

PREMIUM EDITION

2013
CAREER
& SALARY
SURVEY
MEDICAL MARKETING & MEDIA

Table of Contents

SECTION I	Overview	3
SECTION 2	Employer Characteristics	8
SECTION 3	Market Sectors	15
SECTION 4	Job Titles	20
SECTION 5	Employee Characteristics	48
SECTION 6	Employee Benefits	52
SECTION 7	Employee Perception & Opinions	58
SECTION 8	Job Seekers	65



Overview

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

CHARTS AND DATA SETS

- Average Salary, 2007-2013, page 5
- Average Salary by Employer, page 5
- Average Salary by Gender, page 6
- Average Salary by Market Sector, page 6
- Average Salary by Company Size, page 6
- Average Prospects by Employer, page 7
- Plans to Seek a New Job This Year, page 7

2013
CAREER
& SALARY
SURVEY
MEDICAL MARKETING & MEDICAL



LUSTRATION: 2013 © PETER AND MARIA HOEY

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 HCP-only 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.

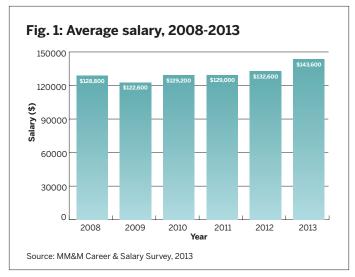
The only sizes of company that posted a reduction in average salary this year were those with revenues of \$5M to \$20M, down 2.0% to \$121.0K. Aside from that, generally it was still the largest companies paying the highest salaries, with companies with revenues greater than \$100M posting average salaries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

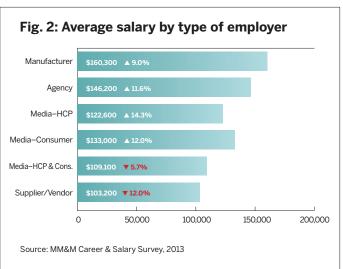
Further to salaries, 65.9% reported they received a bonus (down

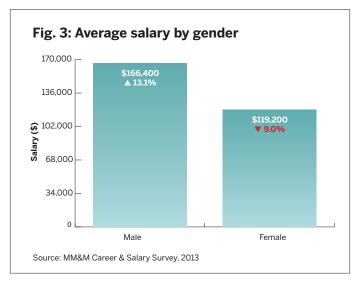
slightly from 66.7% last year), with the average sum received rising slightly from \$31.8K to \$32.3K. Other benefits received were largely comparable to levels in 2012, including medical coverage (received by 82.1% this year vs. 83.4% last year), dental (74.9% vs. 73.3%), retirement (51.6% vs. 54.3%),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

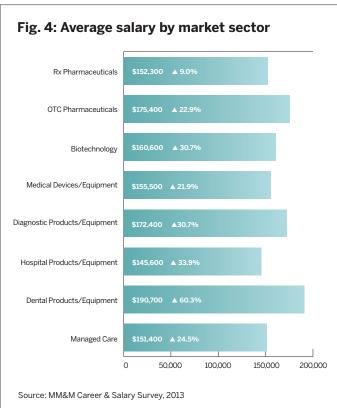
Enjoying the show

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.

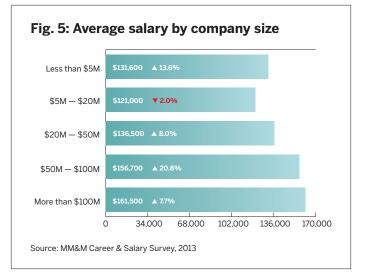
When adding together the "Thoroughly" and "Generally" numbers, Manufacturer employees came out on top in terms of satisfaction (84.8% vs. 79.1% in 2012), followed by Agencies (80.9% vs. 81.2%), and Suppliers (76.7% vs. 70.5%). Note that while Media - HCPs recorded the lowest total satisfaction (70.5%)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

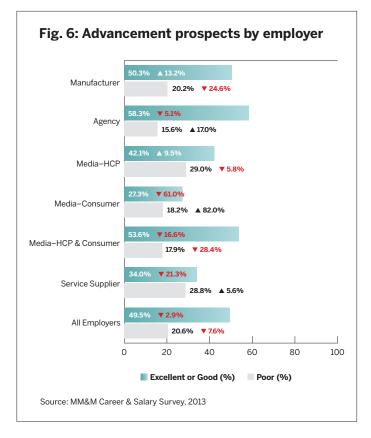


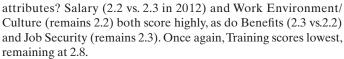
"Excellent" or "Good" – up considerably from 44.4% last year. Far fewer Manufacturer employees said their prospects were "Poor" this year, too (20.2% vs. 26.8% in 2012). Agencies came out on top overall, with 58.3% perceiving their advancement prospects to be "Excellent" or "Good" (vs. 61.4% in 2012)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





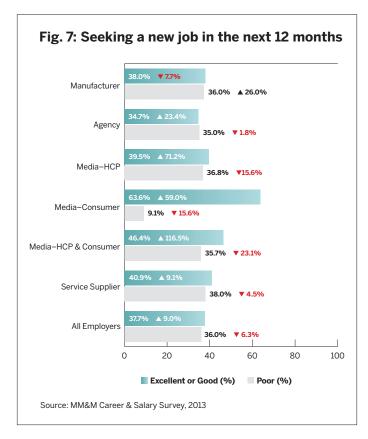
Eyes on the Prize

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.





Employer Characteristics

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

DATA SETS

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

2013
CAREER
& SALARY
SURVEY
MEDICAL MARKETING & MEDICA

MANUFACTURE	R	\$1	60,3	00		A 9	9.0%
Number of respondents	S						385
Employer	Per	cent	Marke	t Sect	or		Percent
Manufacturer	1	0.00	Rx Pha	Pharmaceuticals			56.1
Agency		0.0	OTC P	C Pharmaceuticals			10.1
Media/Publisher - HCP	0.0 Biot			hnolog	gy		22.3
Media/Publisher - Consum	er 0.0 Med			al Devi	ces/Equ	ip	29.6
Media/Publisher - HCP & (0.0	Diagno	stic D	evice/Ed	auip	7.3
Service Supplier					ducts/Ed		6.2
Other		0.0			icts/Equi		1.6
			Manag		′ '	P	1.3
Age	High	74	l Lo	W	26	Avg.	46.6
Sex	Male	59.2	2 Fe	male	40.8		
Years in industry	High	50.0) Lo	W	1.0	Avg.	18.6
Years in position	High	35.0) Lo	W	0.5	Avg.	5.0
Salary (\$000s/yr)	High	985.0) Lo	W	20.0	Avg.	160.3
Commission received?	Yes	3.1)	96.9		
Amount (\$000s/yr)	High	85.0		w	5.0	Avg.	44.3
Bonus received?	Yes	87.3			12.7	7.1.6.	
Amount (\$000s/yr)	High	250.0			20.0	Avg.	82.3
Perceived pay	16	200.0	, 20	**	20.0	7.48.	
vs. peers (%)	More	12.4	l Le	99	42.0	Same	45.7
Employer's gross	<\$5M	12.7		.0.8	\$50-\$		8.7
US revenue (%)	\$5-\$20	M	-	5.5	>100		66.1
OS Tevenue (70)	\$20-\$50M			9.0	>1001	VI	00.1
Position satisfying? (%)	Thorou	ighly	2	28.8	Genera	ally	56.0
	OK Sometimes		. 1	1.5	No		3.7
Advancement	Index	2.4 (4=	Exc. 3	=Good	1 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	1	3.4	Good		36.9
	Fair		2	29.6	Poor		20.2
How current job	Promo	ted	4	8.8	Exec S	Search	11.8
was acquired (%)	Hired b	y Comp	any 1	2.6	Own Ir	itiative	23.1
Benefits received (%)	Signing	g Bonus	2	20.2	Retirer	ment	52.4
	Car		1	5.0	Medica	al	82.6
	Dental		7	6.7	Stock		61.2
Factors important	Salary			2.6	Enviro	n./Culture	3.1
to job (avg ranking,	Benefit	S		3.9	Loyalty	y to Staff	4.8
1 = most important)	Advano	cement		4.2	Enviro	n./Soc. R	esp.6.8
	Trainin	g		6.4	Job Se	ecurity	4.2
Employer rating	Salary			2.0	Enviro	n./Culture	2.3
(avg rating, 1 = best)	Benefit	S		2.2	Loyalty	y to Staff	2.6
	Advano	ement		2.7		n./Soc. R	
	Trainin	g		2.8	Job Se	ecurity	2.4
Plan to seek a new	Yes		3	38.0	No		37.2
job this year? (%)							
New job motivation (%)	Salary	/Benefits	s 1	9.6	Advan	cement	26.3
		nt Part o		3.4	Need a	a Change	5.6
		t of Indu		1.1	Job Se	_	6.2
		n./Cultur	-	24.0	Other	· · · · · · · · ·	14.0
Method for seeking		tmentAge		2.2		g Contac	
new job (avg ranking,	Job Ad			3.3		ct Compa	
1=most likely)	Post R			4.0	Jontal	Joinpa	
	1 001 11	Courill					

AGENCY		\$1	▲11.6 %			
Number of respondent	S					318
Employer	Per	rcent	Market Sec	ctor		Percent
Manufacturer		0.0	Rx Pharma	Pharmaceuticals		
Agency	1	0.00	OTC Pharm	aceuticals		20.4
Media/Publisher - HCP		0.0	Biotechnolo	technology		
Media/Publisher - Consun	ner	0.0	Medical De	vices/Equi	p	27.0
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/Eq	uip	15.4
Service Supplier		0.0	Hospital Pro			8.2
Other		0.0	Dental Prod			4.4
			Managed C			13.8
Age	High	67	' Low	22	Avg.	41.1
Sex	Male	45.3	B Female	54.7		
Years in industry	High	43.0) Low	0.3	Avg.	13.3
Years in position	High	33.0) Low	0.3	Avg.	4.1
Salary (\$000s/yr)	High	1280.0) Low	22.0	Avg.	146.2
Commission received?	Yes	6.0) No	94.0		
Amount (\$000s/yr)	High	75.0) Low	2.5	Avg.	26.2
Bonus received?	Yes	58.2	2 No	41.8		
Amount (\$000s/yr)	High	600.0) Low	10.0	Avg.	165.5
Perceived pay						
vs. peers (%)	More	11.0) Less	46.1	Same	42.9
Employer's gross	<\$5M		12.0	\$50-\$1	.00M	11.0
US revenue (%)	\$5-\$20	MC	39.3	>100N	1	15.6
	\$20-\$5	50M	22.1			
Position satisfying? (%)	Thorou	ıghly	18.4	Genera	ılly	62.5
	OK Sor	metimes	13.7	No		5.4
Advancement	Index	2.6 (4=	Exc. 3=Goo	od 2=Fair :	l=Poor)	
prospects (%)	Excelle	ent	16.9	Good		41.4
	Fair		26.1	Poor		15.6
How current job	Promo	ted	36.4	Exec S	earch	13.0
was acquired (%)	Hired b	y Comp	any 19.6	Own In	itiative	26.0
Benefits received (%)	Signing	g Bonus	8.9	Retiren	nent	46.9
	Car		4.9	Medica	ıl	80.4
	Dental		71.4	Stock		21.9
Factors important	Salary		2.4	Enviror	./Culture	3.1
to job (avg ranking,	Benefit	ts	4.3	Loyalty	to Staff	4.4
1 = most important)	Advano	cement	4.3	Enviror	./Soc. R	esp.7.1
	Training	g	6.3	Job Se	curity	4.0
Employer rating	Salary		2.4	Enviror	./Culture	2.1
(avg rating, 1 = best)	Benefit	ts	2.4	Loyalty	to Staff	2.2
	Advano	cement	2.5	Enviror	./Soc. R	esp.2.6
	Training	g	2.8	Job Se	curity	2.2
Plan to seek a new	Yes		34.7	No		35.0
job this year? (%)						
New job motivation (%)	Salary,	/Benefits	34.5	Advanc	ement	13.8
	Differe	nt Part c	of Ind 9.0	Need a	Change	6.9
	Get ou	t of Indu	stry 13.1	Job Se	curity	2.8
	Enviror	n./Cultur	e 11.7	Other		8.3
Method for seeking	Recruit	tmentAg	ency 2.3	Existing	g Contact	s 1.8
new job (avg ranking,	Job Ad	ls	3.3	Contac	t Compai	nies 3.6
1=most likely)	Post R	esume	4.1			

MEDIA/PUB. - HCPS ONLY

\$122,600

14.4%

Number of respondents 38 **Market Sector** Percent **Employer** Percent Manufacturer 0.0 Rx Pharmaceuticals 73.7 Agency 0.0 **OTC Pharmaceuticals** 15.8 Media/Publisher - HCP 100.0 Biotechnology 18.4 Media/Publisher - Consumer 42.1 0.0 Medical Devices/Equip Media/Publisher - HCP & Consmr. 0.0 Diagnostic Device/Equip 26.3 Service Supplier 0.0 10.5 Hospital Products/Equip. Other 0.0 Dental Products/Equip 2.6 13.2 Managed Care 46.7 High 65 27 Age Iow Avg. Male 36.8 Female 63.2 Sex 37.0 Years in industry High Low 3.0 Avg. 17.1 Years in position High 30.0 Low 1.0 Avg. 7.5 500.0 122.6 Salary (\$000s/yr) High Low 26.0 Avg. 39.5 60.5 No Commission received? Yes Amount (\$000s/yr) 162.5 25.0 High Low Avg. 69.5 44.7 Bonus received? Yes 55.3 No Amount (\$000s/yr) High 275.0 Low 15.0 78.6 Avg. Perceived pay 34.2 More 13.2 52.6 Same vs. peers (%) Less <\$5M 13.2 \$50-\$100M 7.9 Employer's gross 29.0 US revenue (%) \$5-\$20M >100M 15.8 \$20-\$50M 34.2 34.2 29.0 Position satisfying? (%) Thoroughly Generally 26.3 10.5 **OK Sometimes** No Advancement Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor) 15.8 26.3 prospects (%) Excellent Good Fair 29.0 Poor 29.0 35.1 How current job Promoted Exec Search 13.5 was acquired (%) 16.2 Own Initiative Hired by Company 32.4 Benefits received (%) Signing Bonus 6.5 Retirement 32.3 22.6 Medical 87.1 Car Dental 67.7 Stock 16.1 2.5 Environ./Culture **Factors important** Salary 3.7 3.6 4.8 Benefits Loyalty to Staff to job (avg ranking, 1 = most important) Advancement 5.2 Environ./Soc. Resp. 6.7 5.9 Job Security Training 3.6 **Employer rating** Salary 2.2 Environ./Culture 2.6 (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff 2.6 Advancement 2.6 Environ./Soc. Resp. 2.8 3.0 Job Security 2.5 Training 39.5 36.8 Plan to seek a new Yes No job this year? (%) 15.0 10.0 New job motivation (%) Salary/Benefits Advancement Different Part of Ind 15.0 0.0 Need a Change Get out of Industry 5.0 Job Security 5.0 Environ./Culture 50.0 0.0 Other Method for seeking RecruitmentAgency 2.3 **Existing Contacts** new job (avg ranking, Job Ads 3.1 Contact Companies 3.7

Post Resume

1=most likely)

3.7

MEDIA/PUB. - CONS. ONLY \$133,000 ▲12.0%

Number of respondent	c						11
Employer	Per	cent		et Sec		ı	Percent
Manufacturer		0.0			euticals		81.8
Agency		0.0		C Pharmaceuticals			45.5
Media/Publisher - HCP		0.0		chnolo	0,		36.4
Media/Publisher - Consun		0.00			rices/Equ		36.4
Media/Publisher - HCP &	Consmr.				Device/Ed		18.2
Service Supplier		0.0			ducts/Ed		27.3
Other		0.0			ucts/Equ	ip	9.1
			Mana	aged Ca	are		27.3
Age	High	60) L	.OW	36	Avg.	46.3
Sex	Male	45.5	5 F	emale	54.6		
Years in industry	High	32.0) L	.OW	3.0	Avg.	15.7
Years in position	High	17.0) L	.OW	1.0	Avg.	7.5
Salary (\$000s/yr)	High	230.0) L	.OW	45.0	Avg.	133.0
Commission received?	Yes	18.2	2	10	81.8		
Amount (\$000s/yr)	High	100.0) L	.OW	40.0	Avg.	70.0
Bonus received?	Yes	54.6	5 N	10	45.5		
Amount (\$000s/yr)	High	120.0) L	.OW	17.5	Avg.	49.5
Perceived pay							
vs. peers (%)	More	36.4	1 L	.ess	54.6	Same	9.1
Employer's gross	<\$5M			9.1	\$50-\$	100M	9.1
US revenue (%)	\$5-\$20			27.3	>1001	M	36.4
	\$20-\$5	MO		18.2			
Position satisfying? (%)	Thorou	ghly		10.0	Gener	ally	60.0
	OK Sor	netimes	;	30.0	No		0.0
Advancement	Index 2	2.3 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		18.2	Good		9.1
	Fair			54.6	Poor		18.2
How current job	Promot	ted		18.2	Exec S	Search	27.3
was acquired (%)	Hired b	y Comp	any	9.1	Own Ir	nitiative	45.5
Benefits received (%)	Signing	Bonus		28.6	Retire	ment	71.4
	Car			0.0	Medic	al	57.1
	Dental			57.1	Stock		14.3
Factors important	Salary			1.5		n./Culture	
to job (avg ranking,	Benefit			5.5		y to Staff	4.5
1 = most important)	Advanc			3.9		n./Soc. R	
	Training	3		6.5	Job Se		4.7
Employer rating	Salary			2.7		n./Culture	
(avg rating, 1 = best)	Benefit			2.5		y to Staff	2.5
	Advanc			3.0		n./Soc. R	
	Training	3		3.5		ecurity	2.3
Plan to seek a new	Yes			63.6	No		9.1
job this year? (%)	Salance	Benefits		28.6	\\ dv \\ \cap \\	camont	28.6
New job motivation (%)						cement	
		nt Part (a Change	0.0
		t of Indu	-	14.3		ecurity	0.0
Mothod for cooling		./Cultur		0.0	Other	a Canta	0.0
Method for seeking		mentAg	ency	2.4		g Contact	
new job (avg ranking,	Job Ad			2.7	Conta	ct Compa	mes 4.0
1=most likely)	Post Re	esurrie		4.0			

MEDIA/PUB. - HCP AND CONS. \$109,100 ▼5.7%



Number of respondent	:s						29
Employer	Per	cent	Mar	ket Sect	or		Percent
Manufacturer		0.0	Rx P	harmace	euticals		72.4
Agency		0.0	OTC	Pharma	ceuticals	S	34.5
Media/Publisher - HCP		0.0	Biote	echnolog		24.1	
Media/Publisher - Consun	ner	0.0	Med	ical Devi	iip	24.1	
Media/Publisher - HCP &	Consmr.1	0.001	Diag	nostic D	quip	10.3	
Service Supplier		0.0	Hosp	oital Pro	17.2		
Other		0.0	Dent	al Produ	cts/Equ	ip	10.3
			Man	aged Ca	re		10.3
Age	High	60) [_OW	25	Avg.	37.5
Sex	Male	58.6	5 F	emale	41.4		
Years in industry	High	32.0) [_OW	2.0	Avg.	11.8
Years in position	High	19.0) [_OW	1.0	Avg.	4.1
Salary (\$000s/yr)	High	270.0) [_OW	36.0	Avg.	109.1
Commission received?	Yes	34.5	1 6	Vo	65.5		
Amount (\$000s/yr)	High	250.0) [_OW	8.5	Avg.	85.0
Bonus received?	Yes	48.3	3 [Vo	51.7		
Amount (\$000s/yr)	High	60.0) [_OW	0.8	Avg.	28.3
Perceived pay							
vs. peers (%)	More	10.7	7 L	_ess	50.0	Same	39.3
Employer's gross	<\$5M			24.1	\$50-\$	100M	13.8
US revenue (%)	\$5-\$20 \$20-\$5			27.6 3.5	>100	M	31.0
Position satisfying? (%)	Thorou			21.4	Gener	allv	53.6
		netimes	;	17.9	No	,	7.1
Advancement	Index	2.5 (4=	Exc.	3=G000	l 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		14.3	Good		39.3
	Fair			28.6	Poor		17.9
How current job	Promot	ted		28.6	Exec S	Search	14.3
was acquired (%)	Hired b	y Comp	any	21.4	Own Ir	nitiative	32.1
Benefits received (%)	Signing	Bonus		13.0	Retire	ment	60.9
	Car			4.4	Medic	al	82.6
	Dental			73.9	Stock		43.5
Factors important	Salary			1.9	Enviro	n./Culture	e 4.3
to job (avg ranking,	Benefit	S		4.5	Loyalt	y to Staff	4.6
1 = most important)	Advanc	ement		4.6	Enviro	n./Soc. F	Resp. 7.1
	Training	g		6.0	Job Se	ecurity	3.1
Employer rating	Salary			2.1	Enviro	n./Culture	e 2.3
(avg rating, 1 = best)	Benefit	S		2.3	Loyalt	y to Staff	2.3
	Advanc	ement		2.8	Enviro	n./Soc. F	Resp. 2.5
	Training	g		2.8	Job Se	ecurity	2.2
Plan to seek a new	Yes			46.4	No		35.7
job this year? (%)							
New job motivation (%)	Salary/	Benefits	6	26.7	Advan	cement	26.7
	Differe	nt Part o	of Ind	0.0	Need	a Change	6.7
	Get out	of Indu	stry	6.7	Job Se	ecurity	13.3
	Environ	./Cultur	e_	13.3	Other		6.7
Method for seeking	Recruit	mentAg	ency	2.7	Existin	g Contac	ts 2.0
new job (avg ranking,	Job Ad	S		2.9	Conta	ct Compa	nies 3.7
1=most likely)	Post Re	esume		3.8			

OTHER MEDIA

\$146,000

24.5%

				, , , , ,			
Number of respondent	:s						90
Employer	Per	cent	Mar	ket Sec	tor	F	Percent
Manufacturer		0.0	Rx P	harmac	euticals		67.8
Agency		0.0	OTC	Pharma	aceuticals	5	21.1
Media/Publisher - HCP		0.0	Biote	echnolo	gy		41.1
Media/Publisher - Consun	ner	0.0	Med	dical Devices/Equip			32.2
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic [Device/Ed	quip	18.9
Service Supplier	1	0.00	Hos	pital Pro	ducts/Eq	luip.	6.7
Other		0.0	Dent	tal Prodi	ucts/Equi	ip	6.7
			Man	aged Ca	are		12.2
Age	High	7	1 I	_OW	23	Avg.	45.8
Sex	Male	57.	8 I	emale	42.2		
Years in industry	High	49.	0 I	_OW	1.0	Avg.	17.5
Years in position	High	35.	0 I	_OW	0.3	Avg.	6.6
Salary (\$000s/yr)	High	850.	0 I	_OW	37.5	Avg.	146.0
Commission received?	Yes	24.	4 I	Vo	75.6		
Amount (\$000s/yr)	High	150.	0 I	_OW	2.4	Avg.	48.6
Bonus received?	Yes	56.	7 I	Vo	43.3		
Amount (\$000s/yr)	High	175.	0 I	_OW	1.0	Avg.	68.4
Perceived pay							
vs. peers (%)	More	8.	0 I	_ess	59.1	Same	33.0
Employer's gross	<\$5M			27.8	\$50-\$3	100M	8.9
US revenue (%)	\$5-\$20	MC		24.4	>1001	VI	26.7
	\$20-\$5	50M		12.2			
Position satisfying? (%)	Thorou	ghly		31.0	Genera	ally	48.3
	OK Sor	metime	S	10.3	No		10.3
Advancement	Index	2.2 (4=	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		7.8	Good		34.4
	Fair			32.2	Poor		25.6
How current job	Promo	ted		30.3	Exec S	Search	7.9
was acquired (%)	Hired b	y Com	pany	16.9	Own In	itiative	36.0
Benefits received (%)	Signing	g Bonus	;	12.5	Retirer	ment	51.4
	Car			12.5	Medica	al	88.9
	Dental			84.7	Stock		30.6
Factors important	Salary			2.4	Enviro	n./Culture	3.2
to job (avg ranking,	Benefit	:S		4.1		y to Staff	4.3
1 = most important)	Advanc	ement		4.5		n./Soc. Re	esp.7.0
	Training	g		6.7	Job Se	ecurity	3.8
Employer rating	Salary			2.4	Enviro	n./Culture	2.0
(avg rating, 1 = best)	Benefit	:S		2.4	Loyalty	y to Staff	2.2
	Advanc	ement		2.8	Enviro	n./Soc. Re	esp.2.4
	Training	g		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes			36.0	No		34.8
job this year? (%)							
New job motivation (%)		/Benefit		45.5		cement	15.9
		nt Part				a Change	9.1
		t of Indi	-	0.0	Job Se	ecurity	2.3
		n./Cultu		18.2	Other		4.6
Method for seeking		mentAg	gency			g Contact	
new job (avg ranking,	Job Ad			3.1	Contac	ct Compar	nies 3.6
1=most likely)	Post R	esume		3.8			

SERVICE SUPPL	.IER		\$103,20	00).6 %	
Number of respondent	ts					137	
Employer	Per	cent	Market Se	ctor		Percent	
Manufacturer		0.0	Rx Pharma	ceuticals		29.9	
Agency		0.0	OTC Pharn	naceutical	S	15.3	
Media/Publisher - HCP		0.0	Biotechnol	echnology			
Media/Publisher - Consur	ner	0.0	Medical De	evices/Equ	qiı	16.1	
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/E	quip	15.3	
Service Supplier		0.0	Hospital Pr	roducts/E	quip.	16.1	
Other	1	0.00	Dental Pro	ducts/Equ	ıip	2.2	
			Managed (Care		13.9	
Age	High	76	5 Low	27	Avg.	49.2	
Sex	Male	46.0) Female	54.0			
Years in industry	High	54.0) Low	2.0	Avg.	17.1	
Years in position	High	35.0	Low	0.5	Avg.	7.3	
Salary (\$000s/yr)	High	392.0) Low	29.0	Avg.	103.2	
Commission received?	Yes	5.8	B No	94.2			
Amount (\$000s/yr)	High	150.0) Low	12.0	Avg.	60.9	
Bonus received?	Yes	37.2	? No	62.8			
Amount (\$000s/yr)	High	108.0) Low	1.0	Avg.	43.5	
Perceived pay							
vs. peers (%)	More	9.6	Less	53.7	Same	36.8	
Employer's gross	<\$5M		28.8	\$50-\$	100M	11.4	
US revenue (%)	\$5-\$20	M	26.5	>100		25.0	
	\$20-\$5		8.3				
Position satisfying? (%)	Thorou		30.7	Gener	ally	46.0	
, , ,		netimes	13.1	No	,	10.2	
Advancement	Index	2.2 (4=	Exc. 3=Go	od 2=Fair	1=Poor)		
prospects (%)	Excelle	nt	9.8	Good	Good		
	Fair		37.1	Poor		28.8	
How current job	Promo	ted	16.9	Exec	Search	9.6	
was acquired (%)	Hired b	y Comp	any 21.3	Own I	nitiative	41.2	
Benefits received (%)		g Bonus	7.6	Retire		61.9	
	Car	,	7.6		Medical		
	Dental		72.4	Stock		80.0 15.2	
Factors important	Salary		2.7		n./Culture		
to job (avg ranking,	Benefit	·s	4.2		y to Staff		
1 = most important)	Advano		5.0		n./Soc. F		
_ ·o. important	Training		6.1		ecurity	3.6	
Employer rating	Salary		2.3		n./Culture		
(avg rating, 1 = best)	Benefit	S	2.5		y to Staff		
1	Advanc		2.9		n./Soc. F		
	Trainin		2.8		ecurity	2.2	
Plan to seek a new	Yes	0	40.9	No No	Courty	38.0	
job this year? (%)	100		70.5	140		50.0	
New job motivation (%)	Salary	/Benefits	26.4	Advar	cement	15.3	
job mouvadon (70)		nt Part o			a Change		
		t of Indu			_		
			•		ecurity	11.1	
Mothod for analytics		n./Cultur		Other		13.9	
Method for seeking		mentAg	-		ng Contac		
new job (avg ranking,	Job Ad		2.6	Conta	ct Compa	iiiles 3.9	
1=most likely)	Post R	esume	3.5				

REVENUE UNDE	R \$5	MIL	\$	131,6	00		3.5%
Number of responden	ts						154
Employer	Per	cent	Mark	et Sect	or		Percen
Manufacturer		26.6	Rx Ph	narmace	euticals		53.3
Agency		24.0	OTC	Pharma	ceuticals	S	15.6
Media/Publisher - HCP		3.3	Biote	Biotechnology			
Media/Publisher - Consur	ner	0.7	Media	cal Devi	ces/Equ	iip	26.6
Media/Publisher - HCP &	Consmr.	4.6	Diagr	nostic D	14.3		
Service Supplier		16.2	Hosp	ital Pro	ducts/Ed	quip.	10.4
Other		24.7	Denta	al Produ	icts/Equ	ip	3.3
			Mana	iged Ca	re		9.1
Age	High	75	5 L	OW	23	Avg.	47.9
Sex	Male	53.9) F	emale	46.1		
Years in industry	High	49.0) L	OW	1.0	Avg.	17.8
Years in position	High	35.0) L	OW	0.5	Avg.	6.2
Salary (\$000s/yr)	High	750.0) L	OW	22.0	Avg.	131.6
Commission received?	Yes	14.9) N	lo	85.1		
Amount (\$000s/yr)	High	150.0) L	OW	5.0	Avg.	43.3
Bonus received?	Yes	42.2		lo	57.8		
Amount (\$000s/yr)	High	250.0		OW	20.0	Avg.	82.3
Perceived pay	6					7.1.6.	02.1
vs. peers (%)	More	10.5	5 1	ess	53.6	Same	36.0
Employer's gross	<\$5M	10.0		00.0	\$50-\$		0.0
US revenue (%)	\$5-\$20	M	1	0.0	>100		0.0
OS revenue (70)	\$20-\$5			0.0	>1001	VI	0.0
Position satisfying? (%)	Thorou	ghly		34.0	Gener	ally	50.3
, , ,		netimes	;	11.8	No		3.9
Advancement	Index	2.4 (4=	Exc. 3	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle			17.5	Good		30.2
	Fair			24.8	Poor		27.5
How current job	Promo	ted		13.8	Exec S	Search	8.6
was acquired (%)	Hired b	y Comp	anv	21.7	Own Ir	nitiative	43.4
Benefits received (%)		Bonus		7.6	Retire		33.1
	Car	,		11.0	Medic	82.2	
	Dental			61.9	Stock		34.8
Factors important	Salary			2.6		n./Cultur	
to job (avg ranking,	Benefit	·s		4.3		y to Staff	
1 = most important)		ement		4.8	-	n./Soc. F	
z = most important,	Training			6.1		ecurity	3.8
Employer rating	Salary	5		2.4		n./Cultur	
(avg rating, 1 = best)	Benefit	·c		2.4		y to Staff	
(avg rading, 2 – boot)		ement		2.6	-	n./Soc. F	
	Training			2.9		ecurity	2.2
Plan to seek a new	Yes	5		31.2	No	Journey	45.5
job this year? (%)	163			J1.L	110		73.0
New job motivation (%)	Salary	/Benefits	S	45.2	Advan	cement	9.7
100 111001400011 (70)		nt Part o		1.6		a Change	
		t of Indu		1.6		_	
			-			ecurity	8.1
Mashad for and		n./Cultur		12.9	Other	ω O=:-1:	14.5
Method for seeking		mentAg	ency	2.6		ng Contac	
new job (avg ranking,	Job Ad			3.1	Conta	ct Compa	anies 3.7
1=most likely)	Post R	esume		3.6			

REVENUE \$5 MIL-\$20 MIL \$121,000



Number of respondent	:s						22
Employer	Per	cent	Mark	et Sect	or		Percer
Manufacturer		9.5	Rx Pl	Pharmaceuticals			69.
Agency		54.8	OTC	C Pharmaceuticals			17.
Media/Publisher - HCP		5.0	Biote	echnology			27.
Media/Publisher - Consun	ner	1.4		cal Devi	29.		
Media/Publisher - HCP &	Consmr.	3.6	Diagi	nostic D	evice/E	guip	14.
Service Supplier		10.0			ducts/Ed		10.
Other		15.8			icts/Equ		6.
ou.o.		20.0		aged Ca			12.
Age	High	69	9 L	.OW	23	Avg.	42.
Sex	Male	43.0) F	emale	57.0		
Years in industry	High	50.0) L	.OW	0.5	Avg.	14.
Years in position	High	30.0		.OW	0.5	Avg.	5.
Salary (\$000s/yr)	High	400.0		.OW	36.0	Avg.	121.
Commission received?	Yes	13.6		lo	86.4	7.48.	121.
Amount (\$000s/yr)	High	175.0		.OW	2.4	Avg.	50.
Bonus received?	Yes	53.4		lo	46.6	7.48.	
Amount (\$000s/yr)	High	600.0		.OW	10.0	Avg.	165.
Perceived pay	IIIgii	000.0		.Ovv	10.0	/wg.	100.
vs. peers (%)	More	5.0) I	ess	55.0	Same	40.
Employer's gross	<\$5M	5.0	, .	0.0	\$50-\$		0.
US revenue (%)	\$5-\$20	M	1	.00.0	>100		0.
03 revenue (76)	\$20-\$5		1	0.0	>1001	VI	0.
Position satisfying? (%)	Thorou			17.8	Gener	ally	53.
rosidon sadsiying: (70)		netimes		17.8	No	ally	10.
Advancement						1=Poor)	10.
prospects (%)	Excelle		LXC.	3=0000 12.7	Good	1=1 001)	35.
prospects (70)	Fair	iii		24.6	Poor		27.
How current job	Promo	tod		31.7		Search	10.
-		ieu by Comp		21.3		nitiative	32.
was acquired (%) Benefits received (%)			ally	8.7			
Benefits received (%)		g Bonus			Retire		49. 82.
	Car			8.7	Medic	aı	
	Dental			74.5	Stock	· (O II · · ·	24.
Factors important	Salary			2.4		n./Cultur	
to job (avg ranking,	Benefit			4.2		y to Staff	
1 = most important)		cement		4.6		n./Soc. F	
	Trainin	g		6.3	Job Se		3.
Employer rating	Salary			2.4		n./Cultur	
(avg rating, 1 = best)	Benefit			2.4		y to Staff	
	Advano	cement		2.7		n./Soc. F	
	Trainin	g		2.9	Job Se	ecurity	2.
Plan to seek a new	Yes			41.2	No		31.
ob this year? (%)							
New job motivation (%)		/Benefits		25.7		cement	16.
	Differe	nt Part o	of Ind	8.9	Need	a Change	9.
	Get ou	t of Indu	stry	11.5	Job Se	ecurity	6.
	Enviror	n./Cultur	e	17.7	Other		3.
Method for seeking	Recruit	tmentAg	ency	2.4	Existin	g Contac	ts 1.
new job (avg ranking,	Job Ad	s		3.0	Conta	ct Compa	nies 3.
1=most likely)	Doot D	esume		4.0			

REVENUE \$20 MIL-\$50 MIL \$136,500 ▲8.0%

Manufacturer 24.3 Rx Pharmaceuticals 7 Agency 48.6 OTC Pharmaceuticals 1 Media/Publisher - HCP 9.3 Biotechnology 2 Media/Publisher - Consumer 1.4 Medical Devices/Equip 3 Media/Publisher - HCP & Consmr. 0.7 Diagnostic Device/Equip 3 Serx Male 43.6 Female Products/Equip Other 7.9 Dental Products/Equip Age High 69 Low 23 Avg. 4 Sex Male 43.6 Female 56.4 4 Years in industry High 35.0 Low 0.3 Avg. 1 Years in position High 35.0 Low 20.0 Avg. 13 Commission received? Yes 8.6 No 91.4 A Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0	Number of respondent	s						140
Manufacturer 24.3 Rx Pharmaceuticals 7 Agency 48.6 OTC Pharmaceuticals 1 Media/Publisher - HCP 9.3 Biotechnology 2 Media/Publisher - Consumer 1.4 Medical Devices/Equip 3 Media/Publisher - HCP & Consmr. 0.7 Diagnostic Device/Equip 1 Service Supplier 7.9 Dental Products/Equip 1 Media/Publisher - HCP & Consmr. 7.9 Dental Products/Equip 4 Media/Publisher - HCP & Consmr. 7.9 Dental Products/Equip 4 Managed Care Age High 69 Low 23 Avg. 4 Sex Male 43.6 Fernale 56.4 4 Years in josition High 35.0 Low 0.3 Avg. 1 Salary (S00os/yr) High 392.0 Low 20.0 Avg. 13 Commission received? Yes 8.6 No 91.4 4 Amount (\$000s/yr) High 37.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Avg. 7	Employer	Per	cent	Mar	ket Sec	tor	ı	Percent
Media/Publisher - HCP 9.3 Biotechnology 2 Media/Publisher - Consumer 1.4 Medical Devices/Equip 3 Media/Publisher - HCP & Consmr. 0.7 Diagnostic Device/Equip 1 Service Supplier 7.9 Hospital Products/Equip 1 Managed Care Age High 69 Low 23 Avg. 4 Sex Male 43.6 Female 56.4 Years in industry High 45.0 Low 1.0 Avg. 1 Years in position High 35.0 Low 20.0 Avg. 13 Commission received? Yes 8.6 No 91.4 Amount (\$000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Awg. 7 Perceived day Yes 65.0 No 35.0 Avg. 7 Versceed (%) S5-\$20M 0.0<			24.3	Rx F	Pharmac	euticals		73.6
Media/Publisher - Consumer 1.4 Medical Devices/Equip 3 Media/Publisher - HCP & Consmr. 0.7 Diagnostic Device/Equip 1 Service Supplier 7.9 Hospital Products/Equip Other 7.9 Dental Products/Equip Age High 69 Low 23 Avg. 4 Sex Male 43.6 Female 56.4 7 Years in industry High 45.0 Low 1.0 Avg. 1 Years in position High 35.0 Low 20.0 Avg. 1 Commission received? Yes 8.6 No 91.4 Amount (S000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Awg. 5 Bonus received? Yes 65.0 No 35.0 Awg. 7 Perceived pay vs. peers (%) More 15.7 Less 48.6 Same 3	Agency		48.6	OTO) Pharma	aceuticals	3	17.1
Media/Publisher - Consumer 1.4 Medical Devices/Equip 3 Media/Publisher - HCP & Consmr. 0.7 Diagnostic Device/Equip 1 Service Supplier 7.9 Hospital Products/Equip Other 7.9 Dental Products/Equip Age High 69 Low 23 Avg. 4 Sex Male 43.6 Female 56.4 7 Years in industry High 45.0 Low 1.0 Avg. 1 Years in position High 35.0 Low 20.0 Avg. 1 Commission received? Yes 8.6 No 91.4 Amount (S000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Awg. 5 Bonus received? Yes 65.0 No 35.0 Awg. 7 Perceived pay vs. peers (%) More 15.7 Less 48.6 Same 3	Media/Publisher - HCP		9.3	Biot	echnolo	gv		22.9
Media/Publisher - HCP & Consmr. 0.7 Diagnostic Device/Equip 1.	•	ner	1.4				ip	34.3
Service Supplier 7.9	•		0.7			, ,	•	14.3
Other 7.9 Dental Products/Equip Age High 69 Low 23 Avg. 4 Sex Male 43.6 Female 56.4 Years in industry High 45.0 Low 1.0 Avg. 1 Years in position High 35.0 Low 0.3 Avg. 13 Commission received? Yes 8.6 No 91.4 Amount (\$000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 7 Perceived pay Vs. 65.0 No 35.0 Amount (\$000s/yr) More 15.7 Less 48.6 Same 3 Employer's gross <\$50 More 15.7 Less 48.6 Same 3 US revenue (%) \$5.\$20M 0.0 >50.00M \$0.0 >1				•		,		9.3
Managed Care								1.4
Sex Male 43.6 Female 56.4						′ '	P	8.6
Years in industry High 45.0 Low 1.0 Avg. 1 Years in position High 35.0 Low 0.3 Avg. Salary (\$000s/yr) High 392.0 Low 20.0 Avg. 13 Commission received? Yes 8.6 No 91.4 Amount (\$000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 7 Perceived pay Vs. peers (%) More 15.7 Less 48.6 Same 3 Employer's gross <\$5M 0.0 \$50-\$100M 200-\$100M	Age	High	6	59	Low	23	Avg.	43.8
Years in position High 35.0 Low 0.3 Avg. Salary (\$000s/yr) High 392.0 Low 20.0 Avg. 13 Commission received? Yes 8.6 No 91.4 Amount (\$000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Awg. 7 Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 7 Perceived pay vs. peers (%) More 15.7 Less 48.6 Same 3 Employer's gross <\$5M		Male	43.	.6	Female	56.4		
Years in position High 35.0 Low 0.3 Avg. Salary (\$000s/yr) High 392.0 Low 20.0 Avg. 13 Commission received? Yes 8.6 No 91.4 Amount (\$000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Awg. 7 Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 7 Perceived pay vs. peers (%) More 15.7 Less 48.6 Same 3 Employer's gross <\$5M	Years in industry	High	45.	.0	Low	1.0	Avg.	15.0
Salary (\$000s/yr) High High 392.0 Low 20.0 Avg. 13 Commission received? Yes 8.6 No 91.4 Amount (\$000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 7 Perceived pay Vs. peers (%) More 15.7 Less 48.6 Same 3 Employer's gross <\$5M 0.0 \$50-\$100M US revenue (%) \$5-\$20M 0.0 >100M \$20-\$50M 100.0 \$100M Position satisfying? (%) Thoroughly 25.9 Generally 60 OK Sometimes 8.6 No Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 13.8 Good 3 Fair 42.0 Poor 1 1 How current job Promoted 40.6 Exec Search 1 was acquired (%) Signing Bonus 12.8 Retirement 5 Car 5.5 Medical 7 Dental 71.6 Stock 2 Factors important 5 alary 2.5 Environ./Culture 5 to job (avg ranking, Benefits 4.1 Loyalty to Staff 4.1 Loyalty to Staff 4.1 Loyalty to Staff 4.1 Advancement 4.4 Environ./Soc. Resp. Training 6.3 Job Security Employer rating (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Advancement 2.6 Environ./Culture 6.8 Job Security Flant to seek a new job this year? (%) Yes 32.9 No 3 New job motivation (%)			35	.0	Low			5.2
Commission received? Yes 8.6 No 91.4 Amount (\$000s/yr) High 100.0 Low 15.0 Avg. 5 Bonus received? Yes 65.0 No 35.0 Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 7 Perceived pay vs. peers (%) More 15.7 Less 48.6 Same 3 Employer's gross <\$5M 0.0 \$50-\$100M 3 2 US revenue (%) \$5-\$20M 0.0 >100M 2 2 3 48.6 Same 3 Employer's gross <\$5M 0.0 \$50-\$100M 3 3 4 6 6 6 6 6 6 7 6 7 6 7 6 7 6 7 6 7 7 8 6 No 8 8 8 8 No 8 8 9 9 9 9 9 <								136.5
Amount (\$000s/yr) High bigh bigh bigh bigh bigh bigh bigh b								
No							Avg.	55.2
Amount (\$000s/yr) High 275.0 Low 15.0 Avg. 7								
Note	Amount (\$000s/vr)				Low		Avg.	78.6
vs. peers (%) More 15.7 Less 48.6 Same 3 Employer's gross <\$5M 0.0 \$50-\$100M US revenue (%) \$5-\$20M 0.0 >100M \$20-\$50M 100.0 Poor 6 Position satisfying? (%) Thoroughly 25.9 Generally 6 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) 7 6 Advancement 13.8 Good 3 Fair 42.0 Poor 1 How current job Promoted 40.6 Exec Search 1 was acquired (%) Hired by Company 10.9 Own Initiative 3 Benefits received (%) Signing Bonus 12.8 Retirement 5 Car 5.5 Medical 7 Dental 71.6 Stock 2 Factors important Salary 2.5 Environ./Culture to job (avg ranking, Benefits 4.1 Loyalty to Staff 1 = most important								
Employer's gross		More	15	7	Less	48.6	Same	35.7
Second S				.,				0.0
\$20-\$50M 100.0		-	M					0.0
Position satisfying? (%) Thoroughly OK Sometimes 8.6 No Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 13.8 Good 3 Fair 42.0 Poor 1 How current job Promoted 40.6 Exec Search 1 was acquired (%) Hired by Company 10.9 Own Initiative 3 Benefits received (%) Signing Bonus 12.8 Retirement 5 Car 5.5 Medical 7 Dental 71.6 Stock 2 Factors important Salary 2.5 Environ./Culture to job (avg ranking, Benefits 4.1 Loyalty to Staff 1 1 = most important) Advancement 4.4 Environ./Soc. Resp. Training 6.3 Job Security Employer rating Salary 2.2 Environ./Culture (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts	00 10101140 (70)					, 1001	••	0.0
OK Sometimes 8.6 No Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 13.8 Good 3 Fair 42.0 Poor 1 How current job Promoted 40.6 Exec Search 1 was acquired (%) Hired by Company 10.9 Own Initiative 3 Benefits received (%) Signing Bonus 12.8 Retirement 5 Car 5.5 Medical 7 Dental 71.6 Stock 2 Factors important Salary 2.5 Environ./Culture to job (avg ranking, Benefits 4.1 Loyalty to Staff 1 1 = most important) Advancement 4.4 Environ./Soc. Resp. Training 6.3 Job Security Employer rating Salary 2.2 Environ./Culture (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts	Position satisfying? (%)					Genera	allv	60.4
Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 13.8 Good 3 Good 3 Fair 42.0 Poor 1 How current job Promoted 40.6 Exec Search 1 was acquired (%) Hired by Company 10.9 Own Initiative 3 Benefits received (%) Signing Bonus 12.8 Retirement 5 Car 5.5 Medical 7 Dental 71.6 Stock 2 Factors important Salary 2.5 Environ./Culture to job (avg ranking, Denefits 4.1 Loyalty to Staff Environ./Soc. Resp. 1 Training 6.3 Job Security Employer rating Salary 2.2 Environ./Culture Environ./Culture (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new job this year? (%) Yes 32.9 No 3 3 Advancement 1 Different Part of Ind Get out of Industry Environ./Culture 8.5 Job Security Job Security Environ./Culture 1 Method for seeking Recru	r condon cadorying. (70)			S			any	5.0
prospects (%) Excellent Fair 42.0 Poor 1 How current job Promoted 40.6 Exec Search Was acquired (%) Penefits received (%) Benefits received (%) Signing Bonus 12.8 Car 5.5 Medical 7 Dental 71.6 Stock 2 Factors important Salary 2.5 Environ./Culture to job (avg ranking, 1 = most important) Advancement Training Advancement Benefits Advancement Advancement Advancement Advancement Benefits Advancement Advancement Advancement Benefits Advancement Advancement Advancement Benefits Advancement Advancement Advancement Benefits B	Advancement						1=Poor)	0.0
Fair 42.0 Poor 1							2 . 00.,	31.2
How current job Promoted 40.6 Exec Search 1 was acquired (%) Hired by Company 10.9 Own Initiative 3 Benefits received (%) Signing Bonus 12.8 Retirement 5 Car 5.5 Medical 7 Dental 71.6 Stock 2 Factors important Salary 2.5 Environ./Culture to job (avg ranking, Benefits 4.1 Loyalty to Staff 1 = most important) Advancement 4.4 Environ./Soc. Resp. Training 6.3 Job Security Employer rating Salary 2.2 Environ./Culture (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts	prospecto (10)							13.0
was acquired (%)Hired by Company10.9Own Initiative3Benefits received (%)Signing Bonus12.8Retirement5Car5.5Medical7Dental71.6Stock2Factors importantSalary2.5Environ./Cultureto job (avg ranking,Benefits4.1Loyalty to Staff1 = most important)Advancement4.4Environ./Soc. Resp.Training6.3Job SecurityEmployer ratingSalary2.2Environ./Culture(avg rating, 1 = best)Benefits2.3Loyalty to StaffAdvancement2.6Environ./Soc. Resp.Training2.8Job SecurityPlan to seek a newYes32.9No3job this year? (%)New job motivation (%)Salary/Benefits33.9Advancement1Different Part of Ind6.8Need a ChangeGet out of Industry8.5Job SecurityEnviron./Culture18.6Other1Method for seekingRecruitmentAgency2.4Existing Contacts	How current job		ted				Search	10.9
Benefits received (%) Signing Bonus Car 5.5 Medical 7 Dental 71.6 Stock 2 Factors important Salary 2.5 Environ./Culture to job (avg ranking, Benefits 4.1 Loyalty to Staff 1 = most important) Advancement Training 6.3 Job Security Employer rating Salary 2.2 Environ./Culture (avg rating, 1 = best) Benefits Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement Different Part of Ind 6.8 Need a Change Get out of Industry Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts	-			nanv				30.4
Car Dental 71.6 Stock 2				. ,				50.5
Dental 71.6 Stock 2		0 0	,			Medica	al	77.1
Factors important to job (avg ranking, Benefits 4.1 Loyalty to Staff 1 = most important) Advancement 4.4 Environ./Soc. Resp. Training 6.3 Job Security Employer rating Salary 2.2 Environ./Culture (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts		Dental			71.6	Stock		28.4
to job (avg ranking, Benefits 4.1 Loyalty to Staff 1 = most important) Advancement 4.4 Environ./Soc. Resp. Training 6.3 Job Security Employer rating Salary 2.2 Environ./Culture (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts	Factors important	Salary				Enviro	n./Culture	3.4
1 = most important) Advancement Training 4.4 Environ./Soc. Resp. Job Security Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture Advancement Advancement Agency 2.6 Environ./Soc. Resp. Training Environ./Soc. Resp. Training Plan to seek a new Job this year? (%) Yes 32.9 No 33.9 Advancement 1 New job motivation (%) Salary/Benefits Salary/Benefits Advancement 33.9 Advancement 1 Different Part of Ind Security Get out of Industry Environ./Culture Security 8.5 Job Security 3 Method for seeking RecruitmentAgency 2.4 Existing Contacts	•	,	S				•	4.5
Training 6.3 Job Security Employer rating Salary 2.2 Environ./Culture (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts								
Employer rating Salary 2.2 Environ./Culture (avg rating, 1 = best) Benefits 2.3 Loyalty to Staff Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts					6.3			3.9
RecruitmentAgency Resp. Reviron./Culture Reviron./Culture Resp. Reviron./Culture Reviron./Cult	Employer rating							
Advancement 2.6 Environ./Soc. Resp. Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts		-	S					2.4
Training 2.8 Job Security Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts	(* 5 * 5,					, ,	·	
Plan to seek a new Yes 32.9 No 3 job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts								2.4
job this year? (%) New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts	Plan to seek a new							37.9
New job motivation (%) Salary/Benefits 33.9 Advancement 1 Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts		-			-	-		-
Different Part of Ind 6.8 Need a Change Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts	· · · · · · · · · · · · · · · · · · ·	Salary	/Benefi	ts	33.9	Advano	cement	10.2
Get out of Industry 8.5 Job Security Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts								6.8
Environ./Culture 18.6 Other 1 Method for seeking RecruitmentAgency 2.4 Existing Contacts							_	5.1
Method for seeking RecruitmentAgency 2.4 Existing Contacts				,			-9	10.2
	Method for seeking						g Contact	
HOW TOO INTE THIRDIES JON 1900 O.C. DURING MININGS	new job (avg ranking,			ر ٠٠٠٠ ل	3.2			
1=most likely) Post Resume 4.0								

