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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.

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2012 Career & Salary Survey

CHECK



ILLUSTRATION: 2012 © MARK COLLINS

KMATE

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

For 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.

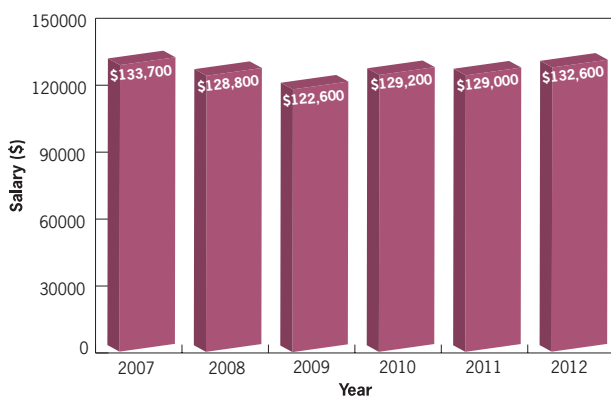
Counting the pieces

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).

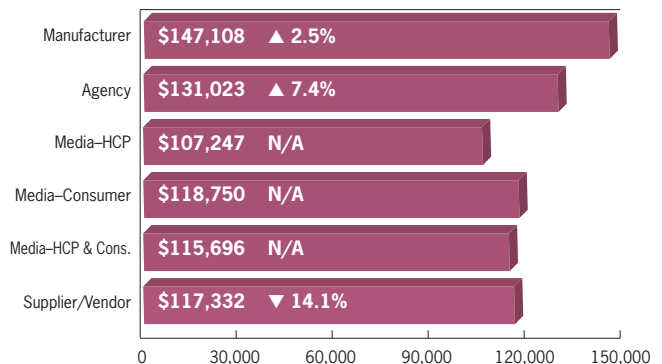
In terms of market sectors, Biotech products continued to lead the way at 142.7K (down 1.1%) but Rx Pharmaceuticals closed the gap

Fig. 1: Average salary, 2007-2012



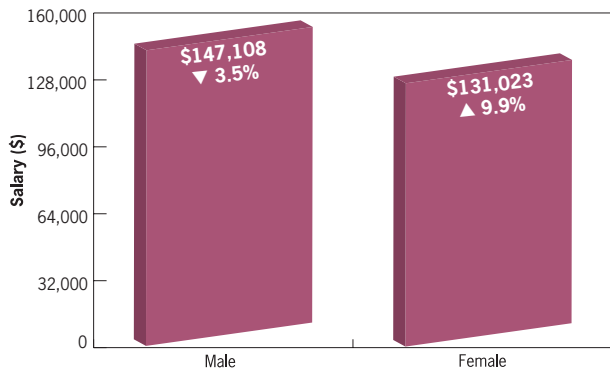
Source: MM&M Career & Salary Survey, 2012

Fig. 2: Average salary by type of employer



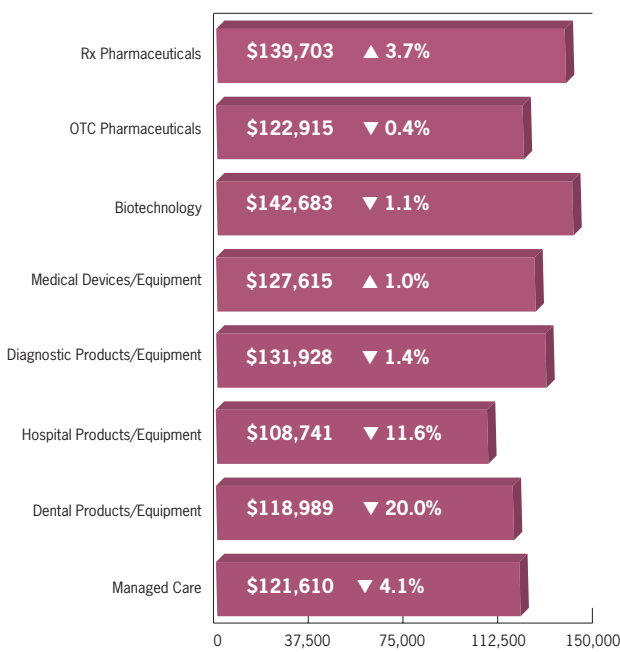
Source: MM&M Career & Salary Survey, 2012

Fig. 3: Average salary by gender



Source: MM&M Career & Salary Survey, 2012

Fig. 4: Average salary by market sector



Source: MM&M Career & Salary Survey, 2012

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

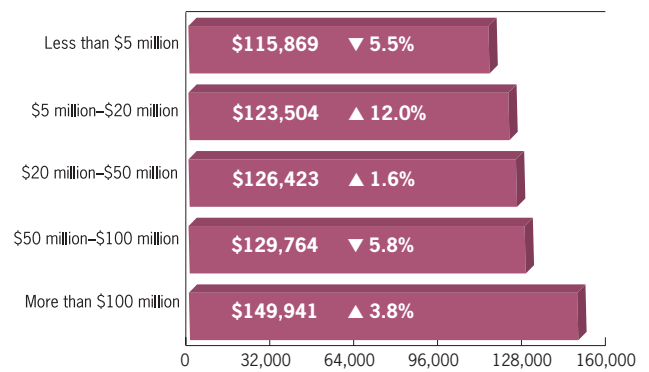
Job satisfaction remains high. Overall, 28.7% said they were “Thoroughly Satisfied” in their job (vs. 29.1% in 2011) with another 51.3% reporting that they were “Generally Satisfied” (vs. 53.0%). Encouragingly, just 6.4% said they were “Dissatisfied” (vs. 6.7% last year).

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

Fig. 5: Average salary by company size



Source: MM&M Career & Salary Survey, 2012

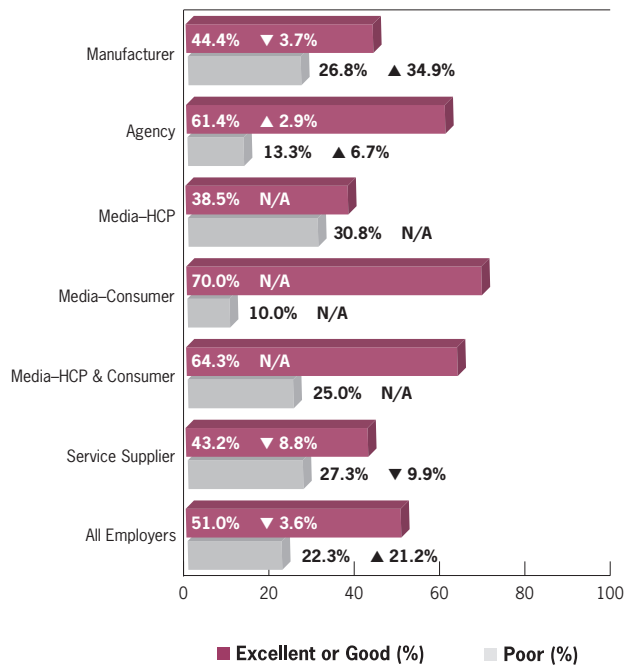
prospects, with the overall index dropping from 2.6 to 2.4 (where 1 is “Poor” and 4 is “Excellent”). The proportion of respondents who thought their advancement prospects were “Excellent” dropped from 21.8% in 2011 to just 15.0%. However, much of this deficit seemed to be transferred to those who felt 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.

Fig. 6: Advancement prospects by employer



Source: MM&M Career & Salary Survey, 2012

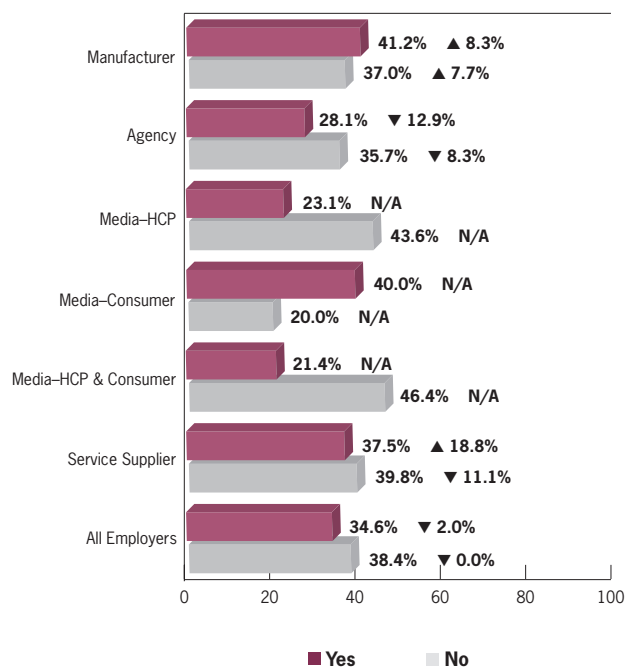
However, by delving deeper, we see that in fact more respondents chose Work Environment/Culture (35%) as their number one consideration than chose Salary (31%)—a complete reversal of 2011, when 40% had ranked Salary, and 23% Environment/Culture, as number one. Not only that, 60% this year ranked Training as either their least or second-least important factor.

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.

Fig. 7: Seeking a new job by type of employer



Source: MM&M Career & Salary Survey, 2012

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
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- Media/Publishing-HCPs & Consumers, page 11
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- Service Supplier, page 12
- Revenue Under \$5 million, page 12
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- Revenue \$50 million to \$100 million, page 14
- Revenue Over \$100 million, page 14

SECTION 2 EMPLOYER CHARACTERISTICS

MANUFACTURER \$147,100 ▲ 2.5%

Number of respondents 403

Employer	Percent	Market Sector	Percent
Manufacturer	100.0	Rx Pharmaceuticals	58.6
Agency	0.0	OTC Pharmaceuticals	9.7
Media/Publisher - HCP	0.0	Biotechnology	21.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	27.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	6.7
Service Supplier	0.0	Hospital Products/Equip.	5.0
Other	0.0	Dental Products/Equip	2.0
		Managed Care	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 Less 42.1 Same 41.9

Employer's gross <\$5M 9.2 \$50-\$100M 8.0

US revenue (%) \$5-\$20M 7.5 >100M 68.1

Position satisfying? (%) Thoroughly 30.8 Generally 49.1

OK Sometimes 13.0 No 7.0

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 13.4 Good 31.7

Fair 27.7 Poor 27.2

How current job was acquired (%) Promoted 42.9 Exec Search 12.4

Hired by Company 13.9 Own Initiative 27.5

Benefits received (%) Signing Bonus 19.4 Retirement 56.0

Car 17.2 Medical 85.0

Dental 79.0 Stock 62.8

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.9

Benefits 4.2 Loyalty to Staff 4.8

Advancement 4.0 Environ./Soc. Resp. 6.9

Training 6.5 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.3

Benefits 2.0 Loyalty to Staff 2.6

Advancement 2.7 Environ./Soc. Resp. 2.1

Training 2.8 Job Security 2.4

Plan to seek a new job this year? (%) Yes 41.6 No 37.3

New job motivation (%) Salary/Benefits 23.8 Advancement 24.3

Different Part of Ind 8.3 Need a Change 5.8

Get out of Industry 1.5 Job Security 8.7

Environ./Culture 17.5 Other 10.2

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.2 Existing Contacts 1.8

Job Ads 3.5 Contact Companies 3.4

Post Resume 4.0

AGENCY \$131,000 ▲ 7.4%

Number of respondents 345

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	91.6
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 & 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
		Managed Care	12.5

Age High 66 Low 22 Avg. 39.4

Sex Male 46.1 Female 53.9

Years in industry High 40.0 Low 0.5 Avg. 12.0

Years in position High 25.0 Low 0.3 Avg. 3.5

Salary (\$000s/yr) High 700.0 Low 20.0 Avg. 131.0

Commission received? Yes 5.2 No 94.8

Amount (\$000s/yr) High 400.0 Low 5.0 Avg. 60.0

Bonus received? Yes 58.3 No 41.7

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 12.6 Less 45.9 Same 41.5

Employer's gross <\$5M 13.5 \$50-\$100M 12.6

US revenue (%) \$5-\$20M 39.6 >100M 12.6

Position satisfying? (%) Thoroughly 22.7 Generally 58.9

OK Sometimes 14.0 No 4.4

Advancement prospects (%) Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 16.9 Good 44.8

Fair 25.0 Poor 13.4

How current job was acquired (%) Promoted 30.8 Exec Search 14.2

Hired by Company 16.9 Own Initiative 32.0

Benefits received (%) Signing Bonus 5.4 Retirement 55.8

Car 5.8 Medical 85.0

Dental 72.7 Stock 21.5

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.7

Benefits 4.4 Loyalty to Staff 4.5

Advancement 4.4 Environ./Soc. Resp. 7.1

Training 6.4 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.0

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 job this year? (%) Yes 28.3 No 35.9

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

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.7

Job Ads 3.5 Contact Companies 3.2

Post Resume 4.0

SECTION 2 EMPLOYER CHARACTERISTICS

MEDIA/PUB. - HCPS ONLY \$107,200 NA

Number of respondents						39
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		76.9		
Agency	0.0	OTC Pharmaceuticals		12.8		
Media/Publisher - HCP	100.0	Biotechnology		25.6		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		48.7		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		30.8		
Service Supplier	0.0	Hospital Products/Equip.		12.8		
Other	0.0	Dental Products/Equip		5.1		
		Managed Care		12.8		
Age						
	High	69	Low	25	Avg.	45.7
Sex						
	Male	51.3	Female	48.7		
Years in industry						
	High	47.0	Low	2.0	Avg.	18.1
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		
Amount (\$000s/yr)						
	High	500.0	Low	2.0	Avg.	81.4
Perceived pay vs. peers (%)						
	More	25.6	Less	35.9	Same	38.5
Employer's gross US revenue (%)						
	<\$5M	23.7		\$50-\$100M	7.9	
	\$5-\$20M	29.0		>100M	15.8	
	\$20-\$50M	23.7				
Position satisfying? (%)						
	Thoroughly	26.3		Generally	52.6	
	OK Sometimes	13.2		No	7.9	
Advancement prospects (%)						
	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0		Good	38.5	
	Fair	30.8		Poor	30.8	
How current job was acquired (%)						
	Promoted	18.0		Exec Search	10.3	
	Hired by Company	23.1		Own Initiative	35.9	
Benefits received (%)						
	Signing Bonus	2.9		Retirement	47.1	
	Car	20.6		Medical	73.5	
	Dental	50.0		Stock	14.7	
Factors important to job (avg ranking, 1 = most important)						
	Salary	2.0		Environ./Culture	3.2	
	Benefits	4.1		Loyalty to Staff	4.1	
	Advancement	5.2		Environ./Soc. Resp.	7.1	
	Training	6.6		Job Security	3.6	
Employer rating (avg rating, 1 = best)						
	Salary	2.2		Environ./Culture	2.4	
	Benefits	2.3		Loyalty to Staff	2.5	
	Advancement	2.7		Environ./Soc. Resp.	2.6	
	Training	3.0		Job Security	2.3	
Plan to seek a new job this year? (%)						
	Yes	23.1		No	43.6	
New job motivation (%)						
	Salary/Benefits	35.3		Advancement	11.8	
	Different Part of Ind	0.0		Need a Change	5.9	
	Get out of Industry	5.9		Job Security	5.9	
	Environ./Culture	29.4		Other	5.9	
Method for seeking new job (avg ranking, 1=most likely)						
	Recruitment Agency	2.9		Existing Contacts	1.8	
	Job Ads	2.8		Contact Companies	3.2	
	Post Resume	4.1				

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

Number of respondents						10	
Employer	Percent	Market Sector		Percent			
Manufacturer	0.0	Rx Pharmaceuticals		60.0			
Agency	0.0	OTC Pharmaceuticals		50.0			
Media/Publisher - HCP	0.0	Biotechnology		40.0			
Media/Publisher - Consumer	100.0	Medical Devices/Equip		50.0			
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		20.0			
Service Supplier	0.0	Hospital Products/Equip.		0.0			
Other	0.0	Dental Products/Equip		20.0			
		Managed Care		10.0			
Age							
	High	62	Low	31	Avg.	43.2	
Sex							
	Male	50.0		Female	50.0		
Years in industry							
	High	13.0		Low	2.0	Avg.	6.7
Years in position							
	High	10.0		Low	1.0	Avg.	4.6
Salary (\$000s/yr)							
	High	200.0		Low	48.0	Avg.	118.8
Commission received?							
	Yes	50.0		No	50.0		
Amount (\$000s/yr)							
	High	165.0		Low	50.0	Avg.	100.0
Bonus received?							
	Yes	50.0		No	50.0		
Amount (\$000s/yr)							
	High	275.0		Low	0.1	Avg.	66.1
Perceived pay vs. peers (%)							
	More	0.0		Less	40.0	Same	60.0
Employer's gross US revenue (%)							
	<\$5M	10.0		\$50-\$100M	10.0		
	\$5-\$20M	20.0		>100M	20.0		
	\$20-\$50M	40.0					
Position satisfying? (%)							
	Thoroughly	30.0		Generally	50.0		
	OK Sometimes	20.0		No	0.0		
Advancement prospects (%)							
	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)						
	Excellent	10.0		Good	60.0		
	Fair	20.0		Poor	10.0		
How current job was acquired (%)							
	Promoted	20.0		Exec Search	20.0		
	Hired by Company	30.0		Own Initiative	30.0		
Benefits received (%)							
	Signing Bonus	12.5		Retirement	37.5		
	Car	0.0		Medical	75.0		
	Dental	75.0		Stock	50.0		
Factors important to job (avg ranking, 1 = most important)							
	Salary	1.7		Environ./Culture	3.7		
	Benefits	4.4		Loyalty to Staff	5.0		
	Advancement	4.7		Environ./Soc. Resp.	7.0		
	Training	6.7		Job Security	2.8		
Employer rating (avg rating, 1 = best)							
	Salary	2.5		Environ./Culture	2.5		
	Benefits	2.4		Loyalty to Staff	2.2		
	Advancement	2.7		Environ./Soc. Resp.	2.3		
	Training	2.6		Job Security	2.5		
Plan to seek a new job this year? (%)							
	Yes	40.0		No	20.0		
New job motivation (%)							
	Salary/Benefits	42.9		Advancement	14.3		
	Different Part of Ind	28.6		Need a Change	0.0		
	Get out of Industry	0.0		Job Security	0.0		
	Environ./Culture	0.0		Other	14.3		
Method for seeking new job (avg ranking, 1=most likely)							
	Recruitment Agency	2.7		Existing Contacts	1.7		
	Job Ads	3.4		Contact Companies	2.8		
	Post Resume	4.4					

SECTION 2 EMPLOYER CHARACTERISTICS

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

Number of respondents **28**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	82.1
Agency	0.0	OTC Pharmaceuticals	42.9
Media/Publisher - HCP	0.0	Biotechnology	32.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	35.7
Media/Publisher - HCP & Consmr.	100.0	Diagnostic Device/Equip	25.0
Service Supplier	0.0	Hospital Products/Equip.	21.4
Other	0.0	Dental Products/Equip	10.7
		Managed Care	17.9

Age High 63 Low 25 Avg. 39.5

Sex Male 46.4 Female 53.6

Years in industry High 36.0 Low 0.5 Avg. 11.7

Years in position High 28.0 Low 1.0 Avg. 4.8

Salary (\$000s/yr) High 300.0 Low 35.0 Avg. 115.7

Commission received? Yes 35.7 No 64.3

Amount (\$000s/yr) High 1000.0 Low 25.0 Avg. 163.0

Bonus received? Yes 57.1 No 42.9

Amount (\$000s/yr) High 112.0 Low 8.0 Avg. 44.9

Perceived pay vs. peers (%) More 17.9 Less 46.4 Same 35.7

Employer's gross <\$5M 28.6 \$50-\$100M 10.7

US revenue (%) \$5-\$20M 25.0 >100M 32.1

Position satisfying? (%) Thoroughly 37.0 Generally 40.7

OK Sometimes 18.5 No 3.7

Advancement prospects (%) Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 25.0 Good 39.3

Fair 10.7 Poor 25.0

How current job was acquired (%) Promoted 28.6 Exec Search 14.3

Hired by Company 7.1 Own Initiative 42.9

Benefits received (%) Signing Bonus 8.3 Retirement 50.0

Car 16.7 Medical 83.3

Dental 70.8 Stock 50.0

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.7

Benefits 4.0 Loyalty to Staff 5.3

Advancement 4.7 Environ./Soc. Resp. 6.8

Training 6.2 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.2

Benefits 2.1 Loyalty to Staff 2.3

Advancement 2.4 Environ./Soc. Resp. 2.3

Training 2.8 Job Security 2.1

Plan to seek a new job this year? (%) Yes 22.2 No 48.2

New job motivation (%) Salary/Benefits 10.0 Advancement 20.0

Different Part of Ind 20.0 Need a Change 20.0

Get out of Industry 0.0 Job Security 10.0

Environ./Culture 0.0 Other 20.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.7

Job Ads 3.1 Contact Companies 3.4

Post Resume 4.2

OTHER MEDIA

\$117,300

▼14.2%

Number of respondents **88**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	68.2
Agency	0.0	OTC Pharmaceuticals	17.1
Media/Publisher - HCP	0.0	Biotechnology	29.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	19.3
Service Supplier	100.0	Hospital Products/Equip.	12.5
Other	0.0	Dental Products/Equip	4.6
		Managed Care	15.9

Age High 82 Low 23 Avg. 47.8

Sex Male 54.6 Female 45.5

Years in industry High 40.0 Low 1.0 Avg. 16.9

Years in position High 30.0 Low 1.0 Avg. 5.6

Salary (\$000s/yr) High 225.0 Low 25.0 Avg. 117.3

Commission received? Yes 29.6 No 70.5

Amount (\$000s/yr) High 200.0 Low 0.5 Avg. 47.7

Bonus received? Yes 51.1 No 48.9

Amount (\$000s/yr) High 170.0 Low 5.0 Avg. 51.9

Perceived pay vs. peers (%) More 9.2 Less 54.0 Same 36.8

Employer's gross <\$5M 34.5 \$50-\$100M 6.9

US revenue (%) \$5-\$20M 26.4 >100M 19.5

Position satisfying? (%) Thoroughly 33.7 Generally 38.4

OK Sometimes 18.6 No 9.3

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 14.8 Good 28.4

Fair 29.6 Poor 27.3

How current job was acquired (%) Promoted 17.4 Exec Search 16.3

Hired by Company 9.3 Own Initiative 38.4

Benefits received (%) Signing Bonus 7.3 Retirement 46.4

Car 17.4 Medical 84.1

Dental 68.1 Stock 17.4

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.8

Benefits 4.1 Loyalty to Staff 4.7

Advancement 4.8 Environ./Soc. Resp. 6.6

Training 6.6 Job Security 3.9

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.2

Benefits 2.4 Loyalty to Staff 2.3

Advancement 2.9 Environ./Soc. Resp. 2.3

Training 3.0 Job Security 2.3

Plan to seek a new job this year? (%) Yes 37.9 No 40.2

New job motivation (%) Salary/Benefits 30.6 Advancement 8.3

Different Part of Ind 8.3 Need a Change 8.3

Get out of Industry 0.0 Job Security 5.6

Environ./Culture 30.6 Other 8.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.9

Job Ads 3.2 Contact Companies 3.5

Post Resume 3.8

SECTION 2 EMPLOYER CHARACTERISTICS

SERVICE SUPPLIER **\$102,600** **▼ 9.5%**

Number of respondents						81
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		42.0		
Agency	0.0	OTC Pharmaceuticals		14.8		
Media/Publisher - HCP	0.0	Biotechnology		25.9		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		28.4		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		23.5		
Service Supplier	0.0	Hospital Products/Equip.		12.4		
Other	100.0	Dental Products/Equip		4.9		
		Managed Care		21.0		
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Age	High	82	Low	22	Avg.	46.9
Sex	Male	45.7	Female	54.3		
Years in industry	High	50.0	Low	1.0	Avg.	16.7
Years in position	High	40.0	Low	1.0	Avg.	6.1
Salary (\$000s/yr)	High	300.0	Low	11.5	Avg.	102.6
Commission received?	Yes	9.9	No	90.1		
Amount (\$000s/yr)	High	300.0	Low	2.0	Avg.	74.4
Bonus received?	Yes	40.7	No	59.3		
Amount (\$000s/yr)	High	360.0	Low	5.0	Avg.	64.7
Perceived pay						
vs. peers (%)	More	8.8	Less	48.8	Same	42.5
Employer's gross	<\$5M	28.6	\$50-\$100M	7.8		
US revenue (%)	\$5-\$20M	27.3	>100M	27.3		
	\$20-\$50M	9.1				
Position satisfying? (%)	Thoroughly	35.8	Generally	46.9		
	OK Sometimes	7.4	No	9.9		
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	20.0	Good	22.5		
	Fair	30.0	Poor	27.5		
How current job was acquired (%)	Promoted	23.5	Exec Search	13.6		
	Hired by Company	12.4	Own Initiative	32.1		
Benefits received (%)	Signing Bonus	20.3	Retirement	54.2		
	Car	5.1	Medical	72.9		
	Dental	61.0	Stock	30.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	3.2		
	Benefits	3.9	Loyalty to Staff	5.2		
	Advancement	4.4	Environ./Soc. Resp.	6.4		
	Training	6.0	Job Security	3.7		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.2		
	Benefits	2.2	Loyalty to Staff	2.2		
	Advancement	2.8	Environ./Soc. Resp.	2.3		
	Training	2.9	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	32.5	No	48.8		
New job motivation (%)	Salary/Benefits	30.3	Advancement	24.2		
	Different Part of Ind	9.1	Need a Change	6.1		
	Get out of Industry	3.0	Job Security	3.0		
	Environ./Culture	18.2	Other	6.1		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.8	Existing Contacts	2.1		
	Job Ads	2.9	Contact Companies	3.2		
	Post Resume	3.9				

REVENUE UNDER \$5 MIL **\$115,900** **▼ 5.5%**

Number of respondents						152
Employer	Percent	Market Sector		Percent		
Manufacturer	24.3	Rx Pharmaceuticals		59.9		
Agency	29.6	OTC Pharmaceuticals		16.5		
Media/Publisher - HCP	5.9	Biotechnology		25.7		
Media/Publisher - Consumer	0.7	Medical Devices/Equip		34.2		
Media/Publisher - HCP & Consmr.	5.3	Diagnostic Device/Equip		22.4		
Service Supplier	19.7	Hospital Products/Equip.		11.2		
Other	14.5	Dental Products/Equip		4.6		
		Managed Care		11.8		
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Age	High	82	Low	22	Avg.	46.3
Sex	Male	52.0	Female	48.0		
Years in industry	High	58.0	Low	0.5	Avg.	17.3
Years in position	High	40.0	Low	0.3	Avg.	6.0
Salary (\$000s/yr)	High	450.0	Low	29.0	Avg.	115.9
Commission received?	Yes	12.5	No	87.5		
Amount (\$000s/yr)	High	1000.0	Low	0.6	Avg.	100.2
Bonus received?	Yes	48.7	No	51.3		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay						
vs. peers (%)	More	12.6	Less	48.3	Same	39.1
Employer's gross	<\$5M	100.0	\$50-\$100M	0.0		
US revenue (%)	\$5-\$20M	0.0	>100M	0.0		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	38.9	Generally	40.9		
	OK Sometimes	15.4	No	4.7		
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	23.8	Good	26.5		
	Fair	19.2	Poor	30.5		
How current job was acquired (%)	Promoted	20.7	Exec Search	8.0		
	Hired by Company	14.7	Own Initiative	36.7		
Benefits received (%)	Signing Bonus	6.0	Retirement	43.1		
	Car	13.8	Medical	83.6		
	Dental	58.6	Stock	34.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.9	Environ./Culture	2.7		
	Benefits	4.4	Loyalty to Staff	4.4		
	Advancement	4.8	Environ./Soc. Resp.	6.3		
	Training	6.1	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.0		
	Benefits	2.3	Loyalty to Staff	2.1		
	Advancement	2.7	Environ./Soc. Resp.	2.4		
	Training	2.9	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	28.9	No	47.0		
New job motivation (%)	Salary/Benefits	31.6	Advancement	8.8		
	Different Part of Ind	7.0	Need a Change	1.8		
	Get out of Industry	5.3	Job Security	10.5		
	Environ./Culture	17.5	Other	17.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.7	Existing Contacts	1.9		
	Job Ads	3.3	Contact Companies	3.2		
	Post Resume	3.9				

SECTION 2 EMPLOYER CHARACTERISTICS

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

Number of respondents **226**

Employer	Percent	Market Sector	Percent
Manufacturer	13.3	Rx Pharmaceuticals	77.9
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	Diagnostic Device/Equip	14.6
Service Supplier	10.2	Hospital Products/Equip.	12.4
Other	9.3	Dental Products/Equip	6.2
		Managed Care	10.6

Age	High	67	Low	21	Avg.	41.5
Sex	Male	47.8	Female	52.2		
Years in industry	High	37.0	Low	0.5	Avg.	13.9
Years in position	High	23.0	Low	0.5	Avg.	4.0
Salary (\$000s/yr)	High	700.0	Low	11.5	Avg.	123.5
Commission received?	Yes	15.5	No	84.5		
Amount (\$000s/yr)	High	400.0	Low	5.0	Avg.	61.8
Bonus received?	Yes	50.4	No	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
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	100.0	>100M	0.0		
	\$20-\$50M	0.0				

Position satisfying? (%)	Thoroughly	25.8	Generally	47.1
	OK Sometimes	19.1	No	8.0

Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent	11.6	Good	40.0
	Fair	22.2	Poor	26.2

How current job was acquired (%)	Promoted	24.9	Exec Search	19.1
	Hired by Company	13.8	Own Initiative	35.1

Benefits received (%)	Signing Bonus	8.2	Retirement	50.3
	Car	8.7	Medical	81.4
	Dental	68.9	Stock	25.7

Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.8
	Benefits	4.2	Loyalty to Staff	4.7
	Advancement	4.6	Environ./Soc. Resp.	7.0
	Training	6.4	Job Security	3.8

Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.2
	Benefits	2.4	Loyalty to Staff	2.3
	Advancement	2.6	Environ./Soc. Resp.	2.6
	Training	3.0	Job Security	2.4

Plan to seek a new job this year? (%)	Yes	37.2	No	27.9
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New job motivation (%)	Salary/Benefits	30.4	Advancement	10.7
	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 new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	1.8
	Job Ads	3.3	Contact Companies	3.3
	Post Resume	4.0		

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

Number of respondents **133**

Employer	Percent	Market Sector	Percent
Manufacturer	21.8	Rx Pharmaceuticals	75.2
Agency	54.1	OTC Pharmaceuticals	18.8
Media/Publisher - HCP	6.8	Biotechnology	19.6
Media/Publisher - Consumer	3.0	Medical Devices/Equip	31.6
Media/Publisher - HCP & Consmr.	0.8	Diagnostic Device/Equip	12.8
Service Supplier	8.3	Hospital Products/Equip.	6.0
Other	5.3	Dental Products/Equip	3.0
		Managed Care	12.8

