

Although job-cut announcements have become a part of daily life in the industry, average salaries have risen to an all-time high. Not only that, job satisfaction is up in pharma. However, this doesn't seem to prevent more people than ever looking to move, finds James Chase

here's no getting around the fact that that pharmaceutical industry is continuing to reduce its workforce, but those remaining in the industry—especially the male employees—seem to be having a better time of it this year, according to the 27th annual MM&M Career & Salary Survey.

Benchmark reports by Challenger Gray & Christmas state that pharma cut 8,793 positions from January through August this year, barely fewer than the 9,626 laid off during the same period last year. However, our survey shows that for those still in the game average salaries are up this year by 8.3% to an all-time high of \$143.6K (Fig. 1), including a 9.0% increase in the pharma sector alone. This beats the previous best of \$133.7K recorded in 2007.

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 1,009 qualified respondents 385 are employed by manufacturers (pharma, biotech, devices, diagnostics), 318 by agencies, 78 work in healthcare media and 137 are suppliers/vendors; 523 are male and 485 are female; the average age is 43 years; the average time spent in the industry is 15.3 years; and the average time spent in their current position is 4.4 years.

The strongest contestants

Manufacturers continued to lead the way with an average salary of \$160.3K, up 9.0% over 2012, with Agencies closing in at 146.2K, up 11.6% (Fig. 2). Conversely, Suppliers/Vendors suffered another double-digit decrease, down 12.0% down to \$103.2K, on the back of last year's 14.1% drop. In the Media stable, interestingly, both HCPonly and Consumer-only media companies recorded double-digit increases. However, companies targeting both HCPs and Consumers posted an average salary loss of almost 6%.

On the face of it, the gender gap appears to have widened inexcusably, with Male average salaries up by 13.1% to \$166.4K and Female average salaries down 9.0% to \$119.2K (Fig. 3). One explanation for such a glaring disparity is that the number of CEO respondents has risen from 11 in 2012 to 28 this year, and that almost 90% of these are male. What's more, the average salary posted by this year's crop of CEOs, \$352.9K, is 58.3% larger than in 2012. So while it may not necessarily be true that the gender gap is widening in terms of pay, it is certainly the case that the most senior, better-paid positions continue to be male-dominated.

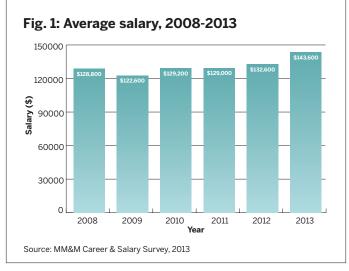
The only sizes of company that posted a reduction in average salary this year were those with revenues of \$5M to \$20M, down 2.0% to \$121.0K. Aside from that, generally it was still the largest companies paying the highest salaries, with companies with revenues greater than \$100M posting average salaries of \$161.5K, up 7.7% over 2012.

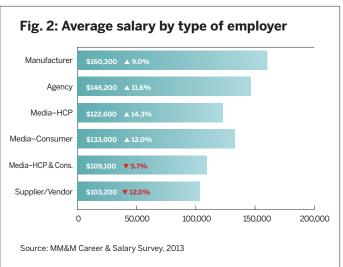
Further to salaries, 65.9% reported they received a bonus (down

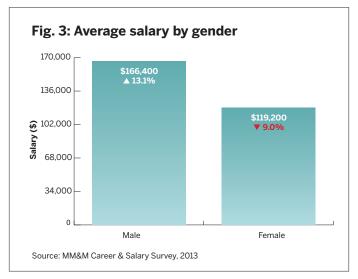
slightly from 66.7% last year), with the average sum received rising slightly from \$31.8K to \$32.3K. Other benefits received were largely comparable to levels in 2012, including medical coverage (received by 82.1% this year vs. 83.4% last year), dental (74.9% vs. 73.3%), retirement (51.6% vs. 54.3%), stock options (39.4% vs. 41.1%) and company car (10.9% vs. 12.7%).

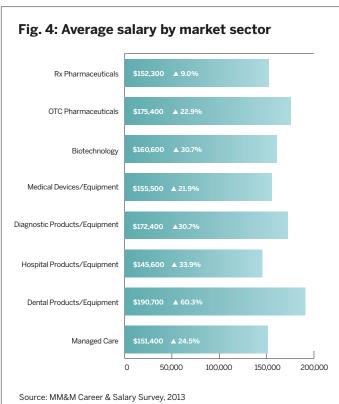
Enjoying the show

Job satisfaction remains reasonably high. Overall, 25.8% said they were "Thoroughly Satisfied" in their job (down slightly from 28.7%









in 2012) with another 55.0% reporting that they were "Generally Satisfied" (vs. 51.3% in 2012). Only 6.0% of respondents reported that they were "Dissatisfied" in their jobs, down slightly from 6.7% in 2012 and 6.7% the previous year.

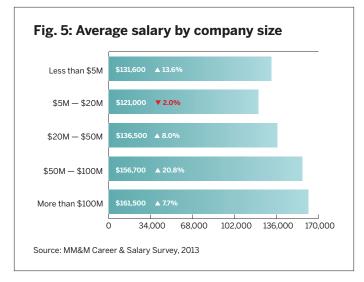
When adding together the "Thoroughly" and "Generally" numbers, Manufacturer employees came out on top in terms of satisfaction (84.8% vs. 79.1% in 2012), followed by Agencies (80.9% vs. 81.2%), and Suppliers (76.7% vs. 70.5%). Note that while Media - HCPs recorded the lowest total satisfaction (70.5%) and the highest "Dissatisfaction" (10.5%), they also registered the highest

proportion of "Thoroughly Satisfied" employees (34.2%).

Despite the overall increases in average salary, respondents' perceived levels of relative pay dropped slightly: Just 11.4% thought they made more than their peers (vs. 13.9% in 2012 and 14.0% in 2011) while 47.1% felt they were paid less than their peers (vs. 44.9% in 2012 and 44.1% in 2011).

When it comes to perceived advancement prospects, with the overall index remained at 2.4 (where 1 is "Poor" and 4 is "Excellent"). The proportion of respondents who thought their advancement prospects were "Excellent" dropped once more to just 13.7% (from 15.0% in 2012 and 21.8% in 2011). Those who felt their prospects were "Good" remained flat at 35.8% (vs. 36.0% in 2012 and 31.1% in 2011). Those who perceived their advancement prospects to be "Poor" dropped slightly from 22.3% to 20.6% (vs. 18.4% in 2011).

When the "Excellent" and "Good" responses are added together there are again significant differences between types of employers (Fig. 6). This year, Manufacturers performed a lot better, with 53.3% of employees feeling their advancements prospect were either

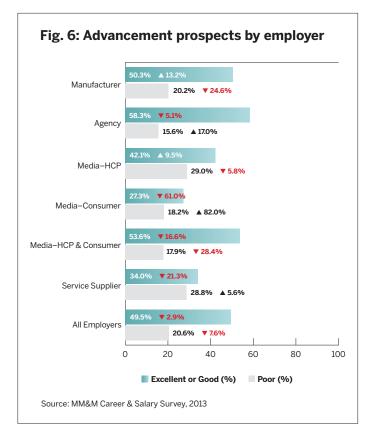


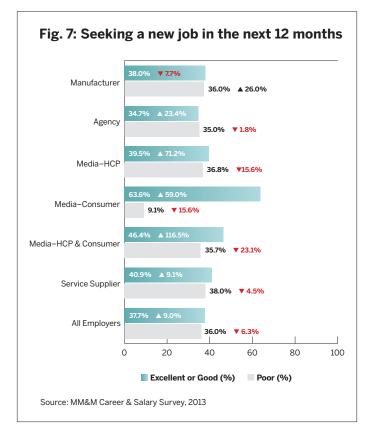
"Excellent" or "Good" – up considerably from 44.4% last year. Far fewer Manufacturer employees said their prospects were "Poor" this year, too (20.2% vs. 26.8% in 2012). Agencies came out on top overall, with 58.3% perceiving their advancement prospects to be "Excellent" or "Good" (vs. 61.4% in 2012) and just 15.6% saying they were "Poor" (vs. 13.3%).

As for what factors respondents felt were the most important to them in their jobs, in terms of average rankings (where 1 is the most important and 8 is the least), Salary again came out on top (2.5 vs. 2.4 in 2012). This was followed by Work Environment/Culture (3.2 vs. 2.9), Job Security (4.0 vs. 3.9) and Benefits (4.1 vs. 4.2). Training again ranked poorly (6.3 vs. 6.4) with Environmental/Social Responsibility again coming last (remaining at 6.9).

Last year, more respondents actually chose Work Environment/Culture (35%) as their number one consideration than chose Salary (31%)—however, this year normal service is resumed (just) with 32% choosing Salary as their most important factor and 30% voting for Work Environment/Culture. Similar to last year, 58% ranked Training as either their least or second-least important factor.

So how are their current employers performing in these various





attributes? Salary (2.2 vs. 2.3 in 2012) and Work Environment/ Culture (remains 2.2) both score highly, as do Benefits (2.3 vs.2.2) and Job Security (remains 2.3). Once again, Training scores lowest, remaining at 2.8.

Eyes on the Prize

In terms of job migration, we seem to have reached a watershed moment this year: for the first time, more respondents reported that they intended to seek a new position in the next 12 months (37.7% vs. 34.6% in 2012) than said they intended to stay put (36.0% vs. 38.4%).

Of those, 27.6% said their prime motivation was for Better Salary and/or Benefits, down slightly from 28.8% last year and 32.1% in 2011. The second most cited reason was a tie at 19.3% between Better Work Environment/Culture (vs. 18.0% in 2012) and Better Advancement Prospects (vs.17.4%).

And out of those looking to migrate, the most likely methods of job-seeking, they reported, would be to use Existing Contacts (average rank 1.9 vs. 1.8 last year) or a Recruitment Agency (2.3 vs. 2.4).

On the pages that follow you will find data sets for selected job titles. However, you can access the full complement of job titles, plus hundreds of additional insights and data sets, by downloading the MM&M Career & Salary Survey Premium Edition at mmmonline.com.

DIRECTORY OF POSITIONS

ALL POSITIONS	40
Account Manager	54
Account Supervisor	52
Chief Executive Officer	41
Director, Marketing	44
Director, New Business Development	46
Editor	58
Executive Vice President	42
Manager, Marketing	46
Managing Director	41
Media Director	54
Medical Director	56
President	40
Product Manager	50
Research Director	56
Sales Director	48
Senior Product Manager	50
Senior Vice President	42
VP Creative Director	58
VP Group Supervisor	52
VP Marketing	44
VP Sales	48

ALL POSITIONS		\$14	43,600			8.3%
Number of respondent	s					1009
Employer	Per	rcent	Market Sed	ctor		Percent
Manufacturer		38.2	Rx Pharma	ceuticals		65.1
Agency			OTC Pharm		S	16.4
Media/Publisher - HCP			Biotechnolo	οgγ		25.2
Media/Publisher - Consun	ner		Medical De	0,	qiı	27.6
Media/Publisher - HCP &			Diagnostic			12.9
Service Supplier			Hospital Pro			8.9
Other			Dental Prod	•		3.4
			Managed C	, ,		8.9
Age	High	76	Low	5	Avg.	44.9
Sex	Male	51.9	Female	48.1		
Years in industry	High	54.0	Low	0.3	Avg.	16.3
Years in position	High	35.0	Low	0.3	Avg.	5.3
Salary (\$000s/yr)	High	1280.0	Low	20.0	Avg.	143.6
Commission received?	Yes	8.7	No	91.3		
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	52.5
Bonus received?	Yes	65.9	No	34.1		
Amount (\$000s/yr)	High	600.0	Low	0.1	Avg.	32.3
Perceived pay						
vs. peers (%)	More	11.4	Less	47.1	Same	41.4
Employer's gross	<\$5M		15.6	\$50-\$	100M	9.9
US revenue (%)	\$5-\$20	OM	22.4	>100	M	38.0
	\$20-\$5	50M	14.2			
Position satisfying? (%)	Thorou	ighly	25.8	Gener	ally	55.0
	OK Sometimes		13.2	No		6.0
Advancement	Index	2.4 (4=F	Exc. 3=God	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	13.7	Good		35.8
	Fair		30.0	Poor		20.6
How current job	Promo	ted	37.5	Exec	Search	11.8
was acquired (%)	Hired b	y Compa	any 16.7	Own Ir	nitiative	28.5
Benefits received (%)	Signing	g Bonus	14.2	Retire	ment	51.6
	Car		10.9	Medic	al	82.1
	Dental		74.9	Stock		39.4
Factors important	Salary		2.5	Enviro	n./Culture	e 3.2
to job (avg ranking,	Benefit	ts	4.1	Loyalt	y to Staff	4.6
1 = most important)	Advano	cement	4.4	Enviro	n./Soc. F	Resp.6.9
	Trainin	g	6.3	Job S	ecurity	4.0
Employer rating	Salary		2.2	Enviro	n./Culture	e 2.2
(avg rating, 1 = best)	Benefit	ts	2.3	Loyalt	y to Staff	2.4
	Advano	cement	2.7	Enviro	n./Soc. F	Resp.2.4
	Trainin	g	2.8	Job S	ecurity	2.3
Plan to seek a new	Yes		37.7	No		36.0
job this year? (%)	Color	/Dan-fi	27.6	۰ ما الم	00m	10.2
New job motivation (%)		/Benefits			cement	19.3
		nt Part o			a Change	6.9 5.6
		t of Indus	•			
		n./Culture		Other		10.4
Method for seeking		tmentAge			ng Contac	
new job (avg ranking,	Job Ad		3.1	Conta	ct Compa	inies 3.7
1=most likely)	Post R	esume	3.9			

				\$249,600							
1	1009	Number of responden	ts						22		
eı	rcent	Employer	Per	cent	Mark	cet Sect	tor		Percent		
	65.1	Manufacturer	2	27.3	Rx P	harmac	euticals		63.6		
	16.4	Agency	2	27.3	OTC	Pharma	ceuticals	6	13.6		
	25.2	Media/Publisher - HCP	1	13.6	Biote	chnolog	gy		31.8		
	27.6	Media/Publisher - Consu	mer	0.0	Medi	cal Devi	ices/Equ	ip	59.1		
	12.9	Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic D	evice/Ed	quip	31.8		
	8.9	Service Supplier	1	13.6	Hosp	ital Pro	ducts/Ec	quip.	18.2		
,	3.4	Other	1	18.2	Dent	al Produ	icts/Equi	ip	13.6		
8	3.9				Mana	aged Ca	re		4.6		
44.	9	Age	High	68	3 L	.OW	34	Avg.	48.3		
	_	Sex	Male	72.7	7 F	emale	27.3				
16	5.3	Years in industry	High	42.0) L	.OW	2.0	Avg.	20.9		
5.	.3	Years in position	High	35.0) L	.OW	1.0	Avg.	10.0		
43.	.6	Salary (\$000s/yr)	High	700.0		.OW	75.0	Avg.	249.6		
	_	Commission received?	Yes	4.6		No.	95.5				
52	.5	Amount (\$000s/yr)	High	60.0) L	.OW	60.0	Avg.	60.0		
	_	Bonus received?	Yes	50.0)	No	50.0				
32.	.3	Amount (\$000s/yr)	High	250.0) L	.OW	20.0	Avg.	82.3		
	_	Perceived pay									
41	.4	vs. peers (%)	More	14.3	3 L	.ess	38.1	Same	47.6		
9.	9	Employer's gross	<\$5M	52.4	ļ \$	550-\$10	0M9.5				
38.	.0	US revenue (%)	\$5-\$20	M 28.6	5 >	-100M	4.8				
			\$20-\$5	OM 4.8	3						
55.	.0	Position satisfying? (%)	Thorou	ghly40.9	9 (Generally	54.6				
6.	.0		OK Son	netimes	4.6 N	No.	0.0				
	_	Advancement	Index 2	2.7 (4=	Exc.	3=Good	d 2=Fair	1=Poor)			
35.	8	prospects (%)	Excelle	nt		22.7	Good		40.9		
20.	6		Fair			18.2	Poor		18.2		
11.	8	How current job	Promot	ed		22.7	Exec S	Search	9.1		
28	.5	was acquired (%)	Hired b	y Comp	any	4.6	Own Ir	nitiative	36.4		
51.	6	Benefits received (%)	Signing	Bonus		10.5	Retirer	ment	42.1		
82.			Car			52.6	Medica	al	84.2		
39.	.4		Dental			68.4	Stock		21.1		
3	.2	Factors important	Salary			3.0	Enviro	n./Cultur	e 3.4		
4	.6	to job (avg ranking,	Benefits	S		4.6		y to Staff			
0.6		1 = most important)	Advanc			5.7		n./Soc. F			
	.0		Training	5		5.5	Job Se		3.5		
	.2	Employer rating	Salary			2.3		n./Cultur			
	.4	(avg rating, 1 = best)	Benefits			2.1		y to Staff			
5.2			Advanc			2.1		n./Soc. F			
	.3		Training	5		2.5	Job Se	ecurity	1.8		
36.	.0	Plan to seek a new	Yes			27.3	No		63.6		
10		job this year? (%)	Solom:/	Ronaft		1/1.2	Adva-	comont	0.0		
	9.3 s a	New job motivation (%)	Salary/ Differer			14.3		cement a Change	0.0		
	6.9 5.6		Get out			0.0	Job Se	_			
			Environ		-	71.4	Other	curity	0.0		
1	0.4	Made de Constitue		-		2.5		ıg Contac	14.3 ts 1.8		
	1 O										
1. s 3.		Method for seeking new job (avg ranking,	Recruiti Job Ads		спсу	3.1		ct Compa			

CHIEF EXECUTIVE OFFICER \$352,900 ▲58.3%

Number of respondent	s						28
Employer	Pei	rcent	Mark	et Sec	tor		Percent
M anufacturer		32.1	Rx Pł	narmac	euticals		60.7
Agency		35.7	OTC	Pharma	ceuticals	S	25.0
Media/Publisher - HCP		7.1	Biote	chnolog	gy		35.7
Media/Publisher - Consun	ner	0.0	Medi	cal Dev	ices/Equ	iip	42.9
Media/Publisher - HCP &	Consmr.	0.0	Diagr	nostic D	evice/Ed	quip	21.4
Service Supplier				ital Pro	ducts/Ec	quip.	14.3
Other		17.9	Denta	al Produ	ıcts/Equ	ip	7.1
			Mana	Managed Care			14.3
Age	High	75		OW	39	Avg.	56.9
Sex	Male	89.3	3 F	emale	10.7		
Years in industry	High	49.0		OW	3.0	Avg.	28.0
Years in position	High	31.0) L	OW	1.0	Avg.	10.7
Salary (\$000s/yr)	High	1280.0		OW	95.0	Avg.	352.9
Commission received?	Yes	3.6		lo	96.4		
Amount (\$000s/yr)	High	20.0		OW	20.0	Avg.	20.0
Bonus received?	Yes	64.3	3 N	lo	35.7		
Amount (\$000s/yr)	High	600.0) L	OW	10.0	Avg.	165.5
Perceived pay							
vs. peers (%)	More	7.4	1 L	ess	44.4	Same	48.2
Employer's gross	<\$5M			48.2	\$50-\$		3.7
US revenue (%)	\$5-\$20			22.2	>100	M	18.5
	\$20-\$			7.4			
Position satisfying? (%)	Thorou			53.6	Gener	ally	42.9
		metimes		3.6	No		0.0
Advancement			Exc.		d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		40.7	Good		14.8
	Fair			22.2	Poor		22.2
How current job	Promo			25.0		Search	3.6
was acquired (%)		oy Comp	any	14.3	•	nitiative	28.6
Benefits received (%)		g Bonus		8.3	Retire		33.3
	Car			45.8	Medic	al	79.2
	Dental			58.3	Stock	/O II	62.5
Factors important	Salary			3.6		n./Cultur	
to job (avg ranking,	Benefit			4.6		y to Staf	
1 = most important)		cement		5.1			Resp.5.6
Form to a constitution	Trainin			6.2	Job Se		5.1
Employer rating	Salary			1.8		n./Cultur	
(avg rating, 1 = best)	Benefit			1.9		y to Staf	
		cement		2.1 2.4			Resp. 2.0
Dian to each a mann	Trainin	g				ecurity	75.0
Plan to seek a new	Yes			10.7	No		75.0
job this year? (%) New job motivation (%)	Salani	/Benefits		42.9	Advon	cement	0.0
ivew job mouvation (%)		nt Part o				cement a Change	
				0.0		_	
		t of Indu	-	0.0	Job Se	ecurity	0.0
Mothod for coalding		n./Cultur		28.6	Other	or Conta	0.0
Method for seeking		tmentAg Ic	енсу	2.5		ig Contai	
new job (avg ranking,	Job Ad			3.5	Conta	ct Comp	anies 2.9
1=most likely)	rost R	esume		4.5			