REVENUE \$50 MIL-\$100 MIL \$156,700 ▲20.7%

Number of respondent	s						98
Employer	Pei	rcent	Mar	ket Sec	tor		Percent
Manufacturer		33.7	Rx F	harmac	euticals		61.2
Agency		34.7	OTC	C Pharmaceuticals			14.3
Media/Publisher - HCP		3.1	Biot	technology			19.4
Media/Publisher - Consun	ner	1.0	Med	dical Devices/Equip			20.4
Media/Publisher - HCP &	Consmr.	4.1	Diag	gnostic Device/Equip			11.2
Service Supplier		8.2	Hos	pital Pro	ducts/Ed	μip.	10.2
Other		15.3	Den	tal Produ	ıcts/Equ	ip	3.1
			Man	aged Ca	re		6.1
Age	High	6	3 1	Low	27	Avg.	44.3
Sex	Male	51.		Female	49.0		
Years in industry	High	37.	0 1	Low	0.3	Avg.	15.9
Years in position	High	35.	0 1	Low	0.3	Avg.	5.8
Salary (\$000s/yr)	High	985.	0 1	Low	40.0	Avg.	156.7
Commission received?	Yes	6.	1	No	93.9		
Amount (\$000s/yr)	High	120.		Low	25.0	Avg.	69.2
Bonus received?	Yes	64.	3	No	35.7		
Amount (\$000s/yr)	High	120.	0 1	Low	17.5	Avg.	49.5
Perceived pay							
vs. peers (%)	More	11.	3	Less	44.3	Same	44.3
Employer's gross	<\$5M			0.0	\$50-\$		100.0
US revenue (%)	\$5-\$20			0.0	>100	M	0.0
	\$20-\$			0.0			
Position satisfying? (%)	Thorou			21.9	Gener	ally	59.4
		metime		13.5	No		5.2
Advancement	Index	2.4 (4=	=Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		10.4	Good		39.6
	Fair			33.3	Poor		16.7
How current job	Promo			40.6		Search	13.5
was acquired (%)		y Com		17.7		itiative	25.0
Benefits received (%)		g Bonus		7.7	Retire		56.4
	Car			10.3	Medic	al	80.8
	Dental			70.5	Stock		33.3
Factors important	Salary			2.4		n./Cultur	
to job (avg ranking,	Benefit			3.9		y to Staff	
1 = most important)		cement		4.4		n./Soc. F	
	Trainin			6.3	Job Se		4.3
Employer rating	Salary			2.4		n./Cultur	
(avg rating, 1 = best)	Benefit			2.4		y to Staff	
		cement		2.7		n./Soc. F	
	Trainin	g		2.9	Job Se	ecurity	2.5
Plan to seek a new	Yes			39.6	No		33.3
job this year? (%)	0.1	/D : ::	_	00.0	ρ. Ι		100
New job motivation (%)		/Benefit		28.0		cement	16.0
		nt Part				a Change	
		t of Indi	-	4.0	Job Se	ecurity	6.0
		n./Cultu		16.0	Other		20.0
Method for seeking		tmentAg	gency			g Contac	
new job (avg ranking,	Job Ad			3.1	Conta	ct Compa	anies 3.8
1=most likely)	Post R	esume		3.7			

REVENUE OVER \$100 MIL	\$161.500	▲7.7 %
TIL A FIAGE O A FIL GIGG MILE	0101.000	

Media/Publisher - HCP 1.6 Biotechnology 26.7 Media/Publisher - Consumer 1.1 Medical Devices/Equip 26.1 Media/Publisher - HCP & Consmr. 2.4 Diagnostic Device/Equip 11.5 Service Supplier 6.4 Hospital Products/Equip 6.9 Other 8.8 Dental Products/Equip 2.1 Age High 76 Low 22 Avg. 45.5 Sex Male 60.3 Female 39.7 7 Years in industry High 54.0 Low 0.5 Avg. 17.2 Years in position High 22.0 Low 0.3 Avg. 4.8 Salary (\$000s/yr) High 1280.0 Low 26.0 Avg. 16.15 Commission received? Yes 4.0 No 96.0 Avg. 16.5 Bonus received? Yes 84.8 No 15.2 Amount (\$000s/yr) High 60.0 Low 0.8 Avg. 28.3 <th>ILL VEHOL OVER</th> <th>ψισσ</th> <th>14111</th> <th>ΨIO</th> <th>1,000</th> <th></th> <th>1.1 / 0</th>	ILL VEHOL OVER	ψισσ	14111	ΨIO	1,000		1.1 / 0
Manufacturer 66.9 Rx Pharmaceuticals 64.0 Agency 12.8 OTC Pharmaceuticals 16.3 Media/Publisher - HCP 1.6 Biotechnology 26.7 Media/Publisher - HCP & Consmr. 2.4 Diagnostic Device/Equip 26.1 Media/Publisher - HCP & Consmr. 2.4 Diagnostic Device/Equip 6.9 Other 8.8 Dental Products/Equip 2.1 Serv Male 60.3 Female 39.7 Years in industry High 54.0 Low 0.5 Avg. 17.2 Years in position High 22.0 Low 0.3 Avg. 16.15 Commission received? Yes 4.0 No 96.0 Avg. 161.5 Commission received? Yes 44.0 No 96.0 Avg. 56.4 Bonus received? Yes 84.8 No 15.2 Amount (\$000s/yr) High 250.0 Low 5.0 Avg. 56.4 Emours received? Ye	Number of respondent	s					375
Agency	Employer	Per	cent	Market Se	ector	ı	Percent
Media/Publisher - HCP 1.6 Biotechnology 26.7 Media/Publisher - Consumer 1.1 Medical Devices/Equip 26.1 Media/Publisher - HCP & Consumer 2.4 Diagnostic Devices/Equip 11.5 Service Supplier 6.4 Hospital Products/Equip 6.9 Other 8.8 Dental Products/Equip 2.1 Age High 76 Low 22 Avg. 45.5 Sex Male 60.3 Female 39.7 Years in industry High 54.0 Low 0.5 Avg. 17.2 Years in position High 22.0 Low 0.3 Avg. 14.8 Salary (\$000s/yr) High 128.0 Low 26.0 Avg. 16.5 Commission received? Yes 4.0 No 96.0 Amount (\$000s/yr) High 250.0 Low 5.0 Avg. 28.3 Perceived pay Vs. 84.8 No 15.2 Amount (\$000s/yr) High 60.0 <t< td=""><td>Manufacturer</td><td></td><td>66.9</td><td>Rx Pharma</td><td>aceuticals</td><td></td><td>64.0</td></t<>	Manufacturer		66.9	Rx Pharma	aceuticals		64.0
Medical Publisher - Consumer 1.1 Medical Devices/Equip 11.5	Agency		12.8	OTC Pharr	naceutical	S	16.3
Media/Publisher - HCP & Consmr. 2.4 Diagnostic Device/Equip 11.5	Media/Publisher - HCP		1.6	Biotechnol	logy		26.7
Service Supplier	Media/Publisher - Consun	ner	1.1	Medical De	evices/Equ	ajip	26.1
Name	Media/Publisher - HCP &	Consmr.	2.4	Diagnostic	Device/E	quip	11.5
Managed Care 7.2	Service Supplier		6.4	quip.	6.9		
Age High 76 Low 22 Avg. 45.5 Sex Male 60.3 Female 39.7 Years in industry High 54.0 Low 0.5 Avg. 17.2 Years in position High 128.0 Low 26.0 Avg. 4.8 Salary (\$000s/yr) High 1280.0 Low 26.0 Avg. 161.5 Commission received? Yes 4.0 No 96.0 Awg. 56.4 Bonus received? Yes 84.8 No 15.2 Amount (\$000s/yr) High 60.0 Low 0.8 Avg. 28.3 Perceived pay Vs. 84.8 No 15.2 Amount (\$000s/yr) More 13.6 Less 39.8 Same 46.6 Employer's gross <\$5M 0.0 \$50-\$100M 0.0 20.0 \$50-\$100M 0.0 US revenue (%) \$5.\$20M 0.0 \$0.0 \$50-\$100M 0.0 0.0 <td>Other</td> <td></td> <td>8.8</td> <td>Dental Pro</td> <td>ducts/Equ</td> <td>iip</td> <td>2.1</td>	Other		8.8	Dental Pro	ducts/Equ	iip	2.1
Male 60.3 Female 39.7				Managed (Care		7.2
Years in industry High 54.0 Low 0.5 Avg. 17.2 Years in position High 22.0 Low 0.3 Avg. 4.8 Salary (\$000s/yr) High 1280.0 Low 26.0 Avg. 161.5 Commission received? Yes 4.0 No 96.0 Amount (\$000s/yr) High 250.0 Low 5.0 Avg. 56.4 Bonus received? Yes 84.8 No 15.2 Amount (\$000s/yr) High 60.0 Low 0.8 Avg. 28.3 Perceived pay Ves 84.8 No 15.2 Amount (\$000s/yr) High 60.0 Low 0.8 Avg. 28.3 Perceived pay More 13.6 Less 39.8 Same 46.6 Employer's gross <55M 0.0 \$50-\$100M 0.0 US revenue (%) \$5.520M 0.0 \$50-\$100M 0.0 VS revenue (%) \$5.520M 0.0	Age	High	76	5 Low	22	Avg.	45.5
Years in position High 1280.0 Low 26.0 Avg. 161.5 Salary (\$000s/yr) High 1280.0 Low 26.0 Avg. 161.5 Commission received? Yes 4.0 No 96.0 Amount (\$000s/yr) High 250.0 Low 5.0 Avg. 56.4 Bonus received? Yes 84.8 No 15.2 Amount (\$000s/yr) High 60.0 Low 0.8 Avg. 28.3 Perceived pay vs. peers (%) More 13.6 Less 39.8 Same 46.6 Employer's gross <55M 0.0 \$50-\$100M 0.0 US revenue (%) \$5-\$20M 0.0 >100M 100.0 \$20-\$50M 0.0 No 4.9 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 13.7 Good 38.2 Fair 30.7 Poor 17.5 How current job Promoted 48.5 Exec Search 13.5 was acquired (%) Signing Bonus 21.1 Retirement 59.4 Car 13.5 Medical 83.9 Dental 81.6 Stock 53.2 Factors important to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.9 1 = most important) Advancement Advancement 4.2 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.0 Employer rating (avg rating, 1 = best) Benefits 2.1 Advancement 2.7 Environ./Soc. Resp. 2.1 Employer rating (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2	Sex	Male	60.3	B Female	e 39.7		
Salary (\$000s/yr)	Years in industry	High	54.0) Low	0.5	Avg.	17.2
Commission received? Yes 4.0 No 96.0	Years in position	High	22.0) Low	0.3	Avg.	4.8
Amount (\$000s/yr) High bytes 250.0 bytes Low bytes 5.0 bytes Avg. bytes 56.4 bytes Bonus received? Yes bytes 84.8 bytes No 15.2 bytes Avg. bytes 28.3 bytes Perceived pay vs. peers (%) More bytes 13.6 bytes Less bytes 39.8 bytes Same bytes 46.6 bytes Employer's gross <\$5M 0.0 bytes \$50-\$100M 0.0 bytes 0.0 byt	Salary (\$000s/yr)	High	1280.0) Low	26.0	Avg.	161.5
Bonus received? Yes 84.8 No 15.2	Commission received?	Yes	4.0) No	96.0		
Perceived pay Vs. peers (%) More 13.6 Less 39.8 Same 46.6	Amount (\$000s/yr)	High	250.0) Low	5.0	Avg.	56.4
Perceived pay vs. peers (%) More 13.6 Less 39.8 Same 46.6	Bonus received?	Yes	84.8	B No	15.2		
vs. peers (%) More 13.6 Less 39.8 Same 46.6 Employer's gross <\$5M 0.0 \$50-\$100M 0.0 US revenue (%) \$5-\$20M 0.0 >100M 100.0 Sco-\$50M 0.0 100M 100.0 Position satisfying? (%) Thoroughly OK Sometimes 13.0 No 4.9 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) 4.9 4.9 Advancement Prospects (%) Excellent 13.7 Good 38.2 Fair 30.7 Poor 17.5 How current job Promoted 48.5 Exec Search 13.5 was acquired (%) Hired by Company 13.8 Own Initiative 21.0 Benefits received (%) Signing Bonus 21.1 Retirement 59.4 Car 13.5 Medical 83.9 Dental 81.6 Stock 53.2 Factors important Salary 2.5 Environ./Culture 3.2 Factors important Sal	Amount (\$000s/yr)	High	60.0) Low	0.8	Avg.	28.3
Employer's gross	Perceived pay						
US revenue (%) \$5-\$20M 0.0 >100M 100.0 \$20-\$50M 0.0	vs. peers (%)	More	13.6	Less	39.8	Same	46.6
\$20-\$50M 0.0	Employer's gross	<\$5M		0.0	\$50-\$	100M	0.0
Position satisfying? (%) Thoroughly	US revenue (%)	\$5-\$20	M	0.0	>100	M	100.0
OK Sometimes 13.0 No 4.9		\$20-\$5	50M	0.0			
Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) prospects (%) Excellent 13.7 Good 38.2 Fair 30.7 Poor 17.5 How current job Promoted 48.5 Exec Search 13.5 was acquired (%) Hired by Company 13.8 Own Initiative 21.0 Benefits received (%) Signing Bonus 21.1 Retirement 59.4 Car 13.5 Medical 83.9 Dental 81.6 Stock 53.2 Factors important Salary 2.5 Environ./Culture 3.2 Factors important Salary 4.0 Loyalty to Staff 4.9 1 = most important) Advancement 4.2 Environ./Soc. Resp.6.9 Training 6.5 Job Security 4.0 Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp.2.1 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 </td <td>Position satisfying? (%)</td> <td>Thorou</td> <td>ghly</td> <td>28.7</td> <td>Gener</td> <td>ally</td> <td>53.5</td>	Position satisfying? (%)	Thorou	ghly	28.7	Gener	ally	53.5
Excellent		OK Sor	netimes	13.0	No		4.9
Fair 30.7 Poor 17.5	Advancement	Index	2.5 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
How current job was acquired (%) Promoted Hired by Company 48.5 Exec Search 13.5 Benefits received (%) Signing Bonus Car 21.1 Retirement 59.4 Car 13.5 Medical 83.9 Dental 81.6 Stock 53.2 Factors important Salary 2.5 Environ./Culture 3.2 to job (avg ranking, Denefits 4.0 Loyalty to Staff 4.9 1 = most important) Advancement 4.2 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.0 Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Culture 2.3 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new job this year? (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Ch	prospects (%)	Excelle	ent	13.7	Good		38.2
was acquired (%) Hired by Company 13.8 Own Initiative 21.0 Benefits received (%) Signing Bonus 21.1 Retirement 59.4 Car 13.5 Medical 83.9 Dental 81.6 Stock 53.2 Factors important Salary 2.5 Environ./Culture 3.2 to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.9 1 = most important) Advancement 4.2 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.0 Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new job this year? (%) Yes 40.2 No 34.8 job this year? (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change		Fair		30.7	Poor		17.5
Signing Bonus	How current job	Promo	ted	48.5	Exec	Search	13.5
Car 13.5 Medical 83.9 Dental 81.6 Stock 53.2 Factors important Salary 2.5 Environ./Culture 3.2 to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.9 1 = most important) Advancement 4.2 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.0 Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	was acquired (%)	Hired b	y Comp			nitiative	21.0
Pactors important Salary 2.5 Environ./Culture 3.2 to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.9 1 = most important) Advancement 4.2 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.0 Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	Benefits received (%)	Signing	g Bonus	21.1	Retire	ment	59.4
Factors important Salary Definition Salary Salary Salary Salary Environ./Culture Advancement Training Salary Salary		Car		13.5	Medic	al	83.9
to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.9 1 = most important) Advancement 4.2 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.0 Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6		Dental		81.6	Stock		53.2
Training 6.5 Job Security 4.0 Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	Factors important	Salary		2.5	Enviro	n./Culture	3.2
Training 6.5 Job Security 4.0 Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6		Benefit	:S	4.0	Loyalt	y to Staff	4.9
Employer rating Salary 2.0 Environ./Culture 2.3 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	1 = most important)	Advano	ement				esp.6.9
Benefits 2.2 Loyalty to Staff 2.6 Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6		Training	g	6.5	Job S	ecurity	4.0
Advancement 2.7 Environ./Soc. Resp. 2.1 Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	Employer rating	Salary		2.0		•	2.3
Training 2.7 Job Security 2.4 Plan to seek a new Yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	(avg rating, 1 = best)	Benefit	S		,	y to Staff	2.6
Plan to seek a new yes 40.2 No 34.8 job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6		Advano	ement			n./Soc. Re	esp.2.1
job this year? (%) New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6		Trainin	g			ecurity	
New job motivation (%) Salary/Benefits 21.1 Advancement 27.9 Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6		Yes		40.2	No		34.8
Different Part of Ind 5.3 Need a Change 6.3 Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6							
Get out of Industry 1.6 Job Security 4.7 Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	New job motivation (%)	-					
Environ./Culture 22.6 Other 10.5 Method for seeking RecruitmentAgency 2.1 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6						_	6.3
Method for seeking new job (avg ranking, RecruitmentAgency 2.1 Existing Contacts 1.9 Job Ads 3.2 Contact Companies 3.6				,		ecurity	
new job (avg ranking,Job Ads3.2Contact Companies 3.6							
	_		_	-		_	
1=most likely) Post Resume 4.1						ct Compar	nes 3.6
	1=most likely)	Post R	esume	4.1			



Market Sectors

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

DATA SETS

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

2013
CAREER
& SALARY
SURVEY
MEDICAL MARKETING & MEDICAL

RX PHARMACEUTICALS Number of respondents

Employer Manufacturer

Agency

Other

Age

Sex

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 (%)

Advancement

prospects (%)

How current job

was acquired (%)

Factors important

to job (avg ranking,

1 = most important)

(avg rating, 1 = best)

Plan to seek a new

Method for seeking

1=most likely)

new job (avg ranking,

New job motivation (%)

job this year? (%)

Employer rating

Benefits received (%)

Employer's gross US revenue (%)

Position satisfying? (%)

Commission received?

Media/Publisher - Consumer

Media/Publisher - HCP & Consmr.

Percent

32.9

42.7

4.3

1.4

3.2

9.3

6.3

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 7.4

OK Sometimes

74

51.8

48.0

35.0

9.6

1280.0

250.0

66.6

250.0

12.4

\$152.300

Market Sector

Biotechnology

Iow

Low

Low

Low

No

Low

No

Low

Less

12.8

24.1

16.1 23.0

14.7

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

13.6

30.3

39.1

18.6

14.0

12.7

75.0

2.4

4.1

4.3

6.4

2.2

2.3

2.6

2.8

38.3

27.5

5.8

17.6

2.2

3.2

4.0

Female

Rx Pharmaceuticals

OTC Pharmaceuticals

Medical Devices/Equip

Diagnostic Device/Equip

Hospital Products/Equip.

Dental Products/Equip Managed Care

00 🛦	9.0%	OT (
	656	Num
r	Percent	Empl
ıticals	100.0	Manu
euticals	22.3	Agen
1	30.0	Media
es/Equip	24.1	Media
vice/Equip	14.3	Media
ucts/Equip.	8.5	Servi
ts/Equip	3.7	Other
9	9.5	
22 Avg.	43.9	Age
48.2		Sex
0.3 Avg.	16.2	Years
0.3 Avg.	4.8	Years
20.0 Avg.	152.3	Salar
90.4		Comi
2.4 Avg.	58.3	Amou
33.4		Bonu
20.0 Avg.	82.3	Amou
44.2 Same	43.3	vs. po
\$50-\$100M	9.4	Empl
>100M	37.6	US re
Generally	56.2	Posit
No	6.2	
2=Fair 1=Poor)		Adva
Good	37.6	prosp
Poor	18.6	
Exec Search	12.3	How
Own Initiative	24.9	was a
Retirement	52.4	Bene
Medical	81.4	
Stock	39.7	
Environ./Cultur	e 3.2	Facto
Loyalty to Staff	4.6	to job
Environ./Soc. F	Resp. 7.0	1 = n
Job Security	3.9	
Environ./Cultur	e 2.2	Empl
Loyalty to Staff	2.4	(avg
Environ./Soc. F	Resp. 2.4	
Job Security	2.4	
No	35.8	Plan
		job th
Advancement	21.4	New
Need a Change	5.8	
Job Security	5.4	
Other	9.3	
Existing Contac		Meth
Contact Compa		new j
		1_m

C PHARMACEUTICALS

\$160,600

▲30.7%

Number of respondent	S						165
Employer	Pe	rcent	Maı	rket Sec	tor	ı	Percen
Manufacturer		23.6	Rx I	Pharmac	euticals		88.
Agency		39.4	OTO	2 Pharma	aceuticals	S	100.0
Media/Publisher - HCP		3.6	Biot	echnolo	gy		43.
Media/Publisher - Consun	ner	3.0	Med	dical Dev	rices/Equ	iip	44.
Media/Publisher - HCP &	Consmr.	6.1	Diag	gnostic [Device/Ed	quip	30.
Service Supplier		11.5	Hos	pital Pro	ducts/Ed	quip.	20.
Other		12.7	Den	ital Prod	ucts/Equ	ip	10.
			Mar	naged Ca	are		20.
Age	High	6	57	Low	25	Avg.	45.
Sex	Male	56	.4	Female	43.6		
Years in industry	High	40	.0	Low	0.3	Avg.	16.
Years in position	High	35	.0	Low	0.3	Avg.	5.
Salary (\$000s/yr)	High	1280	.0	Low	20.0	Avg.	160.
Commission received?	Yes	12	.1	No	87.9		
Amount (\$000s/yr)	High	250	.0	Low	5.0	Avg.	71.
Bonus received?	Yes	62	.4	No	37.6		
Amount (\$000s/yr)	High	600	.0	Low	10.0	Avg.	165.
Perceived pay							
vs. peers (%)	More	10	.4	Less	47.0	Same	42.
Employer's gross	<\$5M			14.9	\$50-\$	100M	8.
US revenue (%)	\$5-\$2	MO		23.6	>1001	M	37.
	\$20-\$	50M		14.9			
Position satisfying? (%)	Thorou	ughly		29.6	Gener	ally	54.
	OK So	metime	es .	9.9	No		6.
Advancement	Index	2.7 (4	=Exc	. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		22.7	Good		36.
	Fair			27.6	Poor		13.
How current job	Promo	ted		38.4	Exec S	Search	15.
was acquired (%)	Hired I	by Com	pany	18.9		nitiative	23.
Benefits received (%)	_	g Bonu	S	11.7	Retire		53.
	Car			17.2	Medic	al	78.
	Dental			78.1	Stock		34.
Factors important	Salary			2.3		n./Culture	
to job (avg ranking,	Benefi			3.9	-	y to Staff	4.
1 = most important)		cement		4.3		n./Soc. Re	
	Trainin			6.5		ecurity	4.
Employer rating	Salary			2.2		n./Culture	
(avg rating, 1 = best)	Benefi			2.4		y to Staff	2.
		cement		2.6		n./Soc. Re	
	Trainin	g		2.8		ecurity	2.:
Plan to seek a new	Yes			30.5	No		43.9
job this year? (%)	0.1	/D		40.0	Λ.		11
New job motivation (%)		/Benefi		40.9		cement	11.
		nt Part				a Change	5.0
		it of Ind	-	2.8		ecurity	4.
		n./Cultu		19.7	Other	0	8.
Method for seeking		tmentA	gency			g Contact	
new job (avg ranking,	Job Ad			3.2	Conta	ct Compar	nes 3.
1=most likely)	Post R	esume		4.0			

BIOTECHNOLOG	Y	\$1	75 ,4	400		▲2	2.9%
Number of respondent	ts						254
Employer	Pe	rcent	Mark	et Sect	tor		Percent
Manufacturer		33.9	Rx Ph	narmac	euticals		77.6
Agency		38.2	OTC	Pharma	ceuticals	5	28.4
Media/Publisher - HCP		2.8	Biote	chnolog		100.0	
Media/Publisher - Consun	ner	1.6	Medi	cal Devi	ices/Equ	ip	42.1
Media/Publisher - HCP &	Consmr	. 2.8	Diagr	nostic D	evice/Ed	quip	27.2
Service Supplier		14.6	Hosp	ital Pro	ducts/Ec	μip.	14.6
Other		6.3	Denta	al Produ	ıcts/Equ	ip	6.3
			Mana	ged Ca	re		14.2
Age	High	74	l L	OW	25	Avg.	44.6
Sex	Male	59.5	5 F	emale	40.6		
Years in industry	High	48.0) L	OW	0.3	Avg.	17.4
Years in position	High	30.0) L	OW	0.3	Avg.	4.8
Salary (\$000s/yr)	High	1280.0) L	OW	36.0	Avg.	175.4
Commission received?	Yes	12.2	2 N	0	87.8		
Amount (\$000s/yr)	High	250.0) L	OW	2.4	Avg.	57.4
Bonus received?	Yes	74.0) N	0	26.0		
Amount (\$000s/yr)	High	275.0) L	OW	15.0	Avg.	78.6
Perceived pay							
vs. peers (%)	More	12.8	3 L	ess	44.6	Same	42.6
Employer's gross	<\$5M			15.6	\$50-\$	100M	7.6
US revenue (%)	\$5-\$2	OM		24.0	>100	M	40.0
	\$20-\$	50M		12.8			
Position satisfying? (%)	Thoro	ughly		30.5	Gener	ally	53.4
		metimes		12.1	No	-	4.0
Advancement	Index	2.6 (4=	Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excell	ent		18.1	Good		41.0
	Fair			24.9	Poor		16.1
How current job	Promo	oted		38.9	Exec S	Search	11.9
was acquired (%)	Hired	by Comp	any	17.9	Own Ir	nitiative	26.2
Benefits received (%)	Signin	g Bonus		17.1	Retire	ment	46.5
	Car			13.3	Medic	al	82.5
	Denta	I		75.4	Stock		44.6
Factors important	Salary	,		2.5	Enviro	n./Cultur	
to job (avg ranking,	Benefi	its		4.0	Loyalt	y to Staff	4.5
1 = most important)	Advan	cement		4.1		n./Soc. F	
	Trainir	ng		6.5	Job Se		4.5
Employer rating	Salary	,		2.2	Enviro	n./Cultur	e 2.2
(avg rating, 1 = best)	Benefi			2.2	Loyalt	y to Staff	2.2
•	Advan	cement		2.5		n./Soc. F	
	Trainir			2.8	Job Se		2.3
Plan to seek a new	Yes	•		35.3	No		38.5
job this year? (%)							
New job motivation (%)	Salary	/Benefits	3	28.2	Advan	cement	26.5
	-	ent Part c		5.1		a Change	
		ut of Indu		3.4	Job Se	_	4.3
		n./Cultur	-	15.4	Other	,	10.3
Method for seeking		itmentAg		2.2		g Contac	
now job love ranking	Joh A	_	- ,	3 /		ot Compo	

Job Ads

Post Resume

new job (avg ranking,

1=most likely)

Contact Companies 3.5

3.4

4.1

MEDICAL PRODUCTS	\$155,500	21.9 %
------------------	-----------	---------------

N							070
Number of respondent	S						278
Employer	Pei	rcent	Mar	ket Sec	tor	F	Percen
Manufacturer		41.0			euticals		56.8
Agency		30.9	OTC	Pharma	aceuticals	;	26.6
Media/Publisher - HCP		5.8	Biot	echnolo	gy		38.5
Media/Publisher - Consun	ner	1.4			vices/Equi		100.0
Media/Publisher - HCP &	Consmr.	2.5	Diag	gnostic [Device/Ed	Juip	34.5
Service Supplier		10.4	Hos	pital Pro	ducts/Eq	uip.	17.3
Other		7.9	Den	tal Prod	ucts/Equi	р	7.6
			Man	aged Ca	are		13.0
Age	High	6	9 1	Low	23	Avg.	45.2
Sex	Male	58.	.6	Female	41.4		
Years in industry	High	50.	.0 1	Low	0.3	Avg.	16.5
Years in position	High	35.	.0	Low	0.3	Avg.	5.7
Salary (\$000s/yr)	High	1280.	.0 1	Low	36.0	Avg.	155.5
Commission received?	Yes	10.	8	No	89.2		
Amount (\$000s/yr)	High	250.	.0 1	Low	2.4	Avg.	52.8
Bonus received?	Yes	69.	1	No	30.9		
Amount (\$000s/yr)	High	120.	.0 1	Low	17.5	Avg.	49.5
Perceived pay							
vs. peers (%)	More	11.	6	Less	45.3	Same	43.1
Employer's gross	<\$5M			15.0	\$50-\$1	100M	7.3
US revenue (%)	\$5-\$20	MC		24.2	>1001		35.9
(,	\$20-\$			17.6			
Position satisfying? (%)	Thorou			24.5	Genera	allv	61.2
		metime	S	11.2	No	,	3.2
Advancement	Index	2.5 (4	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle			17.8	Good	,	34.9
prospectio (10)	Fair	,,,,		26.2	Poor		21.1
How current job	Promo	ted		40.4	Exec S	Search	8.3
was acquired (%)		by Com	nanv	17.3	Own In		29.2
Benefits received (%)		g Bonus		10.8	Retirer		48.0
201101110110011011 (70)	Car	5 20		12.1	Medica		81.2
	Dental			68.6	Stock		38.1
Factors important	Salary			2.5		n./Culture	
to job (avg ranking,	Benefit	ts		4.0		to Staff	4.7
1 = most important)		cement		4.4		1./Soc. Re	
	Trainin			6.4	Job Se		4.1
Employer rating	Salary			2.2		n./Culture	
(avg rating, 1 = best)	Benefit			2.3		to Staff	2.4
(avg rading, 2 = boot)		cement		2.6	, ,	n./Soc. Re	
	Trainin			2.9	Job Se		2.3
Plan to seek a new	Yes	8		35.6	No	curity	35.3
job this year? (%)	.00			00.0	. 10		00.0
New job motivation (%)	Salarv	/Benefi	ts	34.1	Advano	cement	15.5
,		nt Part				Change	4.7
		t of Ind		4.7	Job Se	_	5.4
		1./Cultu	-	22.5	Other	- Jul 103	5.4
Method for seeking		tmentA				g Contact	
new job (avg ranking,	Job Ad		Белеў	3.1		et Compar	
1=most likely)		esume		4.0	Jonia	.c Goiripai	5.0
z=inost intely)	1 031 11	Coullie		7.0			

DIAGNO	STICS

\$172,400

▲30.7%

HOSPITAL PRODUCTS \$145,600

▲33.9%

Number of respondent	s					130			
Employer	Per	cent I	Market Sec	tor	F	Percent			
Manufacturer		21.5 F	Rx Pharmaceuticals						
Agency		37.7	OTC Pharm	Pharmaceuticals					
Media/Publisher - HCP		7.7 E	Biotechnolo	gy		53.1			
Media/Publisher - Consum	ner	1.5 N	Medical Dev	ıip	73.9				
Media/Publisher - HCP & (Consmr.	2.3	Diagnostic	ostic Device/Equip					
Service Supplier		13.1 F	Hospital Pro	quip.	30.0				
Other		16.2 Dental Products/Equip							
		N	Managed C	are		20.0			
Age	High	65	Low	25	Avg.	45.8			
Sex	Male	60.8	Female	39.2					
Years in industry	High	49.0	Low	1.0	Avg.	17.3			
Years in position	High	31.0	Low	0.5	Avg.	5.9			
Salary (\$000s/yr)	High	1280.0	Low	36.0	Avg.	172.4			
Commission received?	Yes	14.6	No	85.4					
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	65.2			
Bonus received?	Yes	66.1	No	33.9					
Amount (\$000s/yr)	High	60.0	Low	0.8	Avg.	28.3			
Perceived pay									
/s. peers (%)	More	10.1	Less	45.7	Same	44.2			
Employer's gross	<\$5M		17.2	\$50-\$	100M	8.6			
JS revenue (%)	\$5-\$20	OM	25.0	>100		33.6			
	\$20-\$5		15.6						
Position satisfying? (%)	Thorou		29.2	Gener	allv	53.1			
coldon oddorymg. (70)	OK Sometimes		15.4	No	any	2.3			
Advancement			xc. 3=Goo		1=Poor)				
prospects (%)	Excelle		20.3	Good	1 . 00.,	42.2			
5,000000 (70)	Fair	,,,,,	23.4	Poor		14.1			
How current job	Promo	ted	36.9		Search	10.8			
was acquired (%)		y Compa			nitiative	29.2			
Benefits received (%)		g Bonus	10.7	Retire		52.4			
Delicitis received (70)	Car	5 Donus	14.6	Medic		80.6			
	Dental		69.9	Stock		36.9			
Factors important	Salary		2.5		n./Culture	30.5			
to job (avg ranking,	Benefit	-c	3.9		v to Staff	4.5			
		.s cement	4.2	.,	y to Stail n./Soc. Re				
1 = most important)			6.5		ecurity	sp. 7.0ع: [.4			
Employer rating	Trainin, Salary		2.3		n./Culture	2.2			
Employer rating	-								
avg rating, 1 = best)	Benefit		2.3		y to Staff	2.2			
		cement	2.5		n./Soc. Re				
n	Trainin	g	2.7		ecurity	2.2			
Plan to seek a new	Yes		30.8	No		39.2			
ob this year? (%)	0-1-	/D = : : C!	00.0	Λ.Ι		100			
New job motivation (%)		/Benefits	23.3		cement	18.3			
		nt Part of			a Change	5.0			
		t of Indus	,		ecurity	11.7			
		n./Culture		Other		8.3			
Method for seeking		tmentAge			ng Contact				
new job (avg ranking,	Job Ad		3.2	Conta	ct Compar	ies 3.5			
1=most likely)	Post R	esume	4.0						

HUSPITAL PRUL	10613)	43,600		A 3	<u>3.9%</u>
Number of respondent	:s					90
Employer	Per	cent	Market Se	ctor		Percent
Manufacturer		26.7	Rx Pharma	ceuticals		62.2
Agency		28.9	OTC Pharm	aceutical	S	37.8
Media/Publisher - HCP		4.4	Biotechnolo	ogy		41.1
Media/Publisher - Consun	ner	3.3	Medical De	vices/Equ	qiı	53.3
Media/Publisher - HCP &	Consmr.	5.6	Diagnostic	Device/E	quip	43.3
Service Supplier		6.7	quip.	100.0		
Other		24.4	Dental Prod	ducts/Equ	iip	13.3
			Managed C	are		23.3
Age	High	65	5 Low	23	Avg.	46.1
Sex	Male	64.4	Female	35.6		
Years in industry	High	38.0) Low	2.0	Avg.	17.2
Years in position	High	30.0) Low	1.0	Avg.	6.5
Salary (\$000s/yr)	High	1200.0) Low	20.0	Avg.	145.6
Commission received?	Yes	13.3		86.7		
Amount (\$000s/yr)	High	250.0		10.0	Avg.	66.3
Bonus received?	Yes	57.8		42.2		
Amount (\$000s/yr)	High	175.0) Low	1.0	Avg.	68.4
Perceived pay						
vs. peers (%)	More	8.9) Less	51.1	Same	40.0
Employer's gross	<\$5M		18.4	\$50-\$	100M	11.5
US revenue (%)	\$5-\$20	MC	25.3	>100	M	29.9
	\$20-\$5	50M	14.9			
Position satisfying? (%)	Thorou	ighly	30.0	Gener	ally	43.3
	OK Sor	metimes	18.9	No		7.8
Advancement	Index	2.3 (4=	Exc. 3=God	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	15.6	Good		27.8
	Fair		30.0	Poor		26.7
How current job	Promo	ted	40.5	Exec	Search	7.9
was acquired (%)	Hired b	y Comp	any 20.2	Own I	nitiative	27.0
Benefits received (%)	Signing	g Bonus	8.7	Retire	ment	50.7
	Car		11.6	Medic	al	78.3
	Dental		69.6	Stock		33.3
Factors important	Salary		2.5	Enviro	n./Cultur	e 3.7
to job (avg ranking,	Benefit	S	4.2	Loyalt	y to Staff	4.6
1 = most important)	Advand	cement	4.3	Enviro	n./Soc. F	Resp.6.6
	Training	g	6.2	Job S	ecurity	3.8
Employer rating	Salary		2.4	Enviro	n./Cultur	e 2.2
(avg rating, 1 = best)	Benefit	S	2.5	Loyalt	y to Staff	2.4
	Advano	cement	2.7	Enviro	n./Soc. F	Resp.2.4
	Training	g	2.8	Job S	ecurity	2.3
Plan to seek a new	Yes		34.4	No		37.8
job this year? (%)						
New job motivation (%)	Salary,	/Benefits	37.8	Advan	cement	26.7
	Differe	nt Part o	of Ind 4.4	Need	a Change	8.9
	Get ou	t of Indu	stry 0.0	Job S	ecurity	8.9
	Enviror	n./Cultur	e 6.7	Other		6.7
Method for seeking		tmentAg		Existir	ng Contac	ts 2.1
new job (avg ranking,	Job Ad	_	2.9		ct Compa	
1=most likely)	Post R	esume	4.1			

DENTAL PRODUC	CTS	\$	190),700		▲60	0.3%
Number of respondents	S						34
Employer	Per	cent	Marl	cet Sect	tor		Percent
Manufacturer		17.7	Rx P	harmac	euticals		70.6
Agency		41.2	OTC	Pharma	ceuticals	3	52.9
Media/Publisher - HCP		2.9	Biote	echnolog	gy		47.1
Media/Publisher - Consum	er	2.9	Medi	cal Dev	ices/Equ	ip	61.8
Media/Publisher - HCP & (Consmr.	8.8	Diag	nostic D	evice/Ed	quip	52.9
Service Supplier		17.7	Hosp	ital Pro	ducts/Ed	Juip.	35.3
Other		8.8	Dent	al Produ	ıcts/Equi	ip	100.0
			Mana	aged Ca	ire		32.4
Age	High	65	i L	_OW	26	Avg.	45.9
Sex	Male	64.7	' F	emale	35.3		
Years in industry	High	35.0) <u>L</u>	.OW	2.0	Avg.	17.4
Years in position	High	30.0) <u>L</u>	.OW	1.0	Avg.	5.2
Salary (\$000s/yr)	High	1280.0) L	_OW	50.0	Avg.	190.7
Commission received?	Yes	17.7	۲ n	No	82.4		
Amount (\$000s/yr)	High	175.0) L	.OW	20.0	Avg.	78.3
Bonus received?	Yes	58.8	8 1	No	41.2		
Amount (\$000s/yr)	High	108.0) L	.OW	1.0	Avg.	43.5
Perceived pay							
vs. peers (%)	More	6.1	L	ess	45.5	Same	48.5
Employer's gross	<\$5M			15.6	\$50-\$	100M	9.4
US revenue (%)	\$5-\$20	MC		43.8	>100	VI	25.0
	\$20-\$5	50M		6.3			
Position satisfying? (%)	Thorou	ighly		32.4	Genera	ally	50.0
	OK Sor	metimes		14.7	No		2.9
Advancement	Index	2.7 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		23.5	Good		47.1
	Fair			8.8	Poor		20.6
How current job	Promo	ted		45.5	Exec S	Search	6.1
was acquired (%)	Hired b	y Comp	any	12.1	Own Ir	itiative	33.3
Benefits received (%)	Signing	g Bonus		7.1	Retirer	ment	46.4
	Car			25.0	Medica	al	78.6
	Dental			67.9	Stock		17.9
Factors important	Salary			3.1	Enviro	n./Culture	3.3
to job (avg ranking,	Benefit	S		4.4		y to Staff	4.0
1 = most important)	Advano	cement		4.6		n./Soc. R	esp.6.6
	Trainin	g		6.1	Job Se		3.9
Employer rating	Salary			2.2		n./Culture	
(avg rating, 1 = best)	Benefit			2.3		y to Staff	2.1
	Advano	cement		2.4		n./Soc. R	
	Trainin	g		2.6	Job Se	ecurity	2.1
Plan to seek a new	Yes			35.3	No		44.1
job this year? (%)							
New job motivation (%)		/Benefits		33.3		cement	5.6
		nt Part o		0.0		a Change	5.6
		t of Indu	-	5.6	Job Se	ecurity	5.6
		n./Cultur		27.8	Other		16.7
Method for seeking		tmentAg	ency	2.7		g Contact	
new job (avg ranking,	Job Ad			3.2	Contac	ct Compa	nies 3.6
1=most likely)	Post R	esume		3.8			

MANAGED CARE	•	\$1	51,4	100		▲24	.5%
Number of respondent	S						90
Employer	Pei	rcent	Mark	cet Sect	or	F	Percent
Manufacturer		5.6	Rx P	harmace	euticals		68.9
Agency		48.9	OTC	Pharma	ceuticals	3	36.7
Media/Publisher - HCP		5.6	Biote	chnolog	{Y		40.0
Media/Publisher - Consun	ner	3.3	Medi	cal Devi	ces/Equ	ip	40.0
Media/Publisher - HCP &	Consmr.	3.3		Diagnostic Device/Equip			
Service Supplier		12.2	_		ducts/Ec		23.3
Other		21.1	Dent	al Produ	cts/Equi	ip	12.2
				aged Ca			100.0
Age	High	75	5 L	.OW	23	Avg.	45.9
Sex	Male	58.9) F	emale	41.1		
Years in industry	High	40.0) L	.OW	2.0	Avg.	17.0
Years in position	High	33.0) L	.OW	1.0	Avg.	6.0
Salary (\$000s/yr)	High	1280.0) L	.OW	38.0	Avg.	151.4
Commission received?	Yes	10.0	1 (No	90.0		
Amount (\$000s/yr)	High	150.0) L	.OW	5.0	Avg.	63.9
Bonus received?	Yes	60.0) [No.	40.0		
Amount (\$000s/yr)	High	175.0) L	.OW	25.0	Avg.	65.5
Perceived pay							
vs. peers (%)	More	8.0) L	.ess	56.8	Same	35.2
Employer's gross	<\$5M			16.1	\$50-\$	100M	6.9
US revenue (%)	\$5-\$20	MC		32.2	>1001		31.0
	\$20-\$			13.8			
Position satisfying? (%)	Thorou	ıghly		23.6	Genera	ally	50.6
	OK So	metimes	5	19.1	No		6.7
Advancement	Index	2.6 (4=	Exc.	3=Good	l 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		15.7	Good		38.2
	Fair			31.5	Poor		14.6
How current job	Promo	ted		37.8	Exec S	Search	8.9
was acquired (%)	Hired b	oy Comp	any	15.6	Own Ir	itiative	32.2
Benefits received (%)	Signing	g Bonus		6.9	Retirer	ment	43.1
	Car			8.3	Medica	al	88.9
	Dental			80.6	Stock		19.4
Factors important	Salary			2.5	Enviro	n./Culture	3.5
to job (avg ranking,	Benefit	ts		4.1	Loyalt	y to Staff	4.2
1 = most important)	Advand	cement		4.4	Enviro	n./Soc. Re	esp.6.9
	Trainin	g		6.4	Job Se	ecurity	3.9
Employer rating	Salary			2.3	Enviro	n./Culture	2.1
(avg rating, 1 = best)	Benefit	ts		2.5	Loyalt	y to Staff	2.1
	Advand	cement		2.6	Enviro	n./Soc. Re	esp.2.4
	Trainin	g		2.8	Job Se	ecurity	2.0
Plan to seek a new	Yes			37.8	No		33.3
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	S	34.8	Advan	cement	13.0
	Differe	nt Part o	of Ind	6.5	Need a	a Change	10.9
	Get ou	t of Indu	ıstry	4.4	Job Se	ecurity	6.5
	Enviro	n./Cultur	re	17.4	Other		6.5
Method for seeking	Recrui	tmentAg	ency	2.3	Existin	g Contact	s 2.0
new job (avg ranking,	Job Ad	ls		3.0	Contac	ct Compar	ies 3.8
1=most likely)	Post R	esume		3.9			



Job Titles

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

DATA SETS

- Account Executive, page 35
- Account Manager, page 34
- Account Supervisor, page 33
- Advertising Sales Executive, page 46
- Advertising Sales Manager, page 45
- All Positions, page 21
- Art Director, page 41
- Art Supervisor, page 42
- Associate Creative Director, page 41
- Chief Executive Officer, page 22
- Copywriter, page 44
- Copy Supervisor, page 43
- Creative Director, page 40
- Director, CME/Medical Education, page 37
- Director, Corporate/Marketing Communications, page 31
- Director, Marketing, page 26
- Director, New Business Development, page 26
- Editor, page 46
- Executive Director, Marketing, page 25
- Executive Vice President, page 23
- Group Copy Supervisor, page 42
- Group Product Manager, page 30
- Group Supervisor, page 33
- Management Supervisor, page 36
- Manager, Marketing, page 27
- Managing Director, page 22

- Marketing Coordinator, page 27
- Media Buyer/Planner, page 37
- Media Director, page 36
- Medical Director, page 38
- Medical Writer, page 47
- Other, page 47
- PR/Comms Manager, page 32
- President, page 21
- Product Director, page 29
- Product Manager, page 31
- Production/Traffic Manager, page 44
- Project Manager, page 34
- Publisher, page 45
- Research Analyst, page 39
- Research Director, page 38
- Research Manager, page 39
- Sales Director, page 28
- Sales Manager, page 29
- Senior Account Executive, page 35
- Senior Copywriter, page 43
- Senior Product Manager, page 30
- Senior Vice President, page 23
- VP Creative Director, page 40
- VP Group Supervisor, page 32
- VP Marketing, page 25
- VP Marketing & Sales, page 24
- VP Operations, page 24
- VP Sales, page 28

Number of respondent	ts					1009	Number of responder
Employer	Per	cent N	larket Sect	tor		Percent	Employer
Manufacturer	;	38.2 R	x Pharmace	euticals		65.1	Manufacturer
Agency		31.6 0	TC Pharma	ceutical	S	16.4	Agency
Media/Publisher - HCP		3.8 B	iotechnolog	gy		25.2	Media/Publisher - HCP
Media/Publisher - Consur	ner	1.1 N	ledical Devi	ices/Equ	ıip	27.6	Media/Publisher - Consu
Media/Publisher - HCP &	Consmr.	2.9 D	iagnostic D	evice/E	quip	12.9	Media/Publisher - HCP &
Service Supplier		8.9 H	ospital Pro	ducts/E	quip.	8.9	Service Supplier
Other		13.6 D	ental Produ	ıcts/Equ	ip	3.4	Other
		N	lanaged Ca	re		8.9	
Age	High	76	Low	22	Avg.	44.9	Age
Sex	Male	51.9	Female	48.1			Sex
Years in industry	High	54.0	Low	0.3	Avg.	16.3	Years in industry
Years in position	High	35.0	Low	0.3	Avg.	5.3	Years in position
Salary (\$000s/yr)	High	1280.0	Low	20.0	Avg.	143.6	Salary (\$000s/yr)
Commission received?	Yes	8.7	No	91.3	, wb.	1 10.0	Commission received?
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	52.5	Amount (\$000s/yr)
Bonus received?	Yes	65.9	No	34.1	7.06.	32.3	Bonus received?
Amount (\$000s/yr)	High	600.0	Low	0.1	Avg.	32.3	Amount (\$000s/yr)
Perceived pay	111811	000.0	LOW	0.1	7.Vg.	32.3	Perceived pay
vs. peers (%)	More	11.4	Less	47.1	Same	41.4	vs. peers (%)
Employer's gross	<\$5M	11.4	15.6	\$50-\$		9.9	Employer's gross
US revenue (%)	\$5-\$20	NA	22.4	>100		38.0	US revenue (%)
OS Tevenue (70)	\$20-\$5		14.2	/100	IVI	30.0	OS Teveriue (70)
Position satisfying? (%)	Thorou		25.8	Gener	ally	55.0	Position satisfying? (%)
osidon sadsiying: (70)		netimes	13.2	No	ally	6.0	1 osition satisfying: (70)
\Advancement			xc. 3=Good		1-Poor)		Advancement
prospects (%)	Excelle		13.7	Good	1-1 001)	35.8	prospects (%)
prospects (70)	Fair	110	30.0	Poor		20.6	prospects (70)
How current job	Promot	- ha	37.5		Search	11.8	How current job
was acquired (%)		y Compar			nitiative	28.5	was acquired (%)
Benefits received (%)		Bonus	14.2	Retire		51.6	Benefits received (%)
Delicitis received (70)	Car	Donus	10.9	Medic		82.1	Delicits received (70)
	Dental		74.9	Stock		39.4	
Factors important	Salary		2.5		n./Cultur		Factors important
to job (avg ranking,	Benefit	c	4.1		y to Staf		to job (avg ranking,
1 = most important)	Advanc		4.4	-	-	Resp. 6.9	1 = most important)
1 = most important	Training		6.3		ecurity	4.0	1 = most important
Employer rating	Salary	5	2.2		n./Cultur		Employer rating
(avg rating, 1 = best)	Benefit	s	2.3		y to Staf		(avg rating, 1 = best)
lavg raulig, I = best/	Advanc		2.7	,	•	Resp. 2.4	(avg rating, 1 = best)
	Training		2.8		ecurity	2.3	
Plan to seek a new	Yes	5	37.7	No	ecurity	36.0	Plan to seek a new
job this year? (%)	163		37.7	INO		30.0	job this year? (%)
	Salany	Benefits	27.6	Advan	cement	19.3	
New job motivation (%)		nt Part of			cernent a Change		New job motivation (%
		t of Indust			a Change ecurity	5.6	
					curity		
Mothod for coal-i		./Culture	19.3	Other	og Contr	10.4	Mathad far as alsium
Method for seeking		mentAger •	•		ng Contac		Method for seeking
new job (avg ranking,	Job Ad		3.1	Conta	ct cottib	anies 3.7	new job (avg ranking,
1=most likely)	Post Re	esume	3.9				1=most likely)

PRESIDENT	ESIDENT \$24					▲45 .	4 %
Number of respondents	S						22
Employer	Per	cent	Mar	ket Sect	tor	Pe	ercent
Manufacturer		27.3	Rx P	harmac	euticals		63.6
Agency		27.3	OTC	Pharma	ceuticals	5	13.6
Media/Publisher - HCP		13.6	Biote	echnolog	ду		31.8
Media/Publisher - Consum	er	0.0	Med	ical Devi	ices/Equ	ip	59.1
Media/Publisher - HCP & 0	Consmr.	0.0	Diag	nostic D	evice/Ed	quip	31.8
Service Supplier		13.6	Hos	oital Pro	ducts/Ed	luip.	18.2
Other		18.2	Dent	al Produ	ıcts/Equ	ip	13.6
			Man	aged Ca	re		4.6
	10.1				24		40.0
Age	High	68		_OW	34	Avg.	48.3
Sex	Male	72.7		emale	27.3		
Years in industry	High	42.0		_OW	2.0	Avg.	20.9
Years in position	High	35.0		_OW	1.0	Avg.	10.0
Salary (\$000s/yr)	High	700.0		_OW	75.0	Avg.	249.6
Commission received?	Yes	4.6		Vo	95.5		60.0
Amount (\$000s/yr)	High	60.0		_OW	60.0	Avg.	60.0
Bonus received?	Yes	50.0		No	50.0	Δ	00.0
Amount (\$000s/yr)	High	250.0) [_OW	20.0	Avg.	82.3
Perceived pay	M	140	, ,		20.1	0	47.0
vs. peers (%)	More	14.3		Less	38.1	Same	47.6
Employer's gross	<\$5M	52.4		\$50-\$10			
US revenue (%)		M 28.6		>100M	4.8		
Desition action in 2 (0/)		60M 4.8		2 an a rall	. 5.1.6		
Position satisfying? (%)		ghly40.9 netimes		Generally	,		
Advancement					0.0	1=Poor)	-
	Excelle	•	EXC.	22.7	Good	1=F001)	40.9
prospects (%)	Fair	111		18.2	Poor		18.2
How current job	Promot	- ha		22.7		Search	9.1
was acquired (%)		y Comp	anv	4.6		nitiative	36.4
Benefits received (%)		Bonus	arry	10.5	Retire		42.1
Delicitis received (70)	Car	, Donas		52.6	Medic		84.2
	Dental			68.4	Stock	ai.	21.1
Factors important	Salary			3.0		n./Culture	3.4
to job (avg ranking,	Benefit	S		4.6		y to Staff	3.7
1 = most important)	Advanc			5.7		n./Soc. Res	
, , ,	Training			5.5		ecurity	3.5
Employer rating	Salary			2.3		n./Culture	1.7
(avg rating, 1 = best)	Benefit	S		2.1	Loyalt	y to Staff	1.6
, , , , , , , , , , , , , , , , , , , ,	Advanc	ement		2.1		n./Soc. Res	
	Training			2.5		ecurity	1.8
Plan to seek a new	Yes			27.3	No		63.6
job this year? (%)							
New job motivation (%)	Salary/	Benefits	3	14.3	Advan	cement	0.0
		nt Part c			Need	a Change	0.0
	Get out	t of Indu	stry	0.0	Job Se	ecurity	0.0
	Environ	./Cultur	e	71.4	Other		14.3
Method for seeking	Recruit	mentAg	ency	2.5	Existin	g Contacts	1.8
new job (avg ranking,	Job Ad	S		3.1	Conta	ct Compani	es 3.3
1=most likely)	Post Re	esume		4.3			