Age	High	65	Low	23	Avg.	41.6
Sex	Male	45.1	Female	54.9		
Years in industry	High	45.0	Low	0.8	Avg.	13.3
Years in position	High	35.0	Low	0.8	Avg.	3.9
Salary (\$000s/yr)	High	345.0	Low	25.0	Avg.	126.4
Commission received?	Yes	9.0	No	91.0		
Amount (\$000s/yr)	High	150.0	Low	5.0	Avg.	60.8
Bonus received?	Yes	65.4	No	34.6		
Amount (\$000s/yr)	High	500.0	Low	2.0	Avg.	81.4

Perceived pay vs. peers (%)	More	11.4	Less	46.2	Same	42.4
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	0.0	>100M	0.0		
	\$20-\$50M	100.0				

Position satisfying? (%)	Thoroughly	23.5	Generally	60.6
	OK Sometimes	10.6	No	5.3

Advancement prospects (%)	Index	2.6 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent	12.0	Good	48.1
	Fair	24.8	Poor	15.0

How current job was acquired (%)	Promoted	35.3	Exec Search	11.3
	Hired by Company	16.5	Own Initiative	30.8

Benefits received (%)	Signing Bonus	6.9	Retirement	48.5
	Car	7.9	Medical	77.2
	Dental	69.3	Stock	31.7

Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.9
	Benefits	4.5	Loyalty to Staff	4.5
	Advancement	4.4	Environ./Soc. Resp.	7.1
	Training	6.3	Job Security	3.9

Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.1
	Benefits	2.4	Loyalty to Staff	2.2
	Advancement	2.5	Environ./Soc. Resp.	2.5
	Training	3.0	Job Security	2.2

Plan to seek a new job this year? (%)	Yes	28.6	No	42.1
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New job motivation (%)	Salary/Benefits	36.2	Advancement	15.5
	Different Part of Ind	10.3	Need a Change	1.7
	Get out of Industry	5.2	Job Security	5.2
	Environ./Culture	15.5	Other	10.3

Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	1.9
	Job Ads	3.2	Contact Companies	3.3
	Post Resume	4.1		

SECTION 2 EMPLOYER CHARACTERISTICS

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

Number of respondents **93**

Employer	Percent	Market Sector	Percent
Manufacturer	34.4	Rx Pharmaceuticals	75.3
Agency	45.2	OTC Pharmaceuticals	16.1
Media/Publisher - HCP	3.2	Biotechnology	24.7
Media/Publisher - Consumer	1.1	Medical Devices/Equip	19.4
Media/Publisher - HCP & Consmr.	3.2	Diagnostic Device/Equip	8.6
Service Supplier	6.5	Hospital Products/Equip.	9.7
Other	6.5	Dental Products/Equip	5.4
		Managed Care	14.0

Age	High	65	Low	23	Avg.	41.6
Sex	Male	45.2	Female	54.8		
Years in industry	High	40.0	Low	0.5	Avg.	13.8
Years in position	High	18.0	Low	0.8	Avg.	3.6
Salary (\$000s/yr)	High	326.0	Low	40.0	Avg.	129.8
Commission received?	Yes	5.4	No	94.6		
Amount (\$000s/yr)	High	165.0	Low	15.0	Avg.	72.0
Bonus received?	Yes	74.2	No	25.8		
Amount (\$000s/yr)	High	275.0	Low	0.1	Avg.	66.1

Perceived pay vs. peers (%)	More	13.2	Less	37.4	Same	49.5
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	100.0		
	\$5-\$20M	0.0	>100M	0.0		
	\$20-\$50M	0.0				

Position satisfying? (%)	Thoroughly	23.7	Generally	61.3
	OK Sometimes	6.5	No	8.6

Advancement prospects (%)	Index	2.6 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent	15.4	Good	40.7
	Fair	30.8	Poor	13.2

How current job was acquired (%)	Promoted	27.5	Exec Search	17.6
	Hired by Company	14.3	Own Initiative	36.3

Benefits received (%)	Signing Bonus	12.9	Retirement	64.3
	Car	7.1	Medical	87.1
	Dental	81.4	Stock	32.9

Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	2.9
	Benefits	4.0	Loyalty to Staff	4.9
	Advancement	4.5	Environ./Soc. Resp.	7.2
	Training	6.5	Job Security	3.7

Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.1
	Benefits	2.1	Loyalty to Staff	2.3
	Advancement	2.5	Environ./Soc. Resp.	2.6
	Training	2.7	Job Security	2.1

Plan to seek a new job this year? (%)	Yes	24.4	No	46.7
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New job motivation (%)	Salary/Benefits	35.5	Advancement	9.7
	Different Part of Ind	22.6	Need a Change	6.5
	Get out of Industry	6.5	Job Security	3.2
	Environ./Culture	16.1	Other	0.0

Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	1.6
	Job Ads	3.6	Contact Companies	3.3
	Post Resume	3.9		

REVENUE OVER \$100 MIL **\$149,900** ▲ **3.7%**

Number of respondents **370**

Employer	Percent	Market Sector	Percent
Manufacturer	73.8	Rx Pharmaceuticals	69.5
Agency	11.4	OTC Pharmaceuticals	14.1
Media/Publisher - HCP	1.6	Biotechnology	23.5
Media/Publisher - Consumer	0.5	Medical Devices/Equip	22.7
Media/Publisher - HCP & Consmr.	2.4	Diagnostic Device/Equip	9.7
Service Supplier	4.6	Hospital Products/Equip.	5.4
Other	5.7	Dental Products/Equip	2.2
		Managed Care	5.1

Age	High	74	Low	19	Avg.	44.2
Sex	Male	62.2	Female	37.8		
Years in industry	High	45.0	Low	1.0	Avg.	16.6
Years in position	High	30.0	Low	0.2	Avg.	4.3
Salary (\$000s/yr)	High	460.0	Low	18.0	Avg.	149.9
Commission received?	Yes	8.7	No	91.4		
Amount (\$000s/yr)	High	130.0	Low	0.5	Avg.	47.6
Bonus received?	Yes	83.8	No	16.2		
Amount (\$000s/yr)	High	112.0	Low	8.0	Avg.	44.9

Perceived pay vs. peers (%)	More	16.9	Less	40.0	Same	43.2
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	0.0	>100M	100.0		
	\$20-\$50M	0.0				

Position satisfying? (%)	Thoroughly	30.1	Generally	51.4
	OK Sometimes	12.6	No	6.0

Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent	14.8	Good	32.8
	Fair	30.9	Poor	21.6

How current job was acquired (%)	Promoted	43.6	Exec Search	12.9
	Hired by Company	14.5	Own Initiative	25.8

Benefits received (%)	Signing Bonus	19.8	Retirement	61.2
	Car	17.2	Medical	85.5
	Dental	80.5	Stock	57.1

Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.9
	Benefits	4.2	Loyalty to Staff	4.9
	Advancement	3.9	Environ./Soc. Resp.	7.0
	Training	6.6	Job Security	4.1

Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.3
	Benefits	1.9	Loyalty to Staff	2.6
	Advancement	2.7	Environ./Soc. Resp.	2.0
	Training	2.7	Job Security	2.4

Plan to seek a new job this year? (%)	Yes	40.2	No	38.6
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New job motivation (%)	Salary/Benefits	23.9	Advancement	26.6
	Different Part of Ind	9.6	Need a Change	6.9
	Get out of Industry	1.6	Job Security	6.4
	Environ./Culture	17.6	Other	7.5

Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	1.8
	Job Ads	3.5	Contact Companies	3.4
	Post Resume	4.0		

SECTION 3

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

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- 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

2012
**CAREER
& SALARY
SURVEY**
MM&M
MEDICAL MARKETING & MEDIA

SECTION 3 MARKET SECTORS

RX PHARMACEUTICALS \$139,700 ▲ 3.6%

Number of respondents 705

Employer	Percent	Market Sector	Percent
Manufacturer	33.5	Rx Pharmaceuticals	100.0
Agency	44.8	OTC Pharmaceuticals	20.7
Media/Publisher - HCP	4.3	Biotechnology	25.3
Media/Publisher - Consumer	0.9	Medical Devices/Equip	23.7
Media/Publisher - HCP & Consmr.	3.3	Diagnostic Device/Equip	13.3
Service Supplier	8.5	Hospital Products/Equip.	8.2
Other	4.8	Dental Products/Equip	3.8
		Managed Care	10.1

Age High 82 Low 19 Avg. 42.4

Sex Male 53.8 Female 46.2

Years in industry High 47.0 Low 0.5 Avg. 15.0

Years in position High 40.0 Low 0.2 Avg. 4.1

Salary (\$000s/yr) High 700.0 Low 18.0 Avg. 139.7

Commission received? Yes 10.1 No 89.9

Amount (\$000s/yr) High 1000.0 Low 2.0 Avg. 73.5

Bonus received? Yes 69.1 No 30.9

Amount (\$000s/yr) High 300.0 Low 0.4 Avg. 72.4

Perceived pay vs. peers (%) More 13.7 Less 43.3 Same 43.0

Employer's gross <\$5M 13.1 \$50-\$100M 10.1

US revenue (%) \$5-\$20M 25.4 >100M 37.0

Position satisfying? (%) Thoroughly 28.6 Generally 52.1

OK Sometimes 13.7 No 5.6

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 14.7 Good 39.0

Fair 26.9 Poor 19.4

How current job was acquired (%) Promoted 32.4 Exec Search 14.7

Hired by Company 14.6 Own Initiative 31.2

Benefits received (%) Signing Bonus 14.0 Retirement 56.3

Car 13.9 Medical 85.5

Dental 75.7 Stock 40.1

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.8

Benefits 4.3 Loyalty to Staff 4.7

Advancement 4.3 Environ./Soc. Resp. 7.0

Training 6.4 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.1

Benefits 2.2 Loyalty to Staff 2.4

Advancement 2.6 Environ./Soc. Resp. 2.4

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 34.2 No 38.8

New job motivation (%) Salary/Benefits 25.7 Advancement 16.5

Different Part of Ind 12.7 Need a Change 5.7

Get out of Industry 4.8 Job Security 6.7

Environ./Culture 17.8 Other 10.2

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.7

Job Ads 3.5 Contact Companies 3.3

Post Resume 4.0

OTC PHARMACEUTICALS \$122,900 ▼ 0.4%

Number of respondents 161

Employer	Percent	Market Sector	Percent
Manufacturer	24.2	Rx Pharmaceuticals	90.7
Agency	45.3	OTC Pharmaceuticals	100.0
Media/Publisher - HCP	3.1	Biotechnology	40.4
Media/Publisher - Consumer	3.1	Medical Devices/Equip	49.1
Media/Publisher - HCP & Consmr.	7.5	Diagnostic Device/Equip	28.6
Service Supplier	9.3	Hospital Products/Equip.	18.0
Other	7.5	Dental Products/Equip	12.4
		Managed Care	21.7

Age High 68 Low 21 Avg. 42.2

Sex Male 49.1 Female 50.9

Years in industry High 40.0 Low 0.5 Avg. 13.8

Years in position High 30.0 Low 0.3 Avg. 4.2

Salary (\$000s/yr) High 345.0 Low 32.0 Avg. 122.9

Commission received? Yes 14.3 No 85.7

Amount (\$000s/yr) High 135.0 Low 3.0 Avg. 45.1

Bonus received? Yes 60.3 No 39.8

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 10.0 Less 57.5 Same 32.5

Employer's gross <\$5M 16.0 \$50-\$100M 9.6

US revenue (%) \$5-\$20M 25.0 >100M 33.3

Position satisfying? (%) Thoroughly 31.5 Generally 49.7

OK Sometimes 13.2 No 5.7

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 12.5 Good 36.3

Fair 25.0 Poor 26.3

How current job was acquired (%) Promoted 25.5 Exec Search 13.7

Hired by Company 14.9 Own Initiative 37.3

Benefits received (%) Signing Bonus 14.7 Retirement 53.5

Car 9.3 Medical 79.8

Dental 69.8 Stock 30.2

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.7

Benefits 4.4 Loyalty to Staff 4.6

Advancement 4.4 Environ./Soc. Resp. 7.1

Training 6.4 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.5 Environ./Culture 2.1

Benefits 2.3 Loyalty to Staff 2.3

Advancement 2.7 Environ./Soc. Resp. 2.3

Training 2.9 Job Security 2.3

Plan to seek a new job this year? (%) Yes 33.5 No 35.4

New job motivation (%) Salary/Benefits 27.6 Advancement 15.8

Different Part of Ind 15.8 Need a Change 5.3

Get out of Industry 4.0 Job Security 5.3

Environ./Culture 13.2 Other 13.2

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.9

Job Ads 3.3 Contact Companies 3.3

Post Resume 3.9

SECTION 3 MARKET SECTORS

BIOTECHNOLOGY \$142,700 ▼1.1%

Number of respondents **241**

Employer	Percent	Market Sector	Percent
Manufacturer	35.3	Rx Pharmaceuticals	73.9
Agency	35.7	OTC Pharmaceuticals	27.0
Media/Publisher - HCP	4.2	Biotechnology	100.0
Media/Publisher - Consumer	1.7	Medical Devices/Equip	46.5
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip	28.2
Service Supplier	10.8	Hospital Products/Equip.	18.7
Other	8.7	Dental Products/Equip	10.0
		Managed Care	19.9

Age High 74 Low 19 Avg. 44.6

Sex Male 54.8 Female 45.2

Years in industry High 46.0 Low 0.5 Avg. 16.5

Years in position High 40.0 Low 0.3 Avg. 4.6

Salary (\$000s/yr) High 700.0 Low 20.0 Avg. 142.7

Commission received? Yes 12.5 No 87.6

Amount (\$000s/yr) High 400.0 Low 5.0 Avg. 59.7

Bonus received? Yes 70.1 No 29.9

Amount (\$000s/yr) High 500.0 Low 2.0 Avg. 81.4

Perceived pay vs. peers (%) More 13.4 Less 42.7 Same 43.9

Employer's gross <\$5M 16.4 \$50-\$100M 9.7

US revenue (%) \$5-\$20M 26.5 >100M 36.6

Position satisfying? (%) Thoroughly 32.9 Generally 52.5

OK Sometimes 11.7 No 2.9

Advancement prospects (%) Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 16.7 Good 38.9

Fair 27.2 Poor 17.2

How current job was acquired (%) Promoted 32.1 Exec Search 14.6

Hired by Company 17.1 Own Initiative 27.1

Benefits received (%) Signing Bonus 14.9 Retirement 51.0

Car 10.6 Medical 85.1

Dental 76.4 Stock 48.6

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.6

Benefits 4.4 Loyalty to Staff 4.7

Advancement 4.4 Environ./Soc. Resp. 6.8

Training 6.4 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.2

Benefits 2.3 Loyalty to Staff 2.3

Advancement 2.5 Environ./Soc. Resp. 2.3

Training 2.7 Job Security 2.2

Plan to seek a new job this year? (%) Yes 27.5 No 38.8

New job motivation (%) Salary/Benefits 23.8 Advancement 18.8

Different Part of Ind 10.9 Need a Change 5.0

Get out of Industry 5.0 Job Security 5.9

Environ./Culture 18.8 Other 11.9

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.8

Job Ads 3.5 Contact Companies 3.2

Post Resume 4.0

MEDICAL PRODUCTS \$127,600 ▲1.0%

Number of respondents **275**

Employer	Percent	Market Sector	Percent
Manufacturer	40.0	Rx Pharmaceuticals	60.7
Agency	32.4	OTC Pharmaceuticals	28.7
Media/Publisher - HCP	6.9	Biotechnology	40.7
Media/Publisher - Consumer	1.8	Medical Devices/Equip	100.0
Media/Publisher - HCP & Consmr.	3.6	Diagnostic Device/Equip	37.5
Service Supplier	6.9	Hospital Products/Equip.	24.7
Other	8.4	Dental Products/Equip	10.2
		Managed Care	16.0

Age High 71 Low 22 Avg. 44.3

Sex Male 58.9 Female 41.1

Years in industry High 58.0 Low 0.5 Avg. 16.1

Years in position High 30.0 Low 0.3 Avg. 4.5

Salary (\$000s/yr) High 460.0 Low 20.0 Avg. 127.6

Commission received? Yes 13.8 No 86.2

Amount (\$000s/yr) High 150.0 Low 0.6 Avg. 47.5

Bonus received? Yes 68.0 No 32.0

Amount (\$000s/yr) High 275.0 Low 0.1 Avg. 66.1

Perceived pay vs. peers (%) More 13.2 Less 53.9 Same 33.0

Employer's gross <\$5M 19.2 \$50-\$100M 6.6

US revenue (%) \$5-\$20M 27.7 >100M 31.0

Position satisfying? (%) Thoroughly 26.7 Generally 53.1

OK Sometimes 13.9 No 6.2

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 11.0 Good 34.9

Fair 27.2 Poor 26.8

How current job was acquired (%) Promoted 33.3 Exec Search 11.0

Hired by Company 16.1 Own Initiative 31.1

Benefits received (%) Signing Bonus 9.3 Retirement 49.8

Car 8.4 Medical 80.4

Dental 66.2 Stock 35.6

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.8

Benefits 4.3 Loyalty to Staff 4.7

Advancement 4.4 Environ./Soc. Resp. 7.0

Training 6.5 Job Security 3.7

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.2

Benefits 2.3 Loyalty to Staff 2.4

Advancement 2.7 Environ./Soc. Resp. 2.4

Training 2.9 Job Security 2.3

Plan to seek a new job this year? (%) Yes 34.1 No 35.5

New job motivation (%) Salary/Benefits 38.3 Advancement 13.3

Different Part of Ind 7.8 Need a Change 4.7

Get out of Industry 1.6 Job Security 6.3

Environ./Culture 18.0 Other 10.2

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 1.8

Job Ads 3.3 Contact Companies 3.2

Post Resume 4.0

SECTION 3 MARKET SECTORS

DIAGNOSTICS \$131,900 ▼1.4%

Number of respondents **131**

Employer	Percent	Market Sector	Percent
Manufacturer	20.6	Rx Pharmaceuticals	71.8
Agency	35.9	OTC Pharmaceuticals	35.1
Media/Publisher - HCP	9.2	Biotechnology	51.9
Media/Publisher - Consumer	1.5	Medical Devices/Equip	78.6
Media/Publisher - HCP & Consmr.	5.3	Diagnostic Device/Equip	100.0
Service Supplier	13.0	Hospital Products/Equip.	37.4
Other	14.5	Dental Products/Equip	15.3
		Managed Care	24.4

Age	High	69	Low	22	Avg.	46.1
Sex	Male	59.5	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	Low	5.0	Avg.	54.3
Bonus received?	Yes	71.0	No	29.0		
Amount (\$000s/yr)	High	112.0	Low	8.0	Avg.	44.9
Perceived pay vs. peers (%)	More	9.2	Less	52.7	Same	38.2
Employer's gross	<\$5M	26.6	\$50-\$100M	6.3		
US revenue (%)	\$5-\$20M	25.8	>100M	28.1		
	\$20-\$50M	13.3				
Position satisfying? (%)	Thoroughly	30.8	Generally	49.2		
	OK Sometimes	15.4	No	4.6		
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	12.3	Good	38.5		
	Fair	22.3	Poor	26.9		
How current job was acquired (%)	Promoted	29.0	Exec Search	11.5		
	Hired by Company	19.1	Own Initiative	26.7		
Benefits received (%)	Signing Bonus	12.6	Retirement	48.7		
	Car	10.8	Medical	81.1		
	Dental	63.1	Stock	33.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	2.8		
	Benefits	4.2	Loyalty to Staff	4.7		
	Advancement	4.7	Environ./Soc. Resp.	6.9		
	Training	6.4	Job Security	3.9		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.2		
	Benefits	2.4	Loyalty to Staff	2.2		
	Advancement	2.7	Environ./Soc. Resp.	2.3		
	Training	2.9	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	35.4	No	35.4		
New job motivation (%)	Salary/Benefits	32.8	Advancement	6.9		
	Different Part of Ind	8.6	Need a Change	8.6		
	Get out of Industry	3.5	Job Security	5.2		
	Environ./Culture	25.9	Other	8.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	2.0		
	Job Ads	3.2	Contact Companies	3.1		
	Post Resume	4.1				

HOSPITAL PRODUCTS \$108,700 ▼11.6%

Number of respondents **84**

Employer	Percent	Market Sector	Percent
Manufacturer	23.8	Rx Pharmaceuticals	69.1
Agency	38.1	OTC Pharmaceuticals	34.5
Media/Publisher - HCP	6.0	Biotechnology	53.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	81.0
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	58.3
Service Supplier	13.1	Hospital Products/Equip.	100.0
Other	11.9	Dental Products/Equip	22.6
		Managed Care	28.6

Age	High	68	Low	22	Avg.	42.3
Sex	Male	54.8	Female	45.2		
Years in industry	High	41.0	Low	1.0	Avg.	14.0
Years in position	High	28.0	Low	0.3	Avg.	4.5
Salary (\$000s/yr)	High	450.0	Low	25.0	Avg.	108.7
Commission received?	Yes	14.3	No	85.7		
Amount (\$000s/yr)	High	150.0	Low	2.0	Avg.	44.3
Bonus received?	Yes	67.9	No	32.1		
Amount (\$000s/yr)	High	170.0	Low	5.0	Avg.	51.9
Perceived pay vs. peers (%)	More	8.3	Less	60.7	Same	31.0
Employer's gross	<\$5M	20.7	\$50-\$100M	11.0		
US revenue (%)	\$5-\$20M	34.2	>100M	24.4		
	\$20-\$50M	9.8				
Position satisfying? (%)	Thoroughly	32.1	Generally	47.6		
	OK Sometimes	15.5	No	4.8		
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	13.3	Good	34.9		
	Fair	28.9	Poor	22.9		
How current job was acquired (%)	Promoted	27.7	Exec Search	12.1		
	Hired by Company	15.7	Own Initiative	31.3		
Benefits received (%)	Signing Bonus	12.7	Retirement	49.2		
	Car	11.1	Medical	79.4		
	Dental	66.7	Stock	27.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	2.8		
	Benefits	3.9	Loyalty to Staff	4.8		
	Advancement	4.5	Environ./Soc. Resp.	6.8		
	Training	6.4	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.2		
	Benefits	2.5	Loyalty to Staff	2.2		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.9	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	37.4	No	38.6		
New job motivation (%)	Salary/Benefits	40.5	Advancement	10.8		
	Different Part of Ind	5.4	Need a Change	8.1		
	Get out of Industry	5.4	Job Security	2.7		
	Environ./Culture	21.6	Other	5.4		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.8	Existing Contacts	2.0		
	Job Ads	2.9	Contact Companies	3.0		
	Post Resume	4.1				

SECTION 3 MARKET SECTORS

DENTAL PRODUCTS \$119,000 ▼20.0%

Number of respondents 39

Employer	Percent	Market Sector	Percent
Manufacturer	20.5	Rx Pharmaceuticals	69.2
Agency	41.0	OTC Pharmaceuticals	51.3
Media/Publisher - HCP	5.1	Biotechnology	61.5
Media/Publisher - Consumer	5.1	Medical Devices/Equip	71.8
Media/Publisher - HCP & Consmr.	7.7	Diagnostic Device/Equip	51.3
Service Supplier	10.3	Hospital Products/Equip.	48.7
Other	10.3	Dental Products/Equip	100.0
		Managed Care	33.3

Age High 64 Low 25 Avg. 43.7

Sex Male 59.0 Female 41.0

Years in industry High 40.0 Low 1.5 Avg. 16.2

Years in position High 20.0 Low 1.0 Avg. 4.9

Salary (\$000s/yr) High 285.0 Low 34.5 Avg. 119.0

Commission received? Yes 10.3 No 89.7

Amount (\$000s/yr) High 100.0 Low 30.0 Avg. 51.3

Bonus received? Yes 59.0 No 41.0

Amount (\$000s/yr) High 360.0 Low 5.0 Avg. 64.7

Perceived pay vs. peers (%) More 10.3 Less 61.5 Same 28.2

Employer's gross <\$5M 18.4 \$50-\$100M 13.2

US revenue (%) \$5-\$20M 36.8 >100M 21.1

Position satisfying? (%) Thoroughly 30.8 Generally 48.7

OK Sometimes 20.5 No 0.0

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 10.3 Good 30.8

Fair 33.3 Poor 25.6

How current job was acquired (%) Promoted 25.6 Exec Search 15.4

Hired by Company 10.3 Own Initiative 41.0

Benefits received (%) Signing Bonus 6.3 Retirement 56.3

Car 6.3 Medical 84.4

Dental 75.0 Stock 31.3

Factors important to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 2.7

Benefits 4.1 Loyalty to Staff 4.5

Advancement 4.6 Environ./Soc. Resp. 6.8

Training 6.5 Job Security 4.1

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.3

Benefits 2.6 Loyalty to Staff 2.3

Advancement 2.7 Environ./Soc. Resp. 2.4

Training 2.9 Job Security 2.2

Plan to seek a new job this year? (%) Yes 30.8 No 28.2

New job motivation (%) Salary/Benefits 41.2 Advancement 5.9

Different Part of Ind 5.9 Need a Change 17.7

Get out of Industry 5.9 Job Security 0.0

Environ./Culture 17.7 Other 5.9

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 1.7

Job Ads 3.2 Contact Companies 3.4

Post Resume 4.1

MANAGED CARE \$121,600 ▼4.2%

Number of respondents 92

Employer	Percent	Market Sector	Percent
Manufacturer	7.6	Rx Pharmaceuticals	77.2
Agency	46.7	OTC Pharmaceuticals	38.0
Media/Publisher - HCP	5.4	Biotechnology	52.2
Media/Publisher - Consumer	1.1	Medical Devices/Equip	47.8
Media/Publisher - HCP & Consmr.	5.4	Diagnostic Device/Equip	34.8
Service Supplier	15.2	Hospital Products/Equip.	26.1
Other	18.5	Dental Products/Equip	14.1
		Managed Care	100.0

Age High 82 Low 22 Avg. 45.6

Sex Male 54.4 Female 45.7

Years in industry High 50.0 Low 1.0 Avg. 17.1

Years in position High 30.0 Low 1.0 Avg. 5.4

Salary (\$000s/yr) High 300.0 Low 11.5 Avg. 121.6

Commission received? Yes 10.9 No 89.1

Amount (\$000s/yr) High 81.0 Low 15.0 Avg. 37.4

Bonus received? Yes 58.7 No 41.3

Amount (\$000s/yr) High 80.0 Low 24.0 Avg. 52.5

Perceived pay vs. peers (%) More 11.0 Less 49.5 Same 39.6

Employer's gross <\$5M 19.8 \$50-\$100M 14.3

US revenue (%) \$5-\$20M 26.4 >100M 20.9

Position satisfying? (%) Thoroughly 33.7 Generally 48.3

OK Sometimes 12.4 No 5.6

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 18.5 Good 29.4

Fair 31.5 Poor 20.7

How current job was acquired (%) Promoted 23.1 Exec Search 6.6

Hired by Company 20.9 Own Initiative 40.7

Benefits received (%) Signing Bonus 14.7 Retirement 50.7

Car 12.0 Medical 82.7

Dental 70.7 Stock 25.3

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.9

Benefits 3.8 Loyalty to Staff 4.6

Advancement 4.8 Environ./Soc. Resp. 6.8

Training 6.7 Job Security 3.6

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.1

Benefits 2.4 Loyalty to Staff 2.3

Advancement 2.6 Environ./Soc. Resp. 2.4

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 27.2 No 37.0

New job motivation (%) Salary/Benefits 33.3 Advancement 10.3

Different Part of Ind 5.1 Need a Change 5.1

Get out of Industry 5.1 Job Security 2.6

Environ./Culture 35.9 Other 2.6

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.6 Existing Contacts 1.7

Job Ads 3.2 Contact Companies 3.2

Post Resume 4.1

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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SECTION 4 JOB TITLES

ALL POSITIONS \$132,600 ▲2.8%

Number of respondents 994

Employer	Percent	Market Sector	Percent
Manufacturer	40.5	Rx Pharmaceuticals	70.9
Agency	34.7	OTC Pharmaceuticals	16.2
Media/Publisher - HCP	3.9	Biotechnology	24.3
Media/Publisher - Consumer	1.0	Medical Devices/Equip	27.7
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip	13.2
Service Supplier	8.9	Hospital Products/Equip.	8.5
Other	8.2	Dental Products/Equip	3.9
		Managed Care	9.3

Age High 82 Low 19 Avg. 43.2

Sex Male 52.7 Female 47.3

Years in industry High 58.0 Low 0.5 Avg. 15.3

Years in position High 40.0 Low 0.2 Avg. 4.4

Salary (\$000s/yr) High 700.0 Low 11.5 Avg. 132.6

Commission received? Yes 10.6 No 89.4

Amount (\$000s/yr) High 1000.0 Low 0.5 Avg. 64.5

Bonus received? Yes 66.7 No 33.3

Amount (\$000s/yr) High 1000.0 Low 0.1 Avg. 31.8

Perceived pay vs. peers (%) More 13.9 Less 44.9 Same 41.2

Employer's gross <\$5M 15.6 \$50-\$100M 9.6

US revenue (%) \$5-\$20M 23.2 >100M 38.0

Position satisfying? (%) Thoroughly 28.7 Generally 51.3

OK Sometimes 13.6 No 6.4

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 15.0 Good 36.0

Fair 26.7 Poor 22.3

How current job was acquired (%) Promoted 33.2 Exec Search 13.5

Hired by Company 14.7 Own Initiative 31.2

Benefits received (%) Signing Bonus 12.9 Retirement 54.3

Car 12.7 Medical 83.4

Dental 73.3 Stock 41.1

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.9

Benefits 4.2 Loyalty to Staff 4.7

Advancement 4.3 Environ./Soc. Resp. 6.9

Training 6.4 Job Security 3.9

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.2

Benefits 2.2 Loyalty to Staff 2.4

Advancement 2.6 Environ./Soc. Resp. 2.3

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 34.6 No 38.4

New job motivation (%) Salary/Benefits 28.8 Advancement 17.4

Different Part of Ind 10.6 Need a Change 5.7

Get out of Industry 3.7 Job Security 6.2

Environ./Culture 18.0 Other 9.7

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.8

Job Ads 3.4 Contact Companies 3.3

Post Resume 4.0

PRESIDENT \$171,700 ▼17.7%

Number of respondents 30

Employer	Percent	Market Sector	Percent
Manufacturer	16.7	Rx Pharmaceuticals	76.7
Agency	30.0	OTC Pharmaceuticals	23.3
Media/Publisher - HCP	3.3	Biotechnology	36.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	36.7
Media/Publisher - HCP & Consmr.	3.3	Diagnostic Device/Equip	33.3
Service Supplier	40.0	Hospital Products/Equip.	10.0
Other	6.7	Dental Products/Equip	6.7
		Managed Care	16.7

