contac	
new job (avg ranking,	Job Ad		3.5		ct Compa	
1=most likely)		esume	4.0	_ 5		
	. 550 11					



Market Sectors

This section shows how the data profiles of employees—salary, benefits, perceptions, satisfaction, intent to move, job-seeking preferences, etc.—vary between different sectors of the industry (Rx Pharmaceuticals, Medical Products, Managed Care, etc.)

DATA SETS

- Rx Pharmaceuticals, page 16
- OTC Pharmaceuticals, page 16
- Biotechnology, page 17
- Medical Products, page 17
- Diagnostics, page 18
- Hospital Products, page 18
- Dental Products, page 19
- Managed Care, page 19





RX PHARMACEL	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			139,7	-		3.6%		
Number of respondent	ts						705		
Employer	Pe	rcent	Mark	et Sect	or		Percent		
Manufacturer		33.5	Rx Ph	armace	euticals		100.0		
Agency		44.8	OTC F	Pharma	ceuticals	S	20.7		
Media/Publisher - HCP		4.3	Biote	chnolog	gy		25.3		
Media/Publisher - Consur	ner	0.9	Medic	Medical Devices/Equip					
Media/Publisher - HCP &	Consmr.	3.3	Diagn	ostic D	evice/Ed	quip	13.3		
Service Supplier		8.5	Hospi	tal Prod	ducts/Ed	μip.	8.2		
Other		4.8	Denta	l Produ	cts/Equi	ip	3.8		
			Mana	ged Ca	re		10.1		
Age	High	82	Lo	OW	19	Avg.	42.4		
Sex	Male	53.8	3 Fe	emale	46.2				
Years in industry	High	47.0) Lo	OW	0.5	Avg.	15.0		
Years in position	High	40.0) Lo	OW	0.2	Avg.	4.1		
Salary (\$000s/yr)	High	700.0) Lo	OW	18.0	Avg.	139.7		
Commission received?	Yes	10.1	. N	0	89.9				
Amount (\$000s/yr)	High	1000.0) Lo	WC	2.0	Avg.	73.5		
Bonus received?	Yes	69.1	. N	0	30.9				
Amount (\$000s/yr)	High	300.0) Lo	WC	0.4	Avg.	72.4		
Perceived pay									
vs. peers (%)	More	13.7	7 Le	ess	43.3	Same	43.0		
Employer's gross	<\$5M	<\$5M		13.1	\$50-\$	100M	10.1		
US revenue (%)	\$5-\$2	\$5-\$20M		25.4	>1001	M	37.0		
	\$20-\$	50M		14.4					
Position satisfying? (%)	Thoro	ughly		28.6	Gener	ally	52.1		
	OK So	metimes		13.7	No		5.6		
Advancement	Index	2.5 (4=	Exc. 3	3=Good	12=Fair	1=Poor)			
prospects (%)	Excelle	ent		14.7	Good		39.0		
	Fair			26.9	Poor		19.4		
How current job	Promo	ted		32.4	Exec S	Search	14.7		
was acquired (%)	Hired	by Comp	any	14.6		nitiative	31.2		
Benefits received (%)	Signin	g Bonus		14.0	Retire	ment	56.3		
	Car			13.9	Medic	al	85.5		
	Dental			75.7	Stock		40.1		
Factors important	Salary			2.4		n./Culture			
to job (avg ranking,	Benefi	ts		4.3	-	y to Staff			
1 = most important)	Advan	cement		4.3		n./Soc. F	Resp. 7.0		
	Trainin	ıg		6.4		ecurity	4.0		
Employer rating	Salary			2.3		n./Culture			
(avg rating, 1 = best)	Benefi			2.2	-	y to Staff			
	Advan	cement			2.6 Environ./Soc. I				
	Trainin	ıg		2.8		ecurity	2.3		
Plan to seek a new	Yes			34.2	No		38.8		
job this year? (%)	0.1	/D :		05.7	Λ.		10-		
New job motivation (%)		/Benefits					16.5		
		nt Part o		12.7	Need a Change				
		it of Indu	•		Job Security		6.7		
		n./Culture		17.8	Other		10.2		
Method for seeking	Recrui	tment Ag	ency	2.3	Existin	g Contac	ts 1.7		

Job Ads

Post Resume

new job (avg ranking,

1=most likely)

3.5

4.0

Contact Companies 3.3

OTC PHARMACI	EUTIC	ALS	\$	122,9	900	V (▼0.4%	
Number of respondent	ts						161	
Employer	Per	cent	Mark	et Sect	tor	F	Percent	
Manufacturer		24.2	Rx Ph	narmac	euticals		90.7	
Agency		45.3	OTC	Pharma	ceuticals	5	100.0	
Media/Publisher - HCP		3.1	Biote	chnolog	gy		40.4	
Media/Publisher - Consur	mer	3.1	Medio	cal Devi	ices/Equ	ip	49.1	
Media/Publisher - HCP &	Consmr.	7.5	Diagr	Diagnostic Device/Equip				
Service Supplier		9.3	Hosp	ital Pro	ducts/Eq	uip.	18.0	
Other		7.5	Denta	al Produ	ıcts/Equi	р	12.4	
			Mana	ged Ca	re		21.7	
Age	High	68	L	OW	21	Avg.	42.2	
Sex	Male	49.1	L F	emale	50.9			
Years in industry	High	40.0) L	OW	0.5	Avg.	13.8	
Years in position	High	30.0) L	OW	0.3	Avg.	4.2	
Salary (\$000s/yr)	High	345.0		OW	32.0	Avg.	122.9	
Commission received?	Yes	14.3	3 N	lo	85.7			
Amount (\$000s/yr)	High	135.0		OW	3.0	Avg.	45.1	
Bonus received?	Yes	60.3	3 N	0	39.8			
Amount (\$000s/yr)	High	1000.0) L	OW	75.0	Avg.	271.0	
Perceived pay								
vs. peers (%)	More	10.0) L	ess	57.5	Same	32.5	
Employer's gross	<\$5M			16.0	\$50-\$	100M	9.6	
US revenue (%)	\$5-\$20	MC		25.0	>100	M	33.3	
	\$20-\$5	50M		16.0				
Position satisfying? (%)	Thorou	ighly		31.5	Gener	ally	49.7	
		OK Sometimes		13.2	No	,	5.7	
Advancement	Index	2.4 (4=	Exc. 3	3=G000	d 2=Fair	1=Poor)		
prospects (%)	Excelle	ent		12.5	Good		36.3	
	Fair			25.0	Poor		26.3	
How current job	Promo	ted		25.5	Exec S	Search	13.7	
was acquired (%)	Hired b	y Comp	any	14.9	Own Ir	nitiative	37.3	
Benefits received (%)		g Bonus		14.7	Retire	ment	53.5	
	Car			9.3	Medical		79.8	
	Dental			69.8	Stock		30.2	
Factors important	Salary			2.4	Enviro	n./Culture	2.7	
to job (avg ranking,	Benefit	:S		4.4	Loyalt	y to Staff	4.6	
1 = most important)	Advano	cement		4.4	Enviro	n./Soc. Re	esp. 7.1	
	Trainin	g		6.4	Job Se	ecurity	3.8	
Employer rating	Salary			2.5	Enviro	n./Culture	2.1	
(avg rating, 1 = best)	Benefit	.s		2.3	Loyalt	y to Staff	2.3	
	Advano	cement		2.7	Enviro	n./Soc. Re	esp.2.3	
	Training	g		2.9	Job Se	ecurity	2.3	
Plan to seek a new	Yes			33.5	No		35.4	
job this year? (%)								
New job motivation (%)	Salary,	/Benefits	5	27.6	Advan	cement	15.8	
	-	nt Part o		15.8	Need	a Change	5.3	
	Get ou	t of Indu	stry	4.0		ecurity	5.3	
		n./Cultur	•		Other		13.2	
Method for seeking		ment Ag		2.4		g Contact		
new job (avg ranking,	Job Ad		. ,	3.3		ct Compar		
1=most likely)	Post R			3.9		•		

BIOTECHNOLOG	Υ	\$1	42 ,	700			1.1%
Number of respondents	S						241
Employer	Pei	rcent	Marl	ket Sect	or	F	Percent
Manufacturer		35.3	Rx P	harmace	euticals		73.9
Agency		35.7	OTC	Pharma	ceuticals	5	27.0
Media/Publisher - HCP		4.2	Biote	echnolog	٤٧		100.0
Media/Publisher - Consum	ner	1.7		_	ces/Equ	ip	46.5
Media/Publisher - HCP & (Consmr.	3.7			evice/Ed		28.2
Service Supplier		10.8			ducts/Eq		18.7
Other		8.7			cts/Equi		10.0
			Mana	aged Ca	re		19.9
Age	High	74	L	_OW	19	Avg.	44.6
Sex	Male	54.8	3 F	emale	45.2		
Years in industry	High	46.0) <u>L</u>	_OW	0.5	Avg.	16.5
Years in position	High	40.0) <u>L</u>	_OW	0.3	Avg.	4.6
Salary (\$000s/yr)	High	700.0) <u>L</u>	_OW	20.0	Avg.	142.7
Commission received?	Yes	12.5	1	Vo	87.6		
Amount (\$000s/yr)	High	400.0) <u>L</u>	_OW	5.0	Avg.	59.7
Bonus received?	Yes	70.1	. 1	Vo	29.9		
Amount (\$000s/yr)	High	500.0) <u>[</u>	_OW	2.0	Avg.	81.4
Perceived pay							
vs. peers (%)	More	13.4	l l	_ess	42.7	Same	43.9
Employer's gross	<\$5M			16.4	\$50-\$	100M	9.7
US revenue (%)	\$5-\$20	MC		26.5	>1001	VI	36.6
	\$20-\$5	50M		10.9			
Position satisfying? (%)	Thorou	ıghly		32.9	Gener	ally	52.5
	OK So	metimes		11.7	No		2.9
Advancement	Index	2.6 (4=	Exc.	3=Good	l 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		16.7	Good		38.9
	Fair			27.2	Poor		17.2
How current job	Promo	ted		32.1	Exec S	Search	14.6
was acquired (%)	Hired b	oy Comp	any	17.1	Own Ir	nitiative	27.1
Benefits received (%)	Signing	g Bonus		14.9	Retire	ment	51.0
	Car			10.6	Medic	al	85.1
	Dental			76.4	Stock		48.6
Factors important	Salary			2.5	Enviro	n./Culture	2.6
to job (avg ranking,	Benefit	ts		4.4		y to Staff	4.7
1 = most important)	Advano	cement		4.4		n./Soc. Re	esp.6.8
	Trainin			6.4		ecurity	4.0
Employer rating	Salary			2.3		n./Culture	2.2
(avg rating, 1 = best)	Benefit			2.3		y to Staff	2.3
		cement		2.5		n./Soc. Re	
	Trainin	g		2.7		ecurity	2.2
Plan to seek a new	Yes			27.5	No		38.8
job this year? (%)	0.1	/D (1		00.0	A 1		10.0
New job motivation (%)	-	/Benefits		23.8		cement	18.8
		nt Part o		10.9		a Change	5.0
		rt of Indu	-	5.0		ecurity	5.9
Marked Service 12		n./Culture		18.8	Other	- O	11.9
Method for seeking		tment Ag	ency			g Contacts	
new job (avg ranking,	Job Ad	1S		3.5	Contac	ct Compan	ies 3.2

1=most likely)

Post Resume

4.0

Number of respondent	ts						275
Employer	Per	cent	Mark	et Sect	or		Percen
Manufacturer		40.0	Rx Pl	harmace	euticals		60.7
Agency		32.4	OTC	Pharma	ceutical	S	28.
Media/Publisher - HCP		6.9	Biote	chnolog	gy		40.
Media/Publisher - Consur	mer	1.8	Medi	cal Devi	ces/Equ	ıip	100.0
Media/Publisher - HCP &	Consmr.	3.6	Diagr	nostic D	evice/Ed	quip	37.
Service Supplier		6.9	Hosp	ital Prod	ducts/Ec	luip.	24.
Other		8.4	Denta	al Produ	icts/Equi	ip	10.
			Managed Car		re		16.0
Age	High	71	L	.OW	22	Avg.	44.
Sex	Male	58.9) F	emale	41.1		
Years in industry	High	58.0) L	.OW	0.5	Avg.	16.
Years in position	High	30.0) L	.OW	0.3	Avg.	4.
Salary (\$000s/yr)	High	460.0) L	.OW	20.0	Avg.	127.
Commission received?	Yes	13.8	3 N	lo	86.2		
Amount (\$000s/yr)	High	150.0) L	.OW	0.6	Avg.	47.
Bonus received?	Yes	68.0)	lo	32.0		
Amount (\$000s/yr)	High	275.0) L	.OW	0.1	Avg.	66.
Perceived pay							
vs. peers (%)	More	13.2	2 L	.ess	53.9	Same	33.
Employer's gross	<\$5M			19.2	\$50-\$	100M	6.
US revenue (%)	\$5-\$20	MC		27.7	>1001		31.
,	\$20-\$5			15.5			
Position satisfying? (%)	Thorou			26.7	Gener	allv	53.
, ,		OK Sometimes		13.9	No		6.
Advancement	Index	2.3 (4=	Exc.	3=G000	1 2=Fair	1=Poor)	
prospects (%)	Excellent			11.0	Good		34.
	Fair			27.2	Poor		26.
How current job	Promo	ted		33.3	Exec S	Search	11.
was acquired (%)	Hired b	y Comp	anv	16.1	Own Ir	nitiative	31.
Benefits received (%)		Bonus		9.3	Retire	ment	49.
	Car	,		8.4	Medic	80.	
	Dental			66.2	Stock		35.
Factors important	Salary			2.3		n./Culture	
to job (avg ranking,	Benefit	'S		4.3		v to Staff	
1 = most important)		cement		4.4	,	n./Soc. F	
z – moot important,	Trainin			6.5		ecurity	3.
Employer rating	Salary	ь		2.4		n./Culture	
(avg rating, 1 = best)	Benefit	·s		2.3		y to Staff	
avg rading, 2 – boot		cement		2.7	-	n./Soc. F	
	Trainin			2.9		ecurity	2.
Plan to seek a new	Yes	ь		34.1	No	curity	35.
ob this year? (%)	103			54.1	140		55.
New job motivation (%)	Salany	/Benefits		38.3	Advan	cement	13.
140W JOD MOUVAUON (70)		nt Part o					
				try 1.6 Job Security		_	
		t of Indu	-			curity	6.
Made 11		n./Culture		18.0	Other	O '	10.
Method for seeking		ment Ag	ency	2.5		g Contac	
new job (avg ranking,	Job Ad			3.3	Conta	ct Compa	ınıes 3.
1=most likely)	Post R	esume		4.0			

DIAGNOSTICS		\$1	31 ,	900			1.4%	
Number of respondent	S						131	
Employer	Pei	rcent	Mai	rket Sect	tor		Percent	
Manufacturer		20.6	Rx I	Pharmace	euticals		71.8	
Agency		35.9	OTO	C Pharma	ceuticals	S	35.1	
Media/Publisher - HCP		9.2	Biot	technolog	gy		51.9	
Media/Publisher - Consun	ner	1.5 Me		dical Devi	ices/Equ	iip	78.6	
Media/Publisher - HCP &	Consmr.	5.3	Dia	gnostic D	evice/Ed	quip	100.0	
Service Supplier		13.0	Hos	pital Pro	ducts/Ed	μip.	37.4	
Other		14.5	Den	ital Produ	icts/Equi	ip	15.3	
		Managed Care						
Age	High	69		Low	22	Avg.	46.1	
Sex	Male	59.5	5	Female	40.5			
Years in industry	High	47.0))	Low	0.5	Avg.	17.3	
Years in position	High	28.0))	Low	0.3	Avg.	4.9	
Salary (\$000s/yr)	High	450.0))	Low	30.0	Avg.	131.9	
Commission received?	Yes	16.0))	No	84.0			
Amount (\$000s/yr)	High	150.0	О	Low	5.0	Avg.	54.3	
Bonus received?	Yes	71.0)	No	29.0			
Amount (\$000s/yr)	High	112.0	О	Low	8.0	Avg.	44.9	
Perceived pay								
vs. peers (%)	More	9.2	2	Less	52.7	Same	38.2	
Employer's gross	<\$5M			26.6	\$50-\$	100M	6.3	
US revenue (%)	\$5-\$20	MC		25.8	>1001	M	28.1	
	\$20-\$5	50M		13.3				
Position satisfying? (%)	Thorou	ıghly		30.8	Gener	ally	49.2	
	OK So	metimes	3	15.4	No		4.6	
Advancement	Index	2.4 (4=	Exc	. 3=Good	d 2=Fair	1=Poor)		
prospects (%)	Excelle	ent		12.3	Good		38.5	
	Fair			22.3	Poor		26.9	
How current job	Promo	ted		29.0	Exec S	Search	11.5	
was acquired (%)	Hired b	y Comp	any	19.1	Own Ir	nitiative	26.7	
Benefits received (%)	Signing	g Bonus		12.6	Retire	ment	48.7	
•	Car			10.8	Medic	al	81.1	
	Dental			63.1	Stock		33.3	
Factors important	Salary			2.1	Enviro	n./Culture	2.8	
to job (avg ranking,	Benefit	ts		4.2		y to Staff		
1 = most important)	Advano	cement		4.7		n./Soc. F		

6.4

2.4

2.4

2.7

2.9

35.4

32.8

8.6

3.5

25.9

2.4

3.2

4.1

Training

Salary

Benefits

Training

Yes

Advancement

Salary/Benefits

Different Part of Ind

Get out of Industry

Recruitment Agency

Environ./Culture

Job Ads

Post Resume

Employer rating

(avg rating, 1 = best)

Plan to seek a new

Method for seeking

1=most likely)

new job (avg ranking,

job this year? (%) New job motivation (%) Job Security

Environ./Culture

Loyalty to Staff

Job Security

Advancement

Job Security

Other

Need a Change

Existing Contacts

Contact Companies 3.1

No

Environ./Soc. Resp. 2.3

3.9

2.2

2.2

2.2

35.4

6.9

8.6

5.2

8.6

2.0

HOSPITAL PRODUCTS	\$108,700
--------------------------	-----------

VII.6%

	,0010	γ.	00,			· ·	1.0/0	
Number of respondent	s						84	
Employer	Per	cent	Mark	et Sec	tor		Percent	
Manufacturer		23.8	Rx Ph	armac	euticals		69.1	
Agency		38.1	OTC F	Pharm:	aceuticals	5	34.5	
Media/Publisher - HCP		6.0	Biote	chnolo	gy		53.6	
Media/Publisher - Consum	ner	0.0	Medic	al Dev	ices/Equ	ip	81.0	
Media/Publisher - HCP & (Consmr.	7.1	Diagn	ostic [58.3			
Service Supplier		13.1	Hospi	tal Pro	ducts/Eq	uip.	100.0	
Other		11.9	Denta	l Prod	ucts/Equi	р	22.6	
			Mana	ged Ca	are		28.6	
Age	High	68	Lo	DW.	22	Avg.	42.3	
Sex	Male	54.8	8 Fe	emale	45.2			
Years in industry	High	41.0		OW	1.0	Avg.	14.0	
Years in position	High	28.0		DW.	0.3	Avg.	4.5	
Salary (\$000s/yr)	High	450.0		OW.	25.0	Avg.	108.7	
Commission received?	Yes	14.3			85.7	7176.	100.7	
		150.0		O OW	2.0	Λνα	44.3	
Amount (\$000s/yr) Bonus received?	High Yes	67.9			32.1	Avg.	44.3	
						۸	E1 C	
Amount (\$000s/yr) Perceived pay	High	170.0	J LO	WC	5.0	Avg.	51.9	
vs. peers (%)	More	8.3	3 Le	ess	60.7	Same	31.0	
Employer's gross	<\$5M			20.7	\$50-\$		11.0	
US revenue (%)	\$5-\$20	M		34.2	>100		24.4	
50 TOVOINGO (70)	\$20-\$5			9.8	7 1001	••		
Position satisfying? (%)	Thorou			32.1	Gener	ally	47.6	
ooldon oddorynig. (70)		netimes		15.5	No	any	4.8	
Advancement					d 2=Fair	1=Poor)	1.0	
prospects (%)	Excelle			13.3	Good	1-1 0017	34.9	
prospects (70)	Fair	110		28.9	Poor		22.9	
How current job	Promo	ted .		27.7		Search	12.1	
was acquired (%)		y Comp		15.7		nitiative	31.3	
Benefits received (%)				12.7		49.2		
belletits received (%)	Car	Bonus		11.1	Medic	Retirement		
						79.4		
Fastava immantant	Dental			66.7 2.1	Stock	n /Cultura	27.0	
Factors important	Salary	_				n./Culture		
to job (avg ranking,	Benefit			3.9	-	y to Staff		
1 = most important)	Advanc			4.5		n./Soc. F		
	Training	3		6.4	Job Se		4.2	
Employer rating	Salary			2.4		n./Culture		
(avg rating, 1 = best)	Benefit			2.5	-	y to Staff		
	Advanc	ement		2.6		n./Soc. F		
	Training	g		2.9		ecurity	2.2	
Plan to seek a new	Yes			37.4	No		38.6	
ob this year? (%)								
New job motivation (%)	Salary/	Benefit:	S	40.5	Advan	cement	10.8	
	Differer	nt Part c	of Ind	5.4	Need	Need a Change		
	Get ou	t of Indu	ıstry	y 5.4 Job Securi		ecurity	2.7	
				01.0	Other		5.4	
	Environ	./Cultur	<u>e</u>	21.6	Other			
Method for seeking		ı./Cultur ment Ag		21.6		g Contac		
Method for seeking new job (avg ranking,		ment Ag			Existin	g Contac ct Compa	ts 2.0	

DENTAL PRODU	CTS	\$1	19,0	000		V 20	.0%
Number of respondents	S						39
Employer	Pe	ercent	Marl	ket Sec	tor		Percent
Manufacturer		20.5	Rx P	harmac	euticals		69.2
Agency		41.0	OTC	Pharma	aceuticals	5	51.3
Media/Publisher - HCP		5.1	Biote	echnolog	gγ		61.5
Media/Publisher - Consum	ner	5.1	Medi	ical Dev	ices/Equ	ip	71.8
Media/Publisher - HCP & (Consmr	. 7.7	Diag	nostic D	evice/Ed	ıuip	51.3
Service Supplier		10.3	Hosp	oital Pro	ducts/Eq	uip.	48.7
Other		10.3			ıcts/Eaui		100.0
			Mana	aged Ca	ire		33.3
Age	High	64		_OW	25	Avg.	43.7
Sex	Male	59.0		emale	41.0	7.48.	10.7
Years in industry	High	40.0		_OW	1.5	Avg.	16.2
Years in position	High	20.0		_OW	1.0	Avg.	4.9
Salary (\$000s/yr)	High	285.0		_OW	34.5	Avg.	119.0
Commission received?	Yes	10.3		No	89.7	7178.	113.0
Amount (\$000s/yr)	High	100.0		_OW	30.0	Avg.	51.3
Bonus received?	Yes	59.0		No	41.0	7178.	31.3
Amount (\$000s/yr)	High	360.0		_OW	5.0	Avg.	64.7
Perceived pay	111811	300.0	, [-0**	3.0	7.06.	04.7
vs. peers (%)	More	10.3	3 1	_ess	61.5	Same	28.2
Employer's gross	<\$5M		, .	18.4	\$50-\$		13.2
US revenue (%)	\$5-\$2			36.8	>100		21.1
OS revenue (70)	\$20-\$			10.5	>1001	٧١	21.1
Position satisfying? (%)	Thoro			30.8	Genera	allv	48.7
r control cattorying. (70)		ometimes		20.5	No	any	0.0
Advancement		2.3 (4=				1=Poor)	
prospects (%)	Excell		_,,,,,	10.3	Good	2 . 00.,	30.8
prospecto (70)	Fair			33.3	Poor		25.6
How current job	Promo	oted		25.6	Exec S	Search	15.4
was acquired (%)		by Comp	anv	10.3		itiative	41.0
Benefits received (%)		g Bonus		6.3	Retirer	ment	56.3
	Car	8		6.3	Medica		84.4
	Denta	ı		75.0	Stock		31.3
Factors important	Salary			2.2		n./Culture	2.7
to job (avg ranking,	Benef			4.1		y to Staff	4.5
1 = most important)		cement		4.6		n./Soc. R	
	Trainir			6.5	Job Se	-	4.1
Employer rating	Salary			2.4		n./Culture	2.3
(avg rating, 1 = best)	Benef			2.6		v to Staff	2.3
(, 0 , 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0	Advan	cement		2.7		n./Soc. R	
	Trainir	ng		2.9	Job Se	•	2.2
Plan to seek a new	Yes			30.8	No		28.2
job this year? (%)							
New job motivation (%)	Salary	//Benefits		41.2	Advan	cement	5.9
		ent Part o		5.9		a Change	17.7
		ut of Indu		5.9	Job Se		0.0
		n./Culture	-	17.7	Other	,	5.9
Method for seeking		itment Ag				g Contact	
new job (avg ranking,	Job A	_		3.2		ct Compar	
		_					

1=most likely)

Post Resume

4.1

MANAGED CARI	E	\$121,600							
Number of respondent	ts						92		
Employer	Per	cent	Mark	et Sect	or		Percent		
Manufacturer		7.6	Rx Ph	narmace	euticals		77.2		
Agency		46.7	OTC	Pharma	ceuticals	6	38.0		
Media/Publisher - HCP		5.4	Biote	chnolog	Sy		52.2		
Media/Publisher - Consur	mer	1.1	Medic	cal Devi	ces/Equ	ip	47.8		
Media/Publisher - HCP &	Consmr.	5.4	Diagr	ostic D	quip	34.8			
Service Supplier		15.2	Hosp	ital Prod	ducts/Eq	uip.	26.1		
Other		18.5	Denta	al Produ	cts/Equi	р	14.1		
			Mana	ged Ca	re		100.0		
Age	High	82	L	OW	22	Avg.	45.6		
Sex	Male	54.4	- F	emale	45.7				
Years in industry	High	50.0) L	OW	1.0	Avg.	17.1		
Years in position	High	30.0) L	OW	1.0	Avg.	5.4		
Salary (\$000s/yr)	High	300.0) L	OW	11.5	Avg.	121.6		
Commission received?	Yes	10.9) N	lo	89.1				
Amount (\$000s/yr)	High	81.0) L	OW	15.0	Avg.	37.4		
Bonus received?	Yes	58.7	7 N	0	41.3				
Amount (\$000s/yr)	High	80.0) L	OW	24.0	Avg.	52.5		
Perceived pay									
vs. peers (%)	More	11.0) L	ess	49.5	Same	39.6		
Employer's gross	<\$5M			19.8	\$50-\$	100M	14.3		
US revenue (%)	\$5-\$20	M		26.4	>100	M	20.9		
	\$20-\$5	MO		18.7					
Position satisfying? (%)	Thorou	ghly		33.7	Gener	ally	48.3		
	OK Sor	netimes		12.4	No		5.6		
Advancement	Index 2	2.5 (4=	Exc.	3=Good	12=Fair	1=Poor)			
prospects (%)	Excelle	Excellent 18.5 Good					29.4		
	Fair			31.5	Poor		20.7		
How current job	Promot	ted		23.1	Exec S	Search	6.6		
was acquired (%)	Hired b	y Comp	any	20.9	Own Ir	nitiative	40.7		
Benefits received (%)	Signing	Bonus		14.7	Retire	ment	50.7		
	Car			12.0	Medic	al	82.7		
	Dental			70.7	Stock		25.3		
Factors important	Salary			2.3	Enviro	n./Culture	2.9		
to job (avg ranking,	Benefit	S		3.8	Loyalt	y to Staff	4.6		
1 = most important)	Advanc	ement		4.8	Enviro	n./Soc. F	Resp. 6.8		
	Training	g		6.7	Job Se	ecurity	3.6		
Employer rating	Salary			2.4	Enviro	n./Culture	2.1		
(avg rating, 1 = best)	Benefit	S		2.4	Loyalt	y to Staff	2.3		
	Advanc	ement		2.6	Enviro	n./Soc. F	Resp.2.4		
	Training	g		2.8	Job Se	ecurity	2.3		
Plan to seek a new	Yes			27.2	No		37.0		
job this year? (%)									
New job motivation (%)	Salary/	Benefits	5	33.3	Advan	cement	10.3		
	Differer	nt Part o	f Ind	5.1	Need	a Change	5.1		
	Get out	t of Indu	stry			ecurity	2.6		
		./Culture	-	35.9	Other	-	2.6		
Method for seeking		ment Ag		2.6		g Contac			
new job (avg ranking,	Job Ad	_	,	3.2		ct Compa			
1=most likely)	Post Re			4.1					
	. 550 100	- 54.110							



Job Titles

This section shows how the data profiles of employees—salary, benefits, perceptions, satisfaction, intent to move, job-seeking preferences, etc.—vary between different job titles across the industry

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- VP Group Supervisor, page 31
- VP Marketing, page 24
- VP Marketing & Sales, page 24
- VP Operations, page 23
- VP Sales, page 27

ALL POSITIONS		\$1	32,6	00			2.8%
Number of respondent	ts						994
Employer	Pei	rcent	Market	Sector			Percen
Manufacturer		40.5	Rx Phar	maceut	icals		70.9
Agency		34.7	OTC Ph	armace	uticals	S	16.2
Media/Publisher - HCP		3.9	Biotech	nology			24.3
Media/Publisher - Consur	ner	1.0	Medical	Device	s/Equ	iip	27.
Media/Publisher - HCP &	Consmr.	2.8	Diagnos	stic Devi	ice/Ed	quip	13.2
Service Supplier		8.9	Hospita	l Produc	cts/Ed	uip.	8.!
Other		8.2	Dental I	Products	s/Equi	ip	3.9
			Manage	ed Care			9.3
Age	High	82	Low	ı	19	Avg.	43.2
Sex	Male	52.7	' Fen	nale 4	17.3		
Years in industry	High	58.0) Low	ı	0.5	Avg.	15.3
Years in position	High	40.0) Low	ı	0.2	Avg.	4.4
Salary (\$000s/yr)	High	700.0			1.5	Avg.	132.6
Commission received?	Yes	10.6			39.4		
Amount (\$000s/yr)	High	1000.0		7	0.5	Avg.	64.
Bonus received?	Yes	66.7			33.3		
Amount (\$000s/yr)	High	1000.0			0.1	Avg.	31.8
Perceived pay	1 11611	1000.0				7.48.	
vs. peers (%)	More	13.9) Les	s /	14.9	Same	41.2
Employer's gross	<\$5M	10.5				100M	9.6
US revenue (%)	\$5-\$20	ΛM			>30-Ş >100l		38.0
OS Tevenue (70)	\$20-\$!			3.7	>100 i	VI	50.0
Position satisfying? (%)	Thorou	ıghly	28	3.7 (Gener	ally	51.3
	OK Sometimes		13	3.6	Vo		6.4
Advancement	Index	2.4 (4=	Exc. 3=	Good 2	=Fair	1=Poor)	
prospects (%)	Excellent 15.0 Good						36.0
	Fair		26	5.7 F	Poor		22.
How current job	Promo	ted	33	3.2 E	Exec S	Search	13.
was acquired (%)	Hired b	oy Comp	any 14	1.7 (Own Ir	nitiative	31.
Benefits received (%)	Signing	g Bonus	12	2.9 F	Retire	ment	54.3
	Car		12	2.7	Medic	83.4	
	Dental		73	3.3	Stock	41.	
Factors important	Salary					n./Culture	
to job (avg ranking,	Benefit	ts				y to Staff	
1 = most important)		cement			-	n./Soc. F	
,	Trainin					ecurity	3.9
Employer rating	Salary					n./Culture	
(avg rating, 1 = best)	Benefit					y to Staff	
(* 5 * 5 * 5 * * * * * * * * * * * * * *		cement			-	n./Soc. F	
	Trainin	g				ecurity	2.3
Plan to seek a new	Yes				No.		38.4
job this year? (%)			J	- '	-		
New job motivation (%)	Salary	/Benefits	28	3.8	Advan	cement	17.4
100 111041444011 (70)		nt Part o				a Change	
		it of Indu				a Change ecurity	6.2
			-				
Mathad 6		n./Culture			Other	~ C!	9. ts 1.8
Method for seeking		tment Ag	•		Existing Contacts		
new job (avg ranking,	Job Ad				Conta	ct Compa	nies 3.3
1=most likely)	Post R	esume	4	1.0			

PRESIDENT		\$1	17.7 %				
Number of respondent	S						30
Employer	Per	cent	Mark	cet Sect	or		Percent
Manufacturer		16.7	Rx P	harmace	euticals		76.7
Agency		30.0	OTC	Pharma	ceuticals	6	23.3
Media/Publisher - HCP		3.3	Biote	chnolog	<u>S</u> y		36.7
Media/Publisher - Consum	ner	0.0	Medi	cal Devi	ces/Equ	ip	36.7
Media/Publisher - HCP & (Consmr.	3.3	Diag	nostic D	evice/Ec	ıuip	33.3
Service Supplier		40.0	Hosp	ital Prod	ducts/Eq	uip.	10.0
Other		6.7	Dent	al Produ	cts/Equi	р	6.7
			Mana	aged Ca	re		16.7
Age	High	82	L	.OW	33	Avg.	53.2
Sex	Male	76.7	' F	emale	23.3		
Years in industry	High	45.0) <u>L</u>	.OW	1.0	Avg.	24.1
Years in position	High	40.0) <u>L</u>	.OW	1.0	Avg.	10.9
Salary (\$000s/yr)	High	450.0) <u>L</u>	.OW	50.0	Avg.	171.7
Commission received?	Yes	13.3	B 1	No	86.7		
Amount (\$000s/yr)	High	100.0) <u>L</u>	.OW	40.0	Avg.	70.0
Bonus received?	Yes	53.3	3 N	Ю	46.7		
Amount (\$000s/yr)	High	300.0) <u>L</u>	.OW	0.4	Avg.	72.4
Perceived pay							
vs. peers (%)	More	13.8	3 L	.ess	48.3	Same	37.9
Employer's gross	<\$5M			72.4	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M		17.2	>100	VI	10.3
	\$20-\$5	MO		0.0			
Position satisfying? (%)	Thorou	ghly		56.7	Genera	ally	43.3
		netimes		0.0	No		0.0
Advancement	Index	2.9 (4=	Exc.	3=Good	l 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		50.0	Good		20.0
	Fair			0.0	Poor		30.0
How current job	Promo			10.3		Search	3.5
was acquired (%)		y Comp	any	6.9		itiative	27.6
Benefits received (%)		Bonus		16.7	Retirer		41.7
	Car			37.5	Medica	al	75.0
	Dental			41.7	Stock	(0.1)	8.3
Factors important	Salary			3.8		n./Culture	
to job (avg ranking,	Benefit			4.9		y to Staff	3.7
1 = most important)	Advanc			5.0		n./Soc. R	
	Training	g		5.8	Job Se		4.7
Employer rating	Salary			1.8		n./Culture	
(avg rating, 1 = best)	Benefit			1.9		y to Staff	1.4
	Advanc			2.0		n./Soc. R	
<u> </u>	Training	g		2.3	Job Se	ecurity	1.7
Plan to seek a new	Yes			13.3	No		83.3
job this year? (%)	0.1	/D Cl .		20.0	A .l		
New job motivation (%)		Benefits		20.0		cement	20.0
		nt Part o		20.0		a Change	20.0
		t of Indu	-	20.0	Job Se	ecurity	0.0
		./Culture		0.0	Other	0 . 1 .	0.0
Method for seeking		ment Ag	ency	2.4		g Contact	
new job (avg ranking,	Job Ad			3.6	Contac	ct Compa	nies 2./
1=most likely)	Post R	esume		4.3			

CHIEF EXECUTIVE OFFICER \$222,900 ▲8.0%

Number of respondent	s						11	
Employer	Pei	rcent	Mark	et Sec	tor		Percen	
Manufacturer		18.2	Rx Pl	narmac	euticals		63.0	
Agency		45.5	OTC	Pharma	aceuticals	6	18.	
Media/Publisher - HCP		0.0	Biote	chnolo	gy		27.	
Media/Publisher - Consun	ner	0.0	Medi	cal Dev	vices/Equ	ip	36.	
Media/Publisher - HCP &	Consmr.	0.0	Diagr	nostic E	quip	18.		
Service Supplier		36.4	Hosp	ital Pro	ducts/Ed	uip.	9.	
Other		0.0	Denta	al Prodi	ucts/Equi	р	9.	
			Mana	Managed Care				
Age	High	65	L	.OW	42	Avg.	54.	
Sex	Male	81.8		emale	18.2			
Years in industry	High	45.0		.OW	5.0	Avg.	22.	
Years in position	High	20.0		.OW	2.0	Avg.	9.	
Salary (\$000s/yr)	High	700.0		.OW	60.0	Avg.	222.	
Commission received?	Yes	9.1		lo	90.9	7.05.		
Amount (\$000s/yr)	High	50.0		.OW	50.0	Avg.	50.	
Bonus received?	Yes	54.6		lo	45.5	7.05.		
Amount (\$000s/yr)	High	1000.0		.OW	75.0	Avg.	271.	
Perceived pay	HIGH	1000.0	<i>-</i>	.Ovv	73.0	/wg.	۷/1.	
vs. peers (%)	More	10.0) I	.ess	50.0	Same	40.	
Employer's gross	<\$5M	10.0	<i>)</i> L	63.6	\$50.\$		0.	
US revenue (%)	\$5-\$20	ΛM		18.2	>100		0.	
OS revenue (70)	\$20-\$5			18.2	>1001	VI	0.	
Position satisfying? (%)	Thorou			63.6	Gener	ally.	27.	
rosidon sadsiying: (70)		netimes		9.1	No	ally	0.0	
Advancement					d 2=Fair	1 Poorl		
	Excelle		EXC.	36.4	u z=raii Good	1=F001)	9.	
prospects (%)	Fair	HIL		18.2	Poor		36.	
Ham annuant iah		to d		30.0		Search	10.	
How current job	Promo							
was acquired (%)		oy Comp	any	10.0		nitiative	40.	
Benefits received (%)		g Bonus		11.1	Retire		44.	
	Car			44.4	Medic	al	100.	
	Dental			55.6	Stock	10.11	44.	
Factors important	Salary			2.8		n./Cultur		
to job (avg ranking,	Benefit			4.8		y to Staff		
1 = most important)		cement		5.9		n./Soc. F		
	Trainin	g		7.1		ecurity	4.	
Employer rating	Salary			1.8		n./Cultur		
(avg rating, 1 = best)	Benefit	ts		1.7		y to Staff		
	Advand	cement		2.3	Enviro	n./Soc. f	Resp. 1.	
	Trainin	g		2.5	Job Se	ecurity	2	
Plan to seek a new	Yes			10.0	No		70.	
job this year? (%)								
New job motivation (%)	Salary,	/Benefits	S	33.3	Advan	cement	0.	
	Differe	nt Part o	of Ind	33.3	Need	a Change	0.	
	Get ou	t of Indu	ıstry	0.0	Job Se	0.		
	Enviror	n./Cultur	e	0.0	Other		33.	
							1. 1	
Method for seeking	Recruit	tment Ag	gency	2.6	Existin	g Contac	ts 1.	
Method for seeking new job (avg ranking,	Recruit Job Ad		gency	2.6 4.3		g Contac ct Compa		

MANAGING DIRECTOR

\$201,000

▼8.9%

Number of respondent	S						29
Employer	Per	rcent	Marl	ket Sect	or		Percen
Manufacturer		6.9	Rx P	harmac	euticals		86.2
Agency		55.2	OTC	Pharma	ceuticals	S	17.2
Media/Publisher - HCP		6.9	Biote	echnolog	gy		34.
Media/Publisher - Consun	ner	0.0	Medi	ical Devi	ces/Equ	iip	44.8
Media/Publisher - HCP &	Consmr.	6.9	Diag	nostic D	evice/Ed	quip	31.0
Service Supplier		13.8	Hosp	oital Pro	ducts/Ec	μip.	20.
Other		10.3	Dent	al Produ	cts/Equi	ip	0.0
			Mana	aged Ca	re		10.3
Age	High	65	L	_OW	38	Avg.	49.4
Sex	Male	58.6	6 F	emale	41.4		
Years in industry	High	36.0) <u>L</u>	_OW	8.0	Avg.	22.2
Years in position	High	30.0) <u>L</u>	_OW	1.0	Avg.	6.0
Salary (\$000s/yr)	High	450.0) <u>L</u>	_OW	90.0	Avg.	201.0
Commission received?	Yes	17.2	2 1	No	82.8		
Amount (\$000s/yr)	High	1000.0) L	_OW	25.0	Avg.	279.2
Bonus received?	Yes	69.0) [No	31.0		
Amount (\$000s/yr)	High	500.0) L	_OW	2.0	Avg.	81.4
Perceived pay							
vs. peers (%)	More	17.2	2 L	ess	48.3	Same	34.5
Employer's gross	<\$5M			34.5	\$50-\$	100M	6.9
US revenue (%)	\$5-\$20	MC		48.3	>1001	M	3.5
	\$20-\$5	50M		6.9			
Position satisfying? (%)	Thorou	ıghly		41.4	Gener	ally	55.2
	OK So	metimes		3.5	No		0.0
Advancement	Index	2.4 (4=	Exc.	3=Good	12=Fair	1=Poor)	
prospects (%)	Excelle	ent		13.8	Good		41.4
	Fair			20.7	Poor		24.1
How current job	Promo	ted		31.0	Exec S	Search	24.1
was acquired (%)	Hired b	y Comp	any	13.8	Own Ir	nitiative	17.2
Benefits received (%)	Signing	g Bonus		24.0	Retire	ment	48.0
	Car			24.0	Medic	al	72.0
	Dental			52.0	Stock		36.0
Factors important	Salary			2.7	Enviro	n./Culture	e 2.4
to job (avg ranking,	Benefit	ts		4.4	Loyalt	y to Staff	3.9
1 = most important)	Advand	cement		5.3	Enviro	n./Soc. F	Resp. 6.5
	Trainin	g		6.8	Job Se	ecurity	3.8
Employer rating	Salary			2.1	Enviro	n./Culture	e 2.0
(avg rating, 1 = best)	Benefit	ts		2.2	Loyalt	y to Staff	2.2
	Advano	cement		2.4	Enviro	n./Soc. F	Resp. 2.7
	Trainin	g		3.0	Job Se	ecurity	2.3
Plan to seek a new	Yes			24.1	No		44.8
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	5	18.2	Advan	cement	9.1
		nt Part o		9.1	Need	a Change	9.0
	Get ou	t of Indu	stry	0.0	Job Se	ecurity	18.2
		n./Culture	,	9.1	Other	,	36.4
Method for seeking		ment Ag				g Contac	
new job (avg ranking,	Job Ad		,	3.7		ct Compa	
1=most likely)	Post R	esume		4.3			

EXECUTIVE VICE PRESIDENT \$245,900 ▲10.6%

Number of respondent	s					29
Employer	Per	cent	Market S	ector		Percent
Manufacturer		24.1	Rx Pharm	aceuticals		82.8
Agency		48.3	OTC Phar	maceutical	S	10.3
Media/Publisher - HCP		6.9	Biotechno	ology		34.5
Media/Publisher - Consun	ner	0.0	Medical D	evices/Equ	qip	27.6
Media/Publisher - HCP &	Consmr.	0.0	Diagnosti	c Device/Ed	quip	13.8
Service Supplier		17.2	Hospital F	Products/Ed	quip.	3.5
Other		3.5	Dental Pr	oducts/Equ	ip	0.0
			Managed	Care		10.3
Age	High	82	Low	39	Avg.	50.9
Sex	Male	79.3	Fema	le 20.7		
Years in industry	High	50.0	Low	10.0	Avg.	22.8
Years in position	High	12.0	Low	1.0	Avg.	4.0
Salary (\$000s/yr)	High	460.0	Low	78.0	Avg.	245.9
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	72.4	No	27.6		
Amount (\$000s/yr)	High	275.0	Low	0.1	Avg.	66.1
Perceived pay						
vs. peers (%)	More	13.8	Less	24.1	Same	62.1
Employer's gross	<\$5M	10.0	24.		100M	13.8
US revenue (%)	\$5-\$20	M	24.			20.7
00 101011110 (70)	\$20-\$5		17.2			20.7
Position satisfying? (%)	Thorou		44.8		ally	37.9
1 osidon sadsiying. (70)		netimes	3.		uny	13.8
Advancement				ood 2=Fair	1-Poor)	15.0
prospects (%)	Excelle		6.9		1-1 0017	41.4
prospects (70)	Fair	.110	24.			27.6
How current job	Promo	tad	20.		Search	24.1
was acquired (%)		y Compa			nitiative	31.0
Benefits received (%)		g Bonus	7.			30.8
Delicitis received (70)	Car	Donus	11.			80.8
	Dental		69.2			53.9
Factors important	Salary		2.4		n./Culture	
to job (avg ranking,	Benefit		4.		y to Staff	
1 = most important)			5.2		n./Soc. R	
I = most important)	Advano Training		6.9		ecurity	4.7
Employer rating		5	2.:		n./Culture	
Employer rating	Salary				•	
(avg rating, 1 = best)	Benefit Advanc		2.3	-	ty to Staff on./Soc. R	
					ecurity	
Diameter and a manual	Training	<u> </u>	3.1		ecurity	2.1
Plan to seek a new	Yes		34.	5 No		48.3
job this year? (%)	Cala:::	/Donoti-	0.4	٠ - ٠ . الم	noomar-t	167
New job motivation (%)		Benefits			cement	16.7
		nt Part of			a Change	0.0
		t of Indus	-		ecurity	0.0
		n./Culture				8.3
Method for seeking		ment Ag			ng Contact	
new job (avg ranking,	Job Ad		4.0		ct Compa	nies 3.0
1=most likely)	Post R	esume	4.3	3		