MANAGING DIRECTOR \$173,000

V13.9%

WANAGING DIN	LUIU	n ş	173	,000		V 13	.3/0
Number of respondent	ts						21
Employer	Pei	rcent	Mar	ket Se	ctor	F	Percent
Manufacturer		9.5	Rx F	harma	ceuticals		76.2
Agency		57.1	OTO	: Pharm	naceuticals	5	28.6
Media/Publisher - HCP		0.0	Biot	echnolo	ogy		61.9
Media/Publisher - Consur	ner	0.0	Med	lical De	vices/Equ	ip	52.4
Media/Publisher - HCP &	Consmr.	0.0	Diag	gnostic	Device/Ed	quip	38.1
Service Supplier		19.1	Hos	pital Pr	oducts/Ed	luip.	28.6
Other		14.3	Den	tal Prod	ducts/Equi	ip	4.8
			Man	aged C	are		14.3
Age	High	6	9	Low	34	Avg.	48.4
Sex	Male	71.	.4	Female	28.6		
Years in industry	High	50.	.0	Low	8.0	Avg.	22.8
Years in position	High	14.	.0	Low	1.0	Avg.	4.9
Salary (\$000s/yr)	High	300	.0	Low	45.0	Avg.	173.0
Commission received?	Yes	23.	.8	No	76.2		
Amount (\$000s/yr)	High	150	.0	Low	15.0	Avg.	73.0
Bonus received?	Yes	57.	.1	No	42.9		
Amount (\$000s/yr)	High	275	.0	Low	15.0	Avg.	78.6
Perceived pay							
vs. peers (%)	More	4.	.8	Less	42.9	Same	52.4
Employer's gross	<\$5M			23.8	\$50-\$	100M	14.3
US revenue (%)	\$5-\$20	MC		38.1	>100	VI	14.3
	\$20-\$	50M		9.5			
Position satisfying? (%)	Thorou	ighly		4.8	Genera	ally	76.2
	OK So	metime	!S	9.5	No		9.5
Advancement	Index	2.4 (4	=Exc.	3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		19.1	Good		33.3
	Fair			19.1	Poor		28.6
How current job	Promo	ted		38.1	Exec S	Search	9.5
was acquired (%)	Hired b	y Com	pany	28.6	Own Ir	itiative	19.1
Benefits received (%)	Signing	g Bonus	3	20.0	Retirer	ment	46.7
	Car			20.0	Medica	al	53.3
	Dental			20.0	Stock		40.0
Factors important	Salary			2.3	Enviro	n./Culture	3.4
to job (avg ranking,	Benefit	ts		3.7	Loyalt	y to Staff	4.9
1 = most important)	Advand	cement		4.9	Enviro	n./Soc. Re	esp.6.9
	Trainin	g		6.3	Job Se	ecurity	3.8
Employer rating	Salary			2.5	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	ts		2.4	Loyalt	y to Staff	2.4
	Advand	cement		2.4	Enviro	n./Soc. Re	esp.2.4
	Trainin	g		2.6	Job Se	ecurity	2.0
Plan to seek a new	Yes			23.8	No		42.9
job this year? (%)							
New job motivation (%)		/Benefi		33.3	Advan	cement	0.0
	Differe	nt Part	of Inc	33.3	Need a	a Change	16.7
	Get ou	t of Ind	ustry	stry 0.0 Job Sec		ecurity	0.0
	Enviro	า./Cultเ	ıre	0.0	Other		16.7
Method for seeking	Recrui	tmentA	gency	2.0	Existin	g Contact	s 1.8
new job (avg ranking,	Job Ad	ls		3.2	Contac	ct Compar	ies 3.8
1=most likely)	Post R	esume		4.2			

EXECUTIVE VICE PRESIDENT \$225,700 **V**8.2%



EXECUTIVE VIC		OIDEI	11 0	<u> </u>		5.∠ /0
Number of respondent	:s					2
Employer	Per	cent	Market S	ector		Percen
M anufacturer		26.9	Rx Pharm	aceuticals		80.
Agency		42.3	OTC Phar	maceutical	s	19.
Media/Publisher - HCP		3.9	Biotechno	logy		46.
Media/Publisher - Consur	ner	0.0	Medical D	uip	30.	
Media/Publisher - HCP &		3.9	Diagnostic	Device/E	quip	15.
Service Supplier				roducts/E		23.
Other				oducts/Equ		7.
			Managed			23.
Age	High	65	Low	38	Avg.	51.
Sex	Male	73.1	Femal	e 26.9		
Years in industry	High	40.0	Low	8.0	Avg.	23.
Years in position	High	12.0	Low	1.0	Avg.	4.
Salary (\$000s/yr)	High	375.0		93.0	Avg.	225.
Commission received?	Yes	7.7		92.3	7.1-6.	
Amount (\$000s/yr)	High	85.0		75.0	Avg.	80.
Bonus received?	Yes	61.5		38.5	7.48.	
Amount (\$000s/yr)	High	120.0		17.5	Avg.	49.
Perceived pay	111611	120.0	LOW	17.5	/\vg.	77.
vs. peers (%)	More	11.5	Less	50.0	Same	38.
Employer's gross	<\$5M		23.1	\$50-\$	3100M	11.
US revenue (%)	\$5-\$20	MC	11.5	>100	M	26.
	\$20-\$5	50M	26.9)		
Position satisfying? (%)	Thorou		23.1	Genei	rally	46.
, , ,		metimes	15.4			15.
Advancement	Index	2.3 (4=l	Exc. 3=G	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	3.9	Good		53.
	Fair		15.4	Poor		26.
How current job	Promo	ted	40.0	Exec	Search	24.
was acquired (%)	Hired b	y Compa	any 20.0	Own I	nitiative	16.
Benefits received (%)		g Bonus	18.2		ment	45.
	Car	,	13.6		al	77.
	Dental		63.6			45.
Factors important	Salary		2.7		on./Culture	
to job (avg ranking,	Benefit	S	4.0) Loval	ty to Staff	4.
1 = most important)		ement	4.8	•	on./Soc. F	
	Trainin		6.3		ecurity	4.
Employer rating	Salary	0	2.5		on./Culture	
(avg rating, 1 = best)	Benefit	·s	2.3		ty to Staff	
avg radiig, 1 = best/		cement	2.8	-	on./Soc. F	
	Trainin		3.2		ecurity	.esp.2. 2.
Plan to seek a new	Yes	Š .	38.5		ecurity	38.
	162		30.0) INO		30.
ob this year? (%) New job motivation (%)	Salany	/Benefits	18.2	Δdvar	ncement	18.
ivew job illouvation (%)		nt Part o			a Change	
					_	0.
		t of Indus	•			
Markada 11		n./Culture				18.
Method for seeking		tmentAge			ng Contac	
new job (avg ranking,	Job Ad		3.6		ict Compa	ınıes 3.
1=most likely)	Post R	esume	3.9	1		

SENIOR VICE PRESIDENT

\$170,000

N/A

<u></u>				T	-,		,
Number of respondent	s						27
Employer	Pei	rcent	Mar	ket Sec	ctor	ı	Percent
M anufacturer		11.1	Rx P	harmad	ceuticals		85.2
Agency		59.3	OTC	Pharm	aceuticals		22.2
Media/Publisher - HCP		0.0	Biote	echnolo	gy		29.6
Media/Publisher - Consum	ner	0.0	Med	ical Dev	vices/Equi	р	18.5
Media/Publisher - HCP & 0	Consmr.	3.7	Diag	nostic	uip	11.1	
Service Supplier		7.4	Hos	oital Pro	oducts/Equ	uip.	11.1
Other		18.5	Dent	al Prod	lucts/Equip	ρ	11.1
			Man	aged C	are		7.4
Age	High			_OW	33	Avg.	47.0
Sex	Male	59.	.3 F	emale	40.7		
Years in industry	High	38.	.0 I	_OW	4.0	Avg.	19.5
Years in position	High	15.	.0 I	_OW	1.0	Avg.	4.3
Salary (\$000s/yr)	High	250.	.0 L	_OW	85.0	Avg.	170.0
Commission received?	Yes	7.	4 [No	92.6		
Amount (\$000s/yr)	High	25.	.0 I	_OW	20.0	Avg.	22.5
Bonus received?	Yes	51.	.9 [Vo	48.2		
Amount (\$000s/yr)	High	40.	.0 [_OW	1.5	Avg.	16.2
Perceived pay							
vs. peers (%)	More	14.	.8 I	_ess	25.9	Same	59.3
Employer's gross	<\$5M			30.8	\$50-\$1	MOO	11.5
US revenue (%)	\$5-\$20	MC		19.2	>100N	1	23.1
	\$20-\$	50M		15.4			
Position satisfying? (%)	Thorou	ıghly		37.0	Genera	ally	55.6
	OK So	metime	S	7.4	No		0.0
Advancement	Index	2.6 (4	=Exc.	3=Goo	od 2=Fair 1	l=Poor)	
prospects (%)	Excelle	ent		23.1	Good		34.6
	Fair			23.1	Poor		19.2
How current job	Promo	ted		18.5	Exec S	earch	14.8
was acquired (%)	Hired b	y Com	pany	11.1	Own Ini	itiative	37.0
Benefits received (%)	Signing	g Bonus	3	5.0	Retiren	nent	40.0
	Car	_		10.0	Medica	al	75.0
	Dental			75.0	Stock		25.0
Factors important	Salary			2.3	Environ	n./Culture	3.4
to job (avg ranking,	Benefit	ts		4.3	Loyalty	to Staff	5.0
1 = most important)	Advano	cement		4.7		n./Soc. Re	esp.6.9
	Trainin	g		5.7	Job Se	curity	3.8
Employer rating	Salary			2.5	Enviror	n./Culture	2.2
(avg rating, 1 = best)	Benefit			2.2		to Staff	2.4
(, 0 , 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0		cement		2.7		n./Soc. Re	
	Trainin			2.6	Job Se	•	2.4
Plan to seek a new	Yes	0		44.4	No		29.6
job this year? (%)							
New job motivation (%)	Salary	/Benefi	ts	6.7	Advanc	ement	33.3
		nt Part		6.7	Need a	Change	13.3
	Get ou	t of Ind	ustry	0.0	Job Se	curity	13.3
		1./Cultu	-	20.0	Other	,	6.7
Method for seeking		tmentA				g Contact	
new job (avg ranking,	Job Ad			3.0		t Compar	

VP OPERATIONS

1=most likely)

Post Resume

4.2

\$161,100



	•	•					
Number of respondent	s						16
Employer	Per	cent l	Market	Sect	or		Percent
M anufacturer	Ę	56.3 I	Rx Phar	mace	uticals		62.5
Agency	1	12.5	OTC Ph	arma	ceuticals	5	31.3
Media/Publisher - HCP		0.0	Biotech	nolog	у		31.3
Media/Publisher - Consun	ner	6.3 I	Medical	l Devi	ces/Equ	ip	31.3
Media/Publisher - HCP &	Consmr.	0.0	Diagnos	stic D	evice/Ed	quip	12.5
Service Supplier	1	l8.8 I	Hospita	l Proc	lucts/Ec	uip.	18.8
Other		6.3 I	Dental I	Produ	cts/Equ	ip	12.5
		1	Manage	ed Car	e		6.3
Age	High	63	Low	/	35	Avg.	49.0
Sex	Male	75.0	Fen	nale	25.0		
Years in industry	High	37.0	Low	/	3.0	Avg.	19.3
Years in position	High	13.0	Low	/	2.0	Avg.	4.9
Salary (\$000s/yr)	High	275.0	Low	/	77.0	Avg.	161.1
Commission received?	Yes	6.3	No		93.8		
Amount (\$000s/yr)	High	15.0	Low	/	15.0	Avg.	15.0
Bonus received?	Yes	75.0	No		25.0		
Amount (\$000s/yr)	High	60.0	Lov	,	0.8	Avg.	28.3
Perceived pay							
vs. peers (%)	More	6.3	Les	S	56.3	Same	37.5
Employer's gross	<\$5M		25	5.0	\$50-\$	100M	12.5
US revenue (%)	\$5-\$20M		25	5.0	>1001	M	12.5
	\$20-\$50M		25	5.0			
Position satisfying? (%)	Thoroughly		35	5.7	Gener	ally	57.1
	OK Son	netimes	(0.0	No		7.1
Advancement	Index 2	2.9 (4=E	Exc. 3=	Good	2=Fair	1=Poor)	
prospects (%)	Excelle	nt	26	5.7	Good		40.0
	Fair		26	5.7	Poor		6.7
How current job	Promot	ed	4(0.0	Exec S	Search	13.3
was acquired (%)	Hired by	y Compa	any 26	5.7	Own Ir	itiative	20.0
Benefits received (%)	Signing	Bonus	25	5.0	Retire	ment	16.7
	Car		25	5.0	Medic	al	91.7
	Dental		91	1.7	Stock		50.0
Factors important	Salary		2	2.6	Enviro	n./Cultur	e 3.3
to job (avg ranking,	Benefits	S	4	1.4	Loyalt	y to Staff	3.4
1 = most important)	Advanc	ement	4	1.4	Enviro	n./Soc. F	Resp.6.6
	Training	5	(5.4	Job Se	ecurity	4.8
Employer rating	Salary		2	2.5	Enviro	n./Cultur	e 2.1
(avg rating, 1 = best)	Benefits	5	2	2.5	Loyalt	y to Staff	2.0
	Advanc	ement	2	2.2	Enviro	n./Soc. F	Resp.2.3
	Training		2	2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes		37	7.5	No		25.0
job this year? (%)							
New job motivation (%)	Salary/	Benefits	50	0.0	Advan	cement	0.0
	Differer	nt Part of	f Ind (0.0	Need	a Change	0.0
	Get out	of Indus	stry 12	2.5	Job Se	ecurity	12.5
	Environ	./Culture	12	2.5	Other		12.5
Method for seeking	Recruit	mentAge	ncy 2	2.4	Existin	g Contac	ts 1.6
new job (avg ranking,	Job Ads	S	3	3.3	Conta	ct Compa	anies 3.6

VP MARKETING & SALES

\$211,900

▲15.5%

Number of respondent	S						24
Employer	Per	cent	Mar	ket Sec	tor	I	Percen
Manufacturer		50.0	Rx F	Pharmac	euticals		58.3
Agency		16.7	OTC	Pharm.	aceuticals	5	16.7
Media/Publisher - HCP		4.2	Biot	echnolo	gy		37.5
Media/Publisher - Consun	ner	0.0	Med	lical Dev	ip	37.5	
Media/Publisher - HCP &	Consmr.	0.0	Diag	gnostic I	Device/Ed	quip	16.7
Service Supplier		25.0	Hos	pital Pro	ducts/Ed	quip.	12.5
Other		4.2	Den	tal Prod	ucts/Equ	ip	4.2
			Man	aged Ca	are		8.3
Age	High	6	55	Low	33	Avg.	49.8
Sex	Male	87.	.5	Female	12.5		
Years in industry	High	33.	.0	Low	1.0	Avg.	21.0
Years in position	High	20.	.0	Low	1.0	Avg.	5.6
Salary (\$000s/yr)	High	850	.0	Low	50.0	Avg.	211.9
Commission received?	Yes	20	.8	No	79.2		
Amount (\$000s/yr)	High	130	.0	Low	3.0	Avg.	72.6
Bonus received?	Yes	79.	.2	No	20.8		
Amount (\$000s/yr)	High	175	.0	Low	1.0	Avg.	68.4
Perceived pay							
vs. peers (%)	More	16.	.7	Less	45.8	Same	37.5
Employer's gross	<\$5M			25.0	\$50-\$	100M	20.8
US revenue (%)	\$5-\$20			16.7	>1001	M	29.2
	\$20-\$5	50M		8.3			
Position satisfying? (%)	Thorou	ghly		33.3	Gener	ally	37.5
	OK Sor			20.8	No		8.3
Advancement	Index	2.5 (4	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		8.3	Good		41.7
	Fair			37.5	Poor		12.5
How current job	Promo			25.0		Search	8.3
was acquired (%)	Hired b	y Com	pany	37.5	Own Ir	nitiative	25.0
Benefits received (%)	Signing	g Bonus	5	10.5	Retire		36.8
	Car			36.8	Medic	al	84.2
	Dental			57.9	Stock		42.1
Factors important	Salary			2.1		n./Culture	
to job (avg ranking,	Benefit			4.6		y to Staff	4.0
1 = most important)	Advano			4.2		n./Soc. R	
	Trainin	g		6.7	Job Se		4.3
Employer rating	Salary			2.3		n./Culture	
(avg rating, 1 = best)	Benefit			2.3		y to Staff	2.6
	Advano			2.7		n./Soc. R	
	Trainin	g		3.2	Job Se	ecurity	2.5
Plan to seek a new	Yes			37.5	No		45.8
job this year? (%)							
New job motivation (%)	Salary/			28.6		cement	14.3
	Differe					a Change	0.0
	Get ou		-	0.0		ecurity	14.3
	Enviror	•		28.6	Other		14.3
Method for seeking	Recruit		gency			g Contac	
new job (avg ranking,	Job Ad			3.9	Conta	ct Compa	nies 2.8
1=most likely)	Post R	esume		4.2			

VP	M	Λ	R	KI	FΤ	IN	G
VE	IVI	н	m	NΙ			LI

Number of respondents

Media/Publisher - HCP

Service Supplier

Years in industry

Years in position

Salary (\$000s/yr)

Amount (\$000s/yr)

Amount (\$000s/yr)

Bonus received?

Perceived pay

vs. peers (%)

Employer's gross

Position satisfying? (%)

US revenue (%)

Advancement

prospects (%)

How current job

was acquired (%)

Factors important

to job (avg ranking, 1 = most important)

Employer rating

(avg rating, 1 = best)

Plan to seek a new

Method for seeking

1=most likely)

new job (avg ranking,

New job motivation (%)

job this year? (%)

Benefits received (%)

Commission received?

