

# PREMIUM EDITION

**2013**  
**CAREER  
& SALARY  
SURVEY**  
**MM&M**  
MEDICAL MARKETING & MEDIA

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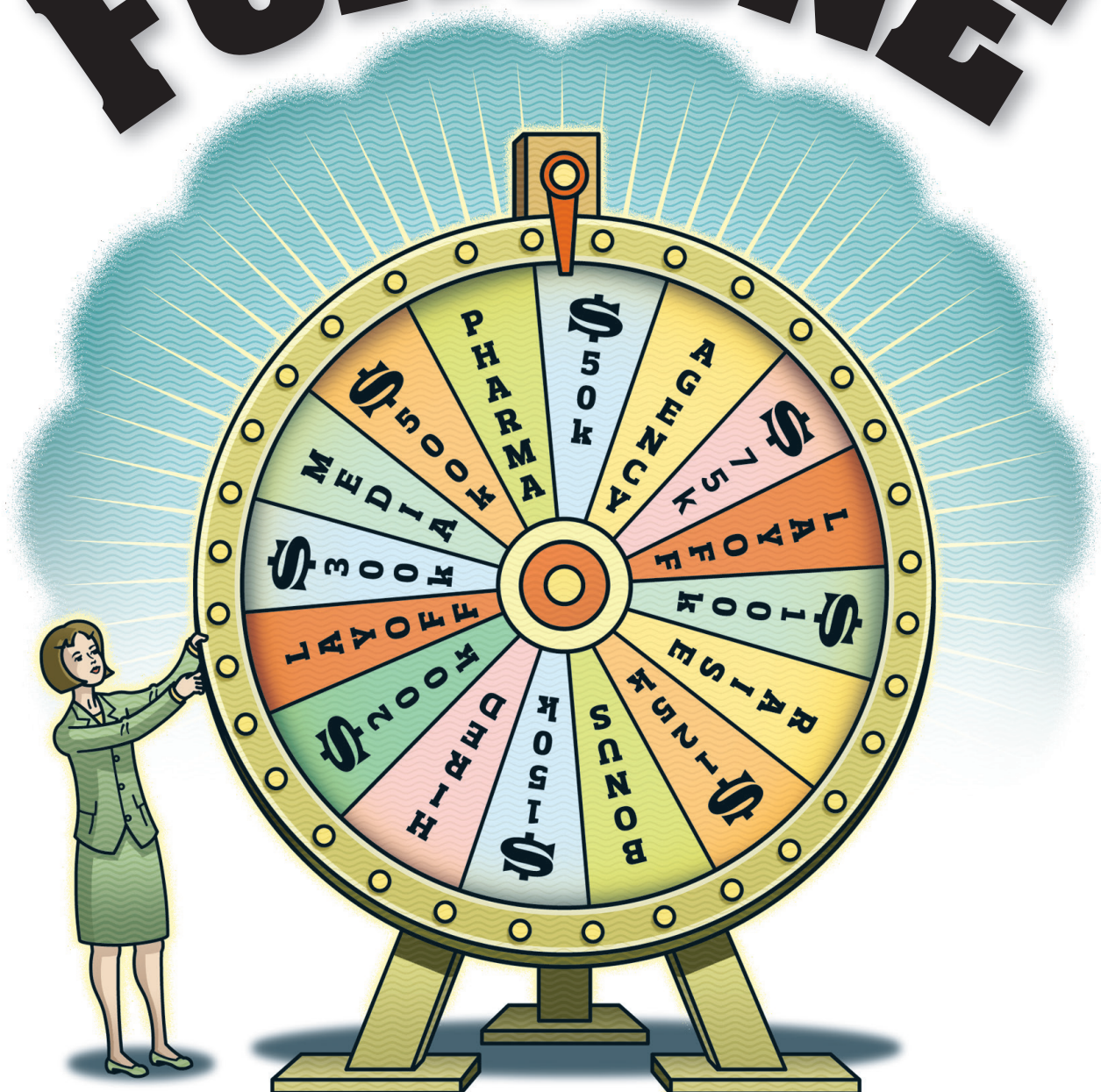
## Overview

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

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# WHEEL OF FORTUNE





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**

**T**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.

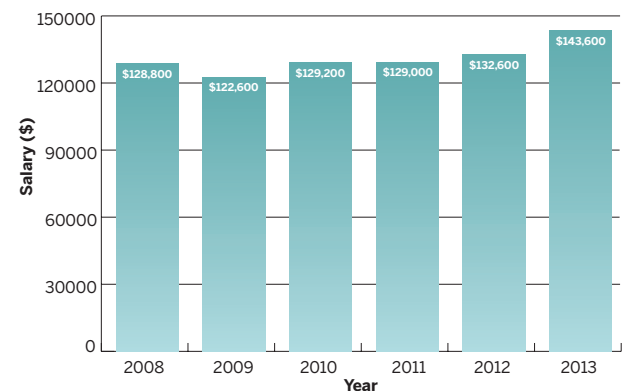
Further to salaries, 65.9% reported they received a bonus (down

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

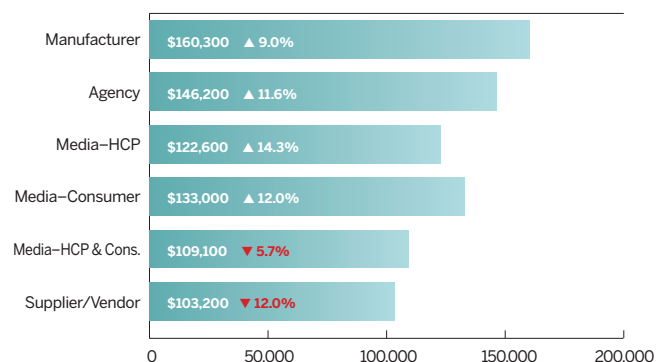
Job satisfaction remains reasonably high. Overall, 25.8% said they were "Thoroughly Satisfied" in their job (down slightly from 28.7%

**Fig. 1: Average salary, 2008-2013**



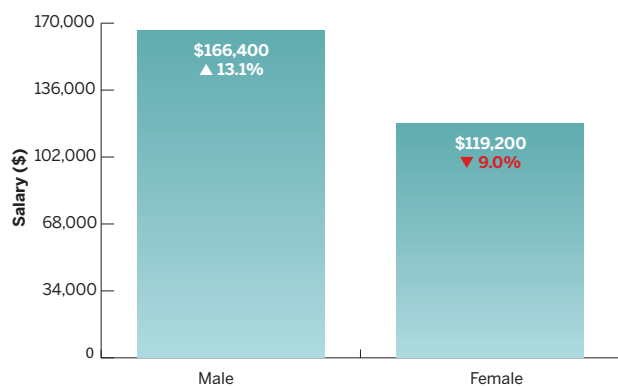
Source: MM&M Career & Salary Survey, 2013

**Fig. 2: Average salary by type of employer**



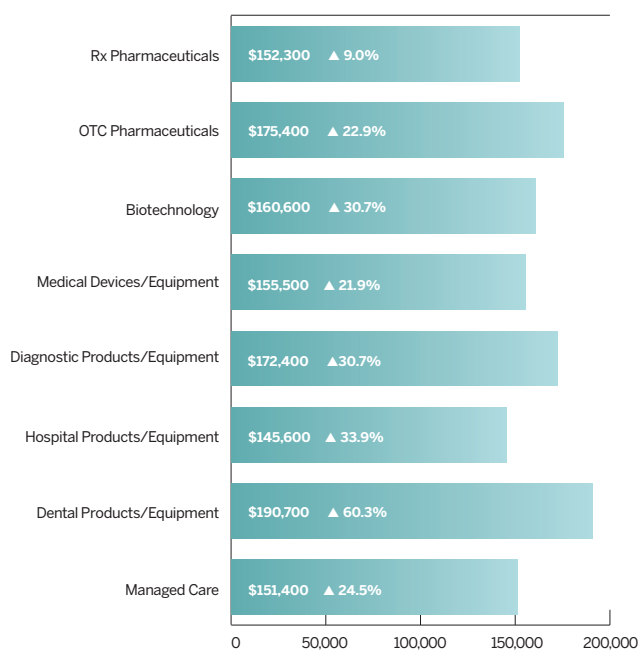
Source: MM&M Career & Salary Survey, 2013

**Fig. 3: Average salary by gender**



Source: MM&M Career & Salary Survey, 2013

**Fig. 4: Average salary by market sector**



Source: MM&M Career & Salary Survey, 2013

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

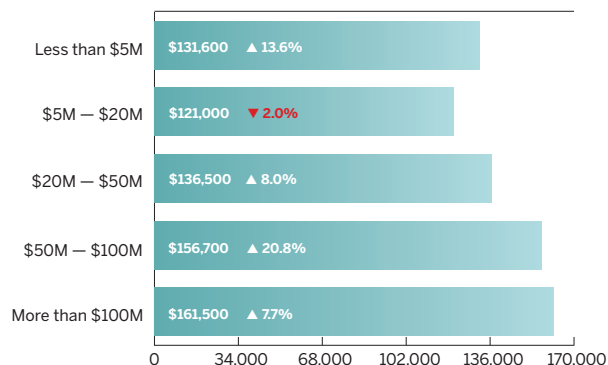
proportion of “Thoroughly Satisfied” employees (34.2%).