VP OPERATIONS)	ŞI	90,300	J		1.6%
Number of respondents	S					9
Employer	Per	cent	Market Se	ector		Percent
Manufacturer		55.6	Rx Pharma	aceuticals		44.4
Agency		33.3	OTC Pharr	naceuticals	S	11.1
Media/Publisher - HCP		0.0	Biotechnol	logy		22.2
Media/Publisher - Consum	er	0.0	Medical De	evices/Equ	iip	33.3
Media/Publisher - HCP & (Consmr.	0.0	Diagnostic	Device/Ed	quip	0.0
Service Supplier		11.1	Hospital P	roducts/Ed	Juip.	11.1
Other		0.0	Dental Pro	ducts/Equi	ip	11.1
			Managed (Care		11.1
Age	High	50	Low	31	Avg.	41.9
Sex	Male	66.7	' Female			
Years in industry	High	27.0) Low	7.0	Avg.	16.7
Years in position	High	9.0		1.0	Avg.	2.9
Salary (\$000s/yr)	High	301.0		101.0	Avg.	190.3
Commission received?	Yes	11.1		88.9	7.1.61	20010
Amount (\$000s/yr)	High	30.0		30.0	Avg.	30.0
Bonus received?	Yes	77.8		22.2	7.1.61	
Amount (\$000s/yr)	High	112.0		8.0	Avg.	44.9
Perceived pay						
vs. peers (%)	More	22.2	2 Less	33.3	Same	44.4
Employer's gross	<\$5M		33.3	\$50-\$	100M	11.1
US revenue (%)	\$5-\$20	M	22.2	>1001	M	33.3
	\$20-\$5	50M	0.0			
Position satisfying? (%)	Thorou	ghly	11.1	Gener	ally	55.6
, , , ,		netimes	33.3		-	0.0
Advancement	Index	2.0 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	11.1	Good		11.1
	Fair		44.4	Poor		33.3
How current job	Promo	ted	22.2	Exec	Search	11.1
was acquired (%)	Hired b	y Comp	any 44.4	Own Ir	nitiative	22.2
Benefits received (%)	Signing	Bonus	33.3	Retire	ment	66.7
	Car		0.0	Medic	al	100.0
	Dental		100.0	Stock		44.4
Factors important	Salary		2.4	Enviro	n./Culture	3.1
to job (avg ranking,	Benefit	S	4.1	Loyalt	y to Staff	3.8
1 = most important)	Advanc	ement	3.9	Enviro	n./Soc. R	esp.7.1
	Training	g	6.5	Job Se	ecurity	4.6
Employer rating	Salary		2.1	Enviro	n./Culture	2.3
(avg rating, 1 = best)	Benefit	S	1.9	Loyalt	y to Staff	2.7
	Advanc	ement	3.2	Enviro	n./Soc. R	esp.3.0
	Training	g	2.8	Job Se	ecurity	2.6
Plan to seek a new	Yes		66.7	No		0.0
job this year? (%)			28.6	Advan	cement	14.3
	Salary,	/Benefits	20.0			
		/Benefits nt Part o		Need	a Change	0.0
	Differe		f Ind 0.0		a Change ecurity	
	Difference Get ou	nt Part o	f Ind 0.0 stry 0.0	Job Se	_	14.3
New job motivation (%)	Differer Get ou Enviror	nt Part o t of Indu	f Ind 0.0 stry 0.0 e 42.9	Job Se Other	_	14.3 0.0
job this year? (%) New job motivation (%) Method for seeking new job (avg ranking,	Differer Get ou Enviror	nt Part o t of Indu n./Culture ment Ag	f Ind 0.0 stry 0.0 e 42.9	Job Se Other Existin	ecurity	

VP MARKETING	& SA	LES	\$18	3,500		3.6%	
Number of respondent	ts					19	
Employer	Pe	rcent	Market S	ector		Percent	
Manufacturer		68.4	Rx Pharm	Pharmaceuticals			
Agency		10.5	OTC Phar	TC Pharmaceuticals			
Media/Publisher - HCP		10.5	Biotechno	ology		26.3	
Media/Publisher - Consur	ner	0.0	Medical E	Devices/Eq	uip	21.1	
Media/Publisher - HCP &	Consmr.	0.0	Diagnosti	ic Device/E	quip	10.5	
Service Supplier		5.3	Hospital F	Products/E	quip.	5.3	
Other		5.3	Dental Pr	oducts/Equ	qiı	0.0	
			Managed	Care		5.3	
Age	High	63	Low	38	Avg.	50.8	
Sex	Male	84.2	? Fema	le 15.8			
Years in industry	High	31.0) Low	10.0	Avg.	23.1	
Years in position	High	21.0) Low	1.0	Avg.	4.5	
Salary (\$000s/yr)	High	290.0	Low	70.0	Avg.	183.5	
Commission received?	Yes	31.6	. No	68.4			
Amount (\$000s/yr)	High	400.0) Low	70.0	Avg.	145.0	
Bonus received?	Yes	79.0) No	21.1			
Amount (\$000s/yr)	High	170.0) Low	5.0	Avg.	51.9	
Perceived pay							
vs. peers (%)	More	10.5	Less	47.4	Same	42.1	
Employer's gross	<\$5M		11.	1 \$50-9	\$100M	0.0	
US revenue (%)	\$5-\$20	MC	33.	3 >100	>100M		
	\$20-\$	\$20-\$50M		7			
Position satisfying? (%)	Thorou	ıghly	47.	4 Gene	rally	36.8	
	OK So	metimes	0.0	0 No		15.8	
Advancement	Index	2.5 (4=	Exc. 3=G	ood 2=Faii	r 1=Poor)		
prospects (%)	Excelle	ent	26.	3 Good		26.3	
	Fair		21.	1 Poor		26.3	
How current job	Promo	ted	15.8	8 Exec	Search	10.5	
was acquired (%)	Hired I	oy Comp	any 21.	1 Own	Initiative	52.6	
Benefits received (%)	Signin	g Bonus	15.8	8 Retire	ement	26.3	
	Car		42.		J G 1	68.4	
	Dental		52.			47.4	
Factors important	Salary		2		on./Cultur		
to job (avg ranking,	Benefi		4.4	,	ty to Staff		
1 = most important)		cement	4.:		on./Soc. F		
	Trainin		6.0		Security	3.8	
Employer rating	Salary		2		on./Cultur		
(avg rating, 1 = best)	Benefi		2.0		ty to Staff		
		cement	2.8		on./Soc. I		
Diameter and	Trainin	g	3		Security	2.7	
Plan to seek a new job this year? (%)	Yes		42.	1 No		42.1	
	Salani	/Benefits	22.5	2 Adva	ncement	11.1	
New job motivation (%)		nt Part o			a Change		
		nt Part o it of Indu			a Change Security	22.2	
		n./Culture	•		•	22.2	
Method for seeking		tment Ag			ng Contac		
new job (avg ranking,	Job Ac		ency 2.4		ng Contac act Compa		
1=most likely)		ls Resume	4.		ici compa	ailies 2.0	
I-IIIOSt IIKCIY)	1 051 1	Coulle	4.,	J			

VP MARKETING		\$1	90,	100		V ().9 %
Number of respondent	:s						20
Employer	Per	cent	Mark	et Sec	tor		Percent
Manufacturer		60.0	Rx Pl	narmad	ceuticals		55.0
Agency		15.0	OTC	Pharm	aceuticals	S	20.0
Media/Publisher - HCP		0.0	Biote	chnolo	gy		20.0
Media/Publisher - Consun	ner	0.0	Medic	cal Dev	vices/Equ	ıip	30.0
Media/Publisher - HCP &	Consmr.	5.0	Diagr	nostic I	Device/Ed	quip	15.0
Service Supplier		15.0	Hosp	ital Pro	oducts/Ec	μip.	5.0
Other		5.0	Denta	al Prod	ucts/Equi	ip	5.0
			Mana	ged C	are		15.0
Age	High	65	L	OW	35	Avg.	49.2
Sex	Male	40.0		emale	60.0	7.1.6.	
Years in industry	High	45.0		ow	3.0	Avg.	21.4
Years in position	High	15.0		OW	1.0	Avg.	5.0
Salary (\$000s/yr)	High	315.0		OW	80.0	Avg.	190.1
Commission received?	Yes	0.0		lo	100.0	Avg.	130.1
Amount (\$000s/yr)	High	0.0		OW.	0.0	Avg.	0.0
Bonus received?	Yes	80.0		lo	20.0	Avg.	0.0
Amount (\$000s/yr)	High	360.0		OW	5.0	Λνα	64.7
Perceived pay	High	300.0	, L	OW	3.0	Avg.	04.7
vs. peers (%)	More	15.0) [ess	40.0	Same	45.0
Employer's gross	<\$5M	13.0	,	25.0	\$50-\$		10.0
US revenue (%)	\$5-\$20	M		20.0	>1001		35.0
OS Tevenue (70)	\$20-\$5			10.0	>1001	VI	55.0
Position satisfying? (%)	Thorou			25.0	Gener	ally	60.0
r osition sutisfying. (70)		metimes		5.0	No	any	10.0
Advancement					od 2=Fair	1=Poor)	10.0
prospects (%)	Excelle		LXC. \	15.0	Good	1-1 001/	30.0
prospecto (70)	Fair	,,,,,		35.0	Poor		20.0
How current job	Promo	ted		35.0		Search	10.0
was acquired (%)		y Comp	anv	20.0		nitiative	20.0
Benefits received (%)		g Bonus	urry	11.1	Retire		44.4
Delicitis received (70)	Car	5 Donas		5.6 Medical			88.9
	Dental			83.3	Stock	ai	61.1
Factors important	Salary			2.5		n./Culture	
to job (avg ranking,	Benefit	·c		3.7		y to Staff	
1 = most important)		cement		4.7		n./Soc. F	
1 = most important;	Training			7.1		ecurity	4.8
Employer rating	Salary			2.4		n./Culture	
(avg rating, 1 = best)	Benefit			2.3		v to Staff	
(avg rating, I = best)		.s cement		2.5	,	n./Soc. F	
	Training			3.2		ecurity	2.5
Plan to seek a new	Yes	Б		35.0	No No	curity	40.0
job this year? (%)	103			55.0	IVU		+0.0
New job motivation (%)	Salany	/Benefits		0.0	Advan	cement	11.1
job mouvauon (/0)		nt Part o		22.2		a Change	
		t of Indu		0.0		a Change ecurity	0.0
		t of Indu 1./Culture	,	33.3	Other	curity	22.2
Mothod for cooking						a Contac	
Method for seeking	Job Ad	ment Ag	ency			g Contac	
new job (avg ranking,				3.9	Conta	ct Compa	11165 3.4
1=most likely)	Post R	esume		4.1			

EXEC. DIR., MARKETING	\$210,200	▲ 14.7 %
Neurobay of year and onto		10

Number of respondent	S						18
Employer	Per	cent	Mark	et Sec	tor		Percent
Manufacturer	1	0.00	Rx Ph	armac	euticals		83.3
Agency		0.0	OTC I	Pharm	aceuticals	S	11.1
Media/Publisher - HCP		0.0	Biote	chnolo		33.3	
Media/Publisher - Consun	ner	0.0	Medic	cal Dev	iip	11.1	
Media/Publisher - HCP &	Consmr.	0.0	Diagn	ostic [Device/Ed	quip	5.6
Service Supplier		0.0	Hospi	ital Pro	ducts/Ed	Juip.	5.6
Other		0.0	Denta	al Prod	ucts/Equi	ip	5.6
			Mana	ged Ca	are		0.0
Age	High	60	L	OW.	38	Avg.	46.6
Sex	Male	72.2	. F	emale	27.8		
Years in industry	High	34.0) L	OW	5.0	Avg.	19.8
Years in position	High	5.0		OW	0.5	Avg.	2.8
Salary (\$000s/yr)	High	270.0		OW	120.0	Avg.	210.2
Commission received?	Yes	0.0			100.0		
Amount (\$000s/yr)	High	0.0		OW	0.0	Avg.	0.0
Bonus received?	Yes	100.0			0.0	7.10.	
Amount (\$000s/yr)	High	80.0		OW	24.0	Avg.	52.5
Perceived pay	1 11/611				2 1.0	7.48.	02.0
vs. peers (%)	More	16.7	, 1	ess	16.7	Same	66.7
Employer's gross	<\$5M	10.7		0.0	\$50-\$		0.0
US revenue (%)	\$5-\$20	M		5.6	>1001		88.9
OS Tevenue (70)	\$20-\$5			5.6	>1001	VI	00.5
Position satisfying? (%)	Thorou			27.8	Gener	ally	44.4
rosidon sadstyllig: (70)		netimes		11.1	No	ally	16.7
Advancement					d 2=Fair	1-Poor)	10.7
prospects (%)	Excelle		LAC. \	5.6	Good	1-1 001/	55.6
prospects (70)	Fair	111		27.8	Poor		11.1
How current job	Promo	ted		61.1		Search	22.2
was acquired (%)		y Comp		0.0		nitiative	16.7
Benefits received (%)		g Bonus		38.9	Retire		72.2
Delicitis received (70)	Car	Donus		5.6	Medic		88.9
	Dental			88.9	Stock	ai	83.3
Factors important	Salary			2.3		n./Culture	
to job (avg ranking,	Benefit	·c		4.5		y to Staff	5.3
1 = most important)	Advanc			3.2		n./Soc. F	
1 = most important	Training			6.9		ecurity	3.7. 3.7
Employer rating	Salary	5		2.2		n./Culture	
(avg rating, 1 = best)	Benefit			1.9		y to Staff	
(avg raulig, I = best)	Advanc			2.5		n./Soc. F	
				3.1		-	
Dian to each a new	Training	8		38.9	No	ecurity	2.4 38.9
Plan to seek a new	Yes			30.9	INO		30.9
job this year? (%)	Calani	/Ronofi+o		125	Advan	coment	27 5
New job motivation (%)		Benefits		12.5		cement	37.5
		nt Part o		0.0		a Change	
		t of Indu	-	0.0		ecurity	0.0
		n./Culture		50.0	Other	0 :	0.0
Method for seeking		ment Ag	ency	1.7		g Contac	
new job (avg ranking,	Job Ad			3.9	Conta	ct Compa	nies 3.8
1=most likely)	Post R	esume		4.1			

DIRECTOR, MARKETING \$142,300 ▲ 4.9%

Manufacturer 70.6 Rx Pharmaceuticals Agency 10.3 OTC Pharmaceuticals Media/Publisher - HCP 1.5 Biotechnology Media/Publisher - Consumer 0.0 Medical Devices/Equip Media/Publisher - HCP & Consmr. 2.9 Diagnostic Device/Equip Service Supplier 2.9 Hospital Products/Equip. Other 11.8 Dental Products/Equip Managed Care Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	20.6 25.0 7.4 5.9 4.4
Agency 10.3 OTC Pharmaceuticals Media/Publisher - HCP 1.5 Biotechnology Media/Publisher - Consumer 0.0 Medical Devices/Equip Media/Publisher - HCP & Consmr. 2.9 Diagnostic Device/Equip Service Supplier 2.9 Hospital Products/Equip. Other 11.8 Dental Products/Equip Managed Care Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	5.9 20.6 25.0 7.4 5.9 4.4
Media/Publisher - HCP 1.5 Biotechnology Media/Publisher - Consumer 0.0 Medical Devices/Equip Media/Publisher - HCP & Consmr. 2.9 Diagnostic Device/Equip Service Supplier 2.9 Hospital Products/Equip. Other 11.8 Dental Products/Equip Managed Care Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	20.6 25.0 7.4 5.9 4.4
Media/Publisher - Consumer 0.0 Medical Devices/Equip Media/Publisher - HCP & Consmr. 2.9 Diagnostic Device/Equip Service Supplier 2.9 Hospital Products/Equip. Other 11.8 Dental Products/Equip Managed Care Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	25.0 7.4 5.9 4.4
Media/Publisher - HCP & Consmr. 2.9 Diagnostic Device/Equip Service Supplier 2.9 Hospital Products/Equip. Other 11.8 Dental Products/Equip Managed Care Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	7.4 5.9 4.4
Service Supplier 2.9 Hospital Products/Equip. Other 11.8 Dental Products/Equip Managed Care Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	5.9 4.4
Other 11.8 Dental Products/Equip Managed Care Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	4.4
Managed Care Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	
Age High 63 Low 25 Avg. Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	
Sex Male 51.5 Female 48.5 Years in industry High 40.0 Low 1.0 Avg.	4.4
Years in industry High 40.0 Low 1.0 Avg.	44.0
<u> </u>	
Vocas in position High 100 Low 05 Ave	16.4
Years in position High 19.0 Low 0.5 Avg.	3.8
Salary (\$000s/yr) High 238.0 Low 11.5 Avg.	142.3
Commission received? Yes 5.9 No 94.1	
Amount (\$000s/yr) High 30.0 Low 15.0 Avg.	22.5
Bonus received? Yes 77.9 No 22.1	
Amount (\$000s/yr) High 74.0 Low 1.5 Avg.	30.7
Perceived pay	
vs. peers (%) More 16.2 Less 32.4 Same	51.5
Employer's gross <\$5M 4.5 \$50-\$100M	10.5
US revenue (%) \$5-\$20M 17.9 >100M	58.2
\$20-\$50M 9.0	
Position satisfying? (%) Thoroughly 38.2 Generally	42.7
OK Sometimes 13.2 No	5.9
Advancement Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)	
prospects (%) Excellent 19.4 Good	26.9
Fair 28.4 Poor	25.4
How current jobPromoted35.8Exec Search	14.9
was acquired (%) Hired by Company 17.9 Own Initiative	25.4
Benefits received (%) Signing Bonus 16.1 Retirement	54.8
Car 4.8 Medical	87.1
Dental 80.7 Stock	54.8
Factors importantSalary2.4Environ./Culture	2.6
to job (avg ranking, Benefits 3.7 Loyalty to Staff	5.0
1 = most important) Advancement 3.8 Environ./Soc. Re	sp.7.2
Training 6.8 Job Security	4.4
Employer rating Salary 2.2 Environ./Culture	2.2
(avg rating, 1 = best) Benefits 2.0 Loyalty to Staff	2.6
Advancement 2.7 Environ./Soc. Re	
Training 2.9 Job Security	2.6
Plan to seek a new Yes 40.3 No	34.3
job this year? (%)	
New job motivation (%) Salary/Benefits 23.3 Advancement	26.7
Different Part of Ind 13.3 Need a Change	0.0
Get out of Industry 0.0 Job Security	6.7
Environ./Culture 20.0 Other	10.0
Method for seeking Recruitment Agency 2.4 Existing Contacts	
new job (avg ranking, Job Ads 3.5 Contact Compani	ies 3.2
1=most likely) Post Resume 4.0	

DIR., NEW BUS. DEVELOPMENT \$125,000 ▼4.6%

Number of respondent	s					29	
Employer	Per	cent I	Market Se	ector		Percent	
Manufacturer		17.2 F	Rx Pharma	ceuticals		82.8	
Agency		34.5 (OTC Pharr	naceutical	S	17.2	
Media/Publisher - HCP		3.5 E	Biotechnol	ogy		27.6	
Media/Publisher - Consum	ner	0.0	Medical De	dical Devices/Equip			
Media/Publisher - HCP &	Consmr.	3.5	Diagnostic	gnostic Device/Equip			
Service Supplier	2	24.1 H	Hospital Pi	roducts/Ed	ιμip.	13.8	
Other		17.2	Dental Pro	ducts/Equ	ip	6.9	
		1	Managed (Care		13.8	
Age	High	60	Low	32	Avg.	45.4	
Sex	Male	58.6	Female	41.4			
Years in industry	High	29.0	Low	1.0	Avg.	16.3	
Years in position	High	20.0	Low	0.3	Avg.	3.6	
Salary (\$000s/yr)	High	230.0	Low	40.0	Avg.	125.0	
Commission received?	Yes	37.9	No	62.1			
Amount (\$000s/yr)	High	200.0	Low	5.0	Avg.	39.4	
Bonus received?	Yes	51.7	No	48.3			
Amount (\$000s/yr)	High	175.0	Low	0.5	Avg.	30.8	
Perceived pay							
vs. peers (%)	More	7.1	Less	50.0	Same	42.9	
Employer's gross	<\$5M		20.7	\$50-\$	100M	6.9	
US revenue (%)	\$5-\$20	M	37.9	>100	M	24.1	
, ,	\$20-\$5	MO	10.3				
Position satisfying? (%)	Thorou		24.1	Gener	allv	65.5	
		netimes	3.5		,	6.9	
Advancement				od 2=Fair	1=Poor)		
prospects (%)	Excelle		10.3		,	48.3	
prospecto (70)	Fair		20.7			20.7	
How current job	Promot	ted	31.0		Search	24.1	
was acquired (%)		y Compa			nitiative	24.1	
Benefits received (%)		Bonus	18.2			40.9	
201101110 1 0 0 0 1 1 0 1 (70)	Car	, 201.40	13.6			90.9	
	Dental		81.8			18.2	
Factors important	Salary		2.2		n./Culture		
to job (avg ranking,	Benefit	S	4.2		y to Staff		
1 = most important)	Advanc		4.0		n./Soc. F		
	Training		6.5		ecurity	3.3	
Employer rating	Salary		2.4		n./Culture		
(avg rating, 1 = best)	Benefit	S	2.4		y to Staff		
1 0 0, 2 - 2004	Advanc		2.7	-	n./Soc. F		
	Training		2.8		ecurity	2.2	
Plan to seek a new	Yes	-	24.1	No	oour ity	37.9	
job this year? (%)	100		۲-,1	140		57.5	
New job motivation (%)	Salary/	Benefits	37.5	Advan	cement	12.5	
,		nt Part of			a Change		
		t of Indus			ecurity	12.5	
		./Culture	-		- Junity	12.5	
Method for seeking		ment Age			ıg Contac		
new job (avg ranking,	Job Ads		3.3		ct Compa		
1=most likely)	Post Re		3.3 4.6		or onlihe	J.U	
==IIIOSt IINGIY)	i USLIN	Julie	4.0				

MANAGER. MARKETING	\$96,800	▲ 11.9%
MANAULN. MANNE I INU	330.000	

Number of respondent	S						59
Employer	Per	cent	Mark	cet Sec	tor		Percent
Manufacturer	(64.4	Rx P	harmac	euticals		49.2
Agency		10.2	OTC	Pharma	aceuticals	6	13.6
Media/Publisher - HCP		5.1	Biote	chnolo	gy		25.4
Media/Publisher - Consum	ner	1.7	Medi	cal Dev	ices/Equ	ip	45.8
Media/Publisher - HCP & 0	Consmr.	1.7	Diag	nostic D	evice/Eq	Juip	15.3
Service Supplier		11.9	Hosp	ital Pro	ducts/Eq	uip.	13.6
Other		5.1	Dent	al Produ	ucts/Equi	р	1.7
			Mana	aged Ca	are		5.1
Age	High	57	L	.OW	23	Avg.	38.0
Sex	Male	40.7	7 F	emale	59.3		
Years in industry	High	32.0) L	.OW	1.0	Avg.	9.9
Years in position	High	16.0) L	.OW	1.0	Avg.	3.3
Salary (\$000s/yr)	High	175.0) L	.OW	20.0	Avg.	96.8
Commission received?	Yes	3.4	- N	No	96.6		
Amount (\$000s/yr)	High	18.0) L	.OW	12.5	Avg.	15.3
Bonus received?	Yes	72.9) [lo	27.1		
Amount (\$000s/yr)	High	110.0) L	.OW	0.5	Avg.	16.5
Perceived pay							
vs. peers (%)	More	13.6	5 L	.ess	49.2	Same	37.3
Employer's gross	<\$5M			15.3	\$50-\$3	100M	8.5
US revenue (%)	\$5-\$20	M		13.6	>1001	N	52.5
	\$20-\$5	OM		10.2			
Position satisfying? (%)	Thorou	ghly		18.6	Genera	ally	64.4
	OK Sor	netimes		11.9	No		5.1
Advancement	Index	2.5 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		15.5	Good		36.2
	Fair			31.0	Poor		17.2
How current job	Promot	ted		36.2	Exec S	Search	8.6
was acquired (%)	Hired b	y Comp	any	19.0	Own In	itiative	32.8
Benefits received (%)	Signing	Bonus		6.4	Retirer	ment	57.5
	Car			4.3	Medica	al	80.9
	Dental			70.2	Stock		48.9
Factors important	Salary			2.5	Enviror	n./Culture	2.3
to job (avg ranking,	Benefit	S		4.8	Loyalty	y to Staff	4.9
1 = most important)	Advanc	ement		3.5	Enviro	n./Soc. R	esp.7.0
	Training	3		6.4	Job Se	ecurity	4.3
Employer rating	Salary			2.4	Enviror	n./Culture	2.4
(avg rating, 1 = best)	Benefit	S		2.0	Loyalty	y to Staff	2.6
	Advanc	ement		2.7		n./Soc. R	esp.2.1
	Training	3		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes			41.4	No		32.8
job this year? (%)							
New job motivation (%)		Benefits		47.1		cement	11.8
		nt Part o		8.8		a Change	
		t of Indu	-	2.9	Job Se	ecurity	5.9
		./Culture		20.6	Other		2.9
Method for seeking		ment Ag	ency			g Contac	
new job (avg ranking,	Job Ad			2.7	Contac	ct Compa	nies 3.6
1=most likely)	Post Re	egume		3.5			

MARKETING CO	ORDIN	OTA	R	\$47 ,	600	▼!	9.0%
Number of respondent	'S						12
Employer	Per	cent	Market	t Secto	or		Percent
Manufacturer	3	33.3	Rx Pha	Pharmaceuticals			66.7
Agency	,	25.0	OTC Ph	narmad	33.3		
Media/Publisher - HCP		0.0	Biotech	nolog	у		25.0
Media/Publisher - Consun	ner	0.0	Medica	I Devid	ces/Equ	ip	41.7
Media/Publisher - HCP &	Consmr.	8.3	Diagno	stic De	evice/Ec	uip	25.0
Service Supplier		8.3	Hospita	al Prod	ucts/Eq	uip.	25.0
Other	,				cts/Equi		0.0
			Manage	ed Car	e		0.0
Age	High	53	Lov	V	22	Avg.	32.2
Sex	Male	25.0	Fer	nale	75.0		
Years in industry	High	15.0	Lov	V	0.5	Avg.	4.8
Years in position	High	8.0	Lov	v	0.8	Avg.	2.8
Salary (\$000s/yr)	High	65.0			30.0	Avg.	47.6
Commission received?	Yes	16.7			83.3		
Amount (\$000s/yr)	High	3.0		V	2.0	Avg.	2.5
Bonus received?	Yes	50.0			50.0	7.46.	
Amount (\$000s/yr)	High	3.0		W	0.5	Avg.	1.8
Perceived pay	1 11611	0.0	201		0.0	7.4.6.	
vs. peers (%)	More	0.0	Les	SS	66.7	Same	33.3
Employer's gross	<\$5M			3.3	\$50-\$	100M	16.7
US revenue (%)	\$5-\$20	М		8.3	>100		33.3
(///	\$20-\$5			8.3	, 100.		00.0
Position satisfying? (%)	Thoroug			7.3	Gener	allv	45.5
		netimes		0.0	No	,	27.3
Advancement	Index 2	2.3 (4=	Exc. 3=	=Good	2=Fair	1=Poor)	
prospects (%)	Excelle	nt	1	6.7	Good		25.0
	Fair		2	5.0	Poor		33.3
How current job	Promot	ed	1	6.7	Exec S	Search	0.0
was acquired (%)	Hired b	y Compa	anv :	8.3	Own Ir	nitiative	58.3
Benefits received (%)	Signing			0.0	Retire	ment	50.0
	Car			0.0	Medic	al	87.5
	Dental		8	7.5	Stock		25.0
Factors important	Salary			3.2		n./Culture	
to job (avg ranking,	Benefit	S		4.5		v to Staff	
1 = most important)	Advanc	ement		3.7	Enviro	n./Soc. F	Resp.7.7
	Training			6.0	Job Se	•	2.7
Employer rating	Salary			2.6		n./Culture	
(avg rating, 1 = best)	Benefit	S		2.4		y to Staff	
,. 3	Advanc			2.8		n./Soc. F	
	Training			2.5	Job Se	-	2.3
Plan to seek a new	Yes			3.3	No		25.0
job this year? (%)	5		3.				_0.0
New job motivation (%)	Salary/	Benefits	6	0.0	Advan	cement	20.0
,		nt Part of		0.0		a Change	
		of Indus		0.0	Job Security		0.0
		./Culture	-	0.0	Other		0.0
Method for seeking		ment Ag		3.2		g Contac	
new job (avg ranking,	Job Ads	_	-	2.8		ct Compa	
1=most likely)	Post Re			3.4	Jointal	or onlihe	2.3
	1 031 110	Juille		∪. ¬			

VP SALES		ŞI	69,8	บบ		A 4	.4%
Number of respondent	:s						17
Employer	Pe	rcent	Mark	et Sec	tor	P	ercent
Manufacturer		23.5	Rx Ph	armac	euticals		76.5
Agency		17.7	OTC F	harm	aceuticals	S	23.5
Media/Publisher - HCP		11.8	Bioted	chnolo	gy		35.3
Media/Publisher - Consur	ner	5.9	Medic	al Dev	vices/Equ	ip	58.8
Media/Publisher - HCP &	Consmr.	11.8	Diagn	ostic [Device/Ed	quip	29.4
Service Supplier		29.4	Hospi	tal Pro	ducts/Eq	uip.	23.5
Other		0.0	Denta	l Prod	ucts/Equi	р	0.0
			Manag	ged Ca	are		11.8
Age	High	57	1 (DW DW	35	Avg.	45.3
Sex	Male	70.6		emale	29.4	7.48.	10.0
Years in industry	High	30.0)W	6.0	Avg.	17.4
Years in position	High	12.0)W	1.0	Avg.	3.4
Salary (\$000s/yr)	High	285.0)W	50.0	Avg.	169.8
Commission received?	Yes	64.7			35.3	Avg.	103.0
Amount (\$000s/yr)	High	150.0		DW	35.0	Avg.	101.4
Bonus received?	Yes	64.7			35.3	Avg.	101.4
Amount (\$000s/yr)	High	90.0		DW	10.0	Λνα	33.5
	High	90.0	, ,	JVV	10.0	Avg.	33.3
Perceived pay	More	17.7	7 1	ess	35.3	Same	47.1
vs. peers (%)	<\$5M		Lt	-	\$50-\$		0.0
Employer's gross				0.0			
US revenue (%)	\$5-\$2			47.1	>100	VI	23.5
D 121 21 - 6 - 1 2 /0/ \	\$20-\$			29.4	0	all.	41.2
Position satisfying? (%)	Thoro			52.9	Gener No	ally	
Advanaamant		metimes		5.9	d 2=Fair	1 Door)	0.0
Advancement						1=P00f)	E0.0
prospects (%)	Excelle Fair	ent		12.5	Good		50.0
	Promo	+ o d		12.5 35.3	Poor	Search	25.0 17.7
How current job							
was acquired (%)		by Comp	any	11.8	Retire	nitiative	23.5
Benefits received (%)	_	g Bonus		7.7			
	Car	ı		38.5	Medic	aı	69.2
	Dental			38.5	Stock	. (0 11	53.9
Factors important	Salary			1.8		n./Culture	3.0
to job (avg ranking,	Benefi			4.1		y to Staff	4.5
1 = most important)		cement		4.8		n./Soc. Re	
	Trainin			6.4		ecurity	4.3
Employer rating	Salary			2.0		n./Culture	2.1
(avg rating, 1 = best)	Benefi			2.6		y to Staff	2.2
		cement		2.6		n./Soc. Re	
	Trainin	ıg		3.4	Job Se	ecurity	2.6
Plan to seek a new	Yes		-	23.5	No		35.3
job this year? (%)							
New job motivation (%)	-	/Benefits		14.3		cement	14.3
		ent Part o		14.3		a Change	0.0
		it of Indu	,	0.0		ecurity	14.3
		n./Culture		14.3	Other		28.6
Method for seeking	Recrui	tment Ag	ency	2.1		g Contacts	
new job (avg ranking,	Job Ad	ds		3.9	Contac	ct Compan	ies 3.3
				4.3			

SALES DIRECTO	R	\$	129,30	0	_	4.4%
Number of respondent	S					22
Employer	Per	rcent	Market Se	ector		Percen
Manufacturer		45.5	Rx Pharma	aceuticals		63.6
Agency		0.0	OTC Pharr	naceutical	S	22.7
Media/Publisher - HCP		13.6	Biotechno	logy		18.2
Media/Publisher - Consum	ner	4.6	Medical D	evices/Eq	uip	27.3
Media/Publisher - HCP &	Consmr.	9.1	Diagnostic	Device/E	quip	22.7
Service Supplier		22.7	Hospital P	roducts/E	quip.	4.6
Other		4.6	Dental Pro	ducts/Equ	ıip	9.1
			Managed (Care		4.6
Age	High	71	Low	29	Avg.	48.8
Sex	Male	72.7	' Female	27.3		
Years in industry	High	58.0		4.0	Avg.	20.9
Years in position	High	15.0		1.0	Avg.	5.4
Salary (\$000s/yr)	High	207.0		40.0	Avg.	129.3
Commission received?	Yes	68.2		31.8	7.48.	123.0
Amount (\$000s/yr)	High	125.0		12.0	Avg.	57.4
Bonus received?	Yes	50.0		50.0	7.48.	07.1
Amount (\$000s/yr)	High	70.0		5.0	Avg.	35.6
Perceived pay	111811	70.0	2011	0.0	7.4.6.	
vs. peers (%)	More	4.6	Less	40.9	Same	54.6
Employer's gross	<\$5M		9.1	\$50-\$	3100M	0.0
US revenue (%)	\$5-\$20	MC	18.2	>100	M	59.1
	\$20-\$	50M	13.6			
Position satisfying? (%)	Thorou	ıghly	40.9	Genei	rally	36.4
, , ,		metimes	13.6			9.1
Advancement	Index	2.3 (4=	Exc. 3=Gc	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	4.6	Good		45.5
	Fair		22.7	Poor		27.3
How current job	Promo	ted	31.8	Exec	Search	9.1
was acquired (%)	Hired b	oy Comp	any 22.7	Own I	nitiative	36.4
Benefits received (%)	Signing	g Bonus	9.5	Retire	ment	38.1
	Car		33.3	Medic	cal	71.4
	Dental		61.9	Stock	[57.1
Factors important	Salary		2.2		n./Cultur	e 3.0
to job (avg ranking,	Benefi	ts	4.4		ty to Staff	
1 = most important)	Advan	cement	5.0	Enviro	on./Soc. F	Resp. 7.3
	Trainin	g	6.2	Job S	ecurity	3.5
Employer rating	Salary		2.2	Enviro	n./Cultur	e 2.3
(avg rating, 1 = best)	Benefi	ts	2.5	Loyal	ty to Staff	2.6
, , ,	Advan	cement	2.9		on./Soc. F	
	Trainin	g	2.8	Job S	ecurity	2.3
Plan to seek a new	Yes	-	36.4			40.9
job this year? (%)						
New job motivation (%)	Salary	/Benefits	33.3	Advar	ncement	11.1
		nt Part o			a Change	
		it of Indu			ecurity	0.0
		n./Culture	,		-	0.0
Method for seeking		tment Ag			ng Contac	
new job (avg ranking,	Job Ad	_	3.4		ict Compa	
,	~.10	-	U. 1	50	opc	

Number of respondent	:S					2
Employer	Per	cent	Market S	Sector		Percer
Manufacturer		70.8	Rx Pharr	naceuticals		62.
Agency		4.2	OTC Pha	rmaceutica	ls	16.
Media/Publisher - HCP			Biotechn	0,		16.
Media/Publisher - Consun	ner			Devices/Eq		16.
Media/Publisher - HCP &	Consmr.	0.0	Diagnost	ic Device/E	iquip	12.
Service Supplier		8.3	Hospital	Products/E	quip.	8
Other		8.3	Dental P	roducts/Equ	qiu	0
			Manageo	l Care		0
Age	High	61	Low	34	Avg.	46
Sex	Male	75.0			/\vg.	
Years in industry	High	39.0		5.0	Avg.	18
Years in industry		19.0		1.0		5
	High	185.0		52.0	Avg.	107
Salary (\$000s/yr) Commission received?	High Yes	45.8		54.2	Avg.	107
					۸	20
Amount (\$000s/yr)	High	50.0		0.5	Avg.	26
Bonus received?	Yes	62.5		37.5	۸	0.5
Amount (\$000s/yr)	High	55.0	Low	3.0	Avg.	25
Perceived pay		0.0		45.0	0	4.5
vs. peers (%)	More	8.3			Same	45
Employer's gross	<\$5M		4.	-	\$100M	8
US revenue (%)	\$5-\$20		13.)M	60
	\$20-\$5		13.			
Position satisfying? (%)	Thorou		25.		rally	54
		metimes	20.			0
Advancement	Index	2.3 (4=		Good 2=Fair	r 1=Poor)	
prospects (%)	Excelle	ent	12.			33
	Fair		25.			29
How current job	Promo	ted	29.	2 Exec	Search	20
was acquired (%)	Hired b	y Compa	any 12.	5 Own	Initiative	29
Benefits received (%)	Signing	g Bonus	13.	6 Retire	ement	59
	Car		68.	2 Medi	cal	77
	Dental		68.	2 Stock	<	54
Factors important	Salary		2.	3 Envir	on./Culture	3
to job (avg ranking,	Benefit	S	3.	8 Loyal	ty to Staff	4
1 = most important)	Advanc	cement	5.	2 Envir	on./Soc. R	esp.6
	Trainin	g	6.	6 Job S	Security	3
Employer rating	Salary		2.	5 Enviro	on./Culture	2
(avg rating, 1 = best)	Benefit	S	2.	0 Loyal	ty to Staff	2
	Advano	cement	2.	9 Envir	on./Soc. R	esp.2
	Training	g	2.	5 Job S	Security	2
Plan to seek a new	Yes		37.	5 No		41
job this year? (%)						
New job motivation (%)	Salary,	/Benefits	41.	7 Adva	ncement	16
		nt Part of		3 Need	a Change	8
	Get ou	t of Indus	stry 0.	0 Job S	Security	8
	Enviror	n./Culture	8.		•	8
Method for seeking		ment Ag			ng Contact	
new job (avg ranking,	Job Ad	_	-		act Compa	
1=most likely)	Post R		4.			