Media/Publisher - Consumer

Media/Publisher - HCP & Consmr. 0.0

Employer

Agency

Other

Age

Sex

Manufacturer

\$198,600

Percent

53.9

23.1

0.0

0.0

11.5

11.5

High

Male

High

High

High

Yes

High

Yes

High

More

<\$5M

\$5-\$20M

\$20-\$50M

Thoroughly

Excellent

Promoted

Hired by Company

Signing Bonus

Fair

Car

Dental

Salary

Benefits

Training

Benefits

Training

Yes

Salary

Advancement

Advancement

Salary/Benefits

Get out of Industry

RecruitmentAgency

Environ./Culture

Job Ads

Post Resume

Different Part of Ind 0.0

OK Sometimes

71

53.9

32.0

10.0

315.0

0.0

0.0

88.5

108.0

11.5

Market Sector

Biotechnology

Managed Care

Female

Iow

Low

Low

Low

No

Low

No

Iow

Less

20.0

16.0

8.0 32.0

16.0

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

11.5

26.9

30.8

23.1

12.5

4.2

83.3

2.4

4.1

4.7

7.1

2.4

2.4

2.7

3.2

19.2

30.0

0.0

10.0

2.0

3.7

4.5

Rx Pharmaceuticals

OTC Pharmaceuticals

Medical Devices/Equip

Diagnostic Device/Equip

Hospital Products/Equip.

27

46.2

6.0

1.0

85.0

100.0

0.0

11.5

1.0

50.0

\$50-\$100M

>100M

Generally

No

Good

Poor

Exec Search

Own Initiative

Environ./Culture

Loyalty to Staff

Job Security

Environ./Culture

Loyalty to Staff

Job Security

Advancement

Job Security

Other

Need a Change

Existing Contacts

Contact Companies 3.3

No

Retirement

Medical

Stock

Avg.

Avg.

Avg.

Avg.

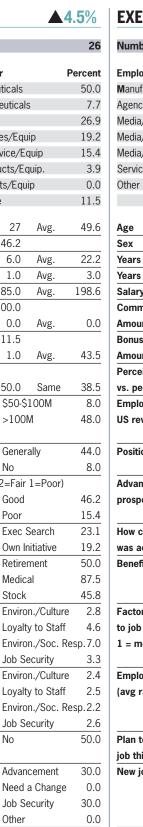
Avg.

Avg.

Same

Dental Products/Equip

4.5%



EXEC. DIR.. MARKETING

\$207.800



Number of respondent	S						1	
Employer	Per	cent	Mar	ket Sec	tor		Perce	
M anufacturer		93.3	Rx F	Pharmac	euticals		60.	
Agency		0.0	OTC	Pharm.	aceutical	S	6	
Media/Publisher - HCP		0.0	Biot	echnolo	gy		6	
Media/Publisher - Consun	ner	0.0	Med	lical Dev	ices/Equ	qiı	ip 20	
Media/Publisher - HCP &	Consmr.	6.7	Diag	gnostic I	6			
Service Supplier		0.0	Hos	pital Pro	ducts/E	quip.	6	
Other		0.0	Den	tal Prod	ucts/Equ	iip	0	
			Man	aged C	are		6	
Age	High	5	7	Low	33	Avg.	44	
Sex	Male	60.	0	Female	40.0			
Years in industry	High	30.	0	Low	7.0	Avg.	18	
Years in position	High	11.	0	Low	1.0	Avg.	3	
Salary (\$000s/yr)	High	315.	0	Low	135.0	Avg.	207	
Commission received?	Yes	13.	3	No	86.7			
Amount (\$000s/yr)	High	70.	0	Low	26.0	Avg.	48	
Bonus received?	Yes	93.	3	No	6.7			
Amount (\$000s/yr)	High	175.	0	Low	25.0	Avg.	65	
Perceived pay								
vs. peers (%)	More	6.	7	Less	33.3	Same	60	
Employer's gross	<\$5M			0.0	\$50-\$	100M	7	
US revenue (%)	\$5-\$20	M		0.0	>100	M	85	
	\$20-\$5	50M		7.1				
Position satisfying? (%)	Thorou	ghly		26.7	Gener	ally	66	
	OK Sor	netime	S	6.7	No		0	
Advancement	Index 2.5 (4=Ex			3=G00	d 2=Fair	1=Poor)		
prospects (%)	Excelle	nt		20.0	Good		26	
	Fair			40.0	Poor		13	
How current job	Promo	ted		53.3	Exec	Search	13	
was acquired (%)	Hired b	y Com	pany	6.7	Own I	nitiative	20	
Benefits received (%)	Signing	Bonus	;	35.7	Retire	ment	42	
	Car			7.1	Medic	al	85	
	Dental			85.7	Stock		92	
Factors important	Salary			2.1	Enviro	n./Culture	: 3	
to job (avg ranking,	Benefit	S		4.4	Loyalt	y to Staff	4	
1 = most important)	Advanc	ement		3.0	Enviro	n./Soc. R	esp.6	
	Training	g		6.9	Job S	ecurity	4	
Employer rating	Salary			2.1	Enviro	n./Culture	2	
(avg rating, 1 = best)	Benefit	S		2.3	Loyalt	y to Staff	3	
	Advanc	ement		2.5	Enviro	n./Soc. R	esp.2	
	Training	g		3.1	Job S	ecurity	2	
Plan to seek a new	Yes			60.0	No		33	
job this year? (%)								
New job motivation (%)	Salary/	/Benefit	:S	22.2	Advan	cement	33	
	Differe	nt Part	of Inc	0.0	Need	a Change	0	
	Get ou	t of Indi	ustry	0.0	Job S	ecurity	11	
	Enviror	ı./Cultu	re	22.2	Other		11	
Method for seeking	Recruit	mentAg	gency	1.9	Existir	ng Contac	ts 1	
new job (avg ranking,	Job Ad	S		4.0	Conta	ct Compa	nies 3	
1=most likely)	Post R	esume		4.5				

DIRECTOR, MARKETING

\$146,600

▲3.0%

Number of respondent	S						93
Employer	Perc	ent	Marl	ket Sec	tor		Percent
M anufacturer	7	2.0	Rx P	harmac	euticals		57.0
Agency		2.2	OTC	Pharma	aceuticals	S	10.8
Media/Publisher - HCP		2.2		echnolo	0,		23.7
Media/Publisher - Consun	ner	1.1	Medi	ical Dev	rices/Equ	iip	22.6
Media/Publisher - HCP &	Consmr.	1.1	Diag	nostic [Device/E	quip	10.8
Service Supplier	1	8.0	Hosp	oital Pro	ducts/Ed	quip.	5.4
Other	1	8.0	Dent	al Prod	ucts/Equ	ip	1.1
			Mana	aged Ca	are		3.2
Age	High	69		_OW	29	Avg.	43.9
Sex	Male	49.5	, F	emale	50.5		
Years in industry	High	45.0) <u>L</u>	_OW	5.0	Avg.	16.6
Years in position	High	16.0) <u>L</u>	_OW	1.0	Avg.	4.1
Salary (\$000s/yr)	High	235.0) <u>L</u>	_OW	40.0	Avg.	146.6
Commission received?	Yes	0.0) [No	100.0		
Amount (\$000s/yr)	High	0.0) <u>L</u>	_OW	0.0	Avg.	0.0
Bonus received?	Yes	83.9) [No	16.1		
Amount (\$000s/yr)	High	90.0) <u>L</u>	_OW	2.4	Avg.	34.6
Perceived pay							
vs. peers (%)	More	9.9) <u>L</u>	ess	46.2	Same	44.0
Employer's gross	<\$5M			3.3	\$50-\$	100M	14.1
US revenue (%)	\$5-\$201	M		13.0	>1001	M	59.8
	\$20-\$50	MC		9.8			
Position satisfying? (%)	Thoroug	ghly		27.2	Gener	ally	56.5
	OK Som			10.9	No		5.4
Advancement	Index 2	.5 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excellen	nt		9.7	Good		46.2
	Fair			30.1	Poor		14.0
How current job	Promote	ed		48.9	Exec S	Search	12.0
was acquired (%)	Hired by	/ Comp	any	10.9	Own Ir	nitiative	23.9
Benefits received (%)	Signing	Bonus		24.4	Retire	ment	52.4
	Car			11.0	Medic	al	84.2
	Dental			81.7	Stock		59.8
Factors important	Salary			2.6		n./Cultur	
to job (avg ranking,	Benefits			4.1		y to Staff	
1 = most important)	Advance			3.8		n./Soc. F	
	Training			6.6		ecurity	4.2
Employer rating	Salary			2.1		n./Cultur	
(avg rating, 1 = best)	Benefits			2.2	-	y to Staff	
	Advance			2.7		n./Soc. F	≀esp.2.3
	Training			2.9		ecurity	2.4
Plan to seek a new	Yes			46.7	No		31.5
job this year? (%)							
New job motivation (%)	Salary/E			20.8		cement	31.3
	Differen					a Change	
	Get out	of Indu	stry 0.0 Job Securit			ecurity	0.0
	Environ.	/Cultur	е	29.2	Other		10.4
					End of the	~ Conto	ts 1.8
Method for seeking	Recruitn	nentAg	ency	2.2	EXISTI	ig Contac	,13 1.0
Method for seeking new job (avg ranking,	Recruitn Job Ads		ency	3.3		ct Compa	

DIR., **NEW BUS. DEVELOPMENT** \$132,200 ▲5.8%

Number of respondent	s					27
			NA	2		
Employer Manufacturer		cent 22.2	Market :	sector naceuticals		Percent 63.0
		25.9		rmaceutica	lo.	25.9
Agency Madia (Publisher, HCP)		3.7	Biotechn		IS	40.7
Media/Publisher - HCP	201	0.0		0,	i.a	37.0
Media/Publisher - Consum Media/Publisher - HCP & (Devices/Eq		
•		22.2	_	tic Device/E		29.6 22.2
Service Supplier Other		22.2		Products/E roducts/Eq		7.4
Other		ZZ.Z	Manageo	′ '	uip	3.7
Age	High	63	B Low	29	Avg.	47.0
Sex	Male	66.7			7.00	-77.0
Years in industry	High	40.0		5.0	Avg.	17.1
Years in position	High	16.0		1.0	Avg.	4.7
Salary (\$000s/yr)	High	247.0		50.0	Avg.	132.2
Commission received?	Yes	48.2		51.9	7.48.	
Amount (\$000s/yr)	High	250.0		2.4	Avg.	58.5
Bonus received?	Yes	51.9		48.2	7.48.	
Amount (\$000s/yr)	High	62.0		7.5	Avg.	29.9
Perceived pay	111611	02.0	2011	7.0	7.48.	
vs. peers (%)	More	7.4	Less	66.7	Same	25.9
Employer's gross	<\$5M		22		\$100M	0.0
US revenue (%)	\$5-\$20	OM	37			37.0
00 101011110 (70)	\$20-\$5			.7	, iii	07.0
Position satisfying? (%)	Thorou		11		rally	55.6
r conton cauciying. (70)		metimes			· any	3.7
Advancement				Good 2=Fair	r 1=Poor)	
prospects (%)	Excelle		0.			26.9
p	Fair		46			26.9
How current job	Promo	ted	37	0 Exec	Search	14.8
was acquired (%)	Hired b	y Comp	anv 22	.2 Own	Initiative	25.9
Benefits received (%)		g Bonus	16.	.0 Retire	ement	52.0
, ,	Car		8	.0 Medi	cal	92.0
	Dental		92	.0 Stock	<	36.0
Factors important	Salary		1	.8 Envir	on./Culture	e 3.3
to job (avg ranking,	Benefit	:S	3.		ty to Staff	
1 = most important)		cement		-	on./Soc. R	
	Trainin				Security	4.3
Employer rating	Salary		2	.4 Envir	on./Culture	2.3
(avg rating, 1 = best)	Benefit				ty to Staff	
, , ,		cement			on./Soc. R	
	Trainin	g	3.		Security	2.6
Plan to seek a new	Yes		53			7.7
job this year? (%)						
New job motivation (%)	Salary,	/Benefits	33.	.3 Adva	ncement	23.8
	Differe	nt Part o	of Ind 9	.5 Need	a Change	4.8
	Get ou	t of Indu	stry 4	.8 Job S	Security	4.8
	Enviror	n./Cultur	e 4	.8 Other	•	14.3
Method for seeking	Recruit	tmentAg	ency 2	.4 Existi	ng Contac	ts 1.8
new job (avg ranking,	Job Ad	s	3	.3 Conta	act Compa	nies 3.4
1=most likely)	Post R	esume	4	.1		
z=illost likely/	1 031 10	CJUITE	4			

▲5.4%

Ī	M	٨	N	٨	C	F	D		M	٨	D	V	E1	П	M	C
ı	IVI	н	IN	ľA	l۵	E	n	. 1	VI	А	n	n	E I	ш	М	U

\$94,800



Number of respondent	S					6
Employer	Perce	nt M	arket Sect	or		Percer
M anufacturer	51	.7 R	k Pharmace	euticals		35.
Agency	5	.0 0	TC Pharma	ceuticals	5	15.
Media/Publisher - HCP	3	.3 Bi	otechnolog	Sy		15.
Media/Publisher - Consun	ner 1	.7 M	edical Devi	ces/Equ	ip	38.
Media/Publisher - HCP &	Consmr. 5	.0 Di	iagnostic D	evice/Ed	quip	11.
Service Supplier	11	.7 H	ospital Prod	ducts/Ed	ιμip.	10.
Other	21	.7 D	ental Produ	cts/Equ	ip	5.
		M	anaged Ca	re		8.
Age	High	59	Low	23	Avg.	41.
Sex	Male	41.7	Female	58.3		
Years in industry	High	35.0	Low	0.5	Avg.	12.
Years in position	High	33.0	Low	0.5	Avg.	4.
Salary (\$000s/yr)		160.0	Low	20.0	Avg.	94.
Commission received?	Yes	1.7	No	98.3		
Amount (\$000s/yr)	High	10.0	Low	10.0	Avg.	10.
Bonus received?	Yes	68.3	No	31.7		
Amount (\$000s/yr)	High	37.3	Low	1.0	Avg.	14.
Perceived pay						
s. peers (%)	More	6.9	Less	53.5	Same	39.
Employer's gross	<\$5M		10.2	\$50-\$	100M	11.
JS revenue (%)	\$5-\$20M		10.2	>100	M	55.
	\$20-\$50N	Λ	11.9			
Position satisfying? (%)	Thorough	ly	28.3	Gener	ally	55.
	OK Some	times	11.7	No		5.
Advancement	Index 2.7	′ (4=Ex	c. 3=Good	l 2=Fair	1=Poor)	
prospects (%)	Excellent		21.7	Good		38.
	Fair		30.0	Poor		10.
How current job	Promoted		42.4	Exec S	Search	11.
was acquired (%)	Hired by (Compan	y 13.6	Own Ir	nitiative	28.
Benefits received (%)	Signing B		17.7	Retire	ment	62.
	Car		2.0	Medic	al	84.
	Dental		78.4	Stock		23.
Factors important	Salary		2.3	Enviro	n./Cultur	e 3.
o job (avg ranking,	Benefits		4.1	Loyalt	y to Staff	4.
1 = most important)	Advancen	nent	4.1		n./Soc. F	
• •	Training		6.6	Job Se	ecurity	4.
Employer rating	Salary		2.1		n./Cultur	e 2.
avg rating, 1 = best)	Benefits		2.4		y to Staff	
	Advancen	nent	2.6		n./Soc. F	
	Training		2.8	Job Se		2.
Plan to seek a new	Yes		35.0	No		33.
ob this year? (%)	-			-		
New job motivation (%)	Salary/Be	nefits	32.1	Advan	cement	32.
,	Different I				a Change	
	Get out of				ecurity	, ,. 0.
	Environ./(10.7	Other	Journey	14.
Method for seeking	Recruitme				g Contac	
new job (avg ranking,	Job Ads	mungell	3.1		ct Compa	
new job (avg ranking, 1=most likely)	Post Resu	ıma	3.6	OUILA	or comba	41 11 CO).
T-IIIOST IIVGIÄ)	1 031 11681	11110	3.0			

VP SALES	\$178,900
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Number of respondent	S						14
		_					
Employer		cent		et Sec			Percent
M anufacturer		28.6			euticals		78.6
Agency		14.3			aceuticals	S	21.4
Media/Publisher - HCP		14.3		chnolo	0,		35.7
Media/Publisher - Consun		7.1			rices/Equ		35.7
Media/Publisher - HCP &					Device/E		21.4
Service Supplier		28.6			ducts/E		0.0
Other		0.0			ucts/Equ	ip	0.0
			Mana	iged Ca	are		7.1
Age	High	56	5 L	OW	32	Avg.	45.5
Sex	Male	64.3	3 F	emale	35.7		
Years in industry	High	27.0) L	OW	9.0	Avg.	17.4
Years in position	High	11.0) L	.OW	1.0	Avg.	2.9
Salary (\$000s/yr)	High	300.0) L	OW	103.0	Avg.	178.9
Commission received?	Yes	64.3	3 1	lo	35.7		
Amount (\$000s/yr)	High	100.0) L	OW	5.0	Avg.	55.6
Bonus received?	Yes	50.0) [lo	50.0		
Amount (\$000s/yr)	High	250.0) L	OW	10.0	Avg.	85.0
Perceived pay							
vs. peers (%)	More	21.4	l L	ess	42.9	Same	35.7
Employer's gross	<\$5M			21.4	\$50-\$	100M	7.1
US revenue (%)	\$5-\$20	M		28.6	>1001	M	21.4
• •	\$20-\$5	50M		21.4			
Position satisfying? (%)	Thorou			35.7	Gener	ally	35.7
, , ,		netimes		28.6	No	,	0.0
Advancement	Index	2.1 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		0.0	Good		28.6
	Fair			57.1	Poor		14.3
How current job	Promo	ted		28.6	Exec	Search	14.3
was acquired (%)	Hired b	y Comp	any	7.1	Own Ir	nitiative	42.9
Benefits received (%)		g Bonus		7.7	Retire	ment	46.2
, ,	Car			7.7	Medic	al	92.3
	Dental			84.6	Stock		61.5
Factors important	Salary			2.1	Enviro	n./Culture	3.1
to job (avg ranking,	Benefit	S		4.1	Lovalt	y to Staff	4.3
1 = most important)	Advano	ement		4.5		n./Soc. R	esp.6.7
	Trainin	g		7.4		ecurity	3.6
Employer rating	Salary	<u> </u>		2.4		n./Culture	2.5
(avg rating, 1 = best)	Benefit	S		2.1		y to Staff	2.4
(* 6 * 6,		ement		2.9		n./Soc. R	
	Trainin			3.2		ecurity	2.6
Plan to seek a new	Yes			57.1	No		21.4
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	<u> </u>	40.0	Advan	cement	20.0
	Differe	nt Part o	of Ind	20.0	Need	a Change	0.0
	Get ou	t of Indu	stry	0.0		ecurity	0.0
		n./Cultur	-	20.0	Other	-	0.0
Method for seeking		mentAg		1.8	Existir	ng Contact	
new job (avg ranking,	Job Ad	_	•	3.8		ct Compa	
1=most likely)	Post R			4.1			
		-					