Age High 82 Low 33 Avg. 53.2

Sex Male 76.7 Female 23.3

Years in industry High 45.0 Low 1.0 Avg. 24.1

Years in position High 40.0 Low 1.0 Avg. 10.9

Salary (\$000s/yr) High 450.0 Low 50.0 Avg. 171.7

Commission received? Yes 13.3 No 86.7

Amount (\$000s/yr) High 100.0 Low 40.0 Avg. 70.0

Bonus received? Yes 53.3 No 46.7

Amount (\$000s/yr) High 300.0 Low 0.4 Avg. 72.4

Perceived pay vs. peers (%) More 13.8 Less 48.3 Same 37.9

Employer's gross <\$5M 72.4 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 17.2 >100M 10.3

Position satisfying? (%) Thoroughly 56.7 Generally 43.3

OK Sometimes 0.0 No 0.0

Advancement prospects (%) Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 50.0 Good 20.0

Fair 0.0 Poor 30.0

How current job was acquired (%) Promoted 10.3 Exec Search 3.5

Hired by Company 6.9 Own Initiative 27.6

Benefits received (%) Signing Bonus 16.7 Retirement 41.7

Car 37.5 Medical 75.0

Dental 41.7 Stock 8.3

Factors important to job (avg ranking, 1 = most important) Salary 3.8 Environ./Culture 2.4

Benefits 4.9 Loyalty to Staff 3.7

Advancement 5.0 Environ./Soc. Resp. 5.2

Training 5.8 Job Security 4.7

Employer rating (avg rating, 1 = best) Salary 1.8 Environ./Culture 1.3

Benefits 1.9 Loyalty to Staff 1.4

Advancement 2.0 Environ./Soc. Resp. 1.8

Training 2.3 Job Security 1.7

Plan to seek a new job this year? (%) Yes 13.3 No 83.3

New job motivation (%) Salary/Benefits 20.0 Advancement 20.0

Different Part of Ind 20.0 Need a Change 20.0

Get out of Industry 20.0 Job Security 0.0

Environ./Culture 0.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.9

Job Ads 3.6 Contact Companies 2.7

Post Resume 4.3

SECTION 4 JOB TITLES

CHIEF EXECUTIVE OFFICER **\$222,900 ▲ 8.0%**

Number of respondents **11**

Employer	Percent	Market Sector	Percent
Manufacturer	18.2	Rx Pharmaceuticals	63.6
Agency	45.5	OTC Pharmaceuticals	18.2
Media/Publisher - HCP	0.0	Biotechnology	27.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	36.4
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	18.2
Service Supplier	36.4	Hospital Products/Equip.	9.1
Other	0.0	Dental Products/Equip	9.1
		Managed Care	9.1

Age High 65 Low 42 Avg. 54.3

Sex Male 81.8 Female 18.2

Years in industry High 45.0 Low 5.0 Avg. 22.7

Years in position High 20.0 Low 2.0 Avg. 9.1

Salary (\$000s/yr) High 700.0 Low 60.0 Avg. 222.9

Commission received? Yes 9.1 No 90.9

Amount (\$000s/yr) High 50.0 Low 50.0 Avg. 50.0

Bonus received? Yes 54.6 No 45.5

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 10.0 Less 50.0 Same 40.0

Employer's gross <\$5M 63.6 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 18.2 >100M 0.0

Position satisfying? (%) Thoroughly 63.6 Generally 27.3

OK Sometimes 9.1 No 0.0

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 36.4 Good 9.1

Fair 18.2 Poor 36.4

How current job was acquired (%) Promoted 30.0 Exec Search 10.0

Hired by Company 10.0 Own Initiative 40.0

Benefits received (%) Signing Bonus 11.1 Retirement 44.4

Car 44.4 Medical 100.0

Dental 55.6 Stock 44.4

Factors important to job (avg ranking, 1 = most important) Salary 2.8 Environ./Culture 1.5

Benefits 4.8 Loyalty to Staff 3.6

Advancement 5.9 Environ./Soc. Resp. 4.9

Training 7.1 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 1.8 Environ./Culture 1.6

Benefits 1.7 Loyalty to Staff 1.6

Advancement 2.3 Environ./Soc. Resp. 1.4

Training 2.5 Job Security 2.2

Plan to seek a new job this year? (%) Yes 10.0 No 70.0

New job motivation (%) Salary/Benefits 33.3 Advancement 0.0

Different Part of Ind 33.3 Need a Change 0.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 0.0 Other 33.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.6 Existing Contacts 1.3

Job Ads 4.3 Contact Companies 2.8

Post Resume 3.8

MANAGING DIRECTOR **\$201,000 ▼ 8.9%**

Number of respondents **29**

Employer	Percent	Market Sector	Percent
Manufacturer	6.9	Rx Pharmaceuticals	86.2
Agency	55.2	OTC Pharmaceuticals	17.2
Media/Publisher - HCP	6.9	Biotechnology	34.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	44.8
Media/Publisher - HCP & Consmr.	6.9	Diagnostic Device/Equip	31.0
Service Supplier	13.8	Hospital Products/Equip.	20.7
Other	10.3	Dental Products/Equip	0.0
		Managed Care	10.3

Age High 65 Low 38 Avg. 49.4

Sex Male 58.6 Female 41.4

Years in industry High 36.0 Low 8.0 Avg. 22.2

Years in position High 30.0 Low 1.0 Avg. 6.0

Salary (\$000s/yr) High 450.0 Low 90.0 Avg. 201.0

Commission received? Yes 17.2 No 82.8

Amount (\$000s/yr) High 1000.0 Low 25.0 Avg. 279.2

Bonus received? Yes 69.0 No 31.0

Amount (\$000s/yr) High 500.0 Low 2.0 Avg. 81.4

Perceived pay vs. peers (%) More 17.2 Less 48.3 Same 34.5

Employer's gross <\$5M 34.5 \$50-\$100M 6.9

US revenue (%) \$5-\$20M 48.3 >100M 3.5

Position satisfying? (%) Thoroughly 41.4 Generally 55.2

OK Sometimes 3.5 No 0.0

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 13.8 Good 41.4

Fair 20.7 Poor 24.1

How current job was acquired (%) Promoted 31.0 Exec Search 24.1

Hired by Company 13.8 Own Initiative 17.2

Benefits received (%) Signing Bonus 24.0 Retirement 48.0

Car 24.0 Medical 72.0

Dental 52.0 Stock 36.0

Factors important to job (avg ranking, 1 = most important) Salary 2.7 Environ./Culture 2.4

Benefits 4.4 Loyalty to Staff 3.9

Advancement 5.3 Environ./Soc. Resp. 6.5

Training 6.8 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.0

Benefits 2.2 Loyalty to Staff 2.2

Advancement 2.4 Environ./Soc. Resp. 2.7

Training 3.0 Job Security 2.3

Plan to seek a new job this year? (%) Yes 24.1 No 44.8

New job motivation (%) Salary/Benefits 18.2 Advancement 9.1

Different Part of Ind 9.1 Need a Change 0.0

Get out of Industry 0.0 Job Security 18.2

Environ./Culture 9.1 Other 36.4

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.1 Existing Contacts 1.8

Job Ads 3.7 Contact Companies 3.0

Post Resume 4.3

SECTION 4 JOB TITLES

EXECUTIVE VICE PRESIDENT **\$245,900 ▲10.6%**

Number of respondents **29**

Employer	Percent	Market Sector	Percent
Manufacturer	24.1	Rx Pharmaceuticals	82.8
Agency	48.3	OTC Pharmaceuticals	10.3
Media/Publisher - HCP	6.9	Biotechnology	34.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	27.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	13.8
Service Supplier	17.2	Hospital Products/Equip.	3.5
Other	3.5	Dental Products/Equip	0.0
		Managed Care	10.3

Age High 82 Low 39 Avg. 50.9

Sex Male 79.3 Female 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 24.1 \$50-\$100M 13.8

US revenue (%) \$5-\$20M 24.1 >100M 20.7

Position satisfying? (%) Thoroughly 44.8 Generally 37.9

OK Sometimes 3.5 No 13.8

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 6.9 Good 41.4

Fair 24.1 Poor 27.6

How current job was acquired (%) Promoted 20.7 Exec Search 24.1

Hired by Company 17.2 Own Initiative 31.0

Benefits received (%) Signing Bonus 7.7 Retirement 30.8

Car 11.5 Medical 80.8

Dental 69.2 Stock 53.9

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.0

Benefits 4.5 Loyalty to Staff 3.6

Advancement 5.2 Environ./Soc. Resp. 6.3

Training 6.9 Job Security 4.7

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.3

Benefits 2.3 Loyalty to Staff 2.1

Advancement 2.5 Environ./Soc. Resp. 2.7

Training 3.1 Job Security 2.1

Plan to seek a new job this year? (%) Yes 34.5 No 48.3

New job motivation (%) Salary/Benefits 0.0 Advancement 16.7

Different Part of Ind 25.0 Need a Change 0.0

Get out of Industry 8.3 Job Security 0.0

Environ./Culture 41.7 Other 8.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 1.8 Existing Contacts 1.7

Job Ads 4.0 Contact Companies 3.0

Post Resume 4.3

VP OPERATIONS **\$190,300 ▲21.6%**

Number of respondents **9**

Employer	Percent	Market Sector	Percent
Manufacturer	55.6	Rx Pharmaceuticals	44.4
Agency	33.3	OTC Pharmaceuticals	11.1
Media/Publisher - HCP	0.0	Biotechnology	22.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	11.1	Hospital Products/Equip.	11.1
Other	0.0	Dental Products/Equip	11.1
		Managed Care	11.1

Age High 50 Low 31 Avg. 41.9

Sex Male 66.7 Female 33.3

Years in industry High 27.0 Low 7.0 Avg. 16.7

Years in position High 9.0 Low 1.0 Avg. 2.9

Salary (\$000s/yr) High 301.0 Low 101.0 Avg. 190.3

Commission received? Yes 11.1 No 88.9

Amount (\$000s/yr) High 30.0 Low 30.0 Avg. 30.0

Bonus received? Yes 77.8 No 22.2

Amount (\$000s/yr) High 112.0 Low 8.0 Avg. 44.9

Perceived pay vs. peers (%) More 22.2 Less 33.3 Same 44.4

Employer's gross <\$5M 33.3 \$50-\$100M 11.1

US revenue (%) \$5-\$20M 22.2 >100M 33.3

Position satisfying? (%) Thoroughly 11.1 Generally 55.6

OK Sometimes 33.3 No 0.0

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 11.1 Good 11.1

Fair 44.4 Poor 33.3

How current job was acquired (%) Promoted 22.2 Exec Search 11.1

Hired by Company 44.4 Own Initiative 22.2

Benefits received (%) Signing Bonus 33.3 Retirement 66.7

Car 0.0 Medical 100.0

Dental 100.0 Stock 44.4

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 3.1

Benefits 4.1 Loyalty to Staff 3.8

Advancement 3.9 Environ./Soc. Resp. 7.1

Training 6.5 Job Security 4.6

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.3

Benefits 1.9 Loyalty to Staff 2.7

Advancement 3.2 Environ./Soc. Resp. 3.0

Training 2.8 Job Security 2.6

Plan to seek a new job this year? (%) Yes 66.7 No 0.0

New job motivation (%) Salary/Benefits 28.6 Advancement 14.3

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 14.3

Environ./Culture 42.9 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 1.9 Existing Contacts 1.6

Job Ads 4.0 Contact Companies 3.5

Post Resume 4.0

SECTION 4 JOB TITLES

VP MARKETING & SALES \$183,500 ▲ 3.6%

Number of respondents 19

Employer	Percent	Market Sector	Percent
Manufacturer	68.4	Rx Pharmaceuticals	42.1
Agency	10.5	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	10.5	Biotechnology	26.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.1
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.5
Service Supplier	5.3	Hospital Products/Equip.	5.3
Other	5.3	Dental Products/Equip	0.0
		Managed Care	5.3

Age High 63 Low 38 Avg. 50.8

Sex Male 84.2 Female 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-\$100M 0.0

US revenue (%) \$5-\$20M 33.3 >100M 38.9

Position satisfying? (%) Thoroughly 47.4 Generally 36.8

OK Sometimes 0.0 No 15.8

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 26.3 Good 26.3

Fair 21.1 Poor 26.3

How current job was acquired (%) Promoted 15.8 Exec Search 10.5

Hired by Company 21.1 Own Initiative 52.6

Benefits received (%) Signing Bonus 15.8 Retirement 26.3

Car 42.1 Medical 68.4

Dental 52.6 Stock 47.4

Factors important to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 3.4

Benefits 4.4 Loyalty to Staff 4.0

Advancement 4.2 Environ./Soc. Resp. 7.5

Training 6.6 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.2

Benefits 2.6 Loyalty to Staff 2.2

Advancement 2.8 Environ./Soc. Resp. 2.6

Training 3.3 Job Security 2.7

Plan to seek a new job this year? (%) Yes 42.1 No 42.1

New job motivation (%) Salary/Benefits 22.2 Advancement 11.1

Different Part of Ind 0.0 Need a Change 11.1

Get out of Industry 0.0 Job Security 22.2

Environ./Culture 11.1 Other 22.2

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.5

Job Ads 3.9 Contact Companies 2.8

Post Resume 4.3

VP MARKETING \$190,100 ▼ 0.9%

Number of respondents 20

Employer	Percent	Market Sector	Percent
Manufacturer	60.0	Rx Pharmaceuticals	55.0
Agency	15.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	20.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.0
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip	15.0
Service Supplier	15.0	Hospital Products/Equip.	5.0
Other	5.0	Dental Products/Equip	5.0
		Managed Care	15.0

Age High 65 Low 35 Avg. 49.2

Sex Male 40.0 Female 60.0

Years in industry High 45.0 Low 3.0 Avg. 21.4

Years in position High 15.0 Low 1.0 Avg. 5.0

Salary (\$000s/yr) High 315.0 Low 80.0 Avg. 190.1

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 80.0 No 20.0

Amount (\$000s/yr) High 360.0 Low 5.0 Avg. 64.7

Perceived pay vs. peers (%) More 15.0 Less 40.0 Same 45.0

Employer's gross <\$5M 25.0 \$50-\$100M 10.0

US revenue (%) \$5-\$20M 20.0 >100M 35.0

Position satisfying? (%) Thoroughly 25.0 Generally 60.0

OK Sometimes 5.0 No 10.0

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 15.0 Good 30.0

Fair 35.0 Poor 20.0

How current job was acquired (%) Promoted 35.0 Exec Search 10.0

Hired by Company 20.0 Own Initiative 20.0

Benefits received (%) Signing Bonus 11.1 Retirement 44.4

Car 5.6 Medical 88.9

Dental 83.3 Stock 61.1

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.3

Benefits 3.7 Loyalty to Staff 4.5

Advancement 4.7 Environ./Soc. Resp. 6.6

Training 7.1 Job Security 4.8

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.3

Benefits 2.3 Loyalty to Staff 2.4

Advancement 2.5 Environ./Soc. Resp. 2.6

Training 3.2 Job Security 2.5

Plan to seek a new job this year? (%) Yes 35.0 No 40.0

New job motivation (%) Salary/Benefits 0.0 Advancement 11.1

Different Part of Ind 22.2 Need a Change 11.1

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 33.3 Other 22.2

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 1.9 Existing Contacts 1.8

Job Ads 3.9 Contact Companies 3.4

Post Resume 4.1

SECTION 4 JOB TITLES

EXEC. DIR., MARKETING \$210,200 ▲14.7%

Number of respondents **18**

Employer	Percent	Market Sector	Percent
Manufacturer	100.0	Rx Pharmaceuticals	83.3
Agency	0.0	OTC Pharmaceuticals	11.1
Media/Publisher - HCP	0.0	Biotechnology	33.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	11.1
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	5.6
Service Supplier	0.0	Hospital Products/Equip.	5.6
Other	0.0	Dental Products/Equip	5.6
		Managed Care	0.0

Age High 60 Low 38 Avg. 46.6

Sex Male 72.2 Female 27.8

Years in industry High 34.0 Low 5.0 Avg. 19.8

Years in position High 5.0 Low 0.5 Avg. 2.8

Salary (\$000s/yr) High 270.0 Low 120.0 Avg. 210.2

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 100.0 No 0.0

Amount (\$000s/yr) High 80.0 Low 24.0 Avg. 52.5

Perceived pay

vs. peers (%) More 16.7 Less 16.7 Same 66.7

Employer's gross <\$5M 0.0 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 5.6 >100M 88.9

\$20-\$50M 5.6

Position satisfying? (%) Thoroughly 27.8 Generally 44.4

OK Sometimes 11.1 No 16.7

Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)

prospects (%) Excellent 5.6 Good 55.6

Fair 27.8 Poor 11.1

How current job Promoted 61.1 Exec Search 22.2

was acquired (%) Hired by Company 0.0 Own Initiative 16.7

Benefits received (%) Signing Bonus 38.9 Retirement 72.2

Car 5.6 Medical 88.9

Dental 88.9 Stock 83.3

Factors important Salary 2.3 Environ./Culture 2.7

to job (avg ranking, Benefits 4.5 Loyalty to Staff 5.3

1 = most important) Advancement 3.2 Environ./Soc. Resp. 7.2

Training 6.9 Job Security 3.7

Employer rating Salary 2.2 Environ./Culture 2.4

(avg rating, 1 = best) Benefits 1.9 Loyalty to Staff 2.8

Advancement 2.5 Environ./Soc. Resp. 1.8

Training 3.1 Job Security 2.4

Plan to seek a new Yes 38.9 No 38.9

job this year? (%)

New job motivation (%) Salary/Benefits 12.5 Advancement 37.5

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 50.0 Other 0.0

Method for seeking Recruitment Agency 1.7 Existing Contacts 1.6

new job (avg ranking, Job Ads 3.9 Contact Companies 3.8

1=most likely) Post Resume 4.1

DIRECTOR, MARKETING \$142,300 ▲4.9%

Number of respondents **68**

Employer	Percent	Market Sector	Percent
Manufacturer	70.6	Rx Pharmaceuticals	61.8
Agency	10.3	OTC Pharmaceuticals	5.9
Media/Publisher - HCP	1.5	Biotechnology	20.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip	7.4
Service Supplier	2.9	Hospital Products/Equip.	5.9
Other	11.8	Dental Products/Equip	4.4
		Managed Care	4.4

Age High 63 Low 25 Avg. 44.0

Sex Male 51.5 Female 48.5

Years in industry High 40.0 Low 1.0 Avg. 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 job Promoted 35.8 Exec 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 important Salary 2.4 Environ./Culture 2.6

to job (avg ranking, Benefits 3.7 Loyalty to Staff 5.0

1 = most important) Advancement 3.8 Environ./Soc. Resp. 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. Resp. 2.2

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 1.8

new job (avg ranking, Job Ads 3.5 Contact Companies 3.2

1=most likely) Post Resume 4.0

SECTION 4 JOB TITLES

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

Number of respondents **29**

Employer	Percent	Market Sector	Percent
Manufacturer	17.2	Rx Pharmaceuticals	82.8
Agency	34.5	OTC Pharmaceuticals	17.2
Media/Publisher - HCP	3.5	Biotechnology	27.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	31.0
Media/Publisher - HCP & Consmr.	3.5	Diagnostic Device/Equip	27.6
Service Supplier	24.1	Hospital Products/Equip.	13.8
Other	17.2	Dental Products/Equip	6.9
		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-\$20M 37.9 >100M 24.1

Position satisfying? (%) Thoroughly 24.1 Generally 65.5

OK Sometimes 3.5 No 6.9

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 10.3 Good 48.3

Fair 20.7 Poor 20.7

How current job was acquired (%) Promoted 31.0 Exec Search 24.1

Hired by Company 13.8 Own Initiative 24.1

Benefits received (%) Signing Bonus 18.2 Retirement 40.9

Car 13.6 Medical 90.9

Dental 81.8 Stock 18.2

Factors important to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 3.2

Benefits 4.2 Loyalty to Staff 4.8

Advancement 4.0 Environ./Soc. Resp. 7.4

Training 6.5 Job Security 3.3

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.1

Benefits 2.4 Loyalty to Staff 2.3

Advancement 2.7 Environ./Soc. Resp. 2.2

Training 2.8 Job Security 2.2

Plan to seek a new job this year? (%) Yes 24.1 No 37.9

New job motivation (%) Salary/Benefits 37.5 Advancement 12.5

Different Part of Ind 12.5 Need a Change 0.0

Get out of Industry 0.0 Job Security 12.5

Environ./Culture 12.5 Other 12.5

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 1.8 Existing Contacts 1.6

Job Ads 3.3 Contact Companies 3.6

Post Resume 4.6

MANAGER, MARKETING **\$96,800 ▲11.9%**

Number of respondents **59**

Employer	Percent	Market Sector	Percent
Manufacturer	64.4	Rx Pharmaceuticals	49.2
Agency	10.2	OTC Pharmaceuticals	13.6
Media/Publisher - HCP	5.1	Biotechnology	25.4
Media/Publisher - Consumer	1.7	Medical Devices/Equip	45.8
Media/Publisher - HCP & Consmr.	1.7	Diagnostic Device/Equip	15.3
Service Supplier	11.9	Hospital Products/Equip.	13.6
Other	5.1	Dental Products/Equip	1.7
		Managed Care	5.1

Age High 57 Low 23 Avg. 38.0

Sex Male 40.7 Female 59.3

Years in industry High 32.0 Low 1.0 Avg. 9.9

Years in position High 16.0 Low 1.0 Avg. 3.3

Salary (\$000s/yr) High 175.0 Low 20.0 Avg. 96.8

Commission received? Yes 3.4 No 96.6

Amount (\$000s/yr) High 18.0 Low 12.5 Avg. 15.3

Bonus received? Yes 72.9 No 27.1

Amount (\$000s/yr) High 110.0 Low 0.5 Avg. 16.5

Perceived pay vs. peers (%) More 13.6 Less 49.2 Same 37.3

Employer's gross <\$5M 15.3 \$50-\$100M 8.5

US revenue (%) \$5-\$20M 13.6 >100M 52.5

Position satisfying? (%) Thoroughly 18.6 Generally 64.4

OK Sometimes 11.9 No 5.1

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 15.5 Good 36.2

Fair 31.0 Poor 17.2

How current job was acquired (%) Promoted 36.2 Exec Search 8.6

Hired by Company 19.0 Own Initiative 32.8

Benefits received (%) Signing Bonus 6.4 Retirement 57.5

Car 4.3 Medical 80.9

Dental 70.2 Stock 48.9

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.3

Benefits 4.8 Loyalty to Staff 4.9

Advancement 3.5 Environ./Soc. Resp. 7.0

Training 6.4 Job Security 4.3

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.4

Benefits 2.0 Loyalty to Staff 2.6

Advancement 2.7 Environ./Soc. Resp. 2.1

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 41.4 No 32.8

New job motivation (%) Salary/Benefits 47.1 Advancement 11.8

Different Part of Ind 8.8 Need a Change 0.0

Get out of Industry 2.9 Job Security 5.9

Environ./Culture 20.6 Other 2.9

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 2.2

Job Ads 2.7 Contact Companies 3.6

Post Resume 3.5

SECTION 4 JOB TITLES

MARKETING COORDINATOR \$47,600 ▼9.0%

Number of respondents **12**

Employer	Percent	Market Sector	Percent
Manufacturer	33.3	Rx Pharmaceuticals	66.7
Agency	25.0	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	41.7
Media/Publisher - HCP & Consmr.	8.3	Diagnostic Device/Equip	25.0
Service Supplier	8.3	Hospital Products/Equip.	25.0
Other	25.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 53 Low 22 Avg. 32.2

Sex Male 25.0 Female 75.0

Years in industry High 15.0 Low 0.5 Avg. 4.8

Years in position High 8.0 Low 0.8 Avg. 2.8

Salary (\$000s/yr) High 65.0 Low 30.0 Avg. 47.6

Commission received? Yes 16.7 No 83.3

Amount (\$000s/yr) High 3.0 Low 2.0 Avg. 2.5

Bonus received? Yes 50.0 No 50.0

Amount (\$000s/yr) High 3.0 Low 0.5 Avg. 1.8

Perceived pay vs. peers (%) More 0.0 Less 66.7 Same 33.3

Employer's gross <\$5M 33.3 \$50-\$100M 16.7

US revenue (%) \$5-\$20M 8.3 >100M 33.3

Position satisfying? (%) Thoroughly 27.3 Generally 45.5

OK Sometimes 0.0 No 27.3

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 16.7 Good 25.0

Fair 25.0 Poor 33.3

How current job was acquired (%) Promoted 16.7 Exec Search 0.0

Hired by Company 8.3 Own Initiative 58.3

Benefits received (%) Signing Bonus 0.0 Retirement 50.0

Car 0.0 Medical 87.5

Dental 87.5 Stock 25.0

Factors important to job (avg ranking, 1 = most important) Salary 3.2 Environ./Culture 3.9

Benefits 4.5 Loyalty to Staff 4.4

Advancement 3.7 Environ./Soc. Resp. 7.7

Training 6.0 Job Security 2.7

Employer rating (avg rating, 1 = best) Salary 2.6 Environ./Culture 2.3

Benefits 2.4 Loyalty to Staff 2.3

Advancement 2.8 Environ./Soc. Resp. 2.4

Training 2.5 Job Security 2.3

Plan to seek a new job this year? (%) Yes 33.3 No 25.0

New job motivation (%) Salary/Benefits 60.0 Advancement 20.0

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 20.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 3.2 Existing Contacts 2.5

Job Ads 2.8 Contact Companies 2.9

Post Resume 3.4

VP SALES \$169,800 ▲4.4%

Number of respondents **17**

Employer	Percent	Market Sector	Percent
Manufacturer	23.5	Rx Pharmaceuticals	76.5
Agency	17.7	OTC Pharmaceuticals	23.5
Media/Publisher - HCP	11.8	Biotechnology	35.3
Media/Publisher - Consumer	5.9	Medical Devices/Equip	58.8
Media/Publisher - HCP & Consmr.	11.8	Diagnostic Device/Equip	29.4
Service Supplier	29.4	Hospital Products/Equip.	23.5
Other	0.0	Dental Products/Equip	0.0
		Managed Care	11.8

Age High 57 Low 35 Avg. 45.3

Sex Male 70.6 Female 29.4

Years in industry High 30.0 Low 6.0 Avg. 17.4

Years in position High 12.0 Low 1.0 Avg. 3.4

Salary (\$000s/yr) High 285.0 Low 50.0 Avg. 169.8

Commission received? Yes 64.7 No 35.3

Amount (\$000s/yr) High 150.0 Low 35.0 Avg. 101.4

Bonus received? Yes 64.7 No 35.3

Amount (\$000s/yr) High 90.0 Low 10.0 Avg. 33.5

Perceived pay vs. peers (%) More 17.7 Less 35.3 Same 47.1

Employer's gross <\$5M 0.0 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 47.1 >100M 23.5

Position satisfying? (%) Thoroughly 52.9 Generally 41.2

OK Sometimes 5.9 No 0.0

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 12.5 Good 50.0

Fair 12.5 Poor 25.0

How current job was acquired (%) Promoted 35.3 Exec Search 17.7

Hired by Company 11.8 Own Initiative 23.5

Benefits received (%) Signing Bonus 7.7 Retirement 23.1

Car 38.5 Medical 69.2

Dental 38.5 Stock 53.9

Factors important to job (avg ranking, 1 = most important) Salary 1.8 Environ./Culture 3.0

Benefits 4.1 Loyalty to Staff 4.5

Advancement 4.8 Environ./Soc. Resp. 7.1

Training 6.4 Job Security 4.3

Employer rating (avg rating, 1 = best) Salary 2.0 Environ./Culture 2.1

Benefits 2.6 Loyalty to Staff 2.2

Advancement 2.6 Environ./Soc. Resp. 2.1

Training 3.4 Job Security 2.6

Plan to seek a new job this year? (%) Yes 23.5 No 35.3

New job motivation (%) Salary/Benefits 14.3 Advancement 14.3

Different Part of Ind 14.3 Need a Change 0.0

Get out of Industry 0.0 Job Security 14.3

Environ./Culture 14.3 Other 28.6

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.1 Existing Contacts 1.4

Job Ads 3.9 Contact Companies 3.3

Post Resume 4.3

SECTION 4 JOB TITLES

SALES DIRECTOR \$129,300 ▲ 4.4%

Number of respondents 22

Employer	Percent	Market Sector	Percent
Manufacturer	45.5	Rx Pharmaceuticals	63.6
Agency	0.0	OTC Pharmaceuticals	22.7
Media/Publisher - HCP	13.6	Biotechnology	18.2
Media/Publisher - Consumer	4.6	Medical Devices/Equip	27.3
Media/Publisher - HCP & Consmr.	9.1	Diagnostic Device/Equip	22.7
Service Supplier	22.7	Hospital Products/Equip.	4.6
Other	4.6	Dental Products/Equip	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 Low 4.0 Avg. 20.9

Years in position High 15.0 Low 1.0 Avg. 5.4

Salary (\$000s/yr) High 207.0 Low 40.0 Avg. 129.3

Commission received? Yes 68.2 No 31.8

Amount (\$000s/yr) High 125.0 Low 12.0 Avg. 57.4

Bonus received? Yes 50.0 No 50.0

Amount (\$000s/yr) High 70.0 Low 5.0 Avg. 35.6

Perceived pay vs. peers (%) More 4.6 Less 40.9 Same 54.6

Employer's gross <\$5M 9.1 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 18.2 >100M 59.1

Position satisfying? (%) Thoroughly 40.9 Generally 36.4

OK Sometimes 13.6 No 9.1

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 4.6 Good 45.5

Fair 22.7 Poor 27.3

How current job was acquired (%) Promoted 31.8 Exec Search 9.1

Hired by Company 22.7 Own Initiative 36.4

Benefits received (%) Signing Bonus 9.5 Retirement 38.1

Car 33.3 Medical 71.4

Dental 61.9 Stock 57.1

Factors important to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 3.0

Benefits 4.4 Loyalty to Staff 4.5

Advancement 5.0 Environ./Soc. Resp. 7.3

Training 6.2 Job Security 3.5

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.3

Benefits 2.5 Loyalty to Staff 2.6

Advancement 2.9 Environ./Soc. Resp. 2.2

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 36.4 No 40.9

New job motivation (%) Salary/Benefits 33.3 Advancement 11.1

Different Part of Ind 22.2 Need a Change 0.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 33.3 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.7

Job Ads 3.4 Contact Companies 3.1

Post Resume 4.5

SALES MANAGER \$107,500 ▲ 2.9%

Number of respondents 24

Employer	Percent	Market Sector	Percent
Manufacturer	70.8	Rx Pharmaceuticals	62.5
Agency	4.2	OTC Pharmaceuticals	16.7
Media/Publisher - HCP	4.2	Biotechnology	16.7
Media/Publisher - Consumer	4.2	Medical Devices/Equip	16.7
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	12.5
Service Supplier	8.3	Hospital Products/Equip.	8.3
Other	8.3	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 61 Low 34 Avg. 46.0