PRODUCT DIRECTOR \$151,000



Number of respondent	S						10
Employer	Per	cent	Mark	et Sec	tor		Percent
Manufacturer		0.08	Rx Pł	narmac	euticals		80.0
Agency		0.0	OTC	Pharma	ceuticals	S	20.0
Media/Publisher - HCP		0.0	Biote	chnolog	gy		10.0
Media/Publisher - Consun	ner	0.0	Medi	cal Dev	ices/Equ	iip	10.0
Media/Publisher - HCP &	Consmr.	0.0	Diagr	nostic D	evice/Ed	quip	10.0
Service Supplier		20.0	Hosp	ital Pro	ducts/Ec	Juip.	0.0
Other		0.0	Denta	al Produ	ıcts/Equi	ip	0.0
			Mana	ged Ca	re		0.0
Age	High	60	L	OW	34	Avg.	46.8
Sex	Male	50.0	F	emale	50.0		
Years in industry	High	32.0	L	OW	1.0	Avg.	17.7
Years in position	High	12.0	L	OW	1.0	Avg.	4.2
Salary (\$000s/yr)	High	190.0	L	OW	92.5	Avg.	151.0
Commission received?	Yes	10.0	N	lo	90.0		
Amount (\$000s/yr)	High	17.2	! L	OW	17.2	Avg.	17.2
Bonus received?	Yes	80.0	N	lo	20.0		
Amount (\$000s/yr)	High	61.3	L	OW	3.0	Avg.	30.3
Perceived pay							
vs. peers (%)	More	0.0	L	ess	40.0	Same	60.0
Employer's gross	<\$5M			0.0	\$50-\$	100M	20.0
US revenue (%)	\$5-\$20	M		20.0	>1001	M	60.0
	\$20-\$5	50M		0.0			
Position satisfying? (%)	Thorou	ghly		10.0	Gener	ally	80.0
	OK Sor	netimes		0.0	No		10.0
Advancement	Index	2.0 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		11.1	Good		22.2
	Fair			22.2	Poor		44.4
How current job	Promo	ted		30.0	Exec S	Search	20.0
was acquired (%)	Hired b	y Comp	any	30.0	Own Ir	nitiative	20.0
Benefits received (%)	Signing	g Bonus		30.0	Retire	ment	60.0
	Car			10.0	Medic	al	90.0
	Dental			90.0	Stock		40.0
Factors important	Salary			2.0	Enviro	n./Culture	2.5
to job (avg ranking,	Benefit	S		3.6	-	y to Staff	
1 = most important)	Advanc	ement		4.0	Enviro	n./Soc. F	Resp.7.2
	Training	g		6.5	Job Se	ecurity	5.0
Employer rating	Salary			2.4	Enviro	n./Culture	2.5
(avg rating, 1 = best)	Benefit	S		2.3	Loyalt	y to Staff	2.5
	Advanc	ement		2.8		n./Soc. F	Resp.2.2
	Training	g		2.8	Job Se	ecurity	2.4
Plan to seek a new	Yes			50.0	No		20.0
job this year? (%)							
New job motivation (%)		/Benefits		40.0		cement	20.0
		nt Part o		20.0		a Change	
		t of Indu	-	0.0		ecurity	0.0
		./Culture		0.0	Other		0.0
Method for seeking		ment Ag	ency	2.0		g Contac	
new job (avg ranking,	Job Ad			4.0	Conta	ct Compa	nies 3.9
1=most likely)	Post R	esume		3.6			

SENIOR PRODUCT MANAGER \$131,400 ▲1.8%

					-,		
Number of respondent	s						28
Employer	Per	cent	Mar	ket Sec	tor		Percent
Manufacturer		85.7	Rx P	harmac	euticals		57.1
Agency		3.6	OTC	Pharma	aceuticals	6	14.3
Media/Publisher - HCP		0.0	Biote	echnolo	gy		21.4
Media/Publisher - Consun	ner	0.0	Med	ical Dev	ices/Equ	ip	35.7
Media/Publisher - HCP &	Consmr.	3.6	Diag	nostic D	evice/Ec	ıuip	7.1
Service Supplier		7.1	Hosp	oital Pro	ducts/Eq	uip.	3.6
Other		0.0	Dent	al Produ	ıcts/Equi	р	3.6
			Mana	aged Ca	ire		3.6
Age	High	56		_OW	23	Avg.	40.2
Sex	Male	60.7	7 F	emale	39.3		
Years in industry	High	31.0) <u>[</u>	_OW	1.0	Avg.	14.1
Years in position	High	11.0		_OW	1.0	Avg.	2.9
Salary (\$000s/yr)	High	198.0		_OW	48.0	Avg.	131.4
Commission received?	Yes	0.0		Vo.	100.0		
Amount (\$000s/yr)	High	0.0		_OW	0.0	Avg.	0.0
Bonus received?	Yes	85.7		No.	14.3	7.1.6.	
Amount (\$000s/yr)	High	75.0		_OW	7.0	Avg.	23.6
Perceived pay	1 11/511	70.0	, .		7.0	7.48.	
vs. peers (%)	More	25.0) [ess	39.3	Same	35.7
Employer's gross	<\$5M		, .	3.6	\$50-\$		10.7
US revenue (%)	\$5-\$20	M		0.0	>100		78.6
00 10101140 (70)	\$20-\$5			7.1	7 1001	••	70.0
Position satisfying? (%)	Thorou			14.3	Genera	ally	60.7
· comon camerying: (/o/		netimes	;	17.9	No	,	7.1
Advancement					d 2=Fair	1=Poor)	
prospects (%)	Excelle			21.4	Good		35.7
	Fair			17.9	Poor		25.0
How current job	Promo	ted		39.3	Exec S	Search	17.9
was acquired (%)	Hired b	y Comp	anv	0.0	Own Ir	itiative	39.3
Benefits received (%)		Bonus		23.1	Retirer	ment	80.8
	Car	,		0.0	Medica		88.5
	Dental			84.6	Stock		61.5
Factors important	Salary			1.6	Enviro	n./Culture	
to job (avg ranking,	Benefit	S		4.2		y to Staff	5.1
1 = most important)		ement		2.9		n./Soc. R	
	Trainin			6.9	Job Se		4.4
Employer rating	Salary			2.3		n./Culture	
(avg rating, 1 = best)	Benefit	S		2.1		y to Staff	2.6
(* 5 * 5,	Advano			2.8		n./Soc. R	
	Trainin			3.0	Job Se	•	2.4
Plan to seek a new	Yes	<u> </u>		50.0	No		25.0
job this year? (%)							
New job motivation (%)	Salarv	/Benefits	 S	29.4	Advan	cement	41.2
, ,		nt Part o		5.9		a Change	11.8
		t of Indu		0.0	Job Se	_	0.0
		ı./Cultur	-	5.9	Other		5.9
Method for seeking		ment Ag				g Contact	
new job (avg ranking,	Job Ad	_	, y	3.5		ct Compa	
1=most likely)	Post R			3.6	Jonial	συπρα	0.0
2-1103¢ 11koly/	1 031 11	Juille		5.0			

PRODUCT MANA	AGER		\$98,10	00	▼0	.2%
Number of respondent	ts					20
Employer	Per	cent	Market S	ector	F	Percent
Manufacturer		90.0	Rx Pharm	aceuticals		50.0
Agency		0.0	OTC Phar	maceutica	ls	15.0
Media/Publisher - HCP		0.0	Biotechno	ology		15.0
Media/Publisher - Consur	ner	0.0	Medical D	evices/Eq	uip	20.0
Media/Publisher - HCP &	Consmr.	0.0	Diagnosti	c Device/E	iquip	10.0
Service Supplier		5.0	Hospital F	roducts/E	quip.	5.0
Other		5.0	Dental Pro	oducts/Equ	qiu	5.0
			Managed	Care		0.0
Age	High	49	Low	21	Avg.	36.2
Sex	Male	45.0	Fema	le 55.0		
Years in industry	High	23.0	Low	1.0	Avg.	12.0
Years in position	High	6.0	Low	1.0	Avg.	2.8
Salary (\$000s/yr)	High	147.0	Low	30.0	Avg.	98.1
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	85.0	No	15.0		
Amount (\$000s/yr)	High	20.0	Low	1.5	Avg.	12.5
Perceived pay						
vs. peers (%)	More	10.0	Less	60.0	Same	30.0
Employer's gross	<\$5M		0.0	\$50-5	\$100M	10.5
US revenue (%)	\$5-\$20	M	15.8	3 >100	M	68.4
	\$20-\$5	50M	5.3	3		
Position satisfying? (%)	Thorou		45.0) Gene	rally	45.0
, , , ,	OK Sor	netimes	5.0) No	,	5.0
Advancement	Index	2.6 (4=I	Exc. 3=G	ood 2=Fai	r 1=Poor)	
prospects (%)	Excelle	ent	25.0) Good		20.0
	Fair		40.0) Poor		15.0
How current job	Promo	ted	40.0) Exec	Search	10.0
was acquired (%)	Hired b	y Compa	any 15.0) Own	Initiative	35.0
Benefits received (%)		Bonus	15.8	3 Retire	ement	68.4
	Car		10.5	5 Medio	cal	73.7
	Dental		63.2	2 Stock	<	42.1
Factors important	Salary		2.4	1 Enviro	on./Culture	2.9
to job (avg ranking,	Benefit	S	4.8	3 Loyal	ty to Staff	5.5
1 = most important)	Advanc	ement	2.9	9 Envir	on./Soc. Re	esp. 7.0
	Training	g	5.6	5 Job S	Security	5.0
Employer rating	Salary		2.3	B Enviro	on./Culture	2.4
(avg rating, 1 = best)	Benefit	:S	1.9) Loyal	ty to Staff	2.4
	Advanc	ement	2.6	6 Envir	on./Soc. Re	esp.2.0
	Training	g	2.6	5 Job S	Security	2.1
Plan to seek a new	Yes		55.0			30.0
job this year? (%)						
New job motivation (%)	Salary/	/Benefits	7.1	L Adva	ncement	42.9
	-	nt Part of		l Need	a Change	7.1
	Get ou	t of Indus	stry 0.0) Job S	Security	7.1
		./Culture	-		-	21.4
Method for seeking		ment Ag			ng Contact	
new job (avg ranking,	Job Ad	_	2.6		act Compar	
1=most likely)	Post R	esume	3.5		•	

DIR. CORP./MK1				.,	300		
Number of respondent	ts						13
Employer	Per	rcent	Market	Secto	or		Percen
Manufacturer		76.9	Rx Phari	mace	uticals		61.
Agency		7.7	OTC Pha	armac	euticals	5	7.
Media/Publisher - HCP		0.0	Biotechr	nology	y		23.
Media/Publisher - Consur	ner	0.0	Medical	Devic	es/Equ	ip	30.8
Media/Publisher - HCP &	Consmr.	0.0	Diagnos	tic De	evice/Ed	quip	15.4
Service Supplier		0.0	Hospital	Prod	ucts/Eq	uip.	0.0
Other		15.4	Dental P	roduc	ts/Equi	р	0.0
			Manage	d Car	е		0.0
Age	High	59	Low		34	Avg.	48.3
Sex	Male	38.5	Fem	ale	61.5		
Years in industry	High	35.0) Low		1.0	Avg.	15.6
Years in position	High	16.0) Low		1.0	Avg.	5.3
Salary (\$000s/yr)	High	300.0) Low		110.0	Avg.	166.3
Commission received?	Yes	0.0) No		100.0		
Amount (\$000s/yr)	High	0.0) Low		0.0	Avg.	0.0
Bonus received?	Yes	84.6	5 No		15.4		
Amount (\$000s/yr)	High	100.0) Low		5.0	Avg.	34.5
Perceived pay							
vs. peers (%)	More	23.1	Less	5	38.5	Same	38.5
Employer's gross	<\$5M		7	.7	\$50-\$	100M	7.7
US revenue (%)	\$5-\$20	DM	7	.7	>100	M	69.2
• •	\$20-\$5	50M	7	.7			
Position satisfying? (%)	Thorou		38	.5	Gener	ally	38.5
, ,		metimes	15	.4	No	. ,	7.7
Advancement	Index	2.2 (4=	Exc. 3=0	Good	2=Fair	1=Poor)	
prospects (%)	Excelle			.7	Good		30.8
	Fair		38	.5	Poor		23.1
How current job	Promo	ted	38		Exec S	Search	23.1
was acquired (%)	Hired b	y Comp	anv 7	.7	Own Ir	nitiative	30.8
Benefits received (%)		g Bonus	16		Retire		50.0
	Car		0	.0	Medic	al	75.0
	Dental		66	.7	Stock		75.0
Factors important	Salary			.2		n./Culture	
to job (avg ranking,	Benefit	ts		.1		y to Staff	
1 = most important)		cement		.6	-	n./Soc. F	
,	Trainin			.6		ecurity	3.8
Employer rating	Salary	0		2.2		n./Culture	
(avg rating, 1 = best)	Benefit	ts		.2		y to Staff	
(avg rading, 2 – boot)		cement		.8	-	n./Soc. F	
	Trainin			.9		ecurity	2.8
Plan to seek a new	Yes	0	46		No	- Ju. 10f	38.5
job this year? (%)	103		70		110		50.0
New job motivation (%)	Salary	/Benefits	12	5	Advan	cement	25.0
job mouvadon (70)		nt Part o			Advancement Need a Change		
		t of Indu		.0		a Change ecurity	25.0
		ı./Cultur	-		Other	curity	
Mothod for cooking				5 6		a Contac	12.5 ts 1.4
Method for seeking	lob Ad	tment Ag		.0		g Contac	

3.3

4.4

Job Ads

Post Resume

new job (avg ranking,

1=most likely)

Contact Companies 3.3

PR/COMMUNICATIONS MGR, \$80,200 ▼4.9%

Number of respondents	s						9
Employer	Per	rcent	Mark	et Sec	tor	1	Percent
Manufacturer		55.6	Rx Pl	narmac	euticals		22.2
Agency		0.0	OTC	Pharm	aceuticals	;	0.0
Media/Publisher - HCP		0.0	Biote	chnolo	gy		11.1
Media/Publisher - Consum	ner	0.0	Medi	cal Dev	vices/Equ	ip	44.4
Media/Publisher - HCP & 0	Consmr.	0.0	Diag	nostic [Device/Eq	uip	0.0
Service Supplier		11.1	Hosp	ital Pro	ducts/Eq	uip.	0.0
Other		33.3	Denta	al Prod	ucts/Equi	р	0.0
			Mana	nged Ca	are		0.0
Age	High	47	L	.OW	31	Avg.	38.8
Sex	Male	11.3	l F	emale	88.9		
Years in industry	High	15.0) L	.OW	4.0	Avg.	11.1
Years in position	High	15.0) L	.OW	1.0	Avg.	5.0
Salary (\$000s/yr)	High	97.0) L	.OW	52.0	Avg.	80.2
Commission received?	Yes	0.0	7 C	lo	100.0		
Amount (\$000s/yr)	High	0.0) L	.OW	0.0	Avg.	0.0
Bonus received?	Yes	33.3	3 N	lo	66.7		
Amount (\$000s/yr)	High	19.4	4 L	.OW	7.5	Avg.	13.3
Perceived pay							
vs. peers (%)	More	0.0) L	.ess	55.6	Same	44.4
Employer's gross	<\$5M			0.0	\$50-\$3	100M	0.0
US revenue (%)	\$5-\$20	MC		11.1	>1001	Л	66.7
	\$20-\$	50M		22.2			
Position satisfying? (%)	Thorou	ıghly		33.3	Genera	ally	55.6
	OK So	metimes	S	11.1	No		0.0
Advancement	Index	2.4 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		0.0	Good		55.6
	Fair			33.3	Poor		11.1
How current job	Promo	ted		33.3	Exec S	Search	0.0
was acquired (%)	Hired I	oy Comp	any	11.1	Own In	itiative	55.6
Benefits received (%)	Signin	g Bonus		0.0	Retirer	nent	83.3
	Car			0.0	Medica	al	100.0
	Dental		1	0.00	Stock		0.0
Factors important	Salary			1.9		n./Culture	3.6
to job (avg ranking,	Benefi	ts		4.0	Loyalty	to Staff	5.0
1 = most important)	Advan	cement		4.3	Enviro	n./Soc. R	esp.6.6
	Trainin	g		6.9	Job Se	curity	3.8
Employer rating	Salary			2.4	Enviror	n./Culture	1.9
(avg rating, 1 = best)	Benefi	ts		2.4	Loyalty	y to Staff	2.2
	Advan	cement		2.6	Enviro	n./Soc. R	esp.2.1
	Trainin	g		2.7	Job Se	ecurity	2.4
Plan to seek a new	Yes			22.2	No		44.4
job this year? (%)							
New job motivation (%)	Salary	/Benefit	S	50.0	Advan	cement	25.0
	Differe	nt Part o	of Ind	25.0	Need a	a Change	0.0
	Get ou	ıt of Indu	ıstry	0.0	Job Se	ecurity	0.0
	Enviro	n./Cultur	e	0.0	Other		0.0
Method for seeking	Recrui	tment Ag	gency	2.7	Existin	g Contact	s 1.7
new job (avg ranking,	Job Ad	ls		3.4	Contac	ct Compar	nies 2.7
1=most likely)	Post R	esume		4.4			

VP, GROUP SUPERVISOR \$149,600 ▲2.0%

Number of respondents	6						40
Employer	Per	cent	Marl	ket Sec	tor	F	Percent
Manufacturer		2.5	Rx P	harmac	euticals		95.0
Agency	9	90.0	OTC	Pharma	aceuticals	;	12.5
Media/Publisher - HCP		5.0	Biote	echnolo	gy		25.0
Media/Publisher - Consum		0.0	Medi	ical Dev	vices/Equi	ip	12.5
Media/Publisher - HCP & 0	Consmr.	0.0	Diag	nostic [Device/Eq	uip	10.0
Service Supplier		0.0	Hosp	oital Pro	ducts/Eq	uip.	0.0
Other		2.5	Dent	al Produ	ucts/Equi	р	2.5
			Mana	aged Ca	are		7.5
Age	High	63	L	_OW	30	Avg.	41.6
Sex	Male	50.0) F	emale	50.0		
Years in industry	High	33.0) L	_OW	6.0	Avg.	15.2
Years in position	High	15.0) <u>L</u>	_OW	1.0	Avg.	3.9
Salary (\$000s/yr)	High	217.0) <u>L</u>	_OW	75.0	Avg.	149.6
Commission received?	Yes	0.0) [No	100.0		
Amount (\$000s/yr)	High	0.0) L	_OW	0.0	Avg.	0.0
Bonus received?	Yes	82.5	1	No	17.5		
Amount (\$000s/yr)	High	40.0) L	_OW	2.5	Avg.	12.2
Perceived pay							
vs. peers (%)	More	12.8	B L	ess	61.5	Same	25.6
Employer's gross	<\$5M			2.6	\$50-\$1	LOOM	15.4
US revenue (%)	\$5-\$20	M		33.3	>1001	Л	15.4
	\$20-\$5	MO		33.3			
Position satisfying? (%)	Thorou	ghly		15.4	Genera	ally	59.0
	OK Sor	netimes		23.1	No		2.6
Advancement	Index 2	2.6 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		5.0	Good		60.0
	Fair			20.0	Poor		15.0
How current job	Promot	ted		50.0	Exec S	Search	10.0
was acquired (%)	Hired b	y Comp	any	17.5	Own In	itiative	20.0
Benefits received (%)	Signing	Bonus		3.5	Retirer	nent	58.6
	Car			0.0	Medica	al	93.1
	Dental			79.3	Stock		24.1
Factors important	Salary			2.1	Enviror	n./Culture	2.9
to job (avg ranking,	Benefit	S		4.4	Loyalty	to Staff	4.6
1 = most important)	Advanc	ement		4.4	Enviro	n./Soc. Re	esp.7.3
	Training	g		6.7	Job Se	curity	3.6
Employer rating	Salary			2.3	Enviror	n./Culture	2.1
(avg rating, 1 = best)	Benefit	S		2.5	Loyalty	to Staff	2.1
	Advanc	ement		2.6	Enviro	n./Soc. Re	esp.2.7
	Training	g		2.9	Job Se	curity	2.2
Plan to seek a new	Yes			25.0	No		47.5
job this year? (%)							
New job motivation (%)	Salary/	Benefits/	;	33.3	Advand	cement	6.7
	Differer	nt Part o	f Ind	13.3	Need a	a Change	6.7
	Get out	t of Indu	stry	6.7	Job Se	curity	0.0
	Environ	./Culture	9	20.0	Other		13.3
Method for seeking	Recruit	ment Ag	ency	2.1	Existin	g Contact	s 1.7
new job (avg ranking,	Job Ad	S		3.6	Contac	t Compar	ies 3.2
1=most likely)	Post Re	esume		4.3			

					0		
Number of respondent	ts						19
Employer	Per	rcent	Mark	et Sec	tor		Percen
Manufacturer		0.0	Rx Pl	narmac	euticals		89.5
Agency		94.7	OTC	Pharma	ceuticals	6	21.1
Media/Publisher - HCP		0.0	Biote	chnolog	gy		26.3
Media/Publisher - Consur	ner	0.0	Medi	cal Dev	ices/Equ	ip	5.3
Media/Publisher - HCP &	Consmr.	0.0	Diagr	nostic D	evice/Ed	quip	5.3
Service Supplier		0.0	Hosp	ital Pro	ducts/Ed	uip.	0.0
Other		5.3	Denta	al Produ	icts/Equi	р	0.0
			Mana	nged Ca	re		15.8
Age	High	65	L	.OW	28	Avg.	36.8
Sex	Male	36.8		emale	63.2		
Years in industry	High	42.0		OW	5.0	Avg.	12.8
Years in position	High	35.0		.OW	1.0	Avg.	5.1
Salary (\$000s/yr)	High	196.0		.OW	92.0	Avg.	129.7
Commission received?	Yes	0.0		lo	100.0	7.48.	
Amount (\$000s/yr)	High	0.0		.OW	0.0	Avg.	0.0
Bonus received?	Yes	73.7		lo	26.3	7.06.	
Amount (\$000s/yr)	High	20.0		.OW	1.0	Avg.	9.3
Perceived pay	111811	20.0		OW	1.0	7.06.	
vs. peers (%)	More	10.5		.ess	47.4	Same	42.1
Employer's gross	<\$5M	10.0		0.0	\$50-\$		17.7
US revenue (%)	\$5-\$20	N/		35.3	>100		17.7
OS Teveriue (70)	\$20-\$5			29.4	/1001	VI	17.7
Position satisfying? (%)	Thorou			5.3	Gener	ally	68.4
r osidon sadstyllig: (70)		metimes		21.1	No	ully	5.3
Advancement						1=Poor)	
prospects (%)	Excelle		LXC.	26.3	Good	1-1 001)	52.6
prospects (70)	Fair) I I L		5.3	Poor		15.8
How current job	Promo	ted		47.4		Search	10.5
was acquired (%)		by Comp	anv	21.1		nitiative	21.1
Benefits received (%)		g Bonus	arry	0.0	Retire		53.9
Delicitis received (70)	Car	5 Donus		0.0	Medic		92.3
	Dental			84.6	Stock	aı	7.7
Factors important	Salary			1.8		n./Culture	
to job (avg ranking,	Benefit	te		4.3		y to Staff	
1 = most important)		cement		5.0	-	n./Soc. F	
1 = most important	Trainin			6.5		ecurity	3.9
Employer rating	Salary	8		2.5		n./Culture	
(avg rating, 1 = best)	Benefit	ts		2.3		y to Staff	
lave runie, 1 – best		cement		2.3		n./Soc. F	
	Trainin			2.8		ecurity	2.3
Plan to seek a new	Yes	5		10.5	No	curity	42.1
job this year? (%)	163			10.0	110		74.1
New job motivation (%)	Salany	/Benefits		60.0	Advan	cement	0.0
job mouvadon (/0)		nt Part o		0.0		a Change	
		t of Indu		40.0		a Change ecurity	0.0
			-			curity	
Mothod for continu		n./Culture		0.0	Other	a Conta-	0.0
Method for seeking		tment Ag	ericy	2.1		g Contac	
new job (avg ranking,	Job Ad			3.3	Conta	ct Compa	mes 3.5
1=most likely)	Post R	esume		4.1			

ACCOUNT SUPE	RVIS	OR	\$9 1,	900	A 2	2.5%
Number of respondent	ts					22
Employer	Per	cent	Market Se	ector	ı	Percent
Manufacturer		0.0	Rx Pharma	ceuticals		90.9
Agency		95.5	OTC Pharr	naceutical	ls	27.3
Media/Publisher - HCP		0.0	Biotechnol	ogy		40.9
Media/Publisher - Consur	ner	0.0	Medical De	evices/Eq	uip	22.7
Media/Publisher - HCP &	Consmr.	4.6	Diagnostic	Device/E	quip	4.6
Service Supplier		0.0	Hospital Pi	roducts/E	quip.	4.6
Other		0.0	Dental Pro	ducts/Equ	іір	9.1
			Managed (Care		13.6
Age	High	43	Low	26	Avg.	32.6
Sex	Male	36.4	Female	63.6		
Years in industry	High	25.0	Low	4.0	Avg.	7.8
Years in position	High	10.0	Low	1.0	Avg.	2.6
Salary (\$000s/yr)	High	150.0	Low	65.0	Avg.	91.9
Commission received?	Yes	9.1	No	90.9		
Amount (\$000s/yr)	High	40.0	Low	35.0	Avg.	37.5
Bonus received?	Yes	40.9	No	59.1		
Amount (\$000s/yr)	High	12.0	Low	2.0	Avg.	5.9
Perceived pay						
vs. peers (%)	More	18.2	Less	40.9	Same	40.9
Employer's gross	<\$5M		18.2	\$50-\$	3100M	13.6
US revenue (%)	\$5-\$20	M	45.5	>100	М	0.0
	\$20-\$5	50M	22.7			
Position satisfying? (%)	Thorou		13.6	Gene	rally	59.1
	OK Sor	netimes	22.7	No		4.6
Advancement	Index	3.0 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	27.3	Good		50.0
	Fair		13.6	Poor		9.1
How current job	Promo	ted	42.9	Exec	Search	4.8
was acquired (%)	Hired b	y Comp	any 9.5	Own I	nitiative	42.9
Benefits received (%)		g Bonus	5.3	Retire	ment	52.6
	Car		5.3	Medic	al	84.2
	Dental		73.7	Stock		15.8
Factors important	Salary		2.5	Enviro	n./Culture	2.5
to job (avg ranking,	Benefit	S	4.7	Loyal	ty to Staff	4.4
1 = most important)	Advanc	ement	4.3	Enviro	on./Soc. R	esp.7.1
	Training	g	6.7	Job S	ecurity	3.9
Employer rating	Salary		2.3	Enviro	n./Culture	2.1
(avg rating, 1 = best)	Benefit	S	2.2	Loyal	ty to Staff	2.1
	Advanc	ement	2.3	Enviro	on./Soc. R	esp.2.5
	Training	g	3.0	Job S	ecurity	2.0
Plan to seek a new	Yes		36.4		-	36.4
job this year? (%)						
New job motivation (%)	Salary/	/Benefits	11.1	Advar	ncement	11.1
. ,		nt Part o		Need	a Change	11.1
	Get ou	t of Indu	stry 0.0		ecurity	11.1
		./Culture	•		-	11.1
Method for seeking		ment Ag			ng Contact	
new job (avg ranking,	Job Ad	_	3.9		ict Compai	
1=most likely)	Post R	esume	4.3			

ACCOUNT MANA	AGER		\$83	,900		_	▲2.7%	
Number of respondent	S						24	
Employer	Pero	ent	Market	Secto	r		Percen	
Manufacturer	2	20.8	Rx Phar	rmaceu	ticals		62.5	
Agency	3	37.5	OTC Ph	armac	euticals	S	12.5	
Media/Publisher - HCP		8.3	Biotech	nology			20.8	
Media/Publisher - Consun	ner	0.0	Medical	l Device	es/Equ	ıip	16.7	
Media/Publisher - HCP &	Consmr.	4.2	Diagnos	stic Dev	vice/Ed	quip	4.2	
Service Supplier	2	25.0	Hospita	l Produ	icts/Ed	ιμip.	16.7	
Other		4.2	Dental I	Product	ts/Equi	ip	4.2	
			Manage	ed Care	!		4.2	
Age	High	60	Low	V	24	Avg.	38.0	
Sex	Male	41.7	Fen	nale	58.3			
Years in industry	High	30.0	Low	V	1.0	Avg.	9.3	
Years in position	High	18.0	Low	V	0.5	Avg.	3.7	
Salary (\$000s/yr)	High	160.2	Low	V	40.0	Avg.	83.9	
Commission received?	Yes	20.8	No		79.2			
Amount (\$000s/yr)	High	45.0	Low	V	10.0	Avg.	24.2	
Bonus received?	Yes	41.7	No		58.3			
Amount (\$000s/yr)	High	55.0	Low	V	5.0	Avg.	29.6	
Perceived pay								
vs. peers (%)	More	16.7	Les	S	50.0	Same	33.3	
Employer's gross	<\$5M		2	1.7	\$50-\$	100M	8.7	
US revenue (%)	\$5-\$20I \$20-\$50			7.4 7.4	>1001	M	34.8	
Position satisfying? (%)	Thoroug			0.4	Gener	ally	39.1	
	OK Som	netimes	26	5.1	No		4.4	
Advancement	Index 2	2.8 (4=	Exc. 3=	Good 2	2=Fair	1=Poor)		
prospects (%)	Exceller	nt	17	7.4	Good		47.8	
	Fair		30	0.4	Poor		4.4	
How current job	Promote	ed		5.1	Exec S	Search	17.4	
was acquired (%)	Hired by	/ Compa	any 4	1.4	Own Ir	nitiative	30.4	
Benefits received (%)	Signing	Bonus	13	3.3	Retire		53.3	
	Car			5.7	Medic	al	80.0	
	Dental		66	5.7	Stock		60.0	
Factors important	Salary		2	2.3	Enviro	n./Cultur		
to job (avg ranking,	Benefits	3	4	4.5	Loyalt	y to Staf	f 4.5	
1 = most important)	Advance	ement		4.0		n./Soc.	Resp.6.8	
	Training		(5.4		ecurity	4.0	
Employer rating	Salary		2	2.3		n./Cultur		
(avg rating, 1 = best)	Benefits			2.3	-	y to Staf		
	Advance	ement	2	2.5	Enviro	n./Soc.	Resp. 2.5	
	Training		2	2.8	Job Se	ecurity	2.3	
Plan to seek a new	Yes		34	4.8	No		43.5	
job this year? (%)								
New job motivation (%)	Salary/l	Benefits	36	5.4	Advan	cement	9.1	
	Differen	t Part of	find 27	7.3	Need	a Change		
	Get out	of Indus	stry (0.0	Job Se	ecurity	9.1	
	Environ.	/Culture	18	3.2	Other		0.0	
Method for seeking	Recruitn	nent Ag	ency 2	2.2	Existin	g Contac	cts 1.8	
new job (avg ranking,	Job Ads		3	3.5	Conta	ct Compa	anies 3.6	
1=most likely)	Post Re	sume	3	3.8				

PROJECT MANAGER \$7							2.0%
Number of respondent	ts						1
Employer	Per	cent	Marke	t Sec	tor	ı	Perce
Manufacturer		35.3	Rx Pha	armac	euticals		52.
Agency		35.3	OTC P	harma	aceuticals	S	29.
Media/Publisher - HCP		5.9	Biotec	hnolo	gy		17
Media/Publisher - Consur	ner	0.0	Medica	al Dev	rices/Equ	iip	23
Media/Publisher - HCP &	Consmr.	0.0	Diagno	stic [Device/Ed	quip	5
Service Supplier		5.9	Hospit	al Pro	ducts/Ed	luip.	17
Other		17.7	Dental	Prod	ucts/Equi	ip	11
			Manag	ed Ca	are		23
Age	High	57	Lo	W	23	Avg.	37
Sex	Male	35.3		male	64.7	7.1.61	
Years in industry	High	31.0			1.0	Avg.	11
Years in position	High	25.0			0.2	Avg.	3
Salary (\$000s/yr)		170.0		••	33.0		
Commission received?	High Yes				100.0	Avg.	70
		0.0				۸	0
Amount (\$000s/yr)	High	0.0			0.0	Avg.	0
Bonus received?	Yes	58.8			41.2		_
Amount (\$000s/yr)	High	35.0) Lo	W	0.2	Avg.	9
Perceived pay							
vs. peers (%)	More	5.9			76.5	Same	17
Employer's gross	<\$5M		2	23.5	\$50-\$	100M	11
US revenue (%)	\$5-\$20	MC	2	23.5	>1001	M	29
	\$20-\$5	50M	1	1.8			
Position satisfying? (%)	Thorou	ighly	1	8.8	Gener	ally	50
	OK So	metimes	2	25.0	No		6
Advancement	Index	2.1 (4=	Exc. 3	=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		5.9	Good		29
	Fair		2	9.4	Poor		35
How current job	Promo	ted	3	5.3	Exec	Search	11
was acquired (%)	Hired b	y Comp	any	5.9	Own Ir	nitiative	41
Benefits received (%)	Signing	g Bonus		0.0	Retire	ment	58
	Car			0.0	Medic	al	83
	Dental		5	8.3	Stock		58
Factors important	Salary			1.9		n./Culture	3
to job (avg ranking,	Benefit	S		4.1		y to Staff	5
1 = most important)		cement		4.5		n./Soc. R	
2 - most important,	Trainin			5.9		ecurity	3
Employer rating	Salary	ь		2.7		n./Culture	2
(avg rating, 1 = best)	Benefit			2.3		y to Staff	2
(avg raulig, I = best)				2.8		-	
	Advancement Training			2.9	Environ./Soc. F Job Security		sp.∠ 2
Diameter and a many		g				ecurity	
Plan to seek a new	Yes		4	1.2	No		23
job this year? (%)	0 1	/D :		· -	A 1		
New job motivation (%)		/Benefits		6.7		cement	11
		nt Part o		0.0		a Change	22
	Get out of Industry			0.0		ecurity	0
		n./Culture		0.0	Other		0
Method for seeking	Recruit	ment Ag	ency	3.3	Existin	g Contact	s 2
new job (avg ranking,	Job Ad	S		2.3	Conta	ct Compar	iies 3
1=most likely)	Post R	esume		3.8			

SENIOR ACCOU	NI EV	EU.	Şö	5,600		6.8%		
Number of respondent	ts					15		
Employer	Pei	rcent	Market	Sector		Percen		
Manufacturer		20.0	Rx Phar	maceuticals	;	73.3		
Agency		60.0	OTC Pha	armaceutica	als	13.		
Media/Publisher - HCP		0.0	Biotechr	nology		0.0		
Media/Publisher - Consur	ner	6.7	Medical	Devices/Ed	quip	20.		
Media/Publisher - HCP &	Consmr.	6.7	Diagnos	tic Device/E	Equip	13.		
Service Supplier		6.7	Hospital	Products/E	quip.	0.		
Other		0.0	Dental P	tal Products/Equip				
			Manage	d Care		13.		
Age	High	57	Low	25	Avg.	38.		
Sex	Male	40.0	Fem	ale 60.0				
Years in industry	High	34.0) Low	3.0	Avg.	11.		
Years in position	High	23.0) Low	1.0	Avg.	5.		
Salary (\$000s/yr)	High	152.7			Avg.	85.		
Commission received?	Yes	33.3		66.7				
Amount (\$000s/yr)	High	75.0		12.0	Avg.	33.		
Bonus received?	Yes	46.7		53.3				
Amount (\$000s/yr)	High	25.0			Avg.	10.		
Perceived pay			2011		7.10.			
vs. peers (%)	More	6.7	' Less	53.3	Same	40.		
Employer's gross	<\$5M	0.7	15		\$100M	0.		
US revenue (%)	\$5-\$20	NC	30			23.		
oo revenue (70)	\$20-\$5		30		Olvi	20.		
Position satisfying? (%)	Thorou	ıghly	20	.0 Gene	erally	53.		
	OK So	metimes	26	.7 No		0.		
Advancement	Index	2.3 (4=	Exc. 3=	Good 2=Fai	r 1=Poor)			
prospects (%)	Excelle	ent	13	.3 Good	t	33.		
	Fair		20	.0 Poor		33.		
How current job	Promo	ted	33	.3 Exec	Search	13.		
was acquired (%)	Hired b	y Comp	any 20	.0 Own	Initiative	33.		
Benefits received (%)	Signing	g Bonus	0	.0 Retir	Retirement			
	Car		36	.4 Medi	cal	81.		
	Dental		81	.8 Stoc	Stock			
Factors important	Salary				on./Culture	18.		
to job (avg ranking,	Benefit	ts	4	.4 Loya	Ity to Staff	5.		
3 (3)		cement			on./Soc. F	Resp.7.		
	Training				Job Security			
Employer rating	Salary				Environ./Culture			
(avg rating, 1 = best)	Benefit				Ity to Staff			
(avg rading, I = best/		cement			Environ./Soc. R			
	Trainin	g			Job Security			
Plan to seek a new	Yes		40			33.		
job this year? (%)			.0			50.		
New job motivation (%)	Salary	/Benefits	25	.0 Adva	ncement	12.		
New Job Mouvadon (76)		nt Part o			Need a Change			
		t of Indu			Job Security			
		n./Culture	-		Other			
Mothod for analying						0. tc 1		
Method for seeking		tment Ag			ing Contac			
new job (avg ranking,	Job Ad				Contact Compa			
1=most likely)	rnst R	esume	4	.1				

ACCOUNT EXECU	JTIVE	<u> </u>	\$5	0,80	0	A (6.5%
Number of respondents	3						28
Employer	Per	cent	Mark	et Sect	or		Percent
Manufacturer		7.1	Rx Pl	harmace	euticals		78.6
Agency		89.3	OTC	Pharma	ceutical	S	21.4
Media/Publisher - HCP		0.0	Biote	chnolog	gy		17.9
Media/Publisher - Consum	er	0.0	Medi	cal Devi	ıip	21.4	
Media/Publisher - HCP & 0	Consmr.	3.6	Diagr	nostic D	evice/Ed	quip	7.1
Service Supplier	0.0		Hosp	ital Prod	uip.	7.1	
Other		0.0	Denta	al Produ	ip	3.6	
			Mana	nged Ca		14.3	
Age	High	54	L	.OW	22	Avg.	27.0
Sex	Male	17.9) F	emale	82.1		
Years in industry	High	21.0) L	.OW	0.5	Avg.	4.6
Years in position	High	14.0) L	.OW	0.5	Avg.	2.7
Salary (\$000s/yr)	High	165.0) L	.OW	30.0	Avg.	50.8
Commission received?	Yes	7.1	. 1	lo	92.9		
Amount (\$000s/yr)	High	150.0) L	.OW	0.6	Avg.	75.3
Bonus received?	Yes	60.7	7	lo	39.3		
Amount (\$000s/yr)	High	31.0) L	.OW	0.5	Avg.	4.6
Perceived pay							
vs. peers (%)	More	14.3	3 L	.ess	39.3	Same	46.4
Employer's gross	<\$5M			18.5	\$50-\$	100M	7.4
US revenue (%)	\$5-\$20M			51.9	>100M		7.4
	\$20-\$50M			14.8			
Position satisfying? (%)	Thoroughly			19.2	Gener	ally	53.9
OK		OK Sometimes		23.1	No		3.9
Advancement	Index	3.0 (4=	Exc.	3=Good	2=Fair	1=Poor)	
prospects (%)	Excellent			25.0	Good		57.1
	Fair			7.1	Poor		10.7
How current job	Promo	ted		25.0	Exec S	Search	7.1
was acquired (%)	Hired b	y Comp	any	25.0	Own Initiative		35.7
Benefits received (%)	Signing Bonus			4.6	Retire	ment	50.0
	Car			9.1	Medic	al	86.4
	Dental			72.7	Stock		18.2
Factors important	Salary			2.1	Enviro	n./Culture	3.2
to job (avg ranking,	Benefit	S		4.6	Loyalty to Staff		5.1
1 = most important)	Advancement			3.8	Enviro	n./Soc. R	esp. 7.4
	Training	g		5.6	Job Se	ecurity	4.1
Employer rating	Salary			2.5	Environ./Cultur		1.8
(avg rating, 1 = best)	Benefits			2.1	Loyalt	2.0	
, , ,	Advancement			2.2	Enviro	esp.2.6	
	Training			2.5	Job Security		2.1
Plan to seek a new	Yes			29.6	No		25.9
job this year? (%)							
New job motivation (%)	Salary/	/Benefits	6	33.3	Advan	cement	8.3
	Different Part of Ind			25.0	Need	a Change	8.3
	Get out of Industry			0.0	Job Se	ecurity	0.0
	Environ./Culture			16.7	Other	-	8.3
	Dooruit	mont Aa	ancv	3.6	Fvictin	g Contac	ts 1.9
Method for seeking	Recruit	Recruitment Agenc			LAISUII	5 0011140	
Method for seeking new job (avg ranking,	Job Ad		ciicy	2.8		ct Compa	

MANAGEMENT SUPERVISOR \$136,700 ▼2.8%

Manufacturer	Number of respondent	s						7
Agency	Employer	Per	cent	Mark	cet Sec	tor		Percen
Media/Publisher - HCP 0.0 Biotechnology 28. Media/Publisher - Consumer 0.0 Medical Devices/Equip 28. Media/Publisher - HCP & Consum. 0.0 Diagnostic Device/Equip 14. Service Supplier 0.0 Hospital Products/Equip 14. Other 14.3 Dental Products/Equip 14. Managed Care 0.0 Age High 61 Low 29 Avg. 46. Sex Male 57.1 Female 42.9 42.9 Years in industry High 27.0 Low 7.0 Avg. 15. Years in position High 15.0 Low 1.0 Avg. 5. Salary (S000s/yr) High 20.0 Low 10.0 Avg. 13. Commission received? Yes 28.6 No 71.4 Amount (\$000s/yr) High 35.0 Low 12.0 Avg. 23. Perceived pay Vs.	Manufacturer	:	28.6	Rx P	harmac	euticals		57.1
Media/Publisher - Consumer	Agency	!	57.1	OTC	Pharma	aceuticals	S	0.0
Media/Publisher - HCP & Consmr. 0.0 Diagnostic Device/Equip 14.	Media/Publisher - HCP		0.0	Biote	echnolo	gy		28.6
Service Supplier	Media/Publisher - Consum	ner	0.0	Medi	cal Dev	ices/Equ	iip	28.6
Age	Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic D	evice/Ed	quip	14.3
Managed Care O.	Service Supplier		0.0	Hosp	ital Pro	ducts/Eq	juip.	0.0
Age	Other	14.3 Denta			al Produ	14.3		
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Years in position High 15.0 Low 1.0 Avg. 5. Salary (\$000s/yr) High 200.0 Low 63.0 Avg. 136. Commission received? Yes 0.0 No 100.0 Avg. 0. Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0. Bonus received? Yes 28.6 No 71.4 </td <td>Sex</td> <td>Male</td> <td>57.1</td> <td>. F</td> <td>emale</td> <td>42.9</td> <td></td> <td></td>	Sex	Male	57.1	. F	emale	42.9		
Salary (\$000s/yr)	Years in industry	High	27.0) L	.OW	7.0	Avg.	15.9
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VS revenue (%) \$5-\$20M 28.6 >100M 14. \$20-\$50M 28.6	vs. peers (%)	More	14.3	3 L	ess	42.9	Same	42.9
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MEDIA DIRECTOR

\$139,500

▼0.5%

Manufacturer 13.3 Rx Pharmaceuticals 86.7 Agency 66.7 OTC Pharmaceuticals 26.7 Media/Publisher - HCP 6.7 Biotechnology 40.0 Media/Publisher - Consumer 0.0 Medical Devices/Equip 6.7 Service Supplier 0.0 Hospital Products/Equip 6.7 Other 6.7 Dental Products/Equip 6.7 Age High 62 Low 28 Avg. 45.3 Sex Male 60.0 Female 40.0 Years in industry High 40.0 Low 7.0 Avg. 18.0 Sex Male 60.0 Female 40.0 Avg. 18.0 Years in industry High 40.0 Low 7.0 Avg. 18.0 Years in industry High 40.0 Low 7.0 Avg. 18.0 Gorministion received? Yes 6.7 No 93.3 Avg. 40.0 Bonus received?	Number of respondent	S						15
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Media/Publisher - HCP & Consmr. 6.7 Diagnostic Device/Equip 6.7	Media/Publisher - HCP		6.7	Biote	echnolo	gy		40.0
Service Supplier	Media/Publisher - Consun	ner	0.0	Medi	cal Dev	ices/Equ	ip	13.3
Age	Media/Publisher - HCP &	Consmr.	6.7	Diag	nostic D	evice/Eq	luip	6.7
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Amount (\$000s/yr) High 40.0 Low 40.0 Avg. 40.0 Bonus received? Yes 60.0 No 40.0 Avg. 17.6 Amount (\$000s/yr) High 42.0 Low 2.0 Avg. 17.6 Perceived pay vs. peers (%) More 6.7 Less 53.3 Same 40.0 Employer's gross <\$5M 6.7 \$50-\$100M 20.0 US revenue (%) \$5-\$20M 6.7 >100M 46.7 \$20-\$50M 20.0 Position satisfying? (%) Thoroughly OK Sometimes O.0 No 0.0 OK Sometimes 0.0 No 0.0 0.0 Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) 1=Poor) Prospects (%) Excellent 13.3 Good 40.0 Fair 40.0 Poor 6.7 How current job Promoted 33.3 Exec Search 0.0 was acquired (%) Hired by Company 26.7 Own Initiative	Salary (\$000s/yr)	High	250.0) L	-OW	85.0	Avg.	139.5
Section Sect	Commission received?	Yes	6.	7 1	No	93.3		
Amount (\$000s/yr) High 42.0 Low 2.0 Avg. 17.6 Perceived pay vs. peers (%) More 6.7 Less 53.3 Same 40.0 Employer's gross <\$5M 6.7 \$50-\$100M 20.0 US revenue (%) \$5-\$20M 6.7 >100M 46.7 \$20-\$50M 20.0 Position satisfying? (%) Thoroughly OK Sometimes 0.0 No 0.0 Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Promoted 13.3 Good 40.0 Fair 40.0 Poor 6.7 40.0 Poor 6.7 How current job Promoted 33.3 Exec Search 0.0 40.0 was acquired (%) Hired by Company 26.7 Own Initiative 33.3 Benefits received (%) Signing Bonus 7.1 Retirement 78.6 Car 0.0 Medical 85.7 Stock 28.6 Factors important Salary 2.2 Environ./Culture <t< td=""><td>Amount (\$000s/yr)</td><td>High</td><td>40.0</td><td>) L</td><td>.OW</td><td>40.0</td><td>Avg.</td><td>40.0</td></t<>	Amount (\$000s/yr)	High	40.0) L	.OW	40.0	Avg.	40.0
Perceived pay vs. peers (%) More 6.7 Less 53.3 Same 40.0 Employer's gross <\$5M 6.7 \$50-\$100M 20.0 US revenue (%) \$5-\$20M 6.7 >100M 46.7 \$20-\$50M 20.0 Position satisfying? (%) Thoroughly OK Sometimes 0.0 No 0.0 Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Promoted 13.3 Good 40.0 40.0 Fair 40.0 Poor 6.7 40.0 Poor 6.7 How current job Promoted 33.3 Exec Search 0.0 40.0 was acquired (%) Hired by Company 26.7 Own Initiative 33.3 Benefits received (%) Signing Bonus 7.1 Retirement 78.6 Car 0.0 Medical 85.7 Dental 85.7 Stock 28.6 Factors important Salary 2.2 Environ./Culture 2.9 Training 6.4 Job Security	Bonus received?	Yes	60.0	1 (٧o	40.0		
vs. peers (%) More 6.7 Less 53.3 Same 40.0 Employer's gross <\$5M 6.7 \$50-\$100M 20.0 US revenue (%) \$5-\$20M 6.7 >100M 46.7 \$20-\$50M 20.0 Position satisfying? (%) Thoroughly OK Sometimes 0.0 No 0.0 Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Promoted 3.3 Good 40.0 Fair 40.0 Poor 6.7 How current job Promoted 33.3 Exec Search 0.0 was acquired (%) Hired by Company 26.7 Own Initiative 33.3 Benefits received (%) Signing Bonus 7.1 Retirement 78.6 Car 0.0 Medical 85.7 Dental 85.7 Stock 28.6 Factors important Salary 2.2 Environ./Culture 2.9 to job (avg ranking, 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7.2 7.2 Training <t< td=""><td>Amount (\$000s/yr)</td><td>High</td><td>42.0</td><td>) L</td><td>.OW</td><td>2.0</td><td>Avg.</td><td>17.6</td></t<>	Amount (\$000s/yr)	High	42.0) L	.OW	2.0	Avg.	17.6
Employer's gross <\$5M 6.7 \$50-\$100M 20.0	Perceived pay							
S-\$20M 20.0	vs. peers (%)	More	6.	7 L	ess	53.3	Same	40.0
\$20-\$50M 20.0	Employer's gross	<\$5M			6.7	\$50-\$3	100M	20.0
Thoroughly	US revenue (%)	\$5-\$20	MC		6.7	>1001	N	46.7
OK Sometimes 0.0 No 0.0 Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 13.3 Good 40.0 Fair 40.0 Poor 6.7 How current job Promoted 33.3 Exec Search 0.0 was acquired (%) Hired by Company 26.7 Own Initiative 33.3 Benefits received (%) Signing Bonus 7.1 Retirement 78.6 Car 0.0 Medical 85.7 Dental 85.7 Stock 28.6 Factors important Salary 2.2 Environ./Culture 2.9 to job (avg ranking, Benefits 4.1 Loyalty to Staff 4.9 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7.2 7.2 Training 6.4 Job Security 3.1 Employer rating Salary 2.1 Environ./Culture 2.0 (avg rating, 1 = best) Benefits 1.9 Loyalty to Staff 2.0 Advancement 2.1 Environ./Soc. Resp. 1.9 7.2 7.2 Training 2.4 Job Security		\$20-\$5	50M		20.0			
Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 13.3 Good 40.0 Good How current job Promoted 33.3 Exec Search 0.0 Good was acquired (%) Hired by Company 26.7 Own Initiative 33.3 Exec Search Benefits received (%) Signing Bonus 7.1 Retirement 78.6 Exective Text Search Car 0.0 Medical 85.7 Stock 28.6 Exective Text Search Dental 85.7 Stock 28.6 Exective Text Search Factors important Salary 2.2 Environ./Culture 2.9 Environ./Culture 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7.2 Environ./Soc. Resp. 7.2 Environ./Culture 2.0 Environ./Culture 2.0 Environ./Culture 2 = most important Salary 2.1 Environ./Culture 2.0	Position satisfying? (%)	Thorou	ighly		46.7	Genera	ally	53.3
prospects (%) Excellent 13.3 Good 40.0 How current job Promoted 33.3 Exec Search 0.0 was acquired (%) Hired by Company 26.7 Own Initiative 33.3 Benefits received (%) Signing Bonus 7.1 Retirement 78.6 Car 0.0 Medical 85.7 Dental 85.7 Stock 28.6 Factors important Salary 2.2 Environ./Culture 2.9 to job (avg ranking, Benefits 4.1 Loyalty to Staff 4.9 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7.2 7.2 Training 6.4 Job Security 3.1 Employer rating Salary 2.1 Environ./Culture 2.0 (avg rating, 1 = best) Benefits 1.9 Loyalty to Staff 2.0 Advancement 2.1 Environ./Soc. Resp. 1.9 2.0 Advancement 2.1 Environ./Soc. Resp. 1.9 2.0 Training		OK Sor	metimes	6	0.0	No		0.0
Fair 40.0 Poor 6.7	Advancement	Index	2.6 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
How current job Promoted 33.3 Exec Search 0.0	prospects (%)	Excelle	ent		13.3	Good		40.0
was acquired (%) Hired by Company 26.7 Own Initiative 33.3 Benefits received (%) Signing Bonus 7.1 Retirement 78.6 Car 0.0 Medical 85.7 Dental 85.7 Stock 28.6 Factors important Salary 2.2 Environ./Culture 2.9 to job (avg ranking, Benefits 4.1 Loyalty to Staff 4.9 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7.2 7.2 Training 6.4 Job Security 3.1 Employer rating Salary 2.1 Environ./Culture 2.0 (avg rating, 1 = best) Benefits 1.9 Loyalty to Staff 2.0 Advancement 2.1 Environ./Soc. Resp. 1.9 1.8 Advancement 2.4 Job Security 1.8 Plan to seek a new Yes 13.3 No 60.0		Fair			40.0	Poor		6.7
Signing Bonus 7.1 Retirement 78.6	How current job	Promo	ted		33.3	Exec S	Search	0.0
Car	was acquired (%)	Hired b	y Comp	any	26.7	Own In	itiative	33.3
Dental 85.7 Stock 28.6	Benefits received (%)	Signing	g Bonus		7.1	Retirer	ment	78.6
Factors important to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 2.9 1 = most important) Advancement Training 4.1 Loyalty to Staff 4.9 Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Soc. Resp. 7.2 Advancement Advancement Advancement Training 2.1 Environ./Culture 2.0 Advancement Training 2.4 Job Security 1.8 Plan to seek a new Yes 13.3 No 60.0		Car			0.0	Medica	al	85.7
to job (avg ranking, Benefits 4.1 Loyalty to Staff 4.9 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7.2 Training 6.4 Job Security 3.1 Employer rating Salary 2.1 Environ./Culture 2.0 (avg rating, 1 = best) Benefits 1.9 Loyalty to Staff 2.0 Advancement 2.1 Environ./Soc. Resp. 1.9 Advancement 2.4 Job Security 1.8 Plan to seek a new Yes 13.3 No 60.0		Dental			85.7	Stock		28.6
1 = most important) Advancement Training 4.5 Environ./Soc. Resp. 7.2 Employer rating Salary 2.1 Environ./Culture 2.0 (avg rating, 1 = best) Benefits 1.9 Loyalty to Staff 2.0 Advancement 2.1 Environ./Soc. Resp. 1.9 Training 2.4 Job Security 1.8 Plan to seek a new Yes 13.3 No 60.0	Factors important	Salary			2.2	Enviror	n./Culture	2.9
Training 6.4 Job Security 3.1	to job (avg ranking,	Benefit	:S		4.1	Loyalty	y to Staff	4.9
Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.0 Advancement Training 2.1 Environ./Soc. Resp. 1.9 2.0 Advancement Training 2.4 Job Security 1.8 Plan to seek a new Yes 13.3 No 60.0	1 = most important)	Advano	cement		4.5	Enviro	n./Soc. R	esp.7.2
(avg rating, 1 = best) Benefits Advancement Training 2.4 Dob Security 1.8 Plan to seek a new Benefits 1.9 Loyalty to Staff 2.0 Environ./Soc. Resp. 1.9 1.8 No 60.0		Trainin	g		6.4	Job Se	ecurity	3.1
Advancement 2.1 Environ./Soc. Resp. 1.9 Training 2.4 Job Security 1.8 Plan to seek a new Yes 13.3 No 60.0	Employer rating	Salary			2.1	Enviror	n./Culture	2.0
Training 2.4 Job Security 1.8 Plan to seek a new Yes 13.3 No 60.0	(avg rating, 1 = best)	Benefit	S		1.9	Loyalty	y to Staff	2.0
Plan to seek a new Yes 13.3 No 60.0		Advano	cement		2.1			esp.1.9
	-	Trainin	g		2.4	Job Se	ecurity	1.8
ich this year? 19(1)	Plan to seek a new	Yes			13.3	No		60.0
	job this year? (%)							
	New job motivation (%)	-						0.0
9							_	0.0
				-			ecurity	0.0
·								0.0
9	_	Recruit	ment Ag	gency			_	
new job (avg ranking,Job Ads3.8Contact Companies 2.9	new job (avg ranking,	Job Ad	S		3.8	Contac	ct Compa	nies 2.9
1=most likely) Post Resume 4.7	1=most likely)	Post R	esume		4.7			