SALES DIRECTO	R	\$1	30,	600		_	1.0%
Number of respondent	S						19
Employer	Per	rcent	Marl	ket Sect	tor		Percent
M anufacturer		47.4	Rx P	harmac	euticals		68.4
Agency		0.0	ОТС	Pharma	ceuticals	5	21.1
Media/Publisher - HCP		5.3	Biote	echnolog	ΣV		15.8
Media/Publisher - Consum	ner	5.3	Medi	ical Devi	ices/Equ	ip	10.5
Media/Publisher - HCP &		10.5			evice/E		5.3
Service Supplier					ducts/Ec		10.5
Other		10.5			icts/Equ		5.3
Other				aged Ca	′ '	iP	5.3
Ago	High	59		_OW	28	Avg.	45.9
Age Sex	Male	63.2		emale	36.8	Avg.	43.3
						۸۰٬۰۰	177
Years in industry	High	30.0		_OW	10.0	Avg.	17.7
Years in position	High	20.0		_OW	1.0	Avg.	6.1
Salary (\$000s/yr)	High	210.0		_OW	50.0	Avg.	130.6
Commission received?	Yes	47.4		No	52.6		
Amount (\$000s/yr)	High	100.0		_OW	12.0	Avg.	61.3
Bonus received?	Yes	52.6		No	47.4		
Amount (\$000s/yr)	High	80.0) <u>[</u>	_OW	15.0	Avg.	43.7
Perceived pay							
vs. peers (%)	More	26.3		ess	36.8	Same	36.8
Employer's gross	<\$5M			0.0	\$50-\$	100M	5.3
US revenue (%)	\$5-\$20			36.8	>100	M	42.1
	\$20-\$5	50M		15.8			
Position satisfying? (%)	Thorou	ıghly		52.9	Gener	ally	29.4
		metimes		11.8	No		5.9
Advancement	Index	2.5 (4=	Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		15.8	Good		42.1
	Fair			15.8	Poor		26.3
How current job	Promo	ted		31.6	Exec S	Search	10.5
was acquired (%)	Hired b	y Comp	any	21.1	Own Ir	nitiative	36.8
Benefits received (%)	Signing	g Bonus		22.2	Retire	ment	61.1
	Car			38.9	Medic	al	83.3
	Dental			77.8	Stock		38.9
Factors important	Salary			2.4	Enviro	n./Culture	3.1
to job (avg ranking,	Benefit	ts		4.8	Loyalt	y to Staff	4.4
1 = most important)	Advano	cement		5.4	Enviro	n./Soc. R	esp.6.9
	Trainin	g		6.1	Job Se	ecurity	2.8
Employer rating	Salary			2.1	Enviro	n./Culture	2.1
(avg rating, 1 = best)	Benefit	ts		2.2	Loyalt	y to Staff	2.1
	Advano	cement		2.6	Enviro	n./Soc. R	esp.1.8
	Trainin	g		2.6	Job Se	ecurity	2.0
Plan to seek a new	Yes			26.3	No		52.6
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	;	0.0	Advan	cement	20.0
	Differe	nt Part o	f Ind	0.0	Need	a Change	20.0
	Get ou	t of Indu	stry	0.0	Job Se	ecurity	20.0
		n./Cultur	-	20.0	Other	-	20.0
Method for seeking		tmentAge		1.9		g Contac	
new job (avg ranking,	Job Ad	_	-	3.9		ct Compa	

Post Resume

1=most likely)

4.4

Percent Market Sector Percent Market Sector Percent Manufacturer S0.0 Rx Pharmaceuticals 83.	SALES MANAGE	R	\$1	17,8	800		▲9	.6 %
Manufacturer 50.0 Rx Pharmaceuticals 83. Agency 0.0 OTC Pharmaceuticals 33. Media/Publisher - HCP 33.3 Biotechnology 16. Media/Publisher - HCP & Consmr. 8.3 Diagnostic Device/Equip 25. Service Supplier 8.3 Hospital Products/Equip 8. Other 0.0 Dental Products/Equip 8. Age High 56 Low 27 Avg. 42. Sex Male 50.0 Female 50.0 Years in industry High 32.0 Low 3.0 Avg. 15. Years in position High 20.0 Low 3.0 Avg. 15. Salary (S000s/yr) High 190.0 Low 3.0 Avg. 117. Commission received? Yes 58.3 No 41.7 Amount (\$000s/yr) High 50.0 Low 3.0 Avg. 26. Perceived pay Yes 75.0 No 25.0	Number of respondent	S						12
Agency 0.0 OTC Pharmaceuticals 33. Media/Publisher - HCP 33.3 Biotechnology 16. Media/Publisher - HCP & Consumer 0.0 Media/Publisher - HCP & Consumer 8.3 Diagnostic Devices/Equip 25. Service Supplier 8.3 Diagnostic Devices/Equip 25. Service Supplier 8.3 Hospital Products/Equip 8. Other 0.0 Dental Products/Equip 8. Age High 56 Low 27 Avg. 42. Sex Male 50.0 Female 50.0 Years in industry High 32.0 Low 3.0 Avg. 15. Salary (\$000s/yr) High 190.0 Low 36.0 Avg. 117. Commission received? Yes 75.0 No 25.0 Amount (\$000s/yr) High 50.0 Less 41.7 Same 33. Perceived pay vs. peers (%) More 25.0 Less 41.7 Same <th>Employer</th> <th>Per</th> <th>cent</th> <th>Mark</th> <th>et Sect</th> <th>or</th> <th>-</th> <th>Percent</th>	Employer	Per	cent	Mark	et Sect	or	-	Percent
Media/Publisher - HCP 33.3 Biotechnology 16. Media/Publisher - Consumer 0.0 Medical Devices/Equip 25. Media/Publisher - HCP & Consumer 8.3 Diagnostic Devices/Equip 25. Service Supplier 8.3 Hospital Products/Equip 8. Managed Care 0.0 Dental Products/Equip 8. Managed Care 0.0 Age High 56 Low 27 Avg. 42. Sex Male 50.0 Female 50.0 Female 50.0 Years in industry High 32.0 Low 3.0 Avg. 15. Years in industry High 20.0 Low 3.0 Avg. 15. Years in industry High 20.0 Low 3.0 Avg. 15. Years in position High 20.0 Low 3.0 Avg. 117. Commission received? Yes <td>Manufacturer</td> <td></td> <td>50.0</td> <td>Rx Pl</td> <td>harmace</td> <td>euticals</td> <td></td> <td>83.3</td>	M anufacturer		50.0	Rx Pl	harmace	euticals		83.3
Media/Publisher - Consumer 0.0 Medical Devices/Equip 25. Media/Publisher - HCP & Consmr. 8.3 Diagnostic Device/Equip 25. Service Supplier 8.3 Hospital Products/Equip 8. Other 0.0 Dental Products/Equip 8. Age High 56 Low 27 Avg. 42. Sex Male 50.0 Female 50.0 Female 50.0 Years in industry High 32.0 Low 3.0 Avg. 15. Years in position High 20.0 Low 1.0 Avg. 6. Salary (\$000s/yr) High 20.0 Low 36.0 Avg. 117. Commission received? Yes 58.3 No 41.7 Awg. 43. Bonus received? Yes 75.0 No 25.0 Amount (\$000s/yr) High 52.0 Less 41.7 Same 33. Bonus received pay Yes 75.0 No	Agency		0.0	OTC	Pharma	ceuticals	5	33.3
Media/Publisher - HCP & Consmr. 8.3 Diagnostic Device/Equip 25. Service Supplier 8.3 Hospital Products/Equip 8. Other 0.0 Dental Products/Equip 8. Managed Care 0. Age High 56 Low 27 Avg. 42. Sex Male 50.0 Female 50.0 Years in industry High 32.0 Low 3.0 Avg. 15. Years in position High 20.0 Low 3.0 Avg. 15. Commission received? Yes 58.3 No 41.7 Amount (\$000s/yr) High 80.0 Low 3.0 Avg. 43. Bonus received? Yes 75.0 No 25.0 Amount (\$000s/yr) High 80.0 Low 3.0 Avg. 43. Bonus received? Yes 75.0 No 25.0 Amount (\$000s/yr) 41.7 Same 33. Bonus received?	Media/Publisher - HCP		33.3	Biote	chnolog	Sy		16.7
Service Supplier	Media/Publisher - Consun	ner	0.0	Medi	cal Devi	ces/Equ	ip	25.0
Other 0.0 Dental Products/Equip 8. Age High 56 Low 27 Avg. 42. Sex Male 50.0 Female 50.0 Years in industry High 32.0 Low 3.0 Avg. 15. Years in position High 20.0 Low 1.0 Avg. 6. Salary (\$000s/yr) High 190.0 Low 36.0 Avg. 117. Commission received? Yes 58.3 No 41.7 Amount (\$000s/yr) High 80.0 Low 9.0 Avg. 43. Bonus received? Yes 75.0 No 25.0 Awg. 26. Perceived pay vs. peers (%) More 25.0 Less 41.7 Same 33. Employer's gross <55M 0.0 550-\$100M 25. US revenue (%) \$5*\$20M 8.3 > 100M 33.3 3 Generally 41. U	Media/Publisher - HCP &	Consmr.	8.3	Diag	nostic D	evice/Ed	quip	25.0
Managed Care	Service Supplier		8.3	Hosp	ital Prod	ducts/Ec	μip.	8.3
Age High 56 Low 27 Avg. 42. Sex Male 50.0 Female 50.0 Years in industry High 32.0 Low 3.0 Avg. 15. Years in position High 20.0 Low 1.0 Avg. 6. Salary (\$000s/yr) High 190.0 Low 36.0 Avg. 117. Commission received? Yes 58.3 No 41.7 Amount (\$000s/yr) High 80.0 Low 9.0 Avg. 43. Bonus received? Yes 75.0 No 25.0 Avg. 26. Amount (\$000s/yr) High 52.0 Low 3.0 Avg. 26. Perceived pay Vs. 75.0 No 25.0 Low 3.0 Avg. 26. Perceived pay Vs. 25.0 Less 41.7 Same 33. Us revenue (%) Sp.5-S20M 8.3 1.0 8. <td>Other</td> <td></td> <td>0.0</td> <td>Dent</td> <td>al Produ</td> <td>cts/Equi</td> <td>ip</td> <td>8.3</td>	Other		0.0	Dent	al Produ	cts/Equi	ip	8.3
Sex Male 50.0 Female 50.0				Mana	aged Ca	re		0.0
Years in industry High Jeans and properties (%) 3.0 Low James Avg. 1.5 Avg. 1.6 Avg. 1.7 Avg	Age	High	56	5 L	.OW	27	Avg.	42.0
Years in position High 20.0 Low 1.0 Avg. 6. Salary (\$000s/yr) High 190.0 Low 36.0 Avg. 117. Commission received? Yes 58.3 No 41.7 43. Amount (\$000s/yr) High 80.0 Low 9.0 Avg. 43. Bonus received? Yes 75.0 No 25.0 Amount (\$000s/yr) 41.7 Same 33. Bonus received pay Vs. peers (%) More 25.0 Less 41.7 Same 33. Employer's gross <\$5M 0.0 \$50-\$100M 25. US revenue (%) \$5-\$20M 8.3 >100M 33. Position satisfying? (%) Thoroughly 33.3 Generally 41. OK Sometimes 16.7 No 8. Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) 8. How current job Promoted 16.7 Exec Search 16. was acquired (%)	Sex	Male	50.0) F	emale			
Salary (\$000s/yr) High 190.0 Low 36.0 Avg. 117.	Years in industry	High	32.0) L	.OW	3.0	Avg.	15.3
Commission received? Yes 58.3 No 41.7 Amount (\$000s/yr) High 80.0 Low 9.0 Avg. 43. Bonus received? Yes 75.0 No 25.0 Low 3.0 Avg. 26. Perceived pay ws. peers (%) More 25.0 Less 41.7 Same 33. Employer's gross <\$5M 0.0 \$50-\$100M 25. US revenue (%) \$5-\$20M 8.3 >100M 33. Position satisfying? (%) Thoroughly 33.3 Generally 41. OK Sometimes 16.7 No 8. Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) 8. Prospects (%) Excellent 8.3 Good 50. Fair 33.3 Poor 8. How current job Promoted 16.7 No 8. How current job Promoted 16.7 Excc Search 16. was acquired (%) Hired by Comp	Years in position	High	20.0) L	.OW	1.0	Avg.	6.6
Amount (\$000s/yr) High 80.0 Low 9.0 Avg. 43. Bonus received? Yes 75.0 No 25.0 Amount (\$000s/yr) High 52.0 Low 3.0 Avg. 26. Perceived pay vs. peers (%) More 25.0 Less 41.7 Same 33. Employer's gross <\$5M 0.0 \$50-\$100M 25. US revenue (%) \$5.\$20M 8.3 >100M 33.3 Position satisfying? (%) Thoroughly 33.3 Generally 41. OK Sometimes 16.7 No 8. Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 8.3 Good 50. Fair 33.3 Poor 8. Benefits received (%) How current job Promoted 16.7 Exec Search 16. How current job Promoted 16.7 Exec Search 16. How current job Promoted 16.7 Exec Search 16. Was acquired (%) Hired by Company 25.0 Own Initiative 33. Benefits received (%) Signing Bonus 0.0 Retirement 72. Car 72.7 Medical 100. Dental 90.9 Stock 45. 45. Factors important Salary 3.3 Environ./Culture 3. Soughty to Staff 5. I = most important Advancement 4.5 Environ./Soc. Resp. 7. Training 5.5 Job Security 3. Employer rating 2.6 Job Security 2. Employer rating Advancement Pair of Ind Carpanies 2.0 Job Security 2. Environ./Soc. Resp. 2. Environ./Soc. Resp. 2. Environ./Soc. Resp. 2. Environ./Soc. Resp. 2. Environ./Soc. Resp. 2. E	Salary (\$000s/yr)	High	190.0) L	.OW	36.0	Avg.	117.8
Bonus received? Yes 75.0 No 25.0 Amount (\$000s/yr) High 52.0 Low 3.0 Avg. 26.0	Commission received?	Yes	58.3	3 1	10	41.7		
Perceived pay Vs. peers (%) More 25.0 Less 41.7 Same 33.	Amount (\$000s/yr)	High	80.0) L	.OW	9.0	Avg.	43.4
Perceived pay vs. peers (%) More 25.0 Less 41.7 Same 33.	Bonus received?	Yes	75.0) [Ю	25.0		
vs. peers (%) More 25.0 Less 41.7 Same 33. Employer's gross <\$5M 0.0 \$50-\$100M 25. US revenue (%) \$5-\$20M 8.3 >100M 33. Position satisfying? (%) Thoroughly 33.3 Generally 41. OK Sometimes 16.7 No 8. Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) 50. prospects (%) Excellent 8.3 Good 50. Fair 33.3 Poor 8. How current job Promoted 16.7 Exec Search 16. was acquired (%) Hired by Company 25.0 Own Initiative 33. Benefits received (%) Signing Bonus 0.0 Retirement 72. Car 72.7 Medical 100. Dental 90.9 Stock 45. Factors important Salary 3.3 Environ./Culture 3. to job (avg ranking, Benefits 3.7	Amount (\$000s/yr)	High	52.0) L	.OW	3.0	Avg.	26.7
Employer's gross	Perceived pay							
Sevenue (%) S5-\$20M S3.3 S20-\$50M S20-\$50M S3.3 S20-\$50M S20-\$50M S3.3 S20-\$50M S3.3 Generally S20-\$50M S3.3 Generally S20-\$50M Generally S20-\$50M S3.3 Generally S20-\$50M Generally S20-\$50M Generally S20-\$50M S20	vs. peers (%)	More	25.0) L	.ess	41.7	Same	33.3
S20-\$50M 33.3 Generally 41.	Employer's gross	<\$5M			0.0	\$50-\$	100M	25.0
Position satisfying? (%) Thoroughly	US revenue (%)					>100	M	33.3
OK Sometimes	Position satisfying? (%)					Genera	ally	41.7
Excellent 8.3 Good 50.		OK Sor	netimes		16.7	No		8.3
Fair 33.3 Poor 8. How current job Promoted 16.7 Exec Search 16. was acquired (%) Hired by Company 25.0 Own Initiative 33. Benefits received (%) Signing Bonus 0.0 Retirement 72. Car 72.7 Medical 100. Dental 90.9 Stock 45. Factors important Salary 3.3 Environ./Culture 3. to job (avg ranking, Benefits 3.7 Loyalty to Staff 5. 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7. Training 5.5 Job Security 3. Employer rating Salary 1.6 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 2.6 Job Security 2. Plan to seek a new Yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. new job (avg ranking, Job Ads 3.8 Contact Companies 2.	Advancement	Index	2.6 (4=	Exc.	3=G000	l 2=Fair	1=Poor)	
How current job Promoted 16.7 Exec Search 16. was acquired (%) Hired by Company 25.0 Own Initiative 33. Benefits received (%) Signing Bonus 0.0 Retirement 72. Car 72.7 Medical 100. Dental 90.9 Stock 45. Factors important Salary 3.3 Environ./Culture 3. to job (avg ranking, Benefits 3.7 Loyalty to Staff 5. 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7. Training 5.5 Job Security 3. Employer rating Salary 1.6 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 2.6 Job Security 2. Plan to seek a new Yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. mew job (avg ranking, Job Ads 3.8 Contact Companies 2.	prospects (%)	Excelle	ent		8.3	Good		50.0
was acquired (%)Hired by Company25.0Own Initiative33.Benefits received (%)Signing Bonus0.0Retirement72.Car72.7Medical100.Dental90.9Stock45.Factors importantSalary3.3Environ./Culture3.to job (avg ranking,Benefits3.7Loyalty to Staff5.1 = most important)Advancement4.5Environ./Soc. Resp. 7.Training5.5Job Security3.Employer ratingSalary1.6Environ./Culture2.(avg rating, 1 = best)Benefits2.1Loyalty to Staff2.Advancement2.5Environ./Soc. Resp. 2.2.Training2.6Job Security2.Plan to seek a newYes41.7No50.job this year? (%)New job motivation (%)Salary/Benefits0.0Advancement33.Different Part of Ind0.0Need a Change0.Get out of Industry0.0Job Security16.Environ./Culture33.3Other16.Method for seekingRecruitmentAgency2.8Existing Contacts1.new job (avg ranking,Job Ads3.8Contact Companies2.		Fair			33.3	Poor		8.3
Signing Bonus	How current job	Promo	ted		16.7	Exec S	Search	16.7
Benefits received (%) Signing Bonus Car 72.7 Medical 100. Dental 90.9 Stock 45. Factors important to job (avg ranking, 1 = most important) Advancement Training 5.5 Job Security 3.6 Environ./Culture 3.7 Loyalty to Staff 5.8 Environ./Soc. Resp. 7. Training 5.5 Job Security 3.6 Environ./Culture 3.7 Loyalty to Staff 5.8 Environ./Culture 3.8 Employer rating Salary 1.6 Environ./Culture 2.0 Loyalty to Staff 2.1 Loyalty to Staff 2.2 Advancement 2.5 Environ./Soc. Resp. 2. Training 2.6 Job Security 2.7 Plan to seek a new Yes 41.7 No 50. Job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1.	was acquired (%)	Hired b	y Comp	any	25.0	Own Ir	itiative	33.3
Dental 90.9 Stock 45. Factors important Salary 3.3 Environ./Culture 3. to job (avg ranking, Benefits 3.7 Loyalty to Staff 5. 1 = most important) Advancement 4.5 Environ./Soc. Resp. 7. Training 5.5 Job Security 3. Employer rating Salary 1.6 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 2.6 Job Security 2. Plan to seek a new Yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. Method for seeking new job (avg ranking, Job Ads 3.8 Contact Companies 2.	Benefits received (%)				0.0	Retirer	ment	72.7
Factors important Salary Salar		Car			72.7	Medica	al	100.0
Factors important Salary Salar		Dental			90.9	Stock		45.5
1 = most important) Advancement 4.5 Environ./Soc. Resp. 7. Training 5.5 Job Security 3. Employer rating Salary 1.6 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. 2. Training 2.6 Job Security 2. Plan to seek a new Yes 41.7 No 50. job this year? (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. new job (avg ranking, Job Ads 3.8 Contact Companies 2.	Factors important	Salary			3.3	Enviro	n./Culture	3.3
Training 5.5 Job Security 3. Employer rating Salary 1.6 Environ./Culture 2. (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 2.6 Job Security 2. Plan to seek a new Yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. Method for seeking, Job Ads 3.8 Contact Companies 2.	to job (avg ranking,	Benefit	:S		3.7	Loyalt	y to Staff	5.0
Employer rating Salary 1.6 Environ./Culture 2.6 (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 2.6 Job Security 2. Plan to seek a new Yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. mew job (avg ranking, Job Ads 3.8 Contact Companies 2.5)	1 = most important)	Advanc	ement		4.5	Enviro	n./Soc. R	esp.7.1
Employer rating Salary 1.6 Environ./Culture 2.6 (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff 2. Advancement 2.5 Environ./Soc. Resp. 2. Training 2.6 Job Security 2. Plan to seek a new Yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. Method for seeking, Job Ads 3.8 Contact Companies 2.		Training	g		5.5	Job Se	ecurity	3.8
Advancement 2.5 Environ./Soc. Resp. 2. Training 2.6 Job Security 2. Plan to seek a new Yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. mew job (avg ranking, Job Ads 3.8 Contact Companies 2.	Employer rating	Salary			1.6	Enviro	n./Culture	2.7
Training 2.6 Job Security 2. Plan to seek a new yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. mew job (avg ranking, Job Ads 3.8 Contact Companies 2.	(avg rating, 1 = best)	Benefit	S		2.1	Loyalt	y to Staff	2.6
Plan to seek a new yes 41.7 No 50. job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. new job (avg ranking, Job Ads 3.8 Contact Companies 2.		Advanc	ement		2.5	Enviro	n./Soc. R	esp.2.1
job this year? (%) New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. new job (avg ranking, Job Ads 3.8 Contact Companies 2.8)		Training	g		2.6	Job Se	ecurity	2.3
New job motivation (%) Salary/Benefits 0.0 Advancement 33. Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. new job (avg ranking, Job Ads 3.8 Contact Companies 2.	Plan to seek a new	Yes			41.7	No		50.0
Different Part of Ind 0.0 Need a Change 0. Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. new job (avg ranking, Job Ads 3.8 Contact Companies 2.	job this year? (%)							
Get out of Industry 0.0 Job Security 16. Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. new job (avg ranking, Job Ads 3.8 Contact Companies 2.	New job motivation (%)	Salary/	/Benefits	5	0.0	Advan	cement	33.3
Environ./Culture 33.3 Other 16. Method for seeking RecruitmentAgency 2.8 Existing Contacts 1. new job (avg ranking, Job Ads 3.8 Contact Companies 2.		Differe	nt Part o	of Ind	0.0	Need a	a Change	0.0
Method for seeking new job (avg ranking, RecruitmentAgency 2.8 Existing Contacts 1. Job Ads 3.8 Contact Companies 2.		Get ou	t of Indu	stry	0.0	Job Se	ecurity	16.7
new job (avg ranking,Job Ads3.8Contact Companies 2.		Enviror	n./Cultur	e	33.3	Other		16.7
new job (avg ranking,Job Ads3.8Contact Companies 2.	Method for seeking	Recruit	mentAg	ency		Existin	g Contact	s 1.7
1 most likely) Doot Doorms 4.0	new job (avg ranking,	Job Ad	S		3.8			
1=most likely) Post Resume 4.2	1=most likely)	Post R	esume		4.2			