Sex Male 75.0 Female 25.0

Years in industry High 39.0 Low 5.0 Avg. 18.0

Years in position High 19.0 Low 1.0 Avg. 5.2

Salary (\$000s/yr) High 185.0 Low 52.0 Avg. 107.5

Commission received? Yes 45.8 No 54.2

Amount (\$000s/yr) High 50.0 Low 0.5 Avg. 26.8

Bonus received? Yes 62.5 No 37.5

Amount (\$000s/yr) High 55.0 Low 3.0 Avg. 25.4

Perceived pay vs. peers (%) More 8.3 Less 45.8 Same 45.8

Employer's gross <\$5M 4.4 \$50-\$100M 8.7

US revenue (%) \$5-\$20M 13.0 >100M 60.9

Position satisfying? (%) Thoroughly 25.0 Generally 54.2

OK Sometimes 20.8 No 0.0

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 12.5 Good 33.3

Fair 25.0 Poor 29.2

How current job was acquired (%) Promoted 29.2 Exec Search 20.8

Hired by Company 12.5 Own Initiative 29.2

Benefits received (%) Signing Bonus 13.6 Retirement 59.1

Car 68.2 Medical 77.3

Dental 68.2 Stock 54.6

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 3.8

Benefits 3.8 Loyalty to Staff 4.5

Advancement 5.2 Environ./Soc. Resp. 6.5

Training 6.6 Job Security 3.3

Employer rating (avg rating, 1 = best) Salary 2.5 Environ./Culture 2.3

Benefits 2.0 Loyalty to Staff 2.5

Advancement 2.9 Environ./Soc. Resp. 2.5

Training 2.5 Job Security 2.3

Plan to seek a new job this year? (%) Yes 37.5 No 41.7

New job motivation (%) Salary/Benefits 41.7 Advancement 16.7

Different Part of Ind 8.3 Need a Change 8.3

Get out of Industry 0.0 Job Security 8.3

Environ./Culture 8.3 Other 8.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 2.2

Job Ads 3.5 Contact Companies 2.9

Post Resume 4.2

SECTION 4 JOB TITLES

PRODUCT DIRECTOR \$151,000 ▼ 4.6%

Number of respondents **10**

Employer	Percent	Market Sector	Percent
Manufacturer	80.0	Rx Pharmaceuticals	80.0
Agency	0.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	10.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	10.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	20.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 60 Low 34 Avg. 46.8

Sex Male 50.0 Female 50.0

Years in industry High 32.0 Low 1.0 Avg. 17.7

Years in position High 12.0 Low 1.0 Avg. 4.2

Salary (\$000s/yr) High 190.0 Low 92.5 Avg. 151.0

Commission received? Yes 10.0 No 90.0

Amount (\$000s/yr) High 17.2 Low 17.2 Avg. 17.2

Bonus received? Yes 80.0 No 20.0

Amount (\$000s/yr) High 61.3 Low 3.0 Avg. 30.3

Perceived pay vs. peers (%) More 0.0 Less 40.0 Same 60.0

Employer's gross <\$5M 0.0 \$50-\$100M 20.0

US revenue (%) \$5-\$20M 20.0 >100M 60.0

Position satisfying? (%) Thoroughly 10.0 Generally 80.0

OK Sometimes 0.0 No 10.0

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 11.1 Good 22.2

Fair 22.2 Poor 44.4

How current job was acquired (%) Promoted 30.0 Exec Search 20.0

Hired by Company 30.0 Own Initiative 20.0

Benefits received (%) Signing Bonus 30.0 Retirement 60.0

Car 10.0 Medical 90.0

Dental 90.0 Stock 40.0

Factors important to job (avg ranking, 1 = most important) Salary 2.0 Environ./Culture 2.5

Benefits 3.6 Loyalty to Staff 5.2

Advancement 4.0 Environ./Soc. Resp. 7.2

Training 6.5 Job Security 5.0

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.5

Benefits 2.3 Loyalty to Staff 2.5

Advancement 2.8 Environ./Soc. Resp. 2.2

Training 2.8 Job Security 2.4

Plan to seek a new job this year? (%) Yes 50.0 No 20.0

New job motivation (%) Salary/Benefits 40.0 Advancement 20.0

Different Part of Ind 20.0 Need a Change 20.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 0.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.0 Existing Contacts 1.6

Job Ads 4.0 Contact Companies 3.9

Post Resume 3.6

SENIOR PRODUCT MANAGER \$131,400 ▲ 1.8%

Number of respondents **28**

Employer	Percent	Market Sector	Percent
Manufacturer	85.7	Rx Pharmaceuticals	57.1
Agency	3.6	OTC Pharmaceuticals	14.3
Media/Publisher - HCP	0.0	Biotechnology	21.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	35.7
Media/Publisher - HCP & Consmr.	3.6	Diagnostic Device/Equip	7.1
Service Supplier	7.1	Hospital Products/Equip.	3.6
Other	0.0	Dental Products/Equip	3.6
		Managed Care	3.6

Age High 56 Low 23 Avg. 40.2

Sex Male 60.7 Female 39.3

Years in industry High 31.0 Low 1.0 Avg. 14.1

Years in position High 11.0 Low 1.0 Avg. 2.9

Salary (\$000s/yr) High 198.0 Low 48.0 Avg. 131.4

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 75.0 Low 7.0 Avg. 23.6

Perceived pay vs. peers (%) More 25.0 Less 39.3 Same 35.7

Employer's gross <\$5M 3.6 \$50-\$100M 10.7

US revenue (%) \$5-\$20M 0.0 >100M 78.6

Position satisfying? (%) Thoroughly 14.3 Generally 60.7

OK Sometimes 17.9 No 7.1

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 21.4 Good 35.7

Fair 17.9 Poor 25.0

How current job was acquired (%) Promoted 39.3 Exec Search 17.9

Hired by Company 0.0 Own Initiative 39.3

Benefits received (%) Signing Bonus 23.1 Retirement 80.8

Car 0.0 Medical 88.5

Dental 84.6 Stock 61.5

Factors important to job (avg ranking, 1 = most important) Salary 1.6 Environ./Culture 3.5

Benefits 4.2 Loyalty to Staff 5.1

Advancement 2.9 Environ./Soc. Resp. 7.3

Training 6.9 Job Security 4.4

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.5

Benefits 2.1 Loyalty to Staff 2.6

Advancement 2.8 Environ./Soc. Resp. 2.3

Training 3.0 Job Security 2.4

Plan to seek a new job this year? (%) Yes 50.0 No 25.0

New job motivation (%) Salary/Benefits 29.4 Advancement 41.2

Different Part of Ind 5.9 Need a Change 11.8

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 5.9 Other 5.9

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.0 Existing Contacts 2.0

Job Ads 3.5 Contact Companies 3.8

Post Resume 3.6

SECTION 4 JOB TITLES

PRODUCT MANAGER \$98,100 ▼ 0.2%

Number of respondents **20**

Employer	Percent	Market Sector	Percent
Manufacturer	90.0	Rx Pharmaceuticals	50.0
Agency	0.0	OTC Pharmaceuticals	15.0
Media/Publisher - HCP	0.0	Biotechnology	15.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	5.0	Hospital Products/Equip.	5.0
Other	5.0	Dental Products/Equip	5.0
		Managed Care	0.0

Age High 49 Low 21 Avg. 36.2

Sex Male 45.0 Female 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-\$100M 10.5

US revenue (%) \$5-\$20M 15.8 >100M 68.4

Position satisfying? (%) Thoroughly 45.0 Generally 45.0

OK Sometimes 5.0 No 5.0

Advancement prospects (%) Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 25.0 Good 20.0

Fair 40.0 Poor 15.0

How current job was acquired (%) Promoted 40.0 Exec Search 10.0

Hired by Company 15.0 Own Initiative 35.0

Benefits received (%) Signing Bonus 15.8 Retirement 68.4

Car 10.5 Medical 73.7

Dental 63.2 Stock 42.1

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.9

Benefits 4.8 Loyalty to Staff 5.5

Advancement 2.9 Environ./Soc. Resp. 7.0

Training 5.6 Job Security 5.0

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.4

Benefits 1.9 Loyalty to Staff 2.4

Advancement 2.6 Environ./Soc. Resp. 2.0

Training 2.6 Job Security 2.1

Plan to seek a new job this year? (%) Yes 55.0 No 30.0

New job motivation (%) Salary/Benefits 7.1 Advancement 42.9

Different Part of Ind 7.1 Need a Change 7.1

Get out of Industry 0.0 Job Security 7.1

Environ./Culture 7.1 Other 21.4

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.6 Existing Contacts 2.4

Job Ads 2.6 Contact Companies 3.6

Post Resume 3.5

DIR. CORP./MKTG. COMM. \$166,300 ▲ 14.1%

Number of respondents **13**

Employer	Percent	Market Sector	Percent
Manufacturer	76.9	Rx Pharmaceuticals	61.5
Agency	7.7	OTC Pharmaceuticals	7.7
Media/Publisher - HCP	0.0	Biotechnology	23.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.8
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	15.4
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	15.4	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 59 Low 34 Avg. 48.3

Sex Male 38.5 Female 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 No 15.4

Amount (\$000s/yr) High 100.0 Low 5.0 Avg. 34.5

Perceived pay vs. peers (%) More 23.1 Less 38.5 Same 38.5

Employer's gross <\$5M 7.7 \$50-\$100M 7.7

US revenue (%) \$5-\$20M 7.7 >100M 69.2

Position satisfying? (%) Thoroughly 38.5 Generally 38.5

OK Sometimes 15.4 No 7.7

Advancement prospects (%) Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 7.7 Good 30.8

Fair 38.5 Poor 23.1

How current job was acquired (%) Promoted 38.5 Exec Search 23.1

Hired by Company 7.7 Own Initiative 30.8

Benefits received (%) Signing Bonus 16.7 Retirement 50.0

Car 0.0 Medical 75.0

Dental 66.7 Stock 75.0

Factors important to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 2.3

Benefits 4.1 Loyalty to Staff 4.8

Advancement 5.6 Environ./Soc. Resp. 5.7

Training 7.6 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.2

Benefits 2.2 Loyalty to Staff 2.8

Advancement 2.8 Environ./Soc. Resp. 2.3

Training 2.9 Job Security 2.8

Plan to seek a new job this year? (%) Yes 46.2 No 38.5

New job motivation (%) Salary/Benefits 12.5 Advancement 25.0

Different Part of Ind 12.5 Need a Change 0.0

Get out of Industry 0.0 Job Security 25.0

Environ./Culture 12.5 Other 12.5

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.6 Existing Contacts 1.4

Job Ads 3.3 Contact Companies 3.3

Post Resume 4.4

SECTION 4 JOB TITLES

PR/COMMUNICATIONS MGR, \$80,200 ▼4.9%

Number of respondents **9**

Employer	Percent	Market Sector	Percent
Manufacturer	55.6	Rx Pharmaceuticals	22.2
Agency	0.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	11.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	44.4
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	11.1	Hospital Products/Equip.	0.0
Other	33.3	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 47 Low 31 Avg. 38.8

Sex Male 11.1 Female 88.9

Years in industry High 15.0 Low 4.0 Avg. 11.1

Years in position High 15.0 Low 1.0 Avg. 5.0

Salary (\$000s/yr) High 97.0 Low 52.0 Avg. 80.2

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 33.3 No 66.7

Amount (\$000s/yr) High 19.4 Low 7.5 Avg. 13.3

Perceived pay vs. peers (%) More 0.0 Less 55.6 Same 44.4

Employer's gross <\$5M 0.0 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 11.1 >100M 66.7

Position satisfying? (%) Thoroughly 33.3 Generally 55.6

OK Sometimes 11.1 No 0.0

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 0.0 Good 55.6

Fair 33.3 Poor 11.1

How current job was acquired (%) Promoted 33.3 Exec Search 0.0

Hired by Company 11.1 Own Initiative 55.6

Benefits received (%) Signing Bonus 0.0 Retirement 83.3

Car 0.0 Medical 100.0

Dental 100.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 1.9 Environ./Culture 3.6

Benefits 4.0 Loyalty to Staff 5.0

Advancement 4.3 Environ./Soc. Resp. 6.6

Training 6.9 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 1.9

Benefits 2.4 Loyalty to Staff 2.2

Advancement 2.6 Environ./Soc. Resp. 2.1

Training 2.7 Job Security 2.4

Plan to seek a new job this year? (%) Yes 22.2 No 44.4

New job motivation (%) Salary/Benefits 50.0 Advancement 25.0

Different Part of Ind 25.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 0.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.7 Existing Contacts 1.7

Job Ads 3.4 Contact Companies 2.7

Post Resume 4.4

VP, GROUP SUPERVISOR \$149,600 ▲2.0%

Number of respondents **40**

Employer	Percent	Market Sector	Percent
Manufacturer	2.5	Rx Pharmaceuticals	95.0
Agency	90.0	OTC Pharmaceuticals	12.5
Media/Publisher - HCP	5.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	12.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	2.5	Dental Products/Equip	2.5
		Managed Care	7.5

Age High 63 Low 30 Avg. 41.6

Sex Male 50.0 Female 50.0

Years in industry High 33.0 Low 6.0 Avg. 15.2

Years in position High 15.0 Low 1.0 Avg. 3.9

Salary (\$000s/yr) High 217.0 Low 75.0 Avg. 149.6

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 82.5 No 17.5

Amount (\$000s/yr) High 40.0 Low 2.5 Avg. 12.2

Perceived pay vs. peers (%) More 12.8 Less 61.5 Same 25.6

Employer's gross <\$5M 2.6 \$50-\$100M 15.4

US revenue (%) \$5-\$20M 33.3 >100M 15.4

Position satisfying? (%) Thoroughly 15.4 Generally 59.0

OK Sometimes 23.1 No 2.6

Advancement prospects (%) Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 5.0 Good 60.0

Fair 20.0 Poor 15.0

How current job was acquired (%) Promoted 50.0 Exec Search 10.0

Hired by Company 17.5 Own Initiative 20.0

Benefits received (%) Signing Bonus 3.5 Retirement 58.6

Car 0.0 Medical 93.1

Dental 79.3 Stock 24.1

Factors important to job (avg ranking, 1 = most important) Salary 2.1 Environ./Culture 2.9

Benefits 4.4 Loyalty to Staff 4.6

Advancement 4.4 Environ./Soc. Resp. 7.3

Training 6.7 Job Security 3.6

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.1

Benefits 2.5 Loyalty to Staff 2.1

Advancement 2.6 Environ./Soc. Resp. 2.7

Training 2.9 Job Security 2.2

Plan to seek a new job this year? (%) Yes 25.0 No 47.5

New job motivation (%) Salary/Benefits 33.3 Advancement 6.7

Different Part of Ind 13.3 Need a Change 6.7

Get out of Industry 6.7 Job Security 0.0

Environ./Culture 20.0 Other 13.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.1 Existing Contacts 1.7

Job Ads 3.6 Contact Companies 3.2

Post Resume 4.3

SECTION 4 JOB TITLES

GROUP SUPERVISOR \$129,700 ▲ 12.4%

Number of respondents 19

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	89.5
Agency	94.7	OTC Pharmaceuticals	21.1
Media/Publisher - HCP	0.0	Biotechnology	26.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	5.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	5.3
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	5.3	Dental Products/Equip	0.0
		Managed Care	15.8

Age High 65 Low 28 Avg. 36.8

Sex Male 36.8 Female 63.2

Years in industry High 42.0 Low 5.0 Avg. 12.8

Years in position High 35.0 Low 1.0 Avg. 5.1

Salary (\$000s/yr) High 196.0 Low 92.0 Avg. 129.7

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 73.7 No 26.3

Amount (\$000s/yr) High 20.0 Low 1.0 Avg. 9.3

Perceived pay vs. peers (%) More 10.5 Less 47.4 Same 42.1

Employer's gross <\$5M 0.0 \$50-\$100M 17.7

US revenue (%) \$5-\$20M 35.3 >100M 17.7

Position satisfying? (%) Thoroughly 5.3 Generally 68.4

OK Sometimes 21.1 No 5.3

Advancement prospects (%) Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 26.3 Good 52.6

Fair 5.3 Poor 15.8

How current job was acquired (%) Promoted 47.4 Exec Search 10.5

Hired by Company 21.1 Own Initiative 21.1

Benefits received (%) Signing Bonus 0.0 Retirement 53.9

Car 0.0 Medical 92.3

Dental 84.6 Stock 7.7

Factors important to job (avg ranking, 1 = most important) Salary 1.8 Environ./Culture 2.2

Benefits 4.3 Loyalty to Staff 4.8

Advancement 5.0 Environ./Soc. Resp. 7.4

Training 6.5 Job Security 3.9

Employer rating (avg rating, 1 = best) Salary 2.5 Environ./Culture 2.2

Benefits 2.3 Loyalty to Staff 2.2

Advancement 2.3 Environ./Soc. Resp. 2.3

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 10.5 No 42.1

New job motivation (%) Salary/Benefits 60.0 Advancement 0.0

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 40.0 Job Security 0.0

Environ./Culture 0.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.1 Existing Contacts 1.6

Job Ads 3.3 Contact Companies 3.9

Post Resume 4.1

ACCOUNT SUPERVISOR \$91,900 ▲ 2.5%

Number of respondents 22

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	90.9
Agency	95.5	OTC Pharmaceuticals	27.3
Media/Publisher - HCP	0.0	Biotechnology	40.9
Media/Publisher - Consumer	0.0	Medical Devices/Equip	22.7
Media/Publisher - HCP & Consmr.	4.6	Diagnostic Device/Equip	4.6
Service Supplier	0.0	Hospital Products/Equip.	4.6
Other	0.0	Dental Products/Equip	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-\$100M 13.6

US revenue (%) \$5-\$20M 45.5 >100M 0.0

Position satisfying? (%) Thoroughly 13.6 Generally 59.1

OK Sometimes 22.7 No 4.6

Advancement prospects (%) Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 27.3 Good 50.0

Fair 13.6 Poor 9.1

How current job was acquired (%) Promoted 42.9 Exec Search 4.8

Hired by Company 9.5 Own Initiative 42.9

Benefits received (%) Signing Bonus 5.3 Retirement 52.6

Car 5.3 Medical 84.2

Dental 73.7 Stock 15.8

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.5

Benefits 4.7 Loyalty to Staff 4.4

Advancement 4.3 Environ./Soc. Resp. 7.1

Training 6.7 Job Security 3.9

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.1

Benefits 2.2 Loyalty to Staff 2.1

Advancement 2.3 Environ./Soc. Resp. 2.5

Training 3.0 Job Security 2.0

Plan to seek a new job this year? (%) Yes 36.4 No 36.4

New job motivation (%) Salary/Benefits 11.1 Advancement 11.1

Different Part of Ind 22.2 Need a Change 11.1

Get out of Industry 0.0 Job Security 11.1

Environ./Culture 22.2 Other 11.1

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.0 Existing Contacts 1.5

Job Ads 3.9 Contact Companies 3.2

Post Resume 4.3

SECTION 4 JOB TITLES

ACCOUNT MANAGER \$83,900 ▲2.7%

Number of respondents 24

Employer	Percent	Market Sector	Percent
Manufacturer	20.8	Rx Pharmaceuticals	62.5
Agency	37.5	OTC Pharmaceuticals	12.5
Media/Publisher - HCP	8.3	Biotechnology	20.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	16.7
Media/Publisher - HCP & Consmr.	4.2	Diagnostic Device/Equip	4.2
Service Supplier	25.0	Hospital Products/Equip.	16.7
Other	4.2	Dental Products/Equip	4.2
		Managed Care	4.2

Age High 60 Low 24 Avg. 38.0

Sex Male 41.7 Female 58.3

Years in industry High 30.0 Low 1.0 Avg. 9.3

Years in position High 18.0 Low 0.5 Avg. 3.7

Salary (\$000s/yr) High 160.2 Low 40.0 Avg. 83.9

Commission received? Yes 20.8 No 79.2

Amount (\$000s/yr) High 45.0 Low 10.0 Avg. 24.2

Bonus received? Yes 41.7 No 58.3

Amount (\$000s/yr) High 55.0 Low 5.0 Avg. 29.6

Perceived pay vs. peers (%) More 16.7 Less 50.0 Same 33.3

Employer's gross US revenue (%) <\$5M 21.7 \$5-\$20M 17.4 \$20-\$50M 17.4 \$50-\$100M 8.7 >100M 34.8

Position satisfying? (%) Thoroughly 30.4 OK Sometimes 26.1 Generally 39.1 No 4.4

Advancement prospects (%) Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 17.4 Fair 30.4 Good 47.8 Poor 4.4

How current job was acquired (%) Promoted 26.1 Hired by Company 4.4 Exec Search 17.4 Own Initiative 30.4

Benefits received (%) Signing Bonus 13.3 Car 46.7 Dental 66.7 Retirement 53.3 Medical 80.0 Stock 60.0

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Benefits 4.5 Advancement 4.0 Training 6.4 Environ./Culture 3.6 Loyalty to Staff 4.5 Environ./Soc. Resp. 6.8 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.3 Benefits 2.3 Advancement 2.5 Training 2.8 Environ./Culture 2.4 Loyalty to Staff 2.6 Environ./Soc. Resp. 2.5 Job Security 2.3

Plan to seek a new job this year? (%) Yes 34.8 No 43.5

New job motivation (%) Salary/Benefits 36.4 Different Part of Ind 27.3 Get out of Industry 0.0 Environ./Culture 18.2 Advancement 9.1 Need a Change 0.0 Job Security 9.1 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.2 Job Ads 3.5 Post Resume 3.8 Existing Contacts 1.8 Contact Companies 3.6

PROJECT MANAGER \$70,900 ▲12.0%

Number of respondents 17

Employer	Percent	Market Sector	Percent
Manufacturer	35.3	Rx Pharmaceuticals	52.9
Agency	35.3	OTC Pharmaceuticals	29.4
Media/Publisher - HCP	5.9	Biotechnology	17.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	23.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	5.9
Service Supplier	5.9	Hospital Products/Equip.	17.7
Other	17.7	Dental Products/Equip	11.8
		Managed Care	23.5

Age High 57 Low 23 Avg. 37.1

Sex Male 35.3 Female 64.7

Years in industry High 31.0 Low 1.0 Avg. 11.4

Years in position High 25.0 Low 0.2 Avg. 3.5

Salary (\$000s/yr) High 170.0 Low 33.0 Avg. 70.9

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 58.8 No 41.2

Amount (\$000s/yr) High 35.0 Low 0.2 Avg. 9.9

Perceived pay vs. peers (%) More 5.9 Less 76.5 Same 17.7

Employer's gross US revenue (%) <\$5M 23.5 \$5-\$20M 23.5 \$20-\$50M 11.8 \$50-\$100M 11.8 >100M 29.4

Position satisfying? (%) Thoroughly 18.8 OK Sometimes 25.0 Generally 50.0 No 6.3

Advancement prospects (%) Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 5.9 Fair 29.4 Good 29.4 Poor 35.3

How current job was acquired (%) Promoted 35.3 Hired by Company 5.9 Exec Search 11.8 Own Initiative 41.2

Benefits received (%) Signing Bonus 0.0 Car 0.0 Dental 58.3 Retirement 58.3 Medical 83.3 Stock 58.3

Factors important to job (avg ranking, 1 = most important) Salary 1.9 Benefits 4.1 Advancement 4.5 Training 5.9 Environ./Culture 3.4 Loyalty to Staff 5.4 Environ./Soc. Resp. 7.2 Job Security 3.3

Employer rating (avg rating, 1 = best) Salary 2.7 Benefits 2.3 Advancement 2.8 Training 2.9 Environ./Culture 2.4 Loyalty to Staff 2.4 Environ./Soc. Resp. 2.5 Job Security 2.2

Plan to seek a new job this year? (%) Yes 41.2 No 23.5

New job motivation (%) Salary/Benefits 66.7 Different Part of Ind 0.0 Get out of Industry 0.0 Environ./Culture 0.0 Advancement 11.1 Need a Change 22.2 Job Security 0.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 3.3 Job Ads 2.3 Post Resume 3.8 Existing Contacts 2.0 Contact Companies 3.0

SECTION 4 JOB TITLES

SENIOR ACCOUNT EXEC. \$85,600 ▲16.8%

Number of respondents **15**

Employer	Percent	Market Sector	Percent
Manufacturer	20.0	Rx Pharmaceuticals	73.3
Agency	60.0	OTC Pharmaceuticals	13.3
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	6.7	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	6.7	Diagnostic Device/Equip	13.3
Service Supplier	6.7	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	13.3

Age High 57 Low 25 Avg. 38.9

Sex Male 40.0 Female 60.0

Years in industry High 34.0 Low 3.0 Avg. 11.4

Years in position High 23.0 Low 1.0 Avg. 5.7

Salary (\$000s/yr) High 152.7 Low 47.5 Avg. 85.6

Commission received? Yes 33.3 No 66.7

Amount (\$000s/yr) High 75.0 Low 12.0 Avg. 33.1

Bonus received? Yes 46.7 No 53.3

Amount (\$000s/yr) High 25.0 Low 2.5 Avg. 10.9

Perceived pay vs. peers (%) More 6.7 Less 53.3 Same 40.0

Employer's gross <\$5M 15.4 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 30.8 >100M 23.1

Position satisfying? (%) Thoroughly 20.0 Generally 53.3

OK Sometimes 26.7 No 0.0

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 13.3 Good 33.3

Fair 20.0 Poor 33.3

How current job was acquired (%) Promoted 33.3 Exec Search 13.3

Hired by Company 20.0 Own Initiative 33.3

Benefits received (%) Signing Bonus 0.0 Retirement 45.5

Car 36.4 Medical 81.8

Dental 81.8 Stock 18.2

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 3.6

Benefits 4.4 Loyalty to Staff 5.1

Advancement 4.6 Environ./Soc. Resp. 7.1

Training 6.1 Job Security 2.8

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.3

Benefits 2.5 Loyalty to Staff 2.4

Advancement 2.8 Environ./Soc. Resp. 2.3

Training 2.8 Job Security 2.6

Plan to seek a new job this year? (%) Yes 40.0 No 33.3

New job motivation (%) Salary/Benefits 25.0 Advancement 12.5

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 62.5 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.8 Existing Contacts 1.5

Job Ads 3.6 Contact Companies 2.8

Post Resume 4.1

ACCOUNT EXECUTIVE \$50,800 ▲6.5%

Number of respondents **28**

Employer	Percent	Market Sector	Percent
Manufacturer	7.1	Rx Pharmaceuticals	78.6
Agency	89.3	OTC Pharmaceuticals	21.4
Media/Publisher - HCP	0.0	Biotechnology	17.9
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.4
Media/Publisher - HCP & Consmr.	3.6	Diagnostic Device/Equip	7.1
Service Supplier	0.0	Hospital Products/Equip.	7.1
Other	0.0	Dental Products/Equip	3.6
		Managed Care	14.3

Age High 54 Low 22 Avg. 27.0

Sex Male 17.9 Female 82.1

Years in industry High 21.0 Low 0.5 Avg. 4.6

Years in position High 14.0 Low 0.5 Avg. 2.7

Salary (\$000s/yr) High 165.0 Low 30.0 Avg. 50.8

Commission received? Yes 7.1 No 92.9

Amount (\$000s/yr) High 150.0 Low 0.6 Avg. 75.3

Bonus received? Yes 60.7 No 39.3

Amount (\$000s/yr) High 31.0 Low 0.5 Avg. 4.6

Perceived pay vs. peers (%) More 14.3 Less 39.3 Same 46.4

Employer's gross <\$5M 18.5 \$50-\$100M 7.4

US revenue (%) \$5-\$20M 51.9 >100M 7.4

Position satisfying? (%) Thoroughly 19.2 Generally 53.9

OK Sometimes 23.1 No 3.9

Advancement prospects (%) Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 25.0 Good 57.1

Fair 7.1 Poor 10.7

How current job was acquired (%) Promoted 25.0 Exec Search 7.1

Hired by Company 25.0 Own Initiative 35.7

Benefits received (%) Signing Bonus 4.6 Retirement 50.0

Car 9.1 Medical 86.4

Dental 72.7 Stock 18.2

Factors important to job (avg ranking, 1 = most important) Salary 2.1 Environ./Culture 3.2

Benefits 4.6 Loyalty to Staff 5.1

Advancement 3.8 Environ./Soc. Resp. 7.4

Training 5.6 Job Security 4.1

Employer rating (avg rating, 1 = best) Salary 2.5 Environ./Culture 1.8

Benefits 2.1 Loyalty to Staff 2.0

Advancement 2.2 Environ./Soc. Resp. 2.6

Training 2.5 Job Security 2.1

Plan to seek a new job this year? (%) Yes 29.6 No 25.9

New job motivation (%) Salary/Benefits 33.3 Advancement 8.3

Different Part of Ind 25.0 Need a Change 8.3

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 16.7 Other 8.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 3.6 Existing Contacts 1.9

Job Ads 2.8 Contact Companies 2.9

Post Resume 3.7

SECTION 4 JOB TITLES

MANAGEMENT SUPERVISOR \$136,700 ▼2.8%

Number of respondents 7

Employer	Percent	Market Sector	Percent
Manufacturer	28.6	Rx Pharmaceuticals	57.1
Agency	57.1	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	28.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	28.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	14.3
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	14.3	Dental Products/Equip	14.3
		Managed Care	0.0

Age High 61 Low 29 Avg. 46.0

Sex Male 57.1 Female 42.9

Years in industry High 27.0 Low 7.0 Avg. 15.9

Years in position High 15.0 Low 1.0 Avg. 5.9

Salary (\$000s/yr) High 200.0 Low 63.0 Avg. 136.7

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 28.6 No 71.4

Amount (\$000s/yr) High 35.0 Low 12.0 Avg. 23.5

Perceived pay vs. peers (%) More 14.3 Less 42.9 Same 42.9

Employer's gross <\$5M 14.3 \$50-\$100M 14.3

US revenue (%) \$5-\$20M 28.6 >100M 14.3

Position satisfying? (%) Thoroughly 14.3 Generally 71.4

OK Sometimes 14.3 No 0.0

Advancement prospects (%) Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 0.0 Good 28.6

Fair 57.1 Poor 14.3

How current job was acquired (%) Promoted 14.3 Exec Search 28.6

Hired by Company 28.6 Own Initiative 28.6

Benefits received (%) Signing Bonus 0.0 Retirement 66.7

Car 0.0 Medical 66.7

Dental 83.3 Stock 16.7

Factors important to job (avg ranking, 1 = most important) Salary 1.7 Environ./Culture 3.0

Benefits 3.7 Loyalty to Staff 4.0

Advancement 5.1 Environ./Soc. Resp. 7.7

Training 7.0 Job Security 3.7

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.3

Benefits 2.1 Loyalty to Staff 2.7

Advancement 3.0 Environ./Soc. Resp. 2.9

Training 3.0 Job Security 2.3

Plan to seek a new job this year? (%) Yes 14.3 No 0.0

New job motivation (%) Salary/Benefits 25.0 Advancement 0.0

Different Part of Ind 0.0 Need a Change 25.0

Get out of Industry 25.0 Job Security 25.0

Environ./Culture 0.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.6 Existing Contacts 2.3