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

**Fig. 5: Average salary by company size**



Source: MM&M Career & Salary Survey, 2013

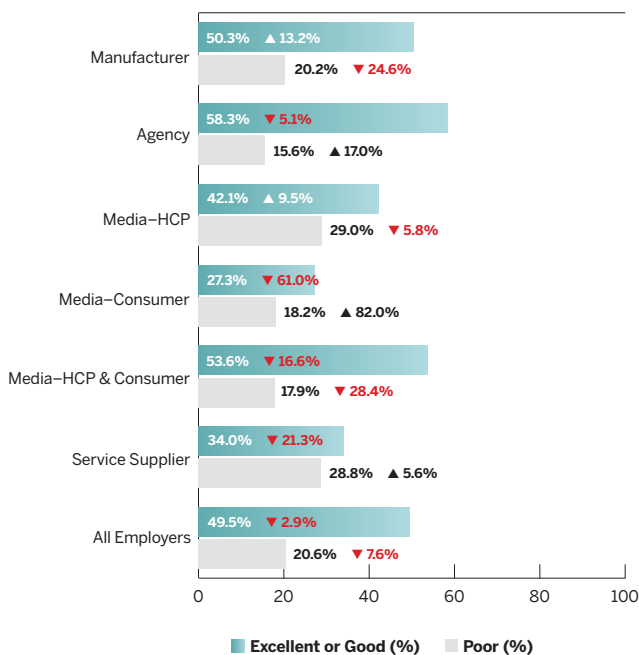
“Excellent” or “Good” – up considerably from 44.4% last year. Far fewer Manufacturer employees said their prospects were “Poor” this year, too (20.2% vs. 26.8% in 2012). Agencies came out on top overall, with 58.3% perceiving their advancement prospects to be “Excellent” or “Good” (vs. 61.4% in 2012)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

**Fig. 6: Advancement prospects by employer**



Source: MM&M Career & Salary Survey, 2013

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

### Eyes on the Prize

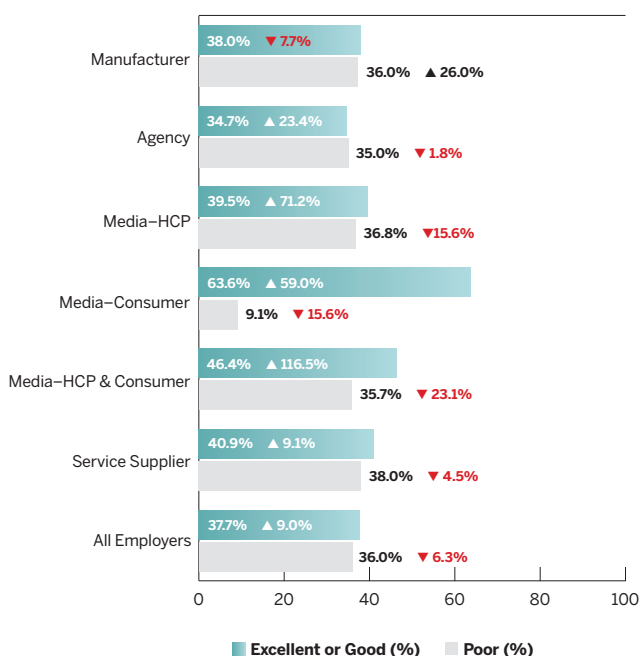
In terms of job migration, we seem to have reached a watershed moment this year: for the first time, more respondents reported that they intended to seek a new position in the next 12 months (37.7% vs. 34.6% in 2012) than said they intended to stay put (36.0% vs. 38.4%).

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

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

On the pages that follow you will find data sets for selected job titles. However, you can access the full complement of job titles, plus hundreds of additional insights and data sets, by downloading the *MM&M Career & Salary Survey Premium Edition* at [mmm-online.com](http://mmm-online.com).

**Fig. 7: Seeking a new job in the next 12 months**



Source: MM&M Career & Salary Survey, 2013

## 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

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- Media/Publishing-HCPs Only, page 10
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- Revenue \$50 million to \$100 million, page 14
- Revenue Over \$100 million, page 14



## SECTION 2 EMPLOYER CHARACTERISTICS

### MANUFACTURER \$160,300 ▲9.0%

Number of respondents						385
Employer	Percent		Market Sector		Percent	
Manufacturer	100.0		Rx Pharmaceuticals		56.1	
Agency	0.0		OTC Pharmaceuticals		10.1	
Media/Publisher - HCP	0.0		Biotechnology		22.3	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		29.6	
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		7.3	
Service Supplier	0.0		Hospital Products/Equip.		6.2	
Other	0.0		Dental Products/Equip		1.6	
			Managed Care		1.3	
Age	High	74	Low	26	Avg.	46.6
Sex	Male	59.2	Female	40.8		
Years in industry	High	50.0	Low	1.0	Avg.	18.6
Years in position	High	35.0	Low	0.5	Avg.	5.0
Salary (\$000s/yr)	High	985.0	Low	20.0	Avg.	160.3
Commission received?	Yes	3.1	No	96.9		
Amount (\$000s/yr)	High	85.0	Low	5.0	Avg.	44.3
Bonus received?	Yes	87.3	No	12.7		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	12.4	Less	42.0	Same	45.7
Employer's gross	<\$5M		10.8	\$50-\$100M		8.7
US revenue (%)	\$5-\$20M		5.5	>100M		66.1
	\$20-\$50M		9.0			
Position satisfying? (%)	Thoroughly		28.8	Generally		56.0
	OK Sometimes		11.5	No		3.7
Advancement prospects (%)	Index	2.4 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		13.4	Good		36.9
	Fair		29.6	Poor		20.2
How current job was acquired (%)	Promoted		48.8	Exec Search		11.8
	Hired by Company		12.6	Own Initiative		23.1
Benefits received (%)	Signing Bonus		20.2	Retirement		52.4
	Car		15.0	Medical		82.6
	Dental		76.7	Stock		61.2
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		3.1
	Benefits		3.9	Loyalty to Staff		4.8
	Advancement		4.2	Environ./Soc. Resp.		6.8
	Training		6.4	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		2.0	Environ./Culture		2.3
	Benefits		2.2	Loyalty to Staff		2.6
	Advancement		2.7	Environ./Soc. Resp.		2.2
	Training		2.8	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		38.0	No		37.2
New job motivation (%)	Salary/Benefits		19.6	Advancement		26.3
	Different Part of Ind		3.4	Need a Change		5.6
	Get out of Industry		1.1	Job Security		6.2
	Environ./Culture		24.0	Other		14.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		1.9
	Job Ads		3.3	Contact Companies		3.6
	Post Resume		4.0			

### AGENCY \$146,200 ▲11.6%

Number of respondents						318
Employer	Percent		Market Sector		Percent	
Manufacturer	0.0		Rx Pharmaceuticals		88.1	
Agency	100.0		OTC Pharmaceuticals		20.4	
Media/Publisher - HCP	0.0		Biotechnology		30.5	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		27.0	
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		15.4	
Service Supplier	0.0		Hospital Products/Equip.		8.2	
Other	0.0		Dental Products/Equip		4.4	
			Managed Care		13.8	
Age	High	67	Low	22	Avg.	41.1
Sex	Male	45.3	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	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-\$100M		11.0
US revenue (%)	\$5-\$20M		39.3	>100M		15.6
	\$20-\$50M		22.1			
Position satisfying? (%)	Thoroughly		18.4	Generally		62.5
	OK Sometimes		13.7	No		5.4
Advancement prospects (%)	Index	2.6 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		16.9	Good		41.4
	Fair		26.1	Poor		15.6
How current job was acquired (%)	Promoted		36.4	Exec Search		13.0
	Hired by Company		19.6	Own Initiative		26.0
Benefits received (%)	Signing Bonus		8.9	Retirement		46.9
	Car		4.9	Medical		80.4
	Dental		71.4	Stock		21.9
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.1
	Benefits		4.3	Loyalty to Staff		4.4
	Advancement		4.3	Environ./Soc. Resp.		7.1
	Training		6.3	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.1
	Benefits		2.4	Loyalty to Staff		2.2
	Advancement		2.5	Environ./Soc. Resp.		2.6
	Training		2.8	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		34.7	No		35.0
New job motivation (%)	Salary/Benefits		34.5	Advancement		13.8
	Different Part of Ind		9.0	Need a Change		6.9
	Get out of Industry		13.1	Job Security		2.8
	Environ./Culture		11.7	Other		8.3
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		1.8
	Job Ads		3.3	Contact Companies		3.6
	Post Resume		4.1			

## SECTION 2 EMPLOYER CHARACTERISTICS

### MEDIA/PUB. - HCPS ONLY \$122,600 ▲14.4%

Number of respondents						38
Employer	Percent		Market Sector		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	0.0		Medical Devices/Equip		42.1	
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		26.3	
Service Supplier	0.0		Hospital Products/Equip.		10.5	
Other	0.0		Dental Products/Equip		2.6	
			Managed Care		13.2	
Age	High	65	Low	27	Avg.	46.7
Sex	Male	36.8	Female	63.2		
Years in industry	High	37.0	Low	3.0	Avg.	17.1
Years in position	High	30.0	Low	1.0	Avg.	7.5
Salary (\$000s/yr)	High	500.0	Low	26.0	Avg.	122.6
Commission received?	Yes	39.5	No	60.5		
Amount (\$000s/yr)	High	162.5	Low	25.0	Avg.	69.5
Bonus received?	Yes	55.3	No	44.7		
Amount (\$000s/yr)	High	275.0	Low	15.0	Avg.	78.6
Perceived pay vs. peers (%)	More	13.2	Less	52.6	Same	34.2
Employer's gross	<\$5M		13.2	\$50-\$100M		7.9
US revenue (%)	\$5-\$20M		29.0	>100M		15.8
	\$20-\$50M		34.2			
Position satisfying? (%)	Thoroughly		34.2	Generally		29.0
	OK Sometimes		26.3	No		10.5
Advancement prospects (%)	Index	2.3 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		15.8	Good		26.3
	Fair		29.0	Poor		29.0
How current job was acquired (%)	Promoted		35.1	Exec Search		13.5
	Hired by Company		16.2	Own Initiative		32.4
Benefits received (%)	Signing Bonus		6.5	Retirement		32.3
	Car		22.6	Medical		87.1
	Dental		67.7	Stock		16.1
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.7
	Benefits		3.6	Loyalty to Staff		4.8
	Advancement		5.2	Environ./Soc. Resp.		6.7
	Training		5.9	Job Security		3.6
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.6
	Benefits		2.3	Loyalty to Staff		2.6
	Advancement		2.6	Environ./Soc. Resp.		2.8
	Training		3.0	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		39.5	No		36.8
New job motivation (%)	Salary/Benefits		15.0	Advancement		10.0
	Different Part of Ind		15.0	Need a Change		0.0
	Get out of Industry		5.0	Job Security		5.0
	Environ./Culture		50.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.1
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		3.7			