CHIEF EXECUTIVE OFFICER \$352,900 ▲58.3%

Number of respondent	S						28
Employer	Pei	rcent	Mar	ket Sec	tor		Percent
M anufacturer		32.1	Rx P	harmac	euticals		60.7
Agency		35.7	OTC	Pharma	aceuticals	S	25.0
Media/Publisher - HCP		7.1	Biote	echnolo	gy		35.7
Media/Publisher - Consun	ner	0.0	Med	ical Dev	ices/Equ	iip	42.9
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic D	Device/Ed	quip	21.4
Service Supplier		7.1	Hos	oital Pro	ducts/Ed	quip.	14.3
Other		17.9	Dent	tal Produ	ucts/Equ	ip	7.1
			Man	aged Ca	are		14.3
Age	High	7	5 I	_OW	39	Avg.	56.9
Sex	Male	89.	3 I	emale	10.7		
Years in industry	High	49.	0 I	_OW	3.0	Avg.	28.0
Years in position	High	31.	0 I	_OW	1.0	Avg.	10.7
Salary (\$000s/yr)	High	1280.		_OW	95.0	Avg.	352.9
Commission received?	Yes	3.	6 I	Vo	96.4		
Amount (\$000s/yr)	High	20.	0 I	_OW	20.0	Avg.	20.0
Bonus received?	Yes	64.	3 1	Vo	35.7		
Amount (\$000s/yr)	High	600.	0 I	_OW	10.0	Avg.	165.5
Perceived pay							
vs. peers (%)	More	7.	4 I	_ess	44.4	Same	48.2
Employer's gross	<\$5M			48.2	\$50-\$	100M	3.7
US revenue (%)	\$5-\$20	MC		22.2	>1001	M	18.5
	\$20-\$	50M		7.4			
Position satisfying? (%)	Thorou	ıghly		53.6	Gener	ally	42.9
		metime		3.6	No		0.0
Advancement	Index	2.7 (4:	=Exc.	3=G00	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 (%)		y Com		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		62.5
Factors important	Salary			3.6		n./Culture	
to job (avg ranking,	Benefit			4.6		y to Staff	
1 = most important)		cement		5.1		n./Soc. F	
	Trainin			6.2		ecurity	5.1
Employer rating	Salary			1.8		n./Culture	
(avg rating, 1 = best)	Benefit			1.9		y to Staff	
		cement		2.1		n./Soc. F	
	Trainin	g		2.4		ecurity	1.8
Plan to seek a new	Yes			10.7	No		75.0
job this year? (%)		5		40.0			
New job motivation (%)		/Benefit		42.9		cement	0.0
		nt Part				a Change	
		t of Ind	-	0.0		ecurity	0.0
		1./Cultu		28.6	Other		0.0
Method for seeking		tmentA	gency			g Contac	
new job (avg ranking, 1=most likely)	Job Ad	ls esume		3.5 4.5	Conta	ct Compa	inies 2.9

MANAGING DIRECTOR \$173,000

V13.9%

MANAGING DIT		· VI	10,	000		V IV	9.0 /0
Number of respondent	:s						21
Employer	Per	cent	Mark	et Sect	or		Percent
Manufacturer		9.5	Rx Pl	harmace	euticals		76.2
Agency	ĺ	57.1	OTC	Pharma	ceuticals	3	28.6
Media/Publisher - HCP		0.0	Biote	chnolog	gy		61.9
Media/Publisher - Consun	ner	0.0	Medi	cal Devi	ces/Equ	ip	52.4
Media/Publisher - HCP &	Consmr.	0.0	Diagi	nostic D	evice/Ed	quip	38.1
Service Supplier	1	19.1	Hosp	ital Prod	ducts/Ed	quip.	28.6
Other	14.3 Denta			al Produ	icts/Equ	ip	4.8
			Mana	aged Ca	re		14.3
Age	High	69) L	.OW	34	Avg.	48.4
Sex	Male	71.4	. F	emale	28.6		
Years in industry	High	50.0) L	.OW	8.0	Avg.	22.8
Years in position	High	14.0) L	.OW	1.0	Avg.	4.9
Salary (\$000s/yr)	High	300.0) L	.OW	45.0	Avg.	173.0
Commission received?	Yes	23.8	- N	lo	76.2		
Amount (\$000s/yr)	High	150.0) L	.OW	15.0	Avg.	73.0
Bonus received?	Yes	57.1		lo	42.9		
Amount (\$000s/yr)	High	275.0) L	.OW	15.0	Avg.	78.6
Perceived pay							
vs. peers (%)	More	4.8	B L	.ess	42.9	Same	52.4
Employer's gross	<\$5M			23.8	\$50-\$	100M	14.3
US revenue (%)	\$5-\$20	M		38.1	>1001		14.3
	\$20-\$5	OM		9.5			
Position satisfying? (%)	Thorou	ghly		4.8	Gener	ally	76.2
	OK Son	netimes		9.5	No	-	9.5
Advancement	Index 2	2.4 (4=	Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		19.1	Good		33.3
	Fair			19.1	Poor		28.6
How current job	Promot	ed		38.1	Exec S	Search	9.5
was acquired (%)	Hired b	y Comp	any	28.6	Own Ir	nitiative	19.1
Benefits received (%)	Signing	Bonus		20.0	Retire	ment	46.7
	Car			20.0	Medic	al	53.3
	Dental			20.0	Stock		40.0
Factors important	Salary			2.3	Enviro	n./Culture	e 3.4
to job (avg ranking,	Benefit	S		3.7	Loyalt	y to Staff	4.9
1 = most important)	Advanc	ement		4.9	Enviro	n./Soc. F	Resp.6.9
	Training	g		6.3	Job Se	ecurity	3.8
Employer rating	Salary			2.5	Enviro	n./Culture	e 2.2
(avg rating, 1 = best)	Benefit	S		2.4		y to Staff	
, , ,	Advanc	ement		2.4		n./Soc. F	
	Training	Ţ		2.6	Job Se		2.0
Plan to seek a new	Yes			23.8	No		42.9
job this year? (%)	-			-	-		_
New job motivation (%)	Salary/	Benefits	;	33.3	Advan	cement	0.0
		nt Part o				a Change	
		of Indu		0.0	Job Se	U	0.0
		./Cultur	,	0.0	Other	•	16.7
Method for seeking		mentAge		2.0		g Contac	
new job (avg ranking,	Job Ads		-,	3.2		ct Compa	
1=most likely)	Post Re			4.2			0.0

EXECUTIVE VICE PRESIDENT \$225,700 ▼8.2%



Number of respondent	s						2
Employer	Per	rcent	Mark	et Sect	or		Percer
M anufacturer		26.9	Rx Pl	narmac	euticals		80.
Agency		42.3	OTC	Pharma	ceuticals	5	19.
Media/Publisher - HCP		3.9	Biote	chnolog	ξy		46.
Media/Publisher - Consun	ner	0.0	Medi	cal Devi	ces/Equ	ip	30.
Media/Publisher - HCP &	Consmr. 3.9 Diag			nostic D	15.		
Service Supplier		19.2			ducts/Ec		23.
Other		3.9			icts/Equ		7.
o u.io.		0.5		aged Ca		23.	
Age	High	65	5 L	.OW	38	Avg.	51.
Sex	Male	73.1		emale	26.9		
Years in industry	High	40.0		.OW	8.0	Avg.	23.
Years in position	High	12.0		.OW	1.0	Avg.	4.
Salary (\$000s/yr)	High	375.0		.OW	93.0	Avg.	225.
Commission received?	Yes	7.7		lo	92.3	/wg.	223.
Amount (\$000s/yr)	High	85.0		.OW	92.3 75.0	Avg.	80.
Bonus received?	Yes	61.5		lo	38.5	Avg.	60.
Amount (\$000s/yr)	High	120.0		.OW	17.5	Δνα	49.
Perceived pay	підіі	120.0) L	.OW	17.5	Avg.	49.
	More	11.5		.ess	50.0	Same	38.
vs. peers (%)	<\$5M	11.0) L	23.1	\$50.0		11.
Employer's gross		20.4					
US revenue (%)	\$5-\$20			11.5	>100	VI	26.
D :: .: 6: 0.001	\$20-\$5			26.9	0	- 11 -	1.0
Position satisfying? (%)	Thorou			23.1	Gener	ally	46.
0 de		metimes		15.4	No LO Fair	1=Poor)	15.
Advancement			EXC.			1=P00r)	EO
prospects (%)	Excellent			3.9	Good		53.
	Fair			15.4	Poor		26.
How current job	Promo			40.0		Search	24.
was acquired (%)		y Comp	any	20.0		nitiative	16.
Benefits received (%)	0 (g Bonus		18.2	Retire		45.
	Car			13.6	Medical		77.
	Dental			63.6	Stock		45.
Factors important	Salary			2.7		n./Cultur	
to job (avg ranking,	Benefit			4.0		y to Staff	
1 = most important)	Advano	cement		4.8		n./Soc. F	Resp. 7.
	Trainin	g		6.3	Job Se		4.
Employer rating	Salary			2.5	Enviro	n./Cultur	e 2.
(avg rating, 1 = best)	Benefit	ts		2.3	Loyalt	y to Staff	2.
	Advano	cement		2.8	Enviro	n./Soc. F	Resp.2.
	Trainin	g		3.2	Job Se	ecurity	2.
Plan to seek a new	Yes			38.5	No		38.
job this year? (%)							
New job motivation (%)	Salary	/Benefits	5	18.2	Advan	cement	18.
	Differe	nt Part o	of Ind	0.0	Need	a Change	0.
	Get ou	t of Indu	stry	0.0	Job Se	ecurity	0.
	Enviror	1./Cultur	e .	45.5	Other	-	18.
Method for seeking		tmentAg		2.0		g Contac	
new job (avg ranking,	Job Ad	_	,	3.6		ct Compa	
1=most likely)	Post R			3.9			

SENIOR VICE PRESIDENT

\$170,000

N/A

<u></u>				¥	-,		,
Number of respondent	s						27
Employer	Per	rcent	Mar	ket Sec	tor	ı	Percent
M anufacturer		11.1	Rx P	harmad	euticals		85.2
Agency		59.3	OTC	Pharm	aceuticals	;	22.2
Media/Publisher - HCP		0.0	Biote	echnolo	gy		29.6
Media/Publisher - Consun	ner	0.0	Med	ical Dev	ices/Equi	ip	18.5
Media/Publisher - HCP &	Consmr.	3.7	Diag	nostic I	Device/Ed	luip	11.1
Service Supplier		7.4	Hos	pital Pro	oducts/Eq	uip.	11.1
Other		18.5	Dent	tal Prod	ucts/Equi	р	11.1
			Man	aged C	are		7.4
Age	High			_OW	33	Avg.	47.0
Sex	Male	59.		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 I	_OW	85.0	Avg.	170.0
Commission received?	Yes	7.	.4 1	No	92.6		
Amount (\$000s/yr)	High	25.	.0 I	_OW	20.0	Avg.	22.5
Bonus received?	Yes	51.	.9 1	No	48.2		
Amount (\$000s/yr)	High	40.	.0 I	_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-\$3	100M	11.5
US revenue (%)	\$5-\$20	MC		19.2	>1001	Л	23.1
	\$20-\$5	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	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		23.1	Good		34.6
	Fair			23.1	Poor		19.2
How current job	Promo	ted		18.5	Exec S	Search	14.8
was acquired (%)	Hired b	y Com	pany	11.1	Own In	itiative	37.0
Benefits received (%)	Signing	g Bonus	5	5.0	Retirer	nent	40.0
	Car			10.0	Medica	75.0	
	Dental			75.0	Stock		25.0
Factors important	Salary			2.3	Enviro	n./Culture	3.4
to job (avg ranking,	Benefit	ts		4.3	Loyalty	to Staff	5.0
1 = most important)	Advano	cement		4.7	Enviro	n./Soc. Re	esp.6.9
	Trainin	g		5.7	Job Se	curity	3.8
Employer rating	Salary			2.5	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	ts		2.2	Loyalty	to Staff	2.4
	Advano	cement		2.7	Enviro	n./Soc. Re	esp.2.4
	Trainin	g		2.6	Job Se	curity	2.4
Plan to seek a new	Yes			44.4	No		29.6
job this year? (%)		_					
New job motivation (%)		/Benefi		6.7		cement	33.3
		nt Part				a Change	13.3
		t of Ind	-	0.0	Job Se	curity	13.3
		1./Cultu		20.0	Other		6.7
Method for seeking		tmentA	gency			g Contact	
new job (avg ranking,	Job Ad			3.0	Contac	ct Compar	nies 3.9
1=most likely)	Post R	esume		4.0			

VP	ND	FD	ΛTI	n	NC
VE	ur	En	АП	ш	14.J

1=most likely)

Post Resume

4.2

\$161,100



VP UPERATIONS)	ŞI	6I,I	UU		V	5.3%
Number of respondent	S						16
Employer	Per	cent	Mark	ket Sect	tor		Percent
Manufacturer		56.3	Rx P	harmac	euticals		62.5
Agency		12.5	OTC	Pharma	ceuticals	3	31.3
Media/Publisher - HCP		0.0	Biote	echnolog	gy		31.3
Media/Publisher - Consum	ner	6.3	Medi	cal Devi	ices/Equ	ip	31.3
Media/Publisher - HCP & 0	Consmr.	0.0	Diag	nostic D	evice/Ed	quip	12.5
Service Supplier		18.8	Hosp	ital Pro	ducts/Eq	μip.	18.8
Other		6.3	Dent	al Produ	ıcts/Equi	ip	12.5
			Mana	aged Ca	re		6.3
Age	High	63	. L	_OW	35	Avg.	49.0
Sex	Male	75.0	F	emale	25.0		
Years in industry	High	37.0	L	.OW	3.0	Avg.	19.3
Years in position	High	13.0	L	.OW	2.0	Avg.	4.9
Salary (\$000s/yr)	High	275.0	L	.OW	77.0	Avg.	161.1
Commission received?	Yes	6.3	1	No	93.8		
Amount (\$000s/yr)	High	15.0	L	.OW	15.0	Avg.	15.0
Bonus received?	Yes	75.0	<u> </u>	No	25.0		
Amount (\$000s/yr)	High	60.0	L	.OW	0.8	Avg.	28.3
Perceived pay							
vs. peers (%)	More	6.3	L	ess	56.3	Same	37.5
Employer's gross	<\$5M			25.0	\$50-\$3	100M	12.5
US revenue (%)	\$5-\$20	MC		25.0	>1001	M	12.5
	\$20-\$5	50M		25.0			
Position satisfying? (%)	Thorou	ighly		35.7	Genera	ally	57.1
	OK Sor	metimes		0.0	No		7.1
Advancement	Index	2.9 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		26.7	Good		40.0
	Fair			26.7	Poor		6.7
How current job	Promo	ted		40.0	Exec S	Search	13.3
was acquired (%)	Hired b	y Comp	any	26.7	Own In	itiative	20.0
Benefits received (%)	Signing	g Bonus		25.0	Retirer		16.7
	Car			25.0	Medica	al	91.7
	Dental			91.7	Stock		50.0
Factors important	Salary			2.6		n./Cultur	
to job (avg ranking,	Benefit			4.4		y to Staf	
1 = most important)	Advanc			4.4		-	Resp.6.6
	Trainin			6.4	Job Se		4.8
Employer rating	Salary			2.5		n./Cultur	
(avg rating, 1 = best)	Benefit			2.5		y to Staf	
	Advano			2.2			Resp.2.3
Diameter and	Trainin	g		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes			37.5	No		25.0
job this year? (%)	Colom:	/Danast-		50.0	Λ d	namant	0.0
New job motivation (%)		Benefits		50.0		cement	0.0
		nt Part o		0.0		a Change	
		t of Indu	-	12.5	Job Se	curity	12.5
Market Co. 12		n./Cultur		12.5	Other	- Oc L	12.5
Method for seeking		tmentAge	ency	2.4		g Conta	
new job (avg ranking,	Job Ad	S		3.3	Contac	ct Compa	anies 3.6

VP MARKETING & SALES

\$211,900

▲15.5%

Nihawaf waanan dant	-						24
Number of respondent	S						24
Employer	Per	cent	Mar	ket Sec	tor	F	Percent
Manufacturer		50.0			euticals		58.3
Agency		16.7	OTC	Pharma	aceuticals		16.7
Media/Publisher - HCP		4.2	Biote	echnolo,	gy		37.5
Media/Publisher - Consun	ner	0.0	Med	ical Dev	rices/Equi	р	37.5
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic [Device/Eq	uip	16.7
Service Supplier		25.0	Hos	pital Pro	ducts/Eq	uip.	12.5
Other		4.2	Dent	tal Prod	ucts/Equi	р	4.2
			Man	aged Ca	are		8.3
Age	High	6	5 I	_OW	33	Avg.	49.8
Sex	Male	87.	5 I	emale	12.5		
Years in industry	High	33.0	0 I	_OW	1.0	Avg.	21.0
Years in position	High	20.0	0 I	_OW	1.0	Avg.	5.6
Salary (\$000s/yr)	High	850.0	0 I	_OW	50.0	Avg.	211.9
Commission received?	Yes	20.8	8 I	No	79.2		
Amount (\$000s/yr)	High	130.0	0 1	_OW	3.0	Avg.	72.6
Bonus received?	Yes	79.:	2 1	No	20.8		
Amount (\$000s/yr)	High	175.0	0 1	_OW	1.0	Avg.	68.4
Perceived pay							
vs. peers (%)	More	16.	7 I	_ess	45.8	Same	37.5
Employer's gross	<\$5M			25.0	\$50-\$1	LOOM	20.8
US revenue (%)	\$5-\$20	M		16.7	>1001		29.2
, ,	\$20-\$5	50M		8.3			
Position satisfying? (%)	Thorou	ghlv		33.3	Genera	allv	37.5
, , ,		netimes	S	20.8	No	,	8.3
Advancement	Index	2.5 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		8.3	Good		41.7
	Fair			37.5	Poor		12.5
How current job	Promo	ted		25.0	Exec S	Search	8.3
was acquired (%)	Hired b	y Comp	oanv	37.5	Own In	itiative	25.0
Benefits received (%)		Bonus		10.5	Retiren	nent	36.8
	Car	,		36.8	Medica	al	84.2
	Dental			57.9	Stock		42.1
Factors important	Salary			2.1		n./Culture	2.9
to job (avg ranking,	Benefit	S		4.6		to Staff	4.0
1 = most important)	Advano			4.2		n./Soc. Re	
	Training			6.7	Job Se	•	4.3
Employer rating	Salary			2.3		n./Culture	
(avg rating, 1 = best)	Benefit	S		2.3		to Staff	2.6
(418 144118) = 2004	Advanc			2.7	, ,	n./Soc. Re	
	Training			3.2	Job Se	•	2.5
Plan to seek a new	Yes	>		37.5	No	ourity	45.8
job this year? (%)	.00			0.10			.0.0
New job motivation (%)	Salarv	/Benefit	S	28.6	Advano	cement	14.3
,		nt Part				Change	0.0
		t of Indu		0.0	Job Se	_	14.3
		ı./Cultu	-	28.6	Other	20.10	14.3
Method for seeking		mentAg				g Contact	
new job (avg ranking,	Job Ad	_	Solicy	3.9		t Compar	
1=most likely)	Post R			4.2	Jonac	.c oompai	2.0
z=inost intely)	1 031 11	COULTE		7.4			

۷P	MARKETING	

\$198,600



EXEC. DIR., MARKETING \$207,800 **▼1.4**%



Employer	Per	rcent	Mark	et Sec	tor		Percer
M anufacturer					euticals	'	50.
Agency		23.1			aceuticals	:	7.
Media/Publisher - HCP				chnolo		,	26.
Media/Publisher - Consun	ner				rices/Equ	in	19.
Media/Publisher - HCP &					Device/Ed		15.
Service Supplier			_		ducts/Ed		3.
Other		11.5		al Prod		0.	
Otilei				ged Ca	′ '	ıρ	11.
Age	High	71	L	OW	27	Avg.	49.
Sex	Male	53.9	F	emale	46.2		
Years in industry	High	32.0	L	OW	6.0	Avg.	22.
Years in position	High	10.0		OW	1.0	Avg.	3.
Salary (\$000s/yr)	High	315.0		OW OW	85.0	Avg.	198.
Commission received?	Yes	0.0		0	100.0		
Amount (\$000s/yr)	High	0.0		OW	0.0	Avg.	0.
Bonus received?	Yes	88.5		0	11.5		
Amount (\$000s/yr)	High	108.0		OW	1.0	Avg.	43.
Perceived pay	0''				2.0		
vs. peers (%)	More	11.5		ess	50.0	Same	38.
Employer's gross	<\$5M	11.0		20.0	\$50-\$		8.
US revenue (%)	\$5-\$20	MC		16.0	>100		48.
OS Tevenue (70)	\$20-\$5			8.0	>1001	VI	₩.
Position satisfying? (%)	Thorou			32.0	Genera	ally	44.
rosidon sadsiying: (70)		metimes		16.0	No	ally	8.
Advancement						1-Poorl	
prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 11.5 Good		1-1 001/	46.			
prospects (%)	Fair	HIL		26.9	Poor		46. 15.
Have accepted to b	Promo	tod		30.8		Search	23.
How current job			anı,	23.1		itiative	23. 19.
was acquired (%)		y Comp	arry		Retirer		
Benefits received (%)	0 (g Bonus					50.
	Car			4.2	Medica	aı	87.
Fratani ina	Dental			83.3	Stock	. (0.11	45.
Factors important	Salary	ho.		2.4		n./Culture	
to job (avg ranking,	Benefit			4.1		y to Staff	
1 = most important)		cement		4.7		n./Soc. R	
.	Trainin			7.1	Job Se		3.
Employer rating	Salary			2.4		n./Culture	
(avg rating, 1 = best)	Benefit			2.4		y to Staff	2.
		cement		2.7		n./Soc. R	
	Trainin	g		3.2	Job Se	ecurity	2.
Plan to seek a new	Yes			19.2	No		50.
job this year? (%)							
New job motivation (%)		/Benefits		30.0		cement	30.
	Differe	nt Part o	f Ind	0.0	Need a	a Change	0.
	Get ou	t of Indu	stry	0.0	Job Se	ecurity	30.
	Enviror	n./Cultur	е	10.0	Other		0.
Method for seeking	Recruit	tmentAge	ency	2.0	Existin	g Contact	ts 1.
new job (avg ranking,	Job Ad	ls		3.7	Contac	ct Compa	nies 3.
				4.5			

LALG. DIR., WAI	INLII	NU	ŞZU	7,000		1.4/0
Number of respondent	ts					15
Employer	Per	cent	Market S	Sector		Percent
Manufacturer		93.3	Rx Pharn	naceuticals		60.0
Agency		0.0	OTC Pha	rmaceutica	ıls	6.7
Media/Publisher - HCP		0.0	Biotechn	ology		6.7
Media/Publisher - Consur	ner	0.0	Medical I	Devices/Eq	Juip	20.0
Media/Publisher - HCP &	Consmr.	6.7	Diagnost	ic Device/E	Equip	6.7
Service Supplier		0.0	Hospital	Products/E	Equip.	6.7
Other		0.0	Dental Pi	roducts/Eq	uip	0.0
			Manageo	l Care		6.7
Age	High	57	Low	33	Avg.	44.4
Sex	Male	60.0	Fema	ale 40.0		
Years in industry	High	30.0	Low	7.0	Avg.	18.7
Years in position	High	11.0	Low	1.0	Avg.	3.2
Salary (\$000s/yr)	High	315.0	Low	135.0	Avg.	207.8
Commission received?	Yes	13.3	No No	86.7		
Amount (\$000s/yr)	High	70.0	Low	26.0	Avg.	48.0
Bonus received?	Yes	93.3	No No	6.7		
Amount (\$000s/yr)	High	175.0	Low	25.0	Avg.	65.5
Perceived pay						
vs. peers (%)	More	6.7	Less	33.3	Same	60.0
Employer's gross	<\$5M		0.	0 \$50-	\$100M	7.1
US revenue (%)	\$5-\$20	MC	0.	0 >100	MC	85.7
	\$20-\$5	50M	7.	1		
Position satisfying? (%)	Thorou	ghly	26.	7 Gene	rally	66.7
	OK Sor	netimes	6.	7 No		0.0
Advancement	Index	2.5 (4=	Exc. 3=0	Good 2=Fai	r 1=Poor)	
prospects (%)	Excelle	ent	20.	O Good	i	26.7
	Fair		40.	0 Poor		13.3
How current job	Promo	ted	53.	3 Exec	Search	13.3
was acquired (%)	Hired b	y Comp	any 6.	7 Own	Initiative	20.0
Benefits received (%)	Signing	g Bonus	35.	7 Retire	ement	42.9
	Car		7.	1 Medi	cal	85.7
	Dental		85.	7 Stoc	k	92.9
Factors important	Salary		2.	1 Envir	on./Cultur	e 3.3
to job (avg ranking,	Benefit	:S	4.	4 Loya	Ity to Staf	f 4.9
1 = most important)	Advanc	ement	3.	0 Envir	on./Soc. I	Resp.6.9
	Training	g	6.	9 Job S	Security	4.4
Employer rating	Salary		2.	1 Envir	on./Cultur	e 2.5
(avg rating, 1 = best)	Benefit	S	2.	3 Loya	Ity to Staf	f 3.1
	Advanc	ement	2.	5 Envir	on./Soc. I	Resp.2.6
	Training	g	3.	1 Job S	Security	2.9
Plan to seek a new	Yes		60.	0 No		33.3
job this year? (%)						
New job motivation (%)	Salary/	/Benefits	22.	2 Adva	ncement	33.3
	Differe	nt Part c	of Ind 0.	0 Need	l a Change	e 0.0
	Get ou	t of Indu	stry 0.	O Job S	Security	11.1
	Enviror	n./Cultur	e 22.	2 Othe	r	11.1
Method for seeking	Recruit	mentAg	ency 1.	9 Exist	ing Conta	cts 1.5
new job (avg ranking,	Job Ad	S	4.	0 Cont	act Comp	anies 3.0
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	72	2.0	Rx P	harmac	euticals		57.0
Agency		2.2	OTC	Pharma	aceuticals	S	10.8
Media/Publisher - HCP				echnolog			23.7
Media/Publisher - Consun	ner :	1.1	Med	ical Dev	ices/Equ	iip	22.6
Media/Publisher - HCP &	Consmr. 1	1.1	Diag	nostic [Device/E	quip	10.8
Service Supplier	10	3.8	Hosp	oital Pro	ducts/Ed	quip.	5.4
Other	10	3.8	Dent	al Produ	ip	1.1	
			Mana	aged Ca	ire		3.2
Age	High	69		_OW	29	Avg.	43.9
Sex	Male	49.5		emale	50.5		
Years in industry	High	45.0) <u>[</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>[</u>	_OW	40.0	Avg.	146.6
Commission received?	Yes	0.0) [No	100.0		
Amount (\$000s/yr)	High	0.0	L	_OW	0.0	Avg.	0.0
Bonus received?	Yes	83.9	1	No	16.1		
Amount (\$000s/yr)	High	90.0	L	_OW	2.4	Avg.	34.6
Perceived pay							
vs. peers (%)	More	9.9	<u> </u>	ess	46.2	Same	44.0
Employer's gross	<\$5M			3.3	\$50-\$	100M	14.1
US revenue (%)	\$5-\$20N			13.0	>1001	M	59.8
	\$20-\$50	M		9.8			
Position satisfying? (%)	Thorough	hly		27.2	Gener	ally	56.5
	OK Some			10.9	No		5.4
Advancement			Exc.			1=Poor)	
prospects (%)	Excellent	t		9.7	Good		46.2
	Fair			30.1	Poor		14.0
How current job	Promote			48.9		Search	12.0
was acquired (%)	Hired by		any	10.9		nitiative	23.9
Benefits received (%)	Signing I	Bonus		24.4	Retire		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	ment		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	ment		2.7		n./Soc. F	·
	Training			2.9		ecurity	2.4
Plan to seek a new	Yes			46.7	No		31.5
job this year? (%)	0.1. =			00.0			01.0
New job motivation (%)	Salary/B			20.8		cement	31.3
	Different					a Change	
	Get out o		-	0.0		ecurity	0.0
	Environ.			29.2	Other		10.4
Method for seeking	Recruitm	nentAge	ency	2.2		g Contac	
new job (avg ranking,	Job Ads			3.3	Conta	ct Compa	inies 3.6
1=most likely)	Post Res	sume		4.1			

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		rmaceuticas	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			

MANAGER. MARKETING

Percent

51.7

5.0

3.3

1.7

11.7

21.7

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

59

41.7

35.0

33.0

160.0

1.7

10.0

68.3

37.3

6.9

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. 5.0

Employer Manufacturer

Agency

Other

Age

Sex

\$94.800

Market Sector

Biotechnology

Managed Care

Female

Iow

Low

Low

Low

No

Low

No

Low

Less

10.2

10.2

11.9 28.3

11.7

21.7

30.0

42.4

13.6

17.7

2.0

78.4

2.3

4.1

4.1

6.6

2.1

2.4

2.6

2.8

35.0

32.1

3.6

10.7

2.5

3.1

3.6

No

Other

Rx Pharmaceuticals

OTC Pharmaceuticals

Medical Devices/Equip

Diagnostic Device/Equip

Hospital Products/Equip.

23

58.3

0.5

0.5

20.0

98.3

10.0

31.7

1.0

53.5

>100M

Generally

No

Good

Poor

Retirement

Medical

Stock

Dental Products/Equip



60 Percent 35.0 15.0 15.0 38.3 11.7 10.0 5.0 8.3 41.6 Avg. 12.7 Avg. Avg. 4.4 94.8 Avg. Avg. 10.0 14.3 Avg. 39.7 Same \$50-\$100M 11.9 55.9 55.0 5.0 Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor) 38.3 10.0 11.9 Exec Search Own Initiative 28.8 62.8 84.3 23.5 Environ./Culture 3.4 4.6 Loyalty to Staff Environ./Soc. Resp. 6.8 Job Security 4.1 Environ./Culture 2.2 Loyalty to Staff 2.3 Environ./Soc. Resp. 2.4 Job Security 2.0 33.3 32.1 Advancement Need a Change 7.1 Job Security 0.0 14.3 **Existing Contacts** Contact Companies 3.7

MARKETING COORDINATOR

S47.700

 $\triangle 0.1\%$

Number of respondent	s						7
Employer	Pero	ent	Mar	ket Sec	tor	ı	Percen
M anufacturer	1	4.3	Rx F	harmad	euticals		14.3
Agency	1	4.3	OTC	Pharm	aceuticals	;	0.0
Media/Publisher - HCP		0.0	Biot	echnolo	gy		0.0
Media/Publisher - Consum	ner	0.0	Med	ical Dev	vices/Equi	ip	14.3
Media/Publisher - HCP &	Consmr. 1	4.3	Diag	gnostic	Device/Ed	Juip	0.0
Service Supplier	1	4.3	Hos	pital Pro	oducts/Eq	uip.	0.0
Other	4	12.9	Den	tal Prod	ucts/Equi	р	0.0
			Man	aged C	are		14.3
Age	High	5	8 1	Low	23	Avg.	33.4
Sex	Male	42.	9 1	Female	57.1		
Years in industry	High	30.	0 1	Low	2.0	Avg.	9.
Years in position	High	20.	0	Low	1.0	Avg.	4.9
Salary (\$000s/yr)	High	71.	0 1	Low	22.0	Avg.	47.7
Commission received?	Yes	0.	0	No	100.0		
Amount (\$000s/yr)	High	0.	0 1	Low	0.0	Avg.	0.0
Bonus received?	Yes	42.	9	No	57.1		
Amount (\$000s/yr)	High	4.	0 1	Low	1.0	Avg.	2.2
Perceived pay							
vs. peers (%)	More	14.	3	Less	71.4	Same	14.3
Employer's gross	<\$5M			57.1	\$50-\$2	100M	0.0
US revenue (%)	\$5-\$20	M		14.3	>1001	Л	14.3
	\$20-\$5	OM		14.3			
Position satisfying? (%)	Thoroug	ghly		42.9	Genera	ally	28.6
	OK Son	netime	S	28.6	No		0.0
Advancement	Index 1	.9 (4=	=Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Exceller	nt		0.0	Good		28.6
	Fair			28.6	Poor		42.9
How current job	Promot	ed		42.9	Exec S		0.0
was acquired (%)	Hired by	y Com	oany	0.0	Own In	itiative	57.1
Benefits received (%)	Signing	Bonus		20.0	Retirer	nent	40.0
	Car			0.0	Medica	al	100.0
	Dental			80.0	Stock		0.0
Factors important	Salary			2.6		n./Culture	
to job (avg ranking,	Benefits			4.3		to Staff	4.9
1 = most important)	Advance			4.3		n./Soc. Re	
	Training			6.3	Job Se		3.3
Employer rating	Salary			2.1		n./Culture	
(avg rating, 1 = best)	Benefits			2.4		to Staff	2.4
	Advance			2.9		n./Soc. Re	
	Training			2.4	Job Se	curity	2.4
Plan to seek a new	Yes			42.9	No		42.9
job this year? (%)	0.1.	D	_	05.0	Α 1		05.5
New job motivation (%)	Salary/l			25.0		cement	25.0
	Differen					a Change	0.0
	Get out		-	0.0	Job Se	curity	25.0
	Environ	•		0.0	Other	0	0.0
Method for seeking	Recruitr	-	gency			g Contact	
new job (avg ranking,	Job Ads			2.2	Contac	ct Compar	nes 4.0
1=most likely)	Post Re	sume		3.0			

Number of respondent	ts					14	
Employer	Per	cent	Market Se	ctor		Percent	
M anufacturer		28.6	Rx Pharma	ceuticals		78.6	
Agency		14.3	OTC Pharn	naceutical	S	21.4	
Media/Publisher - HCP		14.3	Biotechnol	ogy		35.7	
Media/Publisher - Consur	ner	7.1	Medical De	evices/Equ	ıip	35.7	
Media/Publisher - HCP &	Consmr.	7.1	Diagnostic	Device/E	quip	21.4	
Service Supplier		28.6	Hospital Pi	oducts/E	quip.	0.0	
Other		0.0	Dental Pro	ducts/Equ	ip	0.0	
				anaged Care			
Age	High	56	Low	32	Avg.	45.5	
Sex	Male	64.3	Female	35.7			
Years in industry	High	27.0	Low	9.0	Avg.	17.4	
Years in position	High	11.0	Low	1.0	Avg.	2.9	
Salary (\$000s/yr)	High	300.0	Low	103.0	Avg.	178.9	
Commission received?	Yes	64.3	No	35.7			
Amount (\$000s/yr)	High	100.0	Low	5.0	Avg.	55.6	
Bonus received?	Yes	50.0		50.0			
Amount (\$000s/yr)	High	250.0		10.0	Avg.	85.0	
Perceived pay	6		2011	10.0	7.1.6.		
vs. peers (%)	More	21.4	Less	42.9	Same	35.7	
Employer's gross	<\$5M		21.4	\$50-\$		7.1	
US revenue (%)	\$5-\$20	M	28.6	>100		21.4	
OS revenue (70)	\$20-\$5		21.4	>100	IVI	21	
Position satisfying? (%)	Thorou	ghly	35.7	Gener	ally	35.7	
, ,		netimes	28.6	No		0.0	
Advancement	Index	2.1 (4=	Exc. 3=Go	od 2=Fair	1=Poor)		
prospects (%)	Excelle	Excellent		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 I	nitiative	42.9	
Benefits received (%)		g Bonus	7.7	Retire		46.2	
	Car	,	7.7	Medic		92.3	
	Dental		84.6	Stock		61.5	
Factors important	Salary		2.1		n./Cultur		
to job (avg ranking,	Benefit	·c	4.1		y to Staff		
1 = most important)	Advanc		4.5	-	n./Soc. F		
I = most important,	Training		7.4		ecurity	3.6	
Employer rating	Salary	5	2.4		n./Cultur		
(avg rating, 1 = best)	Benefit	·c	2.1		v to Staff		
(avg raulig, 1 = best)	Advanc		2.9	,	n./Soc. F		
	Training		3.2		ecurity	2.6	
Plan to seek a new		5	57.1	No	ecurity	21.4	
	Yes		57.1	110		21.2	
job this year? (%) New job motivation (%)	Salani	/Benefits	40.0	Advan	comont	20.0	
ivew job motivation (%)					cement		
			of Ind 20.0		a Change	0.0 0.0	
		t of Indu	•		Job Security		
		n./Cultur		Other		0.0	
Method for seeking		mentAg			ng Contac		
new job (avg ranking,	Job Ad		3.8	Conta	ct Compa	inies 3.8	
1=most likely)	Post Re	esume	4.1				

SALES DIRECTO	R	\$1	30,	600		_1	0%
Number of respondent	:s						19
Employer	Per	cent	Marl	ket Sect	or	Р	ercent
M anufacturer		47.4	Rx P	harmace	euticals		68.4
Agency		0.0	OTC	Pharma	ceuticals	5	21.1
Media/Publisher - HCP		5.3	Biote	echnolog	gy		15.8
Media/Publisher - Consun	ner	5.3	Medi	cal Devi	ces/Equ	ip	10.5
Media/Publisher - HCP &	Consmr.	10.5	Diag	nostic D	evice/E	quip	5.3
Service Supplier		21.1	Hosp	oital Pro	ducts/Ed	μip.	10.5
Other		10.5	Dent	al Produ	icts/Equ	ip	5.3
			Mana	aged Ca		5.3	
Age	High	59) L	.OW	28	Avg.	45.9
Sex	Male	63.2	? F	emale	36.8		
Years in industry	High	30.0) L	.OW	10.0	Avg.	17.7
Years in position	High	20.0) <u>L</u>	_OW	1.0	Avg.	6.1
Salary (\$000s/yr)	High	210.0) <u>L</u>	.OW	50.0	Avg.	130.6
Commission received?	Yes	47.4	- 1	No	52.6		
Amount (\$000s/yr)	High	100.0) L	.OW	12.0	Avg.	61.3
Bonus received?	Yes	52.6	1	No	47.4		
Amount (\$000s/yr)	High	80.0) L	.OW	15.0	Avg.	43.7
Perceived pay							
vs. peers (%)	More	26.3	3 L	ess	36.8	Same	36.8
Employer's gross	<\$5M			0.0	\$50-\$	100M	5.3
US revenue (%)	\$5-\$20	MC		36.8	>1001	M	42.1
	\$20-\$5	50M		15.8			
Position satisfying? (%)	Thorou	ghly		52.9	Gener	ally	29.4
	OK Sor	netimes		11.8	No		5.9
Advancement	Index	2.5 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	lent 15.8		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		n./Culture	3.1
to job (avg ranking,	Benefit			4.8		y to Staff	4.4
1 = most important)		ement		5.4		n./Soc. Re	sp.6.9
	Trainin	g		6.1		ecurity	2.8
Employer rating	Salary			2.1		n./Culture	2.1
(avg rating, 1 = best)	Benefit			2.2		y to Staff	2.1
		ement		2.6		n./Soc. Re	sp.1.8
	Trainin	g		2.6		ecurity	2.0
Plan to seek a new	Yes			26.3	No		52.6
job this year? (%)		/D					
New job motivation (%)		/Benefits		0.0		cement	20.0
		nt Part c		0.0		a Change	20.0
		t of Indu	•				20.0
		n./Cultur		20.0	Other		20.0
Method for seeking		mentAg	ency	1.9		g Contacts	
new job (avg ranking,	Job Ad			3.9	Conta	ct Compani	es 3.5
1=most likely)	Post R	esume		4.4			

SALES MANAGE	R	\$1	17,800)		9.6%
Number of respondent	s					12
Employer	Pei	rcent	Market :	Sector		Percent
Manufacturer		50.0	Rx Pharr	naceuticals		83.3
Agency		0.0	OTC Pha	ırmaceutica	ls	33.3
Media/Publisher - HCP		33.3	Biotechn	ology		16.7
Media/Publisher - Consun	ner	0.0	Medical	Devices/Eq	uip	25.0
Media/Publisher - HCP &	Consmr.	8.3	Diagnost	tic Device/E	Equip	25.0
Service Supplier		8.3	Hospital	Products/E	quip.	8.3
Other		0.0	Dental P	roducts/Eq	uip	8.3
			Manageo	d Care	0.0	
Age	High	56	5 Low	27	Avg.	42.0
Sex	Male	50.0) Fema	ale 50.0		
Years in industry	High	32.0) Low	3.0	Avg.	15.3
Years in position	High	20.0) Low	1.0	Avg.	6.6
Salary (\$000s/yr)	High	190.0) Low	36.0	Avg.	117.8
Commission received?	Yes	58.3	B No	41.7		_
Amount (\$000s/yr)	High	80.0) Low	9.0	Avg.	43.4
Bonus received?	Yes	75.0) No	25.0		
Amount (\$000s/yr)	High	52.0) Low	3.0	Avg.	26.7
Perceived pay						
vs. peers (%)	More	25.0) Less		Same	33.3
Employer's gross	<\$5M		0.	.0 \$50-	\$100M	25.0
US revenue (%)	\$5-\$20		8.	.3 >100	M	33.3
	\$20-\$	50M	33.			
Position satisfying? (%)	Thorou	-	33.		rally	41.7
		metimes				8.3
Advancement				Good 2=Fai		
prospects (%)	Excelle	ent		.3 Good		50.0
	Fair		33.		0 1	8.3
How current job	Promo		16		Search	16.7
was acquired (%)		y Comp			Initiative	33.3
Benefits received (%)		g Bonus			ement	72.7
	Car		72.			100.0
Francisco Santa and	Dental		90.		-	45.5
Factors important	Salary	ho.			on./Cultur	
to job (avg ranking,	Benefit			_	lty to Staf	
1 = most important)		cement			on./Soc. I Security	3.8
	Trainin					
Employer rating	Salary Benefit				on./Cultur	
(avg rating, 1 = best)		cement			lty to Staf on./Soc. I	
	Trainin				on./soc. i Security	2.3
Plan to seek a new	Yes	ь	41.		occurry.	50.0
job this year? (%)	163		41.	., 110		50.0
New job motivation (%)	Salary	/Benefits	; n	.0 Adva	ncement	33.3
,0204144011 (70)		nt Part o			l a Change	
		t of Indu			Job Security	
		1./Cultur	,			16.7 16.7
Method for seeking		tmentAg			ing Conta	
new job (avg ranking,	Job Ad				act Comp	
1=most likely)		esume		.2		

PRODUCT DIREC	UIUR		\$156,80	JU	A 3	8.8%
Number of respondent	ts					5
Employer	Per	rcent I	Market Sec	tor		Percent
Manufacturer	1	0.00 F	Rx Pharmac	ceuticals		80.0
Agency		0.0	OTC Pharm	aceutical	S	0.0
Media/Publisher - HCP		0.0 E	Biotechnolo	gy		40.0
Media/Publisher - Consur	ner	0.0	Medical Dev	vices/Equ	ıip	20.0
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic I	Device/E	quip	20.0
Service Supplier		0.0 H	Hospital Pro	oducts/E	quip.	0.0
Other		0.0	Dental Prod	lucts/Equ	ip	0.0
			Managed C		0.0	
Age	High	50	Low	37	Avg.	43.6
Sex	Male	100.0	Female	0.0		
Years in industry	High	23.0	Low	6.0	Avg.	18.6
Years in position	High	19.0	Low	2.0	Avg.	7.0
Salary (\$000s/yr)	High	197.0	Low	92.0	Avg.	156.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	61.3	Low	22.0	Avg.	39.7
Perceived pay						
vs. peers (%)	More	0.0	Less	60.0	Same	40.0
Employer's gross	<\$5M		0.0	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	MC	0.0	>100		100.0
, ,	\$20-\$5		0.0			
Position satisfying? (%)	Thorou		0.0	Gener	allv	80.0
, ,		metimes	20.0	No	. ,	0.0
Advancement			xc. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent ·	20.0	Good	,	40.0
F	Fair		0.0	Poor		40.0
How current job	Promo	ted	100.0	Exec	Search	0.0
was acquired (%)	Hired b	oy Compa	nv 0.0	Own I	nitiative	0.0
Benefits received (%)		g Bonus	20.0	Retire	ment	80.0
	Car	,	0.0	Medic	al	100.0
	Dental		100.0	Stock		20.0
Factors important	Salary		2.4		n./Culture	
to job (avg ranking,	Benefit		3.6		y to Staff	6.4
1 = most important)		cement	1.6		n./Soc. R	
	Trainin		6.6		ecurity	4.6
Employer rating	Salary		1.4		n./Culture	
(avg rating, 1 = best)	Benefit		2.6		y to Staff	2.4
(avg rading, 2 – boot)		cement	2.8	•	n./Soc. R	
	Trainin		3.0		ecurity	2.6
Plan to seek a new	Yes	6	60.0	No	county	20.0
job this year? (%)	.00		30.0	. 10		_0.0
New job motivation (%)	Salary	/Benefits	0.0	Advan	cement	50.0
		nt Part of	Ind 0.0	Need	a Change	0.0
	Get ou	t of Indus			ecurity	0.0
		n./Culture	-	Other	,	0.0
Method for seeking		tmentAge			ng Contact	
			٠, ١.٥	_,	5 - 5	

3.3

4.0

Contact Companies 4.3

Job Ads

Post Resume

new job (avg ranking,

1=most likely)

GROUP PRODUCT MANAGER

\$171,700

N/A

SENIOR PRODUCT MANAGER \$143,800 ▲9.4%

Number of respondents	5					4
Employer	Perc	ent l	Market Sed	ctor		Percent
Manufacturer	7	5.0 I	Rx Pharma	ceuticals		75.0
Agency		0.0	OTC Pharm	naceuticals	S	25.0
Media/Publisher - HCP		0.0	Biotechnolo	ogy		0.0
Media/Publisher - Consum	ier	0.0	Medical De	vices/Equ	ıip	25.0
Media/Publisher - HCP & 0	Consmr.	0.0	Diagnostic	Device/Ed	quip	0.0
Service Supplier	2	5.0 I	Hospital Pro	oducts/Ed	quip.	0.0
Other		0.0	Dental Prod	ducts/Equ	ip	0.0
		I	Managed C	are		0.0
Age	High	51	Low	40	Avg.	43.0
Sex	Male	50.0	Female	50.0		
Years in industry	High	23.0	Low	11.0	Avg.	17.3
Years in position	High	7.0	Low	1.0	Avg.	3.8
Salary (\$000s/yr)	High	190.0	Low	145.0	Avg.	171.7
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	50.0	Low	15.0	Avg.	33.1
Perceived pay						
vs. peers (%)	More	0.0	Less	0.0	Same	100.0
Employer's gross	<\$5M		0.0	\$50-\$	100M	0.0
US revenue (%)	\$5-\$201		0.0	>1001	M	100.0
	\$20-\$50	DM	0.0			
Position satisfying? (%)	Thoroug	hly	50.0	Gener	ally	50.0
	OK Som		0.0	No		0.0
Advancement	Index 3	.0 (4=E	Exc. 3=Goo	od 2=Fair	1=Poor))
prospects (%)	Excellen	it	25.0	Good		50.0
	Fair		25.0	Poor		0.0
How current job	Promote	ed	25.0	Exec S	Search	50.0
was acquired (%)	Hired by	Compa	ny 0.0	Own Ir	nitiative	25.0
Benefits received (%)	Signing	Bonus	50.0	Retire	ment	75.0
	Car		25.0	Medic	al	100.0
	Dental		100.0	Stock		50.0
Factors important	Salary		1.8		n./Cultu	
to job (avg ranking,	Benefits		3.5	Loyalt	y to Staf	f 5.0
1 = most important)	Advance	ement	4.5		-	Resp.5.8
	Training		7.8		ecurity	6.0
Employer rating	Salary		2.0	Enviro	n./Cultu	re 1.5
(avg rating, 1 = best)	Benefits		2.0		y to Staf	
	Advance	ement	2.0	Enviro	n./Soc.	Resp.1.8
	Training		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes		25.0	No		75.0
job this year? (%)						
New job motivation (%)	Salary/E	Benefits	0.0	Advan	cement	100.0
	Different	t Part of	Ind 0.0	Need	a Chang	e 0.0
						0.0
	Get out	of Indus	try 0.0	Job Se	ecurity	0.0
	Get out Environ.		-	Job Se Other	ecurity	
Method for seeking		/Culture	0.0	Other	ecurity ng Conta	0.0 0.0 cts 1.7
Method for seeking new job (avg ranking,	Environ.	/Culture nentAge	0.0	Other Existin	ng Conta	0.0

Number of respondent	s						16
Employer	Per	cent	Marl	ket Sec	tor		Percent
Manufacturer		00.0			euticals		56.3
Agency		0.0			aceuticals	S	6.3
Media/Publisher - HCP		0.0	Biote	echnolo	gy		25.0
Media/Publisher - Consun	ner	0.0	Medi	ical Dev	/ices/Equ	ıip	18.8
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic [Device/E	guip	6.3
Service Supplier		0.0	Hosp	oital Pro	uip.	6.3	
Other		0.0		al Prod		0.0	
			Mana	aged Ca	are		0.0
Age	High	60) L	_OW	33	Avg.	43.6
Sex	Male	62.5	5 F	emale	37.5		
Years in industry	High	37.0) L	_OW	8.0	Avg.	19.2
Years in position	High	8.0) L	_OW	1.0	Avg.	3.3
Salary (\$000s/yr)	High	192.0) L	_OW	77.6	Avg.	143.8
Commission received?	Yes	0.0	1 (No	100.0		
Amount (\$000s/yr)	High	0.0) L	_OW	0.0	Avg.	0.0
Bonus received?	Yes	93.8	3 1	No	6.3		
Amount (\$000s/yr)	High	55.0) L	_OW	4.0	Avg.	25.6
Perceived pay							
vs. peers (%)	More	31.3	3 L	ess	43.8	Same	25.0
Employer's gross	<\$5M			6.3	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20			0.0	>1001	M	93.8
	\$20-\$5			0.0			
Position satisfying? (%)	Thorou	ghly		18.8	Gener	ally	56.3
		netimes		25.0	No		0.0
Advancement			Exc.		d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		6.3	Good		50.0
	Fair			12.5	Poor		31.3
How current job	Promot			50.0		Search	25.0
was acquired (%)		y Comp	any	0.0		nitiative	25.0
Benefits received (%)		Bonus		25.0	Retire		56.3
	Car			0.0	Medic	al	93.8
	Dental			87.5	Stock	(O II	62.5
Factors important	Salary			2.9		n./Culture	
to job (avg ranking,	Benefit			3.9	-	y to Staff	4.9
1 = most important)	Advanc			3.6		n./Soc. R	
Employer rating	Training Salary	5		6.6 1.9		ecurity n./Culture	3.1
(avg rating, 1 = best)	Benefit	c		2.2		y to Staff	
(avg ratilig, I = best)	Advanc			2.8	-	n./Soc. R	
	Training			2.7		ecurity	2.7
Plan to seek a new	Yes	5		37.5	No	curity	25.0
job this year? (%)	103			37.3	140		25.0
New job motivation (%)	Salary	/Benefits	 S	14.3	Advan	cement	14.3
,	,	nt Part o				a Change	
		t of Indu		14.3		a change ecurity	14.3
		ı./Cultur	-	14.3	Other	Journey	28.6
Method for seeking		mentAg		2.6		ng Contac	
new job (avg ranking,	Job Ad	_	JU	2.5		ct Compa	
1=most likely)	Post Re			3.9	Jones	00mpu	
	1 000 110	Juille		0.5			

PRODUCT MANAGER

\$88,500



Employer	Per	cent	Mar	ket Sect	or		Percen
M anufacturer	-	78.3	Rx F	harmac	euticals		47.8
Agency		4.4	OTC	Pharma	ceuticals	S	0.0
Media/Publisher - HCP		8.7	Biot	echnolog	gy		30.4
Media/Publisher - Consun	ner	0.0	Med	ical Devi	ces/Equ	iip	26.
Media/Publisher - HCP &	Consmr.	4.4	Diag	gnostic D	evice/E	quip	4.
Service Supplier		4.4	Hos	pital Pro	ducts/Ed	quip.	0.
Other		0.0	Den	tal Produ	icts/Equ	ip	4.
			Man	aged Ca	re		0.
Age	High	64	1 1	Low	25	Avg.	37.
Sex	Male	52.2	2	Female	47.8		
Years in industry	High	40.0)	Low	2.0	Avg.	12.
Years in position	High	22.0)	Low	1.0	Avg.	5.
Salary (\$000s/yr)	High	125.0)	Low	26.0	Avg.	88.
Commission received?	Yes	4.4	1	No	95.7		
Amount (\$000s/yr)	High	35.0)	Low	35.0	Avg.	35.
Bonus received?	Yes	82.6	<u> </u>	No	17.4		
Amount (\$000s/yr)	High	35.0)	Low	4.0	Avg.	14.
Perceived pay							
vs. peers (%)	More	0.0)	Less	59.1	Same	40.
Employer's gross	<\$5M			0.0	\$50-\$	100M	9.
US revenue (%)	\$5-\$20	M		4.6	>1001		77.
	\$20-\$5			9.1			
Position satisfying? (%)	Thorou			13.6	Gener	allv	68.
		netimes	;	13.6	No	. ,	4.
Advancement	Index 2	2.5 (4=	Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	Excellent		18.2	Good		40.
,,	Fair			13.6	Poor		27.
How current job	Promot	ted		40.9	Exec S	Search	9.
was acquired (%)	Hired b	y Comp	anv	18.2	Own Ir	nitiative	27.
Benefits received (%)		Bonus	. ,	27.8	Retire	ment	77.
	Car	,		5.6	Medic	al	77.
	Dental			77.8	Stock	-	55.
Factors important	Salary			2.9		n./Cultur	
to job (avg ranking,	Benefit	S		4.0		y to Staff	
1 = most important)	Advanc			3.6	-	n./Soc. F	
_ =occpor	Training			6.3		ecurity	4.
Employer rating	Salary	•		2.2		n./Cultur	
(avg rating, 1 = best)	Benefit	c		2.7		y to Staff	
avg rading, 1 = 5000	Advanc			2.5	-	n./Soc. F	
	Training			2.9		ecurity	2.
Plan to seek a new	Yes	>		59.1	No	Journey	27.
job this year? (%)	103			JJ.1	110		۷,.
New job motivation (%)	Salany	Benefits		42.9	Advan	cement	0.
itew job illouvation (%)		nt Part o					
						_	
		of Indu	-	0.0		ecurity	0.
Made de constitución		./Cultur		50.0	Other	- Or -1	7.
Method for seeking		mentAg	ency			g Contac	
new job (avg ranking,	Job Ad			3.0	Conta	ct Compa	ınıes 3.
1=most likely)	Post Re	esume		3.4			