Job Ads 3.2 Contact Companies 3.1

Post Resume 3.5

MEDIA DIRECTOR \$139,500 ▼0.5%

Number of respondents 15

Employer	Percent	Market Sector	Percent
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	13.3
Media/Publisher - HCP & Consmr.	6.7	Diagnostic Device/Equip	6.7
Service Supplier	0.0	Hospital Products/Equip.	6.7
Other	6.7	Dental Products/Equip	6.7
		Managed Care	26.7

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

Years in position High 27.0 Low 1.0 Avg. 6.7

Salary (\$000s/yr) High 250.0 Low 85.0 Avg. 139.5

Commission received? Yes 6.7 No 93.3

Amount (\$000s/yr) High 40.0 Low 40.0 Avg. 40.0

Bonus received? Yes 60.0 No 40.0

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

Position satisfying? (%) Thoroughly 46.7 Generally 53.3

OK Sometimes 0.0 No 0.0

Advancement prospects (%) Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 13.3 Good 40.0

Fair 40.0 Poor 6.7

How current job was acquired (%) Promoted 33.3 Exec Search 0.0

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 to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 2.9

Benefits 4.1 Loyalty to Staff 4.9

Advancement 4.5 Environ./Soc. Resp. 7.2

Training 6.4 Job Security 3.1

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.0

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 job this year? (%) Yes 13.3 No 60.0

New job motivation (%) Salary/Benefits 50.0 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 50.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.1 Existing Contacts 1.5

Job Ads 3.8 Contact Companies 2.9

Post Resume 4.7

SECTION 4 JOB TITLES

MEDIA BUYER/PLANNER \$72,000 ▲23.5%

Number of respondents 4

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	75.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	25.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
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

Years in industry High 40.0 Low 14.0 Avg. 25.5

Years in position High 13.0 Low 4.0 Avg. 8.5

Salary (\$000s/yr) High 80.0 Low 50.0 Avg. 72.0

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 100.0 No 0.0

Amount (\$000s/yr) High 10.0 Low 3.0 Avg. 5.8

Perceived pay vs. peers (%) More 33.3 Less 33.3 Same 33.3

Employer's gross <\$5M 25.0 \$50-\$100M 50.0

US revenue (%) \$5-\$20M 25.0 >100M 0.0

Position satisfying? (%) Thoroughly 25.0 Generally 75.0

OK Sometimes 0.0 No 0.0

Advancement prospects (%) Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 25.0 Good 50.0

Fair 0.0 Poor 25.0

How current job was acquired (%) Promoted 50.0 Exec Search 0.0

Hired by Company 0.0 Own Initiative 50.0

Benefits received (%) Signing Bonus 0.0 Retirement 100.0

Car 0.0 Medical 0.0

Dental 0.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 2.0 Environ./Culture 4.0

Benefits 3.8 Loyalty to Staff 5.5

Advancement 6.5 Environ./Soc. Resp. 7.5

Training 5.3 Job Security 1.5

Employer rating (avg rating, 1 = best) Salary 2.7 Environ./Culture 2.3

Benefits 2.3 Loyalty to Staff 2.3

Advancement 2.7 Environ./Soc. Resp. 3.0

Training 1.7 Job Security 2.7

Plan to seek a new job this year? (%) Yes 0.0 No 33.3

New job motivation (%) Salary/Benefits 100.0 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 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 1.0

Job Ads 3.5 Contact Companies 3.5

Post Resume 4.5

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

Number of respondents 6

Employer	Percent	Market Sector	Percent
Manufacturer	16.7	Rx Pharmaceuticals	83.3
Agency	16.7	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	16.7	Biotechnology	16.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	0.0
Media/Publisher - HCP & Consmr.	16.7	Diagnostic Device/Equip	16.7
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	33.3	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 60 Low 37 Avg. 48.8

Sex Male 16.7 Female 83.3

Years in industry High 30.0 Low 4.0 Avg. 17.5

Years in position High 6.0 Low 1.0 Avg. 4.2

Salary (\$000s/yr) High 152.0 Low 80.0 Avg. 121.8

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 83.3 No 16.7

Amount (\$000s/yr) High 38.0 Low 1.0 Avg. 14.6

Perceived pay vs. peers (%) More 33.3 Less 16.7 Same 50.0

Employer's gross <\$5M 33.3 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 0.0 >100M 33.3

Position satisfying? (%) Thoroughly 16.7 Generally 50.0

OK Sometimes 16.7 No 16.7

Advancement prospects (%) Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 16.7 Good 16.7

Fair 33.3 Poor 33.3

How current job was acquired (%) Promoted 66.7 Exec Search 16.7

Hired by Company 0.0 Own Initiative 0.0

Benefits received (%) Signing Bonus 16.7 Retirement 33.3

Car 16.7 Medical 83.3

Dental 83.3 Stock 33.3

Factors important to job (avg ranking, 1 = most important) Salary 2.6 Environ./Culture 2.2

Benefits 5.0 Loyalty to Staff 4.6

Advancement 3.6 Environ./Soc. Resp. 7.6

Training 5.8 Job Security 4.6

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.6

Benefits 2.2 Loyalty to Staff 2.7

Advancement 3.0 Environ./Soc. Resp. 2.8

Training 3.0 Job Security 2.7

Plan to seek a new job this year? (%) Yes 50.0 No 16.7

New job motivation (%) Salary/Benefits 0.0 Advancement 25.0

Different Part of Ind 25.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 50.0

Environ./Culture 0.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.6 Existing Contacts 1.4

Job Ads 3.4 Contact Companies 3.2

Post Resume 4.4

SECTION 4 JOB TITLES

MEDICAL DIRECTOR \$176,700 ▲7.1%

Number of respondents 17

Employer	Percent	Market Sector	Percent
Manufacturer	29.4	Rx Pharmaceuticals	76.5
Agency	35.3	OTC Pharmaceuticals	11.8
Media/Publisher - HCP	5.9	Biotechnology	17.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	35.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	23.5
Service Supplier	0.0	Hospital Products/Equip.	5.9
Other	29.4	Dental Products/Equip	0.0
		Managed Care	17.7

Age High 69 Low 27 Avg. 47.0

Sex Male 64.7 Female 35.3

Years in industry High 47.0 Low 2.0 Avg. 19.6

Years in position High 19.0 Low 1.0 Avg. 3.1

Salary (\$000s/yr) High 257.0 Low 80.0 Avg. 176.7

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 76.5 No 23.5

Amount (\$000s/yr) High 60.0 Low 2.0 Avg. 32.7

Perceived pay vs. peers (%) More 5.9 Less 52.9 Same 41.2

Employer's gross <\$5M 17.7 \$50-\$100M 11.8

US revenue (%) \$5-\$20M 17.7 >100M 52.9

Position satisfying? (%) Thoroughly 29.4 Generally 35.3

OK Sometimes 11.8 No 23.5

Advancement prospects (%) Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 11.8 Good 17.7

Fair 41.2 Poor 29.4

How current job was acquired (%) Promoted 11.8 Exec Search 35.3

Hired by Company 29.4 Own Initiative 17.7

Benefits received (%) Signing Bonus 26.7 Retirement 66.7

Car 13.3 Medical 93.3

Dental 86.7 Stock 40.0

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.9

Benefits 3.9 Loyalty to Staff 4.8

Advancement 4.9 Environ./Soc. Resp. 6.5

Training 6.6 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.5 Environ./Culture 2.2

Benefits 1.8 Loyalty to Staff 2.4

Advancement 2.9 Environ./Soc. Resp. 2.2

Training 2.7 Job Security 2.4

Plan to seek a new job this year? (%) Yes 47.1 No 41.2

New job motivation (%) Salary/Benefits 25.0 Advancement 12.5

Different Part of Ind 25.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 25.0 Other 12.5

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 1.9 Existing Contacts 1.9

Job Ads 3.2 Contact Companies 3.7

Post Resume 4.3

RESEARCH DIRECTOR \$164,200 ▲5.7%

Number of respondents 29

Employer	Percent	Market Sector	Percent
Manufacturer	79.3	Rx Pharmaceuticals	72.4
Agency	10.3	OTC Pharmaceuticals	24.1
Media/Publisher - HCP	3.5	Biotechnology	27.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	27.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.3
Service Supplier	3.5	Hospital Products/Equip.	10.3
Other	3.5	Dental Products/Equip	0.0
		Managed Care	3.5

Age High 74 Low 33 Avg. 48.2

Sex Male 58.6 Female 41.4

Years in industry High 45.0 Low 2.0 Avg. 18.6

Years in position High 20.0 Low 1.0 Avg. 4.7

Salary (\$000s/yr) High 240.0 Low 86.0 Avg. 164.2

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 93.1 No 6.9

Amount (\$000s/yr) High 120.0 Low 2.0 Avg. 39.5

Perceived pay vs. peers (%) More 14.8 Less 33.3 Same 51.9

Employer's gross <\$5M 6.9 \$50-\$100M 3.5

US revenue (%) \$5-\$20M 3.5 >100M 79.3

Position satisfying? (%) Thoroughly 31.0 Generally 48.3

OK Sometimes 17.2 No 3.5

Advancement prospects (%) Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 10.7 Good 17.9

Fair 39.3 Poor 32.1

How current job was acquired (%) Promoted 59.3 Exec Search 3.7

Hired by Company 3.7 Own Initiative 29.6

Benefits received (%) Signing Bonus 23.1 Retirement 46.2

Car 0.0 Medical 80.8

Dental 80.8 Stock 61.5

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.9

Benefits 3.7 Loyalty to Staff 5.5

Advancement 5.0 Environ./Soc. Resp. 7.0

Training 6.4 Job Security 3.0

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.1

Benefits 1.9 Loyalty to Staff 2.7

Advancement 3.0 Environ./Soc. Resp. 2.0

Training 2.7 Job Security 2.6

Plan to seek a new job this year? (%) Yes 46.4 No 32.1

New job motivation (%) Salary/Benefits 26.7 Advancement 6.7

Different Part of Ind 6.7 Need a Change 6.7

Get out of Industry 6.7 Job Security 13.3

Environ./Culture 13.3 Other 20.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.8

Job Ads 3.1 Contact Companies 3.4

Post Resume 4.2

SECTION 4 JOB TITLES

RESEARCH MANAGER \$114,300 ▲ 13.8%

Number of respondents 21

Employer	Percent	Market Sector	Percent
Manufacturer	76.2	Rx Pharmaceuticals	81.0
Agency	23.8	OTC Pharmaceuticals	19.1
Media/Publisher - HCP	0.0	Biotechnology	14.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	14.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	4.8
Service Supplier	0.0	Hospital Products/Equip.	4.8
Other	0.0	Dental Products/Equip	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 US revenue (%) <\$5M 0.0 \$5-\$20M 4.8 \$20-\$50M 4.8 \$50-\$100M 4.8 >100M 85.7

Position satisfying? (%) Thoroughly 14.3 OK Sometimes 23.8 Generally 57.1 No 4.8

Advancement prospects (%) Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 0.0 Fair 50.0 Good 35.0 Poor 15.0

How current job was acquired (%) Promoted 30.0 Hired by Company 15.0 Exec Search 10.0 Own Initiative 35.0

Benefits received (%) Signing Bonus 35.3 Car 0.0 Dental 82.4 Retirement 58.8 Medical 82.4 Stock 58.8

Factors important to job (avg ranking, 1 = most important) Salary 3.1 Benefits 3.9 Advancement 3.4 Training 6.1 Environ./Culture 2.5 Loyalty to Staff 5.4 Environ./Soc. Resp. 6.6 Job Security 4.8

Employer rating (avg rating, 1 = best) Salary 2.5 Benefits 2.0 Advancement 3.3 Training 2.8 Environ./Culture 2.3 Loyalty to Staff 2.6 Environ./Soc. Resp. 2.2 Job Security 2.6

Plan to seek a new job this year? (%) Yes 55.0 No 30.0

New job motivation (%) Salary/Benefits 21.4 Different Part of Ind 14.3 Get out of Industry 7.1 Environ./Culture 7.1 Advancement 28.6 Need a Change 21.4 Job Security 0.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Job Ads 3.4 Post Resume 3.1 Existing Contacts 1.8 Contact Companies 3.8

RESEARCH ANALYST \$59,500 ▼ 12.8%

Number of respondents 15

Employer	Percent	Market Sector	Percent
Manufacturer	53.3	Rx Pharmaceuticals	66.7
Agency	13.3	OTC Pharmaceuticals	6.7
Media/Publisher - HCP	0.0	Biotechnology	13.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	6.7	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	26.7	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 62 Low 25 Avg. 38.8

Sex Male 66.7 Female 33.3

Years in industry High 25.0 Low 1.0 Avg. 8.0

Years in position High 7.0 Low 1.0 Avg. 2.9

Salary (\$000s/yr) High 90.0 Low 35.0 Avg. 59.5

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 33.3 No 66.7

Amount (\$000s/yr) High 45.0 Low 1.6 Avg. 14.6

Perceived pay vs. peers (%) More 0.0 Less 80.0 Same 20.0

Employer's gross US revenue (%) <\$5M 13.3 \$5-\$20M 26.7 \$20-\$50M 13.3 \$50-\$100M 13.3 >100M 33.3

Position satisfying? (%) Thoroughly 14.3 OK Sometimes 14.3 Generally 42.9 No 28.6

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 6.7 Fair 26.7 Good 26.7 Poor 40.0

How current job was acquired (%) Promoted 13.3 Hired by Company 20.0 Exec Search 13.3 Own Initiative 46.7

Benefits received (%) Signing Bonus 7.1 Car 0.0 Dental 57.1 Retirement 35.7 Medical 57.1 Stock 35.7

Factors important to job (avg ranking, 1 = most important) Salary 3.2 Benefits 3.9 Advancement 4.0 Training 4.1 Environ./Culture 4.3 Loyalty to Staff 6.3 Environ./Soc. Resp. 7.0 Job Security 3.3

Employer rating (avg rating, 1 = best) Salary 2.9 Benefits 2.7 Advancement 2.9 Training 3.3 Environ./Culture 3.0 Loyalty to Staff 3.1 Environ./Soc. Resp. 2.7 Job Security 2.5

Plan to seek a new job this year? (%) Yes 57.1 No 28.6

New job motivation (%) Salary/Benefits 54.6 Different Part of Ind 0.0 Get out of Industry 0.0 Environ./Culture 9.1 Advancement 18.2 Need a Change 9.1 Job Security 0.0 Other 9.1

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Job Ads 2.7 Post Resume 3.3 Existing Contacts 2.8 Contact Companies 3.7

SECTION 4 JOB TITLES

VP CREATIVE DIRECTOR \$192,600 ▲ 35.3%

Number of respondents 14

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	92.9
Agency	100.0	OTC Pharmaceuticals	14.3
Media/Publisher - HCP	0.0	Biotechnology	28.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	28.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	7.1
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	7.1
		Managed Care	28.6

Age High 64 Low 31 Avg. 46.6

Sex Male 64.3 Female 35.7

Years in industry High 26.0 Low 6.0 Avg. 14.9

Years in position High 6.0 Low 1.0 Avg. 3.5

Salary (\$000s/yr) High 225.0 Low 150.0 Avg. 192.6

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 78.6 No 21.4

Amount (\$000s/yr) High 40.0 Low 7.5 Avg. 19.4

Perceived pay vs. peers (%) More 21.4 Less 21.4 Same 57.1

Employer's gross <\$5M 7.1 \$50-\$100M 7.1

US revenue (%) \$5-\$20M 57.1 >100M 0.0

Position satisfying? (%) Thoroughly 35.7 Generally 50.0

OK Sometimes 14.3 No 0.0

Advancement prospects (%) Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 30.8 Good 30.8

Fair 23.1 Poor 15.4

How current job was acquired (%) Promoted 42.9 Exec Search 14.3

Hired by Company 28.6 Own Initiative 7.1

Benefits received (%) Signing Bonus 9.1 Retirement 63.6

Car 18.2 Medical 81.8

Dental 54.6 Stock 45.5

Factors important to job (avg ranking, 1 = most important) Salary 2.1 Environ./Culture 2.3

Benefits 4.1 Loyalty to Staff 3.7

Advancement 6.0 Environ./Soc. Resp. 7.1

Training 6.9 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 1.7

Benefits 2.6 Loyalty to Staff 1.9

Advancement 1.9 Environ./Soc. Resp. 2.6

Training 2.9 Job Security 2.2

Plan to seek a new job this year? (%) Yes 14.3 No 71.4

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 50.0 Other 50.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 1.6 Existing Contacts 1.9

Job Ads 3.8 Contact Companies 3.8

Post Resume 4.0

CREATIVE DIRECTOR \$143,900 ▲ 21.1%

Number of respondents 14

Employer	Percent	Market Sector	Percent
Manufacturer	7.1	Rx Pharmaceuticals	92.9
Agency	57.1	OTC Pharmaceuticals	14.3
Media/Publisher - HCP	7.1	Biotechnology	42.9
Media/Publisher - Consumer	7.1	Medical Devices/Equip	42.9
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	28.6
Service Supplier	7.1	Hospital Products/Equip.	14.3
Other	7.1	Dental Products/Equip	7.1
		Managed Care	35.7

Age High 63 Low 39 Avg. 49.4

Sex Male 71.4 Female 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 vs. peers (%) More 7.7 Less 30.8 Same 61.5

Employer's gross <\$5M 21.4 \$50-\$100M 21.4

US revenue (%) \$5-\$20M 35.7 >100M 14.3

Position satisfying? (%) Thoroughly 15.4 Generally 61.5

OK Sometimes 15.4 No 7.7

Advancement prospects (%) Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 7.1 Good 28.6

Fair 42.9 Poor 21.4

How current job was acquired (%) Promoted 14.3 Exec Search 14.3

Hired by Company 21.4 Own Initiative 50.0

Benefits received (%) Signing Bonus 8.3 Retirement 66.7

Car 8.3 Medical 91.7

Dental 91.7 Stock 25.0

Factors important to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 3.1

Benefits 4.1 Loyalty to Staff 4.4

Advancement 4.7 Environ./Soc. Resp. 7.4

Training 6.3 Job Security 3.5

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.6

Benefits 2.4 Loyalty to Staff 2.3

Advancement 2.7 Environ./Soc. Resp. 2.6

Training 2.7 Job Security 2.6

Plan to seek a new job this year? (%) Yes 35.7 No 35.7

New job motivation (%) Salary/Benefits 28.6 Advancement 14.3

Different Part of Ind 0.0 Need a Change 14.3

Get out of Industry 28.6 Job Security 0.0

Environ./Culture 14.3 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.5

Job Ads 3.5 Contact Companies 3.6

Post Resume 3.9

SECTION 4 JOB TITLES

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

Number of respondents **13**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	76.9
Agency	84.6	OTC Pharmaceuticals	7.7
Media/Publisher - HCP	0.0	Biotechnology	23.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	38.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	23.1
Service Supplier	7.7	Hospital Products/Equip.	23.1
Other	7.7	Dental Products/Equip	7.7
		Managed Care	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-\$20M 36.4 >100M 0.0

Position satisfying? (%) Thoroughly 15.4 Generally 46.2

OK Sometimes 15.4 No 23.1

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 7.7 Good 46.2

Fair 38.5 Poor 7.7

How current job was acquired (%) Promoted 30.8 Exec Search 15.4

Hired by Company 15.4 Own Initiative 30.8

Benefits received (%) Signing Bonus 0.0 Retirement 33.3

Car 0.0 Medical 88.9

Dental 100.0 Stock 11.1

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.9

Benefits 4.2 Loyalty to Staff 4.8

Advancement 4.8 Environ./Soc. Resp. 6.9

Training 6.9 Job Security 3.0

Employer rating (avg rating, 1 = best) Salary 2.1 Environ./Culture 2.5

Benefits 2.0 Loyalty to Staff 2.4

Advancement 2.5 Environ./Soc. Resp. 2.3

Training 2.6 Job Security 2.3

Plan to seek a new job this year? (%) Yes 23.1 No 30.8

New job motivation (%) Salary/Benefits 0.0 Advancement 14.3

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 28.6 Job Security 0.0

Environ./Culture 57.1 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 1.8

Job Ads 3.3 Contact Companies 3.5

Post Resume 3.8

ART SUPERVISOR **\$105,600** ▲**4.0%**

Number of respondents **8**

Employer	Percent	Market Sector	Percent
Manufacturer	12.5	Rx Pharmaceuticals	87.5
Agency	87.5	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	12.5
Service Supplier	0.0	Hospital Products/Equip.	25.0
Other	0.0	Dental Products/Equip	12.5
		Managed Care	0.0

Age High 50 Low 34 Avg. 42.3

Sex Male 37.5 Female 62.5

Years in industry High 25.0 Low 2.0 Avg. 10.3

Years in position High 5.5 Low 1.0 Avg. 2.9

Salary (\$000s/yr) High 125.0 Low 90.0 Avg. 105.6

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 25.0 No 75.0

Amount (\$000s/yr) High 3.0 Low 1.0 Avg. 2.0

Perceived pay vs. peers (%) More 12.5 Less 25.0 Same 62.5

Employer's gross <\$5M 0.0 \$50-\$100M 14.3

US revenue (%) \$5-\$20M 71.4 >100M 14.3

Position satisfying? (%) Thoroughly 0.0 Generally 62.5

OK Sometimes 12.5 No 25.0

Advancement prospects (%) Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 0.0 Good 50.0

Fair 12.5 Poor 37.5

How current job was acquired (%) Promoted 37.5 Exec Search 0.0

Hired by Company 12.5 Own Initiative 50.0

Benefits received (%) Signing Bonus 0.0 Retirement 75.0

Car 0.0 Medical 75.0

Dental 75.0 Stock 50.0

Factors important to job (avg ranking, 1 = most important) Salary 3.3 Environ./Culture 2.3

Benefits 4.4 Loyalty to Staff 4.0

Advancement 4.5 Environ./Soc. Resp. 6.4

Training 6.6 Job Security 4.6

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.8

Benefits 2.5 Loyalty to Staff 2.8

Advancement 2.9 Environ./Soc. Resp. 2.7

Training 3.4 Job Security 2.9

Plan to seek a new job this year? (%) Yes 50.0 No 12.5

New job motivation (%) Salary/Benefits 20.0 Advancement 0.0

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 20.0 Job Security 0.0

Environ./Culture 40.0 Other 20.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.9

Job Ads 4.5 Contact Companies 2.8

Post Resume 3.5

SECTION 4 JOB TITLES

GROUP COPY SUPERVISOR \$135,300 ▲ 0.1%

Number of respondents **3**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	0.0	Biotechnology	33.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	0.0
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	33.3

Age High 34 Low 29 Avg. 31.3

Sex Male 0.0 Female 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 US revenue (%) <\$5M 0.0 \$50-\$100M 33.3 \$5-\$20M 33.3 >100M 0.0 \$20-\$50M 33.3

Position satisfying? (%) Thoroughly 0.0 Generally 66.7 OK Sometimes 33.3 No 0.0

Advancement prospects (%) Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 33.3 Good 33.3 Fair 33.3 Poor 0.0

How current job was acquired (%) Promoted 100.0 Exec Search 0.0 Hired by Company 0.0 Own Initiative 0.0

Benefits received (%) Signing Bonus 0.0 Retirement 100.0 Car 0.0 Medical 100.0 Dental 100.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 3.7 Environ./Culture 1.3 Benefits 5.0 Loyalty to Staff 3.3 Advancement 4.7 Environ./Soc. Resp. 7.7 Training 7.0 Job Security 3.3

Employer rating (avg rating, 1 = best) Salary 2.0 Environ./Culture 1.7 Benefits 2.0 Loyalty to Staff 2.7 Advancement 2.0 Environ./Soc. Resp. 2.7 Training 2.7 Job Security 1.3

Plan to seek a new job this year? (%) Yes 0.0 No 0.0

New job motivation (%) Salary/Benefits 100.0 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 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 1.7 Existing Contacts 1.3 Job Ads 3.7 Contact Companies 4.7 Post Resume 3.7

COPY SUPERVISOR \$97,500 ▲ 2.2%

Number of respondents **4**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	0.0
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	0.0

Age High 46 Low 27 Avg. 37.0

Sex Male 100.0 Female 0.0

Years in industry High 6.0 Low 1.0 Avg. 4.5

Years in position High 2.0 Low 1.0 Avg. 1.3

Salary (\$000s/yr) High 110.0 Low 82.0 Avg. 97.5

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 25.0 No 75.0

Amount (\$000s/yr) High 4.0 Low 4.0 Avg. 4.0

Perceived pay vs. peers (%) More 25.0 Less 25.0 Same 50.0

Employer's gross US revenue (%) <\$5M 0.0 \$50-\$100M 25.0 \$5-\$20M 50.0 >100M 25.0 \$20-\$50M 0.0

Position satisfying? (%) Thoroughly 50.0 Generally 50.0 OK Sometimes 0.0 No 0.0

Advancement prospects (%) Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 25.0 Good 50.0 Fair 25.0 Poor 0.0

How current job was acquired (%) Promoted 25.0 Exec Search 25.0 Hired by Company 0.0 Own Initiative 50.0

Benefits received (%) Signing Bonus 0.0 Retirement 50.0 Car 0.0 Medical 100.0 Dental 100.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 3.3 Benefits 4.8 Loyalty to Staff 4.0 Advancement 3.3 Environ./Soc. Resp. 8.0 Training 5.3 Job Security 5.3

Employer rating (avg rating, 1 = best) Salary 1.8 Environ./Culture 1.0 Benefits 2.3 Loyalty to Staff 1.3 Advancement 2.0 Environ./Soc. Resp. 2.5 Training 2.0 Job Security 2.0

Plan to seek a new job this year? (%) Yes 0.0 No 25.0

New job motivation (%) Salary/Benefits 100.0 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 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 3.5 Existing Contacts 1.0 Job Ads 4.3 Contact Companies 2.3 Post Resume 4.0

SECTION 4 JOB TITLES

SENIOR COPYWRITER **\$99,100** ▲ **8.3%**

Number of respondents **6**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	16.7
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	16.7
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 52 Low 34 Avg. 41.8

Sex Male 50.0 Female 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-\$20M 16.7 >100M 16.7

Position satisfying? (%) Thoroughly 33.3 Generally 33.3

OK Sometimes 16.7 No 16.7

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 16.7 Good 33.3

Fair 16.7 Poor 33.3

How current job was acquired (%) Promoted 16.7 Exec Search 0.0

Hired by Company 33.3 Own Initiative 50.0

Benefits received (%) Signing Bonus 0.0 Retirement 25.0

Car 0.0 Medical 75.0

Dental 75.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.3

Benefits 3.7 Loyalty to Staff 5.2

Advancement 2.8 Environ./Soc. Resp. 7.3

Training 6.5 Job Security 5.8

Employer rating (avg rating, 1 = best) Salary 2.5 Environ./Culture 2.7

Benefits 3.0 Loyalty to Staff 2.8

Advancement 3.0 Environ./Soc. Resp. 2.8

Training 3.7 Job Security 2.7

Plan to seek a new job this year? (%) Yes 33.3 No 0.0

New job motivation (%) Salary/Benefits 50.0 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 50.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.2 Existing Contacts 2.0

Job Ads 3.3 Contact Companies 3.4

Post Resume 3.8

COPYWRITER **\$77,500** ▲ **14.0%**

Number of respondents **1**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	100.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	100.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 35 Low 35 Avg. 35.0

Sex Male 100.0 Female 0.0

Years in industry High 8.0 Low 8.0 Avg. 8.0

Years in position High 3.0 Low 3.0 Avg. 3.0

Salary (\$000s/yr) High 77.5 Low 77.5 Avg. 77.5

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Perceived pay vs. peers (%) More 0.0 Less 100.0 Same 0.0

Employer's gross <\$5M 0.0 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 100.0 >100M 0.0

Position satisfying? (%) Thoroughly 100.0 Generally 0.0

OK Sometimes 0.0 No 0.0

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 0.0 Good 0.0

Fair 100.0 Poor 0.0

How current job was acquired (%) Promoted 0.0 Exec Search 0.0

Hired by Company 0.0 Own Initiative 100.0

Benefits received (%) Signing Bonus 0.0 Retirement 0.0

Car 0.0 Medical 0.0

Dental 0.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 3.0 Environ./Culture 1.0

Benefits 4.0 Loyalty to Staff 8.0

Advancement 5.0 Environ./Soc. Resp. 2.0

Training 6.0 Job Security 7.0

Employer rating (avg rating, 1 = best) Salary 3.0 Environ./Culture 1.0

Benefits 3.0 Loyalty to Staff 3.0

Advancement 3.0 Environ./Soc. Resp. 1.0

Training 4.0 Job Security 3.0

Plan to seek a new job this year? (%) Yes 0.0 No 0.0

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 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 3.0 Existing Contacts 1.0

Job Ads 2.0 Contact Companies 4.0

Post Resume 5.0

SECTION 4 JOB TITLES

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

Number of respondents **4**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	75.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	25.0	Medical Devices/Equip	0.0
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	25.0

Age High 64 Low 25 Avg. 47.0

Sex Male 25.0 Female 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 0.8 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-\$20M 75.0 >100M 0.0

Position satisfying? (%) Thoroughly 0.0 Generally 75.0

OK Sometimes 0.0 No 25.0

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 0.0 Good 25.0

Fair 50.0 Poor 25.0

How current job was acquired (%) Promoted 25.0 Exec Search 25.0

Hired by Company 0.0 Own Initiative 25.0

Benefits received (%) Signing Bonus 0.0 Retirement 33.3

Car 0.0 Medical 100.0

Dental 100.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 4.5

Benefits 3.0 Loyalty to Staff 3.8

Advancement 4.5 Environ./Soc. Resp. 7.8

Training 6.5 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.8 Environ./Culture 2.0

Benefits 2.0 Loyalty to Staff 2.5

Advancement 3.3 Environ./Soc. Resp. 2.0

Training 3.5 Job Security 2.5

Plan to seek a new job this year? (%) Yes 50.0 No 0.0

New job motivation (%) Salary/Benefits 33.3 Advancement 0.0

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 33.3 Job Security 0.0

Environ./Culture 0.0 Other 33.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 3.3 Existing Contacts 1.8

Job Ads 3.5 Contact Companies 3.0

Post Resume 3.5

PUBLISHER \$110,800 ▼45.2%

Number of respondents **3**

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 - Consumer	0.0	Medical Devices/Equip	0.0
Media/Publisher - HCP & Consmr.	33.3	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	33.3	Dental Products/Equip	0.0
		Managed Care	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 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 >100M 33.3

Position satisfying? (%) Thoroughly 66.7 Generally 33.3

OK Sometimes 0.0 No 0.0

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 33.3 Good 0.0

Fair 0.0 Poor 66.7

How current job was acquired (%) Promoted 33.3 Exec Search 33.3

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 to job (avg ranking, 1 = most important) Salary 2.0 Environ./Culture 3.0