MEDIA BUYER/PLANNER

\$72,000 ▲23.5%

4 **Number of respondents Employer** Percent Market Sector Percent Manufacturer 0.0 Rx Pharmaceuticals 100.0 75.0 25.0 **OTC Pharmaceuticals** Agency Media/Publisher - HCP 25.0 Biotechnology 25.0 Media/Publisher - Consumer 0.0 25.0 Medical Devices/Equip Media/Publisher - HCP & Consmr. 0.0 Diagnostic Device/Equip 0.0 Service Supplier 0.0 Hospital Products/Equip. 0.0 Other 0.0 Dental Products/Equip 0.0 Managed Care 50.0 Age High 65 Low 37 Avg. 51.0 Sex Male 0.0 Female 100.0 Avg. 25.5 Years in industry 40.0 Low 14.0 High 4.0 Years in position High 13.0 Low Avg. 8.5 Salary (\$000s/yr) 80.0 Low 50.0 72.0 High Avg. Commission received? Yes 0.0 No 100.0 Amount (\$000s/yr) 0.0 0.0 0.0 High Low Avg. 0.0 Bonus received? 100.0 No Amount (\$000s/yr) 10.0 3.0 5.8 High Low Avg. Perceived pay vs. peers (%) More 33.3 Less 33.3 Same 33.3 <\$5M 25.0 \$50-\$100M 50.0 Employer's gross US revenue (%) \$5-\$20M 25.0 >100M 0.0 \$20-\$50M 0.0 75.0 Position satisfying? (%) Thoroughly 25.0 Generally **OK Sometimes** 0.0 No 0.0 Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor) Advancement prospects (%) Excellent 25.0 Good 50.0 Fair 0.0 Poor 25.0 How current job 50.0 0.0 Promoted Exec Search was acquired (%) Hired by Company 0.0 Own Initiative 50.0 0.0 100.0 Benefits received (%) Signing Bonus Retirement Car 0.0 Medical 0.0 0.0 0.0 Dental Stock **Factors important** Salary 2.0 Environ./Culture 4.0 to job (avg ranking, Benefits 3.8 Loyalty to Staff 5.5 1 = most important) Advancement 6.5 Environ./Soc. Resp. 7.5 5.3 **Training** Job Security 1.5 **Employer rating** Salary 2.7 Environ./Culture 2.3 2.3 2.3 (avg rating, 1 = best) Benefits Loyalty to Staff Advancement 2.7 Environ./Soc. Resp. 3.0 1.7 Job Security 2.7 **Training** Plan to seek a new 0.0 33.3 Yes job this year? (%) 100.0 0.0 New job motivation (%) Salary/Benefits Advancement Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture Other 0.0 0.0 Method for seeking Recruitment Agency 2.5 **Existing Contacts** 1.0 Job Ads 3.5 Contact Companies 3.5 new job (avg ranking,

Post Resume

1=most likely)

4.5

DIR., CME/MEDICAL EDUC. \$121,800 ▲19.4%

Number of respondent	s						6
Employer	Per	cent	Mar	ket Sec	tor		Percent
Manufacturer		16.7	Rx P	harmac	euticals		83.3
Agency		16.7	OTC	Pharma	aceuticals	6	0.0
Media/Publisher - HCP		16.7	Biote	echnolo,	gy		16.7
Media/Publisher - Consun	ner	0.0	Med	ical Dev	ices/Equ	ip	0.0
Media/Publisher - HCP &	Consmr. 1	16.7	Diag	nostic [evice/Ec	Juip	16.7
Service Supplier		0.0	Hosp	oital Pro	ducts/Eq	uip.	0.0
Other		33.3	Dent	tal Produ	ucts/Equi	р	0.0
			Man	aged Ca	are		0.0
Age	High	60	l	_OW	37	Avg.	48.8
Sex	Male	16.7	' F	emale	83.3		
Years in industry	High	30.0) [_OW	4.0	Avg.	17.5
Years in position	High	6.0) [_OW	1.0	Avg.	4.2
Salary (\$000s/yr)	High	152.0) [_OW	80.0	Avg.	121.8
Commission received?	Yes	0.0) [No	100.0		
Amount (\$000s/yr)	High	0.0) [_OW	0.0	Avg.	0.0
Bonus received?	Yes	83.3	3 [Vo	16.7		
Amount (\$000s/yr)	High	38.0) [_OW	1.0	Avg.	14.6
Perceived pay							
vs. peers (%)	More	33.3	3 [_ess	16.7	Same	50.0
Employer's gross	<\$5M			33.3	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M		0.0	>100	N	33.3
	\$20-\$5	OM		33.3			
Position satisfying? (%)	Thorou	ghly		16.7	Genera	ally	50.0
	OK Son	netimes		16.7	No		16.7
Advancement	Index 2	2.2 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		16.7	Good		16.7
	Fair			33.3	Poor		33.3
How current job	Promot	ed		66.7	Exec S	Search	16.7
was acquired (%)	Hired b	y Comp	any	0.0	Own Ir	itiative	0.0
Benefits received (%)	Signing	Bonus		16.7	Retirer	ment	33.3
	Car			16.7	Medica	al	83.3
	Dental			83.3	Stock		33.3
Factors important	Salary			2.6	Enviro	n./Culture	2.2
to job (avg ranking,	Benefit	S		5.0		y to Staff	4.6
1 = most important)	Advanc			3.6		n./Soc. R	esp.7.6
	Training	g		5.8	Job Se		4.6
Employer rating	Salary			2.2		n./Culture	
(avg rating, 1 = best)	Benefit	S		2.2		y to Staff	
	Advanc	ement		3.0	Enviro	n./Soc. R	
-	Training	3		3.0	Job Se	ecurity	2.7
Plan to seek a new	Yes			50.0	No		16.7
job this year? (%)							
New job motivation (%)		Benefits		0.0	Advan	cement	25.0
		nt Part o		25.0	Need a	a Change	0.0
		of Indu	,	0.0	Job Se	ecurity	50.0
	Environ	./Culture	Э	0.0	Other		0.0
Method for seeking	Recruit	ment Ag	ency	2.6	Existin	g Contac	ts 1.4
new job (avg ranking,	Job Ads			3.4	Contac	ct Compa	nies 3.2
1=most likely)	Post Re	esume		4.4			

MEDICAL DIRECTOR \$176,700

▲ 7.1%

RESEARCH DIRECTOR \$164,200

▲5.7%

Number of respondent	:s						17
Employer	Per	cent	Mark	et Sec	tor		Percent
Manufacturer	:	29.4	Rx Ph	narmac	euticals		76.5
Agency	;	35.3	OTC I	Pharm	aceuticals	5	11.8
Media/Publisher - HCP		5.9	Biote	chnolo	gy		17.7
Media/Publisher - Consun	ner	0.0	Medic	cal Dev	ices/Equ	ip	35.3
Media/Publisher - HCP &	Consmr.	0.0	Diagn	ostic [Device/Ed	quip	23.5
Service Supplier		0.0	Hospi	ital Pro	ducts/Ed	uip.	5.9
Other		29.4	Denta	al Prod	ucts/Equi	р	0.0
			Mana	ged Ca	are		17.7
Age	High	69	L	OW	27	Avg.	47.0
Sex	Male	64.7	' F	emale	35.3		
Years in industry	High	47.0) L	OW	2.0	Avg.	19.6
Years in position	High	19.0) L	OW	1.0	Avg.	3.1
Salary (\$000s/yr)	High	257.0) L	OW	80.0	Avg.	176.7
Commission received?	Yes	0.0) N	0	100.0		
Amount (\$000s/yr)	High	0.0) L	OW	0.0	Avg.	0.0
Bonus received?	Yes	76.5	5 N	0	23.5		
Amount (\$000s/yr)	High	60.0) L	OW	2.0	Avg.	32.7
Perceived pay							
vs. peers (%)	More	5.9) [ess	52.9	Same	41.2
Employer's gross	<\$5M	0.5		17.7	\$50-\$		11.8
US revenue (%)	\$5-\$20	M		17.7	>1001		52.9
00 10101140 (70)	\$20-\$5			0.0	, 100	••	02
Position satisfying? (%)	Thorou			29.4	Gener	ally	35.3
r osidon sadsiying. (70)		netimes		11.8	No	uny	23.5
Advancement					d 2=Fair	1-Poor)	
prospects (%)	Excelle	•		11.8	Good	1-1 0017	17.
prospects (70)	Fair	110		41.2	Poor		29.4
How current job	Promot	ted		11.8		Search	35.3
was acquired (%)		y Comp		29.4		nitiative	17.
Benefits received (%)		Bonus		26.7	Retire		66.7
Delicina received (70)	Car	Donas		13.3	Medic		93.3
	Dental			86.7	Stock	ui	40.0
Factors important	Salary			2.5		n./Culture	
to job (avg ranking,	Benefit	c		3.9		y to Staff	4.8
	Advanc	-		4.9	-		
1 = most important)				6.6		n./Soc. F ecurity	
Employer reting	Training Salary	5		2.5		n./Culture	3.8
Employer rating		•					
(avg rating, 1 = best)	Benefit			1.8		y to Staff	
	Advanc			2.9		n./Soc. F	
DI	Training	3		2.7		ecurity	2.4
Plan to seek a new	Yes			47.1	No		41.2
job this year? (%)	0.1	/D C:		05.0	Λ.		10.
New job motivation (%)		Benefits		25.0		cement	12.
		nt Part o				a Change	
		t of Indu	,	0.0		ecurity	0.0
		./Culture		25.0	Other		12.5
Method for seeking		ment Ag	ency	1.9		g Contac	
new job (avg ranking,	Job Ad	S		3.2	Conta	ct Compa	nies 3.7
1=most likely)	Post Re	esume		4.3			

ILOLAIIOII DIIIL	0.0.	τ γι	0 1 ,				711 / 0
Number of respondents	3						29
Employer	Per	cent	Mark	cet Sec	tor	ı	Percent
Manufacturer		79.3	Rx Pl	harmac	euticals		72.4
Agency		10.3	OTC	Pharma	aceuticals	5	24.1
Media/Publisher - HCP		3.5	Biote	echnolo;	gy		27.6
Media/Publisher - Consum	er	0.0	Medi	cal Dev	ices/Equ	ip	27.6
Media/Publisher - HCP & 0	Consmr.	0.0	Diagi	nostic D	evice/Ec	quip	10.3
Service Supplier		3.5	Hosp	ital Pro	ducts/Eq	uip.	10.3
Other		3.5	Denta	al Produ	ıcts/Equi	р	0.0
			Mana	aged Ca	ire		3.5
Age	High	74	L	.OW	33	Avg.	48.2
Sex	Male	58.6		emale	41.4		
Years in industry	High	45.0		.OW	2.0	Avg.	18.6
Years in position	High	20.0		.OW	1.0	Avg.	4.7
Salary (\$000s/yr)	High	240.0		.OW	86.0	Avg.	164.2
Commission received?	Yes	0.0		No.	100.0	7.1.61	
Amount (\$000s/yr)	High	0.0		.0W	0.0	Avg.	0.0
Bonus received?	Yes	93.1		lo Vo	6.9	7116.	
Amount (\$000s/yr)	High	120.0		.OW	2.0	Avg.	39.5
Perceived pay	TIIGII	120.0	, L	.Ovv	2.0	Avg.	
vs. peers (%)	More	14.8	3 L	.ess	33.3	Same	51.9
Employer's gross	<\$5M			6.9	\$50-\$		3.5
US revenue (%)	\$5-\$20	MC		3.5	>100	М	79.3
	\$20-\$5	50M		6.9			
Position satisfying? (%)	Thorou			31.0	Genera	allv	48.3
, ,		metimes		17.2	No	. ,	3.5
Advancement				3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle			10.7	Good	,	17.9
	Fair			39.3	Poor		32.1
How current job	Promo	ted		59.3		Search	3.7
was acquired (%)		y Comp	anv	3.7		nitiative	29.6
Benefits received (%)		g Bonus	uy	23.1	Retirer		46.2
20110111011011011011011011	Car	5 20		0.0	Medica		80.8
	Dental			80.8	Stock	ui.	61.5
Factors important	Salary			2.4		n./Culture	
to job (avg ranking,	Benefit	·s		3.7		y to Staff	5.5
1 = most important)		cement		5.0		n./Soc. R	
2 = moot important,	Training			6.4	Job Se	•	3.0
Employer rating	Salary	ь		2.1		n./Culture	
(avg rating, 1 = best)	Benefit	c		1.9		y to Staff	2.7
(avg rating, 1 = best)		cement		3.0		n./Soc. R	
	Training			2.7	Job Se		2.6
Plan to seek a new	Yes	8		46.4	No No	curity	32.1
	163			40.4	INO		32.1
job this year? (%) New job motivation (%)	Salany	/Benefits		26.7	Advan	cement	6.7
New Job Mouvadon (70)	-	nt Part o		6.7		a Change	6.7
				6.7		_	
		t of Indu	-		Job Se	curity	13.3
Mathad for carling		n./Culture		13.3	Other	a Conto-t	20.0
Method for seeking		ment Ag	епсу	2.4		g Contact	
new job (avg ranking,	Job Ad			3.1	Contac	ct Compa	iles 3.4
1=most likely)	Post R	esume		4.2			

RESEARCH MAN	AGEF	3	\$114,3	300	A 13	3.8 %
Number of respondents	S					21
Employer	Pei	rcent	Market Se	ctor		Percent
Manufacturer		76.2	Rx Pharma	ceuticals		81.0
Agency		23.8	OTC Pharn	naceutical	S	19.1
Media/Publisher - HCP		0.0	Biotechnol	ogy		14.3
Media/Publisher - Consum	er	0.0	Medical De	evices/Equ	ıip	14.3
Media/Publisher - HCP & (Consmr.	0.0	Diagnostic	Device/Ed	quip	4.8
Service Supplier		0.0	Hospital Pr	oducts/Ed	uip.	4.8
Other		0.0	Dental Pro	ducts/Equ	ip	0.0
			Managed (Care		4.8
Age	High	56	Low	27	Avg.	41.2
Sex	Male	61.9	Female	38.1		
Years in industry	High	33.0) Low	3.0	Avg.	14.1
Years in position	High	9.0) Low	0.8	Avg.	3.8
Salary (\$000s/yr)	High	160.0) Low	68.0	Avg.	114.3
Commission received?	Yes	0.0) No	100.0		
Amount (\$000s/yr)	High	0.0) Low	0.0	Avg.	0.0
Bonus received?	Yes	76.2	. No	23.8		
Amount (\$000s/yr)	High	35.0) Low	1.5	Avg.	15.2
Perceived pay						
vs. peers (%)	More	5.0	Less	60.0	Same	35.0
Employer's gross	<\$5M		0.0	\$50-\$	100M	4.8
US revenue (%)	\$5-\$20	MC	4.8	>100	M	85.7
	\$20-\$5	50M	4.8			
Position satisfying? (%)	Thorou	ıghly	14.3	Gener	ally	57.1
	OK So	metimes	23.8	No		4.8
Advancement	Index	2.2 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	0.0	Good		35.0
	Fair		50.0	Poor		15.0
How current job	Promo	ted	30.0	Exec	Search	10.0
was acquired (%)	Hired b	oy Comp	any 15.0	Own I	nitiative	35.0
Benefits received (%)	Signing	g Bonus	35.3	Retire	ment	58.8
	Car		0.0	Medic	al	82.4
	Dental		82.4	Stock		58.8
Factors important	Salary		3.1	Enviro	n./Culture	2.5
to job (avg ranking,	Benefit	ts	3.9	Loyalt	y to Staff	5.4
1 = most important)	Advano	cement	3.4	Enviro	n./Soc. R	esp.6.6
	Trainin	g	6.1	Job S	ecurity	4.8
Employer rating	Salary		2.5	Enviro	n./Culture	2.3
(avg rating, 1 = best)	Benefit	ts	2.0	Loyalt	y to Staff	2.6
	Advano	cement	3.3	Enviro	n./Soc. R	esp.2.2
	Trainin	g	2.8	Job S	ecurity	2.6
Plan to seek a new	Yes		55.0	No		30.0
job this year? (%)						
New job motivation (%)	Salary	/Benefits	21.4	Advan	cement	28.6
	Differe	nt Part o	f Ind 14.3	Need	a Change	21.4
	Get ou	t of Indu	stry 7.1	Job S	ecurity	0.0
	Enviror	n./Culture	e 7.1	Other		0.0
Method for seeking	Recruit	tment Ag	ency 2.4	Existir	g Contact	s 1.8
new job (avg ranking,	Job Ad	ls	3.4	Conta	ct Compa	nies 3.8

				,500			.8%
Number of respondent	ts						15
Employer	Per	cent	Mar	ket Sec	tor	Р	ercen
Manufacturer		53.3	Rx P	harmac	euticals		66.7
Agency		13.3	OTC	Pharm	aceuticals	5	6.7
Media/Publisher - HCP		0.0	Biote	echnolo	gy		13.3
Media/Publisher - Consur	ner	0.0	Med	ical Dev	vices/Equ	ip	20.0
Media/Publisher - HCP &	Consmr.	6.7	Diag	nostic [Device/Ed	quip	0.0
Service Supplier		0.0	Hosp	oital Pro	ducts/Eq	uip.	0.0
Other		26.7	Dent	al Prod	ucts/Equi	р	0.0
			Mana	aged Ca	are		0.0
Age	High	62	L	_OW	25	Avg.	38.8
Sex	Male	66.7	7 F	emale	33.3		
Years in industry	High	25.0) [_OW	1.0	Avg.	8.0
Years in position	High	7.0) [_OW	1.0	Avg.	2.9
Salary (\$000s/yr)	High	90.0) [_OW	35.0	Avg.	59.5
Commission received?	Yes	0.0	1 (No	100.0		
Amount (\$000s/yr)	High	0.0) [_OW	0.0	Avg.	0.0
Bonus received?	Yes	33.3	3 1	No	66.7		
Amount (\$000s/yr)	High	45.0) [_OW	1.6	Avg.	14.6
Perceived pay							
vs. peers (%)	More	0.0) [ess	80.0	Same	20.0
Employer's gross	<\$5M			13.3	\$50-\$	100M	13.3
US revenue (%)	\$5-\$20	M		26.7	>100	M	33.3
	\$20-\$5	50M		13.3			
Position satisfying? (%)	Thorou	ghly		14.3	Gener	ally	42.9
	OK Sor	netimes	;	14.3	No		28.6
Advancement	Index	2.0 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		6.7	Good		26.7
	Fair			26.7	Poor		40.0
How current job	Promo	ted		13.3	Exec S	Search	13.3
was acquired (%)	Hired b	y Comp	any	20.0	Own Ir	nitiative	46.7
Benefits received (%)	Signing	g Bonus		7.1	Retire	ment	35.7
	Car			0.0	Medic	al	57.1
	Dental			57.1	Stock		35.7
Factors important	Salary			3.2	Enviro	n./Culture	4.3
to job (avg ranking,	Benefit	:S		3.9		y to Staff	6.3
1 = most important)	Advanc	ement		4.0	Enviro	n./Soc. Re	sp.7.0
	Training	g		4.1	Job Se	ecurity	3.3
Employer rating	Salary			2.9	Enviro	n./Culture	3.0
(avg rating, 1 = best)	Benefit	S		2.7	Loyalt	y to Staff	3.1
	Advanc	ement		2.9	Enviro	n./Soc. Re	sp.2.7
	Training	g		3.3	Job Se	ecurity	2.5
Plan to seek a new	Yes			57.1	No		28.6
job this year? (%)							
New job motivation (%)	Salary/	/Benefits	5	54.6	Advan	cement	18.2
	Differer	nt Part c	of Ind	0.0	Need	a Change	9.1
	Get ou	t of Indu	stry	0.0	Job Se	ecurity	0.0
	Environ	ı./Cultur	e	9.1	Other		9.1
Method for seeking	Recruit	ment Ag	gency	2.5	Existin	g Contacts	2.8
new job (avg ranking,	Job Ad	S		2.7	Contac	ct Compani	ies 3.7
				3.3			

VP CREATIVE DI	RECT	OR	\$	192,6	600	▲35	5.3%
Number of respondent	ts						14
Employer	Per	cent	Mark	cet Sec	tor	F	Percent
Manufacturer		0.0	Rx P	harmac	euticals		92.9
Agency	1	00.0			aceuticals	5	14.3
Media/Publisher - HCP	_	0.0		chnolo			28.6
Media/Publisher - Consur	ner	0.0			rices/Equ	ip	28.6
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic [Device/Ed	uip	7.1
Service Supplier		0.0			ducts/Eq		0.0
Other		0.0			ucts/Equi		7.1
				aged Ca	′ '		28.6
				Ü			
Age	High	64	L	.OW	31	Avg.	46.6
Sex	Male	64.3	B F	emale	35.7		
Years in industry	High	26.0) L	.OW	6.0	Avg.	14.9
Years in position	High	6.0) L	.OW	1.0	Avg.	3.5
Salary (\$000s/yr)	High	225.0) L	.OW	150.0	Avg.	192.6
Commission received?	Yes	0.0) [Vo	100.0		
Amount (\$000s/yr)	High	0.0) L	.OW	0.0	Avg.	0.0
Bonus received?	Yes	78.6	5 1	10	21.4		
Amount (\$000s/yr)	High	40.0) L	.OW	7.5	Avg.	19.4
Perceived pay							
vs. peers (%)	More	21.4	L	.ess	21.4	Same	57.1
Employer's gross	<\$5M			7.1	\$50-\$	100M	7.1
US revenue (%)	\$5-\$20	MC		57.1	>100	M	0.0
	\$20-\$5	50M		28.6			
Position satisfying? (%)	Thorou	ighly		35.7	Gener	ally	50.0
	OK So	metimes		14.3	No		0.0
Advancement	Index	2.8 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		30.8	Good		30.8
	Fair			23.1	Poor		15.4
How current job	Promo	ted		42.9	Exec S	Search	14.3
was acquired (%)	Hired b	y Comp	any	28.6	Own Ir	nitiative	7.1
Benefits received (%)	Signing	g Bonus		9.1	Retire	ment	63.6
	Car			18.2	Medic	al	81.8
	Dental			54.6	Stock		45.5
Factors important	Salary			2.1		n./Culture	2.3
to job (avg ranking,	Benefit			4.1		y to Staff	3.7
1 = most important)		cement		6.0		n./Soc. Re	
	Trainin	g		6.9	Job Se		3.8
Employer rating	Salary			2.1		n./Culture	1.7
(avg rating, 1 = best)	Benefit			2.6		y to Staff	1.9
		cement		1.9		n./Soc. Re	
- I	Trainin	g		2.9	Job Se	ecurity	2.2
Plan to seek a new	Yes			14.3	No		71.4
job this year? (%)	Calari	/Ronofito		0.0	Advas	coment	0.0
New job motivation (%)		Benefits		0.0		cement	
		nt Part o		0.0		a Change	0.0
		t of Indu	-	0.0	Job Se	curity	0.0
Mathad for cashing		n./Culture ment Ag		50.0	Other	g Contact	50.0 s 1.9
Method for seeking	Job Ad		ciicy	1.6 3.8		et Compar	
new job (avg ranking,	Post R			4.0	Contac	or Compar	1165 3.0
1=most likely)	rusi K	esuille		4.0			

CREATIVE DIRE	CTOR		\$143,9	900	A 2	21.1%
Number of respondent	ts					14
Employer	Per	cent	Market S	Sector		Percent
Manufacturer		7.1	Rx Pharn	naceuticals		92.9
Agency	!	57.1	OTC Pha	rmaceutica	ls	14.3
Media/Publisher - HCP		7.1	Biotechn	ology		42.9
Media/Publisher - Consur	ner	7.1	Medical [Devices/Eq	uip	42.9
Media/Publisher - HCP &	Consmr.	7.1	Diagnost	ic Device/E	quip	28.6
Service Supplier		7.1	Hospital I	Products/E	quip.	14.3
Other		7.1	Dental Pr	oducts/Eq	uip	7.1
			Managed	Care		35.7
Age	High	63	Low	39	Avg.	49.4
Sex	Male	71.4	Fema	le 28.6		
Years in industry	High	35.0	Low	5.0	Avg.	15.9
Years in position	High	30.0	Low	1.0	Avg.	6.9
Salary (\$000s/yr)	High	260.0	Low	48.0	Avg.	143.9
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	85.7	No	14.3		
Amount (\$000s/yr)	High	45.0	Low	3.0	Avg.	15.2
Perceived pay	Maria	7 7	1	20.0	0	C1 F
vs. peers (%)	More	7.7		30.8	Same	61.5
Employer's gross	<\$5M		21.	-	\$100M	21.4
US revenue (%)	\$5-\$20 \$20-\$5		35. 7.		ЭМ	14.3
Desition actiofying? (9/)	Thorou		15.		rally	61.5
Position satisfying? (%)		netimes	15. 15.		rally	7.7
Advancement				Good 2=Fai	r 1–Poorl	7.7
prospects (%)	Excelle		ZAC. 3-0 7.			28.6
prospects (70)	Fair		42.		•	21.4
How current job	Promot	ted	14.		Search	14.3
was acquired (%)		y Compa			Initiative	50.0
Benefits received (%)		g Bonus	8.		ement	66.7
201101110110011011 (10)	Car	5 20	8.			91.7
	Dental		91.			25.0
Factors important	Salary		2.		on./Culture	
to job (avg ranking,	Benefit	S	4.		lty to Staff	4.4
1 = most important)	Advanc	ement	4.	7 Envir	on./Soc. R	esp. 7.4
	Training	g	6.		Security	3.5
Employer rating	Salary		2.	1 Envir	on./Culture	2.6
(avg rating, 1 = best)	Benefit	S	2.	4 Loya	Ity to Staff	2.3
	Advanc	ement	2.	7 Envir	on./Soc. R	esp.2.6
	Training	g	2.	7 Job S	Security	2.6
Plan to seek a new	Yes		35.	7 No		35.7
job this year? (%)						
New job motivation (%)	Salary/	/Benefits	28.	6 Adva	ncement	14.3
	Differer	nt Part of	f Ind 0.	0 Need	l a Change	14.3
	Get out	t of Indus	stry 28.	6 Job S	Security	0.0
	Environ	./Culture	e 14.	3 Other	r	0.0
Method for seeking	Recruit	ment Ag	ency 2.	3 Existi	ing Contac	s 1.5
new job (avg ranking,	Job Ad	S	3.	5 Conta	act Compa	nies 3.6
1=most likely)	Post Re	esume	3.	9		
1=inost likely)	rust Re	esume	3.	J		

ASSOC. CREATIVE DIRECTOR \$131,800 ▲4.1%

	s			13		
Employer	Per	cent	Market Sec	ctor		Percent
Manufacturer		0.0	Rx Pharma	ceuticals		76.9
Agency		84.6	OTC Pharm	aceutical	S	7.7
Media/Publisher - HCP		0.0	Biotechnolo	ogy		23.1
Media/Publisher - Consun	ner	0.0	Medical De	vices/Equ	qiı	38.5
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/E	quip	23.1
Service Supplier		7.7	Hospital Pro	oducts/Ed	quip.	23.1
Other		7.7	Dental Prod	lucts/Equ	ip	7.7
			Managed C	are		15.4
Age	High	66	Low	23	Avg.	42.8
Sex	Male	46.2	! Female	53.9		
Years in industry	High	29.0	Low	1.0	Avg.	13.4
Years in position	High	10.0	Low	1.0	Avg.	2.5
Salary (\$000s/yr)	High	196.0	Low	25.0	Avg.	131.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	53.9	No	46.2		
Amount (\$000s/yr)	High	25.0	Low	1.0	Avg.	11.4
Perceived pay						
vs. peers (%)	More	7.7	Less	30.8	Same	61.5
Employer's gross	<\$5M		9.1	\$50-\$	100M	27.3
US revenue (%)	\$5-\$20	MC	36.4	>100	M	0.0
	\$20-\$5	50M	27.3			
Position satisfying? (%)	Thorou	ighly	15.4	Gener	ally	46.2
	OK So	metimes	15.4	No		23.1
Advancement	Index	2.5 (4=	Exc. 3=God	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	7.7	Good		46.2
	Fair		38.5	Poor		7.7
			20.0	Ev.co	Search	15.4
How current job	Promo	ted	30.8	Exec		13.4
How current job was acquired (%)		ted by Comp			nitiative	30.8
•	Hired b					30.8
was acquired (%)	Hired b	y Comp	any 15.4	Own I	ment	30.8
was acquired (%)	Hired b	y Comp	any 15.4 0.0	Own I	ment al	30.8
was acquired (%) Benefits received (%) Factors important	Hired b Signing Car	y Comp	0.0 0.0 100.0 2.5	Own le Retire Medic Stock Enviro	ment al n./Culture	30.8 33.3 88.9 11.1 2.9
was acquired (%) Benefits received (%)	Hired to Signing Car Dental	y Compa g Bonus	0.0 0.0 0.0 100.0	Own li Retire Medic Stock Enviro Loyalt	ment al n./Culture by to Staff	30.8 33.3 88.9 11.1 2.9 4.8
was acquired (%) Benefits received (%) Factors important	Hired to Signing Car Dental Salary Benefit	y Compa g Bonus	0.0 0.0 100.0 2.5	Own le Retire Medic Stock Enviro Loyalt Enviro	ment on./Culture by to Staff on./Soc. F	30.8 33.3 88.9 11.1 2.9 4.8
was acquired (%) Benefits received (%) Factors important to job (avg ranking,	Hired to Signing Car Dental Salary Benefit	by Compage Bonus	0.0 0.0 100.0 2.5 4.2	Own In Retire Medic Stock Enviro Loyalt Enviro Job S	ment on./Culture by to Staff on./Soc. F ecurity	30.8 33.3 88.9 11.1 2.9 4.8 Resp. 6.9 3.0
was acquired (%) Benefits received (%) Factors important to job (avg ranking,	Hired to Signing Car Dental Salary Benefit Advance	by Compage Bonus	15.4 0.0 0.0 100.0 2.5 4.2 4.8	Own In Retire Medic Stock Enviro Loyalt Enviro Job S	ment on./Culture by to Staff on./Soc. F	30.8 33.3 88.9 11.1 2.9 4.8 Resp. 6.9 3.0
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important)	Signing Car Dental Salary Benefit Advance Trainin	by Compage Bonus Es Scement	15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9	Own In Retire Medic Stock Enviro Loyalt Enviro Job S Enviro Loyalt Loyalt Enviro Loyalt Enviro Loyalt Enviro Loyalt Loyalt Loyalt Enviro Loyal	ment on./Culture by to Staff on./Soc. F ecurity on./Culture by to Staff	30.8 33.3 88.9 11.1 2 2.9 4.8 8esp.6.9 3.0 2 2.5 2.4
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating	Hired b Signing Car Dental Salary Benefit Advanc Trainin Salary Benefit	by Compage Bonus Es Scement	15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9	Own In Retire Medic Stock Enviro Loyalt Enviro Job S Enviro Loyalt Loyalt Enviro Loyalt Enviro Loyalt Enviro Loyalt Loyalt Loyalt Enviro Loyal	ment on./Culture by to Staff on./Soc. F ecurity on./Culture	30.8 33.3 88.9 11.1 2 2.9 4.8 8esp.6.9 3.0 2 2.5 2.4
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating	Hired b Signing Car Dental Salary Benefit Advanc Trainin Salary Benefit	by Compage Bonus as Seement g	15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5 2.6	Own In Retire Medic Stock Enviro Loyalt Enviro Job S Enviro Loyalt Envir	ment on./Culture by to Staff on./Soc. F ecurity on./Culture by to Staff	30.8 33.3 88.9 11.1 2 2.9 4.8 Resp. 6.9 2 2.5 2.4 Resp. 2.3 2.3
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating	Hired b Signing Car Dental Salary Benefit Advance Trainin Salary Benefit Advance	by Compage Bonus as Seement g	15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5	Own In Retire Medic Stock Enviro Loyalt Enviro Job S Enviro Loyalt Envir	ment al n./Culture y to Staff on./Soc. F ecurity n./Culture y to Staff on./Soc. F	30.8 33.3 88.9 11.1 2 2.9 4.8 Resp. 6.9 2.5 2.4 Resp. 2.3 2.3
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating (avg rating, 1 = best) Plan to seek a new job this year? (%)	Hired b Signing Car Dental Salary Benefit Advand Trainin Salary Benefit Advand Trainin Yes	by Compage Bonus as Bonus as Benent g as Benent g	any 15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5 2.6 23.1	Own In Retire Medic Stock Enviro Loyalt Enviro Job S Enviro Loyalt Enviro Job S	ment al n./Culture y to Staff on./Soc. F ecurity n./Culture y to Staff on./Soc. F	30.8 33.3 88.9 11.1 2 2.9 4.8 Resp. 6.9 2 2.5 2.4 Resp. 2.3 2.3
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating (avg rating, 1 = best)	Hired b Signing Car Dental Salary Benefit Advand Trainin Salary Benefit Advand Trainin Yes	by Compage Bonus as Seement g	any 15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5 2.6 23.1	Own In Retire Medic Stock Enviro Loyalt Enviro Job S Enviro Loyalt Enviro Job S No Advar	ment al an./Culture by to Staff on./Soc. Recurity n./Culture by to Staff on./Soc. Recurity common staff on./Soc. Recurity	30.8 33.3 88.9 11.1 2.9 4.8 Resp. 6.9 3.0 2.5 2.4 Resp. 2.3 30.8
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating (avg rating, 1 = best) Plan to seek a new job this year? (%)	Hired b Signing Car Dental Salary Benefit Advanc Trainin, Salary Benefit Advanc Trainin, Yes	y Compage Bonus as Seement g as Seement g /Benefits nt Part or	any 15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5 2.6 23.1	Own In Retire Medic Stock Enviror Loyalt Enviror Loyalt Enviror Loyalt Enviror Loyalt Enviror Job S No Advar Need	ment al an./Culture by to Staff on./Soc. R ecurity n./Culture by to Staff on./Soc. R ecurity accement a Change	30.8 33.3 88.9 11.1 2.9 4.8 8esp.6.9 3.0 2.5 2.4 8esp.2.3 30.8 14.3
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating (avg rating, 1 = best) Plan to seek a new job this year? (%)	Hired b Signing Car Dental Salary Benefit Advanc Trainin, Salary Benefit Advanc Trainin, Yes	y Compage Bonus as Seement g as Seement g as Seement g	any 15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5 2.6 23.1	Own In Retire Medic Stock Enviror Loyalt Enviror Loyalt Enviror Loyalt Enviror Loyalt Enviror Job S No Advar Need	ment al an./Culture by to Staff on./Soc. Recurity n./Culture by to Staff on./Soc. Recurity common staff on./Soc. Recurity	30.8 33.3 88.9 11.1 2.9 4.8 Resp. 6.9 3.0 2.5 2.4 Resp. 2.3 30.8
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating (avg rating, 1 = best) Plan to seek a new job this year? (%)	Hired b Signing Car Dental Salary Benefit Advance Trainin, Salary Benefit Advance Trainin, Yes	y Compage Bonus as Seement g as Seement g /Benefits nt Part or	any 15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5 2.6 23.1	Own In Retire Medic Stock Enviro Loyalt Enviro Job S Enviro Loyalt Enviro Job S No Advar Need Job S Other	ment in	30.8 33.3 88.9 11.1 2.9 4.8 8esp.6.9 2.5 2.4 8esp.2.3 30.8 14.3 0.0 0.0 0.0
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating (avg rating, 1 = best) Plan to seek a new job this year? (%)	Hired b Signing Car Dental Salary Benefit Advanc Trainin Salary Benefit Advanc Trainin Yes Salary, Difference Get ou Enviror	y Compage Bonus as Seement g /Benefits nt Part of Indust	15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5 2.6 23.1 6 0.0 f Ind 0.0 stry 28.6 2.7	Own In Retire Medic Stock Enviro Loyalt Enviro Job S Enviro Loyalt Enviro Job S No Advar Need Job S Other	ment al an./Culture by to Staff on./Soc. R ecurity n./Culture by to Staff on./Soc. R ecurity accement a Change	30.8 33.3 88.9 11.1 2.9 4.8 8esp.6.9 2.5 2.4 8esp.2.3 30.8 14.3 0.0 0.0 0.0
was acquired (%) Benefits received (%) Factors important to job (avg ranking, 1 = most important) Employer rating (avg rating, 1 = best) Plan to seek a new job this year? (%) New job motivation (%)	Hired b Signing Car Dental Salary Benefit Advanc Trainin Salary Benefit Advanc Trainin Yes Salary, Difference Get ou Enviror	Benefits of Industrian Agement	15.4 0.0 0.0 100.0 2.5 4.2 4.8 6.9 2.1 2.0 2.5 2.6 23.1 6 0.0 f Ind 0.0 stry 28.6 2.7	Own In Retire Medic Stock Enviror Loyalt Enviror Job S Enviror Loyalt Enviror Job S No Advar Need Job S Other Existin	ment in	30.8 33.3 88.9 11.1 2.9 4.8 Resp. 6.9 3.0 2.5 2.4 Resp. 2.3 30.8 14.3 0.0 0.0 0.0 ts 1.8

ART SUPERVISOR	\$105,600	4.0 %

Number of respondent	s						8
Employer	Per	cent	Market	t Sector			Percent
Manufacturer		12.5	Rx Pha	rmaceu	ticals		87.5
Agency		87.5	OTC Ph	narmace	eutical	ls	25.0
Media/Publisher - HCP		0.0	Biotech	nology			25.0
Media/Publisher - Consum	ner	0.0	Medica	l Device	es/Equ	uip	25.0
Media/Publisher - HCP & 0	Consmr.	0.0	Diagno	stic Dev	rice/E	quip	12.5
Service Supplier		0.0	Hospita	al Produ	cts/E	quip.	25.0
Other		0.0	Dental	Product	s/Equ	ıip	12.5
			Manage	ed Care			0.0
Age	High	50	Lov	v	34	Avg.	42.3
Sex	Male	37.5	5 Fen	nale	62.5		
Years in industry	High	25.0) Lov	V	2.0	Avg.	10.3
Years in position	High	5.5	5 Lov	V	1.0	Avg.	2.9
Salary (\$000s/yr)	High	125.0) Lov	V	90.0	Avg.	105.6
Commission received?	Yes	0.0) No	1	0.00		
Amount (\$000s/yr)	High	0.0) Lov	V	0.0	Avg.	0.0
Bonus received?	Yes	25.0) No		75.0		
Amount (\$000s/yr)	High	3.0) Lov	V	1.0	Avg.	2.0
Perceived pay							
vs. peers (%)	More	12.5	5 Les	SS	25.0	Same	62.5
Employer's gross	<\$5M		(0.0	\$50-\$	3100M	14.3
US revenue (%)	\$5-\$20	MC	7	1.4	>100	M	14.3
	\$20-\$5	50M	(0.0			
Position satisfying? (%)	Thorou	ghly	(0.0	Gener	rally	62.5
		netimes		2.5	No		25.0
Advancement	Index	2.1 (4=	Exc. 3=	Good 2	2=Fair	1=Poor)	
prospects (%)	Excelle	ent	(0.0	Good		50.0
	Fair		13	2.5	Poor		37.5
How current job	Promo	ted			Exec	Search	0.0
was acquired (%)	Hired b	y Comp	any 1	2.5	Own I	nitiative	50.0
Benefits received (%)	Signing	g Bonus	(0.0	Retire	ement	75.0
	Car		(0.0	Medic	al	75.0
	Dental		7	5.0	Stock		50.0
Factors important	Salary			3.3	Enviro	n./Culture	2.3
to job (avg ranking,	Benefit	:S	4	4.4	Loyali	ty to Staff	4.0
1 = most important)	Advano	ement				on./Soc. R	lesp.6.4
	Trainin	g	(ecurity	4.6
Employer rating	Salary				Enviro	n./Culture	2.8
(avg rating, 1 = best)	Benefit	S	:		-	ty to Staff	
	Advano	ement	:			on./Soc. R	
	Trainin	g			Job S	ecurity	2.9
Plan to seek a new	Yes		50	0.0	No		12.5
job this year? (%)							
New job motivation (%)		/Benefits				ncement	0.0
		nt Part o		0.0		a Change	0.0
	0 1	t of Indu	stry 20	0.0	Job S	ecurity	0.0
	Enviror	./Culture		0.0	Other		
Method for seeking	Enviror Recruit	n./Culture ment Ag	ency	2.4	Existir	ng Contac	ts 1.9
Method for seeking new job (avg ranking, 1=most likely)	Enviror	n./Culture ment Ag s	gency	2.4	Existir		