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

Number of respondents						11
Employer	Percent		Market Sector		Percent	
Manufacturer	0.0		Rx Pharmaceuticals		81.8	
Agency	0.0		OTC Pharmaceuticals		45.5	
Media/Publisher - HCP	0.0		Biotechnology		36.4	
Media/Publisher - Consumer	100.0		Medical Devices/Equip		36.4	
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		18.2	
Service Supplier	0.0		Hospital Products/Equip.		27.3	
Other	0.0		Dental Products/Equip		9.1	
			Managed Care		27.3	
Age	High	60	Low	36	Avg.	46.3
Sex	Male	45.5	Female	54.6		
Years in industry	High	32.0	Low	3.0	Avg.	15.7
Years in position	High	17.0	Low	1.0	Avg.	7.5
Salary (\$000s/yr)	High	230.0	Low	45.0	Avg.	133.0
Commission received?	Yes	18.2	No	81.8		
Amount (\$000s/yr)	High	100.0	Low	40.0	Avg.	70.0
Bonus received?	Yes	54.6	No	45.5		
Amount (\$000s/yr)	High	120.0	Low	17.5	Avg.	49.5
Perceived pay vs. peers (%)	More	36.4	Less	54.6	Same	9.1
Employer's gross	<\$5M		9.1	\$50-\$100M		9.1
US revenue (%)	\$5-\$20M		27.3	>100M		36.4
	\$20-\$50M		18.2			
Position satisfying? (%)	Thoroughly		10.0	Generally		60.0
	OK Sometimes		30.0	No		0.0
Advancement prospects (%)	Index	2.3 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		18.2	Good		9.1
	Fair		54.6	Poor		18.2
How current job was acquired (%)	Promoted		18.2	Exec Search		27.3
	Hired by Company		9.1	Own Initiative		45.5
Benefits received (%)	Signing Bonus		28.6	Retirement		71.4
	Car		0.0	Medical		57.1
	Dental		57.1	Stock		14.3
Factors important to job (avg ranking, 1 = most important)	Salary		1.5	Environ./Culture		3.6
	Benefits		5.5	Loyalty to Staff		4.5
	Advancement		3.9	Environ./Soc. Resp.		5.7
	Training		6.5	Job Security		4.7
Employer rating (avg rating, 1 = best)	Salary		2.7	Environ./Culture		2.5
	Benefits		2.5	Loyalty to Staff		2.5
	Advancement		3.0	Environ./Soc. Resp.		2.5
	Training		3.5	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		63.6	No		9.1
New job motivation (%)	Salary/Benefits		28.6	Advancement		28.6
	Different Part of Ind		28.6	Need a Change		0.0
	Get out of Industry		14.3	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.9
	Job Ads		2.7	Contact Companies		4.0
	Post Resume		4.0			

## SECTION 2 EMPLOYER CHARACTERISTICS

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

Number of respondents						29
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		72.4		
Agency	0.0	OTC Pharmaceuticals		34.5		
Media/Publisher - HCP	0.0	Biotechnology		24.1		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		24.1		
Media/Publisher - HCP & Consmr.	100.0	Diagnostic Device/Equip		10.3		
Service Supplier	0.0	Hospital Products/Equip.		17.2		
Other	0.0	Dental Products/Equip		10.3		
		Managed Care		10.3		
Age	High	60	Low	25	Avg.	37.5
Sex	Male	58.6	Female	41.4		
Years in industry	High	32.0	Low	2.0	Avg.	11.8
Years in position	High	19.0	Low	1.0	Avg.	4.1
Salary (\$000s/yr)	High	270.0	Low	36.0	Avg.	109.1
Commission received?	Yes	34.5	No	65.5		
Amount (\$000s/yr)	High	250.0	Low	8.5	Avg.	85.0
Bonus received?	Yes	48.3	No	51.7		
Amount (\$000s/yr)	High	60.0	Low	0.8	Avg.	28.3
Perceived pay vs. peers (%)	More	10.7	Less	50.0	Same	39.3
Employer's gross	<\$5M		24.1	\$50-\$100M		13.8
US revenue (%)	\$5-\$20M		27.6	>100M		31.0
	\$20-\$50M		3.5			
Position satisfying? (%)	Thoroughly		21.4	Generally		53.6
	OK Sometimes		17.9	No		7.1
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		14.3	Good		39.3
	Fair		28.6	Poor		17.9
How current job was acquired (%)	Promoted		28.6	Exec Search		14.3
	Hired by Company		21.4	Own Initiative		32.1
Benefits received (%)	Signing Bonus		13.0	Retirement		60.9
	Car		4.4	Medical		82.6
	Dental		73.9	Stock		43.5
Factors important to job (avg ranking, 1 = most important)	Salary		1.9	Environ./Culture		4.3
	Benefits		4.5	Loyalty to Staff		4.6
	Advancement		4.6	Environ./Soc. Resp.		7.1
	Training		6.0	Job Security		3.1
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.3
	Benefits		2.3	Loyalty to Staff		2.3
	Advancement		2.8	Environ./Soc. Resp.		2.5
	Training		2.8	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		46.4	No		35.7
New job motivation (%)	Salary/Benefits		26.7	Advancement		26.7
	Different Part of Ind		0.0	Need a Change		6.7
	Get out of Industry		6.7	Job Security		13.3
	Environ./Culture		13.3	Other		6.7
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.7	Existing Contacts		2.0
	Job Ads		2.9	Contact Companies		3.7
	Post Resume		3.8			

### OTHER MEDIA \$146,000 ▲24.5%

Number of respondents						90
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		67.8		
Agency	0.0	OTC Pharmaceuticals		21.1		
Media/Publisher - HCP	0.0	Biotechnology		41.1		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		32.2		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		18.9		
Service Supplier	100.0	Hospital Products/Equip.		6.7		
Other	0.0	Dental Products/Equip		6.7		
		Managed Care		12.2		
Age	High	71	Low	23	Avg.	45.8
Sex	Male	57.8	Female	42.2		
Years in industry	High	49.0	Low	1.0	Avg.	17.5
Years in position	High	35.0	Low	0.3	Avg.	6.6
Salary (\$000s/yr)	High	850.0	Low	37.5	Avg.	146.0
Commission received?	Yes	24.4	No	75.6		
Amount (\$000s/yr)	High	150.0	Low	2.4	Avg.	48.6
Bonus received?	Yes	56.7	No	43.3		
Amount (\$000s/yr)	High	175.0	Low	1.0	Avg.	68.4
Perceived pay vs. peers (%)	More	8.0	Less	59.1	Same	33.0
Employer's gross	<\$5M		27.8	\$50-\$100M		8.9
US revenue (%)	\$5-\$20M		24.4	>100M		26.7
	\$20-\$50M		12.2			
Position satisfying? (%)	Thoroughly		31.0	Generally		48.3
	OK Sometimes		10.3	No		10.3
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		7.8	Good		34.4
	Fair		32.2	Poor		25.6
How current job was acquired (%)	Promoted		30.3	Exec Search		7.9
	Hired by Company		16.9	Own Initiative		36.0
Benefits received (%)	Signing Bonus		12.5	Retirement		51.4
	Car		12.5	Medical		88.9
	Dental		84.7	Stock		30.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.2
	Benefits		4.1	Loyalty to Staff		4.3
	Advancement		4.5	Environ./Soc. Resp.		7.0
	Training		6.7	Job Security		3.8
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.0
	Benefits		2.4	Loyalty to Staff		2.2
	Advancement		2.8	Environ./Soc. Resp.		2.4
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		36.0	No		34.8
New job motivation (%)	Salary/Benefits		45.5	Advancement		15.9
	Different Part of Ind		4.6	Need a Change		9.1
	Get out of Industry		0.0	Job Security		2.3
	Environ./Culture		18.2	Other		4.6
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.6	Existing Contacts		1.9
	Job Ads		3.1	Contact Companies		3.6
	Post Resume		3.8			

## SECTION 2 EMPLOYER CHARACTERISTICS

### SERVICE SUPPLIER \$103,200 ▲0.6%

Number of respondents						137
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		29.9		
Agency	0.0	OTC Pharmaceuticals		15.3		
Media/Publisher - HCP	0.0	Biotechnology		11.7		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		16.1		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		15.3		
Service Supplier	0.0	Hospital Products/Equip.		16.1		
Other	100.0	Dental Products/Equip		2.2		
		Managed Care		13.9		
Age	High	76	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	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-\$20M		26.5	>100M		25.0
	\$20-\$50M		8.3			
Position satisfying? (%)	Thoroughly		30.7	Generally		46.0
	OK Sometimes		13.1	No		10.2
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		9.8	Good		24.2
	Fair		37.1	Poor		28.8
How current job was acquired (%)	Promoted		16.9	Exec Search		9.6
	Hired by Company		21.3	Own Initiative		41.2
Benefits received (%)	Signing Bonus		7.6	Retirement		61.9
	Car		7.6	Medical		80.0
	Dental		72.4	Stock		15.2
Factors important to job (avg ranking, 1 = most important)	Salary		2.7	Environ./Culture		3.6
	Benefits		4.2	Loyalty to Staff		4.6
	Advancement		5.0	Environ./Soc. Resp.		6.3
	Training		6.1	Job Security		3.6
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.2
	Benefits		2.5	Loyalty to Staff		2.4
	Advancement		2.9	Environ./Soc. Resp.		2.2
	Training		2.8	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		40.9	No		38.0
New job motivation (%)	Salary/Benefits		26.4	Advancement		15.3
	Different Part of Ind		2.8	Need a Change		11.1
	Get out of Industry		1.4	Job Security		11.1
	Environ./Culture		18.1	Other		13.9
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.6	Existing Contacts		2.3
	Job Ads		2.6	Contact Companies		3.9
	Post Resume		3.5			

### REVENUE UNDER \$5 MIL \$131,600 ▲13.5%

Number of respondents						154
Employer	Percent	Market Sector		Percent		
Manufacturer	26.6	Rx Pharmaceuticals		53.3		
Agency	24.0	OTC Pharmaceuticals		15.6		
Media/Publisher - HCP	3.3	Biotechnology		25.3		
Media/Publisher - Consumer	0.7	Medical Devices/Equip		26.6		
Media/Publisher - HCP & Consmr.	4.6	Diagnostic Device/Equip		14.3		
Service Supplier	16.2	Hospital Products/Equip.		10.4		
Other	24.7	Dental Products/Equip		3.3		
		Managed Care		9.1		
Age	High	75	Low	23	Avg.	47.9
Sex	Male	53.9	Female	46.1		
Years in industry	High	49.0	Low	1.0	Avg.	17.8
Years in position	High	35.0	Low	0.5	Avg.	6.2
Salary (\$000s/yr)	High	750.0	Low	22.0	Avg.	131.6
Commission received?	Yes	14.9	No	85.1		
Amount (\$000s/yr)	High	150.0	Low	5.0	Avg.	43.3
Bonus received?	Yes	42.2	No	57.8		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	10.5	Less	53.6	Same	36.0
Employer's gross	<\$5M		100.0	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		0.0	>100M		0.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		34.0	Generally		50.3
	OK Sometimes		11.8	No		3.9
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		17.5	Good		30.2
	Fair		24.8	Poor		27.5
How current job was acquired (%)	Promoted		13.8	Exec Search		8.6
	Hired by Company		21.7	Own Initiative		43.4
Benefits received (%)	Signing Bonus		7.6	Retirement		33.1
	Car		11.0	Medical		82.2
	Dental		61.9	Stock		34.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		3.1
	Benefits		4.3	Loyalty to Staff		4.3
	Advancement		4.8	Environ./Soc. Resp.		6.9
	Training		6.1	Job Security		3.8
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.0
	Benefits		2.4	Loyalty to Staff		2.0
	Advancement		2.6	Environ./Soc. Resp.		2.4
	Training		2.9	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		31.2	No		45.5
New job motivation (%)	Salary/Benefits		45.2	Advancement		9.7
	Different Part of Ind		1.6	Need a Change		6.5
	Get out of Industry		1.6	Job Security		8.1
	Environ./Culture		12.9	Other		14.5
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.6	Existing Contacts		2.0
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		3.6			