SENIOR PRODUCT MANAGER \$143,800 ▲9.4% | PRODUCT MANAGER



SENIUR PRUDU	GI IVIA	MAGE	n Şi	43,000		3.4 %
Number of respondent	ts					16
Employer	Pero	cent I	/larket Se	ctor		Percent
M anufacturer	10	0.00 F	Rx Pharma	ceuticals		56.3
Agency		0.0	OTC Pharm	naceuticals		6.3
Media/Publisher - HCP		0.0 E	Biotechnol	ogy		25.0
Media/Publisher - Consur	ner	0.0	/ledical De	vices/Equip	0	18.8
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/Equ	uip	6.3
Service Supplier		0.0 H	Hospital Pr	oducts/Equ	ıip.	6.3
Other		0.0	Dental Prod	ducts/Equip		0.0
		N	Managed C	Care		0.0
Age	High	60	Low	33	Avg.	43.6
Sex	Male	62.5	Female	37.5		
Years in industry	High	37.0	Low	8.0	Avg.	19.2
Years in position	High	8.0	Low	1.0	Avg.	3.3
Salary (\$000s/yr)	High	192.0	Low	77.6	Avg.	143.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	93.8	No	6.3		
Amount (\$000s/yr)	High	55.0	Low	4.0	Avg.	25.6
Perceived pay	1 11811			1.0	7.48.	
vs. peers (%)	More	31.3	Less	43.8	Same	25.0
Employer's gross	<\$5M		6.3	\$50-\$1	00M	0.0
US revenue (%)	\$5-\$20	M	0.0	>100M	l	93.8
, ,	\$20-\$5		0.0			
Position satisfying? (%)	Thoroug		18.8	Genera	llv	56.3
, , ,		netimes	25.0	No	,	0.0
Advancement	Index 2	2.3 (4=E	xc. 3=Go	od 2=Fair 1	.=Poor)	
prospects (%)	Exceller	nt	6.3	Good		50.0
	Fair		12.5	Poor		31.3
How current job	Promot	ed	50.0	Exec So	earch	25.0
was acquired (%)	Hired by	y Compa	nv 0.0	Own Ini	tiative	25.0
Benefits received (%)	Signing	· ·	25.0	Retirem	nent	56.3
	Car		0.0	Medica	1	93.8
	Dental		87.5	Stock		62.5
Factors important	Salary		2.9		./Culture	
to job (avg ranking,	Benefits	S	3.9		to Staff	
1 = most important)	Advance		3.6			Resp.6.9
2 - most important,	Training		6.6	Job Sec	-	3.1
Employer rating	Salary	•	1.9		./Culture	
(avg rating, 1 = best)	Benefits	2	2.2		to Staff	
1 1 manie, 1 = 5000	Advanc		2.8			2.0 Resp. 2.1
	Training		2.7	Job Sec	-	2.7
Plan to seek a new	Yes	•	37.5	No	- arrey	25.0
job this year? (%)	100		37.3	110		20.0
New job motivation (%)	Salary/	Benefits	14.3	Advanc	ement	14.3
		nt Part of			Change	
		of Indus		Job Sec	_	14.3
		./Culture	•	Other	.	28.6
Method for seeking		mentAge			g Contac	
modiod for seeking		ciiu ige	2.0	LAISUITE	, Jonital	2.1

Job Ads

Post Resume

new job (avg ranking, 1=most likely)

2.5 Contact Companies 3.9

3.9

\$88,500

V9.8%

PRUDUCI MAN	AUEN		ŞO	8,301	U	▼ 3	J.8 %
Number of respondent	ts						23
Employer	Per	cent	Mar	ket Sec	tor		Percent
M anufacturer		78.3	Rx F	harmac	euticals		47.8
Agency		4.4	OTC	Pharm	aceuticals	6	0.0
Media/Publisher - HCP		8.7	Biot	echnolo	gy		30.4
Media/Publisher - Consur	ner	0.0	Med	ical Dev	<i>r</i> ices∕Equ	ip	26.1
Media/Publisher - HCP &		4.4			Device/Ed		4.4
Service Supplier		4.4	_		ducts/Ec		0.0
Other		0.0			ucts/Equi		4.4
				aged C	, ,	-	0.0
Age	High	6	4	Low	25	Avg.	37.9
Sex	Male	52.	2	Female	47.8		
Years in industry	High	40.	0 1	Low	2.0	Avg.	12.3
Years in position	High	22.		Low	1.0	Avg.	5.6
Salary (\$000s/yr)	High	125.		Low	26.0	Avg.	88.5
Commission received?	Yes	4.		No	95.7	7.48.	
Amount (\$000s/yr)	High	35.		Low	35.0	Avg.	35.0
Bonus received?	Yes	82.		No	17.4	7.46.	- 55.0
Amount (\$000s/yr)	High	35.		Low	4.0	Avg.	14.7
Perceived pay	111611	55.	0 1	LOW	7.0	/\vg.	17.7
vs. peers (%)	More	0.	0	Less	59.1	Same	40.9
Employer's gross	<\$5M			0.0	\$50-\$		9.1
US revenue (%)	\$5-\$20	M		4.6	>100		77.3
oo revenue (70)	\$20-\$5			9.1	>1001	*1	,,,,
Position satisfying? (%)	Thorou			13.6	Genera	ally	68.2
r osition satisfying: (70)		netime:	c	13.6	No	ally	4.6
Advancement					d 2=Fair	1-Poorl	7.0
prospects (%)	Excelle		-LXC.	18.2	Good	1-1 001/	40.9
prospects (70)	Fair	,111		13.6	Poor		27.3
How current job	Promo	tad		40.9		Search	9.1
was acquired (%)		ieu oy Comj	กลทบ	18.2		nitiative	27.3
Benefits received (%)		g Bonus		27.8	Retirer		77.8
Delients received (70)	Car	3 Donus	•	5.6	Medica		77.8
	Dental			77.8	Stock	aı	55.6
Factors important	Salary			2.9		n./Culture	
•		.c		4.0		•	4.7
to job (avg ranking,	Benefit					y to Staff	
1 = most important)	Advanc			3.6 6.3		n./Soc. R	
Fundamenting	Training	8			Job Se		4.9
Employer rating	Salary	_		2.2		n./Culture	
(avg rating, 1 = best)	Benefit			2.7		y to Staff	2.6
	Advano			2.5		n./Soc. R	٠
	Training	g		2.9	Job Se	ecurity	2.6
Plan to seek a new	Yes			59.1	No		27.3
job this year? (%)	0.1	/D		40.0	Λ.		
New job motivation (%)		/Benefit		42.9		cement	0.0
		nt Part				a Change	0.0
		t of Indi	-	0.0	Job Se	ecurity	0.0
		ı./Cultu		50.0	Other		7.1
Method for seeking		mentAg	gency			g Contac	
new job (avg ranking,	Job Ad			3.0	Contac	ct Compa	nies 3.9
1=most likely)	Post R	esume		3.4			

DIR. CORP./MKTING COMM. \$144,400 **▼17.2**%



Number of respondent	S						2:
Employer	Per	cent	Ma	rket Sec	tor		Percen
M anufacturer		68.2	Rx	Pharmac	euticals		63.
Agency		13.6	OTO	C Pharma	aceuticals	S	9.
Media/Publisher - HCP		0.0	Bio	technolo	gy		13.
Media/Publisher - Consun	ner	0.0	Me	dical Dev	ices/Equ	iip	40.
Media/Publisher - HCP &	Consmr.	4.6	Dia	gnostic [Device/Ed	quip	18.
Service Supplier		0.0	Hos	spital Pro	ducts/Ed	quip.	13.
Other		13.6	Der	ntal Produ	ucts/Equ	ip	0.
			Mai	naged Ca	are		0.
Age	High	5	9	Low	27	Avg.	43.
Sex	Male	40.	9	Female	59.1		
Years in industry	High	30.	0	Low	3.0	Avg.	15.
Years in position	High	28.	0	Low	1.0	Avg.	6.
Salary (\$000s/yr)	High	210.	0	Low	60.0	Avg.	144.
Commission received?	Yes	0.	0	No	100.0		
Amount (\$000s/yr)	High	0.	0	Low	0.0	Avg.	0.
Bonus received?	Yes	90.	9	No	9.1		
Amount (\$000s/yr)	High	150.		Low	5.0	Avg.	30.
Perceived pay							
vs. peers (%)	More	27.	3	Less	27.3	Same	45.
Employer's gross	<\$5M			13.6	\$50-\$	100M	4.
US revenue (%)	\$5-\$20	M		13.6	>100		59.
	\$20-\$5			9.1			
Position satisfying? (%)	Thorou			9.1	Gener	allv	86.
		metime	S	4.6	No	,	0.
Advancement	Index	2.2 (4:	=Exc	. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle			9.5	Good		28.
. , ,	Fair			38.1	Poor		23.
How current job	Promo	ted		45.5	Exec S	Search	18.
was acquired (%)	Hired b	y Com	oanv	4.6	Own Ir	nitiative	27.
Benefits received (%)		g Bonus		13.6	Retire	ment	50.
	Car	,		4.6	Medic	al	72.
	Dental			59.1	Stock		54.
Factors important	Salary			2.5		n./Cultur	
to job (avg ranking,	Benefit	S		3.7		y to Staff	
1 = most important)		ement		5.0		n./Soc. F	
_ =opo,	Trainin			6.9		ecurity	3.
Employer rating	Salary			2.0		n./Cultur	
(avg rating, 1 = best)	Benefit			2.0		v to Staff	
arg rading, 1 = 5000		cement		2.8		n./Soc. F	
	Trainin			2.7		ecurity	.2.
Plan to seek a new	Yes	0		31.8	No		27.
ob this year? (%)	100			01.0	110		۷,
New job motivation (%)	Salary	/Benefit	·s	0.0	Advan	cement	37.
1104 JOD HIDUVAUDII (/0)		nt Part				cement a Change	
		t of Indi	-			ecurity	12.
Made de constitue		n./Cultu		0.0	Other	- Or -1	12.
Method for seeking		tmentAg	genc			g Contac	
new job (avg ranking,	Job Ad			2.4	Conta	ct Compa	anies 3.
1=most likely)	Post R	esume		4.2			

PR/COMMUNICATIONS MGR. \$101,000 ▲25.9%

Number of respondent	s						1
Employer	Per	cent	Mar	ket Sec	tor	1	Percer
M anufacturer		42.9	Rx F	Pharmac	euticals		7.
Agency		28.6	OTO	2 Pharma	aceuticals	S	0.
Media/Publisher - HCP		0.0	Biot	echnolo	gy		0.
Media/Publisher - Consun	ner	0.0	Med	dical Dev	ices/Equ	iip	50.
Media/Publisher - HCP &	Consmr.	7.1	Diag	gnostic [Device/Ed	quip	0.
Service Supplier		7.1	Hos	pital Pro	ducts/Ed	quip.	0.
Other		14.3	Den	tal Prodi	ucts/Equ	ip	0.
			Mar	naged Ca	are		7.
Age	High	5	59	Low	30	Avg.	42.
Sex	Male	28.	.6	Female	71.4		
Years in industry	High	25.	.0	Low	4.0	Avg.	11.
Years in position	High	19	.0	Low	1.0	Avg.	5.
Salary (\$000s/yr)	High	180	.0	Low	43.7	Avg.	101
Commission received?	Yes	7.	.1	No	92.9		
Amount (\$000s/yr)	High	25.	.0	Low	25.0	Avg.	25.
Bonus received?	Yes	50.	.0	No	50.0		
Amount (\$000s/yr)	High	60.		Low	1.0	Avg.	21.
Perceived pay							
vs. peers (%)	More	7	.1	Less	42.9	Same	50.
Employer's gross	<\$5M	-		21.4	\$50-\$		7
US revenue (%)	\$5-\$20	M		14.3	>1001		42
00 101011110 (70)	\$20-\$5			14.3	, 1001	••	
Position satisfying? (%)	Thorou			14.3	Gener	ally	78
r osidon sadsiying. (70)		metime	10	0.0	No	any	7.
Advancement						1=Poor)	,
prospects (%)	Excelle		-LXC.	14.3	Good	1-1 001/	7.
prospects (70)	Fair	,111		42.9	Poor		35.
How current job	Promo	ted		42.9		Search	0.
was acquired (%)	Hired b		nanv	7.1		nitiative	28
Benefits received (%)		g Bonus		11.1	Retire		55.
belletits received (70)	Car	g Donu:	5	0.0	Medic		100
	Dental			77.8	Stock		44.
Factors important	Salary			1.6		n./Culture	
•	-					•	5
to job (avg ranking,	Benefit			3.6		y to Staff	
1 = most important)	Advano			4.6		n./Soc. R	
	Trainin			6.3		ecurity	4
Employer rating	Salary			2.1		n./Culture	
(avg rating, 1 = best)	Benefit			2.4	,	y to Staff	2.
		cement		2.9		n./Soc. R	
	Trainin	g		2.8		ecurity	2.
Plan to seek a new	Yes			42.9	No		21
job this year? (%)							
New job motivation (%)		/Benefi		60.0		cement	20.
		nt Part				a Change	0.
	Get ou		-	10.0		ecurity	0.
	Enviror			0.0	Other		10.
Method for seeking	Recruit		gency			ng Contact	
new job (avg ranking,	Job Ad	S		3.4	Conta	ct Compa	nies 2.
1=most likely)	Post R	esume		4.2			

VP, GROUP SUPERVISOR

\$149,900



GROUP SUPERVISOR

\$118,400

V8.7%

Employer	Per	cent	Mar	ket Sect	tor		Percent
M anufacturer		6.1	Rx F	harmac	euticals		90.9
Agency		84.9	OTC	: Pharma	ceuticals	6	9.1
Media/Publisher - HCP		0.0	Biot	echnolog	ду		30.3
Media/Publisher - Consum	ner	0.0	Med	lical Devi	ices/Equ	ip	30.3
Media/Publisher - HCP & (Consmr.	3.0	Diag	gnostic D	evice/Ed	quip	15.2
Service Supplier		3.0	Hos	pital Pro	ducts/Ec	ιμip.	0.0
Other		3.0	Den	tal Produ	ıcts/Equ	ip	3.0
			Man	aged Ca	re		9.1
Age	High	65	5	Low	28	Avg.	40.9
Sex	Male	27.3	3	Female	72.7		
Years in industry	High	34.0)	Low	6.0	Avg.	14.5
Years in position	High	10.0)	Low	1.0	Avg.	3.8
Salary (\$000s/yr)	High	392.0)	Low	80.0	Avg.	149.9
Commission received?	Yes	6.1	l	No	93.9		
Amount (\$000s/yr)	High	40.0)	Low	15.0	Avg.	27.5
Bonus received?	Yes	63.6	ĵ	No	36.4		
Amount (\$000s/yr)	High	60.0)	Low	3.5	Avg.	14.0
Perceived pay							
vs. peers (%)	More	3.0)	Less	48.5	Same	48.5
Employer's gross	<\$5M			12.5	\$50-\$	100M	15.6
US revenue (%)	\$5-\$20	M		43.8	>100	M	3.1
	\$20-\$5	50M		25.0			
Position satisfying? (%)	Thorou	ghly		12.5	Gener	ally	65.6
	OK Sor	netimes	6	15.6	No		6.3
Advancement	Index	2.7 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		18.8	Good		46.9
	Fair			18.8	Poor		15.6
How current job	Promo	ted		50.0	Exec S	Search	15.6
was acquired (%)	Hired b	y Comp	any	15.6	Own Ir	nitiative	18.8
Benefits received (%)	Signing	g Bonus		12.5	Retire	ment	50.0
	Car			0.0	Medic	al	83.3
	Dental			79.2	Stock		33.3
Factors important	Salary			2.3	Enviro	n./Culture	e 3.2
to job (avg ranking,	Benefit	S		4.6	Loyalt	y to Staff	4.3
1 = most important)	Advanc	ement		4.6	Enviro	n./Soc. R	esp.6.9
	Training	g		6.5	Job Se	ecurity	3.5
Employer rating	Salary			2.4	Enviro	n./Culture	e 2.3
(avg rating, 1 = best)	Benefit	S		2.5	Loyalt	y to Staff	2.1
	Advanc	ement		2.5	Enviro	n./Soc. R	esp. 2.5
	Training	g		2.6	Job Se	ecurity	2.1
Plan to seek a new	Yes			31.3	No		34.4
job this year? (%)							
New job motivation (%)	Salary/	/Benefits	S	42.9	Advan	cement	7.1
		nt Part o		14.3	Need	a Change	0.0
	Get ou	t of Indu	stry	7.1	Job Se	ecurity	0.0
		ı./Cultur	-	14.3	Other	,	14.3
Method for seeking		mentAg				g Contac	
new job (avg ranking,	Job Ad			3.3		ct Compa	
1=most likely)	Post Re			4.2		1/ **	