GROUP COPY SUPERVISOR \$135,300 ▲ 0.1%

Number of respondent	S					3
Employer	Per	cent	Market S	Sector		Percent
Manufacturer		0.0	Rx Pharn	naceuticals		100.0
Agency	10	0.00	OTC Pha	rmaceutica	ıls	33.3
Media/Publisher - HCP		0.0	Biotechn	ology		33.3
Media/Publisher - Consum	ner	0.0	Medical I	Devices/Eq	uip	0.0
Media/Publisher - HCP &	Consmr.	0.0	Diagnost	ic Device/E	quip	0.0
Service Supplier		0.0	Hospital	Products/E	quip.	0.0
Other		0.0	Dental Pr	roducts/Eq	uip	0.0
			Manageo	l Care		33.3
Age	High	34	Low	29	Avg.	31.3
Sex	Male	0.0	Fema	ale 100.0		
Years in industry	High	11.0	Low	7.0	Avg.	8.3
Years in position	High	7.0	Low	1.0	Avg.	3.3
Salary (\$000s/yr)	High	172.0	Low	109.0	Avg.	135.3
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	66.7	No	33.3		
Amount (\$000s/yr)	High	3.0	Low	0.8	Avg.	1.9
Perceived pay						
vs. peers (%)	More	33.3	Less	66.7	Same	0.0
Employer's gross	<\$5M		0.	0 \$50-	\$100M	33.3
US revenue (%)	\$5-\$20	M	33.	3 >100	OM	0.0
	\$20-\$5	MO	33.	3		
Position satisfying? (%)	Thorou	ghly	0.	0 Gene	rally	66.7
	OK Sor	metimes	33.	3 No		0.0
Advancement	Index 3	3.0 (4=F	Exc. 3=0	Good 2=Fai	r 1=Poor)	
prospects (%)	Excelle	nt	33.	3 Good	i	33.3
	Fair		33.	3 Poor		0.0
How current job	Promot	ted	100.	0 Exec	Search	0.0
was acquired (%)	Hired b	y Compa	any 0.	0 Own	Initiative	0.0
Benefits received (%)	Signing	Bonus	0.	0 Retire	ement	100.0
	Car		0.	0 Medi	cal	100.0
	Dental		100.	0 Stoc	k	0.0
Factors important	Salary		3.	7 Envir	on./Culture	1.3
to job (avg ranking,	Benefit	S	5.	0 Loya	Ity to Staff	3.3
1 = most important)	Advanc	ement	4.	7 Envir	on./Soc. F	Resp.7.7
	Training	g	7.		Security	3.3
Employer rating	Salary		2.		on./Culture	
(avg rating, 1 = best)	Benefit		2.	_	Ity to Staff	
	Advanc	ement	2.		on./Soc. F	
	Training	g	2.		Security	1.3
Plan to seek a new	Yes		0.	0 No		0.0
job this year? (%)						
New job motivation (%)		Benefits			ncement	0.0
		nt Part of			I a Change	
		t of Indus	,		Security	0.0
		./Culture				0.0
Method for seeking		ment Age			ing Contac	
new job (avg ranking,	Job Ads		3.		act Compa	nies 4.7
1=most likely)	Post Re	esume	3.	/		

COPY SUPERVISOR \$97	7.500	2.2%
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Number of respondent	:S						4
Employer	Per	cent	Market	t Sect	or		Percent
Manufacturer		0.0	Rx Pha	rmace	euticals		100.0
Agency	1	0.00	OTC Ph	narma	ceuticals	S	25.0
Media/Publisher - HCP		0.0	Biotech	nolog	Sy		25.0
Media/Publisher - Consun	ner	0.0	Medica	I Devi	ces/Equ	iip	0.0
Media/Publisher - HCP &	Consmr.	0.0	Diagno	stic D	evice/Ed	quip	0.0
Service Supplier		0.0	Hospita	al Prod	ducts/Eq	μip.	0.0
Other		0.0	Dental	Produ	cts/Equi	ip	0.0
			Manage	ed Ca	re		0.0
Age	High	46	Lov	v	27	Avg.	37.0
Sex	Male	100.0) Fen	nale	0.0		
Years in industry	High	6.0) Lov	V	1.0	Avg.	4.5
Years in position	High	2.0) Lov	V	1.0	Avg.	1.3
Salary (\$000s/yr)	High	110.0) Lov	V	82.0	Avg.	97.5
Commission received?	Yes	0.0) No		100.0		
Amount (\$000s/yr)	High	0.0) Lov	V	0.0	Avg.	0.0
Bonus received?	Yes	25.0) No		75.0		
Amount (\$000s/yr)	High	4.0) Lov	V	4.0	Avg.	4.0
Perceived pay							
vs. peers (%)	More	25.0) Les	SS	25.0	Same	50.0
Employer's gross	<\$5M		(0.0	\$50-\$	100M	25.0
US revenue (%)	\$5-\$20	MC	5	0.0	>100	M	25.0
	\$20-\$5	50M	(0.0			
Position satisfying? (%)	Thorou	ighly	50	0.0	Gener	ally	50.0
	OK So	metimes	. (0.0	No		0.0
Advancement	Index	3.0 (4=	Exc. 3=	=Good	12=Fair	1=Poor)	
prospects (%)	Excelle	ent	2	5.0	Good		50.0
	Fair		2	5.0	Poor		0.0
How current job	Promo	ted	2	5.0	Exec S	Search	25.0
was acquired (%)	Hired b	y Comp	any (0.0	Own Ir	nitiative	50.0
Benefits received (%)	Signing	g Bonus	(0.0	Retire	ment	50.0
	Car		(0.0	Medic	al	100.0
	Dental		100	0.0	Stock		0.0
Factors important	Salary			2.3	Enviro	n./Culture	3.3
to job (avg ranking,	Benefit	S	4	4.8	Loyalt	y to Staff	4.0
1 = most important)	Advand	cement	;	3.3	Enviro	n./Soc. R	esp.8.0
	Trainin	g		5.3	Job Se	ecurity	5.3
Employer rating	Salary			1.8	Enviro	n./Culture	1.0
(avg rating, 1 = best)	Benefit	:S	:	2.3	Loyalt	y to Staff	1.3
	Advand	cement	:	2.0	Enviro	n./Soc. R	esp.2.5
	Trainin	g		2.0	Job Se	ecurity	2.0
Plan to seek a new	Yes		(0.0	No		25.0
job this year? (%)							
New job motivation (%)		/Benefits		0.0		cement	0.0
	Differe	nt Part o	f Ind	0.0	Need	a Change	0.0
	Get ou	t of Indu	stry (0.0	Job Se	ecurity	0.0
	Enviror	n./Culture	e	0.0	Other		0.0
Method for seeking	Recruit	ment Ag	ency	3.5	Existin	g Contact	s 1.0
new job (avg ranking,	Job Ad	S		4.3	Contac	ct Compa	nies 2.3
1=most likely)	Post R	esume		4.0			

SENIOR COPYWRITE	R \$99,100
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▲8.3%

Number of respondent	S					6
Employer	Per	cent	Market Se	ector		Percent
Manufacturer		0.0	Rx Pharma	aceuticals		100.0
Agency	1	0.00	OTC Pharr	naceutical	S	16.7
Media/Publisher - HCP		0.0	Biotechnol	logy		0.0
Media/Publisher - Consum	ner	0.0	Medical De	evices/Eq	qiu	33.3
Media/Publisher - HCP & 0	Consmr.	0.0	Diagnostic	Device/E	quip	16.7
Service Supplier		0.0	Hospital P	roducts/E	quip.	0.0
Other		0.0	Dental Pro	ducts/Equ	iip	0.0
			Managed (Care		0.0
Age	High	52	Low	34	Avg.	41.8
Sex	Male	50.0	Female	e 50.0		
Years in industry	High	25.0	Low	2.0	Avg.	11.2
Years in position	High	13.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	122.5	Low	71.0	Avg.	99.1
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	8.0	Low	1.0	Avg.	4.7
Perceived pay						
vs. peers (%)	More	16.7	Less	66.7	Same	16.7
Employer's gross	<\$5M		16.7	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M	16.7	>100	M	16.7
	\$20-\$5	MO	50.0			
Position satisfying? (%)	Thorou	ghly	33.3	Gene	rally	33.3
	OK Sor	netimes	16.7	No		16.7
Advancement	Index	2.3 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excelle	nt	16.7	Good		33.3
	Fair		16.7	Poor		33.3
How current job	Promo	ted	16.7	Exec	Search	0.0
was acquired (%)	Hired b	y Compa	any 33.3	Own I	nitiative	50.0
Benefits received (%)	Signing	g Bonus	0.0	Retire	ment	25.0
	Car		0.0	Medic	al	75.0
	Dental		75.0	Stock		0.0
Factors important	Salary		2.3		n./Culture	
to job (avg ranking,	Benefit	:S	3.7	Loyal	ty to Staff	5.2
1 = most important)	Advanc	ement	2.8	Enviro	n./Soc. R	esp.7.3
	Training	g	6.5	Job S	ecurity	5.8
Employer rating	Salary		2.5	Enviro	n./Culture	2.7
(avg rating, 1 = best)	Benefit	:S	3.0	Loyal	ty to Staff	2.8
	Advanc	ement	3.0	Enviro	n./Soc. R	esp.2.8
	Training	g	3.7	Job S	ecurity	2.7
Plan to seek a new	Yes		33.3	No		0.0
job this year? (%)						
New job motivation (%)	-	/Benefits			cement	0.0
		nt Part of			a Change	0.0
		t of Indus	-		ecurity	0.0
	Environ	n./Culture	50.0			0.0
Method for seeking	Recruit	ment Ag	ency 2.2	Existi	ng Contact	s 2.0
new job (avg ranking,	Job Ad	S	3.3	Conta	ct Compa	nies 3.4
1=most likely)	Post R	esume	3.8			

COPYWRITER	\$77,500	▲14.0 %
	011,000	— IT.U /U

COFTWINITEN		Ų	1,00	J U		<u> </u>	1.0/0
Number of respondent	S						1
Employer	Per	cent	Marke	et Sec	tor		Percent
Manufacturer		0.0	Rx Ph	armac	euticals		100.0
Agency	1	0.00	OTC F	harm	aceutical	S	0.0
Media/Publisher - HCP		0.0	Biotec	chnolo	gy		0.0
Media/Publisher - Consun	ner	0.0	Medic	al Dev	ices/Equ	ıip	100.0
Media/Publisher - HCP &	Consmr.	0.0	Diagn	ostic [Device/Ed	quip	0.0
Service Supplier		0.0	Hospit	tal Pro	ducts/Ec	uip.	100.0
Other					ucts/Equ		0.0
			Manag	ged Ca	are		0.0
Λαο	High	35	Lo)\A/	35	Avg.	35.0
Age Sex	Male	100.0		male	0.0	Avg.	33.0
						Λνα	8.0
Years in industry	High	8.0			8.0	Avg.	
Years in position	High	3.0			3.0	Avg.	3.0
Salary (\$000s/yr)	High	77.5			77.5	Avg.	77.5
Commission received?	Yes	0.0			100.0	Δ	0.0
Amount (\$000s/yr)	High	0.0			0.0	Avg.	0.0
Bonus received?	Yes	0.0			100.0	Δ	0.0
Amount (\$000s/yr) Perceived pay	High	0.0) Lo)W	0.0	Avg.	0.0
vs. peers (%)	More	0.0) le	ess	100.0	Same	0.0
Employer's gross	<\$5M	0.0		0.0	\$50-\$		0.0
US revenue (%)	\$5-\$20	M	1(0.00	>100		0.0
00 10101140 (70)	\$20-\$5		-	0.0	7100		0.0
Position satisfying? (%)	Thorou	ghly	10	0.00	Gener	ally	0.0
	OK Sor	netimes		0.0	No		0.0
Advancement	Index	2.0 (4=	Exc. 3	=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		0.0	Good		0.0
	Fair		10	0.00	Poor		0.0
How current job	Promo	ted		0.0	Exec	Search	0.0
was acquired (%)	Hired b	y Comp	any	0.0	Own Ir	nitiative	100.0
Benefits received (%)	Signing	Bonus		0.0	Retire	ment	0.0
	Car			0.0	Medic	al	0.0
	Dental			0.0	Stock		0.0
Factors important	Salary			3.0	Enviro	n./Culture	1.0
to job (avg ranking,	Benefit	:S		4.0	Loyalt	y to Staff	8.0
1 = most important)	Advanc	ement		5.0	Enviro	n./Soc. R	esp.2.0
	Training	g		6.0	Job S	ecurity	7.0
Employer rating	Salary			3.0	Enviro	n./Culture	1.0
(avg rating, 1 = best)	Benefit	:S		3.0	Loyalt	y to Staff	3.0
	Advanc	ement		3.0	Enviro	n./Soc. R	esp.1.0
	Training	g		4.0	Job S	ecurity	3.0
Plan to seek a new	Yes			0.0	No		0.0
job this year? (%)							
New job motivation (%)	Salary/	/Benefits	5	0.0	Advan	cement	0.0
		nt Part o		0.0	Need	a Change	0.0
	Get ou	t of Indu	stry	0.0	Job S	ecurity	0.0
	Environ	n./Culture	е	0.0	Other	-	0.0
Method for seeking		ment Ag		3.0	Existir	g Contact	
new job (avg ranking,	Job Ad		-	2.0		ct Compa	
1=most likely)	Post R			5.0		•	

PRODUCTION/TRAFFIC MGR. \$69,500 ▲5.2%

Number of respondent	S					4
Employer	Perc	cent	Market S	ector		Percent
Manufacturer		0.0	Rx Pharm	aceuticals		100.0
Agency	75.0 OTC Pharmaceuticals				25.0	
Media/Publisher - HCP		0.0	Biotechno	logy		0.0
Media/Publisher - Consun	ner 2	25.0	Medical D	evices/Equ	ıip	0.0
Media/Publisher - HCP &	Consmr.	0.0	Diagnosti	Device/Ed	quip	0.0
Service Supplier		0.0	Hospital F	roducts/Ed	ιμip.	0.0
Other		0.0	Dental Pro	oducts/Equ	ip	0.0
			Managed	Care		25.0
Age	High	64	Low	25	Avg.	47.0
Sex	Male	25.0	Femal	e 75.0		
Years in industry	High	25.0	Low	3.0	Avg.	13.3
Years in position	High	6.0	Low	2.0	Avg.	3.5
Salary (\$000s/yr)	High	97.4	Low	40.0	Avg.	69.5
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	1.2	Low	8.0	Avg.	1.0
Perceived pay						
vs. peers (%)	More	25.0	Less	75.0	Same	0.0
Employer's gross	<\$5M		0.0	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M	75.0	>100	M	0.0
	\$20-\$5	OM	25.0)		
Position satisfying? (%)	Thoroug	ghly	0.0	Gener	ally	75.0
	OK Son	netimes	0.0) No		25.0
Advancement	Index 2	2.0 (4=F	Exc. 3=G	ood 2=Fair	1=Poor)	
prospects (%)	Exceller	nt	0.0	Good		25.0
	Fair		50.0	Poor		25.0
How current job	Promot	ed	25.0	Exec	Search	25.0
was acquired (%)	Hired by	y Compa	any 0.0	Own Ir	nitiative	25.0
Benefits received (%)	Signing	Bonus	0.0	Retire	ment	33.3
	Car		0.0) Medic	al	100.0
	Dental		100.0	Stock		0.0
Factors important	Salary		2.3	B Enviro	n./Culture	4.5
to job (avg ranking,	Benefits	3	3.0) Loyalt	y to Staff	3.8
1 = most important)	Advanc	ement	4.5	Enviro	n./Soc. R	Resp. 7.8
	Training	5	6.5	Job S	ecurity	3.8
Employer rating	Salary		2.8	B Enviro	n./Culture	2.0
(avg rating, 1 = best)	Benefits	S	2.0) Loyalt	y to Staff	2.5
	Advanc	ement	3.3	B Enviro	n./Soc. F	Resp. 2.0
	Training	5	3.5	Job S	ecurity	2.5
Plan to seek a new	Yes		50.0) No		0.0
job this year? (%)						
New job motivation (%)	Salary/	Benefits	33.3	B Advan	cement	0.0
		t Part of) Need	a Change	0.0
	Get out	of Indus	stry 33.3	Job S	ecurity	0.0
		./Culture	-		-	33.3
Method for seeking		nent Age			g Contac	
new job (avg ranking,	Job Ads		3.5		ct Compa	
1=most likely)	Post Re		3.5			
T=ITIOSt likely)	rust Ke	sunie	3.0)		

PUBLISHER	\$110.800	V45.2 %
PUBLISHER	3110.000	▼ 4J.∠/

Employer Percent Market Sector Percent Manufacturer 0.0 Rx Pharmaceuticals 33.3 Agency 0.0 OTC Pharmaceuticals 0.0 Media/Publisher - HCP 33.3 Biotechnology 0.0 Media/Publisher - HCP & Consmr. 33.3 Diagnostic Device/Equip 0.0 Media/Publisher - HCP & Consmr. 33.3 Diagnostic Device/Equip 0.0 Media/Publisher - HCP & Consmr. 33.3 Diagnostic Device/Equip 0.0 Media/Publisher - HCP & Consmr. 33.3 Diagnostic Device/Equip 0.0 Media/Publisher - HCP & Consmr. 33.3 Diagnostic Device/Equip 0.0 Managed Care 0.0 Hospital Products/Equip 0.0 Managed Care 0.0 Mospital Products/Equip 0.0 Media/Publisher - HCP & Consmr. 33.3 Diagnostic Device/Equip 0.0 Managed Care 0.0 Mospital Products/Equip 0.0 Managed Care 0.0 Mospital Products/Equip 0.0 Managed Care 0.0 Mospital Products/Equip 0.0 Media/Publisher - HCP & Consmr. 33.3 No 66.7 Mospital Products/Equip 0.0 Media/Publisher - HCP & Consmr. 33.3 No 66.7 Mospital Products/Equip 0.0 Media/Publisher - HCP & Consmr. 33.3 No 66.7 Mospital Products/Equip 0.0 Mospital Products	Number of respondent	S						3
Agency 0.0 OTC Pharmaceuticals 0.0 Media/Publisher - HCP 33.3 Biotechnology 0.0 Media/Publisher - HCP & Consumer 0.0 Medical Devices/Equip 0.0 Service Supplier 0.0 Hospital Products/Equip 0.0 Other 33.3 Dental Products/Equip 0.0 Age High 67 Low 30 Avg. 51.0 Sex Male 66.7 Female 33.3 Vag. 24.0 Years in industry High 30.0 Low 12.0 Avg. 24.0 Years in position High 23.0 Low 10 Avg. 110.8 Salary (\$000s/yr) High 130.0 Low 96.5 Avg. 110.8 Commission received? Yes 66.7 No 33.3 Amount (\$000s/yr) High 30.0 Low 40.0 Avg. 42.5 Perceived pay Vs. peers (%) More 33.3 Less 66.7 Sam	Employer	Per	cent	Mark	cet Sec	tor		Percent
Media/Publisher - HCP 33.3 Biotechnology 0.0 Media/Publisher - Consumer 0.0 Medical Devices/Equip 0.0 Media/Publisher - HCP & Consum: 33.3 Diagnostic Devices/Equip 0.0 Service Supplier 0.0 Hospital Products/Equip 0.0 Other 33.3 Dental Products/Equip 0.0 Age High 67 Low 30 Avg. 51.0 Sex Male 66.7 Female 33.3 Years in industry High 30.0 Low 12.0 Avg. 24.0 Vears in position High 23.0 Low 1.0 Avg. 110.8 Commission received? Yes 33.3 No 66.7 Awg. 110.8 Commission received? Yes 66.7 No 33.3 Amount (\$0006,yr) High 30.0 Low 40.0 Avg. 42.5 Perceived pay vs. peers (%) More 33.3 Less 66.7 Same 0.0	Manufacturer		0.0	Rx P	harmac	euticals		33.3
Medical/Publisher - Consumer 0.0 Medical Devices/Equip 0.0 Medical/Publisher - HCP & Consum; 33.3 Diagnostic Device/Equip 0.0 Service Supplier 0.0 Hospital Products/Equip 0.0 Other 33.3 Dental Products/Equip 0.0 Age High 67 Low 30 Avg. 51.0 Sex Male 66.7 Female 33.3 Years in industry High 30.0 Low 12.0 Avg. 24.0 Years in position High 23.0 Low 10.0 Avg. 110.8 Commission received? Yes 33.3 No 66.7 Avg. 110.8 Commission received? Yes 66.7 No 33.3 Avg. 110.8 Commission received? Yes 66.7 No 33.3 Avg. 42.5 Perceived pay Yes 66.7 No 33.3 Low 40.0 Avg. 42.5 Employer's gross	Agency		0.0	OTC	Pharma	ceuticals	3	0.0
Media/Publisher - HCP & Consmr. 33.3 Diagnostic Device/Equip 0.0	Media/Publisher - HCP		33.3	Biote	echnolog	gy		0.0
Service Supplier	Media/Publisher - Consum	ner	0.0	Medi	cal Dev	ices/Equ	ip	0.0
Other 33.3 Dental Products/Equip 0.0	Media/Publisher - HCP & 0	Consmr.	33.3	Diag	nostic D	evice/Ed	quip	0.0
Age	Service Supplier		0.0	Hosp	ital Pro	ducts/Eq	uip.	0.0
Age High 67 Low 30 Avg. 51.0 Sex Male 66.7 Female 33.3 Years in industry High 30.0 Low 12.0 Avg. 24.0 Years in position High 30.0 Low 1.0 Avg. 10.0 Salary (\$000s/yr) High 130.0 Low 96.5 Avg. 110.8 Commission received? Yes 33.3 No 66.7 Avg. 30.0 Bonus received? Yes 66.7 No 33.3 Amount (\$000s/yr) High 45.0 Low 40.0 Avg. 42.5 Bonus received? Yes 66.7 No 33.3 Low 40.0 Avg. 42.5 Perceived pay vs. 66.7 No 33.3 Less 66.7 Same 0.0 Employer's gross <\$5M	Other		33.3	Dent	al Produ	ıcts/Equi	р	0.0
Sex Male 66.7 Female 33.3 Years in industry High 30.0 Low 12.0 Avg. 24.0 Years in position High 23.0 Low 1.0 Avg. 10.0 Salary (\$000s/yr) High 130.0 Low 96.5 Avg. 110.8 Commission received? Yes 33.3 No 66.7 Amount (\$000s/yr) High 30.0 Low 30.0 Avg. 30.0 Bonus received? Yes 66.7 No 33.3 Amount (\$000s/yr) High 45.0 Low 40.0 Avg. 42.5 Perceived pay Vs. 66.7 No 33.3 Less 66.7 Same 0.0 Perceived pay More 33.3 Less 66.7 Same 0.0 US revenue (%) \$5.520M 66.7 > 100M 0.0 0.0 Position satisfying? (%) Thoroughly OK Sometimes 0.0 No 0.0				Mana	aged Ca	re		0.0
Years in industry High 30.0 Low 12.0 Avg. 24.0 Years in position High 23.0 Low 1.0 Avg. 10.0 Salary (\$000s/yr) High 130.0 Low 96.5 Avg. 110.8 Commission received? Yes 33.3 No 66.7 Amount (\$000s/yr) High 30.0 Low 30.0 Avg. 30.0 Bonus received? Yes 66.7 No 33.3 Amount (\$000s/yr) High 45.0 Low 40.0 Avg. 42.5 Perceived pay vs. More 33.3 Less 66.7 Same 0.0 Erceived pay vs. peers (%) More 33.3 Less 66.7 Same 0.0 Employer's gross < \$55.20M 66.7 > \$100M 33.3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	Age	High	67	L	.OW	30	Avg.	51.0
Years in position High 23.0 Low 1.0 Avg. 10.0 Salary (\$000s/yr) High 130.0 Low 96.5 Avg. 110.8 Commission received? Yes 33.3 No 66.7 Amount (\$000s/yr) High 30.0 Low 30.0 Avg. 30.0 Bonus received? Yes 66.7 No 33.3 Amount (\$000s/yr) High 45.0 Low 40.0 Avg. 42.5 Perceived pay vs. peers (%) More 33.3 Less 66.7 Same 0.0 Employer's gross <\$5M 0.0 \$50-\$100M 0.0 US revenue (%) \$5.\$20M 66.7 Generally 33.3 Sec Sezon 0.0 No 0.0 Position satisfying? (%) Thoroughly 66.7 Generally 33.3 Advancement Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) 2Foor) 66.7 Generally 33.3 Wes acquired (%) Hired by Company <td>Sex</td> <td>Male</td> <td>66.7</td> <td>' F</td> <td>emale</td> <td>33.3</td> <td></td> <td></td>	Sex	Male	66.7	' F	emale	33.3		
Salary (\$000s/yr)	Years in industry	High	30.0) L	.OW	12.0	Avg.	24.0
Commission received? Yes 33.3 No 66.7 Amount (\$000s/yr) High 30.0 Low 30.0 Avg. 30.0 Bonus received? Yes 66.7 No 33.3 Amount (\$000s/yr) High 45.0 Low 40.0 Avg. 42.5 Perceived pay vs. peers (%) More 33.3 Less 66.7 Same 0.0 Employer's gross <\$5M 0.0 \$50-\$100M 0.0 US revenue (%) \$5-\$20M 66.7 >100M 33.3 S20-\$50M 0.0 No 0.0 Position satisfying? (%) Thoroughly 66.7 Generally 33.3 S20-\$50M 0.0 No 0.0 0.0 Advancement Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 33.3 Exec Search 33.3 Benefits 2.0 Poor 66.7 Aport 66.7 Aport 66.7 66.7 66.7 66.7 66.7	Years in position	High	23.0) L	.OW	1.0	Avg.	10.0
Amount (\$000s/yr) High Bonus received? 30.0 Low 30.0 Avg. 30.0 Avg. 30.0 Bonus received? Yes 66.7 No 33.3 Amount (\$000s/yr) High 45.0 Low 40.0 Avg. 42.5 Perceived pay vs. peers (%) More 33.3 Less 66.7 Same 0.0 Employer's gross < \$5M 0.0 \$50-\$100M 0.0 0.0 \$50-\$100M 0.0 0.0 S50-\$100M 0.0 US revenue (%) \$5-\$20M 66.7 Sometimes 0.0 No 0.0 66.7 Generally 33.3 Good 0.0 No 0.0 33.3 Good 0.0 No 0.0 Advancement Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) Prospects (%) Excellent 33.3 Good 0.0 Poor 66.7 66.7 How current job Promoted 33.3 Exec Search 33.3 was acquired (%) Bigning Bonus 0.0 Retirement 100.0 Poor 66.7 Stock 33.3 Benefits received (%) Signing Bonus 0.0 Retirement 100.0 Medical 66.7 Stock 33.3 Factors important Salary 2.0 Environ./Culture 3.0 Environ./Soc. Resp. 2.7 Loyalty to Staff 5.7 Loyalty to Staff 5.7 Loyalty to Staff 5.7 Advancement 5.3 Environ./Soc. Resp. 7.3 Training 6.7 Job Security 3.3 Employer rating Salary 2.0 Environ./Culture 1.3 Advancement 2.7 Environ./Soc. Resp. 2.7 Training 2.3 Job Security 1.0 Plan to seek a new Yes 0.0 No 66.7 Training 2.3 Job Security 1.0 Plan to seek a new Yes 0.0 No Advancement 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Dob Ads Advance Contact Companies 3.0	Salary (\$000s/yr)	High	130.0) L	.OW	96.5	Avg.	110.8
Bonus received? Yes 66.7 No 33.3 Amount (\$000s/yr) High 45.0 Low 40.0 Avg. 42.5	Commission received?	Yes	33.3	3 N	Vo	66.7		
Amount (\$000s/yr) High 45.0 Low 40.0 Avg. 42.5 Perceived pay vs. peers (%) More 33.3 Less 66.7 Same 0.0 Employer's gross <\$5M 0.0 \$50-\$100M 0.0 US revenue (%) \$5-\$20M 66.7 >100M 33.3 \$20-\$50M 0.0 No 0.0 Position satisfying? (%) Thoroughly 66.7 Generally 33.3 \$20-\$50M 0.0 No 0.0 Advancement Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) Promoted 33.3 Good 0.0 Advancement 10.0 Poor 66.7 Advancement 33.3 Exec Search 33.3 Was acquired (%) Hired by Company 0.0 Own Initiative 33.3 Benefits received (%) Signing Bonus 0.0 Retirement 100.0 Car 0.0 Medical 66.7 Stock 33.3 Factors important Salary 2.0	Amount (\$000s/yr)	High	30.0	_ L	.OW	30.0	Avg.	30.0
Perceived pay vs. peers (%) More 33.3 Less 66.7 Same 0.0	Bonus received?	Yes	66.7	' N	No.	33.3		
vs. peers (%) More 33.3 Less 66.7 Same 0.0 Employer's gross <\$5M 0.0 \$50-\$100M 0.0 US revenue (%) \$5-\$20M 66.7 >100M 33.3 S20-\$50M 0.0 Position satisfying? (%) Thoroughly OK Sometimes 66.7 Generally Ge	Amount (\$000s/yr)	High	45.0	L	.OW	40.0	Avg.	42.5
Employer's gross	Perceived pay							
S S S S S S S S S S	vs. peers (%)	More	33.3	L	.ess	66.7	Same	0.0
S20-\$50M	Employer's gross	<\$5M			0.0	\$50-\$	100M	0.0
Position satisfying? (%) Thoroughly	US revenue (%)	\$5-\$20	MC		66.7	>1001	M	33.3
OK Sometimes		\$20-\$5	50M		0.0			
Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent Fair 33.3 Good 0.0 How current job Promoted 33.3 Exec Search 33.3 was acquired (%) Hired by Company Dool Own Initiative Down Initiative	Position satisfying? (%)	Thorou	ghly		66.7	Gener	ally	33.3
Excellent 33.3 Good 0.0		OK Sor	netimes		0.0	No		0.0
Fair 0.0 Poor 66.7	Advancement	Index	2.0 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
How current job	prospects (%)	Excelle	ent		33.3	Good		0.0
was acquired (%) Hired by Company 0.0 Own Initiative 33.3 Benefits received (%) Signing Bonus 0.0 Retirement 100.0 Car 0.0 Medical 66.7 Dental 66.7 Stock 33.3 Factors important Salary 2.0 Environ./Culture 3.0 to job (avg ranking, day ranking, benefits Benefits 2.7 Loyalty to Staff 5.7 1 = most important Advancement 5.3 Environ./Soc. Resp. 7.3 3.3 Employer rating Salary 2.0 Environ./Culture 1.3 (avg rating, 1 = best) Benefits 1.3 Loyalty to Staff 1.7 Advancement 2.7 Environ./Culture 1.0 Advancement 2.7 Environ./Soc. Resp. 2.7 Training 2.3 Job Security 1.0 Plan to seek a new job this year? (%) Yes 0.0 No 66.7 New job motivation (%) Salary/Benefits 0.0 Advancement 0.0		Fair			0.0	Poor		66.7
Signing Bonus	How current job	Promo	ted		33.3	Exec S	Search	33.3
Car	was acquired (%)	Hired b	y Comp	any	0.0	Own Ir	nitiative	33.3
Dental 66.7 Stock 33.3	Benefits received (%)	Signing	g Bonus		0.0	Retire	ment	100.0
Factors important to job (avg ranking, 1 = most important) Salary 2.0 Environ./Culture 3.0 Employer rating (avg rating, 1 = best) Benefits 2.7 Loyalty to Staff 5.7 Plan to seek a new job this year? (%) Yes 0.0 No 66.7 New job motivation (%) Salary 2.0 Environ./Culture 1.3 Loyalty to Staff 1.7 Advancement 7.7 2.7 Environ./Soc. Resp. 2.7 Environ./Soc. Resp. 2.7 Training 2.3 Job Security 1.0 Plan to seek a new job this year? (%) Yes 0.0 No 66.7 New job motivation (%) Salary/Benefits 7.7 0.0 Advancement 7.0 0.0 Method for seeking 7.7 Environ./Culture 7.7 0.0 Other 7.0 100.0 Method for seeking 7.7 Recruitment Agency 7.3 Existing Contacts 7.3 1.3 New job (avg ranking, 7.7 Job Ads 4.3 Contact Companies 3.0		Car			0.0	Medic	al	66.7
to job (avg ranking, Benefits 2.7 Loyalty to Staff 5.7 1 = most important) Advancement 5.3 Environ./Soc. Resp. 7.3 Training 6.7 Job Security 3.3 Employer rating Salary 2.0 Environ./Culture 1.3 (avg rating, 1 = best) Benefits 1.3 Loyalty to Staff 1.7 Advancement 2.7 Environ./Soc. Resp. 2.7 Training 2.3 Job Security 1.0 Plan to seek a new Yes 0.0 No 66.7 job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 0.0 Get out of Industry 0.0 Job Security 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0		Dental			66.7	Stock		33.3
1 = most important) Advancement Training 5.3 Environ./Soc. Resp. 7.3 Employer rating Salary 2.0 Environ./Culture 1.3 (avg rating, 1 = best) Benefits 1.3 Loyalty to Staff 1.7 Advancement 2.7 Environ./Soc. Resp. 2.7 Training 2.3 Job Security 1.0 Plan to seek a new job this year? (%) Yes 0.0 No 66.7 New job motivation (%) Salary/Benefits 0.0 Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0	Factors important	Salary			2.0	Enviro	n./Culture	3.0
Training 6.7 Job Security 3.3	to job (avg ranking,	Benefit	:S		2.7	Loyalt	y to Staff	5.7
Employer rating Salary 2.0 Environ./Culture 1.3 (avg rating, 1 = best) Benefits 1.3 Loyalty to Staff 1.7 Advancement 2.7 Environ./Soc. Resp. 2.7 Training 2.3 Job Security 1.0 Plan to seek a new Yes 0.0 No 66.7 job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0	1 = most important)	Advanc	ement		5.3	Enviro	n./Soc. F	Resp. 7.3
Recruitment Agency Contact Companies 3.0 Contact		Training	g		6.7	Job Se	ecurity	3.3
Advancement 2.7 Environ./Soc. Resp.2.7 Training 2.3 Job Security 1.0 Plan to seek a new Yes 0.0 No 66.7 job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0	Employer rating	Salary			2.0	Enviro	n./Culture	1.3
Training 2.3 Job Security 1.0 Plan to seek a new Yes 0.0 No 66.7 job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0	(avg rating, 1 = best)	Benefit	S		1.3	Loyalt	y to Staff	1.7
Plan to seek a new Yes 0.0 No 66.7 job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0		Advanc	ement		2.7	Enviro	n./Soc. F	Resp.2.7
job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0		Training	g		2.3	Job Se	ecurity	1.0
New job motivation (%) Salary/Benefits 0.0 Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0	Plan to seek a new	Yes			0.0	No		66.7
Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0	job this year? (%)							
Get out of Industry 0.0 Job Security 0.0 Environ./Culture 0.0 Other 100.0 Method for seeking Recruitment Agency 2.3 Existing Contacts 1.3 new job (avg ranking, Job Ads 4.3 Contact Companies 3.0	New job motivation (%)				0.0	Advan	cement	0.0
Environ./Culture0.0Other100.0Method for seekingRecruitment Agency2.3Existing Contacts1.3new job (avg ranking,Job Ads4.3Contact Companies 3.0		Differer	nt Part o	f Ind	0.0	Need	a Change	0.0
Method for seeking new job (avg ranking, Recruitment Agency 2.3 Existing Contacts 1.3 Job Ads 4.3 Contact Companies 3.0		Get ou	t of Indu	stry	0.0	Job Se	ecurity	0.0
new job (avg ranking,Job Ads4.3Contact Companies 3.0		Environ	n./Culture	9	0.0	Other		100.0
	Method for seeking	Recruit	ment Ag	ency	2.3	Existin	g Contac	ts 1.3
1=most likely) Post Resume 4.0		Job Ad	S		4.3	Contac	ct Compa	nies 3.0
	1=most likely)	Post R	esume		4.0			

ADVERTISING SALES MGR. \$112,200 ▲18.1%

Number of respondents Employer Percent Market Sector Percent Manufacturer 0.0 Rx Pharmaceuticals 33.3 0.0 0.0 **OTC Pharmaceuticals** Agency Media/Publisher - HCP 33.3 Biotechnology 0.0 Media/Publisher - Consumer 33.3 33.3 Medical Devices/Equip Media/Publisher - HCP & Consmr. 33.3 Diagnostic Device/Equip 33.3 Service Supplier 0.0 Hospital Products/Equip. 33.3 Other 0.0 Dental Products/Equip 33.3 Managed Care 0.0 33.0 Age High 43 Low 25 Avg. Sex Male 66.7 Female 33.3 High Years in industry 25.0 Low 2.0 Avg. 11.0 Years in position High 17.0 Low 1.0 Avg. 8.0 Salary (\$000s/yr) 165.0 Low 57.5 112.2 High Avg. Commission received? Yes 100.0 No 0.0 Amount (\$000s/yr) 165.0 100.0 121.7 High Low Avg. 66.7 Bonus received? 33.3 No Amount (\$000s/yr) 6.0 6.0 6.0 High Low Avg. Perceived pay vs. peers (%) More 0.0 Less 0.0 Same 100.0 <\$5M \$50-\$100M 66.7 Employer's gross 33.3 US revenue (%) \$5-\$20M 0.0 >100M 0.0 \$20-\$50M 0.0 100.0 Position satisfying? (%) Thoroughly 0.0 Generally **OK Sometimes** 0.0 No 0.0 Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor) Advancement prospects (%) Excellent 0.0 Good 66.7 Fair 33.3 Poor 0.0 How current job 100.0 0.0 Promoted Exec Search was acquired (%) Hired by Company 0.0 Own Initiative 0.0 33.3 0.0 Benefits received (%) Signing Bonus Retirement Car 33.3 Medical 66.7 33.3 33.3 Dental Stock **Factors important** Salary 1.7 Environ./Culture 4.7 to job (avg ranking, Benefits 3.7 Loyalty to Staff 4.0 1 = most important) Advancement 4.0 Environ./Soc. Resp.8.0 7.0 3.0 Training Job Security **Employer rating** Salary 2.3 Environ./Culture 2.7 2.7 2.0 (avg rating, 1 = best) Benefits Loyalty to Staff 2.7 Advancement Environ./Soc. Resp. 2.3 2.3 Job Security 2.0 **Training** Plan to seek a new 33.3 Yes No 66.7 job this year? (%) 100.0 0.0 New job motivation (%) Salary/Benefits Advancement Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0 Job Security 0.0 Environ./Culture Other 0.0 0.0 Method for seeking Recruitment Agency 2.3 **Existing Contacts** 1.3 Job Ads 4.0 Contact Companies 3.3 new job (avg ranking, Post Resume 1=most likely) 4.0

ADVERTISING SALES EXEC. \$91,700 ▲ 37.5%

Number of respondent	S						3
Employer	Per	rcent	Marl	ket Sec	tor		Percent
Manufacturer		0.0	Rx P	harmac	euticals		100.0
Agency		0.0	OTC	Pharma	aceuticals	3	33.3
Media/Publisher - HCP		66.7	Biote	echnolo	gy		66.7
Media/Publisher - Consum	ner	0.0	Medi	ical Dev	ices/Equ	ip	100.0
Media/Publisher - HCP & 0	Consmr.	33.3	Diag	nostic D	evice/Eq	luip	33.3
Service Supplier		0.0	Hosp	oital Pro	ducts/Eq	uip.	0.0
Other		0.0	Dent	al Produ	ıcts/Equi	р	0.0
			Mana	aged Ca	ire		0.0
Age	High	58	L	_OW	28	Avg.	42.7
Sex	Male	66.7	' F	emale	33.3		
Years in industry	High	20.0) <u>L</u>	_OW	3.0	Avg.	9.0
Years in position	High	4.0) <u>L</u>	_OW	1.0	Avg.	2.7
Salary (\$000s/yr)	High	165.0) <u>L</u>	_OW	45.0	Avg.	91.7
Commission received?	Yes	100.0) [Vo	0.0		
Amount (\$000s/yr)	High	65.0) L	_OW	23.5	Avg.	42.8
Bonus received?	Yes	0.0) [No	100.0		
Amount (\$000s/yr)	High	0.0) L	_OW	0.0	Avg.	0.0
Perceived pay							
vs. peers (%)	More	66.7	7 L	ess	33.3	Same	0.0
Employer's gross	<\$5M			0.0	\$50-\$3	100M	33.3
US revenue (%)	\$5-\$20	OM		33.3	>1001	Л	33.3
	\$20-\$5	50M		0.0			
Position satisfying? (%)	Thorou	ighly		0.0	Genera	ally	100.0
	OK Sor	metimes		0.0	No		0.0
Advancement	Index	2.7 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		0.0	Good		66.7
	Fair			33.3	Poor		0.0
How current job	Promo	ted		0.0	Exec S	Search	33.3
was acquired (%)	Hired b	y Comp	any	0.0	Own In	itiative	66.7
Benefits received (%)	Signing	g Bonus		0.0	Retirer	nent	66.7
	Car			0.0	Medica	al	66.7
	Dental			66.7	Stock		33.3
Factors important	Salary			1.0	Enviror	n./Culture	4.7
to job (avg ranking,	Benefit	ts		4.7	Loyalty	y to Staff	5.0
1 = most important)	Advano	cement		2.3	Enviro	n./Soc. R	esp.8.0
	Trainin	g		6.7	Job Se	ecurity	3.7
Employer rating	Salary			2.3	Enviror	n./Culture	2.0
(avg rating, 1 = best)	Benefit	ts		1.7	Loyalty	y to Staff	2.7
	Advano	cement		2.3	Enviro	n./Soc. R	esp.2.3
	Trainin	g		2.3	Job Se	ecurity	1.7
Plan to seek a new	Yes			0.0	No		66.7
job this year? (%)							
New job motivation (%)	Salary/	/Benefits	6	0.0	Advan	cement	100.0
	Differe	nt Part o	f Ind	0.0	Need a	a Change	0.0
	Get ou	t of Indu	stry	0.0	Job Se	ecurity	0.0
-	Enviror	n./Culture	е	0.0	Other		0.0
Method for seeking	Recruit	tment Ag	ency	3.0	Existin	g Contact	s 1.7
new job (avg ranking,	Job Ad	S		2.0	Contac	ct Compar	nies 1.0
1=most likely)	Post R	esume		5.0			

EDITOR		\$7	3,8	00		_	1.6%
Number of respondent	S						12
Employer	Per	rcent	Mark	et Sec	tor		Percent
Manufacturer		0.0	Rx Ph	armac	euticals		58.3
Agency		16.7	OTC F	harm	aceuticals	S	33.3
Media/Publisher - HCP		41.7	Bioted	chnolo	gy		25.0
Media/Publisher - Consum	ner	16.7	Medic	al Dev	ices/Equ	iip	41.7
Media/Publisher - HCP &	Consmr.	8.3	Diagn	ostic [Device/Ed	quip	25.0
Service Supplier		8.3	Hospi	tal Pro	ducts/Ed	uip.	16.7
Other		8.3	Denta	l Prod	ucts/Equi	ip	16.7
			Mana	ged Ca	are		33.3
Age	High	57	10)W	26	Avg.	38.7
Sex	Male	0.0		emale	100.0	7.05.	30.7
Years in industry	High	23.0)W	3.0	Avg.	8.7
Years in position	High	10.0)W	1.0	Avg.	4.6
Salary (\$000s/yr)	High	200.0)W	41.0	Avg.	73.8
Commission received?	Yes	0.0			100.0	/ wg.	13.0
Amount (\$000s/yr)	High	0.0))W	0.0	Avg.	0.0
Bonus received?	Yes	50.0			50.0	Avg.	0.0
Amount (\$000s/yr)	High	40.0)W	1.0	Λνα	9.9
Perceived pay	High	40.0	, ,	JVV	1.0	Avg.	9.9
	More	8.3) [ess	50.0	Same	41.7
vs. peers (%)	<\$5M	0.3		27.3	\$50.0		0.0
Employer's gross	\$5-\$20	204		27.3 27.3	>100		9.1
US revenue (%)	\$20-\$5			27.3 36.4	>1001	VI	9.1
Position satisfying? (%)	Thorou	ıghly		18.2	Gener	ally	36.4
, , ,		metimes		36.4	No		9.1
Advancement	Index	2.2 (4=	Exc. 3	B=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		8.3	Good		41.7
	Fair			8.3	Poor		41.7
How current job	Promo	ted		25.0	Exec S	Search	8.3
was acquired (%)	Hired b	y Comp	any	8.3	Own Ir	nitiative	58.3
Benefits received (%)	Signing	g Bonus		0.0	Retire	ment	66.7
	Car	_		0.0	Medic	al	91.7
	Dental			66.7	Stock		16.7
Factors important	Salary			2.1	Enviro	n./Culture	3.6
to job (avg ranking,	Benefit	ts		3.4	Loyalt	y to Staff	4.4
1 = most important)	Advano	cement		4.7	Enviro	n./Soc. F	Resp. 7.1
	Trainin	g		6.8	Job Se	ecurity	3.9
Employer rating	Salary			2.3	Enviro	n./Culture	e 3.0
(avg rating, 1 = best)	Benefit			1.8		y to Staff	
	Advano	cement		3.0	Enviro	n./Soc. F	Resp.3.1
	Trainin	g		3.2	Job Se	ecurity	2.9
Plan to seek a new	Yes			33.3	No		33.3
job this year? (%)							
New job motivation (%)	Salary	/Benefits		0.0	Advan	cement	40.0
- • •		nt Part o		20.0	Need	a Change	0.0
		t of Indu		0.0		ecurity	0.0
		n./Culture	,	40.0	Other	.,	0.0
Method for seeking		ment Ag		3.5		g Contac	
new job (avg ranking,	Job Ad	_		2.2		_	nies 3.5
1=most likely)		esume		4.2			
	. 551 11	2041110					