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

DIR. CORP./IVIK	ING C	JUIVIII	VI.	ŞIH	4,400	V 1/	.4/0
Number of respondent	ts						22
Employer	Per	cent	Mar	ket Se	ctor	F	Percent
M anufacturer		68.2	Rx P	harma	ceuticals		63.6
Agency		13.6	OTC	Pharm	aceutical	S	9.1
Media/Publisher - HCP		0.0	Bioto	echnolo	ogy		13.6
Media/Publisher - Consur	ner	0.0	Med	ical De	vices/Equ	iip	40.9
Media/Publisher - HCP &	Consmr.	4.6	Diag	nostic	Device/E	quip	18.2
Service Supplier		0.0	Hos	pital Pr	oducts/Ed	quip.	13.6
Other		13.6	Dent	tal Proc	lucts/Equ	ip	0.0
			Man	aged C	are		0.0
Age	High	5	9 I	Low	27	Avg.	43.8
Sex	Male	40.	9 I	Female	59.1		
Years in industry	High	30.	0 I	Low	3.0	Avg.	15.4
Years in position	High	28.	0 I	Low	1.0	Avg.	6.3
Salary (\$000s/yr)	High	210.	0 I	Low	60.0	Avg.	144.4
Commission received?	Yes	0.		No	100.0		
Amount (\$000s/yr)	High	0.	0 1	Low	0.0	Avg.	0.0
Bonus received?	Yes	90.	9 I	No	9.1		
Amount (\$000s/yr)	High	150.	0 1	Low	5.0	Avg.	30.5
Perceived pay							
vs. peers (%)	More	27.	3 I	Less	27.3	Same	45.5
Employer's gross	<\$5M			13.6	\$50-\$	100M	4.6
US revenue (%)	\$5-\$20	MC		13.6	>1001	M	59.1
	\$20-\$5	50M		9.1			
Position satisfying? (%)	Thorou	ighly		9.1	Gener	ally	86.4
	OK Soi	metimes	S	4.6	No		0.0
Advancement	Index	2.2 (4=	Exc.	3=Goo	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		9.5	Good		28.6
	Fair			38.1	Poor		23.8
How current job	Promo	ted		45.5	Exec S	Search	18.2
was acquired (%)	Hired b	y Com	oany	4.6	Own Ir	nitiative	27.3
Benefits received (%)	Signing	g Bonus	;	13.6	Retire	ment	50.0
	Car			4.6	Medic	al	72.7
	Dental			59.1	Stock		54.6
Factors important	Salary			2.5	Enviro	n./Culture	3.3
to job (avg ranking,	Benefit	:S		3.7	Loyalt	y to Staff	5.0
1 = most important)	Advand	cement		5.0	Enviro	n./Soc. Re	esp.6.7
	Trainin	g		6.9	Job Se	ecurity	3.0
Employer rating	Salary			2.0	Enviro	n./Culture	2.5
(avg rating, 1 = best)	Benefit	S		2.0	Loyalt	y to Staff	2.5
	Advand	cement		2.8	Enviro	n./Soc. Re	esp.2.5
	Trainin	g		2.7	Job Se	ecurity	2.4
Plan to seek a new	Yes			31.8	No		27.3
job this year? (%)							
New job motivation (%)	Salary	/Benefit	S	0.0	Advan	cement	37.5
	Differe	nt Part	of Ind	12.5	Need	a Change	25.0
	Get ou	t of Indu	ustry	0.0	Job Se	ecurity	12.5
	Enviror	n./Cultu	re	0.0	Other		12.5
Method for seeking		tmentAg		2.3	Existir	ng Contact	
new job (avg ranking,	Job Ad		-	2.4		ct Compar	
1=most likely)	Post R	esume		4.2			
-							

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

Number of respondent	ts					14		
Employer	Per	rcent	Market Se	ector		Percent		
M anufacturer		42.9	Rx Pharma	aceuticals		7.1		
Agency		28.6	OTC Pharr	maceutical	S	0.0		
Media/Publisher - HCP		0.0	Biotechno	logy		0.0		
Media/Publisher - Consur	ner	0.0	Medical D	evices/Equ	qip	50.0		
Media/Publisher - HCP &	Consmr.	7.1	Diagnostic	Device/E	quip	0.0		
Service Supplier		7.1	Hospital P	roducts/E	quip.	0.0		
Other		14.3	Dental Pro	tal Products/Equip				
			Managed	Care		7.1		
Age	High	59	Low	30	Avg.	42.9		
Sex	Male	28.6	Female	e 71.4				
Years in industry	High	25.0	Low	4.0	Avg.	11.5		
Years in position	High	19.0	Low	1.0	Avg.	5.2		
Salary (\$000s/yr)	High	180.0	Low	43.7	Avg.	101.0		
Commission received?	Yes	7.1	No	92.9				
Amount (\$000s/yr)	High	25.0	Low	25.0	Avg.	25.0		
Bonus received?	Yes	50.0	No	50.0				
Amount (\$000s/yr)	High	60.0	Low	1.0	Avg.	21.8		
Perceived pay								
vs. peers (%)	More	7.1	Less	42.9	Same	50.0		
Employer's gross	<\$5M		21.4	\$50-\$	100M	7.1		
US revenue (%)	\$5-\$20	MC	14.3			42.9		
, ,	\$20-\$5		14.3					
Position satisfying? (%)	Thorou		14.3		rallv	78.6		
		metimes			,	7.1		
Advancement			Exc. 3=Go	od 2=Fair	1=Poor)			
prospects (%)	Excelle	ent	14.3	Good		7.1		
p p	Fair		42.9			35.7		
How current job	Promo	ted	42.9		Search	0.0		
was acquired (%)		by Comp			nitiative	28.6		
Benefits received (%)		g Bonus	11.1			55.6		
	Car	5	0.0			100.0		
	Dental		77.8			44.4		
Factors important	Salary		1.6		n./Culture	2.6		
to job (avg ranking,	Benefit	ts	3.6		ty to Staff			
1 = most important)		cement	4.6	- , .	n./Soc. F			
	Trainin		6.3		ecurity	4.7		
Employer rating	Salary		2.1		n./Culture			
(avg rating, 1 = best)	Benefit		2.4		ty to Staff			
(avg rading, 2 – boot)		cement	2.9		n./Soc. F			
	Trainin		2.8		ecurity	2.4		
Plan to seek a new	Yes	0	42.9		Journey	21.4		
job this year? (%)	100		-r∠.J	110		21.7		
New job motivation (%)	Salany	/Benefits	60.0	Δdvan	ncement	20.0		
11017 JOD IIIOUVAUOII (70)	-	nt Part o			a Change			
		t of Indu			a Change ecurity	0.0		
			,		-			
Madhad fau		n./Cultur				10.0		
Method for seeking		tmentAg	-		ng Contac			
new job (avg ranking,	Job Ad		3.4		ict Compa	nies 2./		
1=most likely)	Post R	esume	4.2					

VP, GROUP SUPERVISOR \$149,900 ▲0.2%

,							
Number of respondent	S						33
Employer	Per	cent	Mar	ket Sec	tor		Percent
M anufacturer		6.1	Rx F	Pharmac	euticals		90.9
Agency		84.9	OTC	: Pharma	aceuticals	3	9.1
Media/Publisher - HCP		0.0	Biot	echnolo	gy		30.3
Media/Publisher - Consun		0.0	Med	lical Dev	vices/Equ	ip	30.3
Media/Publisher - HCP &	Consmr.	3.0	_		Device/Ed		15.2
Service Supplier		3.0	Hos	pital Pro	ducts/Eq	uip.	0.0
Other	3.0 Den				ucts/Equi	р	3.0
			Man	aged Ca	are		9.1
Age	High	6	5	Low	28	Avg.	40.9
Sex	Male	27.	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	No	93.9		
Amount (\$000s/yr)	High	40.	0	Low	15.0	Avg.	27.5
Bonus received?	Yes	63.	6	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-\$3	100M	15.6
US revenue (%)	\$5-\$20	M		43.8	>1001	Л	3.1
	\$20-\$5	MO		25.0			
Position satisfying? (%)	Thorou	ghly		12.5	Genera	ally	65.6
	OK Sor	netime	S	15.6	No		6.3
Advancement	Index	2.7 (4:	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		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 Com	pany	15.6	Own In	itiative	18.8
Benefits received (%)	Signing	Bonus	6	12.5	Retirer	nent	50.0
	Car			0.0	Medica	al	83.3
	Dental			79.2	Stock		33.3
Factors important	Salary			2.3	Enviro	n./Culture	3.2
to job (avg ranking,	Benefit	S		4.6	Loyalty	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	curity	3.5
Employer rating	Salary			2.4	Enviro	n./Culture	2.3
(avg rating, 1 = best)	Benefit	S		2.5	Loyalty	y to Staff	2.1
	Advanc	ement		2.5	Enviro	n./Soc. R	esp.2.5
	Training	g		2.6	Job Se	curity	2.1
Plan to seek a new	Yes			31.3	No		34.4
job this year? (%)							
New job motivation (%)	Salary/			42.9		cement	7.1
	Differe					a Change	
	Get ou		-	7.1	Job Se	ecurity	0.0
	Enviror	-		14.3	Other		14.3
Method for seeking	Recruit		gency			g Contac	
new job (avg ranking,	Job Ad	S		3.3	Contac	ct Compa	nies 3.8
1=most likely)	Post R	esume		4.2			

GROUP SUPERVISOR



ACCOUNT SUPERVISOR \$90,800



Employer	Por	cent	Marke	t Sact	or		Percer
Manufacturer		10.5			euticals		100.
Agency		84.2			ceuticals	:	21.
Media/Publisher - HCP		0.0	Biotec			,	26.
Media/Publisher - Consun	nor	0.0		•	ces/Equ	in	21.
Media/Publisher - HCP &					evice/Ed		5.
Service Supplier	COHSIII.	5.3			ducts/Ed		0.
Other		0.0			icts/Eau	1- 1-	0.
Other		0.0	Manag		, . , . , . , . ,	ıμ	10.
Age	High	50) Lo	W	28	Avg.	36.
Sex	Male	47.4	Fe	male	52.6		
Years in industry	High	23.0) Lo	W	3.0	Avg.	11.
Years in position	High	10.0		W	1.0	Avg.	3.
Salary (\$000s/yr)	High	155.0		W	67.7	Avg.	118.
Commission received?	Yes	5.3			94.7	<u>.</u>	
Amount (\$000s/yr)	High	32.0			32.0	Avg.	32.
Bonus received?	Yes	79.0			21.1		
Amount (\$000s/yr)	High	25.0			0.8	Avg.	7.
Perceived pay	6''	20.0		•	- 0.0		,.
vs. peers (%)	More	5.6	. Le	22	44.4	Same	50.
Employer's gross	<\$5M			1.8	\$50-\$		23.
US revenue (%)	\$5-\$20	M		7.7	>100		29.
OS Tevenue (70)	\$20-\$5		_	7.7	>1001	VI	23.
Position satisfying? (%)	Thorou			.0.5	Genera	ally	79.
rosidon sadsiying: (70)		metimes		0.5	No	ally	0.
Advancement						1=Poor)	0.
prospects (%)	Excelle	- •		-4000 21.1	Good	1-1 001)	47.
prospects (%)	Fair	HIL		26.3	Poor		47. 5.
Have accepted to b	Promo	tod.		53.2		Search	5.
How current job				5.3		itiative	26.
was acquired (%)		y Comp					
Benefits received (%)		g Bonus	1	5.4	Retirer	53.	
	Car		,	0.0	Medical		76.
Fratanitan	Dental		- 6	9.2	Stock	. (0.11	23.
Factors important	Salary	-		2.3		n./Culture	
to job (avg ranking,	Benefit			3.7		y to Staff	
1 = most important)		cement		4.3		n./Soc. R	
	Trainin			6.6	Job Se		4.
Employer rating	Salary			2.5		n./Culture	
(avg rating, 1 = best)	Benefit			2.4		y to Staff	
		cement		2.3		n./Soc. R	
	Trainin	g		2.7	Job Se	ecurity	2.
Plan to seek a new	Yes			5.3	No		42.
job this year? (%)							
New job motivation (%)		/Benefits		0.0		cement	20.
	Differe	nt Part c	of Ind 2	20.0	Need a	a Change	0.
	Get ou	t of Indu	stry	0.0	Job Se	ecurity	0.
	Enviror	n./Cultur	е	0.0	Other		0.
Method for seeking	Recruit	tmentAg	ency	1.7	Existin	g Contac	ts 2.
new job (avg ranking,	Job Ad	s		3.1	Contac	ct Compa	nies 4.
	Post R			3.9			

Number of respondents	ACCOUNT SUPE	nviou	JN	\$90 ,	000		1.270
Manufacturer	Number of respondent	S					24
Agency 100.0 OTC Pharmaceuticals 8.3 Media/Publisher - HCP 0.0 Biotechnology 20.8 Media/Publisher - Consumer 0.0 Medical Devices/Equip 16.7 Media/Publisher - HCP & Consumer 0.0 Diagnostic Device/Equip 8.3 Service Supplier 0.0 Dental Products/Equip 4.2 Age High 58 Low 27 Avg. 32.0 Sex Male 25.0 Female 75.0 4.2 Years in industry High 25.0 Low 2.0 Avg. 7.5 Years in position High 3.0 Low 0.3 Avg. 7.5 Years in position High 13.0 Low 0.3 Avg. 1.4 Salary (\$000s/yr) High 13.0 Low 0.5 Avg. 9.0 Bonus received? Yes 54.2 No 45.8 Amount (\$000s/yr) 4.4 \$50×10 4.3 Perceived pay Yes	Employer	Per	cent	Market S	Sector		Percent
Media/Publisher - HCP 0.0 Biotechnology 20.8 Media/Publisher - Consumer 0.0 Medical Devices/Equip 8.3 Service Supplier 0.0 Diagnostic Devices/Equip 8.3 Service Supplier 0.0 Dental Products/Equip 0.0 Other 0.0 Dental Products/Equip 4.2 Age High 58 Low 27 Avg. 32.0 Sex Male 25.0 Female 75.0 Avg. 7.5 Years in industry High 3.0 Low 2.0 Avg. 7.5 Years in position High 3.0 Low 0.3 Avg. 1.4 Salary (\$000s/yr) High 13.0 Low 0.0 Avg. 90.8 Commission received? Yes 54.2 No 45.8 Avg. 9.0 Bonus received? Yes 54.2 No 45.8 Same 41.7 Employer's gross <55M 4.4 \$50.5 <t< th=""><td>Manufacturer</td><td></td><td>0.0</td><td>Rx Pharn</td><td>naceuticals</td><td></td><td>87.5</td></t<>	Manufacturer		0.0	Rx Pharn	naceuticals		87.5
Media/Publisher - Consumer 0.0 Medical Devices/Equip 8.3 Service Supplier 0.0 Diagnostic Device/Equip 8.3 Service Supplier 0.0 Hospital Products/Equip 0.0 Other 0.0 Dental Products/Equip 4.2 Age High 58 Low 27 Avg. 32.0 Sex Male 25.0 Female 75.0 Years in position High 3.0 Low 2.0 Avg. 7.5 Years in position High 3.0 Low 0.3 Avg. 1.4 Salary (\$000s/yr) High 13.0 Low 0.3 Avg. 90.8 Commission received? Yes 0.0 No 100.0 Awg. 0.0 Amount (\$000s/yr) High 11.5 Low 0.5 Avg. 4.3 Perceived pay vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <55M 4.4 <td< th=""><td>Agency</td><td>1</td><td>0.00</td><td>OTC Pha</td><td>rmaceutica</td><td>ls</td><td>8.3</td></td<>	Agency	1	0.00	OTC Pha	rmaceutica	ls	8.3
Media/Publisher - HCP & Consm. 0.0 Diagnostic Device/Equip 0.0	Media/Publisher - HCP		0.0	Biotechn	ology		20.8
Media/Publisher - HCP & Consmr. 0.0 Diagnostic Device/Equip. 0.0	Media/Publisher - Consum	ner	0.0	Medical [Devices/Eq	uip	16.7
Other 0.0 Dental Products/Equip 4.2 Age High 58 Low 27 Avg. 32.0 Sex Male 25.0 Female 75.0 Years in industry High 25.0 Low 2.0 Avg. 7.5 Years in position High 3.0 Low 0.3 Avg. 1.4 Salary (\$000s/yr) High 130.0 Low 0.5 Avg. 90.8 Commission received? Yes 0.0 No 100.0 Avg. 0.0 Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0 Bonus received? Yes 54.2 No 45.8 Amg. 4.3 Perceived pay Fess 54.2 No 45.8 Same 41.7 Employer's gross <\$55.00	Media/Publisher - HCP & (Consmr.	0.0				8.3
Age High 58 Low 27 Avg. 32.0 Sex Male 25.0 Female 75.0 Years in industry High 25.0 Low 2.0 Avg. 7.5 Years in position High 3.0 Low 0.3 Avg. 1.4 Salary (\$000s/yr) High 130.0 Low 75.0 Avg. 90.8 Commission received? Yes 0.0 No 100.0 Avg. 0.0 Amount (\$000s/yr) High 0.0 Low 0.5 Avg. 0.0 Borus received? Yes 54.2 No 45.8 Amg. 4.3 Perceived pay Yes 54.2 No 45.8 Same 41.7 Eoution Satisfying? (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <550M	Service Supplier		0.0	Hospital	Products/E	iquip.	0.0
Age High 58 Low 27 Avg. 32.0 Sex Male 25.0 Female 75.0 Years in industry High 25.0 Low 2.0 Avg. 7.5 Years in position High 3.0 Low 0.3 Avg. 1.4 Salary (\$000s/yr) High 130.0 Low 75.0 Avg. 90.8 Commission received? Yes 0.0 No 100.0 Avg. 0.0 Amount (\$000s/yr) High 0.0 Low 0.5 Avg. 0.0 Borus received? Yes 54.2 No 45.8 Amg. 4.3 Perceived pay Yes 54.2 No 45.8 Same 41.7 Eoution Satisfying? (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <550M	Other		0.0		•		4.2
Sex Male 25.0 Female 75.0 Years in industry High 25.0 Low 2.0 Avg. 7.5 Years in position High 3.0 Low 0.3 Avg. 1.4 Salary (\$000s/yr) High 130.0 Low 75.0 Avg. 90.8 Commission received? Yes 0.0 No 100.0 Avg. 0.0 Amount (\$000s/yr) High 0.0 Low 0.5 Avg. 4.3 Perceived pay Vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M				Managed	l Care		
Sex Male 25.0 Female 75.0 Years in industry High 25.0 Low 2.0 Avg. 7.5 Years in position High 3.0 Low 0.3 Avg. 1.4 Salary (\$000s/yr) High 130.0 Low 75.0 Avg. 90.8 Commission received? Yes 0.0 No 100.0 Avg. 0.0 Amount (\$000s/yr) High 0.0 Low 0.5 Avg. 4.3 Perceived pay Vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M	Age	High	58	B Low	27	Avg.	32.0
Years in position High 130.0 Low 75.0 Avg. 90.8 Salary (\$000s/yr) High 130.0 Low 75.0 Avg. 90.8 Commission received? Yes 0.0 No 100.0 Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0 Bonus received? Yes 54.2 No 45.8 Amount (\$000s/yr) High 11.5 Low 0.5 Avg. 4.3 Perceived pay vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M 4.4 \$50-\$100M 4.4			25.0) Fema	ale 75.0	<u> </u>	
Years in position High 130.0 Low 75.0 Avg. 90.8 Salary (\$000s/yr) High 130.0 Low 75.0 Avg. 90.8 Commission received? Yes 0.0 No 100.0 Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0 Bonus received? Yes 54.2 No 45.8 Amount (\$000s/yr) High 11.5 Low 0.5 Avg. 4.3 Perceived pay vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M 4.4 \$50-\$100M 4.4						Avg.	7.5
Salary (\$000s/yr)							
Commission received? Yes 0.0 No 100.0 Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0 Bonus received? Yes 54.2 No 45.8 Amount (\$000s/yr) High 11.5 Low 0.5 Avg. 4.3 Perceived pay vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M							
Amount (\$000s/yr) High ves 54.2 No 45.8 No 45.8 Amount (\$000s/yr) High 11.5 Low 0.5 Avg. 4.3 Perceived pay vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross (%) ≪55M 4.4 S50-\$100M 4.4 US revenue (%) \$5-\$20M 56.5 > 100M 56.5 > 100M 8.7 Position satisfying? (%) Thoroughly 0K Sometimes 25.0 No 8.3 Advancement prospects (%) Excellent Fair 20.8 Poor 8.3 How current job was acquired (%) Promoted 41.7 Exec Sarch 12.5 Benefits received (%) Signing Bonus 6.7 Retirement 46.7 Car 0.0 Medical 60.0 Dental 66.7 Stock 20.0 Factors important solo (avg ranking, 1 = most important) Benefits 4.2 Loyalty to Staff 5.1 5.1 Job Security 3.7 Employer rating (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2.2 Advancement 2.3 Environ./Culture 2.2 Advancement 2.3 Environ./Soc. Resp. 2.6 Plant to seek a new yes 29.2 No 33.3 Salary 2.8 Job Security 2.0 Plant o seek a new yes 29.2 No 33.3 Job this year? (%) Salary/Benefits 11.1 Advancement 11.1 Qet out of Industry 44.4 Job Security 0.0 Environ./Culture 11.1 Other 0.0 Method for seeking new job (avg ranking, 100 Ads 3.7 Contact Companies 3.0						/\vg.	- 50.0
Bonus received? Yes 54.2 No 45.8 Amount (\$000s/yr) High 11.5 Low 0.5 Avg. 4.3 Avg. 4.3 Perceived pay vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M 4.4 \$50.\$100M 4.4 US revenue (%) \$5.\$20M 56.5 >100M 8.7 \$20.\$50M 26.1 Position satisfying? (%) Thoroughly 12.5 Generally 54.2 OK Sometimes 25.0 No 8.3 Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Prospects (%) Excellent 0.0 Good 70.8 Fair 20.8 Poor 8.3 How current job Promoted 41.7 Exec Search 12.5 Was acquired (%) Hired by Company 25.0 Own Initiative 12.5 Benefits received (%) Signing Bonus 6.7 Retirement 46.7 Car 0.0 Medical 60.0 Dental 66.7 Stock 20.0 Factors important Salary 2.8 Environ./Culture 3.4 to job (avg ranking, Benefits 4.2 Loyalty to Staff 5.1 Employer rating Salary 2.3 Environ./Culture 2.2 Advancement 2.3 Environ./Culture 2.2 Advancement 2.3 Environ./Culture 2.2 Advancement 2.3 Environ./Soc. Resp. 2.6 Training 2.8 Job Security 2.0 Plan to seek a new Yes 29.2 No 33.3 33.3 Tenviron./Culture 3.0 Environ./Culture 3.0 Environ./Culture						Δνσ	0.0
Amount (\$000s/yr) High 11.5 Low 0.5 Avg. 4.3 Perceived pay vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M						7.vg.	0.0
Perceived pay vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M 4.4 \$50-\$100M 4.4 US revenue (%) \$5-\$20M 56.5 >100M 8.7 \$20-\$50M 26.1 Position satisfying? (%) Thoroughly 12.5 Generally 54.2 OK Sometimes 25.0 No 8.3 Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) 70.8 Prospects (%) Excellent 0.0 Good 70.8 Fair 20.8 Poor 8.3 How current job Promoted 41.7 Exec Search 12.5 Was acquired (%) Hired by Company 25.0 Own Initiative 12.5 Benefits received (%) Signing Bonus 6.7 Retirement 46.7 Car 0.0 Medical 60.0 Dental 66.7 Stock 20.0 Factors important Salary 2.8 Environ./Culture 3.4						Δνα	13
vs. peers (%) More 12.5 Less 45.8 Same 41.7 Employer's gross <\$5M 4.4 \$50-\$100M 4.4 US revenue (%) \$5-\$20M 56.5 >100M 8.7 \$20-\$50M 26.1 Position satisfying? (%) Thoroughly 12.5 Generally 54.2 OK Sometimes 25.0 No 8.3 Advancement Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) 70.8 Prospects (%) Excellent 0.0 Good 70.8 Fair 20.8 Poor 8.3 How current job Promoted 41.7 Exec Search 12.5 Mas acquired (%) Hired by Company 25.0 Own Initiative 12.5 Benefits received (%) Signing Bonus 6.7 Retirement 46.7 Car 0.0 Medical 60.0 Dental 66.7 Stock 20.0 Factors important Salary 2.8 Environ./Culture 3.4 to job (avg r		High	11.0	LOW	0.5	Avg.	4.5
Employer's gross		Moro	12 5	Loce	15 Q	Samo	<i>1</i> 1 7
US revenue (%) \$5-\$20M 26.1			12.0				
S20-\$50M 26.1			M				
Position satisfying? (%)	US revenue (%)					JIVI	0.7
OK Sometimes 25.0 No 8.3	Desition action in a 2 (0/)					rally	54.2
Advancement prospects (%) Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent prospects (%) Excellent prospects (%) 0.0 Good 70.8 Poor 8.3 How current job was acquired (%) Promoted Pro	Position satisfying: (%)					rally	
Excellent 20.8 Poor 8.3	Advancement					r 1 Poorl	0.3
Fair 20.8 Poor 8.3							70.0
How current job Promoted 41.7 Exec Search 12.5 was acquired (%) Hired by Company 25.0 Own Initiative 12.5 Benefits received (%) Signing Bonus 6.7 Retirement 46.7 Car 0.0 Medical 60.0 Dental 66.7 Stock 20.0 Factors important Salary 2.8 Environ./Culture 3.4 to job (avg ranking, Benefits 4.2 Loyalty to Staff 5.1 1 = most important) Advancement 3.6 Environ./Soc. Resp. 7.2 Training 6.1 Job Security 3.7 Employer rating Salary 2.3 Environ./Culture 2.2 Advancement 2.2 (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2.2 Advancement 2.3 Environ./Soc. Resp. 2.6 Training 2.8 Job Security 2.0 Plan to seek a new Yes 29.2 No 33.3 job this year? (%) Salary/Benefits	prospects (%)		III			l	
was acquired (%) Hired by Company 25.0 Own Initiative 12.5 Benefits received (%) Signing Bonus 6.7 Retirement 46.7 Car 0.0 Medical 60.0 Dental 66.7 Stock 20.0 Factors important Salary 2.8 Environ./Culture 3.4 to job (avg ranking, Benefits 4.2 Loyalty to Staff 5.1 1 = most important) Advancement 3.6 Environ./Soc. Resp. 7.2 Training 6.1 Job Security 3.7 Employer rating Salary 2.3 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2.2 Advancement 2.3 Environ./Soc. Resp. 2.6 Training 2.8 Job Security 2.0 Plan to seek a new Yes 29.2 No 33.3 job this year? (%) Salary/Benefits 11.1 Advancement 11.1 Method for seeking RecruitmentAgency 2.3 Existing C	Haw assument inh		to d			Caarah	
Signing Bonus	•						
Car							
Dental 66.7 Stock 20.0	Benefits received (%)		Bonus				
Factors important to job (avg ranking, 1 = most important) Salary 2.8 Environ./Culture 3.4 Employer rating (avg rating, 1 = best) Benefits 4.2 Loyalty to Staff 5.1 Employer rating (avg rating, 1 = best) Salary 2.3 Environ./Culture 2.2 Advancement Training 2.4 Loyalty to Staff 2.2 Advancement Training 2.8 Job Security 2.0 Plan to seek a new job motivation (%) Salary/Benefits 11.1 Advancement Advancement 11.1 Different Part of Ind 11.1 Need a Change 11.1 Get out of Industry 44.4 Job Security 0.0 Method for seeking new job (avg ranking, RecruitmentAgency 2.3 Existing Contacts 1.9 New job dos 3.7 Contact Companies 3.0							
to job (avg ranking, Benefits 4.2 Loyalty to Staff 5.1 1 = most important) Advancement 3.6 Environ./Soc. Resp. 7.2 Training 6.1 Job Security 3.7 Employer rating Salary 2.3 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2.2 Advancement 2.3 Environ./Soc. Resp. 2.6 Training 2.8 Job Security 2.0 Plan to seek a new Yes 29.2 No 33.3 job this year? (%) New job motivation (%) Salary/Benefits 11.1 Advancement 11.1 Different Part of Ind 11.1 Need a Change 11.1 Get out of Industry 44.4 Job Security 0.0 Environ./Culture 11.1 Other 0.0 Method for seeking RecruitmentAgency 2.3 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.7 Contact Companies 3.0	Factor in the second						
1 = most important) Advancement Training 3.6 does not always and the properties. Environ./Soc. Resp. 7.2 does not always and the properties. Employer rating Salary 2.3 does not always and the properties. Environ./Culture 2.2 does not always and the properties. (avg rating, 1 = best) Benefits 2.4 does not always and the properties. Loyalty to Staff 2.2 does not always and the properties. Advancement 2.3 does not always and the properties. Job Security 2.0 does not always and the properties. Plan to seek a new job this year? (%) Yes 29.2 does not always and the properties. No 33.3 does not always and the properties. New job motivation (%) Salary/Benefits 11.1 does does not always and the properties. No 33.3 does not always and the properties. New job motivation (%) Salary/Benefits 11.1 not always and the properties. No 33.3 does not always and the properties. New job motivation (%) Salary/Benefits 11.1 not always and the properties. No 33.3 does not always and the properties. New job motivation (%) Salary/Benefits 11.1 not always and the properties. No 30.0 does not always and the properties. New job motiv	•	-	_			•	
Training 6.1 Job Security 3.7						-	
Employer rating Salary 2.3 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.4 Loyalty to Staff 2.2 Advancement 2.3 Environ./Soc. Resp. 2.6 Training 2.8 Job Security 2.0 Plan to seek a new Yes 29.2 No 33.3 job this year? (%) Salary/Benefits 11.1 Advancement 11.1 Different Part of Ind 11.1 Need a Change 11.1 Get out of Industry 44.4 Job Security 0.0 Environ./Culture 11.1 Other 0.0 Method for seeking RecruitmentAgency 2.3 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.7 Contact Companies 3.0	1 = most important)						
Recruitment Agency Advancement 2.4 Loyalty to Staff 2.2	Facilities and an		3				
Advancement 2.3 Environ./Soc. Resp. 2.6 Training 2.8 Job Security 2.0 Plan to seek a new Yes 29.2 No 33.3 job this year? (%) New job motivation (%) Salary/Benefits 11.1 Advancement 11.1 Different Part of Ind 11.1 Need a Change 11.1 Get out of Industry 44.4 Job Security 0.0 Environ./Culture 11.1 Other 0.0 Method for seeking RecruitmentAgency 2.3 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.7 Contact Companies 3.0		-					
Training 2.8 Job Security 2.0 Plan to seek a new Yes 29.2 No 33.3 job this year? (%) New job motivation (%) Salary/Benefits 11.1 Advancement 11.1 Different Part of Ind 11.1 Need a Change 11.1 Get out of Industry 44.4 Job Security 0.0 Environ./Culture 11.1 Other 0.0 Method for seeking RecruitmentAgency 2.3 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.7 Contact Companies 3.0	(avg rating, 1 = best)				-	-	
Plan to seek a new Yes 29.2 No 33.3 job this year? (%) New job motivation (%) Salary/Benefits 11.1 Advancement 11.1 Different Part of Ind 11.1 Need a Change 11.1 Get out of Industry 44.4 Job Security 0.0 Environ./Culture 11.1 Other 0.0 Method for seeking RecruitmentAgency 2.3 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.7 Contact Companies 3.0							
Salary/Benefits 11.1 Advancement 11.1	- I		3			security	
New job motivation (%) Salary/Benefits 11.1 Advancement 11.1 Different Part of Ind 11.1 Need a Change 11.1 Get out of Industry 44.4 Job Security 0.0 Environ./Culture 11.1 Other 0.0 Method for seeking RecruitmentAgency 2.3 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.7 Contact Companies 3.0		Yes		29.	2 No		33.3
Different Part of Ind 11.1 Need a Change 11.1 Get out of Industry 44.4 Job Security 0.0 Environ./Culture 11.1 Other 0.0 Method for seeking RecruitmentAgency 2.3 Existing Contacts 1.9 new job (avg ranking, Job Ads 3.7 Contact Companies 3.0		0-1	/D C !	. 11	1 A.I		11 1
	ivew job motivation (%)						
Environ./Culture11.1Other0.0Method for seekingRecruitmentAgency2.3Existing Contacts1.9new job (avg ranking,Job Ads3.7Contact Companies 3.0						_	
Method for seeking new job (avg ranking, RecruitmentAgency 2.3 Existing Contacts 1.9 Job Ads 3.7 Contact Companies 3.0				•		-	
new job (avg ranking, Job Ads 3.7 Contact Companies 3.0							
	_		_	-			
1=most likely) Post Resume 4.3						act Compa	nies 3.0
	1=most likely)	Post Re	esume	4.	3		

ACCOUNT MANA	AGER		\$125,7	'00	▲49).8 %
Number of respondent	S					12
Employer	Per	cent	Market S	ector	1	Percent
M anufacturer		8.3	Rx Pharm	aceuticals		58.3
Agency	ļ	50.0	OTC Phar	maceutical	S	33.3
Media/Publisher - HCP		8.3	Biotechno	logv		25.0
Media/Publisher - Consum	ner			evices/Eau	ain	41.7
Media/Publisher - HCP & (c Device/E		16.7
Service Supplier				roducts/E		0.0
Other	•			oducts/Equ		0.0
othor			Managed	′ '	пр	0.0
Age	High	60	Low	25	Avg.	40.2
Sex	Male	58.3	Fema			
Years in industry	High	20.0		0.3	Avg.	10.0
Years in position	High	35.0		0.3	Avg.	8.7
Salary (\$000s/yr)	High	600.0		45.6	Avg.	125.
Commission received?	Yes	25.0		75.0		
Amount (\$000s/yr)	High	100.0		2.5	Avg.	44.2
Bonus received?	Yes	41.7		58.3	/\vg.	74.4
Amount (\$000s/yr)	High	40.0		1.0	Avg.	19.2
	підіі	40.0	LOW	1.0	Avg.	19.4
Perceived pay		167		25.0	0	FO .
vs. peers (%)	More	16.7		25.0	Same	58.3
Employer's gross	<\$5M		8.3		100M	16.
JS revenue (%)	\$5-\$20 \$20-\$5		25.0 0.0		M	50.0
Position satisfying? (%)	Thorou		25.0) Gener	rally	66.
		netimes	8.3	B No	-	0.0
Advancement	Index 2	2.6 (4=	Exc. 3=G	ood 2=Fair	1=Poor)	
prospects (%)	Excelle		25.0		,	25.0
,	Fair		33.3			16.
How current job	Promot	ed	33.3		Search	16.7
was acquired (%)		y Compa			nitiative	25.0
Benefits received (%)		Bonus	0.0			66.
Delicitis received (70)	Car	Donus	33.3			77.8
	Dental		66.7			11.
Fastous immonstant						
Factors important	Salary	_	1.6		on./Culture	
to job (avg ranking,	Benefit		4.2	-	ty to Staff	5.5
1 = most important)	Advanc		4.2		on./Soc. Ro	
	Training	3	5.8		ecurity	4.3
Employer rating	Salary		2.2		n./Culture	
avg rating, 1 = best)	Benefit		2.2		ty to Staff	2.2
	Advanc	ement	2.4		on./Soc. R	
	Training	3	2.8		ecurity	2.3
Plan to seek a new	Yes		41.7	7 No		33.3
ob this year? (%)						
New job motivation (%)		Benefits			ncement	0.0
	Differer	nt Part o	f Ind 28.6	5 Need	a Change	0.0
	Get out	t of Indus	stry 14.3	3 Job S	ecurity	14.3
	Environ	./Culture	e 14.3	3 Other		14.3
Method for seeking	Recruit	mentAge	ency 2.6	Existii	ng Contact	ts 2.
new job (avg ranking,	Job Ad		3.2		ict Compai	

PROJECT MANA	GER		\$84	4,600		▲19	.5%
Number of respondent	S						14
Employer	Per	cent	Marl	ket Sect	or	Р	ercent
Manufacturer	2	28.6	Rx P	harmac	euticals		42.9
Agency	2	21.4	OTC	Pharma	ceuticals	5	7.1
Media/Publisher - HCP		0.0	Biote	echnolog	gy		14.3
Media/Publisher - Consum	ner	7.1	Medi	ical Devi	ces/Equ	ip	28.6
Media/Publisher - HCP & 0	Consmr.	0.0	Diag	nostic D	evice/Ed	quip	7.1
Service Supplier	2	21.4	Hosp	oital Pro	ducts/Eq	Juip.	0.0
Other	2	21.4	Dent	al Produ	icts/Equi	ip	0.0
			Mana	aged Ca	re		14.3
Age	High	63	R 1	_OW	29	Avg.	45.2
Sex	Male	28.6		emale	71.4	7176.	75.2
Years in industry	High	35.0		_OW	2.0	Avg.	13.7
Years in position	High	35.0		_OW	2.0	Avg.	8.4
Salary (\$000s/yr)	High	150.0		_OW	50.0	Avg.	84.6
Commission received?	Yes	7.1		No.	92.9	7.48.	
Amount (\$000s/yr)	High	20.0		_OW	20.0	Avg.	20.0
Bonus received?	Yes	50.0		No.	50.0	7.48.	
Amount (\$000s/yr)	High	13.0		_OW	1.0	Avg.	6.2
Perceived pay		10.0				7.4.6.	
vs. peers (%)	More	7.1	ı	ess	57.1	Same	35.7
Employer's gross	<\$5M			21.4	\$50-\$1	100M	0.0
US revenue (%)	\$5-\$20	M		28.6	>1001		35.7
	\$20-\$5	OM		14.3			
Position satisfying? (%)	Thorou	ghly		21.4	Genera	ally	42.9
	OK Son	netimes		28.6	No		7.1
Advancement	Index 1	1.9 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		7.1	Good		21.4
	Fair			28.6	Poor		42.9
How current job	Promot	ed		21.4	Exec S	Search	21.4
was acquired (%)	Hired b	y Comp	any	0.0	Own In	itiative	57.1
Benefits received (%)	Signing	Bonus		25.0	Retirer	ment	50.0
	Car			0.0	Medica	al	50.0
	Dental			33.3	Stock		16.7
Factors important	Salary			2.8		n./Culture	3.9
to job (avg ranking,	Benefits	S		4.0	, ,	y to Staff	3.8
1 = most important)	Advanc	ement		4.6		n./Soc. Re	
	Training	5		6.6	Job Se		3.5
Employer rating	Salary			2.4		n./Culture	2.2
(avg rating, 1 = best)	Benefits			2.8		y to Staff	2.6
	Advanc			3.0		n./Soc. Re	
	Training	5		2.6	Job Se	ecurity	2.4
Plan to seek a new job this year? (%)	Yes			35.7	No		21.4
New job motivation (%)	Salary/	Benefits	5	28.6	Advan	cement	14.3
	Differer	nt Part c	of Ind	0.0	Need a	a Change	14.3
	Get out	of Indu	stry	28.6	Job Se	ecurity	0.0
	Environ	./Cultur	e	14.3	Other		0.0
Method for seeking	Recruit	mentAg	ency	3.2	Existin	g Contacts	2.0
new job (avg ranking,	Job Ads	S		2.5	Contac	ct Compan	ies 4.2
1=most likely)	Post Re	esume		3.1			

SENIOR ACCOUNT EXECUTIVE \$98,100 ▲14.6%

Number of respondent	S					14
Employer	Per	rcent	Market Sec	tor		Percent
M anufacturer		35.7	Rx Pharmac	euticals		78.6
Agency		28.6	OTC Pharma	aceutical	S	21.4
Media/Publisher - HCP		7.1	Biotechnolog	gy		14.3
Media/Publisher - Consun	ner	0.0	Medical Dev	ices/Equ	ıip	7.1
Media/Publisher - HCP &	Consmr.	14.3	Diagnostic [Device/E	quip	7.1
Service Supplier		14.3	Hospital Pro	ducts/Ed	quip.	0.0
Other		0.0	Dental Produ	ucts/Equ	ip	14.3
			Managed Ca	are		7.1
Age	High	62	Low	28	Avg.	44.5
Sex	Male	42.9	Female	57.1		
Years in industry	High	39.0	Low	2.0	Avg.	16.3
Years in position	High	15.0	Low	1.0	Avg.	5.3
Salary (\$000s/yr)	High	175.0	Low	53.3	Avg.	98.1
Commission received?	Yes	64.3		35.7		
Amount (\$000s/yr)	High	175.0		5.0	Avg.	39.8
Bonus received?	Yes	57.1	No	42.9		
Amount (\$000s/yr)	High	48.0		5.0	Avg.	19.8
Perceived pay						
vs. peers (%)	More	7.1	Less	35.7	Same	57.1
Employer's gross	<\$5M	,,,	7.1	\$50-\$		7.1
US revenue (%)	\$5-\$20	OM	35.7	>100		35.7
oo revenue (70)	\$20-\$5		14.3	>100	IVI	55.7
Position satisfying? (%)	Thorou		21.4	Gener	ally	57.1
osidon sadsiying: (70)		metimes	7.1	No	ally	14.3
Advancement			Exc. 3=Goo		1-Poor)	14.
prospects (%)	Excelle	- •	7.1	Good	1-1 001)	35.7
prospects (70)	Fair	511L	35.7	Poor		21.4
How current job	Promo	tad	23.1		Search	15.4
was acquired (%)		by Comp			nitiative	38.5
Benefits received (%)		g Bonus	0.0	Retire		66.7
belletits received (70)	Car	g Donus	41.7	Medic	91.7	
	Dental		83.3	Stock		8.3
Factors important	Salary		2.6		n./Culture	
•		to			,	3.6
to job (avg ranking,	Benefit		4.0 6.1		y to Staff	
1 = most important)		cement	6.2		n./Soc. R ecurity	
F	Training	g				2.8
Employer rating	Salary		2.2		n./Culture	
(avg rating, 1 = best)	Benefit		2.5		y to Staff	2.6
		cement	2.6		n./Soc. R	
	Trainin	g	2.7		ecurity	2.2
Plan to seek a new job this year? (%)	Yes		28.6	No		35.7
New job motivation (%)	Salary	/Benefits	42.9	Advan	cement	0.0
job inouvation (///)			f Ind 14.3		a Change	0.0
					_	
		t of Indu	•		ecurity	0.0
Bank de 11		n./Cultur		Other		14.3
Method for seeking		tmentAge	-		ng Contac	
new job (avg ranking,	Job Ad		3.3	Conta	ct Compa	nies 3.6
1=most likely)	Post R	esume	3.7			

ACCOUNT EXECUTIVE \$53,600 **▲**5.5%

		-		,-			
Number of respondent	s						8
Employer	Pero	cent	Mar	ket Sec	tor	ı	Percen
M anufacturer		0.0	Rx P	harmac	euticals		75.0
Agency	7	75.0	OTC	Pharma	aceuticals	5	25.0
Media/Publisher - HCP		0.0	Biote	echnolo;	gy		0.0
Media/Publisher - Consun	ner	0.0	Med	ical Dev	ices/Equ	ip	12.5
Media/Publisher - HCP &	Consmr. 1	2.5	Diag	nostic [Device/Ed	quip	0.0
Service Supplier		0.0	Hosp	oital Pro	ducts/Ed	quip.	25.0
Other	1	2.5	Dent	al Produ	ucts/Equi	ip	12.5
			Mana	aged Ca	are		0.0
Age	High	38	3 L	_OW	23	Avg.	28.5
Sex	Male	25.0) F	emale	75.0		
Years in industry	High	16.0) L	_OW	1.0	Avg.	6.3
Years in position	High	3.0) [_OW	0.7	Avg.	1.7
Salary (\$000s/yr)	High	70.0) L	_OW	40.0	Avg.	53.6
Commission received?	Yes	12.5	1 6	No	87.5		
Amount (\$000s/yr)	High	50.0) [_OW	50.0	Avg.	50.0
Bonus received?	Yes	25.0	1 (No	75.0		
Amount (\$000s/yr)	High	10.0) [_OW	0.5	Avg.	5.3
Perceived pay							
vs. peers (%)	More	12.5	5 L	_ess	75.0	Same	12.5
Employer's gross	<\$5M			37.5	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M		50.0	>100		0.0
	\$20-\$5			12.5			
Position satisfying? (%)	Thoroug			25.0	Genera	allv	25.0
	OK Son		;	12.5	No	,	37.5
Advancement	Index 2	2.5 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Exceller			0.0	Good	,	50.0
p	Fair			50.0	Poor		0.0
How current job	Promote	ed		0.0	Fxec S	Search	12.5
was acquired (%)	Hired by		anv	12.5		nitiative	75.0
Benefits received (%)	Signing		,	16.7	Retirer		0.0
201101110110011001(70)	Car	201140		0.0	Medica		83.3
	Dental			100.0	Stock		0.0
Factors important	Salary			2.5		n./Culture	
to job (avg ranking,	Benefits	3		4.1		y to Staff	5.3
1 = most important)	Advance			4.1		n./Soc. Re	
_ =	Training			6.3		ecurity	3.6
Employer rating	Salary	•		2.3		n./Culture	
(avg rating, 1 = best)	Benefits	:		2.6		v to Staff	2.3
(418 144118) = 2004	Advance			2.8		n./Soc. Re	
	Training			3.0		ecurity	1.9
Plan to seek a new	Yes	•		62.5	No	currey	25.0
job this year? (%)							
New job motivation (%)	Salary/l	Benefit	 S	50.0	Advan	cement	16.7
,	Differen					a Change	33.3
	Get out			0.0		ecurity	0.0
	Environ			0.0	Other		0.0
Method for seeking	Recruitr					ıg Contact	
new job (avg ranking,	Job Ads	_	ciicy	2.7		ct Compar	
1=most likely)	Post Re			3.6	Jonia	ot Gorripai	
z-most intery/	1 031 110	JUILIE		5.0			

MANAGEMENT SUPERVISOR \$131,100



Number of respondent	S						1
Employer	Per	cent	Ma	rket Sec	tor		Percei
M anufacturer		7.1	Rx	Pharmac	euticals		57.
Agency	ļ	50.0	OT	C Pharma	aceuticals	S	7.
Media/Publisher - HCP		0.0	Bio	technolo	gy		21.
Media/Publisher - Consum	ner	0.0	Me	dical Dev	ices/Equ	iip	21.
Media/Publisher - HCP & (Consmr.	7.1	Dia	gnostic [Device/E	quip	7.
Service Supplier		0.0	Ho	spital Pro	ducts/Ed	quip.	14.
Other	;	35.7	Dei	ntal Produ	ucts/Equ	ip	0.
			Ma	naged Ca	are		7.
Age	High	6	55	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	>1001	M	28.
` '	\$20-\$5	OM		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=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		0.0	Good		35.
	Fair			14.3	Poor		50.
How current job	Promot	ed		23.1	Exec S	Search	15.
was acquired (%)	Hired b	y Com	pany	23.1	Own Ir	nitiative	38.
Benefits received (%)	Signing	Bonus	<u>. </u>	10.0	Retire	ment	60.
	Car			0.0	Medical		60.
	Dental			70.0	70.0 Stock		
Factors important	Salary			2.9	Enviro	n./Cultur	e 3.
to job (avg ranking,	Benefit	S		4.8	Loyalt	y to Staf	f 4.
1 = most important)	Advanc			4.9	-	n./Soc. I	
	Training	g		4.9		ecurity	2.
Employer rating	Salary			2.4		n./Cultur	
(avg rating, 1 = best)	Benefit	S		2.5		y to Staf	
,, ,	Advanc			3.1		n./Soc. I	
	Training			2.9	Job Se	•	2.
Plan to seek a new	Yes			28.6	No		50.
job this year? (%)				_3.0			
New job motivation (%)	Salary/	Benefi	ts	20.0	Advan	cement	0.
100 111001400011 (70)				d 20.0		a Change	
	Get out					a Change ecurity	0.
	Environ		-	20.0	Other	curity	20.
	LIIVII UII	./ Guill	ai C	20.0	Outel		
Method for socking	Pacruit	man+1	appa	v 21	Eviction	or Conta	otc o
Method for seeking new job (avg ranking,	Recruit Job Ad:		genc	y 2.1 3.1		ig Contac ct Compa	

MEDIA DIRECTOR

\$117,400

V15.8%

Number of respondent	S						1
Employer	Per	cent	Mai	rket Sec	tor		Perce
M anufacturer		7.1	Rx I	Pharmac	euticals		85.
Agency		64.3	OTO	C Pharm	aceutical	S	35.
Media/Publisher - HCP		7.1	Biot	technolo	gy		35.
Media/Publisher - Consun	ner 7.1 Medic			dical Dev	ices/Equ	qiı	21.
Media/Publisher - HCP &	Consmr.	7.1	Dia	gnostic I	Device/E	quip	0
Service Supplier		0.0	Hos	spital Pro	ducts/E	quip.	7
Other		7.1	Der	ntal Prod	ucts/Equ	iip	0
			Mar	naged Ca	are		21
Age	High	6	0	Low	29	Avg.	45
Sex	Male	28.	.6	Female	71.4		
Years in industry	High	30.	.0	Low	3.0	Avg.	16
Years in position	High	19	.0	Low	1.0	Avg.	7
Salary (\$000s/yr)	High	180	.0	Low	45.0	Avg.	117
Commission received?	Yes	0.	.0	No	100.0		
Amount (\$000s/yr)	High	0.	.0	Low	0.0	Avg.	0
Bonus received?	Yes	64.	.3	No	35.7		
Amount (\$000s/yr)	High	50.	.0	Low	2.0	Avg.	16
Perceived pay							
vs. peers (%)	More	14.	.3	Less	28.6	Same	57
Employer's gross	<\$5M			15.4	\$50-\$	100M	C
US revenue (%)	\$5-\$20	M		30.8	>100	M	30
	\$20-\$5	50M		23.1			
Position satisfying? (%)	Thorou	ghly		21.4	Gener	ally	71
	OK Sor	netime	!S	7.1	No		C
Advancement	Index	2.6 (4	=Exc	. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		23.1	Good		30
	Fair			30.8	Poor		15
How current job	Promo	ted		21.4	Exec	Search	7
was acquired (%)	Hired b	y Com	pany	21.4	Own Ir	nitiative	42
Benefits received (%)	Signing	Bonus	5	0.0	Retire	ment	77
	Car			0.0) Medical		77.
	Dental			66.7	Stock		33
Factors important	Salary			1.8	Enviro	n./Culture	3
to job (avg ranking,	Benefit	S		3.8	Loyalt	y to Staff	4
1 = most important)	Advanc			4.8		n./Soc. R	esp.7
	Training	g		6.5		ecurity	3
Employer rating	Salary			2.1		n./Culture	
(avg rating, 1 = best)	Benefit			2.1	-	y to Staff	2
	Advanc	ement		2.3		n./Soc. R	esp.2
	Training	g		2.7	Job S	ecurity	2
Plan to seek a new	Yes			28.6	No		50
job this year? (%)							
New job motivation (%)	Salary/			0.0		cement	20
	Differe					a Change	0
	Get ou		-			ecurity	20
	Enviror			40.0	Other		0
Method for seeking	Recruit		gency			ng Contact	
new job (avg ranking,	Job Ad	S		3.2	Conta	ct Compai	nies 3
1=most likely)	Post R	esume		4.4			