GRUUP SUPERV	ISUK		\$118,40	U	V	B. /%		
Number of respondent	S					19		
Employer	Per	rcent	Market Sec	tor		Percent		
Manufacturer		10.5	Rx Pharmac	Rx Pharmaceuticals				
Agency		84.2	OTC Pharma	aceuticals	S	21.1		
Media/Publisher - HCP		0.0	Biotechnolo	gy		26.3		
Media/Publisher - Consum	ner	0.0	Medical Dev	ices/Equ	iip	21.1		
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic [Device/E	quip	5.3		
Service Supplier		5.3	Hospital Pro	ducts/E	quip.	0.0		
Other		0.0	Dental Prod	ucts/Equ	ip	0.0		
			Managed Ca	are		10.5		
Age	High	50) Low	28	Avg.	36.7		
Sex	Male	47.4	Female	52.6				
Years in industry	High	23.0) Low	3.0	Avg.	11.0		
Years in position	High	10.0) Low	1.0	Avg.	3.9		
Salary (\$000s/yr)	High	155.0) Low	67.7	Avg.	118.4		
Commission received?	Yes	5.3	B No	94.7				
Amount (\$000s/yr)	High	32.0) Low	32.0	Avg.	32.0		
Bonus received?	Yes	79.0) No	21.1				
Amount (\$000s/yr)	High	25.0		0.8	Avg.	7.1		
Perceived pay								
vs. peers (%)	More	5.6	Less	44.4	Same	50.0		
Employer's gross	<\$5M		11.8	\$50-\$	100M	23.5		
US revenue (%)	\$5-\$20	MC	17.7	>1001	M	29.4		
	\$20-\$5	50M	17.7					
Position satisfying? (%)	Thorou	ıghly	10.5	Gener	ally	79.0		
	OK Soi	metimes	10.5	No		0.0		
Advancement	Index	2.8 (4=	Exc. 3=Goo	d 2=Fair	1=Poor)			
prospects (%)	Excelle	ent	21.1	Good		47.4		
	Fair		26.3	Poor		5.3		
How current job	Promo	ted	63.2	Exec \$	Search	5.3		
was acquired (%)	Hired b	y Comp	any 5.3	Own Ir	nitiative	26.3		
Benefits received (%)	Signing	g Bonus	15.4	Retire	ment	53.9		
	Car		0.0	Medical		76.9		
	Dental		69.2	Stock		23.1		
Factors important	Salary		2.3	Enviro	n./Culture	e 3.0		
to job (avg ranking,	Benefit	ts	3.7	Loyalt	y to Staff	4.6		
1 = most important)	Advand	cement	4.3	Enviro	n./Soc. F	Resp. 7.7		
	Trainin	g	6.6	Job Se	ecurity	4.0		
Employer rating	Salary		2.5	Enviro	n./Culture	e 2.0		
(avg rating, 1 = best)	Benefit	ts	2.4	Loyalt	y to Staff	2.1		
	Advand	cement	2.3	Enviro	n./Soc. F	Resp. 2.5		
	Trainin	g	2.7	Job Se	ecurity	2.2		
Plan to seek a new	Yes		5.3	No		42.1		
job this year? (%)								
New job motivation (%)		/Benefits			cement	20.0		
			of Ind 20.0		a Change	0.0		
	Get ou	t of Indu	stry 0.0	Job Se	ecurity	0.0		
		1./Cultur		Other		0.0		
Method for seeking		tmentAg	ency 1.7	Existir	ng Contac	ts 2.3		
new job (avg ranking,	Job Ad		3.1	Conta	ct Compa	nies 4.0		
1=most likely)	Post R	esume	3.9					

ACCOUNT SUPERVISOR

\$90,800



Number of respondent	s						24	
Employer	Per	cent	Marl	ket Sec	tor	1	Percent	
Manufacturer		0.0	Rx P	harmac	euticals		87.5	
Agency	1	0.00	OTC	Pharma	aceuticals	S	8.3	
Media/Publisher - HCP		0.0	Biote	echnolo	gy		20.8	
Media/Publisher - Consun	ner	0.0	Medi	ical Dev	vices/Equ	iip	16.7	
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic [Device/Ed	quip	8.3	
Service Supplier		0.0	Hosp	oital Pro	ducts/Ed	quip.	0.0	
Other		0.0	Dent	al Prod	ucts/Equ	ip	4.2	
			Mana	aged Ca	are		4.2	
Age	High	58	8 L	_OW	27	Avg.	32.0	
Sex	Male	25.0	0 F	emale	75.0			
Years in industry	High	25.0	0 L	_OW	2.0	Avg.	7.5	
Years in position	High	3.0	0 L	_OW	0.3	Avg.	1.4	
Salary (\$000s/yr)	High	130.0	0 L	_OW	75.0	Avg.	90.8	
Commission received?	Yes	0.0		No	100.0			
Amount (\$000s/yr)	High	0.0	0 L	_OW	0.0	Avg.	0.0	
Bonus received?	Yes	54.2	2 1	No	45.8			
Amount (\$000s/yr)	High	11.	5 L	_OW	0.5	Avg.	4.3	
Perceived pay								
vs. peers (%)	More	12.	5 L	ess	45.8	Same	41.7	
Employer's gross	<\$5M			4.4	\$50-\$	100M	4.4	
US revenue (%)	\$5-\$20	M		56.5	>100	M	8.7	
	\$20-\$5			26.1				
Position satisfying? (%)	Thorou			12.5	Gener	allv	54.2	
, ,		netimes	S	25.0	No	. ,	8.3	
Advancement	Index	2.6 (4=	Exc.	3=G00	d 2=Fair	1=Poor)		
prospects (%)	Excelle	ent		0.0	Good		70.8	
p p	Fair			20.8	Poor		8.3	
How current job	Promo	ted		41.7		Search	12.5	
was acquired (%)		y Comp	nanv	25.0		Own Initiative		
Benefits received (%)		Bonus		6.7	Retire		12.5 46.7	
	Car	5 20.140		0.0	Medic		60.0	
	Dental			66.7	Stock		20.0	
Factors important	Salary			2.8		n./Culture		
to job (avg ranking,	Benefit	S		4.2		y to Staff	5.1	
1 = most important)		ement		3.6		n./Soc. R		
por cancy	Training			6.1		ecurity	3.7	
Employer rating	Salary			2.3		n./Culture		
(avg rating, 1 = best)	Benefit	·s		2.4		y to Staff	2.2	
(arb (auiib, 1 - pest)		ement		2.3		n./Soc. R		
	Training			2.8		ecurity	2.0	
Plan to seek a new	Yes	5		29.2	No	Journey	33.3	
job this year? (%)	103			۷.۷	110		JJ.J	
New job motivation (%)	Salanu	/Benefit	ς	11.1	Advan	cement	11.1	
itew job illouvation (%)		nt Part				a Change	11.1	
						_		
		t of Indu	,	44.4		ecurity	0.0	
Made de constitución		n./Cultu		11.1	Other	0	0.0	
Method for seeking		mentAg	gency			g Contact		
new job (avg ranking,	Job Ad			3.7	Conta	ct Compa	nies 3.0	
1=most likely)	Post R	esume		4.3				

ACCOUNT MANAGER

\$125,700

49.8%

			•				
Number of respondent	s						13
Employer	Per	cent	t Market Sector		F	Percent	
M anufacturer		8.3	Rx P	harmac	euticals		58.
Agency		50.0	OTC	Pharma	aceuticals	3	33.
Media/Publisher - HCP		8.3	Biote	echnolo	gy		25.
Media/Publisher - Consun	ner	0.0	Med	ical Dev	ices/Equ	ip	41.
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic [Device/Ed	quip	16.
Service Supplier		25.0	Hos	oital Pro	ducts/Ec	μip.	0.
Other		8.3	Dent	al Produ	ucts/Equi	ip	0.
			Man	aged Ca	are		0.
Age	High	60	0 L	_OW	25	Avg.	40.
Sex	Male	58.	3 F	emale	41.7		
Years in industry	High	20.0	0 L	_OW	0.3	Avg.	10.
Years in position	High	35.0	0 I	_OW	0.3	Avg.	8.
Salary (\$000s/yr)	High	600.0	0 I	_OW	45.6	Avg.	125.
Commission received?	Yes	25.0	1 0	Vo	75.0		
Amount (\$000s/yr)	High	100.0	0 [_OW	2.5	Avg.	44.
Bonus received?	Yes	41.	7 [Vo	58.3		
Amount (\$000s/yr)	High	40.0	0 I	_OW	1.0	Avg.	19.
Perceived pay							
vs. peers (%)	More	16.	7 I	_ess	25.0	Same	58.
Employer's gross	<\$5M			8.3	\$50-\$	100M	16
US revenue (%)	\$5-\$20	MC		25.0	>1001	VI	50.
, ,	\$20-\$5	50M		0.0			
Position satisfying? (%)	Thorou	ighly		25.0	Genera	allv	66.
, , ,		metimes	S	8.3	No	,	0.
Advancement	Index	2.6 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		25.0	Good		25.
	Fair			33.3	Poor		16.
How current job	Promo	ted		33.3	Exec S	Search	16.
was acquired (%)	Hired b	y Comp	oanv	25.0	Own Ir	itiative	25.
Benefits received (%)		g Bonus		0.0	Retirer		66
2011011011011011011011	Car	5 20		33.3	Medical		77.
	Dental			66.7	Stock		11.
Factors important	Salary			1.6		n./Culture	3.
to job (avg ranking,	Benefit	S		4.2		y to Staff	5.
1 = most important)		cement		4.2		n./Soc. Re	
2 - most important,	Trainin			5.8	Job Se		. ۲۰۰۰ . 4
Employer rating	Salary			2.2		n./Culture	2.
(avg rating, 1 = best)	Benefit			2.2		v to Staff	2.
lave rading, I = best/		cement		2.4		n./Soc. Re	
	Trainin			2.8	Job Se	•	.ع.ر .2
Plan to seek a new	Yes	5		41.7	No	Curity	33.
job this year? (%)	163			41.7	INO		55.
New job motivation (%)	Salany	/Benefit	s	14.3	Advan	cement	0.
job mouvauon (/0)	-	nt Part				a Change	0.
		t of Indu		14.3	Job Se	_	14.
		ı or mac ı./Cultu	-	14.3	Other	curity	14.
Mothod for cooking						a Contact	
Method for seeking	Job Ad	tmentAg	sency			g Contact	
new job (avg ranking,				3.2	Contac	ct Compan	nes 3.
1=most likely)	Post R	esume		3.2			

PROJECT MANAGER

\$84,600

▲19.5%

			, , ,	-,			
Number of respondents	s						1
Employer	Per	cent	Mar	ket Sec	tor	1	Percer
M anufacturer	2	28.6	Rx P	harmac	euticals		42.
Agency	2	21.4	OTC	Pharma	aceuticals	;	7.
Media/Publisher - HCP		0.0	Biote	echnolo,	gy		14.
Media/Publisher - Consum	ner 7.1 Medi		ical Dev	rices/Equ	ip	28.	
Media/Publisher - HCP & (Consmr.	0.0	Diag	gnostic [Device/Ed	quip	7
Service Supplier		21.4	Hos	pital Pro	ducts/Eq	uip.	0
Other	2	21.4	Dent	tal Prod	ucts/Equi	р	0
			Man	aged Ca	are		14
Age	High	6	3 I	Low	29	Avg.	45
Sex	Male	28.	6 I	Female	71.4		
Years in industry	High	35.	0 I	Low	2.0	Avg.	13
Years in position	High	35.	0 I	Low	2.0	Avg.	8
Salary (\$000s/yr)	High	150.	0 1	Low	50.0	Avg.	84
Commission received?	Yes	7.	1 1	No	92.9		
Amount (\$000s/yr)	High	20.	0 1	Low	20.0	Avg.	20
Bonus received?	Yes	50.		No	50.0		
Amount (\$000s/yr)	High	13.		Low	1.0	Avg.	6
Perceived pay	6					7.40.	
vs. peers (%)	More	7.	1 I	Less	57.1	Same	35
Employer's gross	<\$5M		- '	21.4	\$50-\$1		0
US revenue (%)	\$5-\$20	NΛ		28.6	>100		35
oo revenue (70)	\$20-\$5			14.3	>1001	VI	33
Position satisfying? (%)	Thorou			21.4	Genera	ally	42
Position saustying: (%)	OK Sor		•	28.6	No	ally	7
Advancement					d 2=Fair	1_Poor\	
	Excelle		=EXC.	7.1	u z=raii Good	1=000)	21
prospects (%)	Fair	IIL		28.6	Poor		42
Ham annuant iah	Promot	- a d		21.4		Search	21
How current job				0.0			
was acquired (%)	Hired b					itiative	57
Benefits received (%)	Signing	Bonus	;	25.0	Retirer		50
	Car			0.0 Medical		31	50
	Dental			33.3	Stock	(O. II	16
Factors important	Salary			2.8		n./Culture	
to job (avg ranking,	Benefit			4.0		to Staff	3
1 = most important)	Advanc			4.6		n./Soc. R	
	Training	3		6.6	Job Se		3
Employer rating	Salary			2.4		n./Culture	
(avg rating, 1 = best)	Benefit	S		2.8	, ,	to Staff	2
	Advanc	ement		3.0	Enviro	n./Soc. R	esp.2
	Training	g		2.6	Job Se	ecurity	2
Plan to seek a new	Yes			35.7	No		21
job this year? (%)	_	_		_			
New job motivation (%)	Salary/	Benefit (S	28.6	Advan	cement	14
	Differer	nt Part	of Ind	0.0	Need a	a Change	14
	Get out	of Indi	ustry	28.6	Job Se	ecurity	0
							_
	Environ	./Cultu	re	14.3	Other		0
Method for seeking	Environ Recruit	,				g Contac	
Method for seeking new job (avg ranking,		mentA _{			Existin	g Contact	

SENIOR ACCOUNT EXECUTIVE \$98,100 ▲14.6%

Number of respondent	s						1
Employer	Per	cent	Mar	ket Sec	tor	F	Perce
M anufacturer		35.7	Rx P	harmac	euticals		78.
Agency		28.6	OTC	Pharma	ceuticals	S	21
Media/Publisher - HCP		7.1	Biote	echnolog	gy		14
Media/Publisher - Consun	ner	0.0	Med	ical Dev	ices/Equ	iip	7
Media/Publisher - HCP &	Consmr.	14.3	Diag	nostic D	evice/E	quip	7
Service Supplier		14.3	Hos	pital Pro	ducts/Ed	quip.	0
Other		0.0	Dent	tal Produ	ıcts/Equ	ip	14
			Man	aged Ca	ire		7
Age	High	6	2 I	_OW	28	Avg.	44
Sex	Male	42.	9 I	emale	57.1		
Years in industry	High	39.	0 I	_OW	2.0	Avg.	16
Years in position	High	15.	0 I	_OW	1.0	Avg.	5
Salary (\$000s/yr)	High	175.	0 1	_OW	53.3	Avg.	98
Commission received?	Yes	64.	3 I	No	35.7		
Amount (\$000s/yr)	High	175.	0 1	_OW	5.0	Avg.	39
Bonus received?	Yes	57.	1	No	42.9		
Amount (\$000s/yr)	High	48.	0 1	_OW	5.0	Avg.	19
Perceived pay	- 0						
vs. peers (%)	More	7.	1 1	_ess	35.7	Same	57
Employer's gross	<\$5M			7.1	\$50-\$		7
US revenue (%)	\$5-\$20	M		35.7	>1001		35
00 10101140 (70)	\$20-\$5			14.3	71001	••	00
Position satisfying? (%)	Thorou			21.4	Gener	ally	57
ooldon oddorynig. (70)		netime:	2	7.1	No	any	14
Advancement						1=Poor)	
prospects (%)	Excelle		-LXC.	7.1	Good	1-1 0017	35
prospects (70)	Fair	111		35.7	Poor		21
How current job	Promo	had		23.1		Search	15
was acquired (%)		ica iy Comp	าวทุง	23.1		nitiative	38
Benefits received (%)		Bonus		0.0			66
belletits received (70)	Car	Bollus		41.7	Retirement Medical		91
	Dental			83.3	Stock		91
Factors important				2.6		n./Culture	
·	Salary					•	_
to job (avg ranking,	Benefit			4.0		y to Staff	3
1 = most important)	Advanc			6.1 6.2		n./Soc. Re	
F	Training	3				ecurity	2
Employer rating	Salary	_		2.2		n./Culture	
(avg rating, 1 = best)	Benefit			2.5		y to Staff	2
	Advanc			2.6		n./Soc. Re	•
.	Training	g		2.7		ecurity	2
Plan to seek a new	Yes			28.6	No		35
job this year? (%)	0.1	/D CI	_	40.0	Λ.Ι		
New job motivation (%)		Benefit		42.9		cement	0
		nt Part				a Change	0
		t of Indu	-	28.6		ecurity	0
		ı./Cultu		0.0	Other		14
Method for seeking		mentAg	gency			ng Contact	
new job (avg ranking,	Job Ad	S		3.3	Conta	ct Compar	iies 3
1=most likely)	Post R	esume		3.7			

MANAGEMENT SUPERVISOR \$131,100



Employer				ket Sec	tor		Percer
M anufacturer		7.1		Pharmac		57.	
Agency		50.0	OTC Pharmaceuticals		7.		
Media/Publisher - HCP		0.0		echnolo	0)		21.
Media/Publisher - Consum	ner	0.0	Med	lical Dev	rices/Equ	ıip	21.
Media/Publisher - HCP &	Consmr.	7.1	Diag	gnostic [Device/E	quip	7.
Service Supplier		0.0	Hos	pital Pro	ducts/E	quip.	14.
Other		35.7	Den	tal Prod	ucts/Equ	ip	0.
			Man	aged Ca	are		7.
Age	High	6	5	Low	38	Avg.	50.
Sex	Male	57.	1	Female	42.9		
Years in industry	High	35.	0	Low	9.0	Avg.	16.
Years in position	High	13.	0	Low	1.0	Avg.	6.
Salary (\$000s/yr)	High	190.	0	Low	42.0	Avg.	131.
Commission received?	Yes	0.	0	No	100.0		
Amount (\$000s/yr)	High	0.	0	Low	0.0	Avg.	0.
Bonus received?	Yes	50.	0	No	50.0		
Amount (\$000s/yr)	High	30.	0	Low	7.0	Avg.	15.
Perceived pay							
vs. peers (%)	More	7.	1	Less	57.1	Same	35.
Employer's gross	<\$5M			14.3	\$50-\$	100M	14.
US revenue (%)	\$5-\$20	M		21.4	>100	M	28.
	\$20-\$5	MO		21.4			
Position satisfying? (%)	Thorou	ghly		14.3	Gener	ally	57.
	OK Sor	netime	S	21.4	No	-	7.
Advancement	Index	1.9 (4	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		0.0	Good		35.
	Fair			14.3	Poor		50.
How current job	Promo	ted		23.1	Exec	Search	15.
was acquired (%)	Hired b	y Com	pany	23.1	Own Ir	nitiative	38.
Benefits received (%)	Signing	Bonus	5	10.0	Retire	60.	
	Car			0.0	Medic	al	60.
	Dental			70.0	Stock		30.
Factors important	Salary			2.9	Enviro	n./Cultur	e 3.
to job (avg ranking,	Benefit	S		4.8	Loyalt	y to Staff	4.
1 = most important)	Advano	ement		4.9		n./Soc. F	
	Trainin	g		4.9	Job S	ecurity	2.
Employer rating	Salary			2.4	Enviro	n./Cultur	e 2.
(avg rating, 1 = best)	Benefit	S		2.5		y to Staff	
. 5 6,	Advano			3.1	-	n./Soc. F	
	Trainin			2.9		ecurity	2.
Plan to seek a new	Yes			28.6	No		50.
job this year? (%)							50.
New job motivation (%)	Salary,	/Benefi	ts	20.0	Advan	cement	0.
, ,	Differe					a Change	
				20.0		ecurity	0.
	Get our	t of Ind					υ.
	Get ou		-				20
Method for cooking	Enviror	ı./Cultı	ire	20.0	Other		20.
Method for seeking new job (avg ranking,		n./Cultu mentA	ire	20.0	Other Existir	ng Contac	cts 2.