MEDICAL WRITE	-11	ĢÜ	50,0	UU		▼ 3	1.3%
Number of respondent	S						
Employer	Per	cent	Mark	cet Sec	ctor	1	Percei
Manufacturer		0.0	Rx Pl	harmad	ceuticals		0.
Agency		0.0	OTC	Pharm	aceutical	S	0.
Media/Publisher - HCP		0.0	Biote	chnolo	gy		0.
Media/Publisher - Consun	ner	0.0	Medi	cal De	vices/Equ	qiı	0.
Media/Publisher - HCP &	Consmr.	0.0	Diagi	nostic I	Device/E	quip	0.
Service Supplier		0.0	Hosp	ital Pro	oducts/Ed	quip.	0.
Other	1	0.00	Denta	al Prod	ucts/Equ	ip	0
			Mana	aged C	are		0
 Age	High	47	L	.OW	47	Avg.	47
Sex	Male	0.0) F	emale	100.0		
Years in industry	High	0.0		.OW	0.0	Avg.	0
Years in position	High	1.0		.OW	1.0	Avg.	1
Salary (\$000s/yr)	High	50.0		.OW	50.0	Avg.	50
Commission received?	Yes	0.0		lo.	100.0	7.48.	
Amount (\$000s/yr)	High	0.0		.OW	0.0	Avg.	0
Bonus received?	Yes	0.0		lo.	100.0	7.48.	
Amount (\$000s/yr)	High	0.0		.OW	0.0	Avg.	0
Perceived pay	111611				0.0	7.48.	
vs. peers (%)	More	0.0) [.ess	100.0	Same	0
Employer's gross	<\$5M			.00.0	\$50-\$		0
US revenue (%)	\$5-\$20	M		0.0	>100		0
OO Tevenue (70)	\$20-\$5			0.0	>100	141	O
Position satisfying? (%)	Thorou			0.0	Gener	ally	100
· coluen caucijing. (/o/		netimes		0.0	No	u,	0
Advancement				3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle			.00.0	Good	2 . 00.,	0
p p (/	Fair			0.0	Poor		0
How current job	Promo	ted		0.0		Search	0
was acquired (%)		y Comp	anv	0.0		nitiative	0
Benefits received (%)		Bonus		0.0	Retire		0
201101110110011001(70)	Car	5 20		0.0	Medic		0
	Dental			0.0	Stock		0
Factors important	Salary			3.0		n./Culture	1
to job (avg ranking,	Benefit	S		0.0		y to Staff	0
1 = most important)		ement		4.0	-	n./Soc. R	
_ =occpor ta,	Training			0.0		ecurity	2
Employer rating	Salary	5		2.0		n./Culture	1
(avg rating, 1 = best)	Benefit	S		1.0		y to Staff	1
(418 1448) = 2004		ement		1.0	•	n./Soc. R	
	Training			1.0		ecurity	1
Plan to seek a new	Yes			0.0	No		100
job this year? (%)	. 50			5.0			
New job motivation (%)	Salarv	/Benefits		0.0	Advan	cement	0
, (70)		nt Part o		0.0		a Change	0
		t of Indu		0.0		ecurity	0
		ı./Cultur	,	0.0	Other	Country	0
Method for seeking		ment Ag		0.0		ng Contact	
new job (avg ranking,	Job Ad		, опо у	0.0		ct Compar	
1=most likely)	Post R			0.0	Ounta	ot oompai	1103 0

r onsmr.	28.6 14.3 0.0 0.0 0.0 42.9 14.3	Biotecl Medica Diagno	rmace harmac hnology al Devic estic De al Prod	uticals ceuticals y ces/Equ evice/Equ ucts/Eq	iip quip	Percent 71.4 14.3 21.4 42.9 21.4
r ronsmr.	28.6 14.3 0.0 0.0 0.0 42.9 14.3	Rx Pha OTC Pl Biotect Medica Diagno Hospital	rmace harmac hnology al Devic estic De al Prod	uticals ceuticals y ces/Equ evice/Equ ucts/Eq	iip quip	71.4 14.3 21.4 42.9 21.4
r onsmr. High	14.3 0.0 0.0 0.0 42.9 14.3	OTC Pl Biotecl Medica Diagno Hospita Dental	harmad hnology al Devic estic De al Prod	ceuticals y ces/Equ evice/Ec ucts/Eq	iip quip	14.3 21.4 42.9 21.4
r onsmr. 2 :	0.0 0.0 0.0 42.9 14.3	Biotecl Medica Diagno Hospita Dental	hnolog al Devic estic De al Prod	y ces/Equ evice/Ec ucts/Eq	iip quip	21.4 42.9 21.4
onsmr.	0.0 0.0 42.9 14.3	Medica Diagno Hospita Dental	al Devic stic De al Prod	ces/Equevice/Ecucts/Eque	quip	42.9 21.4
onsmr.	0.0 42.9 14.3	Diagno Hospita Dental	stic De al Prod	evice/Educts/Eq	quip	21.4
: High	42.9 14.3	Hospital Dental	al Prod	ucts/Eq		
: High	14.3	Dental			luip.	
High			Produc			7.1
		Manag		cts/Equi	ip	7.1
			ed Car	е		21.4
Male	63	Lov	W	28	Avg.	45.4
	64.3	B Fer	nale	35.7		
High	40.0) Lo	W	1.0	Avg.	18.9
High	12.0) Lo	W	1.0	Avg.	3.2
High	178.0) Lo	W	38.0	Avg.	100.0
Yes	7.1	No		92.9		
High	35.0) Lo	W	35.0	Avg.	35.0
Yes	35.7	' No		64.3		
High	20.0) Lo	N	5.0	Avg.	13.4
More	14.3	B Les	SS	57.1	Same	28.6
<\$5M		4	2.9	\$50-\$	100M	0.0
\$5-\$20	M	2	8.6	>1001	M	21.4
\$20-\$5	OM		7.1			
Thorou	ghly	2	8.6	Gener	ally	21.4
OK Son	netimes	4	2.9	No		7.1
ndex 2	2.4 (4=	Exc. 3=	=Good	2=Fair	1=Poor)	
Excelle	nt		7.1	Good		35.7
Fair		5	0.0	Poor		7.1
Promot	ed		7.1	Exec S	Search	7.1
Hired b	y Comp	any 1	4.3	Own Ir	nitiative	57.1
Signing	Bonus	1	0.0	Retire	ment	30.0
Car			0.0	Medic	al	80.0
Dental		7	0.0	Stock		10.0
Salary			2.3	Enviro	n./Culture	2.5
Benefit	S		4.4	Loyalt	y to Staff	4.8
Advanc	ement		4.6	Enviro	n./Soc. F	esp. 7.3
Training	g		6.5	Job Se	ecurity	3.3
Salary			2.8	Enviro	n./Culture	2.4
Benefit	S		2.5	Loyalt	y to Staff	2.3
Advanc	ement		2.8	Enviro	n./Soc. F	lesp.2.7
Training	g		3.2	Job Se	ecurity	2.0
		5	0.0	No		35.7
Salary/	Benefits	1	4.3	Advan	cement	0.0
					_	28.6
		-		Other	-,	14.3
	-				g Contac	
	_				_	
Post Re			3.8	_ 0.164		0.0
	Yes High Yes High Yes High Yes High More <\$5M \$5-\$20 \$20-\$5 Thorou OK Sor Index 2 Excelle Fair Promot Hired b Signing Car Dental Salary Benefit Advanc Training Yes Salary/ Differer Get out Environ Recruiti Job Ads	Yes 7.1 High 35.0 Yes 35.7 High 20.0 More 14.3 <\$5M \$5-\$20M \$5-\$20M \$50-\$50M Thoroughly OK Sometimes Index 2.4 (4= Excellent Fair Promoted Hired by Comp Signing Bonus Car Dental Salary Benefits Advancement Training Salary Benefits Advancement Training Yes Salary/Benefits Different Part of Get out of Indu Environ./Culture Recruitment Ag Job Ads	Yes 7.1 No High 35.0 Lor Yes 35.7 No High 20.0 Lor More 14.3 Ler <\$5M 4 \$5-\$20M 2 \$20-\$50M Thoroughly 2 OK Sometimes 4 Index 2.4 (4=Exc. 3=Excellent Fair 5 Promoted Hired by Company 1 Signing Bonus 1 Car Dental 7 Salary Benefits Advancement Training Salary Benefits Advancement Training Yes 5 Salary/Benefits 1 Different Part of Ind Get out of Industry Environ./Culture 4 Recruitment Agency Job Ads	Yes 7.1 No High 35.0 Low Yes 35.7 No High 20.0 Low More 14.3 Less <\$5M	Yes 7.1 No 92.9 High 35.0 Low 35.0 Yes 35.7 No 64.3 High 20.0 Low 5.0 More 14.3 Less 57.1 <\$5M	Yes 7.1 No 92.9 High 35.0 Low 35.0 Avg. Yes 35.7 No 64.3 High 20.0 Low 5.0 Avg. More 14.3 Less 57.1 Same <\$5M

OTHER		\$1	23,	800			NA
Number of respondent	:S						136
Employer	Per	rcent	Mark	cet Sect	or	F	Percent
Manufacturer		50.0	Rx Pl	harmac	euticals		71.3
Agency		30.9	OTC	Pharma	ceutical	S	18.4
Media/Publisher - HCP		0.7	Biote	chnolog	gy		25.0
Media/Publisher - Consun	ner	0.0	Medi	cal Devi	ces/Equ	iip	25.7
Media/Publisher - HCP &	Consmr.	1.5	Diagi	nostic D	evice/Ed	quip	10.3
Service Supplier		3.7	Hosp	ital Pro	ducts/Ed	Juip.	9.6
Other		13.2	Denta	al Produ	icts/Equi	ip	4.4
			Mana	aged Ca	re		7.4
Age	High	73	- 1	.OW	19	Avg.	43.6
Sex	Male	50.0		emale	50.0	Avg.	45.0
Years in industry	High	46.0		.OW	0.5	Λυσ	14.3
Years in position		30.0		.OW	0.3	Avg.	4.5
Salary (\$000s/yr)	High	350.0		.OW	18.0	Avg.	123.8
Commission received?	High	5.9		.ow .lo	94.1	Avg.	123.0
	Yes					۸	22.4
Amount (\$000s/yr) Bonus received?	High	50.0 67.7		.OW	5.0	Avg.	23.4
20114010001041	Yes			10	32.4	۸	22.0
Amount (\$000s/yr)	High	500.0) L	.OW	0.4	Avg.	32.9
Perceived pay	Maua	10.1			441	0	20.0
vs. peers (%)	More	19.1	. L	.ess	44.1	Same	36.8 11.4
Employer's gross	<\$5M	204		15.2	\$50-\$		
US revenue (%)	\$5-\$20			17.4	>1001	VI	42.4
D iti i . f. i 2 /0/ \	\$20-\$5			13.6	0	all.	E2.2
Position satisfying? (%)	Thorou			30.4	Gener No	ally	53.3
Advancement		metimes		12.6		1=Poor)	3.7
Advancement	Excelle		EXC.	3=G000 12.5	Good	1=P00r)	33.1
prospects (%)	Fair	HIL		30.9	Poor		23.5
How current job	Promo	tod		35.6		Search	15.6
-			anv.	12.6		nitiative	28.9
was acquired (%)		oy Comp g Bonus	ally	12.0	Retire		64.5
Benefits received (%)	Car	g Donus		12.2	Medic		88.8
	Dental			75.7	Stock	al	41.1
Footore important	Salary			2.5		n./Culture	3.0
Factors important to job (avg ranking,	Benefit	to		4.3		y to Staff	4.8
1 = most important)		cement		4.2		n./Soc. Re	
1 = most important)	Trainin			6.1		ecurity	4.0
Employer rating	Salary			2.3		n./Culture	2.1
(avg rating, 1 = best)	Benefit	ts		2.1	Loyalt	y to Staff	2.3
	Advano	cement		2.7	Enviro	n./Soc. Re	esp.2.3
	Trainin	g		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes			33.1	No		41.2
job this year? (%)							
New job motivation (%)	Salary	/Benefits	3	28.6	Advan	cement	22.2
- , ,		nt Part o		9.5	Need	a Change	9.5
	Get ou	t of Indu	stry	3.2		ecurity	6.4
	Enviror	n./Culture	e	9.5	Other	-	11.1
Method for seeking	Recruit	tment Ag	ency	2.7	Existin	g Contacts	1.8
new job (avg ranking,	Job Ad	_	-	3.3		ct Compan	
1=most likely)	Post R	esume		3.9		•	



Employee Characteristics

This section shows how the data profiles of employees—salary, benefits, perceptions, satisfaction, intent to move, job-seeking preferences, etc.—vary between different employee characteristics, such as gender and the number of years spent in current position.

DATA SETS

- Male, page 48
- Female, page 48
- 1 Year or Less in Current Position, page 49
- 1-2 Years in Current Position, page 49
- 3-5 Years in Current Position, page 50
- Over 5 Years in Current Position, page 50

2012 CAREER & SALARY SURVEY

MALE		\$1	47,400			3.5%
Number of respondent	:s					524
Employer	Per	rcent	Market Sec	ctor		Percent
Manufacturer		46.2	Rx Pharmac	ceuticals		72.3
Agency		30.3	OTC Pharm	aceuticals	5	15.1
Media/Publisher - HCP		3.8	Biotechnolo	gy		25.2
Media/Publisher - Consun	ner	1.0	Medical Dev	vices/Equ	ip	30.9
Media/Publisher - HCP &	Consmr.	2.5	Diagnostic I	Device/Ed	quip	14.9
Service Supplier		9.2	Hospital Pro	oducts/Eq	uip.	8.8
Other		7.1	Dental Prod	lucts/Equi	р	4.4
			Managed C	are		9.5
Age	High	82	Low	19	Avg.	45.1
Sex	Male	100.0	Female	0.0		
Years in industry	High	58.0	Low	0.5	Avg.	17.1
Years in position	High	35.0	Low	0.2	Avg.	4.5
Salary (\$000s/yr)	High	700.0	Low	18.0	Avg.	147.4
Commission received?	Yes	13.7	No	86.3		
Amount (\$000s/yr)	High	1000.0	Low	0.5	Avg.	67.8
Bonus received?	Yes	69.3		30.7		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	16.8		42.2	Same	41.0
Employer's gross	<\$5M		15.2	\$50-\$		8.1
US revenue (%)	\$5-\$20		20.8	>1001	VI	44.3
D ::: :: : : : : : : : : : : : : : : :	\$20-\$!		11.6	0	- 11 -	46.5
Position satisfying? (%)	Thorou	ugniy metimes	33.1 13.3	Genera No	ally	46.5 7.1
Advancement			13.5 Exc. 3=Goo		1-Poorl	7.1
prospects (%)	Excelle	•	14.8	Good	1-1 001)	34.7
prospects (70)	Fair	JIIC	29.0	Poor		21.5
How current job	Promo	ted	33.5		Search	14.5
was acquired (%)		by Comp			nitiative	29.4
Benefits received (%)		g Bonus	14.1	Retire	ment	51.9
, ,	Car	9	18.1	Medic	al	82.1
	Dental		72.9	Stock		44.8
Factors important	Salary		2.4	Enviro	n./Culture	3.0
to job (avg ranking,	Benefi	ts	4.3	Loyalt	y to Staff	4.6
1 = most important)	Advan	cement	4.2	Enviro	n./Soc. F	Resp.6.9
	Trainin	g	6.5	Job Se	ecurity	3.9
Employer rating	Salary		2.3	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefi	ts	2.2		y to Staff	
		cement	2.6		n./Soc. F	
	Trainin	g	2.8		ecurity	2.3
Plan to seek a new	Yes		34.2	No		44.0
job this year? (%)	0 '	/D ::	20.5			100
New job motivation (%)		/Benefits			cement	18.2
		nt Part o			a Change	
		it of Indu	•		ecurity	5.2
Mathad & 1.1		n./Culture		Other	~ C!:	6.5
Method for seeking		tment Ag	-		g Contac	
new job (avg ranking,	Job Ad		3.5	Contac	ct Compa	illes 3.3
1=most likely)	POST R	esume	4.1			

FEMALE		\$1	16,0	000		▲9	0.9%
Number of respondents	S						470
Employer	Per	rcent	Mark	cet Sec	tor		Percent
Manufacturer		34.3	Rx P	harmac	euticals		69.4
Agency		39.6	OTC	Pharma	aceuticals	5	17.5
Media/Publisher - HCP		4.0	Biote	chnolo	gy		23.2
Media/Publisher - Consum	ner	1.1	Medi	cal Dev	ices/Equ	ip	24.0
Media/Publisher - HCP & 0	Consmr.	3.2	Diag	nostic D	evice/Ed	luip	11.3
Service Supplier		8.5	Hosp	ital Pro	ducts/Eq	uip.	8.1
Other		9.4	Dent	al Produ	ucts/Equi	р	3.4
			Mana	aged Ca	are		8.9
Age	High	82	L	.OW	21	Avg.	41.1
Sex	Male	0.0) F	emale	100.0		
Years in industry	High	45.0) L	.OW	0.5	Avg.	13.2
Years in position	High	40.0) L	.OW	0.3	Avg.	4.3
Salary (\$000s/yr)	High	334.0) L	.OW	11.5	Avg.	116.0
Commission received?	Yes	7.0) [No	93.0		
Amount (\$000s/yr)	High	300.0) L	.OW	0.6	Avg.	57.2
Bonus received?	Yes	63.8	3 N	lo	36.2		
Amount (\$000s/yr)	High	1000.0) L	.OW	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	10.7	7 L	.ess	47.9	Same	41.4
Employer's gross	<\$5M			16.0	\$50-\$	100M	11.2
US revenue (%)	\$5-\$20	MC		25.9	>1001	VI	30.8
	\$20-\$5	50M		16.0			
Position satisfying? (%)	Thorou	ıghly		23.7	Gener	ally	56.7
	OK Soi	metimes		14.0	No		5.6
Advancement	Index	2.4 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		15.3	Good		37.4
	Fair			24.1	Poor		23.2
How current job	Promo			33.0		Search	12.4
was acquired (%)		by Comp	any	13.3		itiative	33.2
Benefits received (%)		g Bonus		11.4	Retire		57.2
	Car			6.0	Medic	al	85.0
	Dental			73.8	Stock	(0.1)	36.5
Factors important	Salary	1		2.4		n./Culture	2.8
to job (avg ranking,	Benefit			4.2		y to Staff	4.8
1 = most important)		cement		4.4		n./Soc. R	
	Trainin	g		6.4	Job Se		4.0
Employer rating	Salary	ha.		2.4		n./Culture	2.2
(avg rating, 1 = best)	Benefit			2.2		y to Staff	2.4
		cement		2.8		n./Soc. R	
Plan to seek a new	Trainin, Yes	g		35.1	Job Se	curity	32.0
job this year? (%)	163			33.1	NO		32.0
New job motivation (%)	Salary	/Benefits		24.1	Δdvan	cement	16.5
140W JOD IIIOUVAUOII (70)	-	nt Part o		12.1		a Change	4.9
		t of Indu		4.0		ecurity	7.1
		ı./Cultur	-	18.3	Other	Curry	13.0
Method for seeking		tment Ag				g Contact	
new job (avg ranking,	Job Ad		, on to y	3.2		ct Compar	
1=most likely)		esume		3.9	Jona	Joinpai	0.0
	. 551 11	2041110		J.J			

IYR OR LESS IN CURRENT POS. \$121,000 ▼7.4%



Number of respondent	s						239
Employer	Per	cent	Mark	et Sec	tor		Percen
Manufacturer		34.7	Rx Ph	armac	euticals		76.2
Agency		40.6	OTC I	Pharma	ceuticals	5	17.6
Media/Publisher - HCP		3.4	Biote	chnolog	gy		25.9
Media/Publisher - Consun	ner	0.8	Medic	al Devi	ices/Equ	ip	23.9
Media/Publisher - HCP &	Consmr.	4.2	Diagn	ostic D	evice/Ed	Juip	11.
Service Supplier		8.0	Hospi	tal Pro	ducts/Eq	uip.	8.4
Other		8.4	Denta	l Produ	ıcts/Equi	р	2.9
			Mana	ged Ca	re		10.
 Age	High	66	10	OW.	19	Avg.	38.0
Sex	Male	52.3		emale	47.7	7.48.	
Years in industry	High	40.0		OW	0.5	Avg.	11.5
Years in position	High	1.0		OW	0.2	Avg.	1.0
Salary (\$000s/yr)	High	301.0		OW.	11.5	Avg.	121.0
Commission received?	Yes	10.9			89.1	, wg.	141.
Amount (\$000s/yr)	High	1000.0		o ow	0.5	Avg.	95.
Bonus received?	Yes	65.7			34.3	rwg.	90.
Amount (\$000s/yr)	High	300.0		o ow	0.4	Avg.	72.4
Perceived pay	High	300.0) [JVV	0.4	Avg.	12.
vs. peers (%)	More	14.7	7 1	ess	40.3	Same	45.0
Employer's gross	<\$5M	17.7		15.0	\$50-\$		12.4
US revenue (%)	\$5-\$20	M		23.5	>100		32.
OS revenue (70)	\$20-\$5			23.3 16.7	>100l	VI	52
Position satisfying? (%)	Thorou			31.5	Genera	ally	53.8
r osidon sadsiying: (70)		netimes		9.7	No	ully	5.0
Advancement						1=Poor)	
prospects (%)	Excelle			22.8	Good	1-1 0017	45.6
prospects (70)	Fair	.110		22.4	Poor		9.3
How current job	Promo	ted		26.2	Exec S	Search	15.6
was acquired (%)		y Comp		15.2		itiative	34.6
Benefits received (%)		Bonus		16.9	Retirer		54.2
201101113 16061VGU (70)	Car	Dollus		8.5	Medica		85.3
	Dental			74.6	Stock	AI.	41.3
Factors important	Salary			2.5		n./Culture	
to job (avg ranking,	Benefit	·c		4.4		y to Staff	
1 = most important)	Advanc			3.9		n./Soc. F	
I – most importanti	Training			6.3	Job Se		4.1
Employer rating	Salary	5		2.3		n./Culture	
(avg rating, 1 = best)	Benefit	·c		2.2		to Staff	
(avs rauns, I = Dest)	Advanc			2.3	, ,	n./Soc. F	
	Training			2.7	Job Se		2.2
Plan to seek a new	Yes	5		24.9	No No	curity	48.5
job this year? (%)	103			<u>-</u> J	110		70.
New job motivation (%)	Salary	/Benefits		26.8	Advan	cement	14.6
job mouration (/0)		nt Part o		12.2		a Change	
		t of Indu				_	6.1
	Environ	,	,		curity	12.2	
Mothod for cooking		ment Ag		2.6		g Contac	
Method for seeking	Recruit	_	ciicy	2.0		g Compa	

3.3

4.0

Contact Companies 3.2

new job (avg ranking,

1=most likely)

Job Ads

Post Resume

1-2YRS IN CURRENT POS. \$136,100 **▲13.5**%

	Percent
	ercent
Manufacturer 35.8 Rx Pharmaceuticals	76.3
Agency 44.2 OTC Pharmaceuticals	15.8
Media/Publisher - HCP 2.8 Biotechnology	23.3
Media/Publisher - Consumer 0.9 Medical Devices/Equip	25.6
Media/Publisher - HCP & Consmr. 0.9 Diagnostic Device/Equip	10.2
Service Supplier 8.8 Hospital Products/Equip.	7.4
Other 6.5 Dental Products/Equip	4.7
Managed Care	7.4
Age High 73 Low 23 Avg.	40.7
Sex Male 50.2 Female 49.8	
Years in industry High 46.0 Low 1.5 Avg.	13.4
Years in position High 2.5 Low 1.5 Avg.	2.0
Salary (\$000s/yr) High 450.0 Low 32.0 Avg.	136.1
Commission received? Yes 6.5 No 93.5	
Amount (\$000s/yr) High 100.0 Low 3.0 Avg.	39.5
Bonus received? Yes 69.3 No 30.7	
Amount (\$000s/yr) High 1000.0 Low 75.0 Avg.	271.0
Perceived pay	
vs. peers (%) More 15.0 Less 47.4 Same	37.6
Employer's gross <\$5M 14.3 \$50-\$100M	9.0
US revenue (%) \$5-\$20M 27.1 >100M	37.1
\$20-\$50M 12.4	
Position satisfying? (%) Thoroughly 22.1 Generally	49.8
OK Sometimes 18.3 No	9.9
Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)	
prospects (%) Excellent 18.2 Good	37.4
Fair 25.2 Poor	19.2
How current job Promoted 32.1 Exec Search	14.9
was acquired (%) Hired by Company 16.7 Own Initiative	29.8
Benefits received (%) Signing Bonus 16.1 Retirement	50.6
Car 6.6 Medical	79.2
Dental 74.4 Stock	47.6
Factors important Salary 2.3 Environ./Culture	2.7
to job (avg ranking, Benefits 4.4 Loyalty to Staff	4.8
1 = most important) Advancement 3.9 Environ./Soc. Re	esp. 7.0
Training 6.4 Job Security	4.2
Employer rating Salary 2.4 Environ./Culture	2.2
(avg rating, 1 = best) Benefits 2.2 Loyalty to Staff	2.4
Advancement 2.6 Environ./Soc. Re	
Training 2.9 Job Security	2.4
Plan to seek a new Yes 43.0 No	25.2
job this year? (%)	
New job motivation (%) Salary/Benefits 31.4 Advancement	16.1
Different Part of Ind 7.6 Need a Change	4.2
Get out of Industry 5.1 Job Security	5.9
Environ./Culture 17.8 Other	11.9
Method for seeking Recruitment Agency 2.2 Existing Contacts	
new job (avg ranking, Job Ads 3.4 Contact Compar	ies 3.5
1=most likely) Post Resume 4.0	

3-5YRS IN CURRENT POS. \$138,100 ▲ 2.8%

279 **Number of respondents Employer** Percent Market Sector Percent Manufacturer 51.6 Rx Pharmaceuticals 68.1 29.0 15.8 **OTC Pharmaceuticals** Agency Media/Publisher - HCP 3.9 Biotechnology 22.9 Media/Publisher - Consumer 31.5 0.7 Medical Devices/Equip Media/Publisher - HCP & Consmr. 1.8 Diagnostic Device/Equip 14.3 Service Supplier 6.1 Hospital Products/Equip. 8.2 Other 6.8 Dental Products/Equip 2.5 Managed Care 7.2 Age High 71 Low 22 Avg. 44.4 Sex Male 56.3 Female 43.7 High Avg. Years in industry 58.0 Low 0.5 16.1 5.0 3.0 Years in position High Low Avg. 3.9 Salary (\$000s/yr) 460.0 Low 18.0 138.1 High Avg. Commission received? Yes 10.4 No 89.6 Amount (\$000s/yr) 150.0 0.6 38.8 High Low Avg. 71.3 28.7 Bonus received? No Amount (\$000s/yr) 500.0 2.0 81.4 High Low Avg. Perceived pay vs. peers (%) More 12.7 Less 46.7 Same 40.6 <\$5M \$50-\$100M 9.1 Employer's gross 10.6 US revenue (%) \$5-\$20M 21.1 >100M 45.1 \$20-\$50M 14.2 54.5 Position satisfying? (%) Thoroughly 26.0 Generally **OK Sometimes** 13.0 No 6.5 Advancement Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 9.8 Good 34.9 Fair 28.7 Poor 26.6 How current job 37.0 14.9 Promoted Exec Search was acquired (%) Hired by Company 15.6 Own Initiative 27.2 12.4 56.4 Benefits received (%) Signing Bonus Retirement Car 12.8 Medical 81.6 45.3 74.8 Dental Stock **Factors important** Salary 2.2 Environ./Culture 2.9 to job (avg ranking, Benefits 4.2 Loyalty to Staff 4.7 1 = most important) Advancement 4.4 Environ./Soc. Resp. 7.0 6.5 3.9 Training Job Security **Employer rating** Salary 2.3 Environ./Culture 2.3 2.2 2.5 (avg rating, 1 = best) Benefits Loyalty to Staff 2.8 Advancement Environ./Soc. Resp. 2.3 2.9 Job Security 2.4 **Training** Plan to seek a new 39.3 32.7 Yes job this year? (%) 27.6 23.5 New job motivation (%) Salary/Benefits Advancement Different Part of Ind 11.7 Need a Change 6.2 Get out of Industry 1.4 Job Security 4.1 Environ./Culture Other 8.3 17.2 Method for seeking Recruitment Agency 2.3 **Existing Contacts** 1.8 Job Ads 3.5 Contact Companies 3.3 new job (avg ranking, Post Resume 4.0 1=most likely)

OVER 5YRS IN CURRENT POS. \$137,600 ▲ 6.1%

Number of respondent	s				237		
Employer	Per	cent	Marl	ket Sec	tor		Percent
Manufacturer		38.0	Rx P	harmac	euticals		66.2
Agency		26.2	OTC	Pharma	ceuticals	3	15.2
Media/Publisher - HCP		5.9	Biote	echnolog	gy		26.2
Media/Publisher - Consun	ner	1.7	Medi	cal Dev	ices/Equ	ip	29.1
Media/Publisher - HCP &	Consmr.	3.8	Diag	nostic D	evice/Eq	luip	16.5
Service Supplier		13.9	Hosp	ital Pro	ducts/Eq	uip.	10.1
Other		10.6	Dent	al Produ	ıcts/Equi	р	5.1
			Mana	aged Ca	re		11.8
Age	High	82	L	.OW	24	Avg.	49.1
Sex	Male	52.7	' F	emale	47.3		
Years in industry	High	45.0) L	.OW	2.0	Avg.	19.5
Years in position	High	40.0) <u>L</u>	_OW	5.5	Avg.	10.6
Salary (\$000s/yr)	High	700.0) <u>L</u>	-OW	20.0	Avg.	137.6
Commission received?	Yes	14.8	3 1	No	85.2		
Amount (\$000s/yr)	High	300.0) L	.OW	7.0	Avg.	73.6
Bonus received?	Yes	62.5	j [No	37.6		
Amount (\$000s/yr)	High	275.0) L	.OW	0.1	Avg.	66.1
Perceived pay							
vs. peers (%)	More	14.5	i L	ess	43.6	Same	41.9
Employer's gross	<\$5M			23.3	\$50-\$3	100M	7.3
US revenue (%)	\$5-\$20	MC		20.7	>1001	Л	37.5
	\$20-\$5	50M		11.2			
Position satisfying? (%)	Thorou	ighly		34.6	Genera	ally	47.0
	OK So	metimes		13.3	No		5.1
Advancement	Index	2.1 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		8.9	Good		28.0
	Fair			30.5	Poor		32.6
How current job	Promo	ted		38.2	Exec S	Search	9.0
was acquired (%)	Hired b	y Comp	any	11.2	Own In	itiative	32.6
Benefits received (%)	Signing	g Bonus		7.6	Retirer	nent	54.0
	Car			21.2	Medica	al	88.4
	Dental			71.2	Stock		30.3
Factors important	Salary			2.5	Enviro	n./Culture	2.8
to job (avg ranking,	Benefit	S		3.9	Loyalty	y to Staff	4.6
1 = most important)	Advano	cement		5.0	Enviro	n./Soc. R	esp.6.7
	Trainin	g		6.5	Job Se	ecurity	3.5
Employer rating	Salary			2.3	Enviror	n./Culture	2.2
(avg rating, 1 = best)	Benefit	S		2.1	Loyalty	y to Staff	2.3
	Advano	cement		2.8	Enviro	n./Soc. R	esp.2.3
	Trainin	g		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes			31.1	No		46.4
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	5	27.7	Advan	cement	11.7
	Differe	nt Part o	f Ind	11.7	Need a	a Change	9.6
	Get ou	t of Indu	stry	4.3	Job Se	curity	9.6
	Enviror	n./Culture	9	18.1	Other		7.5
Method for seeking	Recruit	ment Ag	ency	2.5	Existin	g Contac	ts 1.9
new job (avg ranking,	Job Ad	S		3.3	Contac	ct Compa	nies 3.2
1=most likely)	Post R	esume		4.0			



Employee Benefits

This section shows how the data profiles of employees—salary, benefits, perceptions, satisfaction, intent to move, job-seeking preferences, etc.—vary between different levels of benefits received, such as bonuses, medical coverage and retirement plans.

DATA SETS

- Receive a Commision, page 52
- No Commission, page 52
- Receive a Bonus, page 53
- No Bonus, page 53
- Receive Medical Coverage, page 54
- No Medical Coverage, page 54
- Receive Dental Coverage, page 55
- No Dental Coverage, page 55
- Receive Retirement Benefits, page 56
- No Retirement Benefits, page 56

2012 CAREER & SALARY SURVEY

RECEIVE A COM	MISS	ION		\$118,	800	_4	.4%
Number of respondent	s						105
Employer	Per	rcent	Mark	cet Sect	tor	F	Percen
Manufacturer		22.9	Rx Pl	harmac	euticals		67.6
Agency		17.1	OTC	Pharma	ceuticals	3	21.9
Media/Publisher - HCP		13.3	Biote	chnolog	gy		28.6
Media/Publisher - Consun	ner	4.8	Medi	cal Devi	ices/Equ	iip	36.2
Media/Publisher - HCP &	Consmr.	9.5	Diagi	nostic D	evice/Ed	quip	20.0
Service Supplier		24.8			ducts/Ed		11.4
Other		7.6	Denta	al Produ	icts/Equi	ip	3.8
			Managed Care				9.5
 Age	High	71	L	.OW	22	Avg.	46.1
Sex	Male	68.6) F	emale	31.4		
Years in industry	High	58.0		.OW	1.0	Avg.	17.4
Years in position	High	23.0		.OW	1.0	Avg.	5.3
Salary (\$000s/yr)	High	290.0		.OW	30.0	Avg.	118.8
Commission received?	Yes	100.0		lo.	0.0		
Amount (\$000s/yr)	High	1000.0		.OW	0.5	Avg.	64.5
Bonus received?	Yes	34.3		lo.	65.7	7.48.	0 1.0
Amount (\$000s/yr)	High	300.0		.0W	0.4	Avg.	72.4
Perceived pay	111811	300.0		.011	0.4	7.46.	, 2.
vs. peers (%)	More	19.2)	.ess	42.3	Same	38.5
Employer's gross	<\$5M			18.5	\$50-\$		4.9
US revenue (%)	\$5-\$20			34.0	>100		31.1
OS revenue (76)	\$20-\$!			11.7	>1001	VI	31.1
Position satisfying? (%)	Thorou			33.3	Gener	ally	50.0
rosidon sadsiying: (70)		metimes		10.8	No	ally	5.9
Advancement						1=Poor)	J.5
	Excelle	- •	LXC.	9.5	Good	1=1 001)	37.1
prospects (%)	Fair	SIIL		23.8	Poor		29.5
Llow oursent ich	Promo	tod.		16.4		Search	19.2
How current job			on.			nitiative	
was acquired (%)		oy Comp	ally	15.4 9.7	Retire		35.6 44.1
Benefits received (%)		g Bonus			Medic		
	Car			32.3 65.6		al	80.7
F4	Dental				Stock	- (O. Ib	32.3
Factors important	Salary			2.1		n./Culture	3.2
to job (avg ranking,	Benefi			4.0		y to Staff	4.6
1 = most important)		cement		4.7		n./Soc. Re	
	Trainin			6.3		ecurity	3.8
Employer rating	Salary			2.2		n./Culture	2.2
(avg rating, 1 = best)	Benefi			2.4		y to Staff	2.3
		cement		2.7		n./Soc. Re	
	Trainin	g		2.9		ecurity	2.3
Plan to seek a new	Yes			33.3	No		40.0
job this year? (%)							
New job motivation (%)		/Benefits		32.6		cement	19.6
		nt Part o		10.9		a Change	0.0
		it of Indu	-	ry 0.0 Job Securit		ecurity	4.4
	Enviro	n./Culture	е	21.7	Other		10.9
	ъ .			2 2	Eviatio	g Contacts	3 1.7
Method for seeking	Recrui	tment Ag	ency	2.3	EXISUII	g Contact	
new job (avg ranking,	Job Ac	_	ency	3.6		ct Compar	

NO COMMISSIO	N	l \$134,200					
Number of respondent	ts						889
Employer	Pei	rcent	Mark	et Sec	tor		Percent
Manufacturer		42.6	Rx Pl	narmac	euticals		71.3
Agency		36.8	OTC	Pharma	aceuticals	5	15.5
Media/Publisher - HCP		2.8	Biote	chnolo	gy		23.7
Media/Publisher - Consur	mer	0.6	Medi	cal Dev	rices/Equ	ip	26.7
Media/Publisher - HCP &	Consmr.	2.0	Diagr	nostic D	Device/Ed	quip	12.4
Service Supplier		7.0	Hosp	ital Pro	ducts/Eq	uip.	8.1
Other		8.2	Denta	al Produ	ucts/Equi	р	3.9
			Mana	iged Ca	are		9.2
Age	High	82	L	OW	19	Avg.	42.9
Sex	Male	50.8	3 F	emale	49.2		
Years in industry	High	50.0) L	OW	0.5	Avg.	15.0
Years in position	High	40.0) L	.OW	0.2	Avg.	4.3
Salary (\$000s/yr)	High	700.0) L	OW	11.5	Avg.	134.2
Commission received?	Yes	0.0)	lo	100.0		
Amount (\$000s/yr)	High	0.0) L	OW	0.0	Avg.	0.0
Bonus received?	Yes	70.5	5 N	lo	29.5		
Amount (\$000s/yr)	High	1000.0) L	OW	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	13.3	3 L	ess	45.2	Same	41.5
Employer's gross	<\$5M			15.3	\$50-\$	100M	10.1
US revenue (%)	\$5-\$20	MC		21.9	>100	M	38.8
	\$20-\$	50M		13.9			
Position satisfying? (%)	Thorou	ıghly		28.1	Gener	ally	51.5
	OK So	metimes		14.0	No		6.5
Advancement	Index	2.5 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		15.7	Good		35.9
	Fair			27.0	Poor		21.5
How current job	Promo	ted		35.2	Exec S	Search	12.8
was acquired (%)	Hired b	oy Comp	any	14.7	Own Ir	nitiative	30.7
Benefits received (%)	Signing	g Bonus		13.3	Retire	ment	55.6
	Car			10.2	Medic	al	83.8
	Dental			74.3	Stock		42.2
Factors important	Salary			2.4	Enviro	n./Cultur	
to job (avg ranking,	Benefit	ts		4.3	Loyalt	y to Staf	f 4.7
1 = most important)	Advano	cement		4.3			Resp.6.9
	Trainin	g		6.4	Job Se	ecurity	4.0
Employer rating	Salary			2.3	Enviro	n./Cultur	e 2.2
(avg rating, 1 = best)	Benefit	ts		2.2	Loyalt	y to Staf	f 2.4
	Advand	cement		2.6	Enviro	n./Soc. I	Resp.2.3
	Trainin	g		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes			34.8	No		38.2
job this year? (%)							
New job motivation (%)	Salary	/Benefits	5	28.4	Advan	cement	17.1
		nt Part o		10.5	Need	a Change	6.4
	Get ou	t of Indu	stry	4.2	Job Se	ecurity	6.4
		n./Culture	-	17.6	Other	-	9.5
Method for seeking		tment Ag		2.4		g Contac	
new job (avg ranking,	Job Ad	_		3.4			anies 3.3
1=most likely)		esume		3.9			
	. 550 10						

RECEIVE A BON	US	\$1		▲5.3%			
Number of respondent	ts					663	
Employer	Pei	rcent	Market Sec	tor		Percent	
Manufacturer		51.4	Rx Pharmac	euticals		73.5	
Agency		30.3	OTC Pharma	aceutical	S	14.6	
Media/Publisher - HCP		3.3	Biotechnolo	gy		25.5	
Media/Publisher - Consur	ner	0.8	Medical Dev	rices/Equ	ıip	28.2	
Media/Publisher - HCP &	Consmr.	2.4	Diagnostic [gnostic Device/Equip			
Service Supplier		6.8 Hospital Products/Equip				8.6	
Other		5.0	Dental Produ	ucts/Equ	ip	3.5	
			Managed Ca	are		8.1	
Age	High	74	Low	19	Avg.	43.4	
Sex	Male	54.8	B Female	45.3			
Years in industry	High	45.0) Low	0.5	Avg.	15.8	
Years in position	High	40.0) Low	0.2	Avg.	4.2	
Salary (\$000s/yr)	High	700.0) Low	18.0	Avg.	146.9	
Commission received?	Yes	5.4	No	94.6			
Amount (\$000s/yr)	High	300.0) Low	0.5	Avg.	61.9	
Bonus received?	Yes	100.0) No	0.0			
Amount (\$000s/yr)	High	300.0) Low	0.4	Avg.	72.4	
Perceived pay							
vs. peers (%)	More	15.4	Less	40.0	Same	44.7	
Employer's gross	<\$5M		11.3	\$50-\$	100M	10.6	
US revenue (%)	\$5-\$20	MC	17.4	>100	M	47.4	
	\$20-\$5	50M	13.3				
Position satisfying? (%)	Thorou	ıghly	29.0	Gener	ally	53.1	
	OK So	metimes	12.5	No		5.5	
Advancement	Index	2.5 (4=	Exc. 3=Goo	d 2=Fair	1=Poor)		
prospects (%)	Excelle	ent	15.4	Good		39.0	
	Fair		24.1	Poor		21.6	
How current job	Promo	ted	39.4	Exec	Search	13.2	
was acquired (%)	Hired b	y Comp	any 14.9	Own Ir	nitiative	26.5	
Benefits received (%)	Signing	g Bonus	15.6	Retire	ment	56.9	
	Car		13.5	Medic	al	84.6	
	Dental		76.2	Stock		47.1	
Factors important	Salary		2.3	Enviro	n./Culture	2.8	
to job (avg ranking,	Benefit	ts	4.3		y to Staff		
1 = most important)	Advano	cement	4.2	Enviro	n./Soc. F	Resp. 7.0	
-	Trainin	g	6.6	Job S	ecurity	4.0	
Employer rating	Salary		2.2	Enviro	n./Culture	2.2	
(avg rating, 1 = best)	Benefit	ts	2.1	Loyalt	y to Staff	2.4	
	Advand	cement	2.6	Enviro	n./Soc. F	Resp.2.3	
	Trainin	g	2.8	Job S	ecurity	2.3	
Plan to seek a new	Yes		33.0	No		40.6	
job this year? (%)							
New job motivation (%)	Salary	/Benefits	25.3	Advan	cement	19.0	
		nt Part o		Need	a Change	6.9	
	Get ou	t of Indu	stry 4.2	Job S	ecurity	6.2	
		n./Culture	•	Other	-	11.1	
Method for seeking		tment Ag			ıg Contac		
new job (avg ranking,	Job Ad	_	3.4		ct Compa		
1=most likely)		esume	4.1				
		-					