Benefits 2.7 Loyalty to Staff 5.7

Advancement 5.3 Environ./Soc. Resp. 7.3

Training 6.7 Job Security 3.3

Employer rating (avg rating, 1 = best) Salary 2.0 Environ./Culture 1.3

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 new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.3

Job Ads 4.3 Contact Companies 3.0

Post Resume 4.0

SECTION 4 JOB TITLES

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

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

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

Number of respondents					
					3
Employer	Percent	Market Sector		Percent	
Manufacturer	0.0	Rx Pharmaceuticals		100.0	
Agency	0.0	OTC Pharmaceuticals		33.3	
Media/Publisher - HCP	66.7	Biotechnology		66.7	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		100.0	
Media/Publisher - HCP & Consmr.	33.3	Diagnostic Device/Equip		33.3	
Service Supplier	0.0	Hospital Products/Equip.		0.0	
Other	0.0	Dental Products/Equip		0.0	
		Managed Care		0.0	
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Age	High	58	Low	28	Avg. 42.7
Sex	Male	66.7	Female	33.3	
Years in industry	High	20.0	Low	3.0	Avg. 9.0
Years in position	High	4.0	Low	1.0	Avg. 2.7
Salary (\$000s/yr)	High	165.0	Low	45.0	Avg. 91.7
Commission received?	Yes	100.0	No	0.0	
Amount (\$000s/yr)	High	65.0	Low	23.5	Avg. 42.8
Bonus received?	Yes	0.0	No	100.0	
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg. 0.0
Perceived pay					
vs. peers (%)	More	66.7	Less	33.3	Same 0.0
Employer's gross	<\$5M	0.0	\$50-\$100M	33.3	
US revenue (%)	\$5-\$20M	33.3	>100M	33.3	
	\$20-\$50M	0.0			
Position satisfying? (%)	Thoroughly	0.0	Generally	100.0	
	OK Sometimes	0.0	No	0.0	
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	0.0	Good	66.7	
	Fair	33.3	Poor	0.0	
How current job was acquired (%)	Promoted	0.0	Exec Search	33.3	
	Hired by Company	0.0	Own Initiative	66.7	
Benefits received (%)	Signing Bonus	0.0	Retirement	66.7	
	Car	0.0	Medical	66.7	
	Dental	66.7	Stock	33.3	
Factors important to job (avg ranking, 1 = most important)	Salary	1.0	Environ./Culture	4.7	
	Benefits	4.7	Loyalty to Staff	5.0	
	Advancement	2.3	Environ./Soc. Resp.	8.0	
	Training	6.7	Job Security	3.7	
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.0	
	Benefits	1.7	Loyalty to Staff	2.7	
	Advancement	2.3	Environ./Soc. Resp.	2.3	
	Training	2.3	Job Security	1.7	
Plan to seek a new job this year? (%)	Yes	0.0	No	66.7	
New job motivation (%)	Salary/Benefits	0.0	Advancement	100.0	
	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	0.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.0	Existing Contacts	1.7	
	Job Ads	2.0	Contact Companies	1.0	
	Post Resume	5.0			

SECTION 4 JOB TITLES

EDITOR \$73,800 ▼1.6%

Number of respondents **12**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	58.3
Agency	16.7	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	41.7	Biotechnology	25.0
Media/Publisher - Consumer	16.7	Medical Devices/Equip	41.7
Media/Publisher - HCP & Consmr.	8.3	Diagnostic Device/Equip	25.0
Service Supplier	8.3	Hospital Products/Equip.	16.7
Other	8.3	Dental Products/Equip	16.7
		Managed Care	33.3

Age High 57 Low 26 Avg. 38.7

Sex Male 0.0 Female 100.0

Years in industry High 23.0 Low 3.0 Avg. 8.7

Years in position High 10.0 Low 1.0 Avg. 4.6

Salary (\$000s/yr) High 200.0 Low 41.0 Avg. 73.8

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 40.0 Low 1.0 Avg. 9.9

Perceived pay vs. peers (%) More 8.3 Less 50.0 Same 41.7

Employer's gross <\$5M 27.3 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 27.3 >100M 9.1

Position satisfying? (%) Thoroughly 18.2 Generally 36.4

OK Sometimes 36.4 No 9.1

Advancement prospects (%) Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 8.3 Good 41.7

Fair 8.3 Poor 41.7

How current job was acquired (%) Promoted 25.0 Exec Search 8.3

Hired by Company 8.3 Own Initiative 58.3

Benefits received (%) Signing Bonus 0.0 Retirement 66.7

Car 0.0 Medical 91.7

Dental 66.7 Stock 16.7

Factors important to job (avg ranking, 1 = most important) Salary 2.1 Environ./Culture 3.6

Benefits 3.4 Loyalty to Staff 4.4

Advancement 4.7 Environ./Soc. Resp. 7.1

Training 6.8 Job Security 3.9

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 3.0

Benefits 1.8 Loyalty to Staff 2.9

Advancement 3.0 Environ./Soc. Resp. 3.1

Training 3.2 Job Security 2.9

Plan to seek a new job this year? (%) Yes 33.3 No 33.3

New job motivation (%) Salary/Benefits 0.0 Advancement 40.0

Different Part of Ind 20.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 0.0

Environ./Culture 40.0 Other 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 3.5 Existing Contacts 1.6

Job Ads 2.2 Contact Companies 3.5

Post Resume 4.2

MEDICAL WRITER \$50,000 ▼31.3%

Number of respondents **1**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	0.0
Agency	0.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	0.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	100.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age High 47 Low 47 Avg. 47.0

Sex Male 0.0 Female 100.0

Years in industry High 0.0 Low 0.0 Avg. 0.0

Years in position High 1.0 Low 1.0 Avg. 1.0

Salary (\$000s/yr) High 50.0 Low 50.0 Avg. 50.0

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Perceived pay vs. peers (%) More 0.0 Less 100.0 Same 0.0

Employer's gross <\$5M 100.0 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 0.0 >100M 0.0

Position satisfying? (%) Thoroughly 0.0 Generally 100.0

OK Sometimes 0.0 No 0.0

Advancement prospects (%) Index 4.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 100.0 Good 0.0

Fair 0.0 Poor 0.0

How current job was acquired (%) Promoted 0.0 Exec Search 0.0

Hired by Company 0.0 Own Initiative 0.0

Benefits received (%) Signing Bonus 0.0 Retirement 0.0

Car 0.0 Medical 0.0

Dental 0.0 Stock 0.0

Factors important to job (avg ranking, 1 = most important) Salary 3.0 Environ./Culture 1.0

Benefits 0.0 Loyalty to Staff 0.0

Advancement 4.0 Environ./Soc. Resp. 0.0

Training 0.0 Job Security 2.0

Employer rating (avg rating, 1 = best) Salary 2.0 Environ./Culture 1.0

Benefits 1.0 Loyalty to Staff 1.0

Advancement 1.0 Environ./Soc. Resp. 1.0

Training 1.0 Job Security 1.0

Plan to seek a new job this year? (%) Yes 0.0 No 100.0

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 0.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 0.0 Existing Contacts 0.0

Job Ads 0.0 Contact Companies 0.0

Post Resume 0.0

SECTION 4 JOB TITLES

CONSULTANT \$100,000 ▼24.9%

Number of respondents **14**

Employer	Percent	Market Sector	Percent
Manufacturer	28.6	Rx Pharmaceuticals	71.4
Agency	14.3	OTC Pharmaceuticals	14.3
Media/Publisher - HCP	0.0	Biotechnology	21.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	42.9
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	21.4
Service Supplier	42.9	Hospital Products/Equip.	7.1
Other	14.3	Dental Products/Equip	7.1
		Managed Care	21.4

Age High 63 Low 28 Avg. 45.4

Sex Male 64.3 Female 35.7

Years in industry High 40.0 Low 1.0 Avg. 18.9

Years in position High 12.0 Low 1.0 Avg. 3.2

Salary (\$000s/yr) High 178.0 Low 38.0 Avg. 100.0

Commission received? Yes 7.1 No 92.9

Amount (\$000s/yr) High 35.0 Low 35.0 Avg. 35.0

Bonus received? Yes 35.7 No 64.3

Amount (\$000s/yr) High 20.0 Low 5.0 Avg. 13.4

Perceived pay vs. peers (%) More 14.3 Less 57.1 Same 28.6

Employer's gross <\$5M 42.9 \$50-\$100M 0.0

US revenue (%) \$5-\$20M 28.6 >100M 21.4

Position satisfying? (%) Thoroughly 28.6 Generally 21.4

OK Sometimes 42.9 No 7.1

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 7.1 Good 35.7

Fair 50.0 Poor 7.1

How current job was acquired (%) Promoted 7.1 Exec Search 7.1

Hired by Company 14.3 Own Initiative 57.1

Benefits received (%) Signing Bonus 10.0 Retirement 30.0

Car 0.0 Medical 80.0

Dental 70.0 Stock 10.0

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.5

Benefits 4.4 Loyalty to Staff 4.8

Advancement 4.6 Environ./Soc. Resp. 7.3

Training 6.5 Job Security 3.3

Employer rating (avg rating, 1 = best) Salary 2.8 Environ./Culture 2.4

Benefits 2.5 Loyalty to Staff 2.3

Advancement 2.8 Environ./Soc. Resp. 2.7

Training 3.2 Job Security 2.0

Plan to seek a new job this year? (%) Yes 50.0 No 35.7

New job motivation (%) Salary/Benefits 14.3 Advancement 0.0

Different Part of Ind 0.0 Need a Change 0.0

Get out of Industry 0.0 Job Security 28.6

Environ./Culture 42.9 Other 14.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.6

Job Ads 3.3 Contact Companies 3.9

Post Resume 3.8

OTHER \$123,800 NA

Number of respondents **136**

Employer	Percent	Market Sector	Percent
Manufacturer	50.0	Rx Pharmaceuticals	71.3
Agency	30.9	OTC Pharmaceuticals	18.4
Media/Publisher - HCP	0.7	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.7
Media/Publisher - HCP & Consmr.	1.5	Diagnostic Device/Equip	10.3
Service Supplier	3.7	Hospital Products/Equip.	9.6
Other	13.2	Dental Products/Equip	4.4
		Managed Care	7.4

Age High 73 Low 19 Avg. 43.6

Sex Male 50.0 Female 50.0

Years in industry High 46.0 Low 0.5 Avg. 14.3

Years in position High 30.0 Low 0.3 Avg. 4.5

Salary (\$000s/yr) High 350.0 Low 18.0 Avg. 123.8

Commission received? Yes 5.9 No 94.1

Amount (\$000s/yr) High 50.0 Low 5.0 Avg. 23.4

Bonus received? Yes 67.7 No 32.4

Amount (\$000s/yr) High 500.0 Low 0.4 Avg. 32.9

Perceived pay vs. peers (%) More 19.1 Less 44.1 Same 36.8

Employer's gross <\$5M 15.2 \$50-\$100M 11.4

US revenue (%) \$5-\$20M 17.4 >100M 42.4

Position satisfying? (%) Thoroughly 30.4 Generally 53.3

OK Sometimes 12.6 No 3.7

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 12.5 Good 33.1

Fair 30.9 Poor 23.5

How current job was acquired (%) Promoted 35.6 Exec Search 15.6

Hired by Company 12.6 Own Initiative 28.9

Benefits received (%) Signing Bonus 12.2 Retirement 64.5

Car 12.2 Medical 88.8

Dental 75.7 Stock 41.1

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 3.0

Benefits 4.3 Loyalty to Staff 4.8

Advancement 4.2 Environ./Soc. Resp. 6.7

Training 6.1 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.1

Benefits 2.1 Loyalty to Staff 2.3

Advancement 2.7 Environ./Soc. Resp. 2.3

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 33.1 No 41.2

New job motivation (%) Salary/Benefits 28.6 Advancement 22.2

Different Part of Ind 9.5 Need a Change 9.5

Get out of Industry 3.2 Job Security 6.4

Environ./Culture 9.5 Other 11.1

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.7 Existing Contacts 1.8

Job Ads 3.3 Contact Companies 3.3

Post Resume 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

SECTION 5 EMPLOYEE CHARACTERISTICS

MALE

\$147,400

▼3.5%

Number of respondents 524

Employer	Percent	Market Sector	Percent
Manufacturer	46.2	Rx Pharmaceuticals	72.3
Agency	30.3	OTC Pharmaceuticals	15.1
Media/Publisher - HCP	3.8	Biotechnology	25.2
Media/Publisher - Consumer	1.0	Medical Devices/Equip	30.9
Media/Publisher - HCP & Consmr.	2.5	Diagnostic Device/Equip	14.9
Service Supplier	9.2	Hospital Products/Equip.	8.8
Other	7.1	Dental Products/Equip	4.4
		Managed Care	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	No	30.7		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay vs. peers (%)	More	16.8	Less	42.2	Same	41.0
Employer's gross US revenue (%)	<\$5M	15.2	\$50-\$100M	8.1		
	\$5-\$20M	20.8	>100M	44.3		
	\$20-\$50M	11.6				
Position satisfying? (%)	Thoroughly	33.1	Generally	46.5		
	OK Sometimes	13.3	No	7.1		
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	14.8	Good	34.7		
	Fair	29.0	Poor	21.5		
How current job was acquired (%)	Promoted	33.5	Exec Search	14.5		
	Hired by Company	16.1	Own Initiative	29.4		
Benefits received (%)	Signing Bonus	14.1	Retirement	51.9		
	Car	18.1	Medical	82.1		
	Dental	72.9	Stock	44.8		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.0		
	Benefits	4.3	Loyalty to Staff	4.6		
	Advancement	4.2	Environ./Soc. Resp.	6.9		
	Training	6.5	Job Security	3.9		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.2		
	Benefits	2.2	Loyalty to Staff	2.3		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	34.2	No	44.0		
New job motivation (%)	Salary/Benefits	33.3	Advancement	18.2		
	Different Part of Ind	9.1	Need a Change	6.5		
	Get out of Industry	3.5	Job Security	5.2		
	Environ./Culture	17.8	Other	6.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	1.8		
	Job Ads	3.5	Contact Companies	3.3		
	Post Resume	4.1				

FEMALE

\$116,000

▲9.9%

Number of respondents 470

Employer	Percent	Market Sector	Percent
Manufacturer	34.3	Rx Pharmaceuticals	69.4
Agency	39.6	OTC Pharmaceuticals	17.5
Media/Publisher - HCP	4.0	Biotechnology	23.2
Media/Publisher - Consumer	1.1	Medical Devices/Equip	24.0
Media/Publisher - HCP & Consmr.	3.2	Diagnostic Device/Equip	11.3
Service Supplier	8.5	Hospital Products/Equip.	8.1
Other	9.4	Dental Products/Equip	3.4
		Managed Care	8.9

Age	High	82	Low	21	Avg.	41.1
Sex	Male	0.0	Female	100.0		
Years in industry	High	45.0	Low	0.5	Avg.	13.2
Years in position	High	40.0	Low	0.3	Avg.	4.3
Salary (\$000s/yr)	High	334.0	Low	11.5	Avg.	116.0
Commission received?	Yes	7.0	No	93.0		
Amount (\$000s/yr)	High	300.0	Low	0.6	Avg.	57.2
Bonus received?	Yes	63.8	No	36.2		
Amount (\$000s/yr)	High	1000.0	Low	75.0	Avg.	271.0
Perceived pay vs. peers (%)	More	10.7	Less	47.9	Same	41.4
Employer's gross US revenue (%)	<\$5M	16.0	\$50-\$100M	11.2		
	\$5-\$20M	25.9	>100M	30.8		
	\$20-\$50M	16.0				
Position satisfying? (%)	Thoroughly	23.7	Generally	56.7		
	OK Sometimes	14.0	No	5.6		
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	15.3	Good	37.4		
	Fair	24.1	Poor	23.2		
How current job was acquired (%)	Promoted	33.0	Exec Search	12.4		
	Hired by Company	13.3	Own Initiative	33.2		
Benefits received (%)	Signing Bonus	11.4	Retirement	57.2		
	Car	6.0	Medical	85.0		
	Dental	73.8	Stock	36.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.8		
	Benefits	4.2	Loyalty to Staff	4.8		
	Advancement	4.4	Environ./Soc. Resp.	7.0		
	Training	6.4	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.2		
	Benefits	2.2	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	35.1	No	32.0		
New job motivation (%)	Salary/Benefits	24.1	Advancement	16.5		
	Different Part of Ind	12.1	Need a Change	4.9		
	Get out of Industry	4.0	Job Security	7.1		
	Environ./Culture	18.3	Other	13.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.6	Existing Contacts	1.8		
	Job Ads	3.2	Contact Companies	3.3		
	Post Resume	3.9				

SECTION 5 EMPLOYEE CHARACTERISTICS

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

Number of respondents						239
Employer	Percent	Market Sector		Percent		
Manufacturer	34.7	Rx Pharmaceuticals		76.2		
Agency	40.6	OTC Pharmaceuticals		17.6		
Media/Publisher - HCP	3.4	Biotechnology		25.9		
Media/Publisher - Consumer	0.8	Medical Devices/Equip		23.9		
Media/Publisher - HCP & Consmr.	4.2	Diagnostic Device/Equip		11.7		
Service Supplier	8.0	Hospital Products/Equip.		8.4		
Other	8.4	Dental Products/Equip		2.9		
		Managed Care		10.5		
Age	High	66	Low	19	Avg.	38.6
Sex	Male	52.3	Female	47.7		
Years in industry	High	40.0	Low	0.5	Avg.	11.5
Years in position	High	1.0	Low	0.2	Avg.	1.0
Salary (\$000s/yr)	High	301.0	Low	11.5	Avg.	121.0
Commission received?	Yes	10.9	No	89.1		
Amount (\$000s/yr)	High	1000.0	Low	0.5	Avg.	95.7
Bonus received?	Yes	65.7	No	34.3		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay vs. peers (%)	More	14.7	Less	40.3	Same	45.0
Employer's gross US revenue (%)	<\$5M	15.0		\$50-\$100M	12.4	
	\$5-\$20M	23.5		>100M	32.5	
	\$20-\$50M	16.7				
Position satisfying? (%)	Thoroughly	31.5		Generally	53.8	
	OK Sometimes	9.7		No	5.0	
Advancement prospects (%)	Index	2.8 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	22.8		Good	45.6	
	Fair	22.4		Poor	9.3	
How current job was acquired (%)	Promoted	26.2		Exec Search	15.6	
	Hired by Company	15.2		Own Initiative	34.6	
Benefits received (%)	Signing Bonus	16.9		Retirement	54.2	
	Car	8.5		Medical	85.1	
	Dental	74.6		Stock	41.3	
Factors important to job (avg ranking, 1 = most important)	Salary	2.5		Environ./Culture	3.0	
	Benefits	4.4		Loyalty to Staff	4.7	
	Advancement	3.9		Environ./Soc. Resp.	7.0	
	Training	6.3		Job Security	4.1	
Employer rating (avg rating, 1 = best)	Salary	2.3		Environ./Culture	2.1	
	Benefits	2.2		Loyalty to Staff	2.2	
	Advancement	2.3		Environ./Soc. Resp.	2.3	
	Training	2.7		Job Security	2.2	
Plan to seek a new job this year? (%)	Yes	24.9		No	48.5	
New job motivation (%)	Salary/Benefits	26.8		Advancement	14.6	
	Different Part of Ind	12.2		Need a Change	2.4	
	Get out of Industry	6.1		Job Security	6.1	
	Environ./Culture	19.5		Other	12.2	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.6		Existing Contacts	1.8	
	Job Ads	3.3		Contact Companies	3.2	
	Post Resume	4.0				

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

Number of respondents						215
Employer	Percent	Market Sector		Percent		
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 US revenue (%)	<\$5M	14.3		\$50-\$100M	9.0	
	\$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 prospects (%)	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	18.2		Good	37.4	
	Fair	25.2		Poor	19.2	
How current job was acquired (%)	Promoted	32.1		Exec Search	14.9	
	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 to job (avg ranking, 1 = most important)	Salary	2.3		Environ./Culture	2.7	
	Benefits	4.4		Loyalty to Staff	4.8	
	Advancement	3.9		Environ./Soc. Resp.	7.0	
	Training	6.4		Job Security	4.2	
Employer rating (avg rating, 1 = best)	Salary	2.4		Environ./Culture	2.2	
	Benefits	2.2		Loyalty to Staff	2.4	
	Advancement	2.6		Environ./Soc. Resp.	2.4	
	Training	2.9		Job Security	2.4	
Plan to seek a new job this year? (%)	Yes	43.0		No	25.2	
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 new job (avg ranking, 1=most likely)	Recruitment Agency	2.2		Existing Contacts	1.8	
	Job Ads	3.4		Contact Companies	3.5	
	Post Resume	4.0				

SECTION 5 EMPLOYEE CHARACTERISTICS

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

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

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

Number of respondents						237
Employer	Percent	Market Sector		Percent		
Manufacturer	38.0	Rx Pharmaceuticals		66.2		
Agency	26.2	OTC Pharmaceuticals		15.2		
Media/Publisher - HCP	5.9	Biotechnology		26.2		
Media/Publisher - Consumer	1.7	Medical Devices/Equip		29.1		
Media/Publisher - HCP & Consmr.	3.8	Diagnostic Device/Equip		16.5		
Service Supplier	13.9	Hospital Products/Equip.		10.1		
Other	10.6	Dental Products/Equip		5.1		
		Managed Care		11.8		
Age	High	82	Low	24	Avg.	49.1
Sex	Male	52.7	Female	47.3		
Years in industry	High	45.0	Low	2.0	Avg.	19.5
Years in position	High	40.0	Low	5.5	Avg.	10.6
Salary (\$000s/yr)	High	700.0	Low	20.0	Avg.	137.6
Commission received?	Yes	14.8	No	85.2		
Amount (\$000s/yr)	High	300.0	Low	7.0	Avg.	73.6
Bonus received?	Yes	62.5	No	37.6		
Amount (\$000s/yr)	High	275.0	Low	0.1	Avg.	66.1
Perceived pay vs. peers (%)	More	14.5	Less	43.6	Same	41.9
Employer's gross US revenue (%)	<\$5M	23.3	\$50-\$100M	7.3		
	\$5-\$20M	20.7	>100M	37.5		
	\$20-\$50M	11.2				
Position satisfying? (%)	Thoroughly	34.6	Generally	47.0		
	OK Sometimes	13.3	No	5.1		
Advancement prospects (%)	Index	2.1 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	8.9	Good	28.0		
	Fair	30.5	Poor	32.6		
How current job was acquired (%)	Promoted	38.2	Exec Search	9.0		
	Hired by Company	11.2	Own Initiative	32.6		
Benefits received (%)	Signing Bonus	7.6	Retirement	54.0		
	Car	21.2	Medical	88.4		
	Dental	71.2	Stock	30.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.8		
	Benefits	3.9	Loyalty to Staff	4.6		
	Advancement	5.0	Environ./Soc. Resp.	6.7		
	Training	6.5	Job Security	3.5		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.2		
	Benefits	2.1	Loyalty to Staff	2.3		
	Advancement	2.8	Environ./Soc. Resp.	2.3		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	31.1	No	46.4		
New job motivation (%)	Salary/Benefits	27.7	Advancement	11.7		
	Different Part of Ind	11.7	Need a Change	9.6		
	Get out of Industry	4.3	Job Security	9.6		
	Environ./Culture	18.1	Other	7.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	1.9		
	Job Ads	3.3	Contact Companies	3.2		
	Post Resume	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 Commission, 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

SECTION 6 EMPLOYEE BENEFITS

RECEIVE A COMMISSION \$118,800 ▲4.4%

Number of respondents 105

Employer	Percent	Market Sector	Percent
Manufacturer	22.9	Rx Pharmaceuticals	67.6
Agency	17.1	OTC Pharmaceuticals	21.9
Media/Publisher - HCP	13.3	Biotechnology	28.6
Media/Publisher - Consumer	4.8	Medical Devices/Equip	36.2
Media/Publisher - HCP & Consmr.	9.5	Diagnostic Device/Equip	20.0
Service Supplier	24.8	Hospital Products/Equip.	11.4
Other	7.6	Dental Products/Equip	3.8
		Managed Care	9.5

Age High 71 Low 22 Avg. 46.1

Sex Male 68.6 Female 31.4

Years in industry High 58.0 Low 1.0 Avg. 17.4

Years in position High 23.0 Low 1.0 Avg. 5.3

Salary (\$000s/yr) High 290.0 Low 30.0 Avg. 118.8

Commission received? Yes 100.0 No 0.0

Amount (\$000s/yr) High 1000.0 Low 0.5 Avg. 64.5

Bonus received? Yes 34.3 No 65.7

Amount (\$000s/yr) High 300.0 Low 0.4 Avg. 72.4

Perceived pay vs. peers (%) More 19.2 Less 42.3 Same 38.5

Employer's gross <\$5M 18.5 \$50-\$100M 4.9

US revenue (%) \$5-\$20M 34.0 >100M 31.1

Position satisfying? (%) Thoroughly 33.3 Generally 50.0

OK Sometimes 10.8 No 5.9

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 9.5 Good 37.1

Fair 23.8 Poor 29.5

How current job was acquired (%) Promoted 16.4 Exec Search 19.2

Hired by Company 15.4 Own Initiative 35.6

Benefits received (%) Signing Bonus 9.7 Retirement 44.1

Car 32.3 Medical 80.7

Dental 65.6 Stock 32.3

Factors important to job (avg ranking, 1 = most important) Salary 2.1 Environ./Culture 3.2

Benefits 4.0 Loyalty to Staff 4.6

Advancement 4.7 Environ./Soc. Resp. 7.1

Training 6.3 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.2

Benefits 2.4 Loyalty to Staff 2.3

Advancement 2.7 Environ./Soc. Resp. 2.4

Training 2.9 Job Security 2.3

Plan to seek a new job this year? (%) Yes 33.3 No 40.0

New job motivation (%) Salary/Benefits 32.6 Advancement 19.6

Different Part of Ind 10.9 Need a Change 0.0

Get out of Industry 0.0 Job Security 4.4

Environ./Culture 21.7 Other 10.9

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.7

Job Ads 3.6 Contact Companies 3.0

Post Resume 4.3

NO COMMISSION \$134,200 ▲2.8%

Number of respondents 889

Employer	Percent	Market Sector	Percent
Manufacturer	42.6	Rx Pharmaceuticals	71.3
Agency	36.8	OTC Pharmaceuticals	15.5
Media/Publisher - HCP	2.8	Biotechnology	23.7
Media/Publisher - Consumer	0.6	Medical Devices/Equip	26.7
Media/Publisher - HCP & Consmr.	2.0	Diagnostic Device/Equip	12.4
Service Supplier	7.0	Hospital Products/Equip.	8.1
Other	8.2	Dental Products/Equip	3.9
		Managed Care	9.2

Age High 82 Low 19 Avg. 42.9

Sex Male 50.8 Female 49.2

Years in industry High 50.0 Low 0.5 Avg. 15.0

Years in position High 40.0 Low 0.2 Avg. 4.3

Salary (\$000s/yr) High 700.0 Low 11.5 Avg. 134.2

Commission received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0

Bonus received? Yes 70.5 No 29.5

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 13.3 Less 45.2 Same 41.5

Employer's gross <\$5M 15.3 \$50-\$100M 10.1

US revenue (%) \$5-\$20M 21.9 >100M 38.8

Position satisfying? (%) Thoroughly 28.1 Generally 51.5

OK Sometimes 14.0 No 6.5

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 15.7 Good 35.9

Fair 27.0 Poor 21.5

How current job was acquired (%) Promoted 35.2 Exec Search 12.8

Hired by Company 14.7 Own Initiative 30.7

Benefits received (%) Signing Bonus 13.3 Retirement 55.6

Car 10.2 Medical 83.8

Dental 74.3 Stock 42.2

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.8

Benefits 4.3 Loyalty to Staff 4.7

Advancement 4.3 Environ./Soc. Resp. 6.9

Training 6.4 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.2

Benefits 2.2 Loyalty to Staff 2.4

Advancement 2.6 Environ./Soc. Resp. 2.3

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 34.8 No 38.2

New job motivation (%) Salary/Benefits 28.4 Advancement 17.1

Different Part of Ind 10.5 Need a Change 6.4

Get out of Industry 4.2 Job Security 6.4

Environ./Culture 17.6 Other 9.5

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.8

Job Ads 3.4 Contact Companies 3.3

Post Resume 3.9

SECTION 6 EMPLOYEE BENEFITS

RECEIVE A BONUS **\$146,900** **▲5.3%**

Number of respondents **663**

Employer	Percent	Market Sector	Percent
Manufacturer	51.4	Rx Pharmaceuticals	73.5
Agency	30.3	OTC Pharmaceuticals	14.6
Media/Publisher - HCP	3.3	Biotechnology	25.5
Media/Publisher - Consumer	0.8	Medical Devices/Equip	28.2
Media/Publisher - HCP & Consmr.	2.4	Diagnostic Device/Equip	14.0
Service Supplier	6.8	Hospital Products/Equip.	8.6
Other	5.0	Dental Products/Equip	3.5
		Managed Care	8.1

Age High 74 Low 19 Avg. 43.4

Sex Male 54.8 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-\$20M 17.4 >100M 47.4

Position satisfying? (%) Thoroughly 29.0 Generally 53.1

OK Sometimes 12.5 No 5.5

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 15.4 Good 39.0

Fair 24.1 Poor 21.6

How current job was acquired (%) Promoted 39.4 Exec Search 13.2

Hired by Company 14.9 Own Initiative 26.5

Benefits received (%) Signing Bonus 15.6 Retirement 56.9

Car 13.5 Medical 84.6

Dental 76.2 Stock 47.1

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.8

Benefits 4.3 Loyalty to Staff 4.7

Advancement 4.2 Environ./Soc. Resp. 7.0

Training 6.6 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.2

Benefits 2.1 Loyalty to Staff 2.4

Advancement 2.6 Environ./Soc. Resp. 2.3

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 33.0 No 40.6

New job motivation (%) Salary/Benefits 25.3 Advancement 19.0

Different Part of Ind 10.4 Need a Change 6.9

Get out of Industry 4.2 Job Security 6.2

Environ./Culture 17.0 Other 11.1

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.8

Job Ads 3.4 Contact Companies 3.4

Post Resume 4.1

NO BONUS **\$103,500** **▼5.6%**

Number of respondents **331**

Employer	Percent	Market Sector	Percent
Manufacturer	18.7	Rx Pharmaceuticals	65.9
Agency	43.5	OTC Pharmaceuticals	19.3
Media/Publisher - HCP	5.1	Biotechnology	21.8
Media/Publisher - Consumer	1.5	Medical Devices/Equip	26.6
Media/Publisher - HCP & Consmr.	3.6	Diagnostic Device/Equip	11.5
Service Supplier	13.0	Hospital Products/Equip.	8.2
Other	14.5	Dental Products/Equip	4.8
		Managed Care	11.5