## SECTION 2 EMPLOYER CHARACTERISTICS

**REVENUE \$5 MIL-\$20 MIL** **\$121,000** **▼2.0%**

Number of respondents						221
Employer	Percent		Market Sector		Percent	
Manufacturer	9.5		Rx Pharmaceuticals		69.7	
Agency	54.8		OTC Pharmaceuticals		17.2	
Media/Publisher - HCP	5.0		Biotechnology		27.2	
Media/Publisher - Consumer	1.4		Medical Devices/Equip		29.9	
Media/Publisher - HCP & Consmr.	3.6		Diagnostic Device/Equip		14.5	
Service Supplier	10.0		Hospital Products/Equip.		10.0	
Other	15.8		Dental Products/Equip		6.3	
			Managed Care		12.7	
Age	High	69	Low	23	Avg.	42.8
Sex	Male	43.0	Female	57.0		
Years in industry	High	50.0	Low	0.5	Avg.	14.7
Years in position	High	30.0	Low	0.5	Avg.	5.1
Salary (\$000s/yr)	High	400.0	Low	36.0	Avg.	121.0
Commission received?	Yes	13.6	No	86.4		
Amount (\$000s/yr)	High	175.0	Low	2.4	Avg.	50.7
Bonus received?	Yes	53.4	No	46.6		
Amount (\$000s/yr)	High	600.0	Low	10.0	Avg.	165.5
Perceived pay vs. peers (%)	More	5.0	Less	55.0	Same	40.0
Employer's gross	<\$5M		0.0	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		100.0	>100M		0.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		17.8	Generally		53.9
	OK Sometimes		17.8	No		10.5
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		12.7	Good		35.0
	Fair		24.6	Poor		27.7
How current job was acquired (%)	Promoted		31.7	Exec Search		10.9
	Hired by Company		21.3	Own Initiative		32.1
Benefits received (%)	Signing Bonus		8.7	Retirement		49.1
	Car		8.7	Medical		82.6
	Dental		74.5	Stock		24.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.2
	Benefits		4.2	Loyalty to Staff		4.5
	Advancement		4.6	Environ./Soc. Resp.		6.9
	Training		6.3	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.2
	Benefits		2.4	Loyalty to Staff		2.3
	Advancement		2.7	Environ./Soc. Resp.		2.6
	Training		2.9	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		41.2	No		31.2
New job motivation (%)	Salary/Benefits		25.7	Advancement		16.8
	Different Part of Ind		8.9	Need a Change		9.7
	Get out of Industry		11.5	Job Security		6.2
	Environ./Culture		17.7	Other		3.5
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.9
	Job Ads		3.0	Contact Companies		3.6
	Post Resume		4.0			

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

Number of respondents						140
Employer	Percent		Market Sector		Percent	
Manufacturer	24.3		Rx Pharmaceuticals		73.6	
Agency	48.6		OTC Pharmaceuticals		17.1	
Media/Publisher - HCP	9.3		Biotechnology		22.9	
Media/Publisher - Consumer	1.4		Medical Devices/Equip		34.3	
Media/Publisher - HCP & Consmr.	0.7		Diagnostic Device/Equip		14.3	
Service Supplier	7.9		Hospital Products/Equip.		9.3	
Other	7.9		Dental Products/Equip		1.4	
			Managed Care		8.6	
Age	High	69	Low	23	Avg.	43.8
Sex	Male	43.6	Female	56.4		
Years in industry	High	45.0	Low	1.0	Avg.	15.0
Years in position	High	35.0	Low	0.3	Avg.	5.2
Salary (\$000s/yr)	High	392.0	Low	20.0	Avg.	136.5
Commission received?	Yes	8.6	No	91.4		
Amount (\$000s/yr)	High	100.0	Low	15.0	Avg.	55.2
Bonus received?	Yes	65.0	No	35.0		
Amount (\$000s/yr)	High	275.0	Low	15.0	Avg.	78.6
Perceived pay vs. peers (%)	More	15.7	Less	48.6	Same	35.7
Employer's gross	<\$5M		0.0	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		0.0	>100M		0.0
	\$20-\$50M		100.0			
Position satisfying? (%)	Thoroughly		25.9	Generally		60.4
	OK Sometimes		8.6	No		5.0
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		13.8	Good		31.2
	Fair		42.0	Poor		13.0
How current job was acquired (%)	Promoted		40.6	Exec Search		10.9
	Hired by Company		10.9	Own Initiative		30.4
Benefits received (%)	Signing Bonus		12.8	Retirement		50.5
	Car		5.5	Medical		77.1
	Dental		71.6	Stock		28.4
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.4
	Benefits		4.1	Loyalty to Staff		4.5
	Advancement		4.4	Environ./Soc. Resp.		6.9
	Training		6.3	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.2
	Benefits		2.3	Loyalty to Staff		2.4
	Advancement		2.6	Environ./Soc. Resp.		2.5
	Training		2.8	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		32.9	No		37.9
New job motivation (%)	Salary/Benefits		33.9	Advancement		10.2
	Different Part of Ind		6.8	Need a Change		6.8
	Get out of Industry		8.5	Job Security		5.1
	Environ./Culture		18.6	Other		10.2
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.7
	Job Ads		3.2	Contact Companies		3.6
	Post Resume		4.0			



## SECTION 2 EMPLOYER CHARACTERISTICS

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

Number of respondents						98
Employer	Percent		Market Sector		Percent	
Manufacturer	33.7		Rx Pharmaceuticals		61.2	
Agency	34.7		OTC Pharmaceuticals		14.3	
Media/Publisher - HCP	3.1		Biotechnology		19.4	
Media/Publisher - Consumer	1.0		Medical Devices/Equip		20.4	
Media/Publisher - HCP & Consmr.	4.1		Diagnostic Device/Equip		11.2	
Service Supplier	8.2		Hospital Products/Equip.		10.2	
Other	15.3		Dental Products/Equip		3.1	
			Managed Care		6.1	
Age	High	63	Low	27	Avg.	44.3
Sex	Male	51.0	Female	49.0		
Years in industry	High	37.0	Low	0.3	Avg.	15.9
Years in position	High	35.0	Low	0.3	Avg.	5.8
Salary (\$000s/yr)	High	985.0	Low	40.0	Avg.	156.7
Commission received?	Yes	6.1	No	93.9		
Amount (\$000s/yr)	High	120.0	Low	25.0	Avg.	69.2
Bonus received?	Yes	64.3	No	35.7		
Amount (\$000s/yr)	High	120.0	Low	17.5	Avg.	49.5
Perceived pay vs. peers (%)	More	11.3	Less	44.3	Same	44.3
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		100.0
	\$5-\$20M		0.0	>100M		0.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		21.9	Generally		59.4
	OK Sometimes		13.5	No		5.2
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		10.4	Good		39.6
	Fair		33.3	Poor		16.7
How current job was acquired (%)	Promoted		40.6	Exec Search		13.5
	Hired by Company		17.7	Own Initiative		25.0
Benefits received (%)	Signing Bonus		7.7	Retirement		56.4
	Car		10.3	Medical		80.8
	Dental		70.5	Stock		33.3
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.5
	Benefits		3.9	Loyalty to Staff		4.5
	Advancement		4.4	Environ./Soc. Resp.		6.8
	Training		6.3	Job Security		4.3
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.4
	Benefits		2.4	Loyalty to Staff		2.5
	Advancement		2.7	Environ./Soc. Resp.		2.5
	Training		2.9	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		39.6	No		33.3
New job motivation (%)	Salary/Benefits		28.0	Advancement		16.0
	Different Part of Ind		6.0	Need a Change		4.0
	Get out of Industry		4.0	Job Security		6.0
	Environ./Culture		16.0	Other		20.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.1
	Job Ads		3.1	Contact Companies		3.8
	Post Resume		3.7			

### REVENUE OVER \$100 MIL \$161,500 ▲7.7%

Number of respondents						375
Employer	Percent		Market Sector		Percent	
Manufacturer	66.9		Rx Pharmaceuticals		64.0	
Agency	12.8		OTC Pharmaceuticals		16.3	
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	
			Managed Care		7.2	
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.	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 vs. peers (%)	More	13.6	Less	39.8	Same	46.6
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		0.0
	\$5-\$20M		0.0	>100M		100.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		28.7	Generally		53.5
	OK Sometimes		13.0	No		4.9
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		13.7	Good		38.2
	Fair		30.7	Poor		17.5
How current job was acquired (%)	Promoted		48.5	Exec Search		13.5
	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 to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.2
	Benefits		4.0	Loyalty to Staff		4.9
	Advancement		4.2	Environ./Soc. Resp.		6.9
	Training		6.5	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		2.0	Environ./Culture		2.3
	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
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 new job (avg ranking, 1=most likely)	RecruitmentAgency		2.1	Existing Contacts		1.9
	Job Ads		3.2	Contact Companies		3.6
	Post Resume		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