NO BONUS	ONUS \$103,500				V	▼5.6%	
Number of respondent	ts						331
Employer	Pei	rcent	Mark	et Sec	tor		Percent
Manufacturer		18.7	Rx Ph	narmac	euticals		65.9
Agency		43.5	OTC I	Pharma	aceuticals	5	19.3
Media/Publisher - HCP		5.1	Biote	chnolo	gy		21.8
Media/Publisher - Consur	ner	1.5	Medic	cal Dev	ices/Equ	ip	26.6
Media/Publisher - HCP &	Consmr.	3.6	Diagn	ostic E	evice/Ed	quip	11.5
Service Supplier		13.0	Hosp	ital Pro	ducts/Eq	uip.	8.2
Other		14.5	Denta	al Prodi	ucts/Equi	р	4.8
			Mana	ged Ca	are		11.5
Age	High	82	L	OW	21	Avg.	42.9
Sex	Male	48.6	6 F	emale	51.4		
Years in industry	High	58.0) L	OW	0.5	Avg.	14.2
Years in position	High	35.0) L	OW	0.3	Avg.	4.8
Salary (\$000s/yr)	High	300.0) L	OW	11.5	Avg.	103.5
Commission received?	Yes	20.9	N	lo	79.1		
Amount (\$000s/yr)	High	1000.0) L	OW	0.6	Avg.	65.8
Bonus received?	Yes	0.0) N	0	100.0		
Amount (\$000s/yr)	High	1000.0) L	OW	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	11.0) L	ess	54.7	Same	34.3
Employer's gross	<\$5M			24.4	\$50-\$	100M	7.5
US revenue (%)	\$5-\$20	MC		35.0	>100	M	18.8
	\$20-\$5	50M		14.4			
Position satisfying? (%)	Thorou	ıghly		28.1	Gener	ally	47.9
	OK So	metimes		15.9	No		8.2
Advancement	Index	2.3 (4=	Exc. 3	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		14.3	Good		30.1
	Fair			31.9	Poor		23.7
How current job	Promo	ted		20.8	Exec S	Search	14.1
was acquired (%)	Hired b	y Comp	any	14.4	Own Ir	nitiative	40.7
Benefits received (%)	Signin	g Bonus		6.4	Retire	ment	47.9
	Car			10.6	Medic	al	80.5
	Dental			66.1	Stock		26.3
Factors important	Salary			2.6	Enviro	n./Culture	3.0
to job (avg ranking,	Benefit	ts		4.2	Loyalt	y to Staff	4.7
1 = most important)	Advand	cement		4.5	Enviro	n./Soc. F	esp.6.8
	Trainin	g		6.1	Job Se	ecurity	3.8
Employer rating	Salary			2.5	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	ts		2.4	Loyalt	y to Staff	2.4
	Advano	cement		2.7	Enviro	n./Soc. F	esp.2.5
	Trainin	g	_	2.9	Job Se	ecurity	2.3
Plan to seek a new	Yes			37.9	No		33.9
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	5	34.9	Advan	cement	14.5
	Differe	nt Part o	f Ind	10.8	Need	a Change	3.6
	Get ou	t of Indu	stry			ecurity	6.0
	Enviror	n./Culture	е	19.9	Other		7.2
Method for seeking	Recruit	tment Ag	ency	2.6	Existin	g Contac	ts 1.9
new job (avg ranking,	Job Ad	S		3.3	Contac	ct Compa	nies 3.2
1=most likely)	Post R	esume		3.8			

RECEIVE MEDICAL COVERAGE \$139,300 ▲2.1%

Number of respondent	5					684
Employer	Per	rcent	Market S	ector		Percen
Manufacturer		45.5	Rx Pharm	aceuticals		73.0
Agency		32.3	OTC Phar	maceutical	S	15.1
Media/Publisher - HCP		3.7	Biotechno	logy		25.9
Media/Publisher - Consun	ner	0.9	Medical D	evices/Equ	qip	26.5
Media/Publisher - HCP &	Consmr.	2.9	Diagnostic	Device/E	quip	13.2
Service Supplier		8.5	Hospital F	roducts/Ed	quip.	7.3
Other		6.3	Dental Pro	oducts/Equ	iip	4.0
			Managed			9.1
Age	High	82	Low	19	Avg.	43.6
Sex	Male	54.4	Femal	e 45.6		
Years in industry	High	45.0	Low	0.5	Avg.	15.8
Years in position	High	30.0	Low	0.2	Avg.	4.4
Salary (\$000s/yr)	High	700.0	Low	20.0	Avg.	139.3
Commission received?	Yes	11.0		89.0		
Amount (\$000s/yr)	High	1000.0	Low	0.6	Avg.	64.3
Bonus received?	Yes	72.2	. No	27.8		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	16.3	Less	39.6	Same	44.1
Employer's gross	<\$5M		14.4		100M	9.0
US revenue (%)	\$5-\$20	MC	22.1			42.9
	\$20-\$5		11.6			
Position satisfying? (%)	Thorou		28.5		rally	51.7
· coluen caucijing. (/o/		metimes			uy	5.6
Advancement				ood 2=Fair	1=Poor)	
prospects (%)	Excelle		14.5		1-1 0017	37.6
prospecto (70)	Fair	, iii	26.7			21.2
How current job	Promo	ted	34.4		Search	13.5
was acquired (%)		by Comp			nitiative	31.2
Benefits received (%)		g Bonus	11.8			58.0
201101110 1 00011 04 (70)	Car	5 Donas	11.7			100.0
	Dental		86.4			38.9
Factors important	Salary		2.3		n./Culture	
to job (avg ranking,	Benefit	ts	4.1		ty to Staff	
1 = most important)		cement	4.3	-	n./Soc. F	
I = most important/	Trainin		6.5		ecurity	4.0
Employer rating	Salary	δ	2.2		n./Culture	
(avg rating, 1 = best)	Benefit	te	2.0		ty to Staff	
lave radiig, 1 = best		cement	2.6	,	n./Soc. F	
	Trainin		2.8		ecurity	2.3
Plan to seek a new	Yes	ь	34.5		county	38.9
job this year? (%)	100		0 1.0	, 110		00.5
New job motivation (%)	Salary	/Benefits	24.8	B Advar	cement	19.1
,		nt Part o			a Change	
		t of Indu			ecurity	6.3
		n./Culture	•			10.6
Method for seeking		tment Ag			ng Contac	
new job (avg ranking,	Job Ad		3.4		ig Contac ict Compa	
					ot compa	ai 1163 3.3
1=most likely)	rust K	esume	4.0	,		

NO MEDICAL CO	VEK/	AGE		\$117,	/ UU		3.7%
Number of respondent	ts						310
Employer	Pe	rcent	Mark	cet Sect	or		Percen
Manufacturer		29.7	Rx P	harmace	euticals		66.5
Agency		40.0	OTC	Pharma	ceutical	S	18.7
Media/Publisher - HCP		4.5	Biote	chnolog	gy		20.7
Media/Publisher - Consur	ner	1.3	Medi	cal Devi	ces/Equ	ıip	30.3
Media/Publisher - HCP &	Consmr.	2.6	Diag	nostic D	evice/Ed	quip	13.2
Service Supplier		9.7	Hosp	ital Prod	ducts/Ec	ιμip.	11.0
Other		12.3	Dent	al Produ	icts/Equi	ip	3.9
			Mana	aged Ca	9.7		
Age	High	82	L	.OW	22	Avg.	42.3
Sex	Male	49.0) F	emale	51.0		
Years in industry	High	58.0) L	.OW	0.5	Avg.	14.1
Years in position	High	40.0) L	.OW	0.5	Avg.	4.3
Salary (\$000s/yr)	High	460.0) L	.OW	11.5	Avg.	117.7
Commission received?	Yes	9.7	7 N	No	90.3		
Amount (\$000s/yr)	High	150.0) L	.OW	0.5	Avg.	65.0
Bonus received?	Yes	54.5	5 1	No.	45.5		
Amount (\$000s/yr)	High	1000.0) L	.OW	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	8.5	5 L	.ess	56.7	Same	34.8
Employer's gross	<\$5M			18.3	\$50-\$	100M	10.7
US revenue (%)	\$5-\$2	OM		25.7	>1001	M	27.0
, ,	\$20-\$	50M		18.3			
Position satisfying? (%)	Thoro	ughly		29.0	Gener	ally	50.5
, , ,		metimes		12.4	No		8.1
Advancement	Index	2.4 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		16.2	Good		32.3
	Fair			26.7	Poor		24.8
How current job	Promo	ted		30.6	Exec S	Search	13.5
was acquired (%)	Hired	by Comp	anv	12.8	Own Ir	nitiative	31.3
Benefits received (%)		g Bonus	. ,	18.4	Retire	ment	35.3
, ,	Car	0		17.7	Medic	al	0.0
	Dental	ı		7.4	Stock		52.2
Factors important	Salary			2.5	Enviro	n./Culture	
to job (avg ranking,	Benefi			4.5		y to Staff	
1 = most important)		cement		4.4		n./Soc. R	
	Trainin			6.2		ecurity	3.8
Employer rating	Salary			2.4		n./Culture	
(avg rating, 1 = best)	Benefi			2.6		y to Staff	
(4.8 . 48) = = 2004		cement		2.7	-	n./Soc. R	
	Trainin			2.9		ecurity	2.3
Plan to seek a new	Yes	J		35.0	No		37.3
job this year? (%)	.55			50.0			57.0
New job motivation (%)	Salary	/Benefits		36.8	Advan	cement	13.8
100 11100100011 (70)		ent Part o		11.8		a Change	
		at of Indu		4.0		a change ecurity	5.9
		n./Culture	,	13.8	Other	curity	7.9
Method for seeking		tment Ag				g Contact	
_		_	ciicy	3.3		ct Compa	
new job (avg ranking,	Job Ad			3.3	Conta	ci Guiipa	11165 3.3

3.9

Post Resume

1=most likely)

RECEIVE DENTAL COVERAGE \$140,300 ▼0.9%

Number of respondents	S					601
Employer	Per	cent	Market Se	ctor		Percent
Manufacturer		48.1	Rx Pharma	ceuticals		73.5
Agency		31.5	OTC Pharm	naceuticals	S	15.0
Media/Publisher - HCP		2.8	Biotechnolo	ogy		26.5
Media/Publisher - Consum	ier	1.0	Medical De	vices/Equ	ıip	24.8
Media/Publisher - HCP & 0	Consmr.	2.8	Diagnostic	Device/Ed	quip	11.7
Service Supplier		7.8	Hospital Pr	oducts/Ed	ιμip.	7.0
Other		6.0 Dental Products/Equip				4.0
			Managed C	are		8.8
Age	High	74	Low	19	Avg.	43.4
Sex	Male	54.9	Female	45.1		
Years in industry	High	45.0	Low	0.5	Avg.	15.7
Years in position	High	30.0	Low	0.2	Avg.	4.2
Salary (\$000s/yr)	High	700.0	Low	29.0	Avg.	140.3
Commission received?	Yes	10.2	No	89.9		
Amount (\$000s/yr)	High	1000.0	Low	0.6	Avg.	62.6
Bonus received?	Yes	74.0	No	26.0		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	16.9	Less	39.3	Same	43.8
Employer's gross	<\$5M		11.5	\$50-\$	100M	9.6
US revenue (%)	\$5-\$20	MC	21.3	>1001	M	45.9
	\$20-\$5	50M	11.8			
Position satisfying? (%)	Thorou	ighly	27.7	Gener	ally	51.9
	OK Sor	metimes	13.6	No		6.7
Advancement	Index	2.5 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	14.2	Good		37.5
	Fair		27.5	Poor		20.8
How current job	Promo	ted	34.6	Exec S	Search	13.9
was acquired (%)	Hired b	y Comp	any 15.5	Own Ir	nitiative	30.7
Benefits received (%)	Signing	g Bonus	12.7	Retire	ment	60.1
	Car		10.5	Medic	al	98.3
	Dental		100.0	Stock		40.9
Factors important	Salary		2.3	Enviro	n./Culture	2.9
to job (avg ranking,	Benefit	.s	4.1	Loyalt	y to Staff	4.8
1 = most important)	Advanc	cement	4.2	Enviro	n./Soc. F	Resp. 7.0
	Trainin	g	6.5	Job Se	ecurity	4.0
Employer rating	Salary		2.2	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	:S	2.0	Loyalt	y to Staff	2.4
	Advanc	cement	2.6	Enviro	n./Soc. F	Resp.2.2
	Trainin	g	2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes		35.8	No		37.5
job this year? (%)						
New job motivation (%)	Salary,	/Benefits	24.7	Advan	cement	20.0
	Differe	nt Part o	f Ind 9.8	Need	a Change	5.8
	Get ou	t of Indu	stry 3.6	Job Se	ecurity	5.8
	Enviror	n./Culture	19.6	Other		10.6
Method for seeking	Recruit	ment Ag	ency 2.4	Existin	g Contac	ts 1.8
new job (avg ranking,	Job Ad	S	3.4	Conta	ct Compa	inies 3.3
1=most likely)						

NO DENTAL COVERAGE	\$120,600	▲8.5 %
NU DENTAL GUVERAGE	31ZU.DUU	A 0.37

Number of respondent	ts						393
Employer		rcent	Marl	ket Sect	or		Percent
Manufacturer		29.0		harmace			66.9
Agency		39.7			ceuticals	•	18.1
Media/Publisher - HCP		5.6	0.0	echnolog	oodiiodii	•	20.9
Media/Publisher - Consur	nor	1.0			sy ces/Equ	in	32.1
Media/Publisher - HCP &							15.5
,	CONSIII.				evice/Ed		
Service Supplier		10.4			ducts/Eq	•	10.7
Other		11.5		ai Produ aged Ca	icts/Equi re	þ	3.8 9.9
			IVICITO	agea oa			3.3
Age	High	82	L	_OW	21	Avg.	42.9
Sex	Male	49.4	l F	emale	50.6		
Years in industry	High	58.0) L	_OW	0.5	Avg.	14.5
Years in position	High	40.0) <u>L</u>	_OW	0.3	Avg.	4.6
Salary (\$000s/yr)	High	460.0) <u>L</u>	_OW	11.5	Avg.	120.6
Commission received?	Yes	11.2	2 1	Vo	88.8		
Amount (\$000s/yr)	High	300.0) L	_OW	0.5	Avg.	67.1
Bonus received?	Yes	55.5	j [Vo	44.5		
Amount (\$000s/yr)	High	1000.0) <u>L</u>	_OW	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	9.3	} L	ess	53.5	Same	37.2
Employer's gross	<\$5M			22.1	\$50-\$	100M	9.5
US revenue (%)	\$5-\$20			26.3	>100	M	25.7
	\$20-\$			16.5			
Position satisfying? (%)	Thorou			30.1	Gener	ally	50.4
		metimes		13.6	No		5.9
Advancement	Index	2.4 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		16.3	Good		33.7
	Fair			25.4	Poor		24.6
How current job	Promo	ted		31.2	Exec S	Search	13.0
was acquired (%)	Hired b	by Comp	any	13.5	Own Ir	nitiative	32.0
Benefits received (%)	Signing	g Bonus		13.7	Retire	ment	38.4
	Car			18.7	Medic	al	42.5
	Dental			0.0	Stock		41.6
Factors important	Salary			2.5	Enviro	n./Culture	2.9
to job (avg ranking,	Benefit	ts		4.5	Loyalt	y to Staff	4.5
1 = most important)	Advand	cement		4.4	Enviro	n./Soc. F	Resp.6.9
	Trainin	g		6.3	Job Se	ecurity	3.8
Employer rating	Salary			2.4	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	ts		2.5	Loyalt	y to Staff	2.3
	Advand	cement		2.7	Enviro	n./Soc. F	Resp. 2.5
	Trainin	g		2.9	Job Se	ecurity	2.3
Plan to seek a new	Yes			32.7	No		39.7
job this year? (%)							
New job motivation (%)	Salary	/Benefits	5	35.0	Advan	cement	13.3
	Differe	nt Part o	f Ind	11.7	Need	a Change	5.6
	Get ou	ıt of Indu	stry	3.9	Job Se	ecurity	6.7
	Enviror	n./Culture	е	15.6	Other		8.3
Method for seeking		tment Ag		2.5	Existin	g Contac	ts 1.8
new job (avg ranking,	Job Ad			3.3	Contac	ct Compa	nies 3.3
1=most likely)	Post R	esume		3.9			
-							

RECEIVE RETIRE BENEFITS	\$138,700	▲1.2 %

Number of respondent	s					445
Employer	Per	cent	Market	Sector		Percent
Manufacturer	4	46.1	Rx Phar	maceuticals		73.9
Agency		32.6	OTC Ph	armaceutica	ls	15.5
Media/Publisher - HCP		3.6	Biotech	nology		23.8
Media/Publisher - Consun	ner	0.7	Medical	Devices/Eq	uip	25.2
Media/Publisher - HCP &	Consmr.	2.7	Diagnos	stic Device/E	quip	12.1
Service Supplier		7.2	Hospita	l Products/E	quip.	7.0
Other		7.2	Dental F	Products/Eq	uip	4.0
			Manage	ed Care		8.5
Age	High	75	Low	, 22	Avg.	42.8
Sex	Male	52.8	Fen	nale 47.2		
Years in industry	High	47.0	Low	0.5	Avg.	15.1
Years in position	High	30.0	Low	0.2	Avg.	4.4
Salary (\$000s/yr)	High	700.0	Low	29.0	Avg.	138.7
Commission received?	Yes	9.2	No	90.8		
Amount (\$000s/yr)	High	1000.0	Low	0.6	Avg.	75.2
Bonus received?	Yes	74.6	No	25.4		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	17.3	Les	s 39.9	Same	42.8
Employer's gross	<\$5M		11	1.3 \$50-	\$100M	10.2
US revenue (%)	\$5-\$20	M	20).8 >100	MC	46.7
	\$20-\$5	OM	11	1.1		
Position satisfying? (%)	Thorou	ghly	29	9.2 Gene	rally	52.9
	OK Sor	netimes	12	2.2 No		5.7
Advancement	Index 2	2.5 (4=l	Exc. 3=	Good 2=Fai	r 1=Poor)	
prospects (%)	Excelle	nt	14	1.9 Good	l	39.4
	Fair		25	5.0 Poor		20.7
How current job	Promot	ted	37	7.0 Exec	Search	12.9
was acquired (%)	Hired b	y Compa	any 14	1.0 Own	Initiative	30.5
Benefits received (%)	Signing	Bonus	13	3.7 Retire	ement	100.0
	Car		12	2.4 Medi	cal	89.2
	Dental		81	.1 Stock	<	41.4
Factors important	Salary		2	2.3 Envir	on./Culture	2.9
to job (avg ranking,	Benefit	S	2	1.0 Loya	Ity to Staff	4.9
1 = most important)	Advanc	ement	2	1.1 Envir	on./Soc. R	esp. 7.1
	Training	g	6	5.5 Job S	Security	3.9
Employer rating	Salary		2	2.2 Envir	on./Culture	2.2
(avg rating, 1 = best)	Benefit	S	1	9 Loya	lty to Staff	2.4
	Advanc	ement	2	2.6 Envir	on./Soc. R	esp.2.3
	Training	3	2	2.7 Job S	Security	2.3
Plan to seek a new	Yes		36	5.2 No		39.3
job this year? (%)						
New job motivation (%)	Salary/	Benefits	25	5.5 Adva	ncement	23.0
		nt Part of			a Change	
		of Indus			Security	5.9
		./Culture	-	5.7 Other		8.3
Method for seeking		ment Ag			ng Contac	
new job (avg ranking,	Job Ads				act Compa	
1=most likely)	Post Re			1.0	001111100	
	. 551 110					

NO RETIRE BEN	EFITS	5	\$127,	700		4.1%	
Number of respondent	ts					549	
Employer	Pe	rcent	Market Se	ctor		Percent	
Manufacturer		36.1	Rx Pharma	ceuticals		68.5	
Agency		36.4	OTC Pharn	16.8			
Media/Publisher - HCP		4.2	Biotechnol	ogy		24.6	
Media/Publisher - Consur	ner	1.3	Medical De	evices/Equ	qiu	29.7	
Media/Publisher - HCP &	Consmr.	2.9	Diagnostic	gnostic Device/Equip			
Service Supplier		10.2	Hospital Pr	oducts/E	quip.	9.7	
Other		8.9	Dental Pro	ducts/Equ	iip	3.8	
			Managed (Care		9.8	
Age	High	82	Low	19	Avg.	43.6	
Sex	Male	52.6					
Years in industry	High	58.0	Low	0.5	Avg.	15.3	
Years in position	High	40.0		0.3	Avg.	4.3	
Salary (\$000s/yr)	High	460.0		11.5	Avg.	127.7	
Commission received?	Yes	11.7		88.3			
Amount (\$000s/yr)	High	200.0		0.5	Avg.	57.6	
Bonus received?	Yes	60.3		39.7			
Amount (\$000s/yr)	High	1000.0		75.0	Avg.	271.0	
Perceived pay		1000.0		7 0.0	7.1.6.		
vs. peers (%)	More	11.1	Less	49.0	Same	39.9	
Employer's gross	<\$5M		19.2		3100M	9.0	
US revenue (%)	\$5-\$2	ΟM	25.2	>100		30.7	
oo revenue (70)	\$20-\$		15.8	>100	141	50.7	
Position satisfying? (%)	Thorou		28.2	Gener	rally	50.0	
r osition satisfying: (70)		metimes	14.8	No	any	7.0	
Advancement	Index	2.4 (4=	Exc. 3=Go	od 2=Fair	1=Poor)		
prospects (%)	Excelle		15.1	Good		33.2	
	Fair		28.0	Poor		23.6	
How current job	Promo	ted	30.1	Exec	Search	14.1	
was acquired (%)	Hired I	by Comp	any 15.3	Own I	nitiative	31.8	
Benefits received (%)		g Bonus	12.0	Retire	ment	0.0	
	Car	5	13.1	Medic	al	76.5	
	Dental		64.0	Stock		40.8	
Factors important	Salary		2.5	Enviro	n./Culture	2.8	
to job (avg ranking,	Benefi		4.5		ty to Staff	4.5	
1 = most important)		cement	4.5	-	n./Soc. R	esp.6.8	
	Trainin		6.3		ecurity	4.0	
Employer rating	Salary		2.4		n./Culture		
(avg rating, 1 = best)	Benefi		2.4		ty to Staff	2.4	
(8		cement	2.7	-	n./Soc. R		
	Trainin		2.9		ecurity	2.3	
Plan to seek a new	Yes		33.3	No		37.6	
job this year? (%)	.00		55.5	110		٥,.٥	
New job motivation (%)	Salary	/Benefits	31.5	Advar	ncement	12.8	
,-2		nt Part o			a Change	5.2	
		it of Indu			ecurity	6.4	
		n./Culture	•		•	10.8	
Mothod for cooking		-			ng Contact		
Method for seeking		tment Ag	-		•		
new job (avg ranking,	Job Ad		3.3	Conta	ct Compa	illes 3.3	
1=most likely)	rost k	lesume	4.0				



Employee Perceptions & Opinions

This section shows how the data profiles of employees—salary, benefits, perceptions, satisfaction, intent to move, job-seeking preferences, etc.—vary between employees with differing perceptions of job satisfaction, advancement prospects and relative pay.

DATA SETS

- My Job is Thoroughly Satisfying, page 58
- My Job is Generally Satisfying, page 58
- My Job is OK, Sometimes, page 59
- My Job is Unsatisfying, page 59
- I Make More Than My Peers, page 60
- I Make Less Than My Peers, page 60
- I Make the Same As My Peers, page 61
- Excellent Advancement Prospects, page 61
- Good Advancement Prospects, page 62
- Fair Advancement Prospects, page 62
- Poor Advancement Prospects, page 63

2012 CAREER & SALARY SURVEY

JOB IS THOROUGHLY SATISFYING \$146,800 ▲1.8%

282 **Number of respondents Employer** Percent Market Sector Percent Manufacturer 43.6 Rx Pharmaceuticals 70.9 27.7 **OTC Pharmaceuticals** 17.7 Agency Media/Publisher - HCP 3.6 Biotechnology 28.0 Media/Publisher - Consumer 25.9 1.1 Medical Devices/Equip Media/Publisher - HCP & Consmr. 3.6 Diagnostic Device/Equip 14.2 Service Supplier 10.3 Hospital Products/Equip. 9.6 Other 10.3 Dental Products/Equip 4.3 Managed Care 10.6 Age High 82 Low 19 Avg. 44.9 Sex Male 61.0 Female 39.0 Years in industry Avg. 17.3 58.0 Low 0.5 High Years in position High 40.0 Low 0.2 Avg. 5.0 Salary (\$000s/yr) 700.0 Low 11.5 146.8 High Avg. Commission received? Yes 12.1 No 87.9 Amount (\$000s/yr) 1000.0 5.0 100.1 High Low Avg. 67.4 32.6 Bonus received? Yes No Amount (\$000s/yr) 300.0 0.4 High Low Avg. 72.4 Perceived pay vs. peers (%) More 17.7 Less 35.0 Same 47.3 <\$5M 20.8 \$50-\$100M 7.9 Employer's gross US revenue (%) \$5-\$20M 20.8 >100M 39.4 \$20-\$50M 11.1 0.0 Position satisfying? (%) Thoroughly 100.0 Generally **OK Sometimes** 0.0 No 0.0 Advancement Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 28.1 Good 43.2 Fair 17.6 Poor 11.2 How current job 35.6 11.9 Promoted Exec Search was acquired (%) Hired by Company 13.3 Own Initiative 29.5 52.7 Benefits received (%) Signing Bonus 16.7 Retirement 78.8 Car 17.6 Medical 67.4 48.6 Dental Stock **Factors important** Salary 2.7 Environ./Culture 2.6 to job (avg ranking, Benefits 4.4 Loyalty to Staff 4.6 1 = most important) Advancement 4.4 Environ./Soc. Resp. 6.6 6.4 Training Job Security 4.0 **Employer rating** Salary 2.0 Environ./Culture 1.6 2.0 1.9 (avg rating, 1 = best) Benefits Loyalty to Staff Advancement 2.2 Environ./Soc. Resp. 2.1 2.5 Job Security 2.0 **Training** Plan to seek a new 15.1 64.5 Yes No job this year? (%) 35.9 20.3 New job motivation (%) Salary/Benefits Advancement Different Part of Ind 12.5 Need a Change 1.6 Get out of Industry 1.6 Job Security 6.3 Environ./Culture Other 4.7 17.2 Method for seeking Recruitment Agency 2.3 **Existing Contacts** 1.7 Job Ads 3.6 Contact Companies 3.2 new job (avg ranking, 1=most likely) Post Resume 4.1

JOB IS GENERALLY SATISFYING \$130,400 ▲3.6%

Number of respondent	S						505
Employer	Per	cent	Mark	cet Sec	tor		Percent
Manufacturer		38.8	Rx Pl	harmac	euticals		72.1
Agency		40.0	OTC	Pharma	ceuticals	3	15.6
Media/Publisher - HCP		4.0	Biote	echnolog	gy		25.0
Media/Publisher - Consun	ner	1.0	Medi	cal Dev	ices/Equ	ip	28.7
Media/Publisher - HCP &	Consmr.	2.2	Diagi	nostic D	evice/Ed	luip	12.7
Service Supplier		6.5	Hosp	ital Pro	ducts/Eq	uip.	7.9
Other		7.5	Denta	al Produ	ıcts/Equi	р	3.8
			Mana	aged Ca	re		8.5
Age	High	68	L	.OW	22	Avg.	42.9
Sex	Male	47.9) F	emale	52.1		
Years in industry	High	45.0) L	.OW	0.5	Avg.	14.8
Years in position	High	35.0) L	.OW	0.3	Avg.	4.2
Salary (\$000s/yr)	High	460.0) L	.OW	18.0	Avg.	130.4
Commission received?	Yes	10.1	. 1	Vo	89.9		
Amount (\$000s/yr)	High	300.0) L	.OW	0.5	Avg.	53.0
Bonus received?	Yes	68.9) [No.	31.1		
Amount (\$000s/yr)	High	1000.0) L	.OW	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	12.6	5 L	.ess	45.7	Same	41.7
Employer's gross	<\$5M			12.4	\$50-\$	100M	11.6
US revenue (%)	\$5-\$20	MC		21.5	>100	M	38.2
	\$20-\$5	50M		16.3			
Position satisfying? (%)	Thorou	ighly		0.0	Genera	ally	100.0
	OK Sor	metimes		0.0	No		0.0
Advancement	Index	2.4 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		12.3	Good		39.0
	Fair			29.0	Poor		19.7
How current job	Promo	ted		33.7	Exec S	Search	14.5
was acquired (%)	Hired b	y Comp	any	14.7	Own Ir	itiative	30.1
Benefits received (%)	Signing	g Bonus		11.4	Retirer	ment	56.8
	Car			11.7	Medica	al	85.0
	Dental			75.0	Stock		36.4
Factors important	Salary			2.3	Enviro	n./Culture	2.9
to job (avg ranking,	Benefit	S		4.2	Loyalt	y to Staff	4.7
1 = most important)	Advano	cement		4.3	Enviro	n./Soc. R	esp.7.0
	Training	g		6.5	Job Se	ecurity	3.9
Employer rating	Salary			2.3	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	S		2.2	Loyalt	y to Staff	2.4
	Advano	cement		2.6	Enviro	n./Soc. R	esp.2.4
	Training	g		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes			29.3	No		35.9
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	5	31.9	Advan	cement	19.0
	Differe	nt Part o	f Ind	9.3	Need a	a Change	6.2
	Get ou	t of Indu	stry	2.7	Job Se	ecurity	7.5
	Enviror	n./Culture	е	14.2	Other		9.3
Method for seeking	Recruit	ment Ag	ency	2.4	Existin	g Contact	ts 1.8
new job (avg ranking,	Job Ad	S		3.4	Contac	ct Compa	nies 3.3
1=most likely)	Post R	esume		4.0			

Number of respondent	S						134
Employer	Per	cent	Ma	rket Sect	or		Percent
Manufacturer		38.8	Rx	Pharmace	euticals		71.6
Agency		35.8	OT	C Pharma	ceutical	S	15.7
Media/Publisher - HCP	3.7 Bio			technolog	Sy		20.9
Media/Publisher - Consum	ner	1.5	Me	dical Devi	ces/Equ	ıip	28.4
Media/Publisher - HCP &	Consmr.	3.7	Dia	gnostic D	evice/Ed	quip	14.9
Service Supplier	11.9 Ho			spital Prod	ducts/Ed	ιμip.	9.7
Other		4.5	De	ntal Produ	cts/Equ	ip	6.0
			Ma	naged Ca	re		8.2
Age	High	64		Low	22	Avg.	41.3
Sex	Male	51.5	5	Female	48.5		
Years in industry	High	41.0)	Low	0.5	Avg.	13.1
Years in position	High	15.0)	Low	0.5	Avg.	4.0
Salary (\$000s/yr)	High	340.0)	Low	34.5	Avg.	115.8
Commission received?	Yes	8.2	2	No	91.8		
Amount (\$000s/yr)	High	45.0	С	Low	0.6	Avg.	27.2
Bonus received?	Yes	61.2	2	No	38.8		
Amount (\$000s/yr)	High	500.0	О	Low	2.0	Avg.	81.4
Perceived pay							
vs. peers (%)	More	9.0	О	Less	59.0	Same	32.1
Employer's gross	<\$5M			17.4	\$50-\$	100M	4.6
US revenue (%)	\$5-\$20	M		32.6	>100M		34.9
	\$20-\$5	50M		10.6			
Position satisfying? (%)	Thorou	ghly		0.0	Gener	ally	0.0
	OK Sor	netimes	6	100.0	No		0.0
Advancement	Index	1.9 (4=	Exc	c. 3=Good	l 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		4.5	Good		23.1
	Fair			33.6	Poor		38.8
How current job	Promo	ted		28.6	Exec	Search	14.3
was acquired (%)	Hired b	y Comp	any	13.5	Own Ir	nitiative	36.8
Benefits received (%)	Signing	g Bonus		11.4	Retire	ment	51.4
	Car			6.7	Medic	al	91.4
	Car Dental			77.1	Stock		39.1

Salary

Benefits

Training

Benefits Advancement

Training

Salary/Benefits

Get out of Industry

Environ./Culture

Job Ads

Post Resume

Different Part of Ind 14.7

Recruitment Agency 2.4

Yes

Salary

Advancement

Factors important

to job (avg ranking,

1 = most important)

(avg rating, 1 = best)

Plan to seek a new

Method for seeking

1=most likely)

new job (avg ranking,

job this year? (%) New job motivation (%)

Employer rating

3.1

4.9

3.9

2.7

2.9

2.7

9.8

15.7

6.9

2.9

5.9

2.0

Environ./Culture

Loyalty to Staff

Job Security

Environ./Culture

Loyalty to Staff

Job Security

Advancement

Job Security

Other

Need a Change

Existing Contacts

Contact Companies 3.5

No

Environ./Soc. Resp. 7.1

Environ./Soc. Resp. 2.6

2.0

4.1

4.5

6.3

2.7

2.3

3.1

3.2

68.4

23.5

2.9

27.5

3.1

4.0

JOB IS UNSATIS	FYIN	G \$1	30,40	0	A !	9.4%
Number of respondent	ts					63
Employer	Pei	rcent	Market S	ector		Percent
Manufacturer		44.4	Rx Pharm	aceuticals		61.9
Agency		23.8	OTC Phar	maceutica	ls	14.3
Media/Publisher - HCP		4.8	Biotechno	ology		11.1
Media/Publisher - Consur	ner	0.0		evices/Eq	uip	27.0
Media/Publisher - HCP &				c Device/E		9.5
Service Supplier		12.7	0	Products/E	• •	6.4
Other		12.7	•	oducts/Ear		0.0
			Managed	Care		7.9
Age	High	61	Low	22	Avg.	42.6
Sex	Male	58.7	7 Fema	le 41.3		
Years in industry	High	32.0) Low	0.8	Avg.	14.9
Years in position	High	20.0) Low	0.8	Avg.	3.8
Salary (\$000s/yr)	High	276.5	Low	30.0	Avg.	130.4
Commission received?	Yes	9.5	5 No	90.5		
Amount (\$000s/yr)	High	100.0) Low	2.0	Avg.	31.5
Bonus received?	Yes	57.1		42.9		
Amount (\$000s/yr)	High	275.0		0.1	Avg.	66.1
Perceived pay	6			0.1	7.46.	00.1
vs. peers (%)	More	14.3	B Less	52.4	Same	33.3
Employer's gross	<\$5M		11.3	3 \$50-	\$100M	12.9
US revenue (%)	\$5-\$20	MC	29.0	>100	MC	35.5
	\$20-\$	50M	11.3	3		
Position satisfying? (%)	Thorou	ıghly	0.0) Gene	rally	0.0
	OK So	OK Sometimes) No		100.0
Advancement	Index	1.6 (4=	Exc. 3=G	ood 2=Fai	r 1=Poor)	
prospects (%)	Excelle	ent	0.0	O Good	l	11.5
	Fair		32.8	B Poor		55.7
How current job	Promo	ted	29.0) Exec	Search	11.3
was acquired (%)	Hired b	y Comp	any 21.0	Own	Initiative	37.1
Benefits received (%)	Signing	g Bonus	11.8	B Retire	ement	49.0
	Car		7.8	B Medi	cal	74.5
	Dental		78.4	4 Stocl	K	47.1
Factors important	Salary		2.4	4 Envir	on./Culture	3.1
to job (avg ranking,	Benefit	ts	4.3	3 Loya	Ity to Staff	4.9
1 = most important)	Advano	cement	3.6	6 Envir	on./Soc. F	Resp. 7.1
	Trainin	g	6.0) Job S	Security	4.2
Employer rating	Salary		2.6	6 Envir	on./Culture	3.4
(avg rating, 1 = best)	Benefit	ts	2.3	3 Loya	Ity to Staff	3.2
	Advand	cement	3.4	4 Envir	on./Soc. F	Resp.2.7
	Trainin	g	3.5	5 Job S	Security	3.0
Plan to seek a new	Yes		95.2	2 No		0.0
job this year? (%)						
New job motivation (%)	-	/Benefits			ncement	11.7
		nt Part o			l a Change	
		t of Indu	-		Security	6.7
		n./Cultur				8.3
Method for seeking		tment Ag			ing Contac	
new job (avg ranking,	Job Ad		3.3		act Compa	inies 3.3
1=most likely)	Post R	esume	3.7	7		

I MAKE MORE THAN MY PEERS \$162,600 ▲0.1%

Number of respondents	S					137
Employer	Per	rcent	Market Sec	tor		Percent
Manufacturer		46.7	Rx Pharmac	euticals		70.1
Agency		31.4	OTC Pharma	aceutical	S	11.7
Media/Publisher - HCP		7.3	Biotechnolo	gy		23.4
Media/Publisher - Consum	er	0.0	Medical Dev	rices/Equ	ıip	26.3
Media/Publisher - HCP & 0	Consmr.	3.7	Diagnostic [Device/Ed	quip	8.8
Service Supplier		5.8	Hospital Pro	ducts/Ed	ιμip.	5.1
Other		5.1	Dental Produ	ucts/Equ	ip	2.9
			Managed Ca	are		7.3
Age	High	67	Low	23	Avg.	44.0
Sex	Male	63.5	Female	36.5		
Years in industry	High	40.0	Low	1.0	Avg.	16.3
Years in position	High	28.0	Low	0.5	Avg.	4.1
Salary (\$000s/yr)	High	700.0	Low	30.0	Avg.	162.6
Commission received?	Yes	14.6	No	85.4		
Amount (\$000s/yr)	High	1000.0	Low	10.0	Avg.	136.0
Bonus received?	Yes	73.7	No	26.3		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	100.0	Less	0.0	Same	0.0
Employer's gross	<\$5M		14.0	\$50-\$	100M	8.8
US revenue (%)	\$5-\$20	MC	20.6	>100	M	45.6
	\$20-\$5	50M	11.0			
Position satisfying? (%)	Thorou	ighly	36.8	Gener	ally	47.4
	OK Sometimes		9.0	No		6.8
Advancement	Index	2.5 (4=	Exc. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	16.3	Good		37.0
	Fair		25.9	Poor		20.7
How current job	Promo	ted	33.3	Exec S	Search	17.8
was acquired (%)	Hired b	y Comp	any 16.3	Own Ir	nitiative	25.2
Benefits received (%)	Signing	g Bonus	16.7	Retire	ment	61.1
	Car		18.3	Medic	al	88.1
	Dental		80.2	Stock		42.9
Factors important	Salary		2.2		n./Culture	
to job (avg ranking,	Benefit	ts	4.2		y to Staff	4.5
1 = most important)		cement	4.6		n./Soc. R	esp.6.8
	Trainin	g	6.7		ecurity	4.0
Employer rating	Salary		1.6		n./Culture	2.1
(avg rating, 1 = best)	Benefit	ts	1.9		y to Staff	2.3
		cement	2.5		n./Soc. R	esp.2.2
	Trainin	g	2.7	Job S	ecurity	2.3
Plan to seek a new	Yes		31.6	No		41.2
job this year? (%)						
New job motivation (%)		/Benefits			cement	19.7
		nt Part o			a Change	1.6
		t of Indu	•		ecurity	16.4
		n./Culture		Other		13.1
Method for seeking		tment Ag			ig Contact	
new job (avg ranking,	Job Ad	c	3.5	Conta	ct Compa	nies 3.3
1=most likely)	Post R		4.1	Oonta	ct oompa	

I MAKE LESS THAN MY PEERS \$111,400 ▲4.9%

Number of respondents	S						442
Employer	Pe	rcent	Mark	cet Sec	tor		Percent
Manufacturer		38.0	Rx P	harmac	euticals		68.8
Agency		35.5	OTC	Pharm	aceuticals	5	20.8
Media/Publisher - HCP		3.2	Biote	echnolo	gy		23.1
Media/Publisher - Consum		0.9	Medi	cal Dev	/ices/Equ	ip	33.3
Media/Publisher - HCP & 0	Consmr.	2.9	Diag	nostic [Device/Ed	quip	15.6
Service Supplier		10.6	Hosp	ital Pro	ducts/Eq	uip.	11.5
Other		8.8	Dent	al Prod	ucts/Equi	р	5.4
			Mana	aged Ca	are		10.2
Age	High	82	L	.OW	21	Avg.	42.6
Sex	Male	49.6	F	emale	50.5		
Years in industry	High	47.0) L	.OW	0.5	Avg.	14.5
Years in position	High	35.0) L	.OW	0.3	Avg.	4.5
Salary (\$000s/yr)	High	340.0) L	.OW	11.5	Avg.	111.4
Commission received?	Yes	10.0) [No	90.1		
Amount (\$000s/yr)	High	100.0) L	.OW	0.5	Avg.	31.4
Bonus received?	Yes	59.5	<u> </u>	1o	40.5		
Amount (\$000s/yr)	High	1000.0) L	.OW	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	0.0	L	.ess	100.0	Same	0.0
Employer's gross	<\$5M			16.9	\$50-\$	100M	7.9
US revenue (%)	\$5-\$20	MC		27.3	>100	M	34.0
	\$20-\$	50M		14.1			
Position satisfying? (%)	Thorou	ıghly		22.2	Gener	ally	52.3
	OK So	metimes		18.0	No		7.5
Advancement	Index	2.3 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		11.4	Good		31.2
	Fair			28.7	Poor		28.7
How current job	Promo	ted		31.1	Exec S	Search	12.6
was acquired (%)	Hired I	oy Comp	any	12.6	Own Ir	nitiative	35.8
Benefits received (%)	Signin	g Bonus		9.0	Retire	ment	53.0
	Car			9.3	Medic	al	80.5
	Dental			70.4	Stock		35.0
Factors important	Salary			2.4	Enviro	n./Culture	3.0
to job (avg ranking,	Benefi	ts		4.3	Loyalt	y to Staff	4.8
1 = most important)	Advan	cement		4.1	Enviro	n./Soc. R	esp.7.0
	Trainin	g		6.3	Job Se	ecurity	3.9
Employer rating	Salary			2.8	Enviro	n./Culture	
(avg rating, 1 = best)	Benefi	ts		2.4	Loyalt	y to Staff	2.5
	Advan	cement		2.8	Enviro	n./Soc. R	esp.2.5
	Trainin	g		3.0	Job Se	ecurity	2.4
Plan to seek a new	Yes			42.5	No		28.5
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	;	41.8	Advan	cement	18.0
		nt Part o		6.2		a Change	5.3
		t of Indu	-	3.3		ecurity	3.7
		n./Culture		14.3	Other		7.4
Method for seeking		tment Ag	ency	2.5		g Contact	
new job (avg ranking,	Job Ad	ls		3.3	Conta	ct Compa	nies 3.2
1=most likely)	Post R	esume		3.9			

I MAKE THE SAME AS MY PEERS \$145,500 ▲2.9%

Number of respondents	\$					406
Employer	Per	cent	Market	Sector		Percent
Manufacturer		41.1	Rx Pharr	maceuticals		74.4
Agency			OTC Pha	armaceutica	ls	12.8
Media/Publisher - HCP			Biotechr	0,		25.9
Media/Publisher - Consum				Devices/Eq		22.2
Media/Publisher - HCP & 0	Consmr.		Diagnost	tic Device/E	quip	12.3
Service Supplier		7.9	Hospital	Products/E	quip.	6.4
Other		8.4	Dental P	roducts/Equ	qiu	2.7
			Manageo	d Care		8.9
Age	High	82	Low	19	Avg.	43.6
Sex	Male	52.5	Fem	ale 47.5		
Years in industry	High	58.0	Low	0.5	Avg.	15.6
Years in position	High	40.0	Low	0.2	Avg.	4.3
Salary (\$000s/yr)	High	460.0	Low	25.0	Avg.	145.5
Commission received?	Yes	9.8	No	90.2		
Amount (\$000s/yr)	High	165.0	Low	5.0	Avg.	65.4
Bonus received?	Yes	72.4	· No	27.6		
Amount (\$000s/yr)	High	500.0	Low	2.0	Avg.	81.4
Perceived pay						
vs. peers (%)	More	0.0	Less	0.0	Same	100.0
Employer's gross	<\$5M		14	.9 \$50-9	\$100M	11.3
US revenue (%)	\$5-\$20	M	19	.7 >100	M	40.1
	\$20-\$5	50M	14	.1		
Position satisfying? (%)	Thorou	ghly	32	.4 Gene	rally	51.7
	OK Sor	netimes	10	.6 No		5.2
Advancement	Index	2.6 (4=	Exc. 3=0	Good 2=Faii	r 1=Poor)	
prospects (%)	Excelle	ent	18	.3 Good		40.5
	Fair		24			16.3
How current job	Promo	ted	35	.3 Exec	Search	13.1
was acquired (%)	Hired b	y Comp	any 16	.8 Own	Initiative	28.4
Benefits received (%)	Signing	g Bonus	15	.2 Retire	ement	53.5
	Car		13	.5 Medic	cal	84.5
	Dental		73	.8 Stock	(45.9
Factors important	Salary				on./Cultur	
to job (avg ranking,	Benefit	S	4	-	ty to Staf	
1 = most important)	Advanc				on./Soc. I	Resp.6.9
	Training	g			Security	4.0
Employer rating	Salary		2		on./Cultur	
(avg rating, 1 = best)	Benefit	:S	2	.0 Loyal	ty to Staf	f 2.3
	Advanc	ement	2		on./Soc. I	Resp.2.2
	Training	g			Security	2.3
Plan to seek a new	Yes		27	.4 No		48.2
job this year? (%)						
New job motivation (%)	٠.	/Benefits			ncement	15.4
		nt Part o			a Change	
		t of Indu	-		Security	6.0
	Environ	n./Culture	e 21	.5 Other		12.1
Method for seeking	Recruit	ment Ag	ency 2	.4 Existi	ng Contac	ets 1.7
new job (avg ranking,	Job Ad	S	3	.4 Conta	act Compa	anies 3.4