MEDIA BUYER/PLANNER

\$56,000



Employer	Perc	ent I	/larket Se	ctor		Percen
M anufacturer			Rx Pharma			75.0
Agency			TC Pharm		s	0.0
Media/Publisher - HCP			Biotechnolo		5	0.0
Media/Publisher - Consun			Medical De	0,	iin	0.0
Media/Publisher - HCP &			Diagnostic			0.
Service Supplier			Hospital Pr	·		0.
Other			Dental Prod			0.
Outci	۷,		Managed C	, ,	ıρ	0.
Age	High	51	Low	23	Avg.	41.
Sex	Male	0.0	Female	100.0		
Years in industry	High	10.0	Low	1.0	Avg.	6.
Years in position	High	13.0	Low	1.0	Avg.	6.
Salary (\$000s/yr)	High	75.0	Low	38.0	Avg.	56.
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.
Bonus received?	Yes	75.0	No	25.0	- 0-	
Amount (\$000s/yr)	High	3.0	Low	1.2	Avg.	2.
Perceived pay	6	0.0			7.4-6.	
vs. peers (%)	More	0.0	Less	75.0	Same	25.
Employer's gross	<\$5M	0.0	0.0	\$50-\$		0.
US revenue (%)	\$5-\$20N	1	0.0	>100		50.
00 10101140 (70)	\$20-\$50		50.0	7100		00.
Position satisfying? (%)	Thoroug		0.0	Gener	ally	100.
osidon sadsiying: (70)	OK Som	-	0.0	No	any	0.
Advancement			xc. 3=Go		1=Poor)	
prospects (%)	Excellen		0.0	Good	1-1 0017	75.
prospecto (70)	Fair	•	0.0	Poor		25.
How current job	Promote	Ч	50.0		Search	0.
was acquired (%)	Hired by				nitiative	25.
Benefits received (%)	Signing I		0.0	Retire		66.
Delicitis received (70)	Car	Donus	0.0	Medic		100.
	Dental		66.7	Stock		0.
Factors important	Salary		3.8		n./Cultur	
•	Benefits		4.3		y to Staff	
to job (avg ranking,		mant	4.5		n./Soc. f	
1 = most important)	Advance Training	HICHL	5.0		ecurity	3.
Employer rating			1.8		n./Cultur	
Employer rating	Salary Benefits				,	
(avg rating, 1 = best)		mont	3.0	-	y to Staff	
	Advance	ment	3.0		n./Soc. F	
Dlam to apply	Training		2.5		ecurity	2.
Plan to seek a new	Yes		25.0	No		50.
job this year? (%)	0.1. 0	C1		Α		100
New job motivation (%)	Salary/B		0.0		cement	100.
	Different				a Change	
	Get out		•		ecurity	0.
	Environ.,			Other		0.
Method for seeking	Recruitm	nentAge			ng Contac	
new job (avg ranking,	Job Ads		3.0	Conta	ct Compa	anies 2.
1=most likely)	Post Res	ama	5.0			

DIR., CME/MEDICAL EDUCATION \$119,700 ▼1.7%

Number of respondent	ts					9
Employer	Per	cent	Market S	ector		Percen
Manufacturer	1	11.1	Rx Pharm	naceuticals		77.8
Agency	2	22.2	OTC Phar	maceutica	ıls	11.1
Media/Publisher - HCP	1	11.1	Biotechno	ology		22.2
Media/Publisher - Consur	ner	0.0	Medical E	Devices/Eq	luip	22.2
Media/Publisher - HCP &	Consmr.	0.0	Diagnosti	ic Device/E	Equip	0.0
Service Supplier			_	Products/E		0.0
Other	Ę			oducts/Eq		0.0
			Managed		· F	0.0
Age	High	65	Low	30	Avg.	45.8
Sex	Male	33.3	Fema	le 66.7		
Years in industry	High	30.0	Low	8.0	Avg.	17.4
Years in position	High	8.0	Low	1.0	Avg.	3.8
Salary (\$000s/yr)	High	160.0		80.0	Avg.	119.7
Commission received?	Yes	33.3		66.7	<u> </u>	
Amount (\$000s/yr)	High	75.0	Low	10.0	Avg.	35.0
Bonus received?	Yes	66.7	No	33.3		
Amount (\$000s/yr)	High	30.0	Low	3.0	Avg.	10.4
Perceived pay						
vs. peers (%)	More	11.1	Less	22.2	Same	66.
Employer's gross	<\$5M		44.	4 \$50-	\$100M	0.0
US revenue (%)	\$5-\$20	M	33.	3 >100	OM	22.2
	\$20-\$5	OM	0.0	0		
Position satisfying? (%)	Thoroug	ghly	33.	3 Gene	rally	44.4
	OK Son	netimes	22.	2 No		0.0
Advancement	Index 2	2.0 (4=	Exc. 3=G	ood 2=Fai	r 1=Poor)	
prospects (%)	Excelle	nt	0.0	O Good	i	25.0
	Fair		50.	0 Poor		25.0
How current job	Promot	ed	22.:	2 Exec	Search	33.3
was acquired (%)	Hired b	y Compa	any 33.	3 Own	Initiative	11.3
Benefits received (%)	Signing	Bonus	12.	5 Retir	ement	50.0
	Car		25.	0 Medi	cal	75.0
	Dental		37.	5 Stoc	k	25.0
Factors important	Salary		2.0	6 Envir	on./Cultur	e 1.9
to job (avg ranking,	Benefits	S	4.:	2 Loya	Ity to Staff	f 4.6
1 = most important)	Advanc	ement	5.	3 Envir	on./Soc. F	Resp.6.8
	Training	5	5.	9 Job 9	Security	4.8
Employer rating	Salary		2.	1 Envir	on./Cultur	e 2.1
(avg rating, 1 = best)	Benefits	S	2.0	0 Loya	Ity to Staff	f 2.0
	Advanc	ement	2.	8 Envir	on./Soc. F	Resp. 2.4
	Training	7	2.	7 Job S	Security	2.5
Plan to seek a new	Yes		11.			66.7
job this year? (%)						
New job motivation (%)	Salary/	Benefits	0.0	0 Adva	ncement	0.0
. , ,		nt Part o			l a Change	e 0.0
		of Indus			Security	0.0
		./Culture	•			0.0
Method for seeking		mentAge			ing Contac	
new job (avg ranking,	Job Ads		3.		act Compa	
1=most likely)	Post Re		3.			
	. 550 110			-		

MEDICAL DIREC	TOR		\$18	31,60	0	A 2	2.8%
Number of respondent	ts						17
Employer	Pei	rcent	Mar	ket Sec	tor		Percent
M anufacturer		17.7	Rx P	harmac	euticals		70.6
Agency		58.8	OTC	Pharma	aceuticals	;	0.0
Media/Publisher - HCP		0.0	Biote	echnolo,	gy		41.2
Media/Publisher - Consun	ner	0.0	Med	ical Dev	rices/Equ	ip	17.7
Media/Publisher - HCP &	Consmr.	5.9	Diag	nostic [Device/Ed	quip	17.7
Service Supplier		0.0	Hosp	oital Pro	ducts/Eq	uip.	5.9
Other		17.7	Dent	al Prod	ucts/Equi	р	0.0
			Man	aged Ca	are		5.9
Age	High	76	5 L	_OW	33	Avg.	44.8
Sex	Male	82.4	ļ F	emale	17.7		
Years in industry	High	54.0) [_OW	4.5	Avg.	16.9
Years in position	High	22.0) [_OW	1.0	Avg.	5.2
Salary (\$000s/yr)	High	286.0) [_OW	97.5	Avg.	181.6
Commission received?	Yes	0.0) [Vo	100.0		
Amount (\$000s/yr)	High	0.0) [_OW	0.0	Avg.	0.0
Bonus received?	Yes	76.5	5 [Vo	23.5		
Amount (\$000s/yr)	High	60.0) [_OW	2.8	Avg.	32.7
Perceived pay							
vs. peers (%)	More	25.0) [_ess	68.8	Same	6.3
Employer's gross	<\$5M			0.0	\$50-\$3	100M	6.3
US revenue (%)	\$5-\$20	MC		31.3	>1001	Л	56.3
	\$20-\$5	50M		6.3			
Position satisfying? (%)	Thorou	ıghly		29.4	Genera	ally	52.9
	OK So	metimes		11.8	No		5.9
Advancement	Index	2.6 (4=	Exc.	3=G00	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 S	Search	17.7
was acquired (%)	Hired b	oy Comp	any	29.4	Own In	itiative	23.5
Benefits received (%)	Signin	g Bonus		26.7	Retirer	nent	53.3
	Car			0.0	Medica	al	80.0
	Dental			80.0	Stock		60.0
Factors important	Salary			2.8	Enviro	n./Culture	2.7
to job (avg ranking,	Benefit	ts		4.8	Loyalty	to Staff	5.0
1 = most important)	Advand	cement		4.1	Enviro	n./Soc. R	esp.6.5
	Trainin	g		6.1	Job Se	curity	4.0
Employer rating	Salary			2.1	Enviro	n./Culture	1.9
(avg rating, 1 = best)	Benefit	ts		2.3	Loyalty	to Staff	2.1
	Advand	cement		2.5	Enviro	n./Soc. R	esp.2.1
	Trainin	g		2.5	Job Se	curity	2.0
Plan to seek a new	Yes			11.8	No		64.7
job this year? (%)							
New job motivation (%)	Salary	/Benefits	6	0.0	Advano	cement	0.0
	Differe	nt Part o	of Ind	25.0	Need a	a Change	50.0
	Get ou	t of Indu	stry	0.0	Job Se	curity	0.0
	Enviro	n./Cultur	e	0.0	Other	-	25.0
Method for seeking		tmentAg		1.5	Existin	g Contac	ts 2.1
-			-				

Job Ads

Post Resume

new job (avg ranking, 1=most likely) 2.7

4.2

Contact Companies 4.4

_								
D	ESE	ΛD	СП	nı	RE	СТ	UD	
n	LJL	ΑN	υп	UI	NL	υı	UN	

\$144,400

V12.0%

KESEAKUH DIKI		1	ŞI	44,4	UU	V 12	.U%0
Number of respondent	ts						21
Employer	Per	cent	Marl	cet Sec	tor	ı	Percent
M anufacturer		52.4	Rx P	harmad	euticals		81.0
Agency		14.3	OTC	Pharm	aceuticals	5	28.6
Media/Publisher - HCP		4.8	Biote	chnolo	gv		28.6
Media/Publisher - Consur	ner	4.8			<i>r</i> ices/Equ	ip	14.3
Media/Publisher - HCP &					Device/E		9.5
Service Supplier		14.3			oducts/Ed		0.0
Other		9.5			ucts/Eau	•	0.0
		3.0		aged C	, ,	.P	14.3
Age	High	6	7 I	.OW	35	Avg.	50.3
Sex	Male	42.		emale	57.1	7176.	30.0
Years in industry	High	35.		.OW	3.0	Avg.	18.8
Years in position	High	32.		.OW	1.0		7.5
Salary (\$000s/yr)	High	213.		.OW	89.4	Avg.	144.4
Commission received?	Yes	213.		.ow 10		Avg.	144.4
		•	•		100.0	۸	0.0
Amount (\$000s/yr)	High	0. 81.		.OW	0.0	Avg.	0.0
Bonus received?	Yes			No	19.1	۸	20.0
Amount (\$000s/yr) Perceived pay	High	75.	U L	.OW	1.5	Avg.	29.9
vs. peers (%)	More	4.	8 I	.ess	28.6	Same	66.7
Employer's gross	<\$5M			15.0	\$50-\$		20.0
US revenue (%)	\$5-\$20	M		10.0	>1001		40.0
OO Tevenue (70)	\$20-\$5			15.0	>1001	*1	40.0
Position satisfying? (%)	Thorou			28.6	Gener	ally	47.6
1 osition satisfying. (70)		metime	c	14.3	No	ully	9.5
Advancement					d 2=Fair	1=Poor)	3.0
prospects (%)	Excelle			4.8	Good	1 . 00.,	23.8
p. 00p00t0 (70)	Fair	,,,,		33.3	Poor		38.1
How current job	Promo	ted		33.3		Search	14.3
was acquired (%)		ov Com	nanv	19.1		nitiative	33.3
Benefits received (%)		g Bonus		15.0	Retire		45.0
Dononto roccirca (70)	Car	5 Donas		5.0	Medic		85.0
	Dental			80.0	Stock		35.0
Factors important	Salary			2.9		n./Culture	2.0
to job (avg ranking,	Benefit	S		3.5		y to Staff	5.1
1 = most important)		cement		4.9		n./Soc. Re	
	Trainin			6.2	Job Se		4.4
Employer rating	Salary	<u> </u>		2.0		n./Culture	2.1
(avg rating, 1 = best)	Benefit	:S		2.0	Loyalt	y to Staff	2.4
(* 3 * 2,		cement		3.0		n./Soc. Re	
	Trainin			2.8	Job Se	-	2.2
Plan to seek a new	Yes			47.6	No		47.6
job this year? (%)							
New job motivation (%)	Salarv	/Benefit	S	0.0	Advan	cement	10.0
		nt Part				a Change	30.0
		t of Indi		20.0	Job Se	_	0.0
		ı./Cultu	•	20.0	Other		10.0
Method for seeking		tmentAg		2.3		ıg Contact	
new job (avg ranking,	Job Ad		, oo y	2.9		ct Compar	
1=most likely)		esume		4.1	Jonital	Jonipai	
ocory/	1 00011	2041110					

RESEARCH MAN	IAULI	ι	Ų	114,5		0.1%	
Number of respondent	ts						20
Employer	Per	cent	Mark	et Sect	tor		Percent
Manufacturer		70.0	Rx Ph	armac	euticals		70.0
Agency		10.0	OTC F	Pharma	ceuticals	5	20.0
Media/Publisher - HCP		0.0	Bioted	chnolog	gy		30.0
Media/Publisher - Consur	ner	0.0	Medic	al Devi	ices/Equ	ip	25.0
Media/Publisher - HCP &	Consmr.	0.0	Diagn	ostic D	evice/E	quip	10.0
Service Supplier					ducts/Ec		10.0
Other				icts/Equ		0.0	
				ged Ca			10.0
Age	High	62	. Lo	OW	33	Avg.	48.0
Sex	Male	40.0) Fe	emale	60.0		
Years in industry	High	36.0) Lo	DW DW	6.0	Avg.	17.3
Years in position	High	22.0) Lo	DW.	1.0	Avg.	7.6
Salary (\$000s/yr)	High	164.0) [DW	60.0	Avg.	114.5
Commission received?	Yes	5.0			95.0	7.1.6.	
Amount (\$000s/yr)	High	5.0		OW.	5.0	Avg.	5.0
Bonus received?	Yes	80.0			20.0	7.48.	0.0
Amount (\$000s/yr)	High	30.0		o ow	3.0	Avg.	13.2
Perceived pay	111811	30.0	, [J V V	3.0	/wg.	15.2
vs. peers (%)	More	0.0	۱ ا ۱	ess	45.0	Same	55.0
Employer's gross	<\$5M	0.0	,	5.0	\$50-\$		0.0
	\$5-\$20)M		15.0	>100		65.0
US revenue (%)	\$20-\$5			15.0	>1001	VI	05.0
Desition action in a 2 10/1	Thorou			30.0	Gener	alls r	50.0
Position satisfying? (%)		netimes		30.0 15.0	No	ally	5.0
Advanaamant				. 3=Good 2=Fair 1=Poor			
Advancement	Excelle	- •	EXC. 3		Good	1=000)	
prospects (%)		ent		0.0	Poor		20.0
II	Fair Promo	L al		50.0		Search	30.0
How current job				35.0	_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		10.0
was acquired (%)		y Comp		5.0		nitiative	45.0
Benefits received (%)		g Bonus		16.7	Retire		61.1
	Car			0.0	Medic	aı	77.8
	Dental			55.6	Stock	(O II	50.0
Factors important	Salary			2.8		n./Cultur	
to job (avg ranking,	Benefit			4.0		y to Staff	
1 = most important)		cement		3.7		n./Soc. I	•
	Trainin	g		5.9	Job Se		4.5
Employer rating	Salary			2.1		n./Cultur	
(avg rating, 1 = best)	Benefit			2.4		y to Staf	
		cement		3.3		n./Soc. I	
	Trainin	g		2.7	Job Se	ecurity	2.6
Plan to seek a new	Yes		•	45.0	No		30.0
job this year? (%)							
New job motivation (%)	Salary,	/Benefits	5	8.3		cement	50.0
	Differe	nt Part o	of Ind 0.0 Need a C ustry 0.0 Job Secu		a Change	e 16.7	
	Get ou	t of Indu) Job Security		0.0
	Enviror	n./Cultur					8.3
Method for seeking	Recruit	tmentAge	ency	2.4	Existin	g Contac	cts 2.9
new job (avg ranking,	Job Ad	S		2.5	Conta	ct Compa	anies 3.6
1=most likely)	Post R	esume		3.7			

	.1%		LYST		\$66,20			.3%
	20	Number of respondent	ts					6
Pe	ercent	Employer	Pero	cent I	Vlarket Sec	tor	P	ercent
	70.0	Manufacturer	5	50.0 F	Rx Pharmac	euticals		83.3
	20.0	Agency		0.0	OTC Pharm	aceutical	S	16.7
	30.0	Media/Publisher - HCP		0.0	Biotechnolo	gy		50.0
	25.0	Media/Publisher - Consur	mer	0.0	Medical Dev	rices/Equ	іір	66.7
)	10.0	Media/Publisher - HCP &	Consmr.	0.0	Diagnostic I	Device/E	quip	0.0
).	10.0	Service Supplier	1	.6.7 I	Hospital Pro	ducts/E	quip.	0.0
	0.0	Other	3	33.3	Dental Prod	ucts/Equ	ip	0.0
	10.0			1	Managed Ca	are		0.0
√vg.	48.0	Age	High	49	Low	25	Avg.	35.7
		Sex	Male	33.3	Female	66.7		
√vg.	17.3	Years in industry	High	29.0	Low	1.0	Avg.	14.0
 √vg.	7.6	Years in position	High	15.0	Low	0.3	Avg.	4.6
	114.5	Salary (\$000s/yr)	High	85.0	Low	37.5	Avg.	66.2
		Commission received?	Yes	0.0	No	100.0		
√vg.	5.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
		Bonus received?	Yes	50.0	No	50.0	7.1.6.	
√vg.	13.2	Amount (\$000s/yr)	High	4.0	Low	1.0	Avg.	2.2
	10.2	Perceived pay	111611	7.0	LOW	1.0	7176.	
Same	55.0	vs. peers (%)	More	0.0	Less	83.3	Same	16.7
OM	0.0	Employer's gross	<\$5M	0.0	16.7	\$50-\$		0.0
JIVI	65.0	US revenue (%)	\$5-\$20	NΛ	33.3	>100		50.0
	03.0	OS revenue (76)	\$20-\$5		0.0	>100	IVI	30.0
,	50.0	Position satisfying? (%)	Thoroug	ghly	33.3	Gener	ally	50.0
	5.0		OK Som	netimes	16.7	No		0.0
Poor)		Advancement	Index 2	2.8 (4=E	xc. 3=Goo	d 2=Fair	1=Poor)	
	20.0	prospects (%)	Exceller	nt	33.3	Good		33.3
	30.0		Fair		16.7	Poor		16.7
ırch	10.0	How current job	Promot	ed	66.7	Exec	Search	0.0
ative	45.0	was acquired (%)	Hired by	y Compa	ny 33.3	Own Ir	nitiative	0.0
nt	61.1	Benefits received (%)	Signing		0.0	Retire	ment	60.0
	77.8	, ,	Car		0.0	Medic	al	80.0
	50.0		Dental		60.0	Stock		20.0
Culture	3.8	Factors important	Salary		2.0		n./Culture	4.2
Staff	4.9	to job (avg ranking,	Benefits	S	4.2		y to Staff	4.0
Soc. Res		1 = most important)	Advance		3.7	-	n./Soc. Re	
rity	4.5		Training		6.5		ecurity	4.8
Culture	2.3	Employer rating	Salary	•	2.3		n./Culture	2.0
Staff	2.6	(avg rating, 1 = best)	Benefits	:	2.5		y to Staff	1.7
Soc. Res		(avg rating, 1 = best)	Advance		2.3		n./Soc. Re	
rity	2.6		Training		2.7		ecurity	2.2
пту	30.0	Plan to seek a new	Yes	<u> </u>	33.3	No	ccurity	50.0
	30.0	job this year? (%)	163		33.3	INO		30.0
nent	50.0	New job motivation (%)	Salary/l	Benefits	66.7	Advan	cement	0.0
hange	16.7		Differen	t Part of	Ind 0.0	Need	a Change	0.0
ırity	0.0			of Indus			ecurity	33.3
•	8.3			./Culture	•	Other	-,	0.0
				•				
Contacts	2.9	Method for seeking	Recruitr	mentAge	ncv 3.3	Existin	ng Contacts	2.0
Contacts Companie	2.9 es 3.6	Method for seeking new job (avg ranking,	Recruitr Job Ads	_	ncy 3.3 1.8		ng Contacts ct Compani	

VP CREATIVE DIRECTOR

1=most likely)

Post Resume

4.4

\$189,400



Number of respondent	S						1
Employer	Per	cent	Marl	ket Sec	tor		Percer
M anufacturer		0.0	Rx P	harmac	euticals		78.
Agency	Ç	92.9	OTC	Pharma	aceuticals	S	21.
Media/Publisher - HCP		0.0	Biote	echnolo,	gy		28.
Media/Publisher - Consum	ner	0.0	Medi	ical Dev	rices/Equ	iip	14.
Media/Publisher - HCP & (Consmr.	7.1	Diag	nostic [Device/E	quip	7.
Service Supplier		0.0	Hosp	oital Pro	ducts/Ed	quip.	0.
Other		0.0	Dent	al Prod	ucts/Equ	ip	0.
			Mana	aged Ca	are		7.
∖ ge	High	60	L	_OW	35	Avg.	46.
Sex	Male	85.7	F	emale	14.3		
Years in industry	High	30.0	L	_OW	5.0	Avg.	14.
Years in position	High	8.0	L	_OW	0.3	Avg.	3.
Salary (\$000s/yr)	High	255.0	L	_OW	106.0	Avg.	189.
Commission received?	Yes	0.0	1	No	100.0		
Amount (\$000s/yr)	High	0.0	L	_OW	0.0	Avg.	0.
Bonus received?	Yes	64.3	1	No	35.7		
Amount (\$000s/yr)	High	35.0	L	_OW	3.6	Avg.	14.
Perceived pay							
vs. peers (%)	More	7.1	L	ess	35.7	Same	57.
Employer's gross	<\$5M			7.1	\$50-\$	100M	14.
JS revenue (%)	\$5-\$20			35.7	>1001	M	14.
	\$20-\$5	OM		28.6			
Position satisfying? (%)	Thorou			15.4	Gener	ally	53.
		netimes		15.4	No		15.
Advancement			Exc.		d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		14.3	Good		42.
	Fair			14.3	Poor		28.
How current job	Promot			42.9	Exec S	Search	21.
was acquired (%)		y Compa	any	14.3		nitiative	14.
Benefits received (%)	Signing	Bonus		18.2	Retire		27.
	Car			9.1	Medic	al	81.
	Dental			72.7	Stock		18.
actors important	Salary			2.0		n./Culture	
o job (avg ranking,	Benefit			4.1		y to Staff	4.
1 = most important)	Advanc			4.7		n./Soc. R	
	Training	g		6.9		ecurity	3.
Employer rating	Salary			2.5		n./Culture	
avg rating, 1 = best)	Benefit			2.6	-	y to Staff	2.
	Advanc			2.8		n./Soc. R	
	Training	g		3.1		ecurity	2.
Plan to seek a new	Yes			50.0	No		42.
ob this year? (%)	Color: 1	Donati		57 1	۸ ما،	oomari	0
New job motivation (%)		Benefits		57.1		cement	0.
		nt Part o				a Change	28.
		of Indus	-	0.0		ecurity	14.
Mathad fau e - lite -		./Culture		0.0	Other	α Ca=+= :	0.
Method for seeking		mentAge -	ency	2.3		g Contac	
new job (avg ranking,	Job Ads	S		3.3	Conta	ct Compa	mes 3.

CREATIVE DIRECTOR

\$148,400

▲3.1%

Number of respondent	s						5
Employer	Per	cent	Mar	ket Sec	tor		Percent
M anufacturer		20.0	Rx P	harmac	euticals		60.0
Agency		80.0	OTC	Pharma	aceuticals	5	40.0
Media/Publisher - HCP		0.0	Biote	echnolo	gy		20.0
Media/Publisher - Consun	ner	0.0	Med	ical Dev	ices/Equ	ip	20.0
Media/Publisher - HCP &	Consmr.	0.0	Diag	nostic [Device/Ed	quip	20.0
Service Supplier		0.0	Hosp	oital Pro	ducts/Ed	quip.	20.0
Other		0.0	Dent	al Prod	ucts/Equ	ip	0.0
			Man	aged Ca	are		0.0
Age	High	59) <u>l</u>	_OW	41	Avg.	49.6
Sex	Male	60.0) F	emale	40.0		
Years in industry	High	32.0) [_OW	6.0	Avg.	19.2
Years in position	High	15.0) [_OW	1.0	Avg.	7.5
Salary (\$000s/yr)	High	260.0) [_OW	84.0	Avg.	148.4
Commission received?	Yes	0.0	1 (Vo	100.0		
Amount (\$000s/yr)	High	0.0) [_OW	0.0	Avg.	0.0
Bonus received?	Yes	80.0	1 (Vo	20.0		
Amount (\$000s/yr)	High	19.0) [_OW	10.0	Avg.	14.8
Perceived pay							
vs. peers (%)	More	0.0) [_ess	40.0	Same	60.0
Employer's gross	<\$5M			0.0	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M		60.0	>1001	M	40.0
	\$20-\$5	50M		0.0			
Position satisfying? (%)	Thorou	ghly		0.0	Gener	ally	80.0
	OK Sor	netimes	5	0.0	No		20.0
Advancement	Index	1.4 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		0.0	Good		20.0
	Fair			0.0	Poor		80.0
How current job	Promo	ted		40.0		Search	0.0
was acquired (%)	Hired b	y Comp	any	20.0	Own Ir	nitiative	40.0
Benefits received (%)	Signing	Bonus		0.0	Retire	ment	100.0
	Car			0.0	Medic	al	100.0
	Dental			0.0	Stock		0.0
Factors important	Salary			1.4		n./Culture	
to job (avg ranking,	Benefit			3.8		y to Staff	4.0
1 = most important)	Advanc			5.4		n./Soc. R	•
	Training	g		6.4	Job Se		3.6
Employer rating	Salary			2.8		n./Culture	
(avg rating, 1 = best)	Benefit			2.2		y to Staff	2.6
	Advanc			3.2		n./Soc. R	esp.2.8
	Training	g		2.4		ecurity	2.4
Plan to seek a new	Yes			20.0	No		40.0
job this year? (%)		<i>(</i> D		F0.2			
New job motivation (%)		Benefits		50.0		cement	0.0
		nt Part o				a Change	0.0
		t of Indu	-	50.0		ecurity	0.0
		ı./Cultur		0.0	Other		0.0
Method for seeking		mentAg	ency			g Contac	
new job (avg ranking,	Job Ad			3.3	Conta	ct Compa	nies 4.0
1=most likely)	Post R	esume		4.7			

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

Number of respondents	S						17
Employer	Per	cent	Marke	t Sec	tor		Percent
Manufacturer		0.0	Rx Pha	armac	euticals		94.1
Agency	10	0.00	OTC P	harma	aceuticals	5	5.9
Media/Publisher - HCP		0.0	Biotec	hnolog	gy		11.8
Media/Publisher - Consum	ner	0.0	Medica	al Dev	ices/Equ	ip	11.8
Media/Publisher - HCP & (Consmr.	0.0	Diagno	ostic D	Device/Ed	quip	0.0
Service Supplier		0.0	Hospit	al Pro	ducts/Ed	ιμip.	0.0
Other		0.0	Dental	Produ	ucts/Equi	ip	0.0
			Manag	ged Ca	ire		11.8
Age	High	67	' Lo	W	30	Avg.	46.1
Sex	Male	64.7	' Fe	male	35.3		
Years in industry	High	25.0) Lo	W	6.0	Avg.	14.1
Years in position	High	18.0) Lo	W	1.0	Avg.	4.6
Salary (\$000s/yr)	High	225.5	Lo	W	85.0	Avg.	149.9
Commission received?	Yes	0.0) No)	100.0		
Amount (\$000s/yr)	High	0.0) Lo	W	0.0	Avg.	0.0
Bonus received?	Yes	52.9) No)	47.1		
Amount (\$000s/yr)	High	10.0) Lo	W	1.5	Avg.	3.7
Perceived pay							
vs. peers (%)	More	41.2	. Le	SS	17.7	Same	41.2
Employer's gross	<\$5M		1	2.5	\$50-\$	100M	6.3
US revenue (%)	\$5-\$20	M	1	2.5	>100	M	0.0
	\$20-\$5	MO	6	8.8			
Position satisfying? (%)	Thorou	ghly		5.9	Genera	ally	82.4
, , ,		netimes		5.9	No		5.9
Advancement	Index	2.5 (4=	Exc. 3:	=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt	2	23.5	Good		23.5
	Fair		3	35.3	Poor		17.7
How current job	Promot	ted		7.1	Exec S	Search	5.9
was acquired (%)	Hired b	y Comp	anv 1	7.7	Own Ir	nitiative	23.5
Benefits received (%)		Bonus	- ,	0.0	Retirer	ment	33.3
	Car	,		0.0	Medica	al	91.7
	Dental		g	91.7	Stock		25.0
Factors important	Salary			2.8	Enviro	n./Cultur	
to job (avg ranking,	Benefit	S		3.6	Lovalt	v to Staff	3.6
1 = most important)	Advanc	ement		4.0		n./Soc. F	
	Training	ā		6.5	Job Se		4.9
Employer rating	Salary			2.3		n./Cultur	
(avg rating, 1 = best)	Benefit	S		2.1		y to Staff	
(418 144118) = 2000)	Advanc			2.6		n./Soc. F	
	Training			2.7	Job Se		2.4
Plan to seek a new	Yes	-	3	35.3	No		35.3
job this year? (%)	100				110		55.5
New job motivation (%)	Salary	/Benefits	; 1	2.5	Advan	cement	25.0
100 11100100011 (70)		nt Part o		0.0		a Change	
		t of Indu		2.5	Job Se		0.0
		ı./Cultur	-	25.0	Other	Journey	25.0
Method for seeking		mentAge		2.5		g Contac	
_	Job Ad		спсу			_	
new job (avg ranking,	Post Re			3.4	COIIIa	ct Compa	anies 3./
1=most likely)	1 051 11	Suille		3.9			

ART DIRECTOR	\$74,400	N/A

Number of respondent	S						10
Employer	Pero	ent	Mark	cet Sec	tor		Percent
Manufacturer		0.0	Rx Pl	harmad	euticals		80.0
Agency	7	0.0	OTC	Pharm	aceuticals	S	30.0
Media/Publisher - HCP		0.0	Biote	chnolo	gy		10.0
Media/Publisher - Consun	ner	0.0	Medi	cal Dev	vices/Equ	ip	30.0
Media/Publisher - HCP &	Consmr. 1	0.0	Diagi	nostic I	Device/Ed	quip	0.0
Service Supplier		0.0	Hosp	ital Pro	ducts/Ec	μip.	0.0
Other	2	0.0	Dent	al Prod	ucts/Equi	ip	0.0
			Mana	aged Ca	are		10.0
Age	High	61	L	.OW	25	Avg.	41.3
Sex	Male	50.0) F	emale	50.0		
Years in industry	High	16.0) <u>L</u>	.OW	2.0	Avg.	7.2
Years in position	High	35.0) <u>L</u>	.OW	1.0	Avg.	7.8
Salary (\$000s/yr)	High	101.0	L	.OW	52.0	Avg.	74.4
Commission received?	Yes	0.0)	10	100.0		
Amount (\$000s/yr)	High	0.0	L	.OW	0.0	Avg.	0.0
Bonus received?	Yes	30.0)	10	70.0		
Amount (\$000s/yr)	High	7.0	L	.OW	1.0	Avg.	3.5
Perceived pay							
vs. peers (%)	More	0.0) L	.ess	80.0	Same	20.0
Employer's gross	<\$5M			11.1	\$50-\$	100M	22.2
US revenue (%)	\$5-\$201			22.2	>100	M	22.2
	\$20-\$50	MC		22.2			
Position satisfying? (%)	Thoroug	ghly		0.0	Genera	ally	70.0
	OK Som	etimes		10.0	No		20.0
Advancement	Index 1	.9 (4=	Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Exceller	nt		0.0	Good		11.1
	Fair			66.7	Poor		22.2
How current job	Promote	ed		50.0	Exec S	Search	0.0
was acquired (%)	Hired by	/ Comp	any	10.0	Own Ir	itiative	30.0
Benefits received (%)	Signing	Bonus		0.0	Retirer		40.0
	Car			0.0	Medica	al	60.0
	Dental			60.0	Stock		20.0
Factors important	Salary			3.6		n./Culture	
to job (avg ranking,	Benefits			5.4		y to Staff	3.2
1 = most important)	Advance			4.5		n./Soc. F	
	Training			6.4	Job Se		2.6
Employer rating	Salary			2.4		n./Culture	
(avg rating, 1 = best)	Benefits			3.0	, .	y to Staff	
	Advance			3.0		n./Soc. F	
	Training			2.9	Job Se	ecurity	2.3
Plan to seek a new	Yes			70.0	No		0.0
job this year? (%)	Color: //	Dono-Et-		27 F	۸ ما، ۱۰۰۰	nomari-	0.0
New job motivation (%)	Salary/E			37.5		cement	0.0
	Differen			0.0		a Change	
	Get out		-	12.5	Job Se	ecurity	12.5
	Environ.	-		25.0	Other		12.5
Method for seeking	Recruitr	_	ency	2.7		g Contac	
new job (avg ranking,	Job Ads			3.4	Contac	ct Compa	inies 3.8
1=most likely)	Post Re	sume		3.4			

ART SUPERVISOR

\$106,000

▲0.1%

GROUP COPY SUPERVISOR \$117,000 ▼13.5%

Employer	D		louket C-	***		Davas
Employer Manufacturer	Perce		∕larket Sec Rx Pharmac			Percen 100.0
			X Filanila OTC Pharm			0.0
Agency Media/Publisher - HCP			Biotechnolo		>	25.
Media/Publisher - Consun			Medical Dev	0,	in	0.0
Media/Publisher - HCP & (Diagnostic I	, ,		0.0
<i>'</i>			lospital Pro			25.
Service Supplier			ospitai Prod Dental Prod	•		
Other	·		Managed C	′ '	ıþ	0.0
Age	High	60	Low	37	Avg.	48.
Sex	Male	25.0	Female	75.0		
Years in industry	High	30.0	Low	8.0	Avg.	18.
Years in position	High	11.0	Low	1.0	Avg.	4.
Salary (\$000s/yr)	High	115.0	Low	95.0	Avg.	106.0
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	0.0	No	100.0		0.
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Perceived pay	111811	0.0	2011	0.0	7.4.6.	
vs. peers (%)	More	0.0	Less	75.0	Same	25.
Employer's gross	<\$5M	0.0	25.0	\$50-\$		0.0
US revenue (%)	\$5-\$20M	ı	75.0	>100		0.0
oo revenue (70)	\$20-\$50		0.0	>1001	*1	0.
Position satisfying? (%)	Thorough		0.0	Gener	ally	50.
ooldon oddorynig. (70)	OK Some	-	25.0	No	any	25.
Advancement			xc. 3=Goo		1=Poor)	20.
prospects (%)	Excellent		0.0	Good	1-1 0017	0.0
p. 00p00t0 (70)	Fair	•	100.0	Poor		0.0
How current job	Promote	h	50.0		Search	0.0
was acquired (%)	Hired by				nitiative	50.
Benefits received (%)	Signing E		25.0	Retire		100.
zonomo rocorrou (70)	Car	Jonas	0.0	Medic		50.
	Dental		50.0	Stock	···	25.
Factors important	Salary		1.5		n./Culture	
to job (avg ranking,	Benefits		5.5		y to Staff	
1 = most important)	Advancer	ment	3.8		n./Soc. R	
z – most miportanti	Training	HOIIL	6.3	Job Se		.esp. 7.
Employer rating	Salary		2.3		n./Culture	
(avg rating, 1 = best)	Benefits		3.0		v to Staff	2.
larg raung, I = Dest	Advancer	ment	3.0	, ,	n./Soc. R	
	Training	HEIIL	3.0	Job Se		esp. 5.
Plan to seek a new	Yes		75.0	No No	curity	0.0
	162		75.0	INU		0.0
job this year? (%)	Salari /D	onofito	50.0	A d	comor i	25
New job motivation (%)	Salary/B		50.0		cement	25.
	Different				a Change	
	Get out o		•		ecurity	0.0
	Environ./			Other	<u> </u>	0.0
Method for seeking	Recruitm	entAge			g Contac	
new job (avg ranking,	Job Ads		4.3	Conta	ct Compa	nies 3.
1=most likely)	Post Res	ume	3.5			

GROUP CUPY SU	JPEK	VISUI	K ŞII	<i>1</i> ,000	V I	3.5%	
Number of respondent	s					4	
Employer	Per	cent	Market Se	ector		Percent	
M anufacturer		0.0	Rx Pharma	aceuticals		75.0	
Agency	1	0.00	OTC Phari	TC Pharmaceuticals			
Media/Publisher - HCP		0.0	Biotechno	logy		25.0	
Media/Publisher - Consun	ner	0.0	Medical D	evices/Eq	uip	25.0	
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/E	quip	25.0	
Service Supplier		0.0	Hospital P	roducts/E	quip.	25.0	
Other		0.0	Dental Pro	ducts/Equ	qip	25.0	
			Managed	Care		75.0	
Age	High	55	5 Low	36	Avg.	43.8	
Sex	Male	0.0) Femal	e 100.0			
Years in industry	High	22.0) Low	10.0	Avg.	15.5	
Years in position	High	6.5	5 Low	1.5	Avg.	3.5	
Salary (\$000s/yr)	High	125.0		110.0	Avg.	117.0	
Commission received?	Yes	0.0		100.0			
Amount (\$000s/yr)	High	0.0		0.0	Avg.	0.0	
Bonus received?	Yes	25.0		75.0	7.1.6.		
Amount (\$000s/yr)	High	6.0		6.0	Avg.	6.0	
Perceived pay	111611		2 2011	0.0	7.48.		
vs. peers (%)	More	0.0) Less	25.0	Same	75.0	
Employer's gross	<\$5M		0.0		3100M	25.0	
US revenue (%)	\$5-\$20	DM	0.0			25.0	
00 101011110 (70)	\$20-\$5		50.0		•••	20.0	
Position satisfying? (%)	Thorou		25.0		rally	50.0	
r coluen caucijing. (/o/		metimes			·,	0.0	
Advancement			Exc. 3=G		1=Poor)		
prospects (%)	Excelle		25.0			25.0	
p	Fair		50.0			0.0	
How current job	Promo	ted	75.0		Search	0.0	
was acquired (%)	Hired b	y Comp	any 0.0	Own I	nitiative	25.0	
Benefits received (%)		g Bonus	0.0		ment	100.0	
	Car	,	0.0		Medical		
	Dental		50.0			0.0	
Factors important	Salary		3.5		on./Cultur		
to job (avg ranking,	Benefit		4.0		ty to Staf		
1 = most important)	Advano	cement	4.5	-	on./Soc. I		
	Trainin		5.8		ecurity	4.5	
Employer rating	Salary		2.5		on./Cultur		
(avg rating, 1 = best)	Benefit		2.8		ty to Staf		
(* 5 * 5,		cement	2.5		on./Soc. I		
	Trainin		2.8		ecurity	2.0	
Plan to seek a new	Yes		75.0			25.0	
job this year? (%)							
New job motivation (%)	Salarv	/Benefit:	s 0.0	Advar	ncement	33.3	
		nt Part			a Change		
		t of Indu			ecurity	0.0	
		ı./Cultu	-			33.3	
Method for seeking		tmentAg			ng Conta		
new job (avg ranking,	Job Ad		1.3		ct Comp		
1=most likely)	Post R		3.3				
	. 55011		0.0				

COPY SUPERVISOR

\$89,900



Number of respondent	S						4
Employer	Per	cent	Ма	rket Sec	tor		Percen
Manufacturer		0.0	Rx	Pharmac	euticals		75.0
Agency	1	0.00	OTO	C Pharma	aceuticals	S	25.0
Media/Publisher - HCP		0.0	Bio	technolog	gy		25.0
Media/Publisher - Consun	ner	0.0	Me	dical Dev	ices/Equ	iip	25.0
Media/Publisher - HCP &	Consmr.	0.0	Dia	gnostic Device/Equip			25.0
Service Supplier		0.0	Hos	spital Pro	ducts/Ed	quip.	0.0
Other		0.0	Der	ntal Produ	ucts/Equ	ip	0.0
			Mai	naged Ca	ire		50.0
Age	High	5	5	Low	26	Avg.	39.3
Sex	Male	50.	0	Female	50.0		
Years in industry	High	25.	0	Low	3.0	Avg.	12.8
Years in position	High	5.	0	Low	1.0	Avg.	2.0
Salary (\$000s/yr)	High	100.	0	Low	82.5	Avg.	89.9
Commission received?	Yes	0.	0	No	100.0		-
Amount (\$000s/yr)	High	0.	0	Low	0.0	Avg.	0.0
Bonus received?	Yes	50.	0	No	50.0		
Amount (\$000s/yr)	High	5.	0	Low	1.0	Avg.	3.0
Perceived pay							
vs. peers (%)	More	25.	0	Less	75.0	Same	0.0
Employer's gross	<\$5M			0.0	\$50-\$	100M	25.0
US revenue (%)	\$5-\$20	M		75.0	>1001	M	0.0
	\$20-\$5	50M		0.0			
Position satisfying? (%)	Thorou	ghly		25.0	Gener	ally	50.0
	OK Sor	netime	S	25.0	No		0.0
Advancement	Index	2.8 (4:	=Exc	. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		25.0	Good		50.0
	Fair			0.0	Poor		25.0
How current job	Promo	ted		50.0	Exec S	Search	0.0
was acquired (%)	Hired b	y Com	pany	25.0	Own Ir	nitiative	25.0
Benefits received (%)	Signing	Bonus	;	0.0	Retire	ment	66.7
	Car			0.0	Medic	al	66.7
	Dental			66.7	Stock		0.0
Factors important	Salary			1.5	Enviro	n./Cultur	e 4.3
to job (avg ranking,	Benefit	S		3.3	Loyalt	y to Staff	5.8
1 = most important)	Advanc	ement		4.3	Enviro	n./Soc. F	Resp. 7.3
	Trainin	g		6.5	Job Se	ecurity	3.3
Employer rating	Salary			2.0	Enviro	n./Cultur	e 2.5
(avg rating, 1 = best)	Benefit	:S		2.3	Loyalt	y to Staff	2.3
-	Advano	ement		2.0	Enviro	n./Soc. F	Resp. 2.8
	Training	g		2.8	Job Se	ecurity	2.0
Plan to seek a new	Yes			25.0	No	•	25.0
job this year? (%)							
New job motivation (%)	Salary,	/Benefit	S	0.0	Advan	cement	50.0
	Differe	nt Part	of In	d 0.0	Need	a Change	0.0
	Get ou	t of Indi	ustry	0.0	Job Se	ecurity	0.0
		n./Cultu	-	50.0	Other	•	0.0
Method for seeking	Recruit	:mentAg	genc	y 2.5	Existir	g Contac	ts 2.0
new job (avg ranking,	Job Ad	,		3.0		ct Compa	
1=most likely)	Post R	esume		3.8		,	

SENIOR COPYWRITER

\$126,800

▲28.0%

		•	¥	,			
Number of respondent	:S						10
Employer	Pei	rcent	Mar	ket Sec	tor		Percent
Manufacturer		10.0	Rx F	Pharmac	euticals		90.0
Agency		70.0	OTC	: Pharma	aceuticals	S	20.0
Media/Publisher - HCP		0.0	Biot	echnolo	gy		0.0
Media/Publisher - Consun	ner	0.0	Med	lical Dev	vices/Equ	ip	10.0
Media/Publisher - HCP &	Consmr.	0.0	Diag	gnostic [Device/Ed	quip	10.0
Service Supplier		0.0	Hos	pital Pro	ducts/Ed	quip.	0.0
Other		20.0	Den	tal Prod	ucts/Equi	ip	0.0
			Man	aged Ca	are		10.0
Age	High			Low	31	Avg.	46.2
Sex	Male	50.	.0	Female	50.0		
Years in industry	High	33.	.0	Low	3.0	Avg.	17.7
Years in position	High	16.	.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	232	.0	Low	73.1	Avg.	126.8
Commission received?	Yes	0.	.0	No	100.0		
Amount (\$000s/yr)	High	0.	.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	80.	.0	No	20.0		
Amount (\$000s/yr)	High	65.	.0	Low	0.8	Avg.	12.1
Perceived pay							
vs. peers (%)	More	10.	.0	Less	20.0	Same	70.0
Employer's gross	<\$5M			0.0	\$50-\$	100M	20.0
US revenue (%)	\$5-\$20			10.0	>100	M	60.0
	\$20-\$!			10.0			
Position satisfying? (%)	Thorou			30.0	Genera	ally	40.0
		metime		30.0	No		0.0
Advancement			=Exc.		d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		10.0	Good		20.0
	Fair			50.0	Poor		20.0
How current job	Promo			30.0		Search	30.0
was acquired (%)		y Com		20.0		nitiative	20.0
Benefits received (%)	0 (g Bonus	5	0.0	Retirer		50.0
	Car			0.0	Medica	al	100.0
	Dental			87.5	Stock		25.0
Factors important	Salary			2.7		n./Culture	
to job (avg ranking,	Benefit			3.7		y to Staff	4.5
1 = most important)		cement		4.8		n./Soc. R	
	Trainin			7.0	Job Se		4.2
Employer rating	Salary			2.5		n./Culture	
(avg rating, 1 = best)	Benefit			2.0		y to Staff	2.6
		cement		2.9		n./Soc. R	
- I	Trainin	g		2.9	Job Se	ecurity	2.2
Plan to seek a new	Yes			50.0	No		20.0
job this year? (%)	Cala	/Don-C	to	22.2	۸ ما، ۱۰۰۰	oomari	0.0
New job motivation (%)		/Benefi		33.3		cement	0.0
		nt Part				a Change	0.0
		t of Ind	-	0.0		ecurity	0.0
Mothod for any life ::		1./Cultu		16.7	Other	a Contact	33.3
Method for seeking		tmentA,	gency			g Contact	
new job (avg ranking,	Job Ad			3.3	Contac	ct Compai	iles 3.8
1=most likely)	rust K	esume		3.8			

COPYWRITER

\$57,300



PRODUCTION/TRAFFIC MGR. \$65,000

V6.5%

Employer	Per	cent	Mark	et Sec	tor		Percer
M anufacturer	. 0.	0.0			euticals		100.
Agency	1	00.0			aceuticals	\$	25.
Media/Publisher - HCP	-	0.0	-	chnolo		,	0.
Media/Publisher - Consun	ner	0.0			rices/Equ	in	50.
Media/Publisher - HCP &		0.0			Device/Ed		0.
Service Supplier	0011011111	0.0			ducts/Ed		25.
Other		0.0			ucts/Eau		0.
Otrici		0.0		aged Ca	, , , . , . , . , . , .	iρ	0.
Age	High	40) [OW	23	Avg.	30.
Sex	Male	75.0		emale	25.0	7.48.	
Years in industry	High	4.0		OW	2.0	Avg.	3.
Years in position	High	2.0		OW	1.0	Avg.	1.
Salary (\$000s/yr)	High	79.0		OW	40.0	Avg.	1. 57.
Commission received?	Yes	0.0		lo	100.0	rwg.	
Amount (\$000s/yr)	High	0.0		ow OW	0.0	Avg.	0.
Bonus received?	Yes	50.0		lo	50.0	Avg.	<u> </u>
		1.0		OW OW	1.0	Λνα	1.
Amount (\$000s/yr)	High	1.0	, L	UW	1.0	Avg.	1.
Perceived pay vs. peers (%)	More	0.0) L	ess	50.0	Same	50.
Employer's gross	<\$5M		_	0.0	\$50-\$		0.
US revenue (%)	\$5-\$20	OM	1	.00.0	>100		0.
00 10101140 (70)	\$20-\$5		-	0.0	, 1001	••	0.
Position satisfying? (%)	Thorou			50.0	Gener	ally	25.
r coldon cadolying. (70)		metimes		25.0	No	any	0.
Advancement					d 2=Fair	1-Poor)	
prospects (%)	Excellent		LAC.	50.0	Good	1-1 001/	0.
prospects (70)	Fair	,111		50.0	Poor		0.
How current job	Promo	ted		0.0		Search	0.
was acquired (%)		y Comp	anı,	50.0		nitiative	50.
Benefits received (%)		g Bonus	arry	0.0	Retire		75.
Delicitis received (70)	Car	3 Donus		0.0			75. 75.
	Dental			75.0	Medical Stock		0.
Factors important	Salary			3.5		n./Culture	
to job (avg ranking,	Benefit	·c		4.5		y to Staff	
				3.5		y to Stail n./Soc. F	
1 = most important)		cement		5.3	Job Se	•	
Employer rating	Training Salary	5		1.8		n./Culture	3. e 1.
Employer rating	Salary					n./Culture y to Staff	
(avg rating, 1 = best)				2.3		y to Stair n./Soc. F	
		cement		2.0	Job Se	•	
Dian to each a mani	Training	Ĕ .				curity	2.
Plan to seek a new	Yes			25.0	No		50.
job this year? (%)	0-1	/D C -	. 1	00.0	Λ.Ι		
New job motivation (%)		/Benefits		0.00		cement	0.
		nt Part o		0.0		a Change	
		t of Indu	-	0.0	Job Se	ecurity	0.
		n./Cultur		0.0	Other		0.
Method for seeking	Recruit	tmentAge	ency	2.3		g Contac	
new job (avg ranking,	Job Ad	S		3.0	Conta	ct Compa	inies 3.
1=most likely)	Post R			4.7			

				7.0	-,		
Number of respondents	S						1
Employer	Per	cent	Mark	cet Sec	tor		Percent
M anufacturer		0.0	Rx P	harmac	euticals		100.0
Agency	10	0.00	OTC	Pharma	aceuticals	5	0.0
Media/Publisher - HCP		0.0	Biote	chnolo	gy		0.0
Media/Publisher - Consum	er	0.0	Medi	cal Dev	ices/Equ	ip	0.0
Media/Publisher - HCP & 0	Consmr.	0.0	Diag	nostic [Device/E	quip	0.0
Service Supplier		0.0	Hosp	ital Pro	ducts/E	quip.	0.0
Other		0.0	Dent	al Prod	ucts/Equ	ip	0.0
			Mana	aged Ca	are		100.0
Age	High	58	B L	.OW	58	Avg.	58.0
Sex	Male	100.0) F	emale	0.0		
Years in industry	High	5.0) <u>L</u>	.OW	5.0	Avg.	5.0
Years in position	High	3.0) L	.OW	3.0	Avg.	3.0
Salary (\$000s/yr)	High	65.0) L	.OW	65.0	Avg.	65.0
Commission received?	Yes	0.0) [٧o	100.0		
Amount (\$000s/yr)	High	0.0) L	.OW	0.0	Avg.	0.0
Bonus received?	Yes	100.0) [٧o	0.0		
Amount (\$000s/yr)	High	5.0) L	.OW	5.0	Avg.	5.0
Perceived pay							
vs. peers (%)	More	0.0) L	.ess	100.0	Same	0.0
Employer's gross	<\$5M		1	0.00	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M		0.0	>1001	M	0.0
	\$20-\$5	MO		0.0			
Position satisfying? (%)	Thorou	ghly	1	0.00	Gener	ally	0.0
	OK Sor	netimes		0.0	No		0.0
Advancement	Index 2	2.0 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		0.0	Good		0.0
	Fair		1	0.00	Poor		0.0
How current job	Promot	ted		0.0	Exec S	Search	0.0
was acquired (%)	Hired b	y Comp	any 1	0.00	Own Ir	nitiative	0.0
Benefits received (%)	Signing	Bonus		0.0	Retire	ment	0.0
	Car			0.0	Medic	al	0.0
	Dental			0.0	Stock		0.0
Factors important	Salary			1.0	Enviro	n./Culture	6.0
to job (avg ranking,	Benefit	S		2.0	Loyalt	y to Staff	5.0
1 = most important)	Advanc	ement		3.0	Enviro	n./Soc. R	esp.8.0
	Training	g		7.0	Job Se	ecurity	4.0
Employer rating	Salary			3.0	Enviro	n./Culture	3.0
(avg rating, 1 = best)	Benefit	S		3.0	Loyalt	y to Staff	3.0
	Advanc	ement		3.0	Enviro	n./Soc. R	esp.3.0
	Training	g		3.0	Job Se	ecurity	3.0
Plan to seek a new	Yes		1	0.001	No		0.0
job this year? (%)							
New job motivation (%)		Benefits		100.0		cement	0.0
		nt Part c		0.0		a Change	0.0
		t of Indu	-	0.0		ecurity	0.0
		ı./Cultur		0.0	Other		0.0
Method for seeking		mentAg	ency	4.0		g Contac	
new job (avg ranking,	Job Ad			1.0	Conta	ct Compa	nies 5.0
1=most likely)	Post Re	esume		2.0			

PUBLISHER

\$135,000

_21.8%

ADVERTISING SALES MGR.