## SECTION 3 MARKET SECTORS

### RX PHARMACEUTICALS \$152,300 ▲9.0%

Number of respondents						656
Employer	Percent		Market Sector		Percent	
Manufacturer	32.9		Rx Pharmaceuticals		100.0	
Agency	42.7		OTC Pharmaceuticals		22.3	
Media/Publisher - HCP	4.3		Biotechnology		30.0	
Media/Publisher - Consumer	1.4		Medical Devices/Equip		24.1	
Media/Publisher - HCP & Consmr.	3.2		Diagnostic Device/Equip		14.3	
Service Supplier	9.3		Hospital Products/Equip.		8.5	
Other	6.3		Dental Products/Equip		3.7	
			Managed Care		9.5	
Age	High	74	Low	22	Avg.	43.9
Sex	Male	51.8	Female	48.2		
Years in industry	High	48.0	Low	0.3	Avg.	16.2
Years in position	High	35.0	Low	0.3	Avg.	4.8
Salary (\$000s/yr)	High	1280.0	Low	20.0	Avg.	152.3
Commission received?	Yes	9.6	No	90.4		
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	58.3
Bonus received?	Yes	66.6	No	33.4		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	12.4	Less	44.2	Same	43.3
Employer's gross	<\$5M		12.8	\$50-\$100M		9.4
US revenue (%)	\$5-\$20M		24.1	>100M		37.6
	\$20-\$50M		16.1			
Position satisfying? (%)	Thoroughly		23.0	Generally		56.2
	OK Sometimes		14.7	No		6.2
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		13.6	Good		37.6
	Fair		30.3	Poor		18.6
How current job was acquired (%)	Promoted		39.1	Exec Search		12.3
	Hired by Company		18.6	Own Initiative		24.9
Benefits received (%)	Signing Bonus		14.0	Retirement		52.4
	Car		12.7	Medical		81.4
	Dental		75.0	Stock		39.7
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.2
	Benefits		4.1	Loyalty to Staff		4.6
	Advancement		4.3	Environ./Soc. Resp.		7.0
	Training		6.4	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.2
	Benefits		2.3	Loyalty to Staff		2.4
	Advancement		2.6	Environ./Soc. Resp.		2.4
	Training		2.8	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		38.3	No		35.8
New job motivation (%)	Salary/Benefits		27.5	Advancement		21.4
	Different Part of Ind		7.4	Need a Change		5.8
	Get out of Industry		5.8	Job Security		5.4
	Environ./Culture		17.6	Other		9.3
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		1.9
	Job Ads		3.2	Contact Companies		3.6
	Post Resume		4.0			

### OTC PHARMACEUTICALS \$160,600 ▲30.7%

Number of respondents						165
Employer	Percent		Market Sector		Percent	
Manufacturer	23.6		Rx Pharmaceuticals	88.5		
Agency	39.4		OTC Pharmaceuticals	100.0		
Media/Publisher - HCP	3.6		Biotechnology	43.6		
Media/Publisher - Consumer	3.0		Medical Devices/Equip	44.9		
Media/Publisher - HCP & Consmr.	6.1		Diagnostic Device/Equip	30.9		
Service Supplier	11.5		Hospital Products/Equip.	20.6		
Other	12.7		Dental Products/Equip	10.9		
			Managed Care	20.0		
Age	High	67	Low	25	Avg.	45.2
Sex	Male	56.4	Female	43.6		
Years in industry	High	40.0	Low	0.3	Avg.	16.3
Years in position	High	35.0	Low	0.3	Avg.	5.2
Salary (\$000s/yr)	High	1280.0	Low	20.0	Avg.	160.6
Commission received?	Yes	12.1	No	87.9		
Amount (\$000s/yr)	High	250.0	Low	5.0	Avg.	71.4
Bonus received?	Yes	62.4	No	37.6		
Amount (\$000s/yr)	High	600.0	Low	10.0	Avg.	165.5
Perceived pay						
vs. peers (%)	More	10.4	Less	47.0	Same	42.7
Employer's gross	<\$5M		14.9	\$50-\$100M		8.7
US revenue (%)	\$5-\$20M		23.6	>100M		37.9
	\$20-\$50M		14.9			
Position satisfying? (%)	Thoroughly		29.6	Generally		54.3
	OK Sometimes		9.9	No		6.2
Advancement						
prospects (%)	Index	2.7 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	22.7		Good	36.2	
	Fair	27.6		Poor	13.5	
How current job	Promoted		38.4	Exec Search		15.2
was acquired (%)	Hired by Company		18.9	Own Initiative		23.2
Benefits received (%)	Signing Bonus		11.7	Retirement		53.1
	Car		17.2	Medical		78.9
	Dental		78.1	Stock		34.4
Factors important	Salary		2.3	Environ./Culture		3.4
to job (avg ranking,	Benefits		3.9	Loyalty to Staff		4.8
1 = most important)	Advancement		4.3	Environ./Soc. Resp.		6.9
	Training		6.5	Job Security		4.0
Employer rating	Salary		2.2	Environ./Culture		2.2
(avg rating, 1 = best)	Benefits		2.4	Loyalty to Staff		2.3
	Advancement		2.6	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.2
Plan to seek a new	Yes		30.5	No		43.9
job this year? (%)						
New job motivation (%)	Salary/Benefits		40.9	Advancement		11.3
	Different Part of Ind		7.0	Need a Change		5.6
	Get out of Industry		2.8	Job Security		4.2
	Environ./Culture		19.7	Other		8.5
Method for seeking	RecruitmentAgency		2.2	Existing Contacts		1.9
new job (avg ranking,	Job Ads		3.2	Contact Companies		3.7
1=most likely)	Post Resume		4.0			

## BIOTECHNOLOGY

\$175,400

▲22.9%

Number of respondents 254

Employer	Percent	Market Sector	Percent
Manufacturer	33.9	Rx Pharmaceuticals	77.6
Agency	38.2	OTC Pharmaceuticals	28.4
Media/Publisher - HCP	2.8	Biotechnology	100.0
Media/Publisher - Consumer	1.6	Medical Devices/Equip	42.1
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip	27.2
Service Supplier	14.6	Hospital Products/Equip.	14.6
Other	6.3	Dental Products/Equip	6.3
		Managed Care	14.2

Age	High	74	Low	25	Avg.	44.6
Sex	Male	59.5	Female	40.6		
Years in industry	High	48.0	Low	0.3	Avg.	17.4
Years in position	High	30.0	Low	0.3	Avg.	4.8
Salary (\$000s/yr)	High	1280.0	Low	36.0	Avg.	175.4
Commission received?	Yes	12.2	No	87.8		
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	57.4
Bonus received?	Yes	74.0	No	26.0		
Amount (\$000s/yr)	High	275.0	Low	15.0	Avg.	78.6
Perceived pay vs. peers (%)	More	12.8	Less	44.6	Same	42.6
Employer's gross	<\$5M	15.6	\$50-\$100M	7.6		
US revenue (%)	\$5-\$20M	24.0	>100M	40.0		
	\$20-\$50M	12.8				
Position satisfying? (%)	Thoroughly	30.5	Generally	53.4		
	OK Sometimes	12.1	No	4.0		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	18.1	Good	41.0		
	Fair	24.9	Poor	16.1		
How current job was acquired (%)	Promoted	38.9	Exec Search	11.9		
	Hired by Company	17.9	Own Initiative	26.2		
Benefits received (%)	Signing Bonus	17.1	Retirement	46.5		
	Car	13.3	Medical	82.5		
	Dental	75.4	Stock	44.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.1		
	Benefits	4.0	Loyalty to Staff	4.5		
	Advancement	4.1	Environ./Soc. Resp.	6.9		
	Training	6.5	Job Security	4.5		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.2		
	Benefits	2.2	Loyalty to Staff	2.2		
	Advancement	2.5	Environ./Soc. Resp.	2.2		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	35.3	No	38.5		
New job motivation (%)	Salary/Benefits	28.2	Advancement	26.5		
	Different Part of Ind	5.1	Need a Change	6.8		
	Get out of Industry	3.4	Job Security	4.3		
	Environ./Culture	15.4	Other	10.3		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	2.2	Existing Contacts	1.7		
	Job Ads	3.4	Contact Companies	3.5		
	Post Resume	4.1				

## MEDICAL PRODUCTS

\$155,500

▲21.9%

Number of respondents 278

Employer	Percent	Market Sector	Percent
Manufacturer	41.0	Rx Pharmaceuticals	56.8
Agency	30.9	OTC Pharmaceuticals	26.6
Media/Publisher - HCP	5.8	Biotechnology	38.5
Media/Publisher - Consumer	1.4	Medical Devices/Equip	100.0
Media/Publisher - HCP & Consmr.	2.5	Diagnostic Device/Equip	34.5
Service Supplier	10.4	Hospital Products/Equip.	17.3
Other	7.9	Dental Products/Equip	7.6
		Managed Care	13.0

Age	High	69	Low	23	Avg.	45.2
Sex	Male	58.6	Female	41.4		
Years in industry	High	50.0	Low	0.3	Avg.	16.5
Years in position	High	35.0	Low	0.3	Avg.	5.7
Salary (\$000s/yr)	High	1280.0	Low	36.0	Avg.	155.5
Commission received?	Yes	10.8	No	89.2		
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	52.8
Bonus received?	Yes	69.1	No	30.9		
Amount (\$000s/yr)	High	120.0	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-\$100M	7.3		
US revenue (%)	\$5-\$20M	24.2	>100M	35.9		
	\$20-\$50M	17.6				
Position satisfying? (%)	Thoroughly	24.5	Generally	61.2		
	OK Sometimes	11.2	No	3.2		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	17.8	Good	34.9		
	Fair	26.2	Poor	21.1		
How current job was acquired (%)	Promoted	40.4	Exec Search	8.3		
	Hired by Company	17.3	Own Initiative	29.2		
Benefits received (%)	Signing Bonus	10.8	Retirement	48.0		
	Car	12.1	Medical	81.2		
	Dental	68.6	Stock	38.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.1		
	Benefits	4.0	Loyalty to Staff	4.7		
	Advancement	4.4	Environ./Soc. Resp.	6.7		
	Training	6.4	Job Security	4.1		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.4		
	Training	2.9	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	35.6	No	35.3		
New job motivation (%)	Salary/Benefits	34.1	Advancement	15.5		
	Different Part of Ind	7.8	Need a Change	4.7		
	Get out of Industry	4.7	Job Security	5.4		
	Environ./Culture	22.5	Other	5.4		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	2.4	Existing Contacts	1.8		
	Job Ads	3.1	Contact Companies	3.6		
	Post Resume	4.0				