EXCELLENT ADV. PROSPECTS \$139,600 ▼2.9%

Number of respondents	5				148		
Employer	Per	cent	Mar	ket Sect	or		Percent
Manufacturer		35.8	Rx P	harmace	euticals		69.6
Agency		39.2	OTC	Pharma	ceuticals	S	13.5
Media/Publisher - HCP		0.0	Biote	echnolog	ζV		27.0
Media/Publisher - Consum	er	0.7			ces/Equ	ıip	20.3
Media/Publisher - HCP & 0		4.7			evice/Ed	•	10.8
Service Supplier		8.8			ducts/Eq		7.4
Other		10.8			cts/Equi		2.7
			Man	aged Ca	re		11.5
Age	High	82	ı	_OW	21	Avg.	40.9
Sex	Male	52.0	0 1	emale	48.0		
Years in industry	High	50.0) I	_OW	0.5	Avg.	13.7
Years in position	High	35.0	0 1	_OW	0.2	Avg.	3.4
Salary (\$000s/yr)	High	700.0	0 1	_OW	30.0	Avg.	139.6
Commission received?	Yes	6.8	8 I	No	93.2		
Amount (\$000s/yr)	High	400.0	0 1	_OW	15.0	Avg.	99.0
Bonus received?	Yes	68.	2 [Vo	31.8		
Amount (\$000s/yr)	High	300.0	0 1	_OW	0.4	Avg.	72.4
Perceived pay							
vs. peers (%)	More	15.	1 I	_ess	34.3	Same	50.7
Employer's gross	<\$5M			24.7	\$50-\$	100M	9.6
US revenue (%)	\$5-\$20	MC		17.8	>100	M	37.0
	\$20-\$5	50M		11.0			
Position satisfying? (%)	Thorou			53.4	Gener	ally	42.5
	OK So	metimes	6	4.1	No		0.0
Advancement	Index	4.0 (4=	Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		100.0	Good		0.0
	Fair			0.0	Poor		0.0
How current job	Promo	ted		31.7	Exec S	Search	13.1
was acquired (%)	Hired b	y Comp	any	13.1	Own Ir	nitiative	29.7
Benefits received (%)	Signing	g Bonus		19.2	Retire	ment	55.0
	Car			19.2	Medic	al	82.5
	Dental			70.8	Stock		47.5
Factors important	Salary			2.7	Enviro	n./Culture	2.6
to job (avg ranking,	Benefit	:S		4.6	Loyalt	y to Staff	4.5
1 = most important)	Advano	cement		3.6	Enviro	n./Soc. F	Resp. 6.6
	Trainin	g		6.4	Job Se	ecurity	4.5
Employer rating	Salary			2.0	Enviro	n./Culture	1.7
(avg rating, 1 = best)	Benefit	S		2.0	Loyalt	y to Staff	1.8
	Advano	cement		1.6	Enviro	n./Soc. F	Resp. 2.0
	Trainin	g		2.3	Job Se	ecurity	1.9
Plan to seek a new	Yes			14.3	No		61.2
job this year? (%)							
job this year? (%) New job motivation (%)	Salary,	/Benefit	S	31.4	Advan	cement	8.6
		/Benefit		31.4 17.1		cement a Change	
	Differe		of Ind		Need		8.6
	Differe Get ou	nt Part o t of Indu	of Ind ustry	17.1	Need	a Change	8.6 2.9
	Differe Get ou Enviror	nt Part o t of Indu n./Cultur	of Ind ustry re	17.1 0.0 11.4	Need Job Se Other	a Change	8.6 2.9 20.0
New job motivation (%)	Differe Get ou Enviror	nt Part of t of Indu n./Cultur ment Ag	of Ind ustry re	17.1 0.0 11.4	Need Job Se Other Existin	a Change ecurity	2.9 20.0 ts 1.7

GOOD ADV. PROSPECTS \$131,800



Number of respondent	S						355
Employer	Per	cent	Mar	ket Sect	or		Percent
Manufacturer		35.5	Rx P	harmace	euticals		77.2
Agency		43.4	OTC	Pharma	ceuticals	S	16.3
Media/Publisher - HCP		4.2	Biote	echnolog	Sy		26.2
Media/Publisher - Consum	ner	1.7	Med	ical Devi	ces/Equ	iip	26.8
Media/Publisher - HCP &	Consmr.	3.1	Diag	nostic D	evice/Ed	quip	14.1
Service Supplier		7.0	Hos	pital Prod	ducts/Ed	juip.	8.2
Other		5.1	Dent	tal Produ	cts/Equi	ip	3.4
			Man	aged Ca	re		7.6
Age	High	71	ı	Low	19	Avg.	40.6
Sex	Male	51.0) [Female	49.0		
Years in industry	High	58.0) <u>[</u>	Low	0.5	Avg.	13.4
Years in position	High	28.0) [Low	0.5	Avg.	3.6
Salary (\$000s/yr)	High	350.0) <u>[</u>	Low	25.0	Avg.	131.8
Commission received?	Yes	11.0) [No	89.0		
Amount (\$000s/yr)	High	165.0) [Low	5.0	Avg.	55.7
Bonus received?	Yes	72.1	-	No	27.9		
Amount (\$000s/yr)	High	1000.0) [Low	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	14.3		Less	39.0	Same	46.7
Employer's gross	<\$5M			11.4	\$50-\$	100M	10.5
US revenue (%)	\$5-\$20	MC		25.6	>1001	M	34.2
	\$20-\$5	50M		18.2			
Position satisfying? (%)	Thorou	ighly		33.9	Gener	ally	55.4
	OK So	metimes		8.8	No		2.0
Advancement	Index	3.0 (4=	Exc.	3=G000	l 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		0.0	Good		100.0
	Fair			0.0	Poor		0.0
How current job	Promo	ted		37.9	Exec S	Search	14.4
was acquired (%)	Hired b	y Comp	any	14.7	Own Ir	nitiative	28.5
Benefits received (%)	Signing	g Bonus		12.7	Retire	ment	57.0
	Car			11.7	Medic	al	83.7
	Dental			73.3	Stock		41.0
Factors important	Salary			2.3	Enviro	n./Cultur	e 2.8
to job (avg ranking,	Benefit	.s		4.2	Loyalt	y to Staff	4.9
1 = most important)	Advano	ement		4.2	Enviro	n./Soc. F	Resp. 7.1
	Trainin	g		6.4	Job Se	ecurity	4.0
Employer rating	Salary			2.2	Enviro	n./Culture	e 2.0
(avg rating, 1 = best)	Benefit	:S		2.1	Loyalt	y to Staff	f 2.1
	Advano	ement		2.3	Enviro	n./Soc. F	Resp. 2.3
	Trainin	g		2.7	Job Se	ecurity	2.1
Plan to seek a new	Yes			22.7	No		47.0
job this year? (%)							
New job motivation (%)	Salary	/Benefits	;	28.6	Advan	cement	14.3
		nt Part o		15.1	Need	a Change	
	Get ou	t of Indu	stry	3.2	Job Se	ecurity	6.4
		ı./Culture	,	15.9	Other	,	9.5
Method for seeking		ment Ag				g Contac	
new job (avg ranking,	Job Ad		. ,	3.4		ct Compa	
1=most likely)		esume		4.1			

FAIR ADV. PROSPECTS	\$131,300	▲9.5 %

TAIR ADV. 1 1100			ΨI	01,00			9:0/0	
Number of respondent	S						263	
Employer	Per	cent	Mark	cet Sec	tor		Percent	
Manufacturer		41.8	Rx Pl	harmac	euticals		71.9	
Agency		32.7	OTC	Pharma	aceuticals	6	15.2	
Media/Publisher - HCP		4.6	Biote	chnolo	gy		24.7	
Media/Publisher - Consum	ner	0.8	Medi	cal Dev	ices/Equ	ip	28.1	
Media/Publisher - HCP & (Consmr.	1.1	Diagr	nostic D	evice/Ec	luip	11.0	
Service Supplier	9.9 Hosp			ital Pro	uip.	9.1		
Other		9.1	Denta	al Produ	ıcts/Equi	р	4.9	
			Mana	nged Ca	ire		11.0	
Age	High	74	L	.OW	23	Avg.	44.2	
Sex	Male	57.4	l F	emale	42.6			
Years in industry	High	45.0) L	.OW	0.5	Avg.	15.8	
Years in position	High	30.0) L	.OW	0.3	Avg.	4.7	
Salary (\$000s/yr)	High	334.0		.OW	11.5	Avg.	131.3	
Commission received?	Yes	9.5		lo	90.5	76.	101.0	
Amount (\$000s/yr)	High	135.0		.OW	0.5	Avg.	48.2	
Bonus received?	Yes	60.1		lo.	39.9	7.06.	70.2	
Amount (\$000s/yr)	High	500.0		.OW	2.0	Avg.	81.4	
Perceived pay	TIIGH	300.0	, _	.Ovv	2.0	Avg.	01.4	
vs. peers (%)	More	13.4	l L	.ess	48.1	Same	38.6	
Employer's gross	<\$5M			11.5	\$50-\$	100M	11.1	
US revenue (%)	\$5-\$20	MC		19.8	>100	И	44.7	
	\$20-\$5			13.0				
Position satisfying? (%)	Thorou			18.9	Genera	ally	56.2	
		metimes		17.3	No	,	7.7	
Advancement					d 2=Fair	1=Poor)		
prospects (%)	Excelle			0.0	Good	,	0.0	
	Fair		1	0.00	Poor		0.0	
How current job	Promo	ted		32.8		Search	16.0	
was acquired (%)		y Comp	anv	15.7		itiative	30.5	
Benefits received (%)		Bonus		12.2	Retirer		51.9	
20110111011011011011011011	Car	5 20		8.4	Medica	85.1		
	Dental			77.1 Stock		и	37.9	
Factors important	Salary			2.4		n./Culture		
to job (avg ranking,	Benefit	·s		4.3		y to Staff		
1 = most important)		cement		4.3		n./Soc. F		
z = most important,	Trainin			6.5	Job Se	•	3.7	
Employer rating	Salary	ь		2.4		n./Culture		
(avg rating, 1 = best)	Benefit	·c		2.2		y to Staff		
(avg raulig, 1 = best)		s cement		2.9		n./Soc. F		
				3.0	Job Se	-	· .	
Dian to sook a nam	Trainin	g				curity	2.4	
Plan to seek a new	Yes			40.1	No		26.7	
job this year? (%)	Calari	/Ronofi+o		21 7	Advan	coment	155	
New job motivation (%)		Benefits		31.7		cement	15.5	
		nt Part o		10.6		a Change		
		t of Indu	-	4.2	Job Se	ecurity	4.2	
		n./Culture		19.0	Other		8.5	
Method for seeking		ment Ag	ency	2.3		g Contac		
new job (avg ranking,				2 4			niac 2 1	
1=most likely)	Job Ad Post R			3.4 3.9	Contac	ct Compa	11165 3.4	

POOR ADV. PRO	SPEC	TS	\$13	0,90	00	A	7.5%
Number of respondent	ts						220
Employer	Pe	rcent	Marke	t Sect	or	I	Percent
Manufacturer		49.1	Rx Pha	ırmace	euticals		61.8
Agency		20.9	OTC P	harma	ceuticals	S	19.1
Media/Publisher - HCP		5.5	Biotec	hnolog	Sy		18.6
Media/Publisher - Consur	mer	0.5	Medica	al Devi	ces/Equ	iip	33.2
Media/Publisher - HCP &	Consmr.	Diagno	stic D	evice/Ed	quip	15.9	
Service Supplier		10.9 Ho			ducts/Ed	uip.	8.6
Other		10.0	Dental	Produ	cts/Equi	ip	4.6
			Managed Car		re		8.6
Age	High	71	Lo	w	22	Avg.	47.9
Sex	Male	50.9) Fei	male	49.1		
Years in industry	High	47.0) Lo	W	1.0	Avg.	18.9
Years in position	High	40.0) Lo	W	0.3	Avg.	5.8
Salary (\$000s/yr)	High	460.0			20.0	Avg.	130.9
Commission received?	Yes	14.1			85.9		
Amount (\$000s/yr)	High	1000.0			0.6	Avg.	77.5
Bonus received?	Yes	64.6			35.5		
Amount (\$000s/yr)	High	275.0			0.1	Avg.	66.1
Perceived pay	6		, 20	••		7.1.61	
vs. peers (%)	More	12.7	7 Le:	SS	57.3	Same	30.0
Employer's gross	<\$5M			1.3	\$50-\$		5.6
US revenue (%)	\$5-\$2			7.3	>1001		36.6
(,	\$20-\$			9.3			
Position satisfying? (%)	Thoro		1	4.4	Gener	allv	45.8
, ,		metimes	. 2	4.1	No	. ,	15.7
Advancement	Index	1.0 (4=	Exc. 3:	=Good	l 2=Fair	1=Poor)	
prospects (%)	Excell	ent		0.0	Good		0.0
	Fair			0.0	Poor		100.0
How current job	Promo	oted	2	7.4	Exec S	Search	9.6
was acquired (%)	Hired	by Comp	any 1	4.6	Own Ir	nitiative	37.9
Benefits received (%)		g Bonus		9.7	Retire	ment	52.3
	Car		1	4.8	Medical		82.4
	Denta		7	1.0	Stock		40.3
Factors important	Salary			2.3	Enviro	n./Culture	3.2
to job (avg ranking,	Benefi	ts		4.0	Loyalt	y to Staff	4.6
1 = most important)	Advan	cement		4.9	Enviro	n./Soc. R	esp.6.9
	Trainir	ng		6.4	Job Se	ecurity	3.7
Employer rating	Salary			2.6	Enviro	n./Culture	2.8
(avg rating, 1 = best)	Benefi			2.3	Loyalt	y to Staff	2.9
	Advan	cement		3.6	Enviro	n./Soc. R	esp.2.5
	Trainir	ng		3.2	Job Se	ecurity	2.8
Plan to seek a new	Yes		6	0.9	No		22.7
job this year? (%)		_					
New job motivation (%)	-	/Benefits		5.8		cement	23.8
		ent Part o		4.6		a Change	3.3
		ıt of Indu	-	4.6	Job Se	ecurity	8.6
	Enviro	n./Culture	e 2	0.5	Other		8.6
Method for seeking	Recrui	tment Ag	gency	2.4	Existin	g Contact	s 2.0
new job (avg ranking,	Job Ad	ds		3.2	Conta	ct Compai	nies 3.4
1=most likely)	Post F	Resume		3.9			



Job Seekers

This section shows how the data profiles of employees—salary, benefits, perceptions, satisfaction, intent to move, job-seeking preferences, etc.—vary between job seekers and settled employees and between different motivational factors for moving jobs.

DATA SETS

- Seek a New Job in the Next 12 Months, page 65
- Not Seeking a New Job, page 65
- Moving for a Better Salary, page 66
- Moving for a Different Area, page 66
- Moving for a Different Industry, page 67
- Moving for a Better Culture/Environment, page 67
- Moving for Advancement Prospects, page 68
- Better Job Security, page 68
- Need a Change, page 69



SEEK NEW JOB IN NEXT 12 MOS. \$129,600 ▲ 5.0%

Number of respondent	s					341
Employer	Per	cent	Market :	Sector		Percent
Manufacturer		48.7	Rx Pharr	naceuticals		70.4
Agency		28.5	OTC Pha	rmaceutical	S	15.8
Media/Publisher - HCP		2.6	Biotechn	ology		19.4
Media/Publisher - Consum	ner	1.2	Medical	Devices/Equ	uip	27.3
Media/Publisher - HCP &	Consmr.	1.8	Diagnost	ric Device/E	quip	13.5
Service Supplier		9.7	Hospital	Products/Ed	quip.	9.1
Other		7.6	Dental P	roducts/Equ	ıip	3.5
			Manageo	d Care		7.3
Age	High	65	Low	22	Avg.	42.4
Sex	Male	52.2	: Fema	ale 47.8		
Years in industry	High	40.0	Low	0.5	Avg.	14.5
Years in position	High	19.0	Low	0.3	Avg.	4.0
Salary (\$000s/yr)	High	460.0	Low	20.0	Avg.	129.6
Commission received?	Yes	10.3	No	89.7		
Amount (\$000s/yr)	High	300.0		0.5	Avg.	45.5
Bonus received?	Yes	63.6	No	36.4		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	12.7	Less	54.7	Same	32.7
Employer's gross	<\$5M		12	.8 \$50-\$	3100M	6.6
US revenue (%)	\$5-\$20	M	25	.1 >100	M	44.2
	\$20-\$5	50M	11.	.3		
Position satisfying? (%)	Thorou	ghly	12.	4 Gener	rally	43.4
	OK Sor	netimes	26	.8 No		17.4
Advancement	Index	2.0 (4=	Exc. 3=0	Good 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	6	.2 Good		23.5
	Fair		30.			39.4
How current job	Promo		35.		Search	13.2
was acquired (%)		y Comp			nitiative	31.7
Benefits received (%)		Bonus	13.			57.7
	Car		10			84.2
	Dental		77.			41.9
Factors important	Salary				on./Culture	
to job (avg ranking,	Benefit		4.		ty to Staff	
1 = most important)	Advanc				on./Soc. R	
Francisco and	Training	g	6.		ecurity	4.3
Employer rating	Salary	_			on./Culture	
(avg rating, 1 = best)	Benefit			,	ty to Staff	2.9
	Advanc				on./Soc. R	
Diam to accite	Training	8			ecurity	2.7
Plan to seek a new	Yes		100	.0 No		0.0
job this year? (%)	Colam	/Dan-Ei-	26.	/ A.J		10.5
New job motivation (%)	-	Benefits			ncement	18.5
		nt Part of			a Change	5.9
		t of Indu	-		ecurity	6.5
Mathad for analytics		n./Culture				7.6
Method for seeking		ment Ag			ng Contact	
new job (avg ranking,	Job Ad				ict Compa	11165 3.4
1=most likely)	Post R	esume	3.	8		

NOT SEEKING A NEW JOB \$142,500 ▲1.4%

Number of respondent	s						378
Employer	Per	rcent	Mark	cet Sec	tor	ı	Percent
Manufacturer		39.4	Rx Pl	harmac	euticals		72.0
Agency		32.5	OTC	Pharma	aceuticals		15.1
Media/Publisher - HCP		4.5	Biote	chnolo	gy		24.6
Media/Publisher - Consum	ner	0.5	Medi	cal Dev	vices/Equi	р	25.7
Media/Publisher - HCP & 0	Consmr.	3.4	Diagi	nostic [Device/Eq	uip	12.2
Service Supplier		9.3	Hosp	ital Pro	ducts/Eq	uip.	8.5
Other		10.3	Denta	al Prod	ucts/Equip	0	2.9
			Mana	aged Ca	are		9.0
Age	High	82	L	.OW	19	Avg.	45.0
Sex	Male	60.6	6 F	emale	39.4		
Years in industry	High	58.0) L	.OW	0.5	Avg.	16.9
Years in position	High	40.0) L	.OW	0.2	Avg.	5.0
Salary (\$000s/yr)	High	700.0) L	.OW	11.5	Avg.	142.5
Commission received?	Yes	11.1	1 N	No.	88.9		
Amount (\$000s/yr)	High	1000.0) L	.OW	5.0	Avg.	89.3
Bonus received?	Yes	70.6	6 N	Ю	29.4		
Amount (\$000s/yr)	High	1000.0) L	.OW	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	14.9	9 L	.ess	33.2	Same	51.9
Employer's gross	<\$5M			18.8	\$50-\$1	MOOL	11.3
US revenue (%)	\$5-\$20	MC		16.9	>100N	1	38.1
	\$20-\$5	50M		15.0			
Position satisfying? (%)	Thorou	ighly		48.3	Genera	ally	48.3
	OK So	metimes	5	3.5	No		0.0
Advancement	Index	2.8 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		23.9	Good		44.2
	Fair			18.6	Poor		13.3
How current job	Promo	ted		32.9	Exec S	Search	10.2
was acquired (%)	Hired b	y Comp	any	16.8	Own In	itiative	30.0
Benefits received (%)	Signing	g Bonus		14.5	Retiren	nent	54.0
	Car			17.3	Medica	al	81.8
	Dental			69.4	Stock		44.1
Factors important	Salary			2.4	Enviror	n./Culture	2.8
to job (avg ranking,	Benefit	ts		4.2	Loyalty	to Staff	4.5
1 = most important)	Advand	cement		4.8	Enviror	n./Soc. R	esp.6.8
	Trainin	g		6.5	Job Se	curity	3.7
Employer rating	Salary			2.0	Enviror	n./Culture	1.8
(avg rating, 1 = best)	Benefit	ts		2.0	Loyalty	to Staff	1.9
	Advano	cement		2.2	Enviror	n./Soc. R	esp.2.1
	Trainin	g		2.5	Job Se	curity	2.0
Plan to seek a new	Yes			0.0	No		100.0
job this year? (%)							
New job motivation (%)	-	/Benefit		30.0		cement	10.0
		nt Part o		15.0		Change	5.0
		t of Indu	-	0.0	Job Se	curity	5.0
		· /OII	e	10.0	Other		25.0
	Enviror						
Method for seeking	Recruit	tment Ag		2.4	Existin	g Contact	s 1.6
Method for seeking new job (avg ranking, 1=most likely)	Recruit Job Ad	tment Ag			Existin	g Contact t Compar	s 1.6

MOVING FOR A BETTER SALARY \$97,700 ▼3.6%

Number of respondent	S						131
Employer	Per	rcent	Mark	cet Sec	tor		Percent
Manufacturer		37.4	Rx P	harmac	euticals		61.8
Agency		38.9	OTC	Pharma	ceuticals	5	16.0
Media/Publisher - HCP		4.6	Biote	echnolog	gy		18.3
Media/Publisher - Consum	ner	2.3	Medi	cal Dev	ices/Equ	ip	37.4
Media/Publisher - HCP & 0	Consmr.	8.0	Diag	nostic D	evice/Ed	quip	14.5
Service Supplier		8.4	Hosp	ital Pro	ducts/Eq	uip.	11.5
Other		7.6	Dent	al Produ	р	5.3	
			Mana	aged Ca	re		9.9
Age	High	64		_OW	22	Avg.	40.8
Sex	Male	58.8		emale	41.2		
Years in industry	High	33.0) L	.OW	0.8	Avg.	12.3
Years in position	High	19.0		.OW	0.5	Avg.	4.2
Salary (\$000s/yr)	High	285.0		.OW	30.0	Avg.	97.7
Commission received?	Yes	11.5		No	88.6		
Amount (\$000s/yr)	High	165.0		.ow	0.5	Avg.	42.0
Bonus received?	Yes	55.7		No.	44.3	7.4-6.	
Amount (\$000s/yr)	High	300.0		-OW	0.4	Avg.	72.4
Perceived pay	1 11811	300.0	, _	-011	0.4	7.06.	
vs. peers (%)	More	4.6	5 I	.ess	77.9	Same	17.6
Employer's gross	<\$5M			14.0	\$50-\$		8.5
US revenue (%)	\$5-\$20	MC		26.4	>1001		34.9
(,	\$20-\$5			16.3			
Position satisfying? (%)	Thorou			17.7	Gener	allv	55.4
r control canonying: (70)		metimes		18.5	No	,	8.5
Advancement						1=Poor)	
prospects (%)	Excelle		LXO.	8.4	Good	1-1 0017	27.5
prospects (70)	Fair	,,,,		34.4	Poor		29.8
How current job	Promo	ted		30.5		Search	10.7
was acquired (%)		y Comp	anv	14.5		nitiative	38.9
Benefits received (%)		g Bonus	urry	13.3	Retire		53.1
Delicitis received (70)	Car	5 Donas		6.1	Medic		76.5
	Dental			69.4	Stock	ui.	35.7
Factors important	Salary			2.0		n./Culture	
to job (avg ranking,	Benefit	te		4.1		y to Staff	
1 = most important)		cement		3.9		n./Soc. F	
1 = most important	Trainin			6.3	Job Se		3.8
Employer rating	Salary	8		2.9		n./Culture	
(avg rating, 1 = best)	Benefit	tc		2.5		y to Staff	
(avg raung, I = best)		cement		3.0		n./Soc. F	
				3.0		ecurity	2.5
Plan to seek a new	Trainin, Yes	8		69.2	No No	curity	4.6
job this year? (%)	103			03.2	140		4.0
New job motivation (%)	Salary	/Benefits	; 1	100.0	Advan	cement	0.0
100 11100140011 (70)		nt Part o		0.0		a Change	
		t of Indu		0.0		ecurity	0.0
		ı./Cultur	-	0.0	Other	curity	0.0
Method for seeking		tment Ag		2.5		g Contac	
new job (avg ranking,	Job Ad		ыюу	3.1		g Contac ct Compa	
1=most likely)	Post R			3.7	OUIIIa	or compa	cs J.J
	i USLIN	COULTE		5.7			

MOVING FOR DIFFERENT AREA \$141,600 ▲11.9%

Number of respondent	s						48
Employer	Per	cent	Marke	et Sect	or	ı	Percent
Manufacturer		35.4	Rx Pha	armac	euticals		83.3
Agency		43.8	OTC P	harma	ceuticals	5	25.0
Media/Publisher - HCP		0.0	Biotec	hnolog	gy		22.9
Media/Publisher - Consun	ner	4.2	Medic	al Devi	ces/Equ	ip	20.8
Media/Publisher - HCP &	Consmr.	4.2	Diagno	ostic D	evice/Ed	quip	10.4
Service Supplier		6.3	Hospit	tal Pro	uip.	4.2	
Other		6.3	Dental	Produ	icts/Equi	р	2.1
			Manag	ged Ca	re		4.2
Age	High	65	Lo	W	23	Avg.	42.1
Sex	Male	43.8	B Fe	male	56.3		
Years in industry	High	32.0) Lo	W	1.0	Avg.	12.6
Years in position	High	14.0) Lo	W	0.8	Avg.	3.6
Salary (\$000s/yr)	High	335.0) Lo	W	42.0	Avg.	141.6
Commission received?	Yes	10.4	l No)	89.6		
Amount (\$000s/yr)	High	78.0) Lo	W	7.0	Avg.	46.0
Bonus received?	Yes	62.5	i No)	37.5		
Amount (\$000s/yr)	High	1000.0) Lo	W	75.0	Avg.	271.0
Perceived pay							
vs. peers (%)	More	14.9) Le	:SS	31.9	Same	53.2
Employer's gross	<\$5M			8.7	\$50-\$	100M	15.2
US revenue (%)	\$5-\$20	MC	2	23.9	>1001	M	39.1
	\$20-\$5	50M	1	13.0			
Position satisfying? (%)	Thorou	ighly	1	16.7	Gener	ally	43.8
	OK So	metimes	3	31.3	No		8.3
Advancement	Index	2.5 (4=	Exc. 3	=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	1	12.8	Good		40.4
	Fair		3	31.9	Poor		14.9
How current job	Promo	ted	3	33.3	Exec S	Search	20.8
was acquired (%)	Hired b	y Comp	any	8.3	Own Ir	nitiative	33.3
Benefits received (%)	Signing	g Bonus	1	15.8	Retire	ment	55.3
	Car		1	13.2	Medic	al	79.0
	Dental		7	71.1	Stock		39.5
Factors important	Salary			2.4	Enviro	n./Culture	2.9
to job (avg ranking,	Benefit	:S		4.1	Loyalt	y to Staff	5.1
1 = most important)	Advand	cement		4.1	Enviro	n./Soc. R	esp.6.6
	Trainin	g		6.4	Job Se	ecurity	4.4
Employer rating	Salary			2.1	Enviro	n./Culture	2.4
(avg rating, 1 = best)	Benefit	S		2.2	Loyalt	y to Staff	2.4
	Advand	cement		2.6	Enviro	n./Soc. R	esp.2.4
	Trainin	g		2.9	Job Se	ecurity	2.5
Plan to seek a new	Yes		7	75.0	No		6.3
job this year? (%)							
New job motivation (%)	Salary	/Benefits	5	0.0	Advan	cement	0.0
	Differe	nt Part o	f Ind 10	0.00	Need	a Change	0.0
	Get ou	t of Indu	stry	0.0	Job Se	ecurity	0.0
	Enviror	n./Culture	e	0.0	Other		0.0
Method for seeking	Recruit	ment Ag	ency	2.4	Existin	g Contact	s 1.6
new job (avg ranking,	Job Ad	S		3.5	Contac	ct Compa	nies 3.1
1=most likely)	Post R	esume		4.2			

MOVING FOR DIFF. INDUSTRY \$138,500 ▲1.5%

17 **Number of respondents Employer** Percent Market Sector Percent Manufacturer 17.7 Rx Pharmaceuticals 88.2 70.6 **OTC Pharmaceuticals** 17.7 Agency Media/Publisher - HCP 5.9 Biotechnology 29.4 Media/Publisher - Consumer 0.0 11.8 Medical Devices/Equip Media/Publisher - HCP & Consmr. 0.0 Diagnostic Device/Equip 11.8 Service Supplier 0.0 Hospital Products/Equip. 11.8 Other 5.9 Dental Products/Equip 5.9 Managed Care 11.8 40.3 Age High 56 Low 24 Avg. Sex Male 47.1 Female 52.9 High 12.8 Years in industry 22.0 Low 1.0 Avg. 1.0 Years in position High 10.0 Low Avg. 3.4 Salary (\$000s/yr) 330.0 Low 40.0 138.5 High Avg. Commission received? Yes 0.0 No 100.0 Amount (\$000s/yr) 0.0 0.0 0.0 High Low Avg. 70.6 29.4 Bonus received? Yes No Amount (\$000s/yr) 500.0 2.0 High Low Avg. 81.4 Perceived pay vs. peers (%) More 11.8 Less 47.1 Same 41.2 <\$5M \$50-\$100M 11.8 Employer's gross 17.7 US revenue (%) \$5-\$20M 35.3 >100M 17.7 \$20-\$50M 17.7 Position satisfying? (%) Thoroughly 5.9 Generally 35.3 **OK Sometimes** 17.7 No 41.2 Advancement Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 0.0 Good 23.5 Fair 35.3 Poor 41.2 How current job 52.9 17.7 Promoted Exec Search was acquired (%) Hired by Company 0.0 Own Initiative 17.7 15.4 76.9 Benefits received (%) Signing Bonus Retirement Car 0.0 Medical 84.6 76.9 23.1 Dental Stock **Factors important** Salary 2.6 Environ./Culture 2.5 to job (avg ranking, Benefits 3.6 Loyalty to Staff 4.5 1 = most important) Advancement 4.4 Environ./Soc. Resp. 6.7 5.9 5.2 Training Job Security **Employer rating** Salary 2.4 Environ./Culture 2.4 2.4 2.5 (avg rating, 1 = best) Benefits Loyalty to Staff 3.0 Advancement Environ./Soc. Resp. 2.1 3.1 Job Security 2.8 **Training** Plan to seek a new 0.0 Yes 70.6 No job this year? (%) 0.0 0.0 New job motivation (%) Salary/Benefits Advancement Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 100.0 Job Security 0.0 Environ./Culture Other 0.0 0.0 Method for seeking 1.9 Recruitment Agency 2.2 **Existing Contacts** Job Ads 3.3 Contact Companies 3.3 new job (avg ranking, Post Resume 1=most likely) 4.1

MOVING FOR CULTURE/ENVIR. \$145,100 ▲14.7%

Number of respondent	s						82
Employer	Percei	nt	Mark	et Sec	tor		Percent
Manufacturer	43.	.9	Rx Ph	armac	euticals		68.3
Agency	29.	.3	OTC I	Pharma	ceuticals		12.2
Media/Publisher - HCP	6.	1	Biote	chnolog	gy		23.2
Media/Publisher - Consun	ner 0.	.0	Medic	cal Dev	ices/Equi	р	28.1
Media/Publisher - HCP &	Consmr. 0.	.0	Diagn	ostic D	evice/Eq	uip	18.3
Service Supplier	13.	4	Hospi	ital Pro	ducts/Eqi	uip.	9.8
Other	7.	.3	Denta	al Produ	ıcts/Equip)	3.7
			Mana	ged Ca	re		17.1
Age	High	60	L	OW	22	Avg.	42.9
Sex	Male	50.0	Fe	emale	50.0		
Years in industry	High	36.0	L	OW	0.5	Avg.	16.3
Years in position	High	15.0	L	OW	0.5	Avg.	3.8
Salary (\$000s/yr)	High 3	34.0	L	OW	30.0	Avg.	145.1
Commission received?	Yes	12.2	N	0	87.8		
Amount (\$000s/yr)	High 1	0.00	Lo	OW	2.0	Avg.	29.8
Bonus received?	Yes	59.8	N	0	40.2		
Amount (\$000s/yr)	High 2	275.0	L	OW	0.1	Avg.	66.1
Perceived pay							
vs. peers (%)	More	18.3	Le	ess	42.7	Same	39.0
Employer's gross	<\$5M			12.7	\$50-\$1	.00M	6.3
US revenue (%)	\$5-\$20M			27.9	>100N	1	41.8
	\$20-\$50N	1		11.4			
Position satisfying? (%)	Thoroughl	у		3.7	Genera	ally	39.5
	OK Somet	imes		34.6	No		22.2
Advancement	Index 2.0	(4=1	Exc. 3	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excellent			4.9	Good		24.4
	Fair			32.9	Poor		37.8
How current job	Promoted			35.4	Exec S	earch	9.8
was acquired (%)	Hired by C	Compa	any	25.6	Own In	itiative	24.4
Benefits received (%)	Signing Bo	onus		10.1	Retiren	nent	46.4
	Car			13.0	Medica	ıl	88.4
	Dental			78.3	Stock		34.8
Factors important	Salary			2.6	Enviror	./Culture	2.3
to job (avg ranking,	Benefits			4.3	Loyalty	to Staff	4.6
1 = most important)	Advancem	nent		4.3	Enviror	n./Soc. R	esp.7.1
	Training			6.3	Job Se	curity	4.2
Employer rating	Salary			2.4	Enviror	./Culture	3.4
(avg rating, 1 = best)	Benefits			2.3	Loyalty	to Staff	3.2
	Advancem	nent		3.2	Enviror	n./Soc. R	esp.2.8
	Training			3.2	Job Se	curity	2.7
Plan to seek a new	Yes			87.8	No		2.4
job this year? (%)							
New job motivation (%)	Salary/Be	nefits		0.0	Advano	ement	0.0
	Different F	art of	f Ind	0.0	Need a	Change	0.0
	Get out of	Indus	stry	0.0	Job Se	curity	0.0
	Environ./C	Culture	e 1	0.00	Other		0.0
Method for seeking	Recruitme	nt Ag	ency	2.4	Existing	g Contact	s 1.8
new job (avg ranking,	Job Ads			3.2	Contac	t Compar	nies 3.4
1=most likely)	Post Resu	me		4.0			

MOVING FOR ADV. PROSPECTS \$134,400 0%

Number of respondent	s					79
Employer	Per	rcent	Market Sed	ctor		Percent
Manufacturer		63.3	Rx Pharmad	ceuticals		65.8
Agency		16.5	OTC Pharm	aceutical	S	15.2
Media/Publisher - HCP		2.5	Biotechnolo	gy		24.1
Media/Publisher - Consum	ner	1.3	Medical De	vices/Equ	ıip	21.5
Media/Publisher - HCP &	Consmr.	2.5	Diagnostic	Device/E	quip	5.1
Service Supplier		3.8	Hospital Pro	oducts/Ed	ιμip.	5.1
Other		10.1	Dental Prod	lucts/Equ	ip	1.3
			Managed C	are		5.1
Age	High	62	Low	23	Avg.	41.9
Sex	Male	53.2	Female	46.8		
Years in industry	High	34.0	Low	1.0	Avg.	14.6
Years in position	High	18.0	Low	0.8	Avg.	3.8
Salary (\$000s/yr)	High	460.0	Low	18.0	Avg.	134.4
Commission received?	Yes	11.4	No	88.6		
Amount (\$000s/yr)	High	40.0	Low	0.6	Avg.	26.2
Bonus received?	Yes	69.6	No	30.4		
Amount (\$000s/yr)	High	112.0	Low	8.0	Avg.	44.9
Perceived pay						
vs. peers (%)	More	15.2	Less	55.7	Same	29.1
Employer's gross	<\$5M		6.3	\$50-\$	100M	3.8
US revenue (%)	\$5-\$20	OM	15.2	>100	M	63.3
,	\$20-\$5		11.4			
Position satisfying? (%)	Thorou		16.5	Gener	allv	54.4
		metimes	20.3	No	,	8.9
Advancement	Index	1.8 (4=1	Exc. 3=Goo	od 2=Fair	1=Poor)	
prospects (%)	Excelle		3.8	Good	,	22.8
	Fair		27.9	Poor		45.6
How current job	Promo	ted	40.5	Exec	Search	12.7
was acquired (%)	Hired b	y Compa	any 11.4	Own I	nitiative	31.7
Benefits received (%)		g Bonus	11.1	Retire		65.3
	Car	,	9.7	Medic	al	80.6
	Dental		76.4	Stock		52.8
Factors important	Salary		2.4		n./Culture	
to job (avg ranking,	Benefit	ts	4.5		y to Staff	
1 = most important)		cement	2.8		n./Soc. R	
_ =	Trainin		6.1		ecurity	4.5
Employer rating	Salary	ь	2.5		n./Culture	
(avg rating, 1 = best)	Benefit	ts	2.2		y to Staff	2.8
lang rading, 1 - best		cement	3.3		n./Soc. R	
	Trainin		3.1		ecurity	2.6
Plan to seek a new	Yes	ь	79.8	No	County	2.5
job this year? (%)	103		13.0	110		۷.5
New job motivation (%)	Salary	/Benefits	0.0	Advan	cement	100.0
11017 JOD IIIOUVAUOII (70)	-	nt Part of			a Change	0.0
		t of Indus			a Change ecurity	0.0
			•		county	
Mathad for analytics		n./Culture		Other	a Cantaci	0.0
Method for seeking		tment Age			ig Contact	
new job (avg ranking,	Job Ad		3.2	Conta	ct Compa	nies 3.3
1=most likely)	rost R	esume	3.9			

BETTER JOB SECURITY \$147,000

V2.3%

DETTER OOD OF		• •	Ψ1-11, 0			-10/0	
Number of respondent	S					28	
Employer	Per	cent	Market Sec	tor	1	Percent	
Manufacturer		64.3	Rx Pharmac	euticals		75.0	
Agency		17.9	OTC Pharma	aceutical	S	14.3	
Media/Publisher - HCP		3.6	Biotechnolo	gy		21.4	
Media/Publisher - Consun	ner	0.0	Medical Dev	rices/Equ	aip	28.6	
Media/Publisher - HCP &	Consmr.	3.6	Diagnostic [Device/Ed	quip	10.7	
Service Supplier		7.1	Hospital Pro	ducts/Ed	quip.	3.6	
Other		3.6	Dental Prod	ucts/Equ	ip	0.0	
			Managed Ca	are		3.6	
 Age	High	56	Low	29	Avg.	43.1	
Sex	Male	42.9		57.1			
Years in industry	High	30.0		1.0	Avg.	16.0	
Years in position	High	10.0		1.0	Avg.	4.1	
Salary (\$000s/yr)	High	260.0		30.0	Avg.	147.0	
Commission received?	Yes	7.1		92.9	, ws.	177.0	
Amount (\$000s/yr)	High	150.0		12.5	Λνα	Q1 3	
Bonus received?	Yes	64.3		35.7	Avg.	81.3	
					A ~	E1 0	
Amount (\$000s/yr) Perceived pay	High	170.0	Low	5.0	Avg.	51.9	
vs. peers (%)	More	35.7	Less	32.1	Same	32.1	
Employer's gross	<\$5M		21.4	\$50-\$		3.6	
US revenue (%)	\$5-\$20	M	21.4	>100		42.9	
oo revenue (70)	\$20-\$5		10.7	>100	IVI	72.3	
Position satisfying? (%)	Thorou		14.3	Gener	ally	60.7	
	OK Sor	netimes	10.7	No		14.3	
Advancement	Index	1.9 (4=	Exc. 3=Goo	d 2=Fair	1=Poor)		
prospects (%)	Excelle	ent	3.6	Good		28.6	
	Fair		21.4	Poor		46.4	
How current job	Promo	ted	28.6	Exec	Search	17.9	
was acquired (%)	Hired b	y Comp	any 14.3	Own Ir	nitiative	32.1	
Benefits received (%)	Signing	g Bonus	17.4	Retire	ment	52.2	
	Car		13.0	Medic	82.6		
	Dental		69.6	Stock		43.5	
Factors important	Salary		2.6	Enviro	n./Culture	3.5	
to job (avg ranking,	Benefit	S	3.9		y to Staff	4.6	
1 = most important)		ement	5.1	•	n./Soc. R		
	Trainin		6.5		ecurity	2.2	
Employer rating	Salary	<u> </u>	2.1		n./Culture		
(avg rating, 1 = best)	Benefit	·c	2.2		•	3.2	
(avg rading, 1 = best)		ement	3.0		Loyalty to Staff Environ./Soc. Re		
			3.1		ecurity	3.5	
Plan to cook a now	Trainin	5			ecurity		
Plan to seek a new	Yes		78.6	No		3.6	
job this year? (%)	Calam	/Ronoft-		Λ Α	comon*	0.0	
New job motivation (%)	-	Benefits			cement	0.0	
		nt Part o			a Change	0.0	
		t of Indu	•		Job Security		
		n./Culture		Other	0	0.0	
Method for seeking		ment Ag	-		ng Contact		
new job (avg ranking,	Job Ad		3.2	Conta	ct Compa	nies 4.0	
1=most likely)	Post R	esume	3.5				

NEED A CHANGE	24,400	▲21.0%				
Number of respondent	s					26
Employer	Per	cent	Market Sec	tor		Percent
Manufacturer	46.2 Rx F		Rx Pharmac	Pharmaceuticals		69.2
Agency	23.1 OTC		OTC Pharm	C Pharmaceuticals		15.4
Media/Publisher - HCP		3.9	Biotechnolo	technology		19.2
Media/Publisher - Consumer 0.0 Medi			Medical Dev	vices/Equ	ıip	23.1
Media/Publisher - HCP & Consmr. 7.7 Diag			Diagnostic I	gnostic Device/Equip		19.2
Service Supplier	11.5 Hosp		Hospital Pro	spital Products/Equip.		11.5
Other	7.7 Dent		Dental Prod	ntal Products/Equip		11.5
			Managed C	are		7.7
 Age	High	62	Low	25	Avg.	40.9
Sex	Male	57.7		42.3	7.48.	10.5
Years in industry	High	35.0		1.5	Avg.	14.3
Years in position	High	13.0		1.0	Avg.	5.1
Salary (\$000s/yr)	High	289.0		34.5	Avg.	124.4
Commission received?	Yes	0.0		100.0	7.176.	127.7
Amount (\$000s/yr)	High	0.0		0.0	Avg.	0.0
Bonus received?	Yes	76.9		23.1	Avg.	0.0
Amount (\$000s/yr)	High	360.0		5.0	Avg.	64.7
Perceived pay						
vs. peers (%)	More	3.9	Less	50.0	Same	46.2
Employer's gross	<\$5M		4.2	\$50-\$	100M	8.3
US revenue (%)	\$5-\$20	M	29.2	>100	M	54.2
	\$20-\$5	50M	4.2			
Position satisfying? (%)	Thoroughly		3.9	Gener	ally	53.9
	OK Sor	OK Sometimes		No	•	15.4
Advancement	Index	2.4 (4=l	Exc. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	11.5	Good		34.6
	Fair		34.6	Poor		19.2
How current job	Promoted		46.2	Exec	Exec Search	
was acquired (%)	Hired by Company		any 11.5	Own Initiative		30.8
Benefits received (%)	Signing	Bonus	14.3	Retirement		61.9
	Car		4.8	Medic	Medical	
	Dental		76.2	Stock		47.6
Factors important	Salary		2.6	Enviro	Environ./Culture	
to job (avg ranking,	Benefits		4.2	Loyalt	Loyalty to Staff 4	
1 = most important)	Advancement		4.4	Enviro	Environ./Soc. Resp.6.	
	Training	g	6.2	Job S	ecurity	4.6
Employer rating	Salary		2.5	Enviro	Environ./Culture	
(avg rating, 1 = best)	Benefits		2.0	Loyalt	Loyalty to Staff	
	Advancement		2.7	Enviro	Environ./Soc. Resp.	
	Training		2.8	Job S	Job Security 2	
Plan to seek a new	Yes		76.9	No		3.9
job this year? (%)						
New job motivation (%)	Salary/Benefits		0.0	Advan	Advancement 0.0	
,	Differer	nt Part of	f Ind 0.0	Need	Need a Change 100.0	
	Get out of Industry		stry 0.0	Job S	Job Security 0.	
	Environ	n./Culture	0.0	Other	•	
	LITVITOT	i./ Ouitui t				
Method for seeking		ment Age		Existin	g Contact	ts 2.1
Method for seeking new job (avg ranking,		ment Ag			g Contact	