\$80,000



Employer	Percent	Mar	ket Sec	tor	- 1	Percei
M anufacturer	0.0	Rx F	Pharmac	euticals		33.
Agency	0.0	OTO) Pharma	aceuticals	į	0.
Media/Publisher - HCP	66.7	Biot	echnolo	gy		33.
Media/Publisher - Consum	ner 0.0	Med	dical Dev	vices/Equi	ip	33.
Media/Publisher - HCP & (Consmr. 0.0	Diag	gnostic [Device/Ed	Juip	0.
Service Supplier	33.3	Hos	pital Pro	ducts/Eq	uip.	0.
Other	0.0	Den	tal Prod	ucts/Equi	р	0.
		Man	naged Ca	are		0.
Age	High	63	Low	28	Avg.	44.
Sex	Male 33	3.3	Female	66.7		
Years in industry	High 20	0.0	Low	5.0	Avg.	14.
Years in position		7.0	Low	5.0	Avg.	9.
Salary (\$000s/yr)	High 225		Low	45.0	Avg.	135.
Commission received?			No	66.7		
Amount (\$000s/yr)	High 100		Low	100.0	Avg.	100.
Bonus received?			No	66.7		
Amount (\$000s/yr)			Low	50.0	Avg.	50.
Perceived pay	<u> </u>		-		<u>J.</u>	
vs. peers (%)	More 33	3.3	Less	33.3	Same	33.
Employer's gross	<\$5M		0.0	\$50-\$1		33.
US revenue (%)	\$5-\$20M		0.0	>1001		33.
,	\$20-\$50M		33.3			
Position satisfying? (%)	Thoroughly		66.7	Genera	allv	0.
comon camoryg. (70)	OK Sometim	es	33.3	No	,	0.
Advancement	Index 3.0 (4				1=Poor)	
prospects (%)	Excellent		66.7	Good	,	0.
p p	Fair		0.0	Poor		33.
How current job	Promoted		33.3	Exec S	Search	0.
was acquired (%)	Hired by Cor	npanv	0.0	Own In		66.
Benefits received (%)	Signing Bonu		0.0	Retirer		0.
	Car		33.3	Medica		66.
	Dental		33.3	Stock		33.
Factors important	Salary		2.3		n./Culture	
to job (avg ranking,	Benefits		3.3		to Staff	
1 = most important)	Advancemen	ıt	4.0		n./Soc. R	
	Training		4.7	Job Se	-	4.
Employer rating	Salary		2.0		n./Culture	
(avg rating, 1 = best)	Benefits		1.7		to Staff	2.
1 144115, 1 - 5000)	Advancemen	ıt	1.7		n./Soc. R	
	Training		2.0	Job Se		2.
Plan to seek a new	Yes		0.0	No	-currey	66.
i iaii to soon a liew	103		0.0	140		00.
ioh this year? (%)			0.0	Advano	cement	0.
	Salary/Rene	fits	()()		JUITUUIL	U.
	Salary/Bene		0.0		Change	100
	Different Par	t of Inc	0.0	Need a	Change	
	Different Par Get out of In	t of Inc	0.0	Need a Job Se	_	100.
New job motivation (%)	Different Par Get out of In Environ./Cult	t of Inc dustry ture	0.0 0.0 0.0	Need a Job Se Other	ecurity	0. 0.
job this year? (%) New job motivation (%) Method for seeking new job (avg ranking,	Different Par Get out of In	t of Inc dustry ture	0.0 0.0 0.0	Job Se Other Existing	_	0. 0. ts 1.

					,		
Number of respondents	3						2
Employer	Perc	cent	Mark	et Sec	tor	F	Percent
M anufacturer		0.0	Rx Pl	harmac	euticals		100.0
Agency	5	0.0	OTC	Pharma	aceuticals	S	50.0
Media/Publisher - HCP	5	0.0	Biote	chnolo	gy		50.0
Media/Publisher - Consum	er	0.0	Medi	cal Dev	vices/Equ	iip	50.0
Media/Publisher - HCP & 0	Consmr.	0.0	Diagi	nostic [Device/E	quip	0.0
Service Supplier		0.0	Hosp	ital Pro	ducts/E	quip.	50.0
Other		0.0	Dent	al Prod	ucts/Equ	ip	0.0
			Mana	aged Ca	are		50.0
Age	High	52	2 L	.OW	32	Avg.	42.0
Sex	Male	0.0) F	emale	100.0		
Years in industry	High	20.0) L	.OW	8.0	Avg.	14.0
Years in position	High	3.0) L	.OW	1.5	Avg.	2.3
Salary (\$000s/yr)	High	80.0) L	.OW	80.0	Avg.	80.0
Commission received?	Yes	50.0) [Ю	50.0		
Amount (\$000s/yr)	High	40.0) L	.OW	40.0	Avg.	40.0
Bonus received?	Yes	0.0) [Ю	100.0		
Amount (\$000s/yr)	High	0.0) L	.OW	0.0	Avg.	0.0
Perceived pay							
vs. peers (%)	More	0.0) L	.ess	50.0	Same	50.0
Employer's gross	<\$5M			0.0	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20			50.0	>1001	M	0.0
	\$20-\$5	OM		50.0			
Position satisfying? (%)	Thoroug	ghly		0.0	Gener	ally	0.0
	OK Son	netimes		50.0	No		50.0
Advancement	Index 2	2.0 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Exceller	nt		0.0	Good		50.0
	Fair			0.0	Poor		50.0
How current job	Promot			0.0		Search	0.0
was acquired (%)	Hired by		any	50.0		nitiative	50.0
Benefits received (%)	Signing	Bonus		0.0	Retire		50.0
	Car			0.0	Medic	al	100.0
	Dental]	.00.0	Stock		50.0
Factors important	Salary			1.5		n./Culture	4.5
to job (avg ranking,	Benefits			2.0	-	y to Staff	3.5
1 = most important)	Advance			6.5		n./Soc. Re	
- · · · · ·	Training			8.0		ecurity	4.0
Employer rating	Salary			2.0		n./Culture	3.5
(avg rating, 1 = best)	Benefits			3.5	-	y to Staff	4.0
	Advance			3.0		n./Soc. Re	
Diameter and a second	Training	,	1	4.0		ecurity	2.5
Plan to seek a new	Yes		J	0.00	No		0.0
job this year? (%) New job motivation (%)	Colomid	Donofto		F0 0	A du con	aamant	0.0
rvew Job mouvation (%)	Salary/l Differen			50.0		cement a Change	0.0
						U	
	Get out		-	0.0		ecurity	0.0
Mothod for cooking	Environ. Recruitr			0.0	Other	ng Contact	0.0 s 1.0
Method for seeking new job (avg ranking,	Job Ads	_	спсу	2.5 4.0		ct Compar	
1=most likely)	Post Re			4.0	COIIL	ct Compan	1163 J.U
==illost likely)	1 051 16	Sunt		4.0			

ADVERTISING SALES EXEC. \$80,000 ▼12.8%



Employer	De-	cent	Mari	et Sec	tor		Percen
M anufacturer	Per	0.0			euticals		0.0
Agency		0.0			aceuticals	r	0.0
Media/Publisher - HCP	1	0.0		chnolo		5	0.0
Media/Publisher - Consun		0.0			gy vices/Equ	iin	0.0
Media/Publisher - HCP & (0.0			Device/E		0.0
Service Supplier	COHSIIII.	0.0	_		ducts/E		0.0
Other		0.0			ucts/Equ		100.0
Other		0.0		ged Ca		ıρ	0.0
Age	High	58	B Lo	OW	58	Avg.	58.0
Sex	Male	0.0		emale	100.0	70.	
Years in industry	High	30.0		DW DW	30.0	Avg.	30.0
Years in position	High	5.0		DW.	5.0	Avg.	5.0
Salary (\$000s/yr)	High	80.0		DW.	80.0	Avg.	80.0
Commission received?	Yes	100.0		_	0.0		
Amount (\$000s/yr)	High	110.0		o ow	110.0	Avg.	110.0
Bonus received?	Yes	0.0		_	100.0	7.4-6.	
Amount (\$000s/yr)	High	0.0		o ow	0.0	Avg.	0.0
Perceived pay	111811	0.0	,	J V V	0.0	7.06.	
vs. peers (%)	More	0.0) [6	ess	0.0	Same	100.0
Employer's gross	<\$5M	0.0	,	0.0	\$50-\$		0.0
US revenue (%)	\$5-\$20	M	1	0.00	>100		0.0
OS revenue (70)	\$20-\$5		1	0.0	>100	IVI	0.0
Position satisfying? (%)	Thorou			0.0	Gener	مالد	100.0
osidon sadsiying: (70)		metimes		0.0	No	ally	0.0
Advancement					d 2=Fair	1-Poor	
prospects (%)	Excellent		LXC. C	0.0	Good	1-1 001)	100.0
prospects (70)	Fair	,111		0.0	Poor		0.0
How current job	Promo	tad	1	0.00		Search	0.0
was acquired (%)		y Comp		0.0		nitiative	0.0
Benefits received (%)		g Bonus	arry	0.0	Retire		0.0
Delients received (70)	Car	3 Donus		0.0			100.0
	Dental		1	0.0 Medical 100.0 Stock			0.0
Factors important	Salary		1	2.0		n./Cultur	
to job (avg ranking,	Benefit			4.0		y to Staf	
1 = most important)		ement		7.0		n./Soc. I	
1 = most important)				8.0		ecurity	
Employer reting	Trainin	8		3.0		n./Cultur	
Employer rating (avg rating, 1 = best)	Salary Benefit			2.0		y to Staf	
(avg raung, 1 = best)					-	n./Soc. I	
		cement		2.0			
Dian to cook a mani	Trainin	Б	1.	3.0		ecurity	4.0
Plan to seek a new	Yes		1	0.00	No		0.0
job this year? (%)	Cala:::	/Donces		0.0	۰ ـ ۸	00m0=1	
New job motivation (%)		Benefits		0.0		cement	0.0
		nt Part c		0.0		a Change	
		t of Indu	-	0.0		ecurity	0.0
		n./Cultur		0.00	Other	<u> </u>	0.0
Method for seeking		tmentAg	ency	3.0		ng Conta	
new job (avg ranking,	Job Ad			4.0	Conta	ct Comp	anies 2.0
1=most likely)	Post R	esume		5.0			

EDITOR	\$83,600	▲13.3 %
--------	----------	----------------

LDITUIL		ŞUJ	,000	1			J.J /0
Number of respondent	S						13
Employer	Per	cent	Marke	t Sec	tor		Percent
M anufacturer		7.7	Rx Pha	armac	euticals		69.2
Agency		23.1	OTC P	harma	aceuticals	S	23.1
Media/Publisher - HCP	;	38.5	Biotec	hnolog	gy		23.1
Media/Publisher - Consum	ner	15.4	Medica	al Dev	ices/Equ	ıip	46.2
Media/Publisher - HCP & 0	Consmr.	15.4	Diagno	ostic C	Device/E	quip	15.4
Service Supplier		0.0	Hospit	al Pro	ducts/Ed	quip.	23.1
Other		0.0	Dental	Produ	ucts/Equ	ip	7.7
			Manag	ed Ca	ire		15.4
Age	High	64	4 Lo	W	27	Avg.	48.3
Sex	Male	30.8	3 Fe	male	69.2		
Years in industry	High	43.0) Lo	W	2.0	Avg.	15.5
Years in position	High	17.0) Lo	W	1.0	Avg.	8.2
Salary (\$000s/yr)	High	147.0) Lo	W	47.0	Avg.	83.6
Commission received?	Yes	0.0) No)	100.0		
Amount (\$000s/yr)	High	0.0) Lo	W	0.0	Avg.	0.0
Bonus received?	Yes	30.8	3 No)	69.2		
Amount (\$000s/yr)	High	7.0) Lo	W	0.6	Avg.	3.4
Perceived pay							
vs. peers (%)	More	7.7	7 Le	SS	53.9	Same	38.5
Employer's gross	<\$5M		2	23.1	\$50-\$	100M	0.0
US revenue (%)	\$5-\$20	M	3	38.5	>1001	M	23.1
, ,	\$20-\$5	MO	1	5.4			
Position satisfying? (%)	Thorou	ghly	1	5.4	Gener	ally	53.9
, , ,		netimes	: 1	5.4	No		15.4
Advancement	Index	2.0 (4=	Exc. 3	=Goor	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		7.7	Good		23.1
	Fair		3	80.8	Poor		38.5
How current job	Promot	ted	3	30.8	Exec S	Search	7.7
was acquired (%)	Hired b	y Comp	any 3	80.8	Own Ir	nitiative	30.8
Benefits received (%)		Bonus		0.0	Retire	ment	70.0
	Car			0.0	Medic	al	100.0
	Dental		g	0.0	Stock		0.0
Factors important	Salary			1.3	Enviro	n./Culture	3.8
to job (avg ranking,	Benefit	S		2.9	Loyalt	y to Staff	5.7
1 = most important)	Advanc	ement		5.7	Enviro	n./Soc. R	esp.6.9
	Training	g		6.3	Job Se	ecurity	3.4
Employer rating	Salary			2.4	Enviro	n./Culture	2.6
(avg rating, 1 = best)	Benefit	S		2.5	Loyalt	y to Staff	2.6
	Advanc	ement		3.1		n./Soc. R	esp.2.7
	Training	g		3.3		ecurity	2.2
Plan to seek a new	Yes		3	38.5	No		7.7
job this year? (%)							
New job motivation (%)	Salary/	Benefits	s 1	2.5	Advan	cement	25.0
		nt Part o		2.5	Need	a Change	0.0
	Get out	t of Indu	ıstry	0.0	Job Se	ecurity	12.5
	Environ	./Cultur	re 2	25.0	Other		12.5
BB -1 14 11				2.8	Evictir	ng Contact	
Method for seeking	Recruit	mentAg	CITCY	2.0	LXISUI	ig Contact	
new job (avg ranking,	Job Ad		cricy	2.3		ct Compai	

MEDICAL WRITE	ER	\$110	0,100		▲12	0.2%		
Number of respondent	:s					4		
Employer	Per	cent M	larket Sec	tor		Percent		
Manufacturer	į	50.0 R	x Pharmac	euticals		100.0		
Agency	7	25.0 0	TC Pharm	aceuticals	6	0.0		
Media/Publisher - HCP		0.0 Bi	iotechnolo	gy		0.0		
Media/Publisher - Consum	ner		ledical Dev		ip	25.0		
Media/Publisher - HCP &			iagnostic I			25.0		
Service Supplier			lospital Pro			0.0		
Other		0.0 Dent		tal Products/Equip				
			lanaged C	ged Care				
Age	High	61	Low	37	Avg.	46.0		
Sex	Male	25.0	Female	75.0				
Years in industry	High	40.0	Low	13.0	Avg.	22.5		
Years in position	High	11.0	Low	4.0	Avg.	6.9		
Salary (\$000s/yr)	High	167.5	Low	75.0	Avg.	110.1		
Commission received?	Yes	0.0	No	100.0		_		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0		
Bonus received?	Yes	100.0	No	0.0		_		
Amount (\$000s/yr)	High	60.0	Low	0.1	Avg.	18.5		
Perceived pay								
vs. peers (%)	More	0.0	Less	100.0	Same	0.0		
Employer's gross	<\$5M		50.0	\$50-\$	100M	0.0		
US revenue (%)	\$5-\$20	M	0.0	>1001	M	50.0		
	\$20-\$5	OM	0.0					
Position satisfying? (%)	Thorou	ghly	50.0	Gener	ally	50.0		
	OK Sor	OK Sometimes		No		0.0		
Advancement	Index 2	2.8 (4=E)	xc. 3=Goo	d 2=Fair	1=Poor)			
prospects (%)	Excelle	nt	25.0	Good		50.0		
	Fair		0.0	Poor		25.0		
How current job	Promot	ted	25.0	Exec S	Search	0.0		
was acquired (%)	Hired b	y Compan	ny 25.0	Own Ir	nitiative	25.0		
Benefits received (%)	Signing	g Bonus	33.3	Retire	ment	33.3		
	Car		0.0	Medic	al	100.0		
	Dental		100.0	Stock		33.3		
Factors important	Salary		2.3		n./Cultur			
to job (avg ranking,	Benefit		3.3		y to Staff			
1 = most important)	Advanc		4.5			Resp. 7.8		
	Training	3	6.5	Job Se		2.0		
Employer rating	Salary		2.0		n./Cultur			
(avg rating, 1 = best)	Benefit		2.0		y to Staff			
	Advanc		2.3		-	Resp.1.8		
	Training	3	1.8	Job Se	ecurity	2.3		
Plan to seek a new job this year? (%)	Yes		25.0	No		75.0		
New job motivation (%)	Salary/	/Benefits	100.0	Advan	cement	0.0		
New Job Illouration (70)		nt Part of I			a Change			
		t of Industi		Job Se	_	0.0		
		ı or mausu 1./Culture	0.0	Other	Curry	0.0		
Method for seeking		::/Culture :mentAgen			g Contac			
new job (avg ranking,	Job Ads		1.0			anies 4.0		
1=most likely)	Post Re		5.0	COnta	Ct Comp	# call		
1=IIIOSt likely)	1 051 116	25uille	5.0					

OTHER		ŞI	4 ,	500		A 0.	0 %
Number of respondent	ts						163
Employer	Pei	rcent	Mar	ket Sec	tor	P	ercent
Manufacturer		42.6	Rx P	harmac	euticals		58.6
Agency		23.5	OTC	Pharma	ceuticals	5	18.5
Media/Publisher - HCP		1.2	Biote	echnolog	gy		24.1
Media/Publisher - Consur	mer	0.0	Med	ical Dev	ices/Equ	ip	25.3
Media/Publisher - HCP &	Consmr.	0.6	Diag	nostic D	evice/Ed	quip	14.8
Service Supplier		5.6	Hos	pital Pro	ducts/Ec	uip.	11.7
Other		26.5	Dent	tal Produ	ıcts/Equi	ip	1.9
			Man	aged Ca	re		13.0
Age	High	75	i 1	Low	22	Avg.	45.5
Sex	Male	46.3	3	Female	53.7		
Years in industry	High	38.0) [Low	0.5	Avg.	15.1
Years in position	High	20.0) [Low	0.5	Avg.	5.4
Salary (\$000s/yr)	High	1200.0) [Low	29.0	Avg.	124.5
Commission received?	Yes	2.5		No	97.6	7.10.	
Amount (\$000s/yr)	High	150.0		Low	17.0	Avg.	74.3
Bonus received?	Yes	61.7		No	38.3	7176.	7 -1.0
Amount (\$000s/yr)	High	250.0		Low	0.4	Avg.	26.5
Perceived pay	High	230.0	' '	LOW	0.4	Avg.	20.0
	More	13.7	, ,	Less	53.4	Same	32.9
vs. peers (%)	<\$5M			17.5	\$50-\$		10.6
Employer's gross							
US revenue (%)	\$5-\$20			22.5	>1001	VI	36.9
D ::: :: : : : : : : : : : : : : : : :	\$20-\$			12.5	0	. 11 .	F1 0
Position satisfying? (%)	Thorou			30.6	Genera No	ally	51.3
		metimes		11.3		1 D \	6.9
Advancement		2.3 (4=	EXC.			1=P00r)	00.4
prospects (%)	Excelle	ent		13.8	Good		29.4
	Fair			34.4	Poor		22.5
How current job	Promo			36.9	Exec S		7.5
was acquired (%)		oy Comp	any	18.8	•	itiative	30.6
Benefits received (%)		g Bonus		8.7	Retirer		52.0
	Car			3.9	Medica		82.7
	Dental			79.5	Stock		41.7
Factors important	Salary			2.6		n./Culture	3.6
to job (avg ranking,	Benefit	ts		4.0		y to Staff	4.7
1 = most important)	Advand	cement		4.6	Enviro	n./Soc. Re	sp.6.5
	Trainin	g		6.1	Job Se	ecurity	4.1
Employer rating	Salary			2.2	Enviro	n./Culture	2.2
(avg rating, 1 = best)	Benefit	ts		2.4	Loyalt	y to Staff	2.5
	Advand	cement		2.8	Enviro	n./Soc. Re	sp.2.3
	Trainin	g		2.8	Job Se	ecurity	2.5
Plan to seek a new	Yes			40.0	No		31.9
job this year? (%)		(D 2		00.0			10-
New job motivation (%)		/Benefits		33.3		cement	16.7
		nt Part o				a Change	7.7
	Get ou	t of Indu	stry	2.6	Job Se	ecurity	7.7
	Enviro	n./Cultur	е	19.2	Other		9.0
Method for seeking	Recrui	tmentAge	ency	2.3	Existin	g Contacts	2.2
new job (avg ranking,	Job Ad	ls		2.9	Contac	ct Compani	es 3.8
1=most likely)	Post R	esume		3.7			



Employee Characteristics

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

DATA SETS

- Male, page 49
- Female, page 49
- 1 Year or Less in Current Position, page 50
- 1-2 Years in Current Position, page 50
- 3-5 Years in Current Position, page 51
- Over 5 Years in Current Position, page 51

2013
CAREER
& SALARY
SURVEY

MALE		\$166,4	400		A	12.9%
Number of respondent	S					523
Employer	Pei	rcent	Market	Sector		Percent
Manufacturer		43.6	Rx Phar	maceutica	ls	65.0
Agency		27.5	OTC Ph	armaceutio	cals	17.8
Media/Publisher - HCP		2.7	Biotech	nology		28.9
Media/Publisher - Consum	ner	1.0	Medical	Devices/E	Equip	31.2
Media/Publisher - HCP &	Consmr.	3.3	Diagnos	stic Device	/Equip	15.1
Service Supplier		9.9	Hospita	I Products,	/Equip.	11.1
Other		12.1	Dental I	Products/E	quip	4.2
			Manage	ed Care		10.1
Age	High	76	5 Low	, 2	2 Avg.	46.6
Sex	Male	100.0) Fen	nale 0.	0	
Years in industry	High	54.0) Low	0.	3 Avg.	17.8
Years in position	High	35.0) Low	<i>i</i> 0.	3 Avg.	5.3
Salary (\$000s/yr)	High	1280.0) Low	20.	0 Avg.	166.4
Commission received?	Yes	9.6	No No	90.	4	
Amount (\$000s/yr)	High	250.0) Low	, 2.	4 Avg.	57.3
Bonus received?	Yes	69.4	No	30.	6	
Amount (\$000s/yr)	High	250.0) Low	20.	0 Avg.	82.3
Perceived pay						
vs. peers (%)	More	15.1	Les	s 43.	5 Same	41.4
Employer's gross	<\$5M		16	5.1 \$50	D-\$100M	9.7
US revenue (%)	\$5-\$20	MC	18	3.5 >1	MOO	43.9
	\$20-\$5	50M	11	1.8		
Position satisfying? (%)	Thorou	ıghly	27	7.8 Ger	nerally	55.0
	OK So	metimes	11	l.8 No		5.4
Advancement	Index	2.5 (4=	Exc. 3=	Good 2=F	air 1=Poo	r)
prospects (%)	Excelle	ent	16	6.4 God	bc	35.7
	Fair		27	7.6 Poo	or	20.4
How current job	Promo	ted	34	1.2 Exe	c Search	13.2
was acquired (%)	Hired b	y Comp	any 18	3.2 Ow	n Initiative	29.8
Benefits received (%)	Signing	g Bonus	17	7.4 Ret	irement	53.6
	Car		14	1.9 Me	dical	81.0
	Dental		74	1.0 Sto	ck	42.1
Factors important	Salary				viron./Cultu	
to job (avg ranking,	Benefit	ts	4	1.1 Loy	alty to Sta	iff 4.6
1 = most important)	Advand	cement	4	1.3 Env	riron./Soc.	Resp.6.8
	Trainin	g	6	6.4 Job	Security	3.9
Employer rating	Salary		2	2.2 Env	viron./Cultu	ıre 2.2
(avg rating, 1 = best)	Benefit	ts	2	2.3 Loy	alty to Sta	iff 2.4
	Advand	cement	2	2.6 Env	viron./Soc.	Resp.2.3
	Trainin	g	2		Security	2.3
Plan to seek a new	Yes		38	3.1 No		38.7
job this year? (%)						
New job motivation (%)	Salary	/Benefits	32	2.6 Adv	/ancement	17.4
		nt Part o		5.0 Ne	ed a Chang	ge 7.0
	Get ou	t of Indu	stry 2	2.1 Job	Security	7.0
		n./Cultur	-	3.6 Oth		10.3
Method for seeking		tment Ag			sting Conta	
new job (avg ranking,	Job Ad				ntact Com	
1=most likely)		esume		1.0		

		\$119,2					2.8%
Number of respondent	S						485
Employer	Per	cent	Marl	ket Sec	tor		Percent
Manufacturer		32.4	Rx P	harmac	euticals		65.2
Agency		35.9	OTC	Pharma	aceuticals	6	14.9
Media/Publisher - HCP		5.0	Biote	echnolo	gy		21.2
Media/Publisher - Consun	ner	1.2	Medi	ical Dev	ices/Equ	ip	23.7
Media/Publisher - HCP &	Consmr.	2.5	Diag	nostic [Device/Ed	quip	10.5
Service Supplier		7.8			ducts/Ed		6.6
Other		15.3			ucts/Equ		2.5
			Mana	aged Ca	are		7.6
Age	High	69) L	_OW	23	Avg.	43.0
Sex	Male	0.0) F	emale	100.0		
Years in industry	High	43.0) <u>L</u>	_OW	0.5	Avg.	14.7
Years in position	High	35.0		_OW	0.5	Avg.	5.2
Salary (\$000s/yr)	High	450.0		_OW	22.0	Avg.	119.2
Commission received?	Yes	7.8		No	92.2	J.	
Amount (\$000s/yr)	High	175.0		.OW	3.0	Avg.	46.0
Bonus received?	Yes	62.1		No	37.9		
Amount (\$000s/yr)	High	600.0		_OW	10.0	Avg.	165.5
Perceived pay	6	00010			10.0	7.46.	100.0
vs. peers (%)	More	7.5	i 1	_ess	51.0	Same	41.5
Employer's gross	<\$5M	7.0		15.0	\$50-\$		10.2
US revenue (%)	\$5-\$20	M		26.6	>100		31.5
oo revenue (70)	\$20-\$5			16.7	>1001	٧ı	31.3
Position satisfying? (%)	Thorou			23.7	Gener	ally	55.0
, , ,		netimes		14.7	No		6.6
Advancement	Index	2.4 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		10.7	Good		35.9
	Fair			32.6	Poor		20.8
How current job	Promo	ted		41.0	Exec S	Search	10.4
was acquired (%)	Hired b	y Comp	any	15.2	Own Ir	itiative	27.0
Benefits received (%)		g Bonus		10.5	Retire	ment	49.3
	Car	,		6.3	Medic	al	83.5
	Dental			75.9	Stock		36.2
Factors important	Salary			2.5		n./Cultur	
to job (avg ranking,	Benefit	S		4.0		y to Staff	
1 = most important)		ement		4.5		n./Soc. F	
	Trainin			6.3		ecurity	4.0
Employer rating	Salary			2.2		n./Cultur	
(avg rating, 1 = best)	Benefit	S		2.3		y to Staff	
(4		ement		2.7		n./Soc. F	
	Training			2.8	Job Se		2.3
Plan to seek a new	Yes	5		37.3	No	, ou ,	33.2
job this year? (%)	. 55			57.0	. 10		55.2
New job motivation (%)	Salarva	/Benefits		22.5	Advan	cement	21.3
,-2		nt Part o				a Change	
		t of Indu		8.3		ecurity	4.2
		ı./Cultur	-	20.0	Other	Journey	10.4
Mathod for cooking		-				a Contac	
Method for seeking		ment Ag	gency			g Contac	
new job (avg ranking,	Job Ad			3.0	Conta	ct Compa	ariies 3./
1=most likely)	Post R	esume		3.9			

IYR OR LESS IN CURRENT POS. \$126,200 ▲4.3%

Number of respondent	ts					188
Employer	Pei	rcent	Market Se	ctor		Percent
Manufacturer		30.9	Rx Pharma	ceuticals		75.0
Agency		43.6	OTC Pharm	naceutical	S	20.2
Media/Publisher - HCP		2.1	Biotechnol	ogy		26.1
Media/Publisher - Consur	mer	1.1	Medical De	evices/Equ	qiı	25.5
Media/Publisher - HCP &	Consmr.	4.3	Diagnostic	Device/E	quip	10.6
Service Supplier		8.5	Hospital Pi	roducts/E	quip.	5.9
Other		9.6	Dental Pro	ducts/Equ	ıip	4.3
			Managed (Care		9.6
Age	High	62	2 Low	22	Avg.	39.7
Sex	Male	54.3	3 Female	45.7		
Years in industry	High	32.0) Low	0.3	Avg.	12.7
Years in position	High	1.0) Low	0.3	Avg.	1.0
Salary (\$000s/yr)	High	300.0) Low	36.0	Avg.	126.2
Commission received?	Yes	8.0) No	92.0	-	-
Amount (\$000s/yr)	High	100.0) Low	5.0	Avg.	49.3
Bonus received?	Yes	60.6	5 No	39.4		
Amount (\$000s/yr)	High	250.0) Low	20.0	Avg.	82.3
Perceived pay						
vs. peers (%)	More	9.6	5 Less	46.5	Same	43.9
Employer's gross	<\$5M		17.7	\$50-\$	100M	6.4
US revenue (%)	\$5-\$20	MC	26.7	>100	M	33.2
	\$20-\$	50M	16.0			
Position satisfying? (%)	Thorou	ıghly	32.8	Gener	ally	53.8
	OK So	metimes	9.1	No	-	4.3
Advancement	Index	2.9 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excelle	ent	25.0	Good		47.8
	Fair		21.2	Poor		6.0
How current job	Promo	ted	33.2	Exec	Search	12.3
was acquired (%)	Hired b	y Comp	any 20.9	Own I	nitiative	28.3
Benefits received (%)		g Bonus	19.3	Retire	ment	54.0
	Car		4.7	Medic	al	80.7
	Dental		76.7	Stock		36.7
Factors important	Salary		2.5	Enviro	n./Cultur	e 2.9
to job (avg ranking,	Benefit	ts	4.4	Loyalt	y to Staf	f 4.8
1 = most important)	Advano	cement	4.0		n./Soc. I	
	Trainin	g	6.5	Job S	ecurity	4.1
Employer rating	Salary		2.3		n./Cultur	e 2.1
(avg rating, 1 = best)	Benefit		2.3		y to Staf	
	Advano	cement	2.3		n./Soc. I	
	Trainin		2.8		ecurity	2.2
Plan to seek a new	Yes		28.7	No		44.2
job this year? (%)	-			-		_
New job motivation (%)	Salary	/Benefits	s 42.5	Advar	cement	12.3
, ,	-	nt Part o			a Change	
	Get ou	t of Indu			ecurity	4.1
		1./Cultur	•	Other	-	9.6
Method for seeking		tment Ag			ng Conta	
new job (avg ranking,	Job Ad		3.4		ct Comp	
1=most likely)		esume	4.1	30		
	. 50011					

1-2YRS IN CURRENT POS.	\$146,200	▲7.4 %
I EIIIO III OOIIIIENI I OO.	UITU.LUU	

Number of respondent	s						190
Employer	Per	cent	Ma	arket Sect	or		Percent
Manufacturer		42.1	Rx	Pharmaco	euticals		71.6
Agency		40.0	01	ΓC Pharma	ceuticals	S	16.8
Media/Publisher - HCP		3.2	Bio	otechnolog	ΣV		29.0
Media/Publisher - Consun	ner	0.5		edical Devi		qip	27.9
Media/Publisher - HCP &				agnostic D	′ '		13.2
Service Supplier		7.9		spital Pro			9.5
Other		3.7		ental Produ			2.6
				anaged Ca	′ '	-	9.5
Age	High	6	9	Low	23	Avg.	42.3
Sex	Male	56.	.3	Female	43.7		
Years in industry	High	50.	.0	Low	2.0	Avg.	14.8
Years in position	High	2.	.5	Low	1.3	Avg.	2.0
Salary (\$000s/yr)	High	390	.0	Low	20.0	Avg.	146.2
Commission received?	Yes	10.	.5	No	89.5		
Amount (\$000s/yr)	High	120	.0	Low	2.4	Avg.	42.4
Bonus received?	Yes	70.	.0	No	30.0		
Amount (\$000s/yr)	High	600	.0	Low	10.0	Avg.	165.5
Perceived pay							
vs. peers (%)	More	14.	.2	Less	44.2	Same	41.6
Employer's gross	<\$5M			14.0	\$50-\$	100M	12.4
US revenue (%)	\$5-\$20	M		20.4	>1001	M	39.3
	\$20-\$5	50M		14.0			
Position satisfying? (%)	Thorou	ghly		22.3	Gener	ally	57.5
	OK Sor	netime	:S	17.0	No		3.2
Advancement	Index	2.6 (4	=Ex	c. 3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		14.8	Good		39.7
	Fair			33.9	Poor		11.6
How current job	Promo	ted		39.2	Exec S	Search	16.4
was acquired (%)	Hired b	y Com	pan	y 13.2	Own Ir	nitiative	28.0
Benefits received (%)	Signing	g Bonus	3	21.2	Retire	ment	49.4
	Car			9.6	Medic	al	83.3
	Dental			76.3	Stock		50.6
Factors important	Salary			2.4	Enviro	n./Culture	3.1
to job (avg ranking,	Benefit	S		4.0	Loyalt	y to Staff	4.6
1 = most important)	Advanc	ement		4.1	Enviro	n./Soc. R	esp.7.2
	Training	g		6.4	Job Se	ecurity	4.2
Employer rating	Salary			2.3	Enviro	n./Culture	2.3
(avg rating, 1 = best)	Benefit	S		2.3	Loyalt	y to Staff	2.4
	Advanc	ement		2.5	Enviro	n./Soc. R	esp.2.4
	Training	g		2.8	Job Se	ecurity	2.4
Plan to seek a new	Yes			41.3	No		33.9
job this year? (%)							
New job motivation (%)	Salary/	/Benefi	ts	25.3	Advan	cement	14.1
	Differe	nt Part	of Ir	nd 10.1	Need	a Change	4.0
	Get ou	t of Ind	ustr	y 3.0	Job Se	ecurity	3.0
	Enviror	ı./Cultı	ıre	21.2	Other		19.2
Method for seeking	Recruit	ment A	\gen	icy 2.3	Existir	ng Contac	ts 1.8
new job (avg ranking,	Job Ad	S		3.2	Conta	ct Compa	nies 3.6
1=most likely)	Post R	esume		4.2			

3-5YRS IN CURRENT POS.

\$153,300

▲11.0%

Number of respondent	s						287
Employer Manufacturer		cent 45.6		ket Sec 'harmac			Percent 62.0
		43.0 27.9			euticals aceuticals		15.0
Agency		3.1)	24.7
Media/Publisher - HCP		0.7		echnolog	,	in.	
Media/Publisher - Consum					ices/Equ	•	26.8
Media/Publisher - HCP & (Jonstin.	2.8			evice/Ed		12.5
Service Supplier		5.9			ducts/Eq		8.0
Other		13.9			ucts/Equi	р	3.1
			ivian	aged Ca	ire		7.3
Age	High	6	9 1	_OW	25	Avg.	44.7
Sex	Male	49.	1 1	emale	50.9		
Years in industry	High	40.	.0 I	_OW	3.0	Avg.	16.2
Years in position	High	5.	.0 I	_OW	3.0	Avg.	3.9
Salary (\$000s/yr)	High	1280.	0 I	_OW	40.0	Avg.	153.3
Commission received?	Yes	5.	9 1	Vo	94.1		
Amount (\$000s/yr)	High	250.	0 I	_OW	2.5	Avg.	62.3
Bonus received?	Yes	71.	8 1	Vo	28.2		
Amount (\$000s/yr)	High	275.	0 I	_OW	15.0	Avg.	78.6
Perceived pay							
vs. peers (%)	More	12.	.3 I	_ess	44.0	Same	43.7
Employer's gross	<\$5M			12.8	\$50-\$3	100M	10.7
US revenue (%)	\$5-\$20	MC		20.6	>1001	Л	43.8
	\$20-\$5	50M		12.1			
Position satisfying? (%)	Thorou	ighly		23.5	Genera	ally	55.1
	OK Sor	metime	S	13.0	No		8.4
Advancement	Index	2.3 (4	=Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		10.8	Good		34.3
	Fair			33.2	Poor		21.7
How current job	Promo	ted		37.4	Exec S	Search	12.6
was acquired (%)	Hired b	y Com	pany	18.5	Own In	itiative	27.3
Benefits received (%)	Signing	g Bonus	6	13.0	Retirer	nent	50.8
	Car			11.8	Medica	al	80.7
	Dental			76.9	Stock		42.9
Factors important	Salary			2.4	Enviro	n./Cultur	e 3.2
to job (avg ranking,	Benefit	S		4.0	Loyalty	y to Staff	4.6
1 = most important)	Advanc	ement		4.4	Enviro	n./Soc. F	Resp.6.9
	Trainin	g		6.5	Job Se	ecurity	4.1
Employer rating	Salary			2.2	Enviro	n./Cultur	e 2.2
(avg rating, 1 = best)	Benefit	S		2.3	Loyalty	to Staff	2.4
	Advano	ement		2.8	Enviro	n./Soc. F	Resp.2.4
	Trainin	g		2.9	Job Se	curity	2.4
Plan to seek a new	Yes			44.4	No		29.7
job this year? (%)							
New job motivation (%)	Salary,	/Benefi	ts	22.2	Advano	cement	27.9
	Differe	nt Part	of Ind	5.7	Need a	a Change	5.7
	Get ou	t of Ind	ustry	5.7	Job Se	ecurity	6.3
	Enviror	n./Cultu	ire	18.4	Other		8.2
Method for seeking	Recruit	tment A	gency	/ 2.3	Existin	g Contac	ts 2.1
new job (avg ranking,	Job Ad	s		3.1	Contac	ct Compa	anies 3.6
1=most likely)	Post R	esume		3.8			

OVER 5YRS IN CURRENT POS. \$146,400 **\(\Delta 6.4**\)

Number of respondent	S						304
Employer	Per	rcent	Mark	cet Sec	tor		Percent
Manufacturer		33.2	Rx Pl	harmac	euticals		58.2
Agency		23.0	OTC	Pharma	aceuticals	3	14.8
Media/Publisher - HCP		5.9	Biote	chnolo	gy		22.7
Media/Publisher - Consum	ner	2.0	Medi	cal Dev	rices/Equ	ip	30.9
Media/Publisher - HCP & 0	Consmr.	2.0	Diag	nostic [Device/Ed	quip	15.1
Service Supplier		12.8	Hosp	ital Pro	ducts/Eq	uip.	10.9
Other		21.1	Dent	al Prod	ucts/Equi	р	3.3
			Mana	aged Ca	are		9.9
Age	High	76	5 L	.OW	29	Avg.	49.9
Sex	Male	50.0) F	emale	50.0		
Years in industry	High	54.0) L	.OW	2.0	Avg.	19.7
Years in position	High	35.0) L	.OW	5.5	Avg.	11.3
Salary (\$000s/yr)	High	1200.0) L	.OW	29.0	Avg.	146.4
Commission received?	Yes	10.9)	10	89.1		
Amount (\$000s/yr)	High	175.0) L	.OW	5.0	Avg.	55.2
Bonus received?	Yes	62.5	5 1	10	37.5		
Amount (\$000s/yr)	High	120.0) L	.OW	17.5	Avg.	49.5
Perceived pay							
vs. peers (%)	More	10.0) L	.ess	50.8	Same	39.2
Employer's gross	<\$5M			17.9	\$50-\$3	100M	9.1
US revenue (%)	\$5-\$20	MC		23.7	>1001	Л	33.8
	\$20-\$5	50M		15.5			
Position satisfying? (%)	Thorou	ıghly		24.8	Genera	ally	55.3
	OK So	metimes		13.9	No		6.0
Advancement	Index	2.1 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		8.4	Good		27.1
	Fair			30.1	Poor		34.5
How current job	Promo	ted		39.7	Exec S	Search	8.3
was acquired (%)	Hired b	y Comp	any	14.3	Own In	itiative	29.7
Benefits received (%)	Signing	g Bonus		8.3	Retirer	ment	52.4
	Car			14.7	Medica	al	82.9
	Dental			71.4	Stock		31.0
Factors important	Salary			2.7	Enviro	n./Culture	3.5
to job (avg ranking,	Benefit	ts		4.0		y to Staff	4.6
1 = most important)	Advano	cement		4.9	Enviro	n./Soc. R	esp.6.6
	Trainin	g		6.1	Job Se	curity	3.6
Employer rating	Salary			2.2		n./Culture	2.3
(avg rating, 1 = best)	Benefit	ts		2.3	, ,	y to Staff	2.4
	Advano	cement		2.9	Enviro	n./Soc. R	esp.2.3
_	Trainin	g		2.8	Job Se	curity	2.3
Plan to seek a new	Yes			36.3	No		38.6
job this year? (%)							
New job motivation (%)		/Benefits		26.5		cement	15.4
		nt Part o		2.9		a Change	12.5
		t of Indu	-	4.4	Job Se	ecurity	8.1
_		1./Cultur		22.8	Other		7.4
Method for seeking		tment Ag	gency			g Contac	
new job (avg ranking,	Job Ad	ls		3.0	Contac	ct Compa	nies 3.8
1=most likely)	Post R	esume		3.7			



Employee Benefits

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

DATA SETS

- Receive a Commision, page 53
- No Commission, page 53
- Receive a Bonus, page 54
- No Bonus, page 54
- Receive Medical Coverage, page 55
- No Medical Coverage, page 55
- Receive Dental Coverage, page 56
- No Dental Coverage, page 56
- Receive Retirement Benefits, page 57
- No Retirement Benefits, page 57

2013
CAREER
& SALARY
SURVEY

_				-	-					
н	1 E C	ΉI	V F	Λ	CO	\mathbf{N}	ИΙС	. (4)	m	N
			w L	_	uu		VIII.		w	

1=most likely)

Post Resume

4.0

\$125,600

▲5.7%

Number of respondent	s						89
Employer	Per	cent	Marl	ket Sect	tor		Percen
Manufacturer		13.6	Rx P	harmace	euticals		71.6
Agency		21.6	OTC	Pharma	ceuticals	3	22.7
Media/Publisher - HCP		17.1	Biote	echnolog	gy		35.2
Media/Publisher - Consum	ner	2.3	Medi	ical Devi	ices/Equ	ip	34.1
Media/Publisher - HCP & (Consmr. 1	11.4	Diag	nostic D	evice/Ed	quip	21.6
Service Supplier	1	25.0	Hosp	oital Pro	ducts/Ec	uip.	13.6
Other		9.1	Dent	al Produ	ucts/Equi	ip	6.8
			Mana	aged Ca	ire		10.2
Age	High	65		_OW	25	Avg.	45.9
Sex	Male	56.8	F	emale	43.2		
Years in industry	High	39.0) L	_OW	2.0	Avg.	17.5
Years in position	High	35.0) L	_OW	1.0	Avg.	5.5
Salary (\$000s/yr)	High	600.0) L	_OW	26.0	Avg.	125.6
Commission received?	Yes	98.9) [Vo	1.1		
Amount (\$000s/yr)	High	250.0) L	_OW	2.4	Avg.	52.5
Bonus received?	Yes	33.0) [Vo	67.1		
Amount (\$000s/yr)	High	250.0) L	_OW	20.0	Avg.	82.3
Perceived pay							
vs. peers (%)	More	10.2	2 L	_ess	47.7	Same	42.1
Employer's gross	<\$5M			26.7	\$50-\$	100M	7.0
US revenue (%)	\$5-\$20	M		34.9	>100	N	17.4
	\$20-\$5	OM		14.0			
Position satisfying? (%)	Thorou	ghly		26.7	Genera	ally	48.8
	OK Sor	netimes		18.6	No		5.8
Advancement	Index 2	2.2 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		7.0	Good		31.4
	Fair			38.4	Poor		23.3
How current job	Promot	ed		18.4	Exec S	Search	14.9
was acquired (%)	Hired b	y Compa	any	27.6	Own Ir	nitiative	36.8
Benefits received (%)	Signing	Bonus		9.9	Retirer	nent	46.5
	Car			19.7	Medica	al	88.7
	Dental			69.0	Stock		26.8
Factors important	Salary			2.3	Enviro	n./Cultur	e 3.1
to job (avg ranking,	Benefit	S		4.0	Loyalty	y to Staff	4.3
1 = most important)	Advanc	ement		5.1	Enviro	n./Soc. F	Resp. 7.1
	Training	g		6.2	Job Se	ecurity	3.8
Employer rating	Salary			2.4	Enviro	n./Cultur	e 2.3
(avg rating, 1 = best)	Benefit	S		2.3	Loyalt	y to Staff	2.3
	Advanc	ement		2.7	Enviro	n./Soc. F	Resp. 2.4
	Training	g		2.8	Job Se	ecurity	2.4
Plan to seek a new	Yes			40.9	No		33.0
job this year? (%)							
New job motivation (%)	Salary/	Benefits/	5	31.3	Advan	cement	16.7
	Differer	nt Part o	of Ind	8.3	Need a	a Change	2.1
	Get out	t of Indus	stry	4.2	Job Se	ecurity	8.3
	Environ	n./Culture	e	18.8	Other		10.4
Method for seeking	Recruit	mentAge	ency	2.4	Existin	g Contac	ets 1.7
new job (avg ranking,	Job Ads			3.6		ct Compa	
1	Da at D			4.0			

NO COMMISSION

\$145,300

▲8.3%

Number of respondent	s						920
Employer	Per	cent	Ma	rket Sec	tor		Percent
Manufacturer		40.5	Rx	Pharmac	euticals		64.5
Agency		32.5	OTO	C Pharm	aceutical	S	15.8
Media/Publisher - HCP		2.5		technolo	0,		24.2
Media/Publisher - Consun	ner	1.0	Med	dical Dev	ices/Equ	qiu	27.0
Media/Publisher - HCP &	Consmr.	2.1	Dia	gnostic I	Device/E	quip	12.1
Service Supplier		7.4	Hos	spital Pro	oducts/E	quip.	8.5
Other		14.0			ucts/Equ	ıip	3.0
			Mar	naged C	are		8.8
Age	High	7	'6	Low	22	Avg.	44.8
Sex	Male	51	.4	Female	48.6		
Years in industry	High	54	.0	Low	0.3	Avg.	16.2
Years in position	High	35	.0	Low	0.3	Avg.	5.2
Salary (\$000s/yr)	High	1280	.0	Low	20.0	Avg.	145.3
Commission received?	Yes	0	.0	No	100.0	·	
Amount (\$000s/yr)	High	0	.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	69	.0	No	31.0		
Amount (\$000s/yr)	High	600	.0	Low	10.0	Avg.	165.5
Perceived pay							
vs. peers (%)	More	11	.6	Less	47.1	Same	41.4
Employer's gross	<\$5M			14.5	\$50-\$	100M	10.2
US revenue (%)	\$5-\$20	MC		21.2	>100	M	39.9
	\$20-\$5	50M		14.2			
Position satisfying? (%)	Thorou			25.7	Gener	ally	55.5
		metime		12.7	No		6.0
Advancement		•	=Exc			1=Poor)	
prospects (%)	Excelle	ent		14.3	Good		36.2
	Fair			29.2	Poor		20.4
How current job	Promo			39.3		Search	11.5
was acquired (%)		y Com		15.7		nitiative	27.7
Benefits received (%)		g Bonu	5	14.6	Retire		52.1
	Car			10.1	Medic		81.5
	Dental			75.4	Stock		40.6
Factors important	Salary	_		2.5		n./Culture	
to job (avg ranking,	Benefit			4.1		y to Staff on./Soc. R	
1 = most important)		cement		4.4 6.3		ecurity	
Employer rating	Trainin			2.2		n./Culture	4.0 e 2.2
(avg rating, 1 = best)	Salary Benefit			2.3		y to Staff	
(avg raung, I = best)		.s cement		2.3	,	n./Soc. R	
	Trainin			2.8		ecurity	2.3
Plan to seek a new	Yes	5		37.4	No	ecurity	36.3
job this year? (%)	163			57.4	110		50.5
New job motivation (%)	Salary	/Benefi	ts	27.2	Advar	cement	19.6
. , ,		nt Part				a Change	
		t of Ind				ecurity	5.3
		ı./Cultı	-	19.4	Other		10.4
Method for seeking		tmentA				ng Contac	
new job (avg ranking,	Job Ad			3.1		ct Compa	
1=most likely)	Post R	esume		3.9			