## DIAGNOSTICS

\$172,400

▲30.7%

Number of respondents 130

Employer	Percent	Market Sector	Percent
Manufacturer	21.5	Rx Pharmaceuticals	72.3
Agency	37.7	OTC Pharmaceuticals	39.2
Media/Publisher - HCP	7.7	Biotechnology	53.1
Media/Publisher - Consumer	1.5	Medical Devices/Equip	73.9
Media/Publisher - HCP & Consmr.	2.3	Diagnostic Device/Equip	100.0
Service Supplier	13.1	Hospital Products/Equip.	30.0
Other	16.2	Dental Products/Equip	13.9
		Managed Care	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 vs. peers (%)	More	10.1	Less	45.7	Same	44.2
Employer's gross	<\$5M		17.2	\$50-\$100M		8.6
US revenue (%)	\$5-\$20M		25.0	>100M		33.6
	\$20-\$50M		15.6			
Position satisfying? (%)	Thoroughly		29.2	Generally		53.1
	OK Sometimes		15.4	No		2.3
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		20.3	Good		42.2
	Fair		23.4	Poor		14.1
How current job was acquired (%)	Promoted		36.9	Exec Search		10.8
	Hired by Company		18.5	Own Initiative		29.2
Benefits received (%)	Signing Bonus		10.7	Retirement		52.4
	Car		14.6	Medical		80.6
	Dental		69.9	Stock		36.9
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.3
	Benefits		3.9	Loyalty to Staff		4.5
	Advancement		4.2	Environ./Soc. Resp.		7.0
	Training		6.5	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.2
	Benefits		2.3	Loyalty to Staff		2.2
	Advancement		2.5	Environ./Soc. Resp.		2.3
	Training		2.7	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		30.8	No		39.2
New job motivation (%)	Salary/Benefits		23.3	Advancement		18.3
	Different Part of Ind		6.7	Need a Change		5.0
	Get out of Industry		8.3	Job Security		11.7
	Environ./Culture		18.3	Other		8.3
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.9
	Job Ads		3.2	Contact Companies		3.5
	Post Resume		4.0			

## HOSPITAL PRODUCTS

\$145,600

▲33.9%

Number of respondents 90

Employer	Percent	Market Sector	Percent
Manufacturer	26.7	Rx Pharmaceuticals	62.2
Agency	28.9	OTC Pharmaceuticals	37.8
Media/Publisher - HCP	4.4	Biotechnology	41.1
Media/Publisher - Consumer	3.3	Medical Devices/Equip	53.3
Media/Publisher - HCP & Consmr.	5.6	Diagnostic Device/Equip	43.3
Service Supplier	6.7	Hospital Products/Equip.	100.0
Other	24.4	Dental Products/Equip	13.3
		Managed Care	23.3

Age	High	65	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	No	86.7		
Amount (\$000s/yr)	High	250.0	Low	10.0	Avg.	66.3
Bonus received?	Yes	57.8	No	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-\$20M		25.3	>100M		29.9
	\$20-\$50M		14.9			
Position satisfying? (%)	Thoroughly		30.0	Generally		43.3
	OK Sometimes		18.9	No		7.8
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		15.6	Good		27.8
	Fair		30.0	Poor		26.7
How current job was acquired (%)	Promoted		40.5	Exec Search		7.9
	Hired by Company		20.2	Own Initiative		27.0
Benefits received (%)	Signing Bonus		8.7	Retirement		50.7
	Car		11.6	Medical		78.3
	Dental		69.6	Stock		33.3
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.7
	Benefits		4.2	Loyalty to Staff		4.6
	Advancement		4.3	Environ./Soc. Resp.		6.6
	Training		6.2	Job Security		3.8
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.2
	Benefits		2.5	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.4
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		34.4	No		37.8
New job motivation (%)	Salary/Benefits		37.8	Advancement		26.7
	Different Part of Ind		4.4	Need a Change		8.9
	Get out of Industry		0.0	Job Security		8.9
	Environ./Culture		6.7	Other		6.7
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.1
	Job Ads		2.9	Contact Companies		3.6
	Post Resume		4.1			



**DENTAL PRODUCTS**     **\$190,700**     **▲60.3%****Number of respondents**     **34**

Employer	Percent	Market Sector	Percent
Manufacturer	17.7	Rx Pharmaceuticals	70.6
Agency	41.2	OTC Pharmaceuticals	52.9
Media/Publisher - HCP	2.9	Biotechnology	47.1
Media/Publisher - Consumer	2.9	Medical Devices/Equip	61.8
Media/Publisher - HCP & Consmr.	8.8	Diagnostic Device/Equip	52.9
Service Supplier	17.7	Hospital Products/Equip.	35.3
Other	8.8	Dental Products/Equip	100.0
		Managed Care	32.4

<b>Age</b>	High	65	Low	26	Avg.	45.9
<b>Sex</b>	Male	64.7	Female	35.3		
<b>Years in industry</b>	High	35.0	Low	2.0	Avg.	17.4
<b>Years in position</b>	High	30.0	Low	1.0	Avg.	5.2
<b>Salary (\$000s/yr)</b>	High	1280.0	Low	50.0	Avg.	190.7
<b>Commission received?</b>	Yes	17.7	No	82.4		
<b>Amount (\$000s/yr)</b>	High	175.0	Low	20.0	Avg.	78.3
<b>Bonus received?</b>	Yes	58.8	No	41.2		
<b>Amount (\$000s/yr)</b>	High	108.0	Low	1.0	Avg.	43.5
<b>Perceived pay vs. peers (%)</b>	More	6.1	Less	45.5	Same	48.5
<b>Employer's gross</b>	<\$5M		15.6	\$50-\$100M		9.4
<b>US revenue (%)</b>	\$5-\$20M		43.8	>100M		25.0
	\$20-\$50M		6.3			
<b>Position satisfying? (%)</b>	Thoroughly		32.4	Generally		50.0
	OK Sometimes		14.7	No		2.9
<b>Advancement prospects (%)</b>	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		23.5	Good		47.1
	Fair		8.8	Poor		20.6
<b>How current job was acquired (%)</b>	Promoted		45.5	Exec Search		6.1
	Hired by Company		12.1	Own Initiative		33.3
<b>Benefits received (%)</b>	Signing Bonus		7.1	Retirement		46.4
	Car		25.0	Medical		78.6
	Dental		67.9	Stock		17.9
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		3.1	Environ./Culture		3.3
	Benefits		4.4	Loyalty to Staff		4.0
	Advancement		4.6	Environ./Soc. Resp.		6.6
	Training		6.1	Job Security		3.9
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.2	Environ./Culture		2.2
	Benefits		2.3	Loyalty to Staff		2.1
	Advancement		2.4	Environ./Soc. Resp.		2.2
	Training		2.6	Job Security		2.1
<b>Plan to seek a new job this year? (%)</b>	Yes		35.3	No		44.1
<b>New job motivation (%)</b>	Salary/Benefits		33.3	Advancement		5.6
	Different Part of Ind		0.0	Need a Change		5.6
	Get out of Industry		5.6	Job Security		5.6
	Environ./Culture		27.8	Other		16.7
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.7	Existing Contacts		1.8
	Job Ads		3.2	Contact Companies		3.6
	Post Resume		3.8			

**MANAGED CARE**     **\$151,400**     **▲24.5%****Number of respondents**     **90**

Employer	Percent	Market Sector	Percent
Manufacturer	5.6	Rx Pharmaceuticals	68.9
Agency	48.9	OTC Pharmaceuticals	36.7
Media/Publisher - HCP	5.6	Biotechnology	40.0
Media/Publisher - Consumer	3.3	Medical Devices/Equip	40.0
Media/Publisher - HCP & Consmr.	3.3	Diagnostic Device/Equip	28.9
Service Supplier	12.2	Hospital Products/Equip.	23.3
Other	21.1	Dental Products/Equip	12.2
		Managed Care	100.0

<b>Age</b>	High	75	Low	23	Avg.	45.9
<b>Sex</b>	Male	58.9	Female	41.1		
<b>Years in industry</b>	High	40.0	Low	2.0	Avg.	17.0
<b>Years in position</b>	High	33.0	Low	1.0	Avg.	6.0
<b>Salary (\$000s/yr)</b>	High	1280.0	Low	38.0	Avg.	151.4
<b>Commission received?</b>	Yes	10.0	No	90.0		
<b>Amount (\$000s/yr)</b>	High	150.0	Low	5.0	Avg.	63.9
<b>Bonus received?</b>	Yes	60.0	No	40.0		
<b>Amount (\$000s/yr)</b>	High	175.0	Low	25.0	Avg.	65.5
<b>Perceived pay vs. peers (%)</b>	More	8.0	Less	56.8	Same	35.2
<b>Employer's gross</b>	<\$5M		16.1	\$50-\$100M		6.9
<b>US revenue (%)</b>	\$5-\$20M		32.2	>100M		31.0
	\$20-\$50M		13.8			
<b>Position satisfying? (%)</b>	Thoroughly		23.6	Generally		50.6
	OK Sometimes		19.1	No		6.7
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		15.7	Good		38.2
	Fair		31.5	Poor		14.6
<b>How current job was acquired (%)</b>	Promoted		37.8	Exec Search		8.9
	Hired by Company		15.6	Own Initiative		32.2
<b>Benefits received (%)</b>	Signing Bonus		6.9	Retirement		43.1
	Car		8.3	Medical		88.9
	Dental		80.6	Stock		19.4
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.5	Environ./Culture		3.5
	Benefits		4.1	Loyalty to Staff		4.2
	Advancement		4.4	Environ./Soc. Resp.		6.9
	Training		6.4	Job Security		3.9
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.3	Environ./Culture		2.1
	Benefits		2.5	Loyalty to Staff		2.1
	Advancement		2.6	Environ./Soc. Resp.		2.4
	Training		2.8	Job Security		2.0
<b>Plan to seek a new job this year? (%)</b>	Yes		37.8	No		33.3
<b>New job motivation (%)</b>	Salary/Benefits		34.8	Advancement		13.0
	Different Part of Ind		6.5	Need a Change		10.9
	Get out of Industry		4.4	Job Security		6.5
	Environ./Culture		17.4	Other		6.5
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.3	Existing Contacts		2.0
	Job Ads		3.0	Contact Companies		3.8
	Post Resume		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

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## SECTION 4 JOB TITLES

### ALL POSITIONS

**\$143,600**

**▲8.3%**

**Number of respondents** 1009

Employer	Percent	Market Sector	Percent
Manufacturer	38.2	Rx Pharmaceuticals	65.1
Agency	31.6	OTC Pharmaceuticals	16.4
Media/Publisher - HCP	3.8	Biotechnology	25.2
Media/Publisher - Consumer	1.1	Medical Devices/Equip	27.6
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip	12.9
Service Supplier	8.9	Hospital Products/Equip.	8.9
Other	13.6	Dental Products/Equip	3.4
		Managed Care	8.9