MEDIA DIRECTOR

\$117,400

V15.8%

			,				
Number of respondent	S						14
Employer	Per	cent	Mar	ket Sec	tor	F	Percen
Manufacturer		7.1	Rx F	Pharmac	euticals		85.7
Agency	(64.3	OTC	: Pharma	aceuticals	S	35.7
Media/Publisher - HCP		7.1	Biot	echnolo	gy		35.7
Media/Publisher - Consun	ner	7.1	Med	lical Dev	vices/Equ	iip	21.4
Media/Publisher - HCP &	Consmr.	7.1	Diag	gnostic [Device/E	quip	0.0
Service Supplier		0.0	Hos	pital Pro	ducts/Ed	quip.	7.1
Other		7.1	Den	tal Prod	ucts/Equ	ip	0.0
			Man	aged Ca	are		21.4
Age	High	6	0	Low	29	Avg.	45.6
Sex	Male	28.	.6	Female	71.4		
Years in industry	High	30.	.0	Low	3.0	Avg.	16.6
Years in position	High	19.	.0	Low	1.0	Avg.	7.3
Salary (\$000s/yr)	High	180.	.0	Low	45.0	Avg.	117.4
Commission received?	Yes	0.	0	No	100.0		
Amount (\$000s/yr)	High	0.	.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	64.	.3	No	35.7		
Amount (\$000s/yr)	High	50.	.0	Low	2.0	Avg.	16.5
Perceived pay							
vs. peers (%)	More	14.	.3	Less	28.6	Same	57.1
Employer's gross	<\$5M			15.4	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M		30.8	>1001	M	30.8
	\$20-\$5	MO		23.1			
Position satisfying? (%)	Thorou	ghly		21.4	Gener	ally	71.4
	OK Sor	netime	S	7.1	No		0.0
Advancement	Index 2	2.6 (4:	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		23.1	Good		30.8
	Fair			30.8	Poor		15.4
How current job	Promot	ted		21.4	Exec S	Search	7.1
was acquired (%)	Hired b	y Com	pany	21.4	Own Ir	nitiative	42.9
Benefits received (%)	Signing	Bonus	6	0.0	Retire	ment	77.8
	Car			0.0	Medical		77.8
	Dental			66.7	Stock		33.3
Factors important	Salary			1.8	Enviro	n./Culture	3.8
to job (avg ranking,	Benefit	S		3.8	Loyalt	y to Staff	4.7
1 = most important)	Advanc	ement		4.8	Enviro	n./Soc. Re	esp.7.3
	Training	g		6.5	Job Se	ecurity	3.2
Employer rating	Salary			2.1	Enviro	n./Culture	2.6
(avg rating, 1 = best)	Benefit	S		2.1	Loyalt	y to Staff	2.1
	Advanc	ement		2.3	Enviro	n./Soc. Re	esp.2.5
	Training	g		2.7	Job Se	ecurity	2.2
Plan to seek a new	Yes			28.6	No		50.0
job this year? (%)							
New job motivation (%)	Salary/			0.0		cement	20.0
	Differe					a Change	0.0
	Get out		-			ecurity	20.0
	Environ			40.0	Other		0.0
Method for seeking	Recruit		gency			ng Contact	
new job (avg ranking,	Job Ad			3.2	Conta	ct Compar	nies 3.7
1=most likely)	Post Re	esume		4.4			

MEDICAL DIREC	TOR	\$18	31,60	0	▲2	2.8%	
Number of respondent	s						17
Employer	Pei	rcent	Mari	ket Sec	tor		Percent
Manufacturer		17.7	Rx P	harmac	euticals		70.6
Agency		58.8	OTC	Pharma	aceuticals	5	0.0
Media/Publisher - HCP		0.0	Biote	echnolo	gv		41.2
Media/Publisher - Consun	ner	0.0	Medi	ical Dev	rices/Equ	ip	17.7
Media/Publisher - HCP &	Consmr.	5.9	Diag	nostic [Device/E	guip	17.7
Service Supplier		0.0			ducts/Ed		5.9
Other		17.7	Dent	al Prod	ucts/Equ	ip	0.0
			Mana	aged Ca	are		5.9
Age	High	76	5 L	_OW	33	Avg.	44.8
Sex	Male	82.4	F	emale	17.7		
Years in industry	High	54.0) <u>L</u>	_OW	4.5	Avg.	16.9
Years in position	High	22.0) <u>[</u>	_OW	1.0	Avg.	5.2
Salary (\$000s/yr)	High	286.0) <u>[</u>	_OW	97.5	Avg.	181.6
Commission received?	Yes	0.0) [Vo	100.0		
Amount (\$000s/yr)	High	0.0) <u>L</u>	_OW	0.0	Avg.	0.0
Bonus received?	Yes	76.5	j [Vo	23.5		
Amount (\$000s/yr)	High	60.0) <u>L</u>	_OW	2.8	Avg.	32.7
Perceived pay							
vs. peers (%)	More	25.0) <u>[</u>	_ess	68.8	Same	6.3
Employer's gross	<\$5M			0.0	\$50-\$	100M	6.3
US revenue (%)	\$5-\$20	MC		31.3	>1001	M	56.3
	\$20-\$50M			6.3			
Position satisfying? (%)	Thorou	Thoroughly		29.4	Gener	ally	52.9
	OK So	metimes		11.8	No	5.9	
Advancement	Index	2.6 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		11.8	Good		47.1
	Fair			35.3	Poor		5.9
How current job	Promo	ted		23.5	Exec Search		17.7
was acquired (%)	Hired b	oy Comp	any	29.4	Own Ir	23.5	
Benefits received (%)	Signing	g Bonus		26.7	Retire	ment	53.3
	Car			0.0	Medic	al	80.0
	Dental			80.0	Stock		60.0
Factors important	Salary			2.8		n./Culture	
to job (avg ranking,	Benefit	ts		4.8	-	y to Staff	5.0
1 = most important)		cement		4.1		n./Soc. R	
	Trainin	g		6.1	Job Se		4.0
Employer rating	Salary			2.1		n./Culture	
(avg rating, 1 = best)	Benefit			2.3		y to Staff	2.1
		cement		2.5		n./Soc. R	
	Trainin	g		2.5	Job Se	ecurity	2.0
Plan to seek a new	Yes			11.8	No		64.7
job this year? (%)	Calan	/Day : C1		0.0	Λ.Ι		
New job motivation (%)		/Benefits		0.0		cement	0.0
		nt Part o				a Change	50.0
		t of Indu	,	0.0		ecurity	0.0
	Enviro	n./Cultur	е	0.0	Other		25.0

RecruitmentAgency 1.5

2.7

4.2

Job Ads

Post Resume

Existing Contacts 2.1

Contact Companies 4.4

Method for seeking

new job (avg ranking, 1=most likely)

RESEARCH DIRECTOR	\$14
N	

\$144,400

V12.0%

ILOLAROII DIRL	.0101		Ų.	77,7	00	V 12	0/0
Number of respondent	S						21
Employer	Pei	rcent	Mar	ket Sec	ctor		Percent
M anufacturer		52.4	Rx F	Pharmac	ceuticals		81.0
Agency		14.3	OTO	2 Pharm	aceuticals	5	28.6
Media/Publisher - HCP		4.8	Biot	echnolo	gy		28.6
Media/Publisher - Consum	ner	4.8	Med	dical Dev	vices/Equ	ip	14.3
Media/Publisher - HCP & 0	Consmr.	0.0	Diag	gnostic	Device/Ed	quip	9.5
Service Supplier		14.3	Hos	pital Pro	oducts/Ec	μip.	0.0
Other		9.5	Den	ital Prod	lucts/Equi	ip	0.0
			Mar	naged C	are		14.3
Age	High	6	57	Low	35	Avg.	50.3
Sex	Male	42.	.9	Female	57.1		
Years in industry	High	35.	.0	Low	3.0	Avg.	18.8
Years in position	High	32.	.0	Low	1.0	Avg.	7.5
Salary (\$000s/yr)	High	213.	.0	Low	89.4	Avg.	144.4
Commission received?	Yes	0.	.0	No	100.0		
Amount (\$000s/yr)	High	0.	.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	81.	.0	No	19.1		
Amount (\$000s/yr)	High	75.	.0	Low	1.5	Avg.	29.9
Perceived pay							
vs. peers (%)	More	4.	.8	Less	28.6	Same	66.7
Employer's gross	<\$5M			15.0	\$50-\$	100M	20.0
US revenue (%)	\$5-\$20	MC		10.0	>100	M	40.0
	\$20-\$	50M		15.0			
Position satisfying? (%)	Thorou	ıghly		28.6	Genera	ally	47.6
		metime	!S	14.3	No	•	9.5
Advancement	Index	2.0 (4	=Exc.	. 3=Goo	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		4.8	Good		23.8
	Fair			33.3	Poor		38.1
How current job	Promo	ted		33.3	Exec S	Search	14.3
was acquired (%)	Hired b	oy Com	pany	19.1	Own Ir	itiative	33.3
Benefits received (%)	Signing	g Bonus	3	15.0	Retirer	ment	45.0
	Car			5.0	Medica	al	85.0
	Dental			80.0	Stock		35.0
Factors important	Salary			2.9	Enviro	n./Culture	2.0
to job (avg ranking,	Benefit	ts		3.5	Loyalt	y to Staff	5.1
1 = most important)	Advand	cement		4.9	Enviro	n./Soc. R	esp.7.0
	Trainin	g		6.2	Job Se	ecurity	4.4
Employer rating	Salary			2.0	Enviro	n./Culture	2.1
(avg rating, 1 = best)	Benefit	ts		2.0	Loyalt	y to Staff	2.4
	Advand	cement		3.0	Enviro	n./Soc. R	esp.2.3
	Trainin	g		2.8	Job Se	ecurity	2.2
Plan to seek a new	Yes			47.6	No		47.6
job this year? (%)							
New job motivation (%)	Salary	/Benefi	ts	0.0	Advan	cement	10.0
	Differe	nt Part	of Inc	10.0	Need a	a Change	30.0
	Get ou	t of Ind	ustry	20.0	Job Se	ecurity	0.0
	Enviro	n./Cultu	ıre	20.0	Other		10.0
Method for seeking		tmentA	gency	2.3	Existin	g Contac	ts 2.1
Method for seeking new job (avg ranking,			gency	2.3		g Contac ct Compa	

RESEARCH MANAGER

\$114,500



VP CREATIVE DIRECTOR

\$189,400



Per	cent	Mar	ket Sec	tor	ı	Percer
	70.0	Rx P	harmac	euticals		70.
	10.0	OTC	Pharma	aceuticals	S	20.
	0.0	Biote	echnolog	gy		30.
er	0.0	Med	ical Dev	ices/Equ	iip	25.
Consmr.	0.0	Diag	nostic D	Device/Ed	quip	10.
	5.0	Hosp	oital Pro	ducts/Ec	quip.	10.
	15.0	Dent	tal Produ	ucts/Equ	ip	0.
		Man	aged Ca	are		10.
High	62	2 L	_OW	33	Avg.	48.
Male	40.0) F	emale	60.0		
High	36.0) [_OW	6.0	Avg.	17.
High	22.0) [_OW	1.0		7.
High	164.0) [_OW	60.0	Avg.	114.
Yes	5.0	1 C	Vo	95.0		
High	5.0) [_OW	5.0	Avg.	5.
Yes	80.0	1 C	Vo	20.0		
High	30.0) [_OW	3.0	Avg.	13.
More	0.0) [_ess	45.0	Same	55.
<\$5M			5.0	\$50-\$	100M	0.
\$5-\$20	M		15.0			65.
\$20-\$5	MO		15.0			
			30.0	Gener	allv	50.
		;			,	5.
				d 2=Fair	1=Poor)	
	- •				,	20.
						30.
	ted				Search	10.
		anv				45.
						61.
0 0	Bondo					77.
					50.	
					n./Cultura	
	S				•	
						сэр.о. 4.
	>					
-	c				•	2.
					•	
						esp.z. 2.
	5				curity	30.
162			45.0	INU		30.
Salanu	/Benefit	<u> </u>	8.3	Δdvan	cement	50.
Saidi V/	שוופווני				a Change	16.
	nt Davt	of load	\cap			ın
Differe	nt Part (_	
Difference Get out	t of Indu	ıstry	0.0	Job Se	_	0.
Difference Get out	t of Indu	istry re	0.0 16.7	Job Se Other	ecurity	0. 8.
Difference Get out	t of Indu n./Cultur mentAg	istry re	0.0 16.7	Job Se Other Existin	_	0. 8. s 2.
	er Consmr. High Male High High Yes High Yes High Yes Cor Signing Car Dental Salary Benefit Advance Training Salary Benefit Advance	er 0.0 Consmr. 0.0 5.0 15.0 High 62 Male 40.0 High 36.0 High 36.0 High 36.0 High 30.0 Yes 80.0 High 30.0 More 0.0 <\$5M \$5.\$20M \$5.\$20M \$20.\$50M Thoroughly OK Sometimes Index 1.9 (4= Excellent Fair Promoted Hired by Comp. Signing Bonus Car Dental Salary Benefits Advancement Training Salary Benefits Advancement Training	70.0 Rx P 10.0 OTC 0.0 Biotr er 0.0 Med Consmr. 0.0 Diag 5.0 Hosy 15.0 Dent Man High 62 I High 36.0 I High 22.0 I High 164.0 I Yes 5.0 I High 5.0 I Yes 80.0 I High 30.0 I Whigh 30.0 I Whigh 164.0 I Yes 80.0 I High 30.0 I Avance I Salary Benefits Advancement Training Salary Benefits Advancement Training Salary Benefits Advancement Training	70.0 Rx Pharmac 10.0 OTC Pharmac 0.0 Biotechnologier Consmr. 0.0 Diagnostic E 5.0 Hospital Product Managed Ca High 62 Low Male 40.0 Female High 36.0 Low High 164.0 Low Yes 5.0 No High 5.0 Low Yes 80.0 No High 30.0 Low Sp-\$20M 15.0 Thoroughly 30.	70.0 Rx Pharmaceuticals 10.0 OTC Pharmaceuticals 0.0 Biotechnology er 0.0 Medical Devices/Equ Consmr. 0.0 Diagnostic Device/Ec 5.0 Hospital Products/Equ Managed Care High 62 Low 33 Male 40.0 Female 60.0 High 36.0 Low 6.0 High 22.0 Low 1.0 High 164.0 Low 60.0 Yes 5.0 No 95.0 High 5.0 Low 5.0 Yes 80.0 No 20.0 High 30.0 Low 3.0 More 0.0 Less 45.0 <\$5M\$ 5.0 \$50-\$\$ \$5-\$20M 15.0 \$100 \$20-\$50M 15.0 Thoroughly 30.0 Gener OK Sometimes 15.0 No Index 1.9 (4=Exc. 3=Good 2=Fair Excellent 0.0 Good Fair 50.0 Poor Promoted 35.0 Exec \$100 High 55.6 Stock Salary 2.8 Enviro Benefits 4.0 Loyalt Advancement 3.7 Enviro Training 5.9 Job Sc Salary 2.1 Enviro Benefits 2.4 Loyalt Advancement 3.3 Enviro Training 2.7 Job Sc	70.0 Rx Pharmaceuticals 10.0 OTC Pharmaceuticals 0.0 Biotechnology er 0.0 Medical Devices/Equip 5.0 Hospital Products/Equip 15.0 Dental Products/Equip Managed Care High 62 Low 33 Avg. Male 40.0 Female 60.0 High 36.0 Low 6.0 Avg. High 164.0 Low 60.0 Avg. Yes 5.0 No 95.0 High 5.0 Low 5.0 Avg. Yes 80.0 No 20.0 High 30.0 Low 3.0 Avg. More 0.0 Less 45.0 Same <\$5M\$ 5.0 \$50-\$100M \$5-\$20M 15.0 >100M \$\$20-\$50M 15.0 Thoroughly 30.0 Generally OK Sometimes 15.0 No Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 0.0 Good Fair 50.0 Poor Promoted 35.0 Exec Search Hired by Company 5.0 Own Initiative Signing Bonus 16.7 Retirement Car 0.0 Medical Dental 55.6 Stock Salary 2.8 Environ./Culture Benefits 4.0 Loyalty to Staff Advancement 3.7 Environ./Soc. Ret Training 5.9 Job Security Salary 2.1 Environ./Culture Benefits 4.0 Loyalty to Staff Advancement 3.7 Environ./Culture Benefits 2.4 Loyalty to Staff Advancement 3.7 Environ./Culture Benefits 2.4 Loyalty to Staff Advancement 3.7 Environ./Culture Benefits 2.4 Loyalty to Staff Advancement 3.3 Environ./Soc. Ret Training 5.9 Job Security