Age High 82 Low 21 Avg. 42.9

Sex Male 48.6 Female 51.4

Years in industry High 58.0 Low 0.5 Avg. 14.2

Years in position High 35.0 Low 0.3 Avg. 4.8

Salary (\$000s/yr) High 300.0 Low 11.5 Avg. 103.5

Commission received? Yes 20.9 No 79.1

Amount (\$000s/yr) High 1000.0 Low 0.6 Avg. 65.8

Bonus received? Yes 0.0 No 100.0

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 11.0 Less 54.7 Same 34.3

Employer's gross <\$5M 24.4 \$50-\$100M 7.5

US revenue (%) \$5-\$20M 35.0 >100M 18.8

Position satisfying? (%) Thoroughly 28.1 Generally 47.9

OK Sometimes 15.9 No 8.2

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 14.3 Good 30.1

Fair 31.9 Poor 23.7

How current job was acquired (%) Promoted 20.8 Exec Search 14.1

Hired by Company 14.4 Own Initiative 40.7

Benefits received (%) Signing Bonus 6.4 Retirement 47.9

Car 10.6 Medical 80.5

Dental 66.1 Stock 26.3

Factors important to job (avg ranking, 1 = most important) Salary 2.6 Environ./Culture 3.0

Benefits 4.2 Loyalty to Staff 4.7

Advancement 4.5 Environ./Soc. Resp. 6.8

Training 6.1 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.5 Environ./Culture 2.2

Benefits 2.4 Loyalty to Staff 2.4

Advancement 2.7 Environ./Soc. Resp. 2.5

Training 2.9 Job Security 2.3

Plan to seek a new job this year? (%) Yes 37.9 No 33.9

New job motivation (%) Salary/Benefits 34.9 Advancement 14.5

Different Part of Ind 10.8 Need a Change 3.6

Get out of Industry 3.0 Job Security 6.0

Environ./Culture 19.9 Other 7.2

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.6 Existing Contacts 1.9

Job Ads 3.3 Contact Companies 3.2

Post Resume 3.8

SECTION 6 EMPLOYEE BENEFITS

RECEIVE MEDICAL COVERAGE **\$139,300** ▲**2.1%**

Number of respondents **684**

Employer	Percent	Market Sector	Percent
Manufacturer	45.5	Rx Pharmaceuticals	73.0
Agency	32.3	OTC Pharmaceuticals	15.1
Media/Publisher - HCP	3.7	Biotechnology	25.9
Media/Publisher - Consumer	0.9	Medical Devices/Equip	26.5
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip	13.2
Service Supplier	8.5	Hospital Products/Equip.	7.3
Other	6.3	Dental Products/Equip	4.0
		Managed Care	9.1

Age High 82 Low 19 Avg. 43.6

Sex Male 54.4 Female 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 No 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 \$50-\$100M 9.0

US revenue (%) \$5-\$20M 22.1 >100M 42.9

\$20-\$50M 11.6

Position satisfying? (%) Thoroughly 28.5 Generally 51.7

OK Sometimes 14.2 No 5.6

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 14.5 Good 37.6

Fair 26.7 Poor 21.2

How current job was acquired (%) Promoted 34.4 Exec Search 13.5

Hired by Company 15.6 Own Initiative 31.2

Benefits received (%) Signing Bonus 11.8 Retirement 58.0

Car 11.7 Medical 100.0

Dental 86.4 Stock 38.9

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.8

Benefits 4.1 Loyalty to Staff 4.8

Advancement 4.3 Environ./Soc. Resp. 6.9

Training 6.5 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.2

Benefits 2.0 Loyalty to Staff 2.4

Advancement 2.6 Environ./Soc. Resp. 2.3

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 34.5 No 38.9

New job motivation (%) Salary/Benefits 24.8 Advancement 19.1

Different Part of Ind 9.9 Need a Change 5.6

Get out of Industry 3.6 Job Security 6.3

Environ./Culture 20.1 Other 10.6

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.8

Job Ads 3.4 Contact Companies 3.3

Post Resume 4.0

NO MEDICAL COVERAGE **\$117,700** ▲**3.7%**

Number of respondents **310**

Employer	Percent	Market Sector	Percent
Manufacturer	29.7	Rx Pharmaceuticals	66.5
Agency	40.0	OTC Pharmaceuticals	18.7
Media/Publisher - HCP	4.5	Biotechnology	20.7
Media/Publisher - Consumer	1.3	Medical Devices/Equip	30.3
Media/Publisher - HCP & Consmr.	2.6	Diagnostic Device/Equip	13.2
Service Supplier	9.7	Hospital Products/Equip.	11.0
Other	12.3	Dental Products/Equip	3.9
		Managed Care	9.7

Age High 82 Low 22 Avg. 42.3

Sex Male 49.0 Female 51.0

Years in industry High 58.0 Low 0.5 Avg. 14.1

Years in position High 40.0 Low 0.5 Avg. 4.3

Salary (\$000s/yr) High 460.0 Low 11.5 Avg. 117.7

Commission received? Yes 9.7 No 90.3

Amount (\$000s/yr) High 150.0 Low 0.5 Avg. 65.0

Bonus received? Yes 54.5 No 45.5

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 8.5 Less 56.7 Same 34.8

Employer's gross <\$5M 18.3 \$50-\$100M 10.7

US revenue (%) \$5-\$20M 25.7 >100M 27.0

\$20-\$50M 18.3

Position satisfying? (%) Thoroughly 29.0 Generally 50.5

OK Sometimes 12.4 No 8.1

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 16.2 Good 32.3

Fair 26.7 Poor 24.8

How current job was acquired (%) Promoted 30.6 Exec Search 13.5

Hired by Company 12.8 Own Initiative 31.3

Benefits received (%) Signing Bonus 18.4 Retirement 35.3

Car 17.7 Medical 0.0

Dental 7.4 Stock 52.2

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 3.0

Benefits 4.5 Loyalty to Staff 4.5

Advancement 4.4 Environ./Soc. Resp. 7.0

Training 6.2 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.2

Benefits 2.6 Loyalty to Staff 2.4

Advancement 2.7 Environ./Soc. Resp. 2.4

Training 2.9 Job Security 2.3

Plan to seek a new job this year? (%) Yes 35.0 No 37.3

New job motivation (%) Salary/Benefits 36.8 Advancement 13.8

Different Part of Ind 11.8 Need a Change 5.9

Get out of Industry 4.0 Job Security 5.9

Environ./Culture 13.8 Other 7.9

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 1.9

Job Ads 3.3 Contact Companies 3.3

Post Resume 3.9

SECTION 6 EMPLOYEE BENEFITS

RECEIVE DENTAL COVERAGE **\$140,300** ▼ **0.9%**

Number of respondents **601**

Employer	Percent	Market Sector	Percent
Manufacturer	48.1	Rx Pharmaceuticals	73.5
Agency	31.5	OTC Pharmaceuticals	15.0
Media/Publisher - HCP	2.8	Biotechnology	26.5
Media/Publisher - Consumer	1.0	Medical Devices/Equip	24.8
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip	11.7
Service Supplier	7.8	Hospital Products/Equip.	7.0
Other	6.0	Dental Products/Equip	4.0
		Managed Care	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-\$20M 21.3 >100M 45.9

Position satisfying? (%) Thoroughly 27.7 Generally 51.9

OK Sometimes 13.6 No 6.7

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 14.2 Good 37.5

Fair 27.5 Poor 20.8

How current job was acquired (%) Promoted 34.6 Exec Search 13.9

Hired by Company 15.5 Own Initiative 30.7

Benefits received (%) Signing Bonus 12.7 Retirement 60.1

Car 10.5 Medical 98.3

Dental 100.0 Stock 40.9

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.9

Benefits 4.1 Loyalty to Staff 4.8

Advancement 4.2 Environ./Soc. Resp. 7.0

Training 6.5 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.2

Benefits 2.0 Loyalty to Staff 2.4

Advancement 2.6 Environ./Soc. Resp. 2.2

Training 2.8 Job Security 2.3

Plan to seek a new job this year? (%) Yes 35.8 No 37.5

New job motivation (%) Salary/Benefits 24.7 Advancement 20.0

Different Part of Ind 9.8 Need a Change 5.8

Get out of Industry 3.6 Job Security 5.8

Environ./Culture 19.6 Other 10.6

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.8

Job Ads 3.4 Contact Companies 3.3

Post Resume 4.0

NO DENTAL COVERAGE **\$120,600** ▲ **8.5%**

Number of respondents **393**

Employer	Percent	Market Sector	Percent
Manufacturer	29.0	Rx Pharmaceuticals	66.9
Agency	39.7	OTC Pharmaceuticals	18.1
Media/Publisher - HCP	5.6	Biotechnology	20.9
Media/Publisher - Consumer	1.0	Medical Devices/Equip	32.1
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip	15.5
Service Supplier	10.4	Hospital Products/Equip.	10.7
Other	11.5	Dental Products/Equip	3.8
		Managed Care	9.9

Age High 82 Low 21 Avg. 42.9

Sex Male 49.4 Female 50.6

Years in industry High 58.0 Low 0.5 Avg. 14.5

Years in position High 40.0 Low 0.3 Avg. 4.6

Salary (\$000s/yr) High 460.0 Low 11.5 Avg. 120.6

Commission received? Yes 11.2 No 88.8

Amount (\$000s/yr) High 300.0 Low 0.5 Avg. 67.1

Bonus received? Yes 55.5 No 44.5

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 9.3 Less 53.5 Same 37.2

Employer's gross <\$5M 22.1 \$50-\$100M 9.5

US revenue (%) \$5-\$20M 26.3 >100M 25.7

Position satisfying? (%) Thoroughly 30.1 Generally 50.4

OK Sometimes 13.6 No 5.9

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 16.3 Good 33.7

Fair 25.4 Poor 24.6

How current job was acquired (%) Promoted 31.2 Exec Search 13.0

Hired by Company 13.5 Own Initiative 32.0

Benefits received (%) Signing Bonus 13.7 Retirement 38.4

Car 18.7 Medical 42.5

Dental 0.0 Stock 41.6

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.9

Benefits 4.5 Loyalty to Staff 4.5

Advancement 4.4 Environ./Soc. Resp. 6.9

Training 6.3 Job Security 3.8

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.2

Benefits 2.5 Loyalty to Staff 2.3

Advancement 2.7 Environ./Soc. Resp. 2.5

Training 2.9 Job Security 2.3

Plan to seek a new job this year? (%) Yes 32.7 No 39.7

New job motivation (%) Salary/Benefits 35.0 Advancement 13.3

Different Part of Ind 11.7 Need a Change 5.6

Get out of Industry 3.9 Job Security 6.7

Environ./Culture 15.6 Other 8.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 1.8

Job Ads 3.3 Contact Companies 3.3

Post Resume 3.9

SECTION 6 EMPLOYEE BENEFITS

RECEIVE RETIRE BENEFITS **\$138,700** ▲**1.2%**

Number of respondents **445**

Employer	Percent	Market Sector	Percent
Manufacturer	46.1	Rx Pharmaceuticals	73.9
Agency	32.6	OTC Pharmaceuticals	15.5
Media/Publisher - HCP	3.6	Biotechnology	23.8
Media/Publisher - Consumer	0.7	Medical Devices/Equip	25.2
Media/Publisher - HCP & Consmr.	2.7	Diagnostic Device/Equip	12.1
Service Supplier	7.2	Hospital Products/Equip.	7.0
Other	7.2	Dental Products/Equip	4.0
		Managed Care	8.5

Age High 75 Low 22 Avg. 42.8

Sex Male 52.8 Female 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 Less 39.9 Same 42.8

Employer's gross <\$5M 11.3 \$50-\$100M 10.2

US revenue (%) \$5-\$20M 20.8 >100M 46.7

Position satisfying? (%) Thoroughly 29.2 Generally 52.9

OK Sometimes 12.2 No 5.7

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 14.9 Good 39.4

Fair 25.0 Poor 20.7

How current job was acquired (%) Promoted 37.0 Exec Search 12.9

Hired by Company 14.0 Own Initiative 30.5

Benefits received (%) Signing Bonus 13.7 Retirement 100.0

Car 12.4 Medical 89.2

Dental 81.1 Stock 41.4

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.9

Benefits 4.0 Loyalty to Staff 4.9

Advancement 4.1 Environ./Soc. Resp. 7.1

Training 6.5 Job Security 3.9

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.2

Benefits 1.9 Loyalty to Staff 2.4

Advancement 2.6 Environ./Soc. Resp. 2.3

Training 2.7 Job Security 2.3

Plan to seek a new job this year? (%) Yes 36.2 No 39.3

New job motivation (%) Salary/Benefits 25.5 Advancement 23.0

Different Part of Ind 10.3 Need a Change 6.4

Get out of Industry 4.9 Job Security 5.9

Environ./Culture 15.7 Other 8.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.7

Job Ads 3.5 Contact Companies 3.3

Post Resume 4.0

NO RETIRE BENEFITS **\$127,700** ▲**4.1%**

Number of respondents **549**

Employer	Percent	Market Sector	Percent
Manufacturer	36.1	Rx Pharmaceuticals	68.5
Agency	36.4	OTC Pharmaceuticals	16.8
Media/Publisher - HCP	4.2	Biotechnology	24.6
Media/Publisher - Consumer	1.3	Medical Devices/Equip	29.7
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip	14.0
Service Supplier	10.2	Hospital Products/Equip.	9.7
Other	8.9	Dental Products/Equip	3.8
		Managed Care	9.8

Age High 82 Low 19 Avg. 43.6

Sex Male 52.6 Female 47.4

Years in industry High 58.0 Low 0.5 Avg. 15.3

Years in position High 40.0 Low 0.3 Avg. 4.3

Salary (\$000s/yr) High 460.0 Low 11.5 Avg. 127.7

Commission received? Yes 11.7 No 88.3

Amount (\$000s/yr) High 200.0 Low 0.5 Avg. 57.6

Bonus received? Yes 60.3 No 39.7

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 11.1 Less 49.0 Same 39.9

Employer's gross <\$5M 19.2 \$50-\$100M 9.0

US revenue (%) \$5-\$20M 25.2 >100M 30.7

Position satisfying? (%) Thoroughly 28.2 Generally 50.0

OK Sometimes 14.8 No 7.0

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 15.1 Good 33.2

Fair 28.0 Poor 23.6

How current job was acquired (%) Promoted 30.1 Exec Search 14.1

Hired by Company 15.3 Own Initiative 31.8

Benefits received (%) Signing Bonus 12.0 Retirement 0.0

Car 13.1 Medical 76.5

Dental 64.0 Stock 40.8

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Environ./Culture 2.8

Benefits 4.5 Loyalty to Staff 4.5

Advancement 4.5 Environ./Soc. Resp. 6.8

Training 6.3 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.2

Benefits 2.4 Loyalty to Staff 2.4

Advancement 2.7 Environ./Soc. Resp. 2.4

Training 2.9 Job Security 2.3

Plan to seek a new job this year? (%) Yes 33.3 No 37.6

New job motivation (%) Salary/Benefits 31.5 Advancement 12.8

Different Part of Ind 10.8 Need a Change 5.2

Get out of Industry 2.8 Job Security 6.4

Environ./Culture 19.9 Other 10.8

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.9

Job Ads 3.3 Contact Companies 3.3

Post Resume 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

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

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

Number of respondents **282**

Employer	Percent	Market Sector	Percent
Manufacturer	43.6	Rx Pharmaceuticals	70.9
Agency	27.7	OTC Pharmaceuticals	17.7
Media/Publisher - HCP	3.6	Biotechnology	28.0
Media/Publisher - Consumer	1.1	Medical Devices/Equip	25.9
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 High 58.0 Low 0.5 Avg. 17.3

Years in position High 40.0 Low 0.2 Avg. 5.0

Salary (\$000s/yr) High 700.0 Low 11.5 Avg. 146.8

Commission received? Yes 12.1 No 87.9

Amount (\$000s/yr) High 1000.0 Low 5.0 Avg. 100.1

Bonus received? Yes 67.4 No 32.6

Amount (\$000s/yr) High 300.0 Low 0.4 Avg. 72.4

Perceived pay vs. peers (%) More 17.7 Less 35.0 Same 47.3

Employer's gross US revenue (%) <\$5M 20.8 \$5-\$20M 20.8 \$20-\$50M 11.1 \$50-\$100M 7.9 >100M 39.4

Position satisfying? (%) Thoroughly 100.0 OK Sometimes 0.0 Generally 0.0 No 0.0

Advancement prospects (%) Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 28.1 Fair 17.6 Good 43.2 Poor 11.2

How current job was acquired (%) Promoted 35.6 Hired by Company 13.3 Exec Search 11.9 Own Initiative 29.5

Benefits received (%) Signing Bonus 16.7 Car 17.6 Dental 67.4 Retirement 52.7 Medical 78.8 Stock 48.6

Factors important to job (avg ranking, 1 = most important) Salary 2.7 Benefits 4.4 Advancement 4.4 Training 6.4 Environ./Culture 2.6 Loyalty to Staff 4.6 Environ./Soc. Resp. 6.6 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.0 Benefits 2.0 Advancement 2.2 Training 2.5 Environ./Culture 1.6 Loyalty to Staff 1.9 Environ./Soc. Resp. 2.1 Job Security 2.0

Plan to seek a new job this year? (%) Yes 15.1 No 64.5

New job motivation (%) Salary/Benefits 35.9 Different Part of Ind 12.5 Get out of Industry 1.6 Environ./Culture 4.7 Advancement 20.3 Need a Change 1.6 Job Security 6.3 Other 17.2

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Job Ads 3.6 Post Resume 4.1 Existing Contacts 1.7 Contact Companies 3.2

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

Number of respondents **505**

Employer	Percent	Market Sector	Percent
Manufacturer	38.8	Rx Pharmaceuticals	72.1
Agency	40.0	OTC Pharmaceuticals	15.6
Media/Publisher - HCP	4.0	Biotechnology	25.0
Media/Publisher - Consumer	1.0	Medical Devices/Equip	28.7
Media/Publisher - HCP & Consmr.	2.2	Diagnostic Device/Equip	12.7
Service Supplier	6.5	Hospital Products/Equip.	7.9
Other	7.5	Dental Products/Equip	3.8
		Managed Care	8.5

Age High 68 Low 22 Avg. 42.9

Sex Male 47.9 Female 52.1

Years in industry High 45.0 Low 0.5 Avg. 14.8

Years in position High 35.0 Low 0.3 Avg. 4.2

Salary (\$000s/yr) High 460.0 Low 18.0 Avg. 130.4

Commission received? Yes 10.1 No 89.9

Amount (\$000s/yr) High 300.0 Low 0.5 Avg. 53.0

Bonus received? Yes 68.9 No 31.1

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 12.6 Less 45.7 Same 41.7

Employer's gross US revenue (%) <\$5M 12.4 \$5-\$20M 21.5 \$20-\$50M 16.3 \$50-\$100M 11.6 >100M 38.2

Position satisfying? (%) Thoroughly 0.0 OK Sometimes 0.0 Generally 100.0 No 0.0

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 12.3 Fair 29.0 Good 39.0 Poor 19.7

How current job was acquired (%) Promoted 33.7 Hired by Company 14.7 Exec Search 14.5 Own Initiative 30.1

Benefits received (%) Signing Bonus 11.4 Car 11.7 Dental 75.0 Retirement 56.8 Medical 85.0 Stock 36.4

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Benefits 4.2 Advancement 4.3 Training 6.5 Environ./Culture 2.9 Loyalty to Staff 4.7 Environ./Soc. Resp. 7.0 Job Security 3.9

Employer rating (avg rating, 1 = best) Salary 2.2 Benefits 2.2 Advancement 2.6 Training 2.8 Environ./Culture 2.2 Loyalty to Staff 2.4 Environ./Soc. Resp. 2.4 Job Security 2.3

Plan to seek a new job this year? (%) Yes 29.3 No 35.9

New job motivation (%) Salary/Benefits 31.9 Different Part of Ind 9.3 Get out of Industry 2.7 Environ./Culture 14.2 Advancement 19.0 Need a Change 6.2 Job Security 7.5 Other 9.3

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Job Ads 3.4 Post Resume 4.0 Existing Contacts 1.8 Contact Companies 3.3

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

JOB IS OK, SOMETIMES \$115,800 ▲6.7%

Number of respondents		134			
Employer	Percent	Market Sector		Percent	
Manufacturer	38.8	Rx Pharmaceuticals		71.6	
Agency	35.8	OTC Pharmaceuticals		15.7	
Media/Publisher - HCP	3.7	Biotechnology		20.9	
Media/Publisher - Consumer	1.5	Medical Devices/Equip		28.4	
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip		14.9	
Service Supplier	11.9	Hospital Products/Equip.		9.7	
Other	4.5	Dental Products/Equip		6.0	
		Managed Care		8.2	
Age	High	64	Low	22	Avg. 41.3
Sex	Male	51.5	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	No	91.8	
Amount (\$000s/yr)	High	45.0	Low	0.6	Avg. 27.2
Bonus received?	Yes	61.2	No	38.8	
Amount (\$000s/yr)	High	500.0	Low	2.0	Avg. 81.4
Perceived pay vs. peers (%)	More	9.0	Less	59.0	Same 32.1
Employer's gross	<\$5M	17.4		\$50-\$100M 4.6	
US revenue (%)	\$5-\$20M	32.6		>100M 34.9	
	\$20-\$50M	10.6			
Position satisfying? (%)	Thoroughly	0.0		Generally 0.0	
	OK Sometimes	100.0		No 0.0	
Advancement prospects (%)	Index	1.9 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	4.5		Good 23.1	
	Fair	33.6		Poor 38.8	
How current job was acquired (%)	Promoted	28.6		Exec Search 14.3	
	Hired by Company	13.5		Own Initiative 36.8	
Benefits received (%)	Signing Bonus	11.4		Retirement 51.4	
	Car	6.7		Medical 91.4	
	Dental	77.1		Stock 39.1	
Factors important to job (avg ranking, 1 = most important)	Salary	2.0		Environ./Culture 3.1	
	Benefits	4.1		Loyalty to Staff 4.9	
	Advancement	4.5		Environ./Soc. Resp. 7.1	
	Training	6.3		Job Security 3.9	
Employer rating (avg rating, 1 = best)	Salary	2.7		Environ./Culture 2.7	
	Benefits	2.3		Loyalty to Staff 2.9	
	Advancement	3.1		Environ./Soc. Resp. 2.6	
	Training	3.2		Job Security 2.7	
Plan to seek a new job this year? (%)	Yes	68.4		No 9.8	
New job motivation (%)	Salary/Benefits	23.5		Advancement 15.7	
	Different Part of Ind	14.7		Need a Change 6.9	
	Get out of Industry	2.9		Job Security 2.9	
	Environ./Culture	27.5		Other 5.9	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4		Existing Contacts 2.0	
	Job Ads	3.1		Contact Companies 3.5	
	Post Resume	4.0			

JOB IS UNSATISFYING \$130,400 ▲9.4%

Number of respondents		63			
Employer	Percent	Market Sector		Percent	
Manufacturer	44.4	Rx Pharmaceuticals		61.9	
Agency	23.8	OTC Pharmaceuticals		14.3	
Media/Publisher - HCP	4.8	Biotechnology		11.1	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		27.0	
Media/Publisher - HCP & Consmr.	1.6	Diagnostic Device/Equip		9.5	
Service Supplier	12.7	Hospital Products/Equip.		6.4	
Other	12.7	Dental Products/Equip		0.0	
		Managed Care		7.9	
Age	High	61	Low	22	Avg. 42.6
Sex	Male	58.7	Female	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		No 90.5	
Amount (\$000s/yr)	High	100.0		Low 2.0 Avg. 31.5	
Bonus received?	Yes	57.1		No 42.9	
Amount (\$000s/yr)	High	275.0		Low 0.1 Avg. 66.1	
Perceived pay vs. peers (%)	More	14.3	Less	52.4	Same 33.3
Employer's gross	<\$5M	11.3		\$50-\$100M 12.9	
US revenue (%)	\$5-\$20M	29.0		>100M 35.5	
	\$20-\$50M	11.3			
Position satisfying? (%)	Thoroughly	0.0		Generally 0.0	
	OK Sometimes	0.0		No 100.0	
Advancement prospects (%)	Index	1.6 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	0.0		Good 11.5	
	Fair	32.8		Poor 55.7	
How current job was acquired (%)	Promoted	29.0		Exec Search 11.3	
	Hired by Company	21.0		Own Initiative 37.1	
Benefits received (%)	Signing Bonus	11.8		Retirement 49.0	
	Car	7.8		Medical 74.5	
	Dental	78.4		Stock 47.1	
Factors important to job (avg ranking, 1 = most important)	Salary	2.4		Environ./Culture 3.1	
	Benefits	4.3		Loyalty to Staff 4.9	
	Advancement	3.6		Environ./Soc. Resp. 7.1	
	Training	6.0		Job Security 4.2	
Employer rating (avg rating, 1 = best)	Salary	2.6		Environ./Culture 3.4	
	Benefits	2.3		Loyalty to Staff 3.2	
	Advancement	3.4		Environ./Soc. Resp. 2.7	
	Training	3.5		Job Security 3.0	
Plan to seek a new job this year? (%)	Yes	95.2		No 0.0	
New job motivation (%)	Salary/Benefits	18.3		Advancement 11.7	
	Different Part of Ind	6.7		Need a Change 6.7	
	Get out of Industry	11.7		Job Security 6.7	
	Environ./Culture	30.0		Other 8.3	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5		Existing Contacts 2.1	
	Job Ads	3.3		Contact Companies 3.3	
	Post Resume	3.7			

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

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

Number of respondents **137**

Employer	Percent	Market Sector	Percent
Manufacturer	46.7	Rx Pharmaceuticals	70.1
Agency	31.4	OTC Pharmaceuticals	11.7
Media/Publisher - HCP	7.3	Biotechnology	23.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	26.3
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip	8.8
Service Supplier	5.8	Hospital Products/Equip.	5.1
Other	5.1	Dental Products/Equip	2.9
		Managed Care	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-\$20M 20.6 >100M 45.6

Position satisfying? (%) Thoroughly 36.8 Generally 47.4

OK Sometimes 9.0 No 6.8

Advancement prospects (%) Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 16.3 Good 37.0

Fair 25.9 Poor 20.7

How current job was acquired (%) Promoted 33.3 Exec Search 17.8

Hired by Company 16.3 Own Initiative 25.2

Benefits received (%) Signing Bonus 16.7 Retirement 61.1

Car 18.3 Medical 88.1

Dental 80.2 Stock 42.9

Factors important to job (avg ranking, 1 = most important) Salary 2.2 Environ./Culture 2.9

Benefits 4.2 Loyalty to Staff 4.5

Advancement 4.6 Environ./Soc. Resp. 6.8

Training 6.7 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 1.6 Environ./Culture 2.1

Benefits 1.9 Loyalty to Staff 2.3

Advancement 2.5 Environ./Soc. Resp. 2.2

Training 2.7 Job Security 2.3

Plan to seek a new job this year? (%) Yes 31.6 No 41.2

New job motivation (%) Salary/Benefits 9.8 Advancement 19.7

Different Part of Ind 11.5 Need a Change 1.6

Get out of Industry 3.3 Job Security 16.4

Environ./Culture 24.6 Other 13.1

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.8

Job Ads 3.5 Contact Companies 3.3

Post Resume 4.1

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

Number of respondents **442**

Employer	Percent	Market Sector	Percent
Manufacturer	38.0	Rx Pharmaceuticals	68.8
Agency	35.5	OTC Pharmaceuticals	20.8
Media/Publisher - HCP	3.2	Biotechnology	23.1
Media/Publisher - Consumer	0.9	Medical Devices/Equip	33.3
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip	15.6
Service Supplier	10.6	Hospital Products/Equip.	11.5
Other	8.8	Dental Products/Equip	5.4
		Managed Care	10.2

Age High 82 Low 21 Avg. 42.6

Sex Male 49.6 Female 50.5

Years in industry High 47.0 Low 0.5 Avg. 14.5

Years in position High 35.0 Low 0.3 Avg. 4.5

Salary (\$000s/yr) High 340.0 Low 11.5 Avg. 111.4

Commission received? Yes 10.0 No 90.1

Amount (\$000s/yr) High 100.0 Low 0.5 Avg. 31.4

Bonus received? Yes 59.5 No 40.5

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 0.0 Less 100.0 Same 0.0

Employer's gross <\$5M 16.9 \$50-\$100M 7.9

US revenue (%) \$5-\$20M 27.3 >100M 34.0

Position satisfying? (%) Thoroughly 22.2 Generally 52.3

OK Sometimes 18.0 No 7.5

Advancement prospects (%) Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 11.4 Good 31.2

Fair 28.7 Poor 28.7

How current job was acquired (%) Promoted 31.1 Exec Search 12.6

Hired by Company 12.6 Own Initiative 35.8

Benefits received (%) Signing Bonus 9.0 Retirement 53.0

Car 9.3 Medical 80.5

Dental 70.4 Stock 35.0

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 3.0

Benefits 4.3 Loyalty to Staff 4.8

Advancement 4.1 Environ./Soc. Resp. 7.0

Training 6.3 Job Security 3.9

Employer rating (avg rating, 1 = best) Salary 2.8 Environ./Culture 2.3

Benefits 2.4 Loyalty to Staff 2.5

Advancement 2.8 Environ./Soc. Resp. 2.5

Training 3.0 Job Security 2.4

Plan to seek a new job this year? (%) Yes 42.5 No 28.5

New job motivation (%) Salary/Benefits 41.8 Advancement 18.0

Different Part of Ind 6.2 Need a Change 5.3

Get out of Industry 3.3 Job Security 3.7

Environ./Culture 14.3 Other 7.4

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 1.9

Job Ads 3.3 Contact Companies 3.2

Post Resume 3.9

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

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

Number of respondents						406
Employer	Percent	Market Sector		Percent		
Manufacturer	41.1	Rx Pharmaceuticals		74.4		
Agency	35.0	OTC Pharmaceuticals		12.8		
Media/Publisher - HCP	3.7	Biotechnology		25.9		
Media/Publisher - Consumer	1.5	Medical Devices/Equip		22.2		
Media/Publisher - HCP & Consmr.	2.5	Diagnostic Device/Equip		12.3		
Service Supplier	7.9	Hospital Products/Equip.		6.4		
Other	8.4	Dental Products/Equip		2.7		
		Managed Care		8.9		
Age	High	82	Low	19	Avg.	43.6
Sex	Male	52.5	Female	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 US revenue (%)	<\$5M	14.9	\$50-\$100M	11.3		
	\$5-\$20M	19.7	>100M	40.1		
	\$20-\$50M	14.1				
Position satisfying? (%)	Thoroughly	32.4	Generally	51.7		
	OK Sometimes	10.6	No	5.2		
Advancement prospects (%)	Index	2.6 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	18.3	Good	40.5		
	Fair	24.9	Poor	16.3		
How current job was acquired (%)	Promoted	35.3	Exec Search	13.1		
	Hired by Company	16.8	Own Initiative	28.4		
Benefits received (%)	Signing Bonus	15.2	Retirement	53.5		
	Car	13.5	Medical	84.5		
	Dental	73.8	Stock	45.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.8		
	Benefits	4.3	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.	6.9		
	Training	6.4	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.1		
	Benefits	2.0	Loyalty to Staff	2.3		
	Advancement	2.5	Environ./Soc. Resp.	2.2		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	27.4	No	48.2		
New job motivation (%)	Salary/Benefits	15.4	Advancement	15.4		
	Different Part of Ind	16.8	Need a Change	8.1		
	Get out of Industry	4.7	Job Security	6.0		
	Environ./Culture	21.5	Other	12.1		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	1.7		
	Job Ads	3.4	Contact Companies	3.4		
	Post Resume	4.0				