<b>Age</b>	High	76	Low	22	Avg.	44.9
<b>Sex</b>	Male	51.9	Female	48.1		
<b>Years in industry</b>	High	54.0	Low	0.3	Avg.	16.3
<b>Years in position</b>	High	35.0	Low	0.3	Avg.	5.3
<b>Salary (\$000s/yr)</b>	High	1280.0	Low	20.0	Avg.	143.6
<b>Commission received?</b>	Yes	8.7	No	91.3		
<b>Amount (\$000s/yr)</b>	High	250.0	Low	2.4	Avg.	52.5
<b>Bonus received?</b>	Yes	65.9	No	34.1		
<b>Amount (\$000s/yr)</b>	High	600.0	Low	0.1	Avg.	32.3
<b>Perceived pay vs. peers (%)</b>	More	11.4	Less	47.1	Same	41.4
<b>Employer's gross</b>	<\$5M	15.6	\$50-\$100M	9.9		
<b>US revenue (%)</b>	\$5-\$20M	22.4	>100M	38.0		
	\$20-\$50M	14.2				
<b>Position satisfying? (%)</b>	Thoroughly	25.8	Generally	55.0		
	OK Sometimes	13.2	No	6.0		
<b>\Advancement prospects (%)</b>	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.7	Good	35.8		
	Fair	30.0	Poor	20.6		
<b>How current job was acquired (%)</b>	Promoted	37.5	Exec Search	11.8		
	Hired by Company	16.7	Own Initiative	28.5		
<b>Benefits received (%)</b>	Signing Bonus	14.2	Retirement	51.6		
	Car	10.9	Medical	82.1		
	Dental	74.9	Stock	39.4		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	3.2		
	Benefits	4.1	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.	6.9		
	Training	6.3	Job Security	4.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environ./Culture	2.2		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.7	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.3		
<b>Plan to seek a new job this year? (%)</b>	Yes	37.7	No	36.0		
<b>New job motivation (%)</b>	Salary/Benefits	27.6	Advancement	19.3		
	Different Part of Ind	5.8	Need a Change	6.9		
	Get out of Industry	5.2	Job Security	5.6		
	Environ./Culture	19.3	Other	10.4		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.3	Existing Contacts	1.9		
	Job Ads	3.1	Contact Companies	3.7		
	Post Resume	3.9				

### PRESIDENT

**\$249,600**

**▲45.4%**

**Number of respondents** 22

Employer	Percent	Market Sector	Percent
Manufacturer	27.3	Rx Pharmaceuticals	63.6
Agency	27.3	OTC Pharmaceuticals	13.6
Media/Publisher - HCP	13.6	Biotechnology	31.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	59.1
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	31.8
Service Supplier	13.6	Hospital Products/Equip.	18.2
Other	18.2	Dental Products/Equip	13.6
		Managed Care	4.6

<b>Age</b>	High	68	Low	34	Avg.	48.3
<b>Sex</b>	Male	72.7	Female	27.3		
<b>Years in industry</b>	High	42.0	Low	2.0	Avg.	20.9
<b>Years in position</b>	High	35.0	Low	1.0	Avg.	10.0
<b>Salary (\$000s/yr)</b>	High	700.0	Low	75.0	Avg.	249.6
<b>Commission received?</b>	Yes	4.6	No	95.5		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	60.0	Avg.	60.0
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	250.0	Low	20.0	Avg.	82.3
<b>Perceived pay vs. peers (%)</b>	More	14.3	Less	38.1	Same	47.6
<b>Employer's gross</b>	<\$5M	52.4	\$50-\$100M	9.5		
<b>US revenue (%)</b>	\$5-\$20M	28.6	>100M	4.8		
	\$20-\$50M	4.8				
<b>Position satisfying? (%)</b>	Thoroughly	40.9	Generally	54.6		
	OK Sometimes	4.6	No	0.0		
<b>Advancement prospects (%)</b>	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	22.7	Good	40.9		
	Fair	18.2	Poor	18.2		
<b>How current job was acquired (%)</b>	Promoted	22.7	Exec Search	9.1		
	Hired by Company	4.6	Own Initiative	36.4		
<b>Benefits received (%)</b>	Signing Bonus	10.5	Retirement	42.1		
	Car	52.6	Medical	84.2		
	Dental	68.4	Stock	21.1		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	3.0	Environ./Culture	3.4		
	Benefits	4.6	Loyalty to Staff	3.7		
	Advancement	5.7	Environ./Soc. Resp.	6.5		
	Training	5.5	Job Security	3.5		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.3	Environ./Culture	1.7		
	Benefits	2.1	Loyalty to Staff	1.6		
	Advancement	2.1	Environ./Soc. Resp.	2.2		
	Training	2.5	Job Security	1.8		
<b>Plan to seek a new job this year? (%)</b>	Yes	27.3	No	63.6		
<b>New job motivation (%)</b>	Salary/Benefits	14.3	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	71.4	Other	14.3		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.5	Existing Contacts	1.8		
	Job Ads	3.1	Contact Companies	3.3		
	Post Resume	4.3				

**CHIEF EXECUTIVE OFFICER** **\$352,900** **▲58.3%****Number of respondents** **28**

Employer	Percent	Market Sector	Percent
Manufacturer	32.1	Rx Pharmaceuticals	60.7
Agency	35.7	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	7.1	Biotechnology	35.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	42.9
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	21.4
Service Supplier	7.1	Hospital Products/Equip.	14.3
Other	17.9	Dental Products/Equip	7.1
		Managed Care	14.3

<b>Age</b>	High	75	Low	39	Avg.	56.9
<b>Sex</b>	Male	89.3	Female	10.7		
<b>Years in industry</b>	High	49.0	Low	3.0	Avg.	28.0
<b>Years in position</b>	High	31.0	Low	1.0	Avg.	10.7
<b>Salary (\$000s/yr)</b>	High	1280.0	Low	95.0	Avg.	352.9
<b>Commission received?</b>	Yes	3.6	No	96.4		
<b>Amount (\$000s/yr)</b>	High	20.0	Low	20.0	Avg.	20.0
<b>Bonus received?</b>	Yes	64.3	No	35.7		
<b>Amount (\$000s/yr)</b>	High	600.0	Low	10.0	Avg.	165.5
<b>Perceived pay vs. peers (%)</b>	More	7.4	Less	44.4	Same	48.2
<b>Employer's gross</b>	<\$5M		48.2	\$50-\$100M		3.7
<b>US revenue (%)</b>	\$5-\$20M		22.2	>100M		18.5
	\$20-\$50M		7.4			
<b>Position satisfying? (%)</b>	Thoroughly		53.6	Generally		42.9
	OK Sometimes		3.6	No		0.0
<b>Advancement prospects (%)</b>	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		40.7	Good		14.8
	Fair		22.2	Poor		22.2
<b>How current job was acquired (%)</b>	Promoted		25.0	Exec Search		3.6
	Hired by Company		14.3	Own Initiative		28.6
<b>Benefits received (%)</b>	Signing Bonus		8.3	Retirement		33.3
	Car		45.8	Medical		79.2
	Dental		58.3	Stock		62.5
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		3.6	Environ./Culture		2.1
	Benefits		4.6	Loyalty to Staff		3.7
	Advancement		5.1	Environ./Soc. Resp.		5.6
	Training		6.2	Job Security		5.1
<b>Employer rating (avg rating, 1 = best)</b>	Salary		1.8	Environ./Culture		1.6
	Benefits		1.9	Loyalty to Staff		1.8
	Advancement		2.1	Environ./Soc. Resp.		2.0
	Training		2.4	Job Security		1.8
<b>Plan to seek a new job this year? (%)</b>	Yes		10.7	No		75.0
<b>New job motivation (%)</b>	Salary/Benefits		42.9	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		28.6
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		28.6	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.5	Existing Contacts		1.6
	Job Ads		3.5	Contact Companies		2.9
	Post Resume		4.5			

**MANAGING DIRECTOR** **\$173,000** **▼13.9%****Number of respondents** **21**

Employer	Percent	Market Sector	Percent
Manufacturer	9.5	Rx Pharmaceuticals	76.2
Agency	57.1	OTC Pharmaceuticals	28.6
Media/Publisher - HCP	0.0	Biotechnology	61.9
Media/Publisher - Consumer	0.0	Medical Devices/Equip	52.4
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	38.1
Service Supplier	19.1	Hospital Products/Equip.	28.6
Other	14.3	Dental Products/Equip	4.8
		Managed Care	14.3

<b>Age</b>	High	69	Low	34	Avg.	48.4
<b>Sex</b>	Male	71.4	Female	28.6		
<b>Years in industry</b>	High	50.0	Low	8.0	Avg.	22.8
<b>Years in position</b>	High	14.0	Low	1.0	Avg.	4.9
<b>Salary (\$000s/yr)</b>	High	300.0	Low	45.0	Avg.	173.0
<b>Commission received?</b>	Yes	23.8	No	76.2		
<b>Amount (\$000s/yr)</b>	High	150.0	Low	15.0	Avg.	73.0
<b>Bonus received?</b>	Yes	57.1	No	42.9		
<b>Amount (\$000s/yr)</b>	High	275.0	Low	15.0	Avg.	78.6
<b>Perceived pay vs. peers (%)</b>	More	4.8	Less	42.9	Same	52.4
<b>Employer's gross</b>	<\$5M		23.8	\$50-\$100M		14.3
<b>US revenue (%)</b>	\$5-\$20M		38.1	>100M		14.3
	\$20-\$50M		9.5			
<b>Position satisfying? (%)</b>	Thoroughly		4.8	Generally		76.2
	OK Sometimes		9.5	No		9.5
<b>Advancement prospects (%)</b>	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		19.1	Good		33.3
	Fair		19.1	Poor		28.6
<b>How current job was acquired (%)</b>	Promoted		38.1	Exec Search		9.5
	Hired by Company		28.6	Own Initiative		19.1
<b>Benefits received (%)</b>	Signing Bonus		20.0	Retirement		46.7
	Car		20.0	Medical		53.3
	Dental		20.0	Stock		40.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.3	Environ./Culture		3.4
	Benefits		3.7	Loyalty to Staff		4.9
	Advancement		4.9	Environ./Soc. Resp.		6.9
	Training		6.3	Job Security		3.8
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.5	Environ./Culture		2.2
	Benefits		2.4	Loyalty to Staff		2.4
	Advancement		2.4	Environ./Soc. Resp.		2.4
	Training		2.6	Job Security		2.0
<b>Plan to seek a new job this year? (%)</b>	Yes		23.8	No		42.9
<b>New job motivation (%)</b>	Salary/Benefits		33.3	Advancement		0.0
	Different Part of Ind		33.3	Need a Change		16.7
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		16.7
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.0	Existing Contacts		1.8
	Job Ads		3.2	Contact Companies		3.8
	Post Resume		4.2			