VP CREATIVE DI	KEUI	UK	\$189	,400		1.7%		
Number of respondent	S					14		
Employer	Per	cent	Market Sec	tor		Percent		
Manufacturer		0.0	Rx Pharmac	R Pharmaceuticals				
Agency		92.9	OTC Pharm	aceutical	S	21.4		
Media/Publisher - HCP		0.0	Biotechnolo	gy		28.6		
Media/Publisher - Consun	ner	0.0	Medical Dev	vices/Equ	qiı	14.3		
Media/Publisher - HCP &	Consmr.	7.1	Diagnostic	Device/E	quip	7.1		
Service Supplier		0.0	Hospital Pro	oducts/E	quip.	0.0		
Other		0.0	Dental Prod	lucts/Equ	iip	0.0		
			Managed C	are		7.1		
Age	High	60	Low	35	Avg.	46.8		
Sex	Male	85.7	Female	14.3				
Years in industry	High	30.0	Low	5.0	Avg.	14.9		
Years in position	High	8.0	Low	0.3	Avg.	3.8		
Salary (\$000s/yr)	High	255.0	Low	106.0	Avg.	189.4		
Commission received?	Yes	0.0	No	100.0				
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0		
Bonus received?	Yes	64.3		35.7				
Amount (\$000s/yr)	High	35.0		3.6	Avg.	14.2		
Perceived pay								
vs. peers (%)	More	7.1	Less	35.7	Same	57.1		
Employer's gross	<\$5M		7.1	\$50-\$	100M	14.3		
US revenue (%)	\$5-\$20	M	35.7	>100	M	14.3		
	\$20-\$5	50M	28.6					
Position satisfying? (%)	Thorou		15.4	Gener	ally	53.9		
, , ,		netimes	15.4	No	,	15.4		
Advancement	Index	2.4 (4=	Exc. 3=Goo	d 2=Fair	1=Poor)			
prospects (%)	Excelle	ent	14.3	Good		42.9		
	Fair		14.3	Poor		28.6		
How current job	Promo	ted	42.9	Exec	Search	21.4		
was acquired (%)	Hired b	y Comp	any 14.3	Own I	nitiative	14.3		
Benefits received (%)	Signing	g Bonus	18.2	Retire	ment	27.3		
	Car		9.1	Medic	al	81.8		
	Dental		72.7	Stock		18.2		
Factors important	Salary		2.0	Enviro	n./Culture	3.4		
to job (avg ranking,	Benefit	:S	4.1	Loyalt	y to Staff	4.4		
1 = most important)	Advanc	ement	4.7	Enviro	n./Soc. R	esp.7.2		
	Training	g	6.9	Job S	ecurity	3.3		
Employer rating	Salary		2.5	Enviro	n./Culture	2.4		
(avg rating, 1 = best)	Benefit	S	2.6	Loyalt	y to Staff	2.3		
	Advanc	ement	2.8	Enviro	n./Soc. R	esp.2.8		
	Training	g	3.1	Job S	ecurity	2.1		
Plan to seek a new	Yes		50.0	No		42.9		
job this year? (%)								
New job motivation (%)	Salary/	/Benefits	57.1	Advan	cement	0.0		
	Differe	nt Part o	f Ind 0.0	Need	a Change	28.6		
	Get ou	t of Indu	stry 0.0	Job S	ecurity	14.3		
	Enviror	n./Cultur	e 0.0	Other		0.0		
Method for seeking	Recruit	mentAge	ency 2.3	Existir	ng Contac	ts 1.3		
new job (avg ranking,	Job Ad	S	3.3	Conta	ct Compa	nies 3.7		
1=most likely)	Post R	esume	4.4					
·			-					

ASSOC. CREATIVE DIRECTOR \$149,900 ▲13.7%

Number of respondents	S					17
Employer	Percent Mari		Market S	Sector	Pe	rcent
Manufacturer		0.0	Rx Pharm	naceuticals		94.1
Agency	10	0.00	OTC Pha	rmaceutical	S	5.9
Media/Publisher - HCP		0.0	Biotechn	ology		11.8
Media/Publisher - Consum	ier	0.0	Medical [Devices/Equ	qip	11.8
Media/Publisher - HCP & (Consmr.	0.0	Diagnost	ic Device/E	quip	0.0
Service Supplier		0.0	Hospital	Products/E	quip.	0.0
Other		0.0	Dental Pr	oducts/Equ	ıip	0.0
			Managed	Care		11.8
Age	High	67	Low	30	Avg.	46.1
Sex	Male	64.7	' Fema	ale 35.3		
Years in industry	High	25.0	Low	6.0	Avg.	14.1
Years in position	High	18.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	225.5	Low	85.0	Avg. 1	49.9
Commission received?	Yes	0.0	No	100.0		-
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	52.9	No	47.1		
Amount (\$000s/yr)	High	10.0	Low	1.5	Avg.	3.7
Perceived pay						
vs. peers (%)	More	41.2	Less	17.7	Same	41.2
Employer's gross	<\$5M		12.	5 \$50-\$	3100M	6.3
US revenue (%)	\$5-\$20	M	12.			0.0
	\$20-\$5		68.	8		
Position satisfying? (%)	Thorou		5.		rally	82.4
	OK Sometimes				,	5.9
Advancement				lood 2=Fair	1=Poor)	
prospects (%)	Excelle	- •	23.		,	23.5
p	Fair		35.			17.7
How current job	Promot	ted	47.		Search	5.9
was acquired (%)	Hired by Company				nitiative	23.5
Benefits received (%)	Signing Bonus		0.			33.3
2011011101100110011001	Car	5 201.40	0.			91.7
	Dental		91.			25.0
Factors important	Salary		2.		n./Culture	3.4
to job (avg ranking,	Benefit	c	3.		ty to Staff	3.6
1 = most important)	Advanc		4.		on./Soc. Resp	
1 = most important/	Training		6.		ecurity	4.9
Employer rating	Salary	5	2.		on./Culture	2.2
(avg rating, 1 = best)	Benefit	c	2.		ty to Staff	2.1
(avg raulig, I = best)	Advanc		2.		n./Soc. Resp	
	Training				ecurity	
Dian to each a new		5	2.		ecurity	2.4
Plan to seek a new	Yes		35.	3 No		35.3
job this year? (%)	Colon	/Ronoft-	. 10	5 Adv.c.	ncomont	25.0
New job motivation (%)		Benefits			ncement	25.0
		nt Part o			a Change	0.0
		t of Indu	•		ecurity	0.0
		ı./Cultur				25.0
Method for seeking		mentAge			ng Contacts	1.5
new job (avg ranking,	Job Ad		3.		ct Companie	s 3.7
1=most likely)	Post Re	esume	3.	9		

ART DIRECTOR	\$74,400	N/A

		<u> </u>	-,				
Number of respondent	S					10	
Employer	Per	cent	Market	Sector		Percent	
Manufacturer		0.0	Rx Pha	rmaceutica	ls	80.0	
Agency	7	70.0	OTC Ph	narmaceutio	cals	30.0	
Media/Publisher - HCP		0.0	Biotech	nology		10.0	
Media/Publisher - Consum	ner	0.0	Medica	I Devices/E	Equip	30.0	
Media/Publisher - HCP & 0	Consmr. 1	10.0	Diagno	stic Device	/Equip	0.0	
Service Supplier		0.0	Hospita	al Products,	0.0		
Other	2	20.0	Dental	Products/E	0.0		
			Manage	ed Care 1			
Age	High	61	Lov	v 2	5 Avg.	41.3	
Sex	Male	50.0) Fen	nale 50.	0		
Years in industry	High	16.0	Lov	v 2.	0 Avg.	7.2	
Years in position	High	35.0	Lov	v 1.	0 Avg.	7.8	
Salary (\$000s/yr)	High	101.0	Lov	v 52.	0 Avg.	74.4	
Commission received?	Yes	0.0	No	100.	0		
Amount (\$000s/yr)	High	0.0		v 0.	0 Avg.	0.0	
Bonus received?	Yes	30.0	No	70.	0		
Amount (\$000s/yr)	High	7.0	Lov	v 1.	0 Avg.	3.5	
Perceived pay							
vs. peers (%)	More	0.0	Les	s 80.	0 Same	20.0	
Employer's gross	<\$5M		1	1.1 \$50	D-\$100M	22.2	
US revenue (%)	\$5-\$20		2	2.2 >1	MOO	22.2	
-	\$20-\$5	OM	2:	2.2			
Position satisfying? (%)	Thoroug	ghly	(0.0 Ger	nerally	70.0	
		netimes		0.0 No		20.0	
Advancement	Index 1.9 (4=Exc.			Good 2=F	air 1=Poor)		
prospects (%)	Excelle	nt		0.0 Go	bc	11.1	
	Fair			6.7 Poo		22.2	
How current job	Promot	ed	50	0.0 Exe	ec Search	0.0	
was acquired (%)	Hired by Company			0.0 Ow	n Initiative	30.0 40.0	
Benefits received (%)	Signing Bonus			0.0 Ret	Retirement		
	Car		(0.0 Me	Medical		
	Dental			0.0 Sto		20.0 e 3.5	
Factors important	Salary		;	3.6 Env	Environ./Culture		
to job (avg ranking,	Benefits			-	alty to Staf		
1 = most important)	Advanc				Environ./Soc. Resp. 6		
	Training	5			Security	2.6	
Employer rating	Salary				viron./Cultur		
(avg rating, 1 = best)	Benefits			,	alty to Staf		
	Advanc	ement			iron./Soc. I		
	Training	5			Security	2.3	
Plan to seek a new	Yes		70	0.0 No		0.0	
job this year? (%)							
New job motivation (%)		Benefits			ancement	0.0	
		nt Part c			ed a Change		
		of Indu	-		Security	12.5	
		./Cultur		5.0 Oth		12.5	
Method for seeking		mentAg	-		sting Conta		
new job (avg ranking,	Job Ads				ntact Comp	anies 3.8	
1=most likely)	Post Re	esume		3.4			

SENIOR COPYWRITER \$12			6,80	0	▲2	8.0 %		
Number of respondent	S						10	
Employer	Per	cent	Mark	et Sec	tor		Percent	
M anufacturer		10.0	Rx Ph	armac	euticals		90.0	
Agency		70.0	OTC I	Pharma	aceuticals	6	20.0	
Media/Publisher - HCP		0.0	Biote	chnolo	gy		0.0	
Media/Publisher - Consum	ier	0.0	Medic	al Dev	vices/Equ	ip	10.0	
Media/Publisher - HCP & (Consmr.	0.0	Diagn	ostic [Device/Ed	quip	10.0	
Service Supplier		0.0	Hospi	tal Pro	ducts/Ed	juip.	0.0	
Other	,	20.0	Denta	l Prod	0.0			
			Mana	ged Ca	10.0			
	10.1				21		46.0	
Age	High	59		OW .	31	Avg.	46.2	
Sex	Male	50.0		emale	50.0		177	
Years in industry	High	33.0		WC	3.0	Avg.	17.7	
Years in position	High	16.0		OW	1.0	Avg.	5.1	
Salary (\$000s/yr)	High	232.0		OW	73.1	Avg.	126.8	
Commission received?	Yes	0.0		-	100.0		0.0	
Amount (\$000s/yr)	High	0.0		OW	0.0	Avg.	0.0	
Bonus received?	Yes	80.0		-	20.0		10.1	
Amount (\$000s/yr)	High	65.0) L(WC	0.8	Avg.	12.1	
Perceived pay		10.0			00.0	0	70.0	
vs. peers (%)	More	10.0) L(ess	20.0	Same	70.0	
Employer's gross	<\$5M			0.0	\$50-\$		20.0	
US revenue (%)	\$5-\$20			10.0	>100	VI	60.0	
B 14 4 6 6 6 7 1	\$20-\$5			10.0			40.0	
Position satisfying? (%)	Thorou	_ ,		30.0	Gener	ally	40.0	
		netimes		30.0	No Frie	1 D	0.0	
Advancement		•			d 2=Fair	1=P00r)	20.0	
prospects (%)	Excelle	Πt		10.0	Good Poor		20.0	
How oursent ich	Fair Promot	od.		50.0 30.0		Search	20.0 30.0	
How current job was acquired (%)	Hired by Company			20.0			20.0	
Benefits received (%)	Signing Bonus			0.0		Own Initiative Retirement		
Delients received (70)	Car	Donus		0.0		Medical		
	Dental			87.5		Stock		
Factors important	Salary			2.7		n./Cultur	25.0 e 2.3	
to job (avg ranking,	Benefit	s		3.7		y to Staff		
1 = most important)	Advanc			4.8		Environ./Soc. Resp		
I = most important/	Training			7.0		Job Security		
Employer rating	Salary	-		2.5		n./Cultur	4.2 e 2.3	
(avg rating, 1 = best)	Benefit	s		2.0		y to Staff		
(avg radiig, 1 = best)	Advanc			2.9			Resp. 2.4	
	Training			2.9	Job Se	-	2.2	
Plan to seek a new	Yes	>		50.0	No	Journey	20.0	
job this year? (%)	.00			00.0			20.0	
New job motivation (%)	Salary/	Benefits	 S	33.3	Advan	cement	0.0	
11011 302 1110111111111 (707		nt Part o				a Change		
		of Indu		0.0		Job Security		
		./Cultur	-	16.7	Other		0.0 33.3	
Method for seeking		mentAge		2.0		g Contac		
new job (avg ranking,	Job Ad			3.3			nies 3.8	
1=most likely)	Post Re			3.8	Jonius	0011100		
	. 550 110			2.0			-	

EDITOR	\$83,600					▲13.3 %	
Number of respondents 13							
Employer	Per	cent	Market S	Sector		Percent	
Manufacturer		7.7	Rx Pharm	naceuticals		69.2	
Agency		23.1	OTC Pha	rmaceutica	als 23.1		
Media/Publisher - HCP		38.5	Biotechno	ology		23.1	
Media/Publisher - Consum	ner	15.4	Medical [Devices/Eq	uip	46.2	
Media/Publisher - HCP & 0	Consmr.	15.4	Diagnost	Diagnostic Device/Equip			
Service Supplier		0.0	Hospital I	Products/E	quip.	23.1	
Other		0.0	Dental Pr	oducts/Eq	uip	7.7	
			Managed	Care		15.4	
Age	High	64	Low	27	Avg.	48.3	
Sex	Male	30.8	B Fema				
Years in industry	High	43.0) Low	2.0	Avg.	15.5	
Years in position	High	17.0) Low	1.0	Avg.	8.2	
Salary (\$000s/yr)	High	147.0) Low	47.0	Avg.	83.6	
Commission received?	Yes	0.0) No	100.0			
Amount (\$000s/yr)	High	0.0) Low	0.0	Avg.	0.0	
Bonus received?	Yes	30.8	B No	69.2			
Amount (\$000s/yr)	High	7.0) Low	0.6	Avg.	3.4	
Perceived pay							
vs. peers (%)	More	7.7	' Less	53.9	Same	38.5	
Employer's gross	<\$5M		23.	1 \$50-9	\$100M	0.0	
US revenue (%)	\$5-\$20M		38.		>100M		
	\$20-\$5		15.		Generally		
Position satisfying? (%)	Thorou		15.		rally	53.9	
		netimes			1.5.	15.4	
Advancement				ood 2=Fair		00.1	
prospects (%)	Excelle	nt	7.			23.1 38.5	
	Fair		30.		Exec Search		
How current job	Promot		30.				
was acquired (%)		y Comp			Own Initiative		
Benefits received (%)					Retirement 7		
	Car						
Fastava immantant	Dental		90.			0.0	
Factors important	Salary		1.		Environ./Culture		
to job (avg ranking, 1 = most important)	Benefits Advancement		2. 5.	-	Loyalty to Staff		
1 = most important)	Training		5. 6.		Environ./Soc. R Job Security		
Employer reting	Salary	3	2.		on./Culture	3.4	
Employer rating (avg rating, 1 = best)	Benefit	c	2.		ty to Staff		
(avg rating, I = best)	Advanc		3.	-	on./Soc. R		
	Training		3.		Security	2.2	
Plan to seek a new		3	38.		ecurity	7.7	
job this year? (%)	Yes		30.	O INU		7.7	
New job motivation (%)	Salany	Benefits	12.	5 Adva	ncement	25.0	
. 10 / Job mouvadon (70)			of Ind 12.		a Change	0.0	
		t of Indu			a Change Security	12.5	
		./Cultur	•		-	12.5	
Method for seeking		mentAg			ng Contac		
new job (avg ranking,	Job Ad	_	2.		act Compa		
1=most likely)	Post Re		3.		act Compa		
moot anoigy	1 001 110						

OTHER	\$124,500				_0	▲0.6%		
Number of respondent	ts						163	
Employer	Pei	rcent	Marke	et Sect	tor	P	ercent	
M anufacturer		42.6	Rx Pha	armac	euticals		58.6	
Agency		23.5	OTC P	C Pharmaceuticals			18.5	
Media/Publisher - HCP		1.2	Biotec	hnolog		24.1		
Media/Publisher - Consur	ner	0.0	Medic	al Dev	iip	25.3		
Media/Publisher - HCP &	Consmr.	0.6	Diagno	Diagnostic Device/Equip				
Service Supplier		5.6	Hospit	tal Pro	quip.	11.7		
Other		26.5 Dental Pr				Products/Equip		
			Manag	ged Ca	ire		13.0	
Age	High	75	5 Lo	w	5	Avg.	45.5	
Sex	Male	46.3	3 Fe	male	53.7			
Years in industry	High	38.0) Lo	W	0.5	Avg.	15.1	
Years in position	High	20.0) Lo	W	0.5	Avg.	5.4	
Salary (\$000s/yr)	High	1200.0) Lo	W	29.0	Avg.	124.5	
Commission received?	Yes	2.5	5 No)	97.6			
Amount (\$000s/yr)	High	150.0) Lo	w	17.0	Avg.	74.3	
Bonus received?	Yes	61.7	7 No)	38.3			
Amount (\$000s/yr)	High	250.0) Lo	w	0.4	Avg.	26.5	
Perceived pay								
vs. peers (%)	More	13.7	7 Le	ess.	53.4	Same	32.9	
Employer's gross	<\$5M			17.5	\$50-\$	100M	10.6	
US revenue (%)		\$5-\$20M		22.5	>1001		36.9	
,		\$20-\$50M		12.5				
Position satisfying? (%)	Thorou	ıghly	3	30.6	Gener	ally	51.3	
	OK So	metimes	: 1	11.3	No		6.9	
Advancement	Index	2.3 (4=	Exc. 3	=Good	d 2=Fair	1=Poor)		
prospects (%)	Excellent			13.8	Good		29.4	
	Fair		3	34.4	Poor		22.5	
How current job	Promo	ted	3	36.9	Exec S	Search	7.5	
was acquired (%)	Hired by Company			18.8	Own Ir	nitiative	30.6	
Benefits received (%)	Signing Bonus			8.7	Retire	52.0		
	Car			3.9	Medical		82.7	
	Dental			79.5	Stock		41.7	
Factors important	Salary			2.6	Enviro	n./Culture	3.6	
to job (avg ranking,	Benefits			4.0	Loyalt	y to Staff	4.7	
1 = most important)	Advano	cement		4.6	Enviro	n./Soc. Re	sp.6.5	
	Trainin			6.1	Job Se	ecurity	4.1	
Employer rating	Salary			2.2	Environ./Cultur		2.2	
(avg rating, 1 = best)	Benefit	ts		2.4	Loyalty to Staff		2.5	
	Advancement			2.8	Environ./Soc. Re		sp.2.3	
	Training			2.8		ecurity	2.5	
Plan to seek a new	Yes			10.0	No	-	31.9	
job this year? (%)								
New job motivation (%)	Salary	/Benefits	3	33.3	Advan	cement	16.7	
. , ,		nt Part o		3.9		a Change	7.7	
	Get out of Industry			2.6		ecurity	7.7	
		n./Cultur	•	19.2	Other		9.0	
Method for seeking		tmentAg		2.3		g Contacts		
new job (avg ranking,	Job Ad	_	J o y	2.9		ct Compani		
1=most likely)		lesume		3.7	Jona	or compatil	55 5.0	
==iiiost iikciyj	ı USL N	Count		J.1				