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

Number of respondents						148
Employer	Percent	Market Sector		Percent		
Manufacturer	35.8	Rx Pharmaceuticals		69.6		
Agency	39.2	OTC Pharmaceuticals		13.5		
Media/Publisher - HCP	0.0	Biotechnology		27.0		
Media/Publisher - Consumer	0.7	Medical Devices/Equip		20.3		
Media/Publisher - HCP & Consmr.	4.7	Diagnostic Device/Equip		10.8		
Service Supplier	8.8	Hospital Products/Equip.		7.4		
Other	10.8	Dental Products/Equip		2.7		
		Managed Care		11.5		
Age	High	82	Low	21	Avg.	40.9
Sex	Male	52.0	Female	48.0		
Years in industry	High	50.0	Low	0.5	Avg.	13.7
Years in position	High	35.0	Low	0.2	Avg.	3.4
Salary (\$000s/yr)	High	700.0	Low	30.0	Avg.	139.6
Commission received?	Yes	6.8	No	93.2		
Amount (\$000s/yr)	High	400.0	Low	15.0	Avg.	99.0
Bonus received?	Yes	68.2	No	31.8		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay vs. peers (%)	More	15.1	Less	34.3	Same	50.7
Employer's gross US revenue (%)	<\$5M	24.7	\$50-\$100M	9.6		
	\$5-\$20M	17.8	>100M	37.0		
	\$20-\$50M	11.0				
Position satisfying? (%)	Thoroughly	53.4	Generally	42.5		
	OK Sometimes	4.1	No	0.0		
Advancement prospects (%)	Index	4.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	100.0	Good	0.0		
	Fair	0.0	Poor	0.0		
How current job was acquired (%)	Promoted	31.7	Exec Search	13.1		
	Hired by Company	13.1	Own Initiative	29.7		
Benefits received (%)	Signing Bonus	19.2	Retirement	55.0		
	Car	19.2	Medical	82.5		
	Dental	70.8	Stock	47.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	2.6		
	Benefits	4.6	Loyalty to Staff	4.5		
	Advancement	3.6	Environ./Soc. Resp.	6.6		
	Training	6.4	Job Security	4.5		
Employer rating (avg rating, 1 = best)	Salary	2.0	Environ./Culture	1.7		
	Benefits	2.0	Loyalty to Staff	1.8		
	Advancement	1.6	Environ./Soc. Resp.	2.0		
	Training	2.3	Job Security	1.9		
Plan to seek a new job this year? (%)	Yes	14.3	No	61.2		
New job motivation (%)	Salary/Benefits	31.4	Advancement	8.6		
	Different Part of Ind	17.1	Need a Change	8.6		
	Get out of Industry	0.0	Job Security	2.9		
	Environ./Culture	11.4	Other	20.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	1.7		
	Job Ads	3.6	Contact Companies	3.1		
	Post Resume	4.1				

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

GOOD ADV. PROSPECTS \$131,800

▼0.1%

Number of respondents 355

Employer	Percent	Market Sector	Percent
Manufacturer	35.5	Rx Pharmaceuticals	77.2
Agency	43.4	OTC Pharmaceuticals	16.3
Media/Publisher - HCP	4.2	Biotechnology	26.2
Media/Publisher - Consumer	1.7	Medical Devices/Equip	26.8
Media/Publisher - HCP & Consmr.	3.1	Diagnostic Device/Equip	14.1
Service Supplier	7.0	Hospital Products/Equip.	8.2
Other	5.1	Dental Products/Equip	3.4
		Managed Care	7.6

Age High 71 Low 19 Avg. 40.6

Sex Male 51.0 Female 49.0

Years in industry High 58.0 Low 0.5 Avg. 13.4

Years in position High 28.0 Low 0.5 Avg. 3.6

Salary (\$000s/yr) High 350.0 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-\$20M 25.6 >100M 34.2

Position satisfying? (%) Thoroughly 33.9 Generally 55.4

OK Sometimes 8.8 No 2.0

Advancement prospects (%) Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 0.0 Good 100.0

Fair 0.0 Poor 0.0

How current job was acquired (%) Promoted 37.9 Exec Search 14.4

Hired by Company 14.7 Own Initiative 28.5

Benefits received (%) Signing Bonus 12.7 Retirement 57.0

Car 11.7 Medical 83.7

Dental 73.3 Stock 41.0

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 2.8

Benefits 4.2 Loyalty to Staff 4.9

Advancement 4.2 Environ./Soc. Resp. 7.1

Training 6.4 Job Security 4.0

Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.0

Benefits 2.1 Loyalty to Staff 2.1

Advancement 2.3 Environ./Soc. Resp. 2.3

Training 2.7 Job Security 2.1

Plan to seek a new job this year? (%) Yes 22.7 No 47.0

New job motivation (%) Salary/Benefits 28.6 Advancement 14.3

Different Part of Ind 15.1 Need a Change 7.1

Get out of Industry 3.2 Job Security 6.4

Environ./Culture 15.9 Other 9.5

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 1.7

Job Ads 3.4 Contact Companies 3.3

Post Resume 4.1

FAIR ADV. PROSPECTS

\$131,300

▲9.5%

Number of respondents 263

Employer	Percent	Market Sector	Percent
Manufacturer	41.8	Rx Pharmaceuticals	71.9
Agency	32.7	OTC Pharmaceuticals	15.2
Media/Publisher - HCP	4.6	Biotechnology	24.7
Media/Publisher - Consumer	0.8	Medical Devices/Equip	28.1
Media/Publisher - HCP & Consmr.	1.1	Diagnostic Device/Equip	11.0
Service Supplier	9.9	Hospital Products/Equip.	9.1
Other	9.1	Dental Products/Equip	4.9
		Managed Care	11.0

Age High 74 Low 23 Avg. 44.2

Sex Male 57.4 Female 42.6

Years in industry High 45.0 Low 0.5 Avg. 15.8

Years in position High 30.0 Low 0.3 Avg. 4.7

Salary (\$000s/yr) High 334.0 Low 11.5 Avg. 131.3

Commission received? Yes 9.5 No 90.5

Amount (\$000s/yr) High 135.0 Low 0.5 Avg. 48.2

Bonus received? Yes 60.1 No 39.9

Amount (\$000s/yr) High 500.0 Low 2.0 Avg. 81.4

Perceived pay vs. peers (%) More 13.4 Less 48.1 Same 38.6

Employer's gross <\$5M 11.5 \$50-\$100M 11.1

US revenue (%) \$5-\$20M 19.8 >100M 44.7

Position satisfying? (%) Thoroughly 18.9 Generally 56.2

OK Sometimes 17.3 No 7.7

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 0.0 Good 0.0

Fair 100.0 Poor 0.0

How current job was acquired (%) Promoted 32.8 Exec Search 16.0

Hired by Company 15.7 Own Initiative 30.5

Benefits received (%) Signing Bonus 12.2 Retirement 51.9

Car 8.4 Medical 85.1

Dental 77.1 Stock 37.9

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.8

Benefits 4.3 Loyalty to Staff 4.6

Advancement 4.3 Environ./Soc. Resp. 7.0

Training 6.5 Job Security 3.7

Employer rating (avg rating, 1 = best) Salary 2.4 Environ./Culture 2.3

Benefits 2.2 Loyalty to Staff 2.5

Advancement 2.9 Environ./Soc. Resp. 2.4

Training 3.0 Job Security 2.4

Plan to seek a new job this year? (%) Yes 40.1 No 26.7

New job motivation (%) Salary/Benefits 31.7 Advancement 15.5

Different Part of Ind 10.6 Need a Change 6.3

Get out of Industry 4.2 Job Security 4.2

Environ./Culture 19.0 Other 8.5

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Existing Contacts 1.9

Job Ads 3.4 Contact Companies 3.4

Post Resume 3.9

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

POOR ADV. PROSPECTS **\$130,900** **▲7.5%**

Number of respondents **220**

Employer	Percent	Market Sector	Percent
Manufacturer	49.1	Rx Pharmaceuticals	61.8
Agency	20.9	OTC Pharmaceuticals	19.1
Media/Publisher - HCP	5.5	Biotechnology	18.6
Media/Publisher - Consumer	0.5	Medical Devices/Equip	33.2
Media/Publisher - HCP & Consmr.	3.2	Diagnostic Device/Equip	15.9
Service Supplier	10.9	Hospital Products/Equip.	8.6
Other	10.0	Dental Products/Equip	4.6
		Managed Care	8.6

Age	High	71	Low	22	Avg.	47.9
Sex	Male	50.9	Female	49.1		
Years in industry	High	47.0	Low	1.0	Avg.	18.9
Years in position	High	40.0	Low	0.3	Avg.	5.8
Salary (\$000s/yr)	High	460.0	Low	20.0	Avg.	130.9
Commission received?	Yes	14.1	No	85.9		
Amount (\$000s/yr)	High	1000.0	Low	0.6	Avg.	77.5
Bonus received?	Yes	64.6	No	35.5		
Amount (\$000s/yr)	High	275.0	Low	0.1	Avg.	66.1
Perceived pay						
vs. peers (%)	More	12.7	Less	57.3	Same	30.0
Employer's gross	<\$5M	21.3	\$50-\$100M	5.6		
US revenue (%)	\$5-\$20M	27.3	>100M	36.6		
	\$20-\$50M	9.3				
Position satisfying? (%)	Thoroughly	14.4	Generally	45.8		
	OK Sometimes	24.1	No	15.7		
Advancement prospects (%)	Index 1.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	0.0		
	Fair	0.0	Poor	100.0		
How current job was acquired (%)	Promoted	27.4	Exec Search	9.6		
	Hired by Company	14.6	Own Initiative	37.9		
Benefits received (%)	Signing Bonus	9.7	Retirement	52.3		
	Car	14.8	Medical	82.4		
	Dental	71.0	Stock	40.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.2		
	Benefits	4.0	Loyalty to Staff	4.6		
	Advancement	4.9	Environ./Soc. Resp.	6.9		
	Training	6.4	Job Security	3.7		
Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture	2.8		
	Benefits	2.3	Loyalty to Staff	2.9		
	Advancement	3.6	Environ./Soc. Resp.	2.5		
	Training	3.2	Job Security	2.8		
Plan to seek a new job this year? (%)	Yes	60.9	No	22.7		
New job motivation (%)	Salary/Benefits	25.8	Advancement	23.8		
	Different Part of Ind	4.6	Need a Change	3.3		
	Get out of Industry	4.6	Job Security	8.6		
	Environ./Culture	20.5	Other	8.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	2.0		
	Job Ads	3.2	Contact Companies	3.4		
	Post Resume	3.9				

8 SECTION S

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

2012
**CAREER
& SALARY
SURVEY**
MM&M
MEDICAL MARKETING & MEDIA

SECTION 8 JOB SEEKERS

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

Number of respondents **341**

Employer	Percent	Market Sector	Percent
Manufacturer	48.7	Rx Pharmaceuticals	70.4
Agency	28.5	OTC Pharmaceuticals	15.8
Media/Publisher - HCP	2.6	Biotechnology	19.4
Media/Publisher - Consumer	1.2	Medical Devices/Equip	27.3
Media/Publisher - HCP & Consmr.	1.8	Diagnostic Device/Equip	13.5
Service Supplier	9.7	Hospital Products/Equip.	9.1
Other	7.6	Dental Products/Equip	3.5
		Managed Care	7.3

Age High 65 Low 22 Avg. 42.4

Sex Male 52.2 Female 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 Low 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-\$100M 6.6

US revenue (%) \$5-\$20M 25.1 >100M 44.2

Position satisfying? (%) Thoroughly 12.4 Generally 43.4

OK Sometimes 26.8 No 17.4

Advancement prospects (%) Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 6.2 Good 23.5

Fair 30.9 Poor 39.4

How current job was acquired (%) Promoted 35.2 Exec Search 13.2

Hired by Company 15.0 Own Initiative 31.7

Benefits received (%) Signing Bonus 13.3 Retirement 57.7

Car 10.0 Medical 84.2

Dental 77.1 Stock 41.9

Factors important to job (avg ranking, 1 = most important) Salary 2.3 Environ./Culture 3.1

Benefits 4.1 Loyalty to Staff 4.9

Advancement 3.9 Environ./Soc. Resp. 7.1

Training 6.2 Job Security 4.3

Employer rating (avg rating, 1 = best) Salary 2.6 Environ./Culture 2.8

Benefits 2.3 Loyalty to Staff 2.9

Advancement 3.2 Environ./Soc. Resp. 2.6

Training 3.2 Job Security 2.7

Plan to seek a new job this year? (%) Yes 100.0 No 0.0

New job motivation (%) Salary/Benefits 26.4 Advancement 18.5

Different Part of Ind 10.6 Need a Change 5.9

Get out of Industry 3.5 Job Security 6.5

Environ./Culture 21.1 Other 7.6

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.5 Existing Contacts 2.0

Job Ads 3.2 Contact Companies 3.4

Post Resume 3.8

NOT SEEKING A NEW JOB \$142,500 ▲1.4%

Number of respondents **378**

Employer	Percent	Market Sector	Percent
Manufacturer	39.4	Rx Pharmaceuticals	72.0
Agency	32.5	OTC Pharmaceuticals	15.1
Media/Publisher - HCP	4.5	Biotechnology	24.6
Media/Publisher - Consumer	0.5	Medical Devices/Equip	25.7
Media/Publisher - HCP & Consmr.	3.4	Diagnostic Device/Equip	12.2
Service Supplier	9.3	Hospital Products/Equip.	8.5
Other	10.3	Dental Products/Equip	2.9
		Managed Care	9.0

Age High 82 Low 19 Avg. 45.0

Sex Male 60.6 Female 39.4

Years in industry High 58.0 Low 0.5 Avg. 16.9

Years in position High 40.0 Low 0.2 Avg. 5.0

Salary (\$000s/yr) High 700.0 Low 11.5 Avg. 142.5

Commission received? Yes 11.1 No 88.9

Amount (\$000s/yr) High 1000.0 Low 5.0 Avg. 89.3

Bonus received? Yes 70.6 No 29.4

Amount (\$000s/yr) High 1000.0 Low 75.0 Avg. 271.0

Perceived pay vs. peers (%) More 14.9 Less 33.2 Same 51.9

Employer's gross <\$5M 18.8 \$50-\$100M 11.3

US revenue (%) \$5-\$20M 16.9 >100M 38.1

Position satisfying? (%) Thoroughly 48.3 Generally 48.3

OK Sometimes 3.5 No 0.0

Advancement prospects (%) Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)

Excellent 23.9 Good 44.2

Fair 18.6 Poor 13.3

How current job was acquired (%) Promoted 32.9 Exec Search 10.2

Hired by Company 16.8 Own Initiative 30.0

Benefits received (%) Signing Bonus 14.5 Retirement 54.0

Car 17.3 Medical 81.8

Dental 69.4 Stock 44.1

Factors important to job (avg ranking, 1 = most important) Salary 2.4 Environ./Culture 2.8

Benefits 4.2 Loyalty to Staff 4.5

Advancement 4.8 Environ./Soc. Resp. 6.8

Training 6.5 Job Security 3.7

Employer rating (avg rating, 1 = best) Salary 2.0 Environ./Culture 1.8

Benefits 2.0 Loyalty to Staff 1.9

Advancement 2.2 Environ./Soc. Resp. 2.1

Training 2.5 Job Security 2.0

Plan to seek a new job this year? (%) Yes 0.0 No 100.0

New job motivation (%) Salary/Benefits 30.0 Advancement 10.0

Different Part of Ind 15.0 Need a Change 5.0

Get out of Industry 0.0 Job Security 5.0

Environ./Culture 10.0 Other 25.0

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.4 Existing Contacts 1.6

Job Ads 3.5 Contact Companies 3.3

Post Resume 4.2

SECTION 8 JOB SEEKERS

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

Number of respondents						131
Employer	Percent	Market Sector		Percent		
Manufacturer	37.4	Rx Pharmaceuticals		61.8		
Agency	38.9	OTC Pharmaceuticals		16.0		
Media/Publisher - HCP	4.6	Biotechnology		18.3		
Media/Publisher - Consumer	2.3	Medical Devices/Equip		37.4		
Media/Publisher - HCP & Consmr.	0.8	Diagnostic Device/Equip		14.5		
Service Supplier	8.4	Hospital Products/Equip.		11.5		
Other	7.6	Dental Products/Equip		5.3		
		Managed Care		9.9		
Age	High	64	Low	22	Avg.	40.8
Sex	Male	58.8	Female	41.2		
Years in industry	High	33.0	Low	0.8	Avg.	12.3
Years in position	High	19.0	Low	0.5	Avg.	4.2
Salary (\$000s/yr)	High	285.0	Low	30.0	Avg.	97.7
Commission received?	Yes	11.5	No	88.6		
Amount (\$000s/yr)	High	165.0	Low	0.5	Avg.	42.0
Bonus received?	Yes	55.7	No	44.3		
Amount (\$000s/yr)	High	300.0	Low	0.4	Avg.	72.4
Perceived pay vs. peers (%)	More	4.6	Less	77.9	Same	17.6
Employer's gross US revenue (%)	<\$5M	14.0		\$50-\$100M	8.5	
	\$5-\$20M	26.4		>100M	34.9	
	\$20-\$50M	16.3				
Position satisfying? (%)	Thoroughly	17.7		Generally	55.4	
	OK Sometimes	18.5		No	8.5	
Advancement prospects (%)	Index	2.1 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	8.4		Good	27.5	
	Fair	34.4		Poor	29.8	
How current job was acquired (%)	Promoted	30.5		Exec Search	10.7	
	Hired by Company	14.5		Own Initiative	38.9	
Benefits received (%)	Signing Bonus	13.3		Retirement	53.1	
	Car	6.1		Medical	76.5	
	Dental	69.4		Stock	35.7	
Factors important to job (avg ranking, 1 = most important)	Salary	2.0		Environ./Culture	3.6	
	Benefits	4.1		Loyalty to Staff	5.2	
	Advancement	3.9		Environ./Soc. Resp.	7.2	
	Training	6.3		Job Security	3.8	
Employer rating (avg rating, 1 = best)	Salary	2.9		Environ./Culture	2.4	
	Benefits	2.5		Loyalty to Staff	2.7	
	Advancement	3.0		Environ./Soc. Resp.	2.5	
	Training	3.0		Job Security	2.5	
Plan to seek a new job this year? (%)	Yes	69.2		No	4.6	
New job motivation (%)	Salary/Benefits	100.0		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	0.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5		Existing Contacts	2.2	
	Job Ads	3.1		Contact Companies	3.3	
	Post Resume	3.7				

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

Number of respondents						48
Employer	Percent	Market Sector		Percent		
Manufacturer	35.4	Rx Pharmaceuticals		83.3		
Agency	43.8	OTC Pharmaceuticals		25.0		
Media/Publisher - HCP	0.0	Biotechnology		22.9		
Media/Publisher - Consumer	4.2	Medical Devices/Equip		20.8		
Media/Publisher - HCP & Consmr.	4.2	Diagnostic Device/Equip		10.4		
Service Supplier	6.3	Hospital Products/Equip.		4.2		
Other	6.3	Dental Products/Equip		2.1		
		Managed Care		4.2		
Age	High	65	Low	23	Avg.	42.1
Sex	Male	43.8	Female	56.3		
Years in industry	High	32.0	Low	1.0	Avg.	12.6
Years in position	High	14.0	Low	0.8	Avg.	3.6
Salary (\$000s/yr)	High	335.0	Low	42.0	Avg.	141.6
Commission received?	Yes	10.4	No	89.6		
Amount (\$000s/yr)	High	78.0	Low	7.0	Avg.	46.0
Bonus received?	Yes	62.5	No	37.5		
Amount (\$000s/yr)	High	1000.0	Low	75.0	Avg.	271.0
Perceived pay vs. peers (%)	More	14.9	Less	31.9	Same	53.2
Employer's gross US revenue (%)	<\$5M	8.7		\$50-\$100M	15.2	
	\$5-\$20M	23.9		>100M	39.1	
	\$20-\$50M	13.0				
Position satisfying? (%)	Thoroughly	16.7		Generally	43.8	
	OK Sometimes	31.3		No	8.3	
Advancement prospects (%)	Index	2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	12.8		Good	40.4	
	Fair	31.9		Poor	14.9	
How current job was acquired (%)	Promoted	33.3		Exec Search	20.8	
	Hired by Company	8.3		Own Initiative	33.3	
Benefits received (%)	Signing Bonus	15.8		Retirement	55.3	
	Car	13.2		Medical	79.0	
	Dental	71.1		Stock	39.5	
Factors important to job (avg ranking, 1 = most important)	Salary	2.4		Environ./Culture	2.9	
	Benefits	4.1		Loyalty to Staff	5.1	
	Advancement	4.1		Environ./Soc. Resp.	6.6	
	Training	6.4		Job Security	4.4	
Employer rating (avg rating, 1 = best)	Salary	2.1		Environ./Culture	2.4	
	Benefits	2.2		Loyalty to Staff	2.4	
	Advancement	2.6		Environ./Soc. Resp.	2.4	
	Training	2.9		Job Security	2.5	
Plan to seek a new job this year? (%)	Yes	75.0		No	6.3	
New job motivation (%)	Salary/Benefits	0.0		Advancement	0.0	
	Different Part of Ind	100.0		Need a Change	0.0	
	Get out of Industry	0.0		Job Security	0.0	
	Environ./Culture	0.0		Other	0.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4		Existing Contacts	1.6	
	Job Ads	3.5		Contact Companies	3.1	
	Post Resume	4.2				

SECTION 8 JOB SEEKERS

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

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

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

Number of respondents						82
Employer	Percent	Market Sector		Percent		
Manufacturer	43.9	Rx Pharmaceuticals		68.3		
Agency	29.3	OTC Pharmaceuticals		12.2		
Media/Publisher - HCP	6.1	Biotechnology		23.2		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		28.1		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		18.3		
Service Supplier	13.4	Hospital Products/Equip.		9.8		
Other	7.3	Dental Products/Equip		3.7		
		Managed Care		17.1		
Age	High	60	Low	22	Avg.	42.9
Sex	Male	50.0	Female	50.0		
Years in industry	High	36.0	Low	0.5	Avg.	16.3
Years in position	High	15.0	Low	0.5	Avg.	3.8
Salary (\$000s/yr)	High	334.0	Low	30.0	Avg.	145.1
Commission received?	Yes	12.2	No	87.8		
Amount (\$000s/yr)	High	100.0	Low	2.0	Avg.	29.8
Bonus received?	Yes	59.8	No	40.2		
Amount (\$000s/yr)	High	275.0	Low	0.1	Avg.	66.1
Perceived pay vs. peers (%)	More	18.3	Less	42.7	Same	39.0
Employer's gross US revenue (%)	<\$5M	12.7	\$50-\$100M	6.3		
	\$5-\$20M	27.9	>100M	41.8		
	\$20-\$50M	11.4				
Position satisfying? (%)	Thoroughly	3.7	Generally	39.5		
	OK Sometimes	34.6	No	22.2		
Advancement prospects (%)	Index	2.0 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	4.9	Good	24.4		
	Fair	32.9	Poor	37.8		
How current job was acquired (%)	Promoted	35.4	Exec Search	9.8		
	Hired by Company	25.6	Own Initiative	24.4		
Benefits received (%)	Signing Bonus	10.1	Retirement	46.4		
	Car	13.0	Medical	88.4		
	Dental	78.3	Stock	34.8		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	2.3		
	Benefits	4.3	Loyalty to Staff	4.6		
	Advancement	4.3	Environ./Soc. Resp.	7.1		
	Training	6.3	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	3.4		
	Benefits	2.3	Loyalty to Staff	3.2		
	Advancement	3.2	Environ./Soc. Resp.	2.8		
	Training	3.2	Job Security	2.7		
Plan to seek a new job this year? (%)	Yes	87.8	No	2.4		
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	100.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	1.8		
	Job Ads	3.2	Contact Companies	3.4		
	Post Resume	4.0				

SECTION 8 JOB SEEKERS

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

Number of respondents **79**

Employer	Percent	Market Sector	Percent
Manufacturer	63.3	Rx Pharmaceuticals	65.8
Agency	16.5	OTC Pharmaceuticals	15.2
Media/Publisher - HCP	2.5	Biotechnology	24.1
Media/Publisher - Consumer	1.3	Medical Devices/Equip	21.5
Media/Publisher - HCP & Consmr.	2.5	Diagnostic Device/Equip	5.1
Service Supplier	3.8	Hospital Products/Equip.	5.1
Other	10.1	Dental Products/Equip	1.3
		Managed Care	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-\$20M	15.2	>100M	63.3		
	\$20-\$50M	11.4				

Position satisfying? (%)	Thoroughly	16.5	Generally	54.4
	OK Sometimes	20.3	No	8.9

Advancement prospects (%)	Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	3.8	Good	22.8
	Fair	27.9	Poor	45.6

How current job was acquired (%)	Promoted	40.5	Exec Search	12.7
	Hired by Company	11.4	Own Initiative	31.7

Benefits received (%)	Signing Bonus	11.1	Retirement	65.3
	Car	9.7	Medical	80.6
	Dental	76.4	Stock	52.8

Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.3
	Benefits	4.5	Loyalty to Staff	5.0
	Advancement	2.8	Environ./Soc. Resp.	7.2
	Training	6.1	Job Security	4.5

Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.6
	Benefits	2.2	Loyalty to Staff	2.8
	Advancement	3.3	Environ./Soc. Resp.	2.4
	Training	3.1	Job Security	2.6

Plan to seek a new job this year? (%)	Yes	79.8	No	2.5
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New job motivation (%)	Salary/Benefits	0.0	Advancement	100.0
	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	0.0

Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	2.0
	Job Ads	3.2	Contact Companies	3.3
	Post Resume	3.9		

BETTER JOB SECURITY **\$147,000** **▼2.3%**

Number of respondents **28**

Employer	Percent	Market Sector	Percent
Manufacturer	64.3	Rx Pharmaceuticals	75.0
Agency	17.9	OTC Pharmaceuticals	14.3
Media/Publisher - HCP	3.6	Biotechnology	21.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	28.6
Media/Publisher - HCP & Consmr.	3.6	Diagnostic Device/Equip	10.7
Service Supplier	7.1	Hospital Products/Equip.	3.6
Other	3.6	Dental Products/Equip	0.0
		Managed Care	3.6

Age	High	56	Low	29	Avg.	43.1
Sex	Male	42.9	Female	57.1		
Years in industry	High	30.0	Low	1.0	Avg.	16.0
Years in position	High	10.0	Low	1.0	Avg.	4.1
Salary (\$000s/yr)	High	260.0	Low	30.0	Avg.	147.0
Commission received?	Yes	7.1	No	92.9		
Amount (\$000s/yr)	High	150.0	Low	12.5	Avg.	81.3
Bonus received?	Yes	64.3	No	35.7		
Amount (\$000s/yr)	High	170.0	Low	5.0	Avg.	51.9

Perceived pay vs. peers (%)	More	35.7	Less	32.1	Same	32.1
Employer's gross	<\$5M	21.4	\$50-\$100M	3.6		
US revenue (%)	\$5-\$20M	21.4	>100M	42.9		
	\$20-\$50M	10.7				

Position satisfying? (%)	Thoroughly	14.3	Generally	60.7
	OK Sometimes	10.7	No	14.3

Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)			
	Excellent	3.6	Good	28.6
	Fair	21.4	Poor	46.4

How current job was acquired (%)	Promoted	28.6	Exec Search	17.9
	Hired by Company	14.3	Own Initiative	32.1

Benefits received (%)	Signing Bonus	17.4	Retirement	52.2
	Car	13.0	Medical	82.6
	Dental	69.6	Stock	43.5

Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	3.5
	Benefits	3.9	Loyalty to Staff	4.6
	Advancement	5.1	Environ./Soc. Resp.	7.3
	Training	6.5	Job Security	2.2

Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.8
	Benefits	2.2	Loyalty to Staff	3.2
	Advancement	3.0	Environ./Soc. Resp.	2.6
	Training	3.1	Job Security	3.5

Plan to seek a new job this year? (%)	Yes	78.6	No	3.6
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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	100.0
	Environ./Culture	0.0	Other	0.0

Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1	Existing Contacts	2.1
	Job Ads	3.2	Contact Companies	4.0
	Post Resume	3.5		

NEED A CHANGE

\$124,400

▲21.0%

Number of respondents 26

Employer	Percent	Market Sector	Percent
Manufacturer	46.2	Rx Pharmaceuticals	69.2
Agency	23.1	OTC Pharmaceuticals	15.4
Media/Publisher - HCP	3.9	Biotechnology	19.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	23.1
Media/Publisher - HCP & Consmr.	7.7	Diagnostic Device/Equip	19.2
Service Supplier	11.5	Hospital Products/Equip.	11.5
Other	7.7	Dental Products/Equip	11.5
		Managed Care	7.7

Age	High	62	Low	25	Avg.	40.9
Sex	Male	57.7	Female	42.3		
Years in industry	High	35.0	Low	1.5	Avg.	14.3
Years in position	High	13.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	289.0	Low	34.5	Avg.	124.4
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	76.9	No	23.1		
Amount (\$000s/yr)	High	360.0	Low	5.0	Avg.	64.7
Perceived pay vs. peers (%)	More	3.9	Less	50.0	Same	46.2
Employer's gross US revenue (%)	<\$5M	4.2	\$50-\$100M	8.3		
	\$5-\$20M	29.2	>100M	54.2		
	\$20-\$50M	4.2				
Position satisfying? (%)	Thoroughly	3.9	Generally	53.9		
	OK Sometimes	26.9	No	15.4		
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	11.5	Good	34.6		
	Fair	34.6	Poor	19.2		
How current job was acquired (%)	Promoted	46.2	Exec Search	7.7		
	Hired by Company	11.5	Own Initiative	30.8		
Benefits received (%)	Signing Bonus	14.3	Retirement	61.9		
	Car	4.8	Medical	81.0		
	Dental	76.2	Stock	47.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	2.8		
	Benefits	4.2	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.	6.5		
	Training	6.2	Job Security	4.6		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.3		
	Benefits	2.0	Loyalty to Staff	2.5		
	Advancement	2.7	Environ./Soc. Resp.	2.1		
	Training	2.8	Job Security	2.1		
Plan to seek a new job this year? (%)	Yes	76.9	No	3.9		
New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	100.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.1		
	Job Ads	3.1	Contact Companies	3.5		
	Post Resume	3.8				