Employer	RECEIVE A BONI	US	ŞI	59,900	J		B.8 %	NO BONUS
Manufacturer 50.6 Rx Pharmaceuticals 65.8 Agency Agency Agency 27.9 OTC Pharmaceuticals 15.5 Manufacturer Agency Medica/Publisher - HCP 3.2 Biotechnology 28.3 Medica/Publisher - Consumer 29.9 Medica/Publisher - Consumer 29.9 Medica/Publisher - HCP & Consumer 21. Diagnostic Device/Equip 13.0 Medica/Publisher - HCP & Consumer 21. Diagnostic Device/Equip 13.0 Medica/Publisher - HCP & Consumer Manufacturer 48.1 Age High 76 Low 23 Avg. 44.8 Service Supplier 3.0 Other 3.0 Other 44.8 Service Supplier 3.0 Other 44.8 Service Supplier 3.0 Other 4.1 Avg. 41.8 Service Supplier 4.4 8.1 Avg. 41.8 Age Service Supplier 3.0 Avg. 41.6 Avg. 41.8 Age 42.4 Avg. 41.6 Avg. 41.2 Avg. 42.2 Avg. 42.2 Avg. Avg.<	Number of respondent	S					664	Number of resp
Agency 27,9 OTC Pharmaceuticals 15,5 Agency Media/Publisher - HCP 3.2 Biotechnology 28,3 Media/Publisher - HCP & Consmr. 2.1 Diagnostic Devices/Equip 28,9 Media/Publisher - HCP & Consmr. 2.1 Diagnostic Devices/Equip 13.0 Media/Publisher - HCP & Consmr. 2.1 Diagnostic Devices/Equip 3.0 Media/Publisher - HCP & Consmr. 2.1 Diagnostic Devices/Equip 3.0 Media/Publisher - HCP & Consmr. 4.1 Media/Publisher - HCP & Consmr. 4.8 Media/Publisher - HCP & Media/P	Employer	Per	cent N	larket Sec	tor		Percent	Employer
Media/Publisher - HCP 3.2 Biotechnology 28.3 Media/Publisher - Consumer 0.9 Medical Devices/Equip 28.9 Media/Publisher - HCP & Consumer 0.9 Medical Devices/Equip 13.0 Media/Publisher - MCP & Consumer 2.1 Diagnostic Device/Equip 13.0 Media/Publisher - MCP & Consumer 7.7 Dental Products/Equip 3.0 Media/Publisher M	Manufacturer	į	50.6 R	x Pharmac	euticals		65.8	Manufacturer
Media/Publisher - Consumer 0.9 Media/Publisher box ces/Equip 28.9 Media/Publisher - HCP & Consmr. 2.1 Diagnostic Device/Equip 1.0 Service Supplier 7.7 Hospital Products/Equip 3.0 Other 7.7 Dental Products/Equip 3.0 Age High 76 Low 23 Avg. 44.8 Sex Male 54.7 Female 45.3 45.7 Female 45.3 45.7 Female 45.3 46.7 Years in postion 46.5 Aug 50.0 Commission received? 46.5 Aug 50.0 Commission Aug 48.2 Aug 48.2 Aug Moment (\$00 48.2 48.2 <t< td=""><td>Agency</td><td>2</td><td>27.9 O</td><td>TC Pharma</td><td>aceutical</td><td>S</td><td>15.5</td><td>Agency</td></t<>	Agency	2	27.9 O	TC Pharma	aceutical	S	15.5	Agency
Media/Publisher - HCP & Consmr. 2.1 Diagnostic Device/Equip 13.0	Media/Publisher - HCP		3.2 B	iotechnolo	gy		28.3	Media/Publisher
Service Supplier 7.7 Hospital Products/Equip. 7.8 2.8 2.5	Media/Publisher - Consun	ner	0.9 N	ledical Dev	rices/Equ	ıip	28.9	Media/Publisher
Other	Media/Publisher - HCP &	Consmr.	2.1 D	iagnostic [Device/E	quip	13.0	Media/Publisher -
Managed Care S.1	Service Supplier		7.7 H	lospital Pro	ducts/E	quip.	7.8	Service Supplier
Age	Other		7.7 D	ental Prod	ucts/Equ	ip	3.0	Other
Sex Male 54.7 Female 45.3 Sex Years in industry High 54.0 Low 1.0 Avg. 16.7 Years in position High 30.0 Low 0.5 Avg. 5.0 Salary (\$500s/yr) High 1280.0 Low 26.0 Avg. 159.9 Salary (\$500s/yr) High 1280.0 Low 3.0 Avg. 44.5 Amount (\$500s/yr) High 130.0 Low 3.0 Avg. 44.5 Amount (\$500s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$500s/yr) Amount (\$500s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$500s/yr) Amount (\$500s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$500s/yr) Amount (\$500s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$500s/yr) Amount (\$500s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$500s/yr) Amount (\$500s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$500s/yr) Amount (\$500s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$500s/yr) Amount (\$500s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$500s/yr) Amount (\$5			N	lanaged Ca	are		8.1	
Version industry High S4.0 Low 1.0 Avg. 16.7 Avg. 5.0 Avg. 159.9 A	Age	High	76	Low	23	Avg.	44.8	Age
Wears in position High 1280.0 Low 26.0 Avg. 5.0 Salary (\$000s/yr) High 1280.0 Low 26.0 Avg. 159.9 Salary (\$000s/yr) Years in position 159.9 Advance 159.6 Amount (\$00	Sex	Male	54.7	Female	45.3			Sex
Salary (\$000s/yr) High 1280.0 Low 26.0 Avg. 159.9 Avg. 159.9 Salary (\$000s/yr) High 130.0 Low 3.0 Avg. 44.5 Bonus received? Yes 100.0 No 0.0 Avg. 82.3 Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) Amount (\$000s/yr) Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) Amount (\$00s/yr) Amount (\$000s/yr) Amount (\$00s/yr) Amount (\$00s/yr) Amount (\$00s/yr) Amount (\$00s/yr)	Years in industry	High	54.0	Low	1.0	Avg.	16.7	Years in industry
Commission received? Yes	Years in position	High	30.0	Low	0.5	Avg.	5.0	Years in position
Commission received? Yes	Salary (\$000s/yr)	High	1280.0	Low	26.0	Avg.	159.9	Salary (\$000s/y
Bonus received? Yes 100.0 No 0.0 20.0 Avg. 82.3 Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Amount (\$000s/yr) Amount (\$000	Commission received?	Yes	4.4	No	95.6			Commission rece
Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 82.3 Perceived pay vs. peers (%) More 12.0 Less 42.4 Same 45.6 Employer's gross <\$5M 9.9 \$50.\$100M 9.6 Employer's gross <\$5M 9.9 \$50.\$100M 9.6 Employer's gross \$2.5 \text{SOM} 18.0 >100M 48.6 S20.\$50M 13.9 Position satisfying? (%) Thoroughly 27.4 Generally 57.5 OK Sometimes 11.4 No 3.7 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 15.2 Good 38.6 Fair 29.3 Poor 16.9 How current job Promoted 44.3 Exec Search 11.6 Was acquired (%) Hired by Company 14.7 Own Initiative 25.0 Benefits received (%) Signing Bonus 17.2 Retirement 53.3 Car 12.4 Medical 82.3 Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Soc. Resp. 6.9 Training 2.8 Job Security 2.3 Training 2.8 Job Security 3.7 Plan to seek a new Yes 35.3 No 37.7 New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seeking New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 Method for seeking New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 Method for seeking Levi mouth of the contact 1.8 Method for seeking Levi mouth of the contact 1.8 Method for seeking Levi mouth of the contact 1.8 Method for seeking Levi mouth of the contact 1.8 Method for seeking Levi mouth of the contact 1.8 Method for seeking Levi mouth of the contact 1.8 Method for seeking Levi mouth of the contact 1.8 Met	Amount (\$000s/yr)	High	130.0	Low	3.0	Avg.	44.5	Amount (\$000s/
Perceived pay vs. peers (%) More 12.0 Less 42.4 Same 45.6 Employer's gross \$<5M 9.9 \$50.\$100M 9.6 \$\$20.\$50M 13.9 Position satisfying? (%) Thoroughly 27.4 Generally 57.5 OK Sometimes 11.4 No 3.7 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Fair 29.3 Poor 16.9 Promoted 44.3 Exec Search 11.6 Promoted 44.8 Promoted 44.8 Promoted 44.8 Promoted 44.8 Promoted	Bonus received?	Yes	100.0	No	0.0			Bonus received?
Perceived pay vs. peers (%) More 12.0 Less 42.4 Same 45.6 Employer's gross \$5.520M 18.0 >100M 48.6 \$20.\$50M 13.9 Position satisfying? (%) Thoroughly 27.4 Generally 57.5 OK Sometimes 11.4 No 3.7 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 15.2 Good 38.6 Fair 29.3 Poor 16.9 Promoted 44.3 Exec Search 11.6 Was acquired (%) Hired by Company 14.7 Own Initiative 25.0 Benefits received (%) Signing Bonus 17.2 Retirement 53.3 Car 12.4 Medical 82.3 Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 Employer rating Salary 2.1 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating (avg ranking, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seeking New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 Method for seeking New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2 Contact Companies 3.6 New job (avg ranking, Job Ads 3.2	Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3	Amount (\$000s/
Employer's gross C\$5M 9.9 \$50-\$100M 9.6 \$20-\$50M 13.9	Perceived pay							Perceived pay
S5-\$20M 18.0 >100M 48.6 \$20-\$50M 13.9	vs. peers (%)	More	12.0	Less	42.4	Same	45.6	vs. peers (%)
S5-\$20M 18.0 >100M 48.6 \$20-\$50M 13.9	Employer's gross	<\$5M		9.9	\$50-\$	100M	9.6	Employer's gross
S20-\$50M 13.9 Position satisfying? (%) Thoroughly 27.4 Generally 57.5 OK Sometimes 11.4 No 3.7 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 15.2 Good 38.6 Fair 29.3 Poor 16.9 How current job Promoted 44.3 Exec Search 11.6 Hired by Company 14.7 Own Initiative 25.0 Benefits received (%) Signing Bonus 17.2 Retirement 53.3 Car 12.4 Medical 82.3 Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 Employer rating Salary 2.5 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Soc. Resp. 6.9 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new ob this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6			M	18.0			48.6	US revenue (%)
Position satisfying? (%) Thoroughly 27.4 Generally 57.5 OK Sometimes 11.4 No 3.7 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 15.2 Good 38.6 Fair 29.3 Poor 16.9 Promoted 44.3 Exec Search 11.6 Hired by Company 14.7 Own Initiative 25.0 Signing Bonus 17.2 Retirement 53.3 Car 12.4 Medical 82.3 Dental 76.0 Stock 47.4 Solidary 2.5 Environ./Culture 3.1 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek a few job this year? (%) Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6				13.9				.,
OK Sometimes 11.4 No 3.7 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 15.2 Good 38.6 Fair 29.3 Poor 16.9 How current job Promoted 44.3 Exec Search 11.6 How current gob Promoted 44.3 Exec Search 11.6 Benefits received (%) Signing Bonus 17.2 Retirement 53.3 Car 12.4 Medical 82.3 Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 Factors important Advancement 4.3 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 Employer rating Salary 2.1 Environ./Culture 2.2 Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek a new Job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6 Method for seek new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	Position satisfying? (%)				Gener	allv	57.5	Position satisfyin
Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 15.2 Good 38.6 Fair 29.3 Poor 16.9 How current job Promoted 44.3 Exec Search 11.6 Was acquired (%) Hired by Company 14.7 Own Initiative 25.0 Benefits received (%) Signing Bonus 17.2 Retirement 53.3 Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 Doi job (avg ranking, Benefits 4.0 Loyalty to Staff 4.8 Lemployer rating Salary 2.1 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 Employer rating Salary 2.1 Environ./Culture 2.2 Employer rating 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 3.4 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	3 (),			11.4			3.7	,
Prospects (%) Excellent Fair Promoted Fair Promoted Fair Promoted Fair Promoted Factors important Factors important For job (avg ranking, 1 = best) Fair Factors important Fa	Advancement	Index 2	2.5 (4=E	xc. 3=Goo	d 2=Fair	1=Poor)		Advancement
How current job Promoted 44.3 Exec Search 11.6 How current was acquired (%) Hired by Company 14.7 Own Initiative 25.0 Signing Bonus 17.2 Retirement 53.3 Dental 76.0 Stock 47.4 Medical 82.3 Dental 76.0 Stock 47.4 Stock 47.4 Dental 76.0 Stock 47.4 Stock 47.4 Dental 76.0 Loyalty to Staff 4.8 Dental 76.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 Employer rating (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek a new Yes 35.3 No 37.7 Plan to seek job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6 Method for seek in proper in the proper i	prospects (%)	Excelle	nt	15.2	Good		38.6	prospects (%)
How current job	. , ,	Fair		29.3	Poor		16.9	
was acquired (%) Hired by Company 14.7 Own Initiative 25.0 Benefits received (%) Signing Bonus 17.2 Retirement 53.3 Car 12.4 Medical 82.3 Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.8 1 = most important) Advancement 4.3 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for sew job (avg ranking, Job Ads 3.2 Contact Companies 3.6)	How current iob	Promot	ed		Exec	Search		How current job
Benefits received (%) Signing Bonus Car 12.4 Medical 82.3 Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.8 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Benefits received 47.4 Factors import to job (avg rating) to job (avg rating) to job (avg rating) Temployer rating Salary 2.1 Environ./Culture 2.2 Loyalty to Staff 2.4 Advancement 2.8 Job Security 2.3 Plan to seek a new Job Security Salary/Benefits Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking New job Ads 3.2 Contact Companies 3.6 Method for seew job (avg ranking, New job Ads 3.2 Contact Companies 3.6	•							was acquired (%
Car 12.4 Medical 82.3 Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.8 1 = most important) Advancement 4.3 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for sew job (avg ranking, Job Ads 3.2 Contact Companies 3.6				•				Benefits received
Dental 76.0 Stock 47.4 Factors important Salary 2.5 Environ./Culture 3.1 to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.8 1 = most important) Advancement 4.3 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek a new job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for sew job (avg ranking, Job Ads 3.2 Contact Companies 3.6	20110110011001100110011	0 0	, 2000					
Factors important Salary 2.5 Environ./Culture 3.1 Factors important to job (avg ranking, 1 = most important) Advancement Training Advancement Advancem								
to job (avg ranking, Benefits 4.0 Loyalty to Staff 4.8 Ito job (avg ranking, Advancement 4.3 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new yes 35.3 No 37.7 Plan to seek job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6 Method for seek in new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	Factors important							Factors importan
Advancement 4.3 Environ./Soc. Resp. 6.9 Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for sew job (avg ranking, Job Ads 3.2 Contact Companies 3.6)			s			-		to job (avg ranki
Training 6.5 Job Security 4.1 Employer rating Salary 2.1 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek a new job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 mew job (avg ranking, Job Ads 3.2 Contact Companies 3.6) Employer ra (avg rating, 4.1 Employer ra (avg rating, 4.7 Flan to seek job this year New job motivation (%) 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seek job (avg ranking, Job Ads 3.2 Contact Companies 3.6)					-	-		1 = most importa
Employer rating Salary 2.1 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.2 Loyalty to Staff 2.4 Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seek job Ads 3.2 Contact Companies 3.6 Method for seek job (avg ranking, Job Ads 3.2 Contact Companies 3.6	= = moot important					-		2 = 11100t iiiipoi tt
Advancement 2.6 Environ./Soc. Resp. 2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seek a new Yes 35.3 No 37.7 Plan to seek job this year New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seek of the provided p	Employer rating		>					Employer rating
Advancement 2.6 Environ./Soc. Resp.2.3 Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek a new Yes 35.3 No 37.7 New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seek ing new job (avg ranking, Job Ads 3.2 Contact Companies 3.6			s					(avg rating, 1 = l
Training 2.8 Job Security 2.3 Plan to seek a new Yes 35.3 No 37.7 Plan to seek job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6	(a. 8 (atm8, 1 = 500t)					-		(a18 : atting, 1 - 1
Plan to seek a new Yes 35.3 No 37.7 Plan to seek job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 New job motivation (%) Method for seeking RecruitmentAgency 3.2 Contact Companies 3.6						-		
job this year? (%) New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seeking, Job Ads 3.2 Contact Companies 3.6	Plan to seek a new		•			o o ur rey		Plan to seek a ne
New job motivation (%) Salary/Benefits 23.5 Advancement 21.8 Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6		.00		00.0			0,1,	
Different Part of Ind 4.8 Need a Change 7.5 Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6 new job (avg		Salary/	Benefits	23.5	Advan	cement	21.8	New job motivati
Get out of Industry 3.4 Job Security 5.1 Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 new job (avg ranking, Job Ads 3.2 Contact Companies 3.6 new job (avg	100 11100110011 (70)							. ton job mouvau
Environ./Culture 21.4 Other 12.6 Method for seeking RecruitmentAgency 2.2 Existing Contacts 1.8 mew job (avg ranking, Job Ads 3.2 Contact Companies 3.6 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6						_		
Method for seeking new job (avg ranking, RecruitmentAgency 2.2 Existing Contacts 1.8 Method for seeking new job (avg ranking, Job Ads 3.2 Contact Companies 3.6				•		county		
new job (avg ranking, Job Ads 3.2 Contact Companies 3.6 new job (avg	Mathod for socking		-			na Contac		Method for cook
, , ,	_		_	-		_		
1=most likely) Post Resume 4.0 1=most likel					COIIL	ci compa	anies 3.0	1=most likely)

NO BONUS		\$112,300							
Number of respondents	5						344		
Employer	Per	cent	Mark	et Sec	tor	1	Percent		
Manufacturer		14.2	Rx Pl	narmac	euticals		63.7		
Agency		38.7	OTC	Pharma	ceuticals	;	18.0		
Media/Publisher - HCP		4.9	Biote	chnolog	gy		19.2		
Media/Publisher - Consum	er	1.5	Medi	cal Dev	ices/Equ	ip	25.0		
Media/Publisher - HCP & 0	Consmr.	4.4	Diagr	nostic D	evice/Ed	luip	12.8		
Service Supplier		11.3	Hosp	ital Pro	ducts/Eq	uip.	11.1		
Other		25.0			ucts/Equi	р	4.1		
			Mana	iged Ca	ire		10.5		
Age	High	75	i L	OW	22	Avg.	45.2		
Sex	Male	46.5	j F	emale	53.5				
Years in industry	High	49.0) L	OW	0.3	Avg.	15.7		
Years in position	High	35.0) L	OW	0.3	Avg.	5.7		
Salary (\$000s/yr)	High	700.0) L	OW	20.0	Avg.	112.3		
Commission received?	Yes	17.2	2 1	lo	82.9				
Amount (\$000s/yr)	High	250.0) L	OW	2.4	Avg.	56.3		
Bonus received?	Yes	0.0) [lo	100.0				
Amount (\$000s/yr)	High	600.0) L	OW	10.0	Avg.	165.5		
Perceived pay									
vs. peers (%)	More	10.3	3 L	ess	56.3	Same	33.4		
Employer's gross	<\$5M			26.7	\$50-\$3	100M	10.5		
US revenue (%)	\$5-\$20			30.9	>1001	Л	17.1		
	\$20-\$5	50M		14.7					
Position satisfying? (%)	Thorou	ghly		22.6	Genera	ally	50.2		
		netimes		16.7	No		10.6		
Advancement		•	Exc.		d 2=Fair	1=Poor)			
prospects (%)	Excelle	ent		10.6	Good		30.4		
	Fair			31.3	Poor		27.7		
How current job	Promot			24.5	Exec S		12.2		
was acquired (%)		y Comp	any	20.7	Own In		35.0		
Benefits received (%)	0 0	g Bonus		7.1	Retirer		47.7		
	Car			7.5	Medica	al	81.7		
	Dental			72.2	Stock	(O II	19.9		
Factors important	Salary			2.6		1./Culture			
to job (avg ranking,	Benefit			4.3		to Staff	4.3		
1 = most important)	Advanc			4.8		n./Soc. R			
Employer rating	Training	8		6.1 2.4	Job Se	n./Culture	2.3		
Employer rating (avg rating, 1 = best)	Salary Benefit					•			
(avg raulig, 1 = best)	Advanc			2.5 2.8		/ to Staff n./Soc. R	2.4		
				2.9	Job Se		2.4		
Plan to seek a new	Training Yes	<u> </u>		42.4	No Se	curity	32.9		
job this year? (%)	165			42.4	INO		32.9		
New job motivation (%)	Salany	/Benefits		34.0	Advan	cement	15.4		
110 in job inicavation (70)		nt Part o		7.5		Change	5.9		
		t of Indu		8.0	Job Se	_	6.4		
		ı./Cultur	-	16.0	Other	Junty	6.9		
Method for seeking		mentAg		2.5		g Contact			
new job (avg ranking,	Job Ad			3.0		ct Compai			
1=most likely)	Post R			3.7					

RECEIVE MEDICAL COVERAGE \$150,500 ▲8.0%

Number of respondent	:s					676
Employer	Pe	rcent	Market Sec	tor		Percent
Manufacturer		44.1	Rx Pharmac	euticals		63.5
Agency		26.6	OTC Pharma	aceutical	S	14.9
Media/Publisher - HCP		4.0	Biotechnolo	gy		25.7
Media/Publisher - Consun	ner	0.6	Medical Dev	ices/Equ	ıip	26.8
Media/Publisher - HCP &	Consmr.	2.8	Diagnostic I	Device/E	quip	12.3
Service Supplier		9.5	Hospital Pro	ducts/E	quip.	8.0
Other		12.4	Dental Prod	ucts/Equ	ip	3.3
			Managed Ca	are		9.5
Age	High	76	Low	23	Avg.	45.4
Sex	Male	53.0) Female	47.0		
Years in industry	High	54.0) Low	0.5	Avg.	17.1
Years in position	High	35.0) Low	0.3	Avg.	5.4
Salary (\$000s/yr)	High	1280.0) Low	26.0	Avg.	150.5
Commission received?	Yes	9.3	B No	90.7		
Amount (\$000s/yr)	High	250.0) Low	2.4	Avg.	52.3
Bonus received?	Yes	70.9) No	29.1		
Amount (\$000s/yr)	High	250.0) Low	20.0	Avg.	82.3
Perceived pay						
vs. peers (%)	More	12.7	Less	43.9	Same	43.4
Employer's gross	<\$5M		14.6	\$50-\$	100M	9.5
US revenue (%)	\$5-\$2	OM	20.0	>100	M	43.2
	\$20-\$	50M	12.7			
Position satisfying? (%)	Thoro		27.4	Gener	allv	54.3
, ,		metimes	13.1	No	. ,	5.2
Advancement	Index	2.4 (4=	Exc. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	,	13.3	Good	,	36.4
p p	Fair		31.7	Poor		18.6
How current job	Promo	oted	37.0		Search	12.8
was acquired (%)	Hired	by Comp	any 18.1	Own Ir	nitiative	27.8
Benefits received (%)		g Bonus	13.3	Retire		52.7
20110111011011011(70)	Car	8 20.140	10.7	Medic		100.0
	Dental	ı	89.1	Stock		37.6
Factors important	Salary		2.5		n./Cultur	
to job (avg ranking,	Benefi		4.0		y to Staf	
1 = most important)		cement	4.4			Resp.6.8
1 = most important;	Trainin		6.4		ecurity	4.1
Employer rating	Salary		2.1		n./Cultur	
(avg rating, 1 = best)	Benefi		2.3		y to Staf	
(avg raung, 1 = best)		cement	2.3	-	-	
						Resp.2.3
Diameter and a second	Trainin	ıg	2.8		ecurity	2.3
Plan to seek a new job this year? (%)	Yes		38.3	No		36.9
New job motivation (%)	Salarv	/Benefits	26.5	Advan	cement	21.4
job mouvadon (/0)		ent Part o			a Change	
		at of Indu			a Change ecurity	5.7
		n./Cultur	-	Other	county	11.8
Mathad for caching					ng Conta	
Method for seeking	Job Ad	itmentAg	ency 2.3 3.2		_	
new job (avg ranking,		as Resume	3.2 4.0	COIIId	ct comp	anies 3.6
1=most likely)	1 051 1	Coulle	4.0			

NO MEDICAL COVERAGE \$129,700 ▲10.2%

110 MEDIOAL OO	·		<u> </u>	120,1	-		7:= /0
Number of respondent	S						333
Employer	Per	cent	Mar	ket Sec	tor		Percent
Manufacturer		26.2	Rx P	harmac	euticals		68.4
Agency		41.6	OTC	Pharma	aceuticals	S	19.3
Media/Publisher - HCP		3.3	Bioto	echnolo	gy		24.1
Media/Publisher - Consum	ner	2.1	Med	ical Dev	rices/Equ	ıip	29.2
Media/Publisher - HCP & 0	Consmr.	3.0	Diag	nostic [Device/E	quip	14.2
Service Supplier		7.8	Hos	pital Pro	ducts/Ed	quip.	10.8
Other		16.0	Dent	tal Prod	ucts/Equ	ip	3.6
			Man	aged Ca	are		7.8
Age	High	7	5 I	_OW	22	Avg.	43.9
Sex	Male	49.	7 I	emale	50.3		
Years in industry	High	50.	0 1	_OW	0.3	Avg.	14.7
Years in position	High	35.		_OW	0.3	Avg.	5.0
Salary (\$000s/yr)	High	850.	0 1	_OW	20.0	Avg.	129.7
Commission received?	Yes	7.		No	92.5		
Amount (\$000s/yr)	High	175.		_OW	2.5	Avg.	52.7
Bonus received?	Yes	55.		No	44.3		
Amount (\$000s/yr)	High	600.		_OW	10.0	Avg.	165.5
Perceived pay	111611				10.0	7.48.	100.0
vs. peers (%)	More	8.	9 1	_ess	53.8	Same	37.3
Employer's gross	<\$5M	0.		17.6	\$50-\$		10.8
US revenue (%)	\$5-\$20	M		27.2	>100		27.2
OS Tevenue (70)	\$20-\$5			17.3	>1001	VI	21.2
Position satisfying? (%)	Thorou			22.5	Gener	ally	56.3
rosidon saustying: (70)		netime:	•	13.5	No	ally	7.7
Advancement					d 2=Fair	1 Poorl	7.7
	Excelle		=EXC.	14.5	u z=raii Good	1=000)	34.6
prospects (%)		HIL		26.2	Poor		
	Fair Promo	to d		38.5		Search	24.7 9.8
How current job			0001				
was acquired (%)		y Comp		13.9		nitiative	29.9
Benefits received (%)		g Bonus		18.4	Retire		46.9
	Car			12.2	Medic	aı	0.0
	Dental			9.5	Stock	(O II	47.6
Factors important	Salary			2.4		n./Culture	
to job (avg ranking,	Benefit			4.3		y to Staff	
1 = most important)		ement		4.5		n./Soc. F	
	Trainin	g		6.3		ecurity	3.7
Employer rating	Salary			2.5		n./Culture	
(avg rating, 1 = best)	Benefit			2.4	,	y to Staff	
		ement		2.7		n./Soc. F	
	Training	g		2.8		ecurity	2.3
Plan to seek a new	Yes			36.5	No		34.4
job this year? (%)							
New job motivation (%)		/Benefit		30.0		cement	14.7
		nt Part				a Change	
		t of Indu	,	6.7	Job Se	ecurity	5.3
	Enviror	n./Cultu	re	21.3	Other		7.3
Method for seeking	Recruit	mentAg	gency	2.3	Existir	ng Contac	ts 2.0
new job (avg ranking,	Job Ad	S		3.1	Conta	ct Compa	nies 3.7
1=most likely)	Post R			3.9			

RECEIVE DENTAL COVERAGE \$150,700 ▲7.4%

Number of respondent	S						616
Employer	Per	cent	Mar	ket Sec	tor		Percent
Manufacturer		45.0	Rx F	harmac	euticals		64.1
Agency		26.0	OTC	: Pharma	ceuticals	5	16.2
Media/Publisher - HCP		3.4	Biot	echnolog	gy		25.8
Media/Publisher - Consum	ner	0.7	Med	lical Dev	ices/Equ	ip	24.8
Media/Publisher - HCP &	Consmr.	2.8	Diag	gnostic D	evice/Ec	quip	11.7
Service Supplier		9.9	Hos	pital Pro	ducts/Eq	uip.	7.8
Other		12.3	Den	tal Produ	ıcts/Equi	ip	3.1
			Man	aged Ca	ire		9.4
Age	High	7	6	Low	23	Avg.	45.1
Sex	Male	53.	1	Female	46.9		
Years in industry	High	54.	0	Low	0.5	Avg.	16.8
Years in position	High	35.	0	Low	0.3	Avg.	5.2
Salary (\$000s/yr)	High	1280.	0	Low	29.0	Avg.	150.7
Commission received?	Yes	8.	0	No	92.1		
Amount (\$000s/yr)	High	250.	0	Low	2.4	Avg.	55.8
Bonus received?	Yes	71.	8	No	28.3		
Amount (\$000s/yr)	High	250.	0	Low	20.0	Avg.	82.3
Perceived pay							_
vs. peers (%)	More	13.	6	Less	44.1	Same	42.3
Employer's gross	<\$5M			12.1	\$50-\$3	100M	9.1
US revenue (%)	\$5-\$20	MC		19.8	>1001	N	46.1
	\$20-\$5	50M		12.9			
Position satisfying? (%)	Thorou	ighly		27.6	Genera	ally	53.6
	OK Sor	metime	S	13.6	No		5.2
Advancement	Index	2.5 (4:	=Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		13.3	Good		36.8
	Fair			32.2	Poor		17.7
How current job	Promo	ted		38.6	Exec S	Search	12.9
was acquired (%)	Hired b	y Com	pany	17.6	Own In	itiative	26.4
Benefits received (%)	Signing	g Bonus	;	14.3	Retirer	ment	53.1
	Car			9.6	Medica	al	97.7
	Dental			100.0	Stock		39.3
Factors important	Salary			2.5		n./Cultur	
to job (avg ranking,	Benefit	S		4.0		y to Staff	
1 = most important)	Advano	cement		4.4		n./Soc. F	Resp.6.8
	Trainin	g		6.4	Job Se		4.1
Employer rating	Salary			2.0		n./Cultur	
(avg rating, 1 = best)	Benefit	S		2.2		y to Staff	
	Advano	cement		2.7		n./Soc. F	Resp.2.3
	Trainin	g		2.8	Job Se	ecurity	2.3
Plan to seek a new	Yes			38.7	No		36.5
job this year? (%)							
New job motivation (%)		/Benefit		25.7		cement	21.5
		nt Part				a Change	
		t of Indi	-	4.6	Job Se	ecurity	5.6
		n./Cultu		18.8	Other		10.9
Method for seeking	Recruit	tmentAg	gency	2.3		g Contac	
new job (avg ranking,	Job Ad	S		3.2	Contac	ct Compa	nies 3.6
1=most likely)	Post R	esume		4.0			

NO DENTAL COVERAGE

\$132,500

▲9.9%

Number of respondent	S						393
Employer	Per	cent	Mai	rket Sec		Percen	
Manufacturer		27.6	Rx I	Pharmac	euticals		66.6
Agency		40.3	OTO	C Pharma	aceuticals	S	16.6
Media/Publisher - HCP		4.3	Biot	technolo	gy		24.2
Media/Publisher - Consun	ner	1.8	Med	dical Dev	rices/Equ	ıip	31.9
Media/Publisher - HCP &	Consmr.	3.1	Dia	gnostic [Device/E	quip	14.8
Service Supplier		7.4	Hos	spital Pro	ducts/Ed	quip.	10.7
Other		15.6	Der	ital Prod	ucts/Equ	ip	3.8
			Mar	naged Ca	are		8.2
Age	High	7	5	Low	22	Avg.	44.6
Sex	Male	50.	.0	Female	50.0		
Years in industry	High	50.	.0	Low	0.3	Avg.	15.6
Years in position	High	35.	.0	Low	0.3	Avg.	5.4
Salary (\$000s/yr)	High	850.	0	Low	20.0	Avg.	132.5
Commission received?	Yes	9.	9	No	90.1		
Amount (\$000s/yr)	High	175.	.0	Low	2.5	Avg.	48.2
Bonus received?	Yes	56.	6	No	43.4		
Amount (\$000s/yr)	High	600.	.0	Low	10.0	Avg.	165.5
Perceived pay							
vs. peers (%)	More	8.	.0	Less	51.9	Same	40.1
Employer's gross	<\$5M			21.2	\$50-\$	100M	11.2
US revenue (%)	\$5-\$20	MC		26.4	>1001	M	25.1
	\$20-\$5	50M		16.2			
Position satisfying? (%)	Thorou	ighly		22.9	Gener	ally	57.1
		metime		12.7	No		7.3
Advancement			=Exc		d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		14.3	Good		34.1
	Fair			26.3	Poor		25.3
How current job	Promo			35.7		Search	10.2
was acquired (%)		y Com		15.4		nitiative	31.8
Benefits received (%)	Signing	g Bonus	6	14.0	Retire		47.3
	Car			15.0	Medic	al	35.8
	Dental			0.0	Stock		39.6
Factors important	Salary			2.5		n./Culture	
to job (avg ranking,	Benefit	:S		4.3		y to Staff	
1 = most important)		cement		4.5		n./Soc. F	esp.6.9
	Trainin	g		6.3		ecurity	3.7
Employer rating	Salary			2.5		n./Culture	
(avg rating, 1 = best)	Benefit	:S		2.4	,	y to Staff	
	Advano	cement		2.7		n./Soc. F	esp. 2.5
	Trainin	g		2.9		ecurity	2.4
Plan to seek a new	Yes			36.3	No		35.2
job this year? (%)	0 1	/D 6:		20.7			
New job motivation (%)		/Benefit		30.7		cement	15.6
		nt Part				a Change	
		t of Ind	-			ecurity	5.6
		n./Cultu		20.1	Other		9.5
Method for seeking		tmentA	gency			ng Contac	
new job (avg ranking,	Job Ad			3.1	Conta	ct Compa	nies 3.7
1=most likely)	Post R	esume		3.8			

RECEIVE RETIRE BENEFITS

\$148.000

▲6.7%

Number of respondents 425 **Market Sector** Percent **Employer** Percent Manufacturer 44.5 Rx Pharmaceuticals 64.9 Agency 24.7 **OTC Pharmaceuticals** 16.0 Media/Publisher - HCP 2.4 Biotechnology 23.1 Media/Publisher - Consumer 25.2 1.2 Medical Devices/Equip Media/Publisher - HCP & Consmr. 3.3 Diagnostic Device/Equip 12.7 Service Supplier 8.7 Hospital Products/Equip. 8.2 Other 15.3 Dental Products/Equip 3.1 7.3 Managed Care 76 44.4 High 23 Age Iow Avg. Male 55.8 Female 44.2 Sex 54.0 Years in industry High Low 0.3 Avg. 16.4 Years in position High 35.0 Low 0.3 Avg. 5.3 1200.0 Salary (\$000s/yr) High Low 29.0 Avg. 148.0 7.8 92.2 No Commission received? Yes Amount (\$000s/yr) 250.0 5.0 High Low Avg. 46.9 Yes 72.9 27.1 Bonus received? No Amount (\$000s/yr) High 250.0 Low 20.0 82.3 Avg. Perceived pay 43.4 45.0 More 11.6 Less Same vs. peers (%) <\$5M 9.3 \$50-\$100M 10.5 Employer's gross 18.8 US revenue (%) \$5-\$20M >100M 48.3 \$20-\$50M 13.1 28.3 55.4 Position satisfying? (%) Thoroughly Generally 11.8 **OK Sometimes** Nο 4.5 Advancement Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor) 14.3 36.3 prospects (%) Excellent Good Fair 31.8 Poor 17.6 42.4 11.4 How current job Promoted Exec Search Own Initiative 13.7 29.2 was acquired (%) Hired by Company Benefits received (%) Signing Bonus 15.1 Retirement 100.0 Car 13.2 Medical 83.8 Dental 76.9 Stock 36.7 2.5 Environ./Culture 3.2 **Factors important** Salary 4.0 4.7 Benefits Loyalty to Staff to job (avg ranking, 1 = most important) Advancement 4.4 Environ./Soc. Resp. 6.8 6.4 Job Security Training 3.9 **Employer rating** Salary 1.9 Environ./Culture 2.2 2.2 (avg rating, 1 = best) Benefits Loyalty to Staff 2.4 Advancement 2.7 Environ./Soc. Resp. 2.2 Training 2.7 Job Security 2.3 39.7 Plan to seek a new 34.8 Yes Nο job this year? (%) Salary/Benefits 26.5 20.4 New job motivation (%) Advancement Different Part of Ind 4.6 Need a Change 6.1 Get out of Industry 5.6 Job Security 5.6 Environ./Culture Other 12.8 18.4 Method for seeking RecruitmentAgency 2.3 **Existing Contacts** new job (avg ranking, Job Ads 3.1 Contact Companies 3.7

Post Resume

1=most likely)

3.9

NO RETIRE BENEFITS

\$140.500

▲10.0%

		<u> </u>	Ψ-	,-			71070
Number of respondent	S						584
Employer	Pe	rcent	Mar	ket Sec	tor	1	Percent
Manufacturer		33.6	Rx P	harmac	euticals		65.2
Agency		36.5	OTC	Pharm	aceuticals		16.6
Media/Publisher - HCP		4.8	Biote	echnolo	gy		26.8
Media/Publisher - Consum	ner	1.0	Med	ical Dev	/ices/Equi	р	29.3
Media/Publisher - HCP & 0	Consmr.	2.6	Diag	nostic I	Device/Eq	uip	13.0
Service Supplier		9.1	Hos	pital Pro	oducts/Eq	uip.	9.4
Other		12.4	Dent	tal Prod	ucts/Equip	0	3.6
			Man	aged Ca	are		10.1
Age	High	7	'5 I	_OW	22	Avg.	45.3
Sex	Male	49.	.1 I	emale	50.9		
Years in industry	High	50.		_OW	0.5	Avg.	16.3
Years in position	High	35.	.0 I	_OW	0.3	Avg.	5.2
Salary (\$000s/yr)	High	1280.	.0 I	_OW	20.0	Avg.	140.5
Commission received?	Yes	9.	4	No	90.6		
Amount (\$000s/yr)	High	175.	.0 I	_OW	2.4	Avg.	55.8
Bonus received?	Yes	60.	.7 I	Vo	39.3		
Amount (\$000s/yr)	High	600.	.0 I	_OW	10.0	Avg.	165.5
Perceived pay							
vs. peers (%)	More	11.	.3 I	_ess	49.9	Same	38.8
Employer's gross	<\$5M			20.3	\$50-\$1	.00M	9.5
US revenue (%)	\$5-\$20	MC		25.0	>100N	1	30.3
	\$20-\$	50M		15.0			
Position satisfying? (%)	Thorou	ıghly		23.9	Genera	ılly	54.6
	OK So	metime	S	14.3	No		7.2
Advancement	Index	2.4 (4	=Exc.	3=Goo	d 2=Fair :	l=Poor)	
prospects (%)	Excelle	ent		13.2	Good		35.4
	Fair			28.6	Poor		22.8
How current job	Promo	ted		33.9	Exec S	earch	12.2
was acquired (%)	Hired I	oy Com	pany	18.9	Own In	itiative	28.0
Benefits received (%)	Signing	g Bonus	5	13.3	Retiren	nent	0.0
	Car			8.5	Medica	ıl	80.4
	Dental			72.6	Stock		42.2
Factors important	Salary			2.5	Enviror	./Culture	3.2
to job (avg ranking,	Benefi	ts		4.1	Loyalty	to Staff	4.5
1 = most important)	Advan	cement		4.5	Enviror	ı./Soc. R	esp.6.9
	Trainin	g		6.3	Job Se	curity	4.0
Employer rating	Salary			2.4	Enviror	./Culture	2.3
(avg rating, 1 = best)	Benefi	ts		2.4	Loyalty	to Staff	2.4
	Advan	cement		2.7	Enviror	ı./Soc. R	esp.2.5
	Trainin	g		2.9	Job Se	curity	2.3
Plan to seek a new	Yes			39.9	No		33.3
job this year? (%)							
New job motivation (%)	Salary	/Benefi	ts	28.3	Advanc		18.5
	Differe	nt Part	of Ind	6.6	Need a	Change	7.3
	Get ou	t of Ind	ustry	4.9	Job Se	curity	5.6
	Enviro	n./Cultı	ire	19.9	Other		8.7
Method for seeking	Recrui	tmentA	gency	2.3	Existing	g Contact	ts 1.9
new job (avg ranking,	Job Ac	lc		3.1	Contac	t Compai	nies 3.6
,02 (418 .4	JUD AC	15		0.1	00		



Employee Perceptions & Opinions

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

DATA SETS

- My Job is Thoroughly Satisfying, page 59
- My Job is Generally Satisfying, page 59
- My Job is OK, Sometimes, page 60
- My Job is Unsatisfying, page 60
- I Make More Than My Peers, page 61
- I Make Less Than My Peers, page 61
- I Make the Same As My Peers, page 62
- Excellent Advancement Prospects, page 62
- Good Advancement Prospects, page 63
- Fair Advancement Prospects, page 63
- Poor Advancement Prospects, page 64

2013
CAREER
& SALARY
SURVEY
MEDICAL MARKETING & MEDIA

JOB IS THOROUGHLY SATISFYING \$159,500 ▲8.7%

Number of respondent	S						257
Employer	Pe	rcent	Mark	et Sect	or		Percent
Manufacturer		42.8	Rx Ph	armac	euticals		58.0
Agency		22.6	OTC F	Pharma	ceuticals	3	18.7
Media/Publisher - HCP		5.1	Bioted	chnolog	gy		29.6
Media/Publisher - Consun	ner	0.4	Medic	al Devi	ces/Equ	ip	26.5
Media/Publisher - HCP &	Consmr.	2.3	Diagn	ostic D	evice/Ed	quip	14.8
Service Supplier		10.5	Hospi	tal Pro	ducts/Ed	uip.	10.5
Other		16.3	Denta	l Produ	icts/Equi	ip	4.3
			Mana	ged Ca	re		8.2
Age	High	75		OW	23	Avg.	46.8
Sex	Male	55.6		emale	44.4		
Years in industry	High	49.0		OW	0.3	Avg.	18.2
Years in position	High	33.0		OW	0.3	Avg.	5.5
Salary (\$000s/yr)	High	1280.0		OW	22.0	Avg.	159.5
Commission received?	Yes	9.0			91.1		
Amount (\$000s/yr)	High	150.0		OW	5.0	Avg.	57.5
Bonus received?	Yes	70.0			30.0		
Amount (\$000s/yr)	High	250.0) Lo	OW	20.0	Avg.	82.3
Perceived pay							
vs. peers (%)	More	13.0		ess	37.9	Same	49.0
Employer's gross	<\$5M			20.5	\$50-\$		8.3
US revenue (%)	\$5-\$2			15.4	>1001	VI	41.7
	\$20-\$			14.2		"	
Position satisfying? (%)	Thoro			0.00	Genera	ally	0.0
		metimes		0.0	No	1 D	0.0
Advancement		2.9 (4=				I=Poor)	45.7
prospects (%)	Excell	ent		28.1	Good		45.7
Haw assument inh	Fair	to d		18.8 32.9	Poor Exec S	`aarah	7.4
How current job	Promo			32.9 19.2		itiative	27.8
was acquired (%)		by Comp g Bonus		17.7	Retirer		54.6
Benefits received (%)	Car	g Donus		21.4	Medica		83.6
	Denta	ı		76.8	Stock	ai	44.1
Factors important	Salary			2.8		n./Cultur	
to job (avg ranking,	Benefi			4.3		y to Staff	
1 = most important)		cement		4.6		n./Soc. F	
z = most important,	Trainir			6.3	Job Se	•	4.1
Employer rating	Salary			1.9		n./Cultur	
(avg rating, 1 = best)	Benefi			2.0		v to Staff	
(4.8.448) = 2004		cement		2.2		n./Soc. F	
	Trainir			2.4	Job Se	-	2.0
Plan to seek a new	Yes	J		17.1	No		64.6
job this year? (%)							
New job motivation (%)	Salary	/Benefits	5 .	32.4	Advan	cement	17.7
		ent Part o		5.9		a Change	
		ıt of Indu		0.0	Job Se	_	7.4
		n./Cultur	-	11.8	Other	,	16.2
Method for seeking		itmentAg		2.4		g Contac	
new job (avg ranking,	Job Ad	_	,	3.3		ct Compa	
1=most likely)		Resume		3.9			

JOB IS GENERALLY SATISFYING \$141,200 ▲8.3%

Number of respondents	S						548
Employer	Per	cent	Mar	ket Sec	tor		Percent
Manufacturer		39.1	Rx F	harmac	euticals		66.4
Agency		36.0	OTC	: Pharma	aceuticals	3	16.1
Media/Publisher - HCP		2.0	Biot	echnolo	gy		24.3
Media/Publisher - Consum	ner	1.1	Med	lical Dev	/ices/Equ	ip	31.0
Media/Publisher - HCP & (Consmr.	2.7	Diag	gnostic [Device/Ed	quip	12.6
Service Supplier		7.7	Hos	pital Pro	ducts/Eq	uip.	7.1
Other		11.5	Den	tal Prod	ucts/Equi	р	3.1
			Man	aged Ca	are		8.2
Age	High	7	6	Low	22	Avg.	44.1
Sex	Male	51.	6	Female	48.4		
Years in industry	High	54.	0	Low	0.5	Avg.	15.8
Years in position	High	35.	0	Low	0.3	Avg.	5.2
Salary (\$000s/yr)	High	850.	0	Low	20.0	Avg.	141.2
Commission received?	Yes	7.	7	No	92.3		
Amount (\$000s/yr)	High	250.	0	Low	2.4	Avg.	52.8
Bonus received?	Yes	68.	8	No	31.2		
Amount (\$000s/yr)	High	600.	0	Low	10.0	Avg.	165.5
Perceived pay							
vs. peers (%)	More	11.	1	Less	47.2	Same	41.8
Employer's gross	<\$5M			14.4	\$50-\$3	100M	10.7
US revenue (%)	\$5-\$20	M		22.1	>1001	Л	37.1
	\$20-\$5	MO		15.7			
Position satisfying? (%)	Thorou	ghly		0.0	Genera	ally	100.0
	OK Sor	netime	S	0.0	No		0.0
Advancement	Index	2.4 (4:	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		10.7	Good		37.2
	Fair			34.6	Poor		17.4
How current job	Promo	ted		41.1	Exec S	Search	11.6
was acquired (%)	Hired b	y Com	pany	15.3	Own In	itiative	27.4
Benefits received (%)	Signing	Bonus	5	12.8	Retirer	ment	51.9
	Car			7.5	Medica	al	80.6
	Dental			72.4	Stock		40.6
Factors important	Salary			2.4	Enviro	n./Cultur	e 3.3
to job (avg ranking,	Benefit	S		4.0	Loyalty	y to Staff	4.7
1 = most important)	Advanc	ement		4.3	Enviro	n./Soc. F	Resp. 7.0
	Training	g		6.4	Job Se	curity	3.9
Employer rating	Salary			2.2	Enviro	n./Cultur	e 2.2
(avg rating, 1 = best)	Benefit	S		2.3	Loyalty	y to Staff	2.4
	Advanc	ement		2.7	Enviro	n./Soc. F	Resp.2.4
	Training	g		2.8	Job Se	curity	2.3
Plan to seek a new	Yes			35.2	No		32.8
job this year? (%)							
New job motivation (%)	Salary/	Benefit	ts	29.6	Advan	cement	21.6
	Differe	nt Part	of Inc	5.6	Need a	a Change	7.6
	Get ou	t of Ind	ustry	2.4	Job Se	curity	5.2
	Enviror	ı./Cultu	ire	15.2	Other		12.8
Method for seeking	Recruit	mentA	gency	2.3	Existin	g Contac	ts 1.9
new job (avg ranking,	Job Ad	S		3.1	Contac	ct Compa	anies 3.7
1=most likely)	Post R	esume		4.0			

MY JOB IS OK, SOMETIMES \$130,700 ▲12.9%

MY JOB IS UNSATISFYING \$124,900

V4.2%

Number of respondent	.3					132
Employer	Per	cent	Market Sec	tor		Percent
Manufacturer	;	33.3 l	Rx Pharmac	euticals		72.0
Agency	,	32.6	OTC Pharm	aceutical	S	12.1
Media/Publisher - HCP		7.6	Biotechnolo	gy		22.7
Media/Publisher - Consur	ner	2.3	Medical Dev	ices/Equ	ıip	23.5
Media/Publisher - HCP &	Consmr.	3.8	Diagnostic I	Device/E	quip	15.2
Service Supplier		6.8	Hospital Pro	ducts/E	quip.	12.9
Other		13.6	Dental Prod	ucts/Equ	ip	3.8
			Managed Ca	are		12.9
Age	High	65	Low	23	Avg.	43.2
Sex	Male	46.2	Female	53.8		
Years in industry	High	40.0	Low	0.5	Avg.	15.1
Years in position	High	35.0	Low	0.5	Avg.	5.3
Salary (\$000s/yr)	High	286.0	Low	36.0	Avg.	130.7
Commission received?	Yes	12.1	No	87.9	•	
Amount (\$000s/yr)	High	162.5	Low	3.0	Avg.	45.0
Bonus received?	Yes	56.8	No	43.2		
Amount (\$000s/yr)	High	275.0	Low	15.0	Avg.	78.6
Perceived pay						
vs. peers (%)	More	10.6	Less	58.3	Same	31.1
Employer's gross	<\$5M		13.9	\$50-\$	100M	10.0
JS revenue (%)	\$5-\$20	M	30.0	>100	M	36.9
	\$20-\$5		9.2			
Position satisfying? (%)	Thorou		0.0	Gener	ally	0.0
		netimes	100.0	No	-	0.0
Advancement	Index	1.8 (4=F	Exc. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	nt	1.5	Good		19.9
	Fair		35.9	Poor		42.8
How current job	Promot	ted	36.4	Exec	Search	12.1
was acquired (%)	Hired b	y Compa	ny 16.7	Own I	nitiative	31.8
Benefits received (%)		Bonus	11.8	Retire	ment	49.0
, ,	Car		4.9	Medic	al	86.3
	Dental		81.4	Stock		30.4
Factors important	Salary		2.4	Enviro	n./Cultur	
to job (avg ranking,	Benefit	S	4.0		y to Staff	
1 = most important)	Advanc		4.3		n./Soc. F	
	Training		6.2		ecurity	4.2
Employer rating	Salary	-	2.5		n./Cultur	
(avg rating, 1 = best)	Benefit	S	2.6		y to Staff	
	Advanc		3.3	-	n./Soc. F	
	Training		3.3		ecurity	2.7
Plan to seek a new	Yes		65.7	No	,	7.6
ob this year? (%)			30			0
New job motivation (%)	Salarv	Benefits	24.5	Advan	cement	17.9
, (/0)		nt Part of			a Change	
		of Indus			ecurity	5.7
	GOL OUI		•		Courty	3.8
	Environ	/Culture) りんん			
Method for seeking		ı./Culture ment∆ge		Other	na Contac	
Method for seeking new job (avg ranking,		mentAge		Existir	ng Contac	ts 2.1

INTI GOD TO GIVO	11101	IIII		VIL-T	,000	•	T.E/U
Number of respondent	s						60
Employer	Per	cent	Mar	ket Sect	or		Percent
Manufacturer	:	23.3	Rx P	harmace	euticals		66.7
Agency	2	28.3	OTC	Pharma	ceuticals	6	16.7
Media/Publisher - HCP		6.7	Biote	echnolog	<u>S</u> y		16.7
Media/Publisher - Consun	ner	0.0	Medi	ical Devi	ces/Equ	ip	15.0
Media/Publisher - HCP &	Consmr.	3.3	Diag	nostic D	evice/Ed	quip	5.0
Service Supplier		15.0	Hosp	oital Pro	ducts/Ed	quip.	11.7
Other	2	23.3	Dent	al Produ	icts/Equ	ip	1.7
				aged Ca			10.0
Age	High	71	L	_OW	25	Avg.	47.7
Sex	Male	46.7	' F	emale	53.3		
Years in industry	High	35.0) <u>[</u>	_OW	2.0	Avg.	15.5
Years in position	High	20.0) [_OW	0.7	Avg.	5.2
Salary (\$000s/yr)	High	308.0) <u>[</u>	_OW	29.0	Avg.	124.9
Commission received?	Yes	8.3	1	No	91.7		
Amount (\$000s/yr)	High	120.0) <u>[</u>	_OW	10.0	Avg.	60.0
Bonus received?	Yes	40.0) [No	60.0		
Amount (\$000s/yr)	High	120.0) <u>[</u>	_OW	17.5	Avg.	49.5
Perceived pay							
vs. peers (%)	More	8.3	; <u>[</u>	ess	61.7	Same	30.0
Employer's gross	<\$5M			10.2	\$50-\$	100M	8.5
US revenue (%)	\$5-\$20	M		39.0	>1001	M	30.5
	\$20-\$5	MO		11.9			
Position satisfying? (%)	Thorou	ghly		0.0	Gener	ally	0.0
	OK Sor	netimes		0.0	No		100.0
Advancement	Index :	1.6 (4=	Exc.	3=Good	1 2=Fair	1=Poor)	
prospects (%)	Excelle	nt		5.0	Good		11.7
	Fair			23.3	Poor		60.0
How current job	Promot	ted		26.7	Exec S	Search	15.0
was acquired (%)	Hired b	y Comp	any	21.7	Own Ir	nitiative	28.3
Benefits received (%)	Signing	Bonus		17.1	Retire	ment	46.3
	Car			9.8	Medic	al	85.4
	Dental			78.1	Stock		26.8
Factors important	Salary			2.3	Enviro	n./Cultur	e 3.4
to job (avg ranking,	Benefit	S		3.9	Loyalt	y to Staff	4.4
1 = most important)	Advanc	ement		4.9	Enviro	n./Soc. F	Resp.6.9
	Training	g		6.2	Job Se	ecurity	3.9
Employer rating	Salary			2.6	Enviro	n./Cultur	e 3.2
(avg rating, 1 = best)	Benefit	S		2.8	Loyalt	y to Staff	3.3
	Advanc	ement		3.4	Enviro	n./Soc. F	Resp. 2.6
	Training	g		3.3	Job Se	ecurity	2.9
Plan to seek a new	Yes			90.0	No		3.3
job this year? (%)							
New job motivation (%)	Salary/	Benefits	;	19.6	Advan	cement	14.3
	Differer	nt Part o	of Ind	3.6	Need	a Change	5.4
	Get out	t of Indu	stry	12.5	Job Se	ecurity	3.6
	Environ	./Cultur	е	35.7	Other		5.4
Method for seeking	Recruit	mentAge	ency	2.4	Existin	g Contac	ts 2.2
new job (avg ranking,	Job Ad	S		2.9	Conta	ct Compa	nies 3.8
1=most likely)	Post Re	esume		3.7			

Number of respondent	S						114
Employer	Pei	rcent	Marl	ket Sect	or		Percent
Manufacturer		41.2	Rx P	harmac	euticals		71.1
Agency		30.7	OTC	Pharma	ceuticals	S	14.9
Media/Publisher - HCP		4.4	Biote	echnolog	gy		28.1
Media/Publisher - Consun	ner	3.5	Med	ical Devi	ces/Equ	ip	28.1
Media/Publisher - HCP &	Consmr.	2.6	Diag	nostic D	evice/Ed	quip	11.4
Service Supplier		6.1	Hosp	oital Pro	ducts/Ec	ιuip.	7.0
Other		11.4	Dent	al Produ	icts/Equ	ip	1.8
			Mana	aged Ca	re		6.1
Age	High	62	2 L	_OW	23	Avg.	44.3
Sex	Male	68.4	1 F	emale	31.6		
Years in industry	High	37.0) [_OW	1.0	Avg.	16.5
Years in position	High	22.0) L	_OW	0.5	Avg.	4.7
Salary (\$000s/yr)	High	1200.0) [_OW	43.7	Avg.	192.6
Commission received?	Yes	7.9	1	No	92.1		
Amount (\$000s/yr)	High	100.0) [_OW	20.0	Avg.	65.6
Bonus received?	Yes	69.3	3 1	No	30.7		
Amount (\$000s/yr)	High	250.0) L	_OW	20.0	Avg.	82.3
Perceived pay							
vs. peers (%)	More	100.0) [ess	0.0	Same	0.0
Employer's gross	<\$5M			14.6	\$50-\$	100M	10.0
US revenue (%)	\$5-\$20	MC		10.0	>1001	M	45.5
	\$20-\$	50M		20.0			
Position satisfying? (%)	Thorou	ıghly		29.5	Gener	ally	53.6
		metimes		12.5	No		4.5
Advancement	Index	2.7 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		22.3	Good		35.7
	Fair			26.8	Poor		15.2
How current job	Promo	ted		36.3	Exec S	Search	14.2
was acquired (%)	Hired b	y Comp	any	17.7	Own Ir	nitiative	28.3
Benefits received (%)	Signing	g Bonus		15.7	Retire	ment	48.0
	Car			13.7	Medic	al	83.3
	Dental			81.4	Stock		52.0
Factors important	Salary			2.4		n./Cultur	
to job (avg ranking,	Benefit	ts		4.0	Loyalt	y to Staff	4.5
1 = most important)	Advand	cement		4.6	Enviro	n./Soc. I	Resp.6.9
	Trainin	g		6.5	Job Se	ecurity	3.9
Employer rating	Salary			1.9	Enviro	n./Cultur	e 2.2
(avg rating, 1 = best)	Benefit	ts		1.6	Loyalt	y to Staff	2.4
	Advand	cement		2.4	Enviro	n./Soc. f	Resp.2.3
	Trainin	g		2.8	Job Se	ecurity	2.4
Plan to seek a new	Yes			36.3	No		46.9
job this year? (%)							
New job motivation (%)	Salary	/Benefits	S	5.8	Advan	cement	25.0
	Differe	nt Part o	of Ind	7.7	Need	a Change	7.7
	Get ou	t of Indu	stry	5.8	Job Se	ecurity	7.7
	Enviro	n./Cultur	re	23.1	Other		17.3
Method for seeking	Recruit	tmentAg	ency	2.2	Existin	g Contac	ts 1.7
new job (avg ranking,	Job Ad	ls		3.2	Conta	ct Compa	anies 3.7
1=most likely)	Post R	esume		4.2			
-							

I MAKE MORE THAN MY PEERS \$192,600 ▲18.5% | I MAKE LESS THAN MY PEERS \$123,100 ▲10.6%

Number of respondent	s						470		
Employer	Per	cent	Marke	et Sec	tor		Percent		
Manufacturer	;	33.8	Rx Pha	armac	euticals		61.3		
Agency	;	31.1	OTC P	harm	aceuticals	S	16.4		
Media/Publisher - HCP		4.3	Biotec	hnolo	gy		23.8		
Media/Publisher - Consun	ner	1.3	Medic	al Dev	/ices/Equ	ip	26.6		
Media/Publisher - HCP &	Consmr.	3.0	Diagno	ostic I	Device/Ed	quip	12.6		
Service Supplier		11.1	Hospit	Hospital Products/Equip.					
Other		15.5	Dental	l Prod	ucts/Equi	ip	3.2		
			Manag	ged Ca	are		10.6		
Age	High	76	i Lo	W	23	Avg.	44.0		
Sex	Male	47.9) Fe	male	52.1				
Years in industry	High	54.0) Lo	W	1.0	Avg.	15.8		
Years in position	High	35.0) Lo	W	0.3	Avg.	5.3		
Salary (\$000s/yr)	High	750.0			20.0	Avg.	123.1		
Commission received?	Yes	8.9			91.1				
Amount (\$000s/yr)	High	162.5			2.4	Avg.	45.1		
Bonus received?	Yes	59.2)	40.9				
Amount (\$000s/yr)	High	600.0) Lo	W	10.0	Avg.	165.5		
Perceived pay									
vs. peers (%)	More	0.0) Le	SS	100.0	Same	0.0		
Employer's gross	<\$5M			17.8	\$50-\$		9.3		
US revenue (%)	\$5-\$20		2	26.3	>1001	VI	31.9		
	\$20-\$5		1	14.8					
Position satisfying? (%)	Thorou			20.6	Genera	ally	54.9		
		netimes		16.5	No		7.9		
Advancement			Exc. 3		d 2=Fair	1=Poor)			
prospects (%)	Excelle	nt		9.7	Good		31.4		
	Fair			31.0	Poor		28.0		
How current job	Promot			37.6	Exec S		9.0		
was acquired (%)		y Comp		16.3		itiative	31.3		
Benefits received (%)	0 0	Bonus	J	12.8	Retirer		49.9		
	Car		_	9.3	Medica	al	80.1		
	Dental		,	73.3	Stock		32.7		
Factors important	Salary			2.5		n./Cultur			
to job (avg ranking,	Benefit			4.1		y to Staff			
1 = most important)	Advanc			4.3			Resp.6.9		
	Training	3		6.4	Job Se		3.9		
Employer rating	Salary			2.4		n./Cultur			
(avg rating, 1 = best)	Benefit			2.8		y to Staff			
	Advanc			2.8			Resp. 2.5		
	Training	3		2.9	Job Se	ecurity	2.4		
Plan to seek a new	Yes		2	13.3	No		25.8		
job this year? (%) New job motivation (%)	Salanii	Benefits	. /	14.4	Advan	cement	16.7		
ivew job illouvation (%)		nt Part o		5.1		cement a Change			
						_			
		t of Indu	-	4.3	Job Se	curity	3.9		
Mothod for cooling		./Cultur		13.6	Other	a Conta	6.6		
Method for seeking		mentAg	епсу	2.3		g Contac			
new job (avg ranking,	Job Ad			3.1	Conta	or Comba	anies 3.7		
1=most likely)	Post Re	esurrie		3.8					

I MAKE THE SAME AS MY PEERS \$154,000 ▲5.8%

Number of respondents	S						413
Employer	Per	cent	Mar	ket Sec	tor		Percen
Manufacturer		41.9	Rx F	harmac	euticals		68.3
Agency		32.9	OTC	: Pharma	ceuticals	S	17.0
Media/Publisher - HCP		3.2	Biot	echnolog	gy		25.9
Media/Publisher - Consum	ner	0.2	Med	lical Dev	ices/Equ	iip	28.8
Media/Publisher - HCP & (Consmr.	2.7	Diag	gnostic D	evice/E	quip	13.
Service Supplier		7.0	Hos	pital Pro	ducts/Ed	quip.	8.
Other		12.1	Den	tal Produ	ıcts/Equ	ip	3.
			Man	aged Ca	ire		7.
Age	High	7	4	Low	22	Avg.	46.
Sex	Male	51.	8	Female	48.2		
Years in industry	High	48.	0	Low	0.3	Avg.	16.
Years in position	High	35.	0	Low	0.3	Avg.	5.2
Salary (\$000s/yr)	High	1280.	0	Low	22.0	Avg.	154.
Commission received?	Yes	9.	0	No	91.0		
Amount (\$000s/yr)	High	250.	0	Low	5.0	Avg.	57.
Bonus received?	Yes	72.	4	No	27.6		
Amount (\$000s/yr)	High	275.	0	Low	15.0	Avg.	78.
Perceived pay							
vs. peers (%)	More	0.	0	Less	0.0	Same	100.
Employer's gross	<\$5M			13.5	\$50-\$	100M	10.
US revenue (%)	\$5-\$20	MC		21.6	>1001	M	42.
	\$20-\$5	50M		12.3			
Position satisfying? (%)	Thorou	ighly		30.2	Gener	ally	55.
	OK So	metime	S	10.0	No		4.4
Advancement	Index	2.6 (4:	=Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		15.4	Good		40.
	Fair			30.1	Poor		14.
How current job	Promo	ted		37.1	Exec S	Search	14.
was acquired (%)	Hired b	y Com	pany	17.3	Own Ir	nitiative	25.
Benefits received (%)	Signing	g Bonus	;	15.0	Retire	ment	54.8
	Car			11.2	Medic	al	83.9
	Dental			74.4	Stock		42.
Factors important	Salary			2.5	Enviro	n./Cultur	e 3.0
to job (avg ranking,	Benefit	S		4.1	Loyalt	y to Staf	f 4.8
1 = most important)	Advano	cement		4.5	Enviro	n./Soc. I	Resp.6.8
	Trainin	g		6.3	Job Se	ecurity	4.0
Employer rating	Salary			2.1	Enviro	n./Cultur	e 2.
(avg rating, 1 = best)	Benefit	S		2.0	Loyalt	y to Staf	f 2.:
	Advano	ement		2.6	Enviro	n./Soc. I	Resp. 2.3
	Trainin	g		2.7	Job Se	ecurity	2.3
Plan to seek a new	Yes			32.1	No		44.0
job this year? (%)							
New job motivation (%)	Salary	/Benefit	:S	8.8	Advan	cement	21.2
	Differe	nt Part	of Ind	6.5	Need	a Change	8.3
	Get ou	t of Indi	ustry	6.5	Job Se	ecurity	7.
	Enviror	n./Cultu	re	27.1	Other	=	14.
Method for seeking	Recruit	tmentAg	gency	2.4	Existir	ig Conta	
new job (avg ranking,	Job Ad	,	,	3.2		ct Comp	
1=most likely)	Post R	esume		4.0		·	

EXCELLENT ADV. PROSPECTS \$172,500 ▲23.6%

Number of respondent	S						136
Employer	Per	cent	Mar	ket Sec	tor		Percen
Manufacturer		37.5	Rx P	harmac	euticals		64.7
Agency		39.0	OTC	Pharma	aceuticals	5	27.2
Media/Publisher - HCP		4.4	Biote	echnolo	gy		33.1
Media/Publisher - Consun	ner	1.5	Med	ical Dev	ices/Equ	ip	36.0
Media/Publisher - HCP &	Consmr.	2.9	Diag	nostic [Device/Ed	quip	19.1
Service Supplier		5.2	Hos	pital Pro	ducts/Ed	μip.	10.3
Other		9.6	Dent	tal Prodi	ucts/Equi	ip	5.9
			Man	aged Ca	are		10.3
Age	High	6	6 L	_OW	22	Avg.	42.2
Sex	Male	62.	5 F	emale	37.5		
Years in industry	High	49.	0 L	_OW	1.0	Avg.	15.2
Years in position	High	31.	0 I	_OW	0.3	Avg.	4.4
Salary (\$000s/yr)	High	1280.	0 I	_OW	37.5	Avg.	172.5
Commission received?	Yes	4.	4 [Vo	95.6		
Amount (\$000s/yr)	High	100.	0 [_OW	15.0	Avg.	55.0
Bonus received?	Yes	73.	5 [No	26.5		
Amount (\$000s/yr)	High	250.	0 [_OW	20.0	Avg.	82.3
Perceived pay							
vs. peers (%)	More	18.	8 I	_ess	33.8	Same	47.4
Employer's gross	<\$5M			19.4	\$50-\$	100M	7.5
US revenue (%)	\$5-\$20	MC		20.9	>1001	M	38.1
, ,	\$20-\$5	50M		14.2			
Position satisfying? (%)	Thorou	ighly		53.3	Genera	allv	43.0
, , ,		metime	S	1.5	No	,	2.2
Advancement	Index	4.0 (4:	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		100.0	Good		0.0
	Fair			0.0	Poor		0.0
How current job	Promo	ted		45.2	Exec S	Search	7.4
was acquired (%)	Hired b	y Com	pany	18.5	Own Ir	itiative	23.0
Benefits received (%)		g Bonus		15.3	Retirer	ment	54.1
	Car	,		18.0	Medica		80.2
	Dental			73.0	Stock		44.1
Factors important	Salary			2.7		n./Culture	
to job (avg ranking,	Benefit	S		4.4		y to Staff	4.6
1 = most important)		cement		3.9		n./Soc. R	
	Training			6.2	Job Se		4.3
Employer rating	Salary			2.0		n./Culture	
(avg rating, 1 = best)	Benefit			1.9		y to Staff	1.8
(avg rading, 2 = boot)		cement		1.5		n./Soc. R	
	Training			2.5	Job Se		1.8
Plan to seek a new	Yes	ь		16.9	No	curity	64.0
job this year? (%)	103			10.5	140		04.0
New job motivation (%)	Salary	/Benefit	ts	37.1	Advan	cement	11.4
100 111001400011 (70)		nt Part				a Change	2.9
		t of Indi		8.6		ecurity	2.9
		ı./Cultu	-	5.7	Other	Journey	20.0
	LIIVII OI					Ctt	
Method for seeking	Recruit	mant A	JOHOV	') //	- Victin		
Method for seeking	Recruit	,	gency			g Contact	
Method for seeking new job (avg ranking, 1=most likely)	Recruit Job Ad Post R	s	gency	2.4 3.3 4.0		ct Compai	

				146,4			11.1%
Number of respondent	:s						356
Employer	Per	rcent	Mai	ket Sect	or		Percent
Manufacturer		39.6	Rx F	Pharmace	euticals		68.3
Agency		36.5	OTO	2 Pharma	S	16.6	
Media/Publisher - HCP		2.8	Biot	echnolog	28.7		
Media/Publisher - Consun	ner	0.3 Medic			ces/Equ	iip	27.0
Media/Publisher - HCP &	ia/Publisher - HCP & Consmr.		Diag	gnostic D	evice/E	quip	15.2
Service Supplier		8.7	Hos	pital Pro	ducts/Ed	quip.	7.0
Other		9.0 Dental Products/Equip				ip	4.5
			Mar	naged Ca		9.6	
Age	High	67	7	Low	23	Avg.	43.
Sex	Male	52.0)	Female	48.0		
Years in industry	High	40.0	0	Low	0.3	Avg.	15.2
Years in position	High	32.0	0	Low	0.3	Avg.	4.3
Salary (\$000s/yr)	High	850.0	0	Low	22.0	Avg.	146.4
Commission received?	Yes	7.6	6	No	92.4		
Amount (\$000s/yr)	High	150.0	C	Low	5.0	Avg.	60.3
Bonus received?	Yes	71.	1	No	28.9		
Amount (\$000s/yr)	High	600.0	О	Low	10.0	Avg.	165.
Perceived pay							
vs. peers (%)	More	11.4	4	Less	41.6	Same	47.0
Employer's gross	<\$5M			13.0	\$50-\$	100M	11.0
US revenue (%)	\$5-\$20	MC		22.3	>1001	M	41.2
	\$20-\$5	50M		12.5			
Position satisfying? (%)	Thorou	ıghly		33.3	Gener	ally	57.3
	OK So	metimes	6	7.4	No		2.0
Advancement	Index	3.0 (4=	Exc.	. 3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		0.0	Good		100.0
	Fair			0.0	Poor		0.0
How current job	Promo	ted		42.1	Exec S	Search	11.7
was acquired (%)	Hired b	y Comp	any	15.9	Own Ir	nitiative	25.9
Benefits received (%)		g Bonus		18.5	Retire	ment	50.7
	Car			11.6	Medic	al	80.8
	Dental			74.5	Stock		42.
Factors important	Salary			2.5	Enviro	n./Cultur	
to job (avg ranking,	Benefit	ts		4.1	Loyalt	y to Staff	4.6
1 = most important)	Advano	cement		4.3		n./Soc. F	
	Trainin	g		6.5	Job Se	ecurity	4.0
Employer rating	Salary			2.1	Enviro	n./Cultur	e 2.0
(avg rating, 1 = best)	Benefit			2.2		y to Staff	
- - ,		cement		2.3	-	n./Soc. F	
	Trainin			2.6		ecurity	2.
Plan to seek a new	Yes			24.5	No		48.2
job this year? (%)	-			-	-		
New job motivation (%)	Salarv	/Benefit	S	27.2	Advan	cement	17.6
,		nt Part				a Change	
		t of Indu			Job Se	_	4.0

Environ./Culture 17.6 Other

Job Ads Post Resume

RecruitmentAgency 2.3 Existing Contacts 1.7

4.0

3.4 Contact Companies 3.6

Method for seeking

1=most likely)

new job (avg ranking,

12.8

FAIR ADV. PROS	PECT	S	\$	3135,7	700	▲3	3.4 %
Number of respondent	S						298
Employer	Per	cent	Marl	ket Sect	or	F	ercent
Manufacturer		37.9	Rx P	harmace	euticals		65.8
Agency		27.5	OTC	Pharma	ceuticals	5	15.1
Media/Publisher - HCP		3.7	Biote	echnolog	Sy		20.8
Media/Publisher - Consum	ner	2.0	Medi	ical Devi	ces/Equ	ip	24.2
Media/Publisher - HCP & 0	Consmr.	2.7	Diag	nostic D	evice/Ed	quip	10.1
Service Supplier		9.7	Hosp	oital Prod	ducts/Ec	luip.	9.1
Other		16.4	Dent	al Produ	icts/Equi	ip	1.0
			Mana	aged Ca	re		9.4
Age	High	76	5 1	_OW	23	Avg.	45.9
Sex	Male	48.0		emale	52.0	Avg.	45.5
Years in industry	High	54.0		_OW	0.5	Avg.	16.7
Years in position	High	35.0		_OW	0.5	Avg.	5.2
Salary (\$000s/yr)	High	600.0		_OW	20.0	Avg.	135.7
Commission received?	Yes	11.1		No.	88.9	/wg.	155.7
Amount (\$000s/yr)	High	250.0		_OW	2.4	Avg.	44.9
Bonus received?	Yes	64.4		No.	35.6	76.	
Amount (\$000s/yr)	High	275.0		_OW	15.0	Avg.	78.6
Perceived pay							
vs. peers (%)	More	10.1	l L	ess	48.5	Same	41.4
Employer's gross	<\$5M			12.5	\$50-\$	100M	10.9
US revenue (%)	\$5-\$20	M		18.3	>1001	VI	38.6
	\$20-\$5	50M		19.7			
Position satisfying? (%)	Thorou	ghly		16.2	Genera	ally	63.2
	OK Sor	netimes	;	15.9	No		4.7
Advancement	Index	2.0 (4=	Exc.	3=Good	12=Fair	1=Poor)	
prospects (%)	Excelle	nt		0.0	Good		0.0
	Fair		1	100.0	Poor		0.0
How current job	Promot	ted		33.9	Exec S	Search	16.1
was acquired (%)	Hired b	y Comp	any	14.4	Own Ir	itiative	30.5
Benefits received (%)	Signing	Bonus		11.6	Retirer	ment	53.6
	Car			8.4	Medica	al	85.2
	Dental			78.8	Stock		37.6
Factors important	Salary			2.5		n./Culture	3.3
to job (avg ranking,	Benefit			3.9		y to Staff	4.7
1 = most important)	Advanc			4.6	Environ./Soc. I		
	Training	g		6.4	Job Se		3.8
Employer rating	Salary			2.2		n./Culture	2.4
(avg rating, 1 = best)	Benefit			2.4		y to Staff	2.6
	Advancement			3.0		n./Soc. Re	
	Training	g		3.0	Job Se	ecurity	2.5
Plan to seek a new	Yes			46.8	No		22.2
job this year? (%)	Calany	/Donofit		26.1	Advan	nomont	22.0
New job motivation (%)		Benefits nt Part o		26.1		cement a Change	23.9 6.8
		t of Indu		6.3	Job Se	_	4.0
		ı or ırıdu ı./Cultur	-	20.5	Other	curity	9.7
Method for seeking		mentAg		2.2		g Contact	
new job (avg ranking,	Job Ad	_	опоу	3.0		ct Compan	
1=most likely)	Post Re			4.0	Jonia	ot Gorripan	0.7
=-illost linely/	1 031 111	Juille		7.0			

POOR ADV. PRO	TS	\$ \$133,200					
Number of respondent	ts					205	
Employer	Per	cent	Market Se	ctor	F	Percen	
Manufacturer		37.6	Rx Pharma	ceuticals		58.5	
Agency	2	23.9	OTC Pharn	naceutica	ls	10.7	
Media/Publisher - HCP		5.4	Biotechnol	ogy		19.5	
Media/Publisher - Consur	ner	1.0	Medical De	evices/Eq	uip	28.3	
Media/Publisher - HCP &	Consmr.	2.4	Diagnostic	Device/E	quip	8.8	
Service Supplier		11.2	Hospital Pi	roducts/E	quip.	11.7	
Other		18.5	Dental Pro	ducts/Eq	uip	3.4	
			Managed (Care		6.3	
Age	High	75	Low	27	Avg.	48.5	
Sex	Male	51.7	' Female	48.3			
Years in industry	High	50.0) Low	2.0	Avg.	18.5	
Years in position	High	35.0) Low	1.0	Avg.	7.4	
Salary (\$000s/yr)	High	750.0) Low	26.0	Avg.	133.2	
Commission received?	Yes	9.8	B No	90.2			
Amount (\$000s/yr)	High	175.0) Low	5.0	Avg.	56.9	
Bonus received?	Yes	54.2	2 No	45.9			
Amount (\$000s/yr)	High	120.0) Low	17.5	Avg.	49.5	
Perceived pay							
vs. peers (%)	More	8.3	B Less	63.4	Same	28.3	
Employer's gross	<\$5M		20.4	\$50-9	\$100M	8.0	
US revenue (%)	\$5-\$20		30.4	>100	M	32.3	
	\$20-\$5		9.0				
Position satisfying? (%)	Thorou		9.3		rally	45.9	
		netimes		No		17.6	
Advancement			Exc. 3=Go				
prospects (%)	Excelle	nt	0.0	Good		0.0	
	Fair		0.0			100.0	
How current job	Promot		30.1		Search	9.4	
was acquired (%)		y Comp			Initiative	32.5	
Benefits received (%)	Signing	Bonus	8.4		ement	48.1	
	Car			9.1 Medical		81.2	
	Dental		70.1	Stock	-	32.5	
Factors important	Salary		2.5		on./Culture		
to job (avg ranking,	Benefit		3.9		ty to Staff	4.6	
1 = most important)	Advanc		4.8		on./Soc. Re		
	Training	3	6.0		Security	3.9	
Employer rating	Salary		2.5		on./Culture		
(avg rating, 1 = best)	Benefit		2.7	,	ty to Staff	2.9	
	Advanc		3.6		on./Soc. Re		
Diam to sook a naw	Training	3	3.1		Security	2.8	
Plan to seek a new job this year? (%)	Yes		62.0	No		16.6	
New job motivation (%)	Salary/	Benefits	26.8	Advai	ncement	17.6	
, , , , , , , , , , , , , , , , , , , ,		nt Part o			a Change	4.9	
		of Indu			Security	9.9	
		./Cultur	•	Other	•	6.3	
Method for seeking		mentAge			ng Contact		
new job (avg ranking,	Job Ad	_	2.9		act Compar		
1=most likely)	Post Re	esume	3.8				



Job Seekers

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

DATA SETS

- Seek a New Job in the Next 12 Months, page 66
- Not Seeking a New Job, page 66
- Moving for a Better Salary, page 67
- Moving for a Different Area, page 67
- Moving for a Different Industry, page 68
- Moving for a Better Culture/Environment, page 68
- Moving for Advancement Prospects, page 69
- Better Job Security, page 69
- Need a Change, page 70



SEEK NEW JOB IN NEXT 12 MOS. \$139,100 ▲7.3%

Number of respondent	S						378
Employer	Pe	rcent	Mark	cet Sect	tor		Percent
Manufacturer		38.4	Rx P	harmac	euticals		65.9
Agency		29.1	OTC	Pharma	ceuticals	5	13.2
Media/Publisher - HCP		4.0	Biote	echnolog		23.5	
Media/Publisher - Consum	ner	1.9	Medi	cal Devi	ip	26.2	
Media/Publisher - HCP &	Consmr.	3.4	Diag	nostic D	quip	10.6	
Service Supplier		8.5	Hosp	ital Pro	ducts/Ed	μip.	8.2
Other		14.8	Dent	al Produ	ıcts/Equ	ip	3.2
			Mana	aged Ca	re		9.0
Age	High	69) L	.OW	22	Avg.	44.9
Sex	Male	52.4	l F	emale	47.6		
Years in industry	High	42.0) L	.OW	1.0	Avg.	15.8
Years in position	High	35.0) L	.OW	0.3	Avg.	4.8
Salary (\$000s/yr)	High	1200.0) L	.OW	26.0	Avg.	139.1
Commission received?	Yes	9.5	5 1	Ю	90.5		
Amount (\$000s/yr)	High	250.0) L	.OW	2.5	Avg.	46.8
Bonus received?	Yes	61.4	I 1	No.	38.6		
Amount (\$000s/yr)	High	250.0) L	.OW	20.0	Avg.	82.3
Perceived pay							
vs. peers (%)	More	10.9) L	.ess	54.0	Same	35.1
Employer's gross	<\$5M			12.9	\$50-\$	100M	10.2
US revenue (%)	\$5-\$2	OM		24.5	>1001	M	40.1
	\$20-\$	50M		12.4			
Position satisfying? (%)	Thorou	ughly		11.7	Gener	ally	51.1
	OK So	metimes		22.9	No		14.4
Advancement	Index	2.0 (4=	Exc.	3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		6.1	Good		23.1
	Fair			37.0	Poor		33.8
How current job	Promo	ted		37.1	Exec S	Search	15.1
was acquired (%)	Hired I	by Comp	any	16.2	Own Ir	nitiative	27.3
Benefits received (%)	Signin	g Bonus		15.9	Retire	nent	49.7
	Car			8.5	Medic	al	87.2
	Dental			80.1	Stock		39.5
Factors important	Salary			2.5	Enviro	n./Cultur	e 3.2
to job (avg ranking,	Benefi	ts		4.2	Loyalt	y to Staff	4.7
1 = most important)	Advan	cement		4.2	Enviro	n./Soc. F	Resp.6.8
	Trainin	ıg		6.2	Job Se	ecurity	4.1
Employer rating	Salary			2.4	Enviro	n./Cultur	e 2.6
(avg rating, 1 = best)	Benefi	ts		2.5	Loyalt	y to Staff	2.8
	Advan	cement		3.1	Enviro	n./Soc. F	Resp. 2.5
	Trainin	ıg		3.1	Job Se	ecurity	2.6
Plan to seek a new	Yes		1	0.00	No		0.0
job this year? (%)							
New job motivation (%)	Salary	/Benefits	S	26.3	Advan	cement	19.2
	Differe	ent Part o	of Ind	5.6	Need	a Change	6.9
	Get ou	ıt of Indu	stry	5.3	Job Se	ecurity	6.1
	Enviro	n./Cultur	e	21.3	Other		9.3
Method for seeking	Recrui	tmentAg	ency	2.4	Existir	g Contac	ts 2.0
new job (avg ranking,	Job Ad	ds		3.0	Conta	ct Compa	anies 3.6
1=most likely)	Post R	Resume		3.9			

NOT SEEKING A NEW JOB \$156.100 ▲9.5%

				7	-,		
Number of respondent	s						361
Employer	Per	rcent	Mar	ket Sec	tor		Percent
Manufacturer		39.3	Rx F	harmac	euticals		64.5
Agency		30.8	OTC	: Pharma	aceuticals	5	19.9
Media/Publisher - HCP		3.9	Biot	echnolo	gy		26.9
Media/Publisher - Consun	ner	0.3	Med	lical Dev	ices/Equ	ip	27.2
Media/Publisher - HCP &	Consmr.	2.8	Diag	gnostic [Device/Ed	quip	14.1
Service Supplier		8.6	Hos	pital Pro	ducts/Ed	quip.	9.4
Other		14.4	Den	tal Prodi	ucts/Equ	ip	4.2
			Man	aged Ca	are		8.3
Age	High	7	6	Low	13	Avg.	46.0
Sex	Male	55.	7	Female	44.3		
Years in industry	High	54.	.0	Low	0.3	Avg.	18.0
Years in position	High	35.	.0	Low	0.3	Avg.	5.7
Salary (\$000s/yr)	High	1280.	.0	Low	20.0	Avg.	156.1
Commission received?	Yes	8.	.0	No	92.0		
Amount (\$000s/yr)	High	175.	0	Low	5.0	Avg.	56.4
Bonus received?	Yes	68.	7	No	31.3		
Amount (\$000s/yr)	High	600.	.0	Low	10.0	Avg.	165.5
Perceived pay							
vs. peers (%)	More	14.	9	Less	34.1	Same	51.0
Employer's gross	<\$5M			19.8	\$50-\$	100M	9.1
US revenue (%)	\$5-\$20	MC		19.6	>1001	M	36.5
	\$20-\$5	50M		15.0			
Position satisfying? (%)	Thorou	ıghly		46.5	Gener	ally	50.1
	OK So	metime	S	2.8	No		0.6
Advancement	Index	2.9 (4	=Exc.	3=G00	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		24.3	Good		47.8
	Fair			18.4	Poor		9.5
How current job	Promo	ted		33.4	Exec S	Search	10.3
was acquired (%)	Hired b	y Com	pany	19.8	Own Ir	nitiative	29.0
Benefits received (%)	Signing	g Bonus	6	12.5	Retire	ment	55.3
	Car			15.1	Medic	al	81.6
	Dental			73.7	Stock		40.8
Factors important	Salary			2.6	Enviro	n./Cultur	e 3.0
to job (avg ranking,	Benefit	ts		4.1	-	y to Staf	
1 = most important)	Advand	cement		4.8		•	Resp.6.9
	Trainin	g		6.4	Job Se	ecurity	3.7
Employer rating	Salary			2.0	Enviro	n./Cultur	e 1.9
(avg rating, 1 = best)	Benefit	ts		2.0	Loyalt	y to Staf	2.0
	Advand	cement		2.2	Enviro	n./Soc. I	Resp.2.1
	Trainin	g		2.5	Job Se	ecurity	2.0
Plan to seek a new	Yes			0.0	No		100.0
job this year? (%)							
New job motivation (%)		/Benefi		25.0		cement	16.7
		nt Part				a Change	
		t of Ind	-	0.0		ecurity	8.3
		1./Cultu		8.3	Other		41.7
Method for seeking		tmentA	gency			ig Contac	
new job (avg ranking,	Job Ad			3.4	Conta	ct Compa	anies 3.7
1=most likely)	Post R	esume		4.0			

MOVING FOR A BETTER SALARY \$117,300 ▲20.1%

Number of respondent	s					133
Employer	Pe	rcent	Market 9	Sector		Percent
Manufacturer		26.3	Rx Pharr	naceuticals		64.7
Agency		37.6	OTC Pha	rmaceutica	ls	21.8
Media/Publisher - HCP		2.3	Biotechn	ology		24.8
Media/Publisher - Consum	ner	1.5	Medical	Devices/Eq	uip	33.1
Media/Publisher - HCP & 0	Consmr.	3.0	Diagnost	tic Device/E	quip	10.5
Service Supplier		15.0	Hospital	Products/E	quip.	12.8
Other		14.3	Dental P	roducts/Eq	uip	4.5
			Manageo	d Care		12.0
Age	High	67	Low	23	Avg.	41.8
Sex	Male	59.4	Fema	ale 40.6		
Years in industry	High	40.0	Low	1.0	Avg.	12.7
Years in position	High	30.0	Low	0.3	Avg.	4.5
Salary (\$000s/yr)	High	1200.0	Low	29.0	Avg.	117.3
Commission received?	Yes	11.3	No	88.7		
Amount (\$000s/yr)	High	100.0	Low	2.4	Avg.	26.3
Bonus received?	Yes	51.9	No	48.1		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay						
vs. peers (%)	More	2.3	Less	86.4	Same	11.4
Employer's gross	<\$5M		21	.4 \$50-9	\$100M	10.7
US revenue (%)	\$5-\$2	OM	22.	.1 >100	M	30.5
	\$20-\$	50M	15.	.3		
Position satisfying? (%)	Thoro	ughly	16	.5 Gene	rally	55.6
	OK So	metimes	19	.6 No		8.3
Advancement	Index	2.2 (4=	Exc. 3=0	Good 2=Fair	r 1=Poor)	
prospects (%)	Excell	ent	9.	.9 Good		26.0
	Fair		35.	1 Poor		29.0
How current job	Promo	oted	34.	9 Exec	Search	6.8
was acquired (%)	Hired	by Comp	any 18	9 Own	Initiative	34.1
Benefits received (%)	Signin	g Bonus	13.	.3 Retire	ement	53.1
	Car		8.	.2 Medic	cal	89.8
	Denta	l	79.	.6 Stock	(34.7
Factors important	Salary	•	1.	9 Enviro	on./Culture	3.8
to job (avg ranking,	Benefi	ts	4.	1 Loyal	ty to Staff	4.7
1 = most important)	Advan	cement	4.	1 Enviro	on./Soc. R	esp.6.8
	Trainir	ıg	6.	4 Job S	Security	4.1
Employer rating	Salary	,	2.	6 Enviro	on./Culture	2.4
(avg rating, 1 = best)	Benefi	ts	2.	.9 Loyal	ty to Staff	2.6
	Advan	cement	2.	9 Enviro	on./Soc. R	esp.2.5
	Trainir	ıg	3.	.0 Job S	Security	2.4
Plan to seek a new	Yes		75.	.0 No		2.3
job this year? (%)						
New job motivation (%)	Salary	/Benefits	100	0 Adva	ncement	0.0
	Differe	ent Part o	of Ind 0	.0 Need	a Change	0.0
	Get ou	ut of Indu	stry 0	.0 Job S	Security	0.0
	Enviro	n./Cultur	e 0.	.0 Other		0.0
Method for seeking	Recrui	itmentAg	ency 2	.3 Existi	ng Contac	ts 2.2
new job (avg ranking,	Job Ad				act Compa	
1=most likely)	Post F	Resume	3.	.6		

MOVING FOR DIFFERENT AREA \$147,900 ▲4.4%

Number of respondent	s					28
Employer	Pe	rcent	Market	Sector		Percent
Manufacturer		21.4	Rx Phar	maceuticals	;	82.1
Agency		46.4	OTC Ph	armaceutica	als	17.9
Media/Publisher - HCP		10.7	Biotech	nology		21.4
Media/Publisher - Consun	ner	7.1	Medical	Devices/Ed	quip	35.7
Media/Publisher - HCP &	Consmr.	0.0	Diagnos	stic Device/I	Equip	14.3
Service Supplier		7.1	Hospita	l Products/E	Equip.	7.1
Other		7.1	Dental F	Products/Eq	Juip	0.0
			Manage	ed Care		10.7
Age	High	63	3 Low	25	Avg.	41.0
Sex	Male	42.9	9 Fem	nale 57.1		
Years in industry	High	40.0) Low	2.0	Avg.	15.3
Years in position	High	7.0) Low	1.0	Avg.	3.2
Salary (\$000s/yr)	High	268.0) Low	53.3	Avg.	147.9
Commission received?	Yes	14.3	3 No	85.7		
Amount (\$000s/yr)	High	100.0) Low	5.0	Avg.	46.3
Bonus received?	Yes	50.0	O No	50.0		
Amount (\$000s/yr)	High	600.0) Low	10.0	Avg.	165.5
Perceived pay						
vs. peers (%)	More	14.3	3 Les	s 46.4	Same	39.3
Employer's gross	<\$5M		3	3.6 \$50-	\$100M	10.7
US revenue (%)	\$5-\$20	MC	35	5.7 >10	MC	35.7
	\$20-\$	50M	14	1.3		
Position satisfying? (%)	Thorou	ıghly	14	1.3 Gene	erally	50.0
	OK So	metimes	3 28	3.6 No		7.1
Advancement	Index	2.3 (4=	Exc. 3=	Good 2=Fai	ir 1=Poor)	
prospects (%)	Excelle	ent	14	1.3 Good	t	35.7
	Fair		17	7.9 Poor		32.1
How current job	Promo	ted	35	5.7 Exec	Search	17.9
was acquired (%)	Hired I	oy Comp	any 10).7 Own	Initiative	35.7
Benefits received (%)	Signin	g Bonus	S	9.5 Retir	ement	42.9
	Car		ç	9.5 Medi	cal	90.5
	Dental		81	.0 Stoc	k	28.6
Factors important	Salary		2	2.1 Envir	on./Cultur	e 3.7
to job (avg ranking,	Benefi	ts	4	1.0 Loya	Ity to Staf	f 4.3
1 = most important)	Advan	cement	4	l.5 Envir	on./Soc. I	Resp.6.9
	Trainin	g	6	5.1 Job :	Security	4.4
Employer rating	Salary	-	2	2.3 Envir	on./Cultur	e 2.4
(avg rating, 1 = best)	Benefi	ts	2	2.3 Loya	Ity to Staf	f 2.5
	Advan	cement	2	2.6 Envir	on./Soc. I	Resp.2.6
	Trainin	g	3	3.0 Job :	Security	2.3
Plan to seek a new	Yes		75	5.0 No		0.0
job this year? (%)						_
New job motivation (%)	Salary	/Benefit	s C	0.0 Adva	ncement	0.0
	Differe	nt Part	of Ind100	0.0 Need	d a Change	e 0.0
	Get ou	t of Indu	ıstry C).0 Job :	Security	0.0
	Enviro	n./Cultu	re C	0.0 Othe	r	0.0
Method for seeking	Recrui	tmentAg	ency 2	2.4 Exist	ing Conta	cts 2.0
new job (avg ranking,	Job Ac	ls	2	2.9 Cont	act Comp	anies 3.5
1=most likely)	Post R	esume	4	1.3		

MOVING FOR DIFF. INDUSTRY \$107,100 ▼22.7%



Number of respondent	s						25
Employer	Per	rcent	Mai	rket Sect	or		Percen
Manufacturer		8.0	Rx I	Pharmace	euticals		72.0
Agency		76.0	OTO	C Pharma	ceuticals	5	8.0
Media/Publisher - HCP		4.0	Biot	technolog	gy		16.0
Media/Publisher - Consun	ner	4.0	Med	dical Devi	ces/Equ	ip	24.0
Media/Publisher - HCP &	Consmr.	4.0	Dia	gnostic D	evice/E	quip	20.0
Service Supplier		0.0	Hos	spital Pro	ducts/Ed	ιμip.	0.0
Other		4.0	Der	ntal Produ	icts/Equ	ip	4.0
			Mar	naged Ca	re		8.0
Age	High	5	9	Low	25	Avg.	38.4
Sex	Male	20.	0	Female	80.0		
Years in industry	High	32.	0	Low	1.0	Avg.	10.3
Years in position	High	15.	0	Low	1.0	Avg.	4.3
Salary (\$000s/yr)	High	260.	0	Low	48.5	Avg.	107.1
Commission received?	Yes	8.	0	No	92.0		
Amount (\$000s/yr)	High	162.	5	Low	10.0	Avg.	86.3
Bonus received?	Yes	40.	0	No	60.0		
Amount (\$000s/yr)	High	275.	0	Low	15.0	Avg.	78.6
Perceived pay							
vs. peers (%)	More	12.	0	Less	44.0	Same	44.0
Employer's gross	<\$5M			4.2	\$50-\$	100M	8.3
US revenue (%)	\$5-\$20	MC		54.2	>1001	M	12.5
	\$20-\$5	50M		20.8			
Position satisfying? (%)	Thorou	ıghly		0.0	Gener	ally	25.0
	OK Sor	metime	S	45.8	No		29.2
Advancement	Index	2.1 (4	=Exc	. 3=Good	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		12.5	Good		12.5
	Fair			45.8	Poor		29.2
How current job	Promo	ted		32.0	Exec S	Search	16.0
was acquired (%)	Hired b	y Com	pany	28.0	Own Ir	nitiative	24.0
Benefits received (%)		g Bonus		0.0	Retire	ment	64.7
	Car			0.0	Medic	al	88.2
	Dental			82.4	Stock		5.9
Factors important	Salary			2.4	Enviro	n./Cultur	e 3.1
to job (avg ranking,	Benefit	ts		3.7	Loyalt	y to Staff	4.3
1 = most important)	Advano	cement		5.4	Enviro	n./Soc. F	Resp. 6.8
	Trainin	g		5.7	Job Se	ecurity	4.6
Employer rating	Salary			2.4	Enviro	n./Cultur	e 2.6
(avg rating, 1 = best)	Benefit	ts		2.4	Loyalt	y to Staff	2.6
	Advano	cement		2.7	Enviro	n./Soc. F	Resp.3.0
	Trainin	g		3.0	Job Se	-	2.5
Plan to seek a new	Yes			80.0	No		0.0
job this year? (%)							
New job motivation (%)	Salary	/Benefi	ts	0.0	Advan	cement	0.0
,		nt Part				a Change	
		t of Ind				ecurity	0.0
		1./Cultu	-	0.0	Other		0.0
Method for seeking		tmentA				g Contac	
new job (avg ranking,	Job Ad		50110)	2.8		ct Compa	
1=most likely)	Post R			3.8	Ounta	or compa	
==iiioat iikeiyj	1 031 1	Courtie		5.0			

MOVING FOR CULTURE/ENVIR. \$153,700 ▲5.9%

Number of respondent	s						93
Employer	Per	cent	Marl	ket Sec	tor		Percent
Manufacturer		46.2	Rx P	harmac	euticals		59.1
Agency		18.3	OTC	Pharma	aceuticals	6	15.1
Media/Publisher - HCP		10.8	Biote	echnolo	gy		19.4
Media/Publisher - Consun	ner	0.0	Medi	cal Dev	/ices/Equ	ip	31.2
Media/Publisher - HCP &	Consmr.	2.2	Diag	nostic [Device/Ed	quip	11.8
Service Supplier		8.6	Hosp	oital Pro	ducts/Ed	quip.	3.2
Other		14.0	Dent	al Prod	ucts/Equ	ip	5.4
			Mana	aged Ca	are		8.6
Age	High	69) L	.OW	29	Avg.	47.2
Sex	Male	48.4	l F	emale	51.6		
Years in industry	High	42.0) L	.OW	2.0	Avg.	17.7
Years in position	High	20.0) <u>L</u>	_OW	1.0	Avg.	5.4
Salary (\$000s/yr)	High	700.0) L	.OW	26.0	Avg.	153.7
Commission received?	Yes	9.7	7	No	90.3	<u> </u>	
Amount (\$000s/yr)	High	120.0) <u>L</u>	.OW	3.0	Avg.	50.1
Bonus received?	Yes	67.7	7 1	No	32.3		
Amount (\$000s/yr)	High	120.0) L	_OW	17.5	Avg.	49.5
Perceived pay							
vs. peers (%)	More	12.9) L	ess	37.6	Same	49.5
Employer's gross	<\$5M			8.9	\$50-\$	100M	8.9
US revenue (%)	\$5-\$20			22.2	>1001	M	47.8
	\$20-\$5	50M		12.2			
Position satisfying? (%)	Thorou	ighly		8.6	Gener	ally	40.9
		metimes		29.0	No		21.5
Advancement	Index	1.9 (4=	Exc.	3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Excelle	ent		2.2	Good		23.7
	Fair			38.7	Poor		35.5
How current job	Promo	ted		43.0		Search	16.1
was acquired (%)		y Comp	any	16.1		nitiative	19.4
Benefits received (%)	Signing	g Bonus		18.7	Retire		48.0
	Car			14.7	Medic	al	81.3
	Dental			76.0	Stock		37.3
Factors important	Salary			3.1		n./Culture	
to job (avg ranking,	Benefit			4.5		y to Staff	4.3
1 = most important)		cement		4.8		n./Soc. R	
	Trainin	g		6.2	Job Se		4.2
Employer rating	Salary			2.3		n./Culture	
(avg rating, 1 = best)	Benefit			2.4		y to Staff	3.2
		cement		3.3		n./Soc. R	
Diameter at 1	Training	g		3.2		ecurity	2.9
Plan to seek a new	Yes			86.0	No		1.1
job this year? (%)	Calan	/D = = : C1		0.0	Λ.Ι	1	
New job motivation (%)		Benefits		0.0		cement	0.0
		nt Part o		0.0		a Change	0.0
		t of Indu	-	0.0		ecurity	0.0
Marka de Carro		n./Cultur		100.0	Other	- O1-	0.0
Method for seeking		tmentAg	ency	2.2		g Contac	
new job (avg ranking,	Job Ad			3.2	Conta	ct Compa	nies 3./
1=most likely)	Post R	esume		4.0			

MOVING FOR ADV. PROSPECTS \$140,700 ▲4.7%

Number of respondent	:s						93
Employer	Pei	rcent	Mark	et Sec	tor		Percent
Manufacturer	50.5 Rx F		Rx Ph	armac	72.0		
Agency	21.5 OTC		OTC F	Pharma	8.6		
Media/Publisher - HCP	2.2 Biote			chnolog	33.3		
Media/Publisher - Consun	ner 2.2 Med			al Dev	21.5		
Media/Publisher - HCP &	dia/Publisher - HCP & Consmr. 4.3 Diag			ostic D	quip	11.8	
Service Supplier				tal Pro	quip.	12.9	
Other	11.8 Dent			ital Products/Equip			1.1
		Man			naged Care		
Age	High	60) Lo)W	22	Avg.	44.4
Sex	Male	45.2	. Fe	emale	54.8		
Years in industry	High	36.0) Lo)W	1.0	Avg.	15.7
Years in position	High	22.0) Lo)W	1.0	Avg.	4.8
Salary (\$000s/yr)	High	308.0) Lo)W	40.0	Avg.	140.7
Commission received?	Yes	8.6	S No	0	91.4		
Amount (\$000s/yr)	High	250.0) Lo	W	9.0	Avg.	69.9
Bonus received?	Yes	68.8	B No	0	31.2		
Amount (\$000s/yr)	High	60.0) Lo)W	0.8	Avg.	28.3
Perceived pay							
vs. peers (%)	More	14.1	. Le	ess	46.7	Same	39.1
Employer's gross	<\$5M			6.5	\$50-\$	100M	8.7
US revenue (%)	\$5-\$20M			20.7	>100M		57.6
	\$20-\$5	\$20-\$50M		6.5			
Position satisfying? (%)	Thorou	Thoroughly		12.9	Generally		58.1
		metimes		20.4	No		8.6
Advancement	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)						
prospects (%)	Excelle	Excellent		4.3	Good		23.7
	Fair			45.2	Poor		26.9
How current job	Promo	ted		43.5	Exec S	Search	15.2
was acquired (%)	Hired by Company		anv	15.2	Own Initiative		22.8
Benefits received (%)		g Bonus		10.1	Retire	ment	50.6
	Car		6.3		Medical		89.9
	Dental		82.3	Stock	49.4		
Factors important	Salary			2.6	Enviro	n./Cultur	e 3.6
to job (avg ranking,	Benefits			4.2	Loyalty to Staf		5.0
1 = most important)				2.9		Resp. 7.0	
	Training			6.2	Job Se	4.6	
Employer rating	Salary			2.1		n./Cultur	
(avg rating, 1 = best)	Benefits			2.4	Loyalty to Staf		
(avg rating, 1 - best/	Advancement			3.2	Environ./Soc.		
	Training			3.0	Job Security		2.5
Plan to seek a new	Yes	0		77.4	No		2.2
job this year? (%)	100			, , , , ,	110		۷.۷
New job motivation (%)	Salary	/Benefits	;	0.0	Advan	cement	100.0
11017 JOD IIIOUVAUOII (70)	Different Part of Ind			0.0		a Change	
				0.0	Job Security		0.0
	Get out of Industry Environ./Culture			0.0	Other		
Mothod for cooking				2.3		a Contac	0.0
Method for seeking		RecruitmentAgency				g Contac	
new job (avg ranking,	Job Ad			2.9	Conta	ct Compa	iiiles 3./
1=most likely)	rust K	esume		4.0			

BETTER JOB SECURITY

\$138,800

V5.6%

Number of respondent	S						2
Employer	Percent Mar		ket Sec	tor	F	Percer	
Manufacturer		40.7	Rx F	harmac	euticals		63.
Agency		14.8	OTC	Pharma	ceutical	S	11.
Media/Publisher - HCP		3.7	Biot	echnolog	gy		18.
Media/Publisher - Consumer 0.			Medical Devices/Equip				25.
Media/Publisher - HCP & (7.4	Diagnostic Device/Equip				25.	
Service Supplier	3.7 Hosp		pital Products/Equip.			14	
Other			tal Products/Equip			3	
			Man	aged Ca	ire		11
Age	High	6	1	Low	27	Avg.	48
Sex	Male	63.	0 1	Female	37.0		
lears in industry	High	37.	0 1	Low	3.0	Avg.	19
Years in position	High	20.	0	Low	1.0	Avg.	6
Salary (\$000s/yr)	High	270.	0 1	Low	38.5	Avg.	138
Commission received?	Yes	14.	8	No	85.2		
Amount (\$000s/yr)	High	130.	0 1	Low	15.0	Avg.	75
Bonus received?	Yes	55.	6	No	44.4		
Amount (\$000s/yr)	High	175.	0 1	Low	1.0	Avg.	68
Perceived pay							
s. peers (%)	More	14.	8	Less	37.0	Same	48
Employer's gross	<\$5M			18.5	\$50-\$	100M	11
US revenue (%)	\$5-\$20M			25.9	>100	M	33
	\$20-\$	50M		11.1			
Position satisfying? (%)	Thoroughly			19.2	Gener	ally	50
	OK So	metime	S	23.1	No		7
Advancement	Index	1.7 (4:	=Exc.	3=G000	d 2=Fair	1=Poor)	
prospects (%)	Excellent			3.7	Good		18
	Fair			25.9	Poor		51
low current job	Promo	ted		18.5	Exec :	Search	22
vas acquired (%)	Hired by Company		14.8	Own Initiative		37	
Benefits received (%)	Signing Bonus			19.1	Retire	ment	52
	Car			9.5	Medical		90
	Dental			81.0	Stock		38
actors important	Salary		2.6	Environ./Culture		4	
o job (avg ranking,	Benefits		3.6	Loyalty to Staff		4	
l = most important)	Advancement			5.0	Environ./Soc. Resp. 7		
	Training			6.3	Job S	ecurity	2
imployer rating	Salary		2.6	Environ./Culture		2	
avg rating, 1 = best)	Benefits		2.2	Loyalty to Staff		2	
	Advancement			3.0	Environ./Soc. Resp		esp.2
	Training		3.1	Job S	ecurity	3	
Plan to seek a new	Yes			85.2	No		3
ob this year? (%)							
New job motivation (%)	Salary/Benefits			0.0		cement	0
	Different Part of Ind			0.0	Need	a Change	0
	Get out of Industry			0.0	Job S	ecurity	100.0
	Environ./Culture			0.0	Other		0
Wethod for seeking	Recrui	tmentA	gency	2.1	Existir	ng Contact	s 2
new job (avg ranking,	Job Ads			3.0	Conta	ct Compar	nies 3
L=most likely)	Post R	esume		4.2			

Number of respondent	's						33	
Employer				cet Sect		Percent		
Manufacturer .				harmace		54.6		
Agency			-	Pharma	8	12.1		
Media/Publisher - HCP				echnolog		24.2		
		Medical Devices/Equip				18.2 9.1		
Media/Publisher - HCP &					iagnostic Device/Equip			
Service Supplier		12.1		oital Prod		12.1		
Other				ntal Products/Equip			3.0	
	Man			aged Ca		15.2		
Age	High	69) L	.OW	26	Avg.	47.3	
Sex	Male	51.5	5 F	emale	48.5			
Years in industry	High	40.0) L	.OW	5.0	Avg.	16.6	
Years in position	High	22.0) L	.OW	1.0	Avg.	7.0	
Salary (\$000s/yr)	High	400.0) L	.OW	36.0	Avg.	151.9	
Commission received?	Yes	3.0) [No	97.0	<u> </u>	_	
Amount (\$000s/yr)	High	5.0) <u>L</u>	.OW	5.0	Avg.	5.0	
Bonus received?	Yes	66.7	7 N	No	33.3			
Amount (\$000s/yr)	High	108.0) L	.OW	1.0	Avg.	43.5	
Perceived pay								
vs. peers (%)	More	12.5	5 L	ess	43.8	Same	43.8	
Employer's gross	<\$5M			12.1	\$50-\$	100M	6.1	
US revenue (%)	\$5-\$20M			33.3	>100	M	36.4	
	\$20-\$50M			12.1				
Position satisfying? (%)	Thoroughly			18.2	Gener	ally	57.6	
	OK Sor	OK Sometimes			No		9.1	
Advancement	Index 2.2 (4=Exc.		Exc.	3=Good	l 2=Fair	1=Poor)		
prospects (%)	Excelle	Excellent			Good		39.4	
	Fair			36.4	Poor		21.2	
How current job	Promoted			42.4	Exec Search		12.	
was acquired (%)	Hired by Company		any	9.1	Own Initiative		36.4	
Benefits received (%)	Signing Bonus			13.3	Retire	ment	40.0	
	Car			3.3	Medic	al	66.7	
	Dental			73.3	Stock		36.7	
Factors important	Salary	Salary		2.8	Environ./Cultur		2.7	
to job (avg ranking,	Benefits			4.4	Loyalty to Staf		4.8	
1 = most important)	Advancement			4.4	Enviro	n./Soc. R	esp.6.4	
	Training			6.2	Job Se	ecurity	4.2	
Employer rating	Salary	Salary			Enviro	n./Culture	2.1	
(avg rating, 1 = best)	Benefits			2.3	Loyalty to Staff		2.2	
	Advancement			2.9	Environ./Soc. F		esp.2.3	
	Training			2.7	Job Security		2.1	
Plan to seek a new	Yes			78.8	No		0.0	
job this year? (%)								
New job motivation (%)	Salary/Benefits			0.0	Advan	cement	0.0	
	Different Part of Ind			0.0	Need	a Change	100.0	
	Get out of Industry			y 0.0 Job Secu		ecurity	ty 0.0	
	Environ./Culture			0.0	Other		0.0	
Method for seeking	Recruit	RecruitmentAgency			Existin	s 2.3		
new job (avg ranking,	Job Ad	S		2.5	Conta	ct Compa	nies 3.7	
1=most likely)	Post Re	esume		3.9				