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

Number of respondents						26
Employer	Percent	Market Sector		Percent		
Manufacturer	26.9	Rx Pharmaceuticals		80.8		
Agency	42.3	OTC Pharmaceuticals		19.2		
Media/Publisher - HCP	3.9	Biotechnology		46.2		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		30.8		
Media/Publisher - HCP & Consmr.	3.9	Diagnostic Device/Equip		15.4		
Service Supplier	19.2	Hospital Products/Equip.		23.1		
Other	3.9	Dental Products/Equip		7.7		
		Managed Care		23.1		
Age	High	65	Low	38	Avg.	51.7
Sex	Male	73.1	Female	26.9		
Years in industry	High	40.0	Low	8.0	Avg.	23.2
Years in position	High	12.0	Low	1.0	Avg.	4.8
Salary (\$000s/yr)	High	375.0	Low	93.0	Avg.	225.7
Commission received?	Yes	7.7	No	92.3		
Amount (\$000s/yr)	High	85.0	Low	75.0	Avg.	80.0
Bonus received?	Yes	61.5	No	38.5		
Amount (\$000s/yr)	High	120.0	Low	17.5	Avg.	49.5
Perceived pay vs. peers (%)	More	11.5	Less	50.0	Same	38.5
Employer's gross	<\$5M		23.1	\$50-\$100M		11.5
US revenue (%)	\$5-\$20M		11.5	>100M		26.9
	\$20-\$50M		26.9			
Position satisfying? (%)	Thoroughly		23.1	Generally		46.2
	OK Sometimes		15.4	No		15.4
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		3.9	Good		53.9
	Fair		15.4	Poor		26.9
How current job was acquired (%)	Promoted		40.0	Exec Search		24.0
	Hired by Company		20.0	Own Initiative		16.0
Benefits received (%)	Signing Bonus		18.2	Retirement		45.5
	Car		13.6	Medical		77.3
	Dental		63.6	Stock		45.5
Factors important to job (avg ranking, 1 = most important)	Salary		2.7	Environ./Culture		2.8
	Benefits		4.0	Loyalty to Staff		4.0
	Advancement		4.8	Environ./Soc. Resp.		7.3
	Training		6.3	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.5
	Benefits		2.3	Loyalty to Staff		2.3
	Advancement		2.8	Environ./Soc. Resp.		2.7
	Training		3.2	Job Security		2.6
Plan to seek a new job this year? (%)	Yes		38.5	No		38.5
New job motivation (%)	Salary/Benefits		18.2	Advancement		18.2
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		45.5	Other		18.2
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.0	Existing Contacts		1.8
	Job Ads		3.6	Contact Companies		3.9
	Post Resume		3.9			

**SENIOR VICE PRESIDENT** \$170,000 N/A

Number of respondents						27
Employer	Percent	Market Sector		Percent		
Manufacturer	11.1	Rx Pharmaceuticals		85.2		
Agency	59.3	OTC Pharmaceuticals		22.2		
Media/Publisher - HCP	0.0	Biotechnology		29.6		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		18.5		
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip		11.1		
Service Supplier	7.4	Hospital Products/Equip.		11.1		
Other	18.5	Dental Products/Equip		11.1		
		Managed Care		7.4		
Age	High	64	Low	33	Avg.	47.0
Sex	Male	59.3	Female	40.7		
Years in industry	High	38.0	Low	4.0	Avg.	19.5
Years in position	High	15.0	Low	1.0	Avg.	4.3
Salary (\$000s/yr)	High	250.0	Low	85.0	Avg.	170.0
Commission received?	Yes	7.4	No	92.6		
Amount (\$000s/yr)	High	25.0	Low	20.0	Avg.	22.5
Bonus received?	Yes	51.9	No	48.2		
Amount (\$000s/yr)	High	40.0	Low	1.5	Avg.	16.2
Perceived pay vs. peers (%)	More	14.8	Less	25.9	Same	59.3
Employer's gross	<\$5M		30.8	\$50-\$100M		11.5
US revenue (%)	\$5-\$20M		19.2	>100M		23.1
	\$20-\$50M		15.4			
Position satisfying? (%)	Thoroughly		37.0	Generally		55.6
	OK Sometimes		7.4	No		0.0
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		23.1	Good		34.6
	Fair		23.1	Poor		19.2
How current job was acquired (%)	Promoted		18.5	Exec Search		14.8
	Hired by Company		11.1	Own Initiative		37.0
Benefits received (%)	Signing Bonus		5.0	Retirement		40.0
	Car		10.0	Medical		75.0
	Dental		75.0	Stock		25.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.3	Environ./Culture		3.4
	Benefits		4.3	Loyalty to Staff		5.0
	Advancement		4.7	Environ./Soc. Resp.		6.9
	Training		5.7	Job Security		3.8
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.2
	Benefits		2.2	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.4
	Training		2.6	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		44.4	No		29.6
New job motivation (%)	Salary/Benefits		6.7	Advancement		33.3
	Different Part of Ind		6.7	Need a Change		13.3
	Get out of Industry		0.0	Job Security		13.3
	Environ./Culture		20.0	Other		6.7
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		1.9
	Job Ads		3.0	Contact Companies		3.9
	Post Resume		4.0			



## VP OPERATIONS

\$161,100

▼15.3%

Number of respondents 16

Employer	Percent	Market Sector	Percent
Manufacturer	56.3	Rx Pharmaceuticals	62.5
Agency	12.5	OTC Pharmaceuticals	31.3
Media/Publisher - HCP	0.0	Biotechnology	31.3
Media/Publisher - Consumer	6.3	Medical Devices/Equip	31.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	12.5
Service Supplier	18.8	Hospital Products/Equip.	18.8
Other	6.3	Dental Products/Equip	12.5
		Managed Care	6.3

Age	High	63	Low	35	Avg.	49.0
Sex	Male	75.0	Female	25.0		
Years in industry	High	37.0	Low	3.0	Avg.	19.3
Years in position	High	13.0	Low	2.0	Avg.	4.9
Salary (\$000s/yr)	High	275.0	Low	77.0	Avg.	161.1
Commission received?	Yes	6.3	No	93.8		
Amount (\$000s/yr)	High	15.0	Low	15.0	Avg.	15.0
Bonus received?	Yes	75.0	No	25.0		
Amount (\$000s/yr)	High	60.0	Low	0.8	Avg.	28.3
Perceived pay vs. peers (%)	More	6.3	Less	56.3	Same	37.5
Employer's gross	<\$5M		25.0	\$50-\$100M		12.5
US revenue (%)	\$5-\$20M		25.0	>100M		12.5
	\$20-\$50M		25.0			
Position satisfying? (%)	Thoroughly		35.7	Generally		57.1
	OK Sometimes		0.0	No		7.1
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		26.7	Good		40.0
	Fair		26.7	Poor		6.7
How current job was acquired (%)	Promoted		40.0	Exec Search		13.3
	Hired by Company		26.7	Own Initiative		20.0
Benefits received (%)	Signing Bonus		25.0	Retirement		16.7
	Car		25.0	Medical		91.7
	Dental		91.7	Stock		50.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		3.3
	Benefits		4.4	Loyalty to Staff		3.4
	Advancement		4.4	Environ./Soc. Resp.		6.6
	Training		6.4	Job Security		4.8
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.1
	Benefits		2.5	Loyalty to Staff		2.0
	Advancement		2.2	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		37.5	No		25.0
New job motivation (%)	Salary/Benefits		50.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		12.5	Job Security		12.5
	Environ./Culture		12.5	Other		12.5
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.6
	Job Ads		3.3	Contact Companies		3.6
	Post Resume		4.2			

## VP MARKETING &amp; SALES

\$211,900

▲15.5%

Number of respondents 24

Employer	Percent	Market Sector	Percent
Manufacturer	50.0	Rx Pharmaceuticals	58.3
Agency	16.7	OTC Pharmaceuticals	16.7
Media/Publisher - HCP	4.2	Biotechnology	37.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	37.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	16.7
Service Supplier	25.0	Hospital Products/Equip.	12.5
Other	4.2	Dental Products/Equip	4.2
		Managed Care	8.3

Age	High	65	Low	33	Avg.	49.8
Sex	Male	87.5	Female	12.5		
Years in industry	High	33.0	Low	1.0	Avg.	21.0
Years in position	High	20.0	Low	1.0	Avg.	5.6
Salary (\$000s/yr)	High	850.0	Low	50.0	Avg.	211.9
Commission received?	Yes	20.8	No	79.2		
Amount (\$000s/yr)	High	130.0	Low	3.0	Avg.	72.6
Bonus received?	Yes	79.2	No	20.8		
Amount (\$000s/yr)	High	175.0	Low	1.0	Avg.	68.4
Perceived pay vs. peers (%)	More	16.7	Less	45.8	Same	37.5
Employer's gross	<\$5M		25.0	\$50-\$100M		20.8
US revenue (%)	\$5-\$20M		16.7	>100M		29.2
	\$20-\$50M		8.3			
Position satisfying? (%)	Thoroughly		33.3	Generally		37.5
	OK Sometimes		20.8	No		8.3
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		8.3	Good		41.7
	Fair		37.5	Poor		12.5
How current job was acquired (%)	Promoted		25.0	Exec Search		8.3
	Hired by Company		37.5	Own Initiative		25.0
Benefits received (%)	Signing Bonus		10.5	Retirement		36.8
	Car		36.8	Medical		84.2
	Dental		57.9	Stock		42.1
Factors important to job (avg ranking, 1 = most important)	Salary		2.1	Environ./Culture		2.9
	Benefits		4.6	Loyalty to Staff		4.0
	Advancement		4.2	Environ./Soc. Resp.		7.2
	Training		6.7	Job Security		4.3
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.3
	Benefits		2.3	Loyalty to Staff		2.6
	Advancement		2.7	Environ./Soc. Resp.		2.6
	Training		3.2	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		37.5	No		45.8
New job motivation (%)	Salary/Benefits		28.6	Advancement		14.3
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		14.3
	Environ./Culture		28.6	Other		14.3
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		1.8
	Job Ads		3.9	Contact Companies		2.8
	Post Resume		4.2			

## VP MARKETING

\$198,600

▲4.5%

Number of respondents 26

Employer	Percent	Market Sector	Percent
Manufacturer	53.9	Rx Pharmaceuticals	50.0
Agency	23.1	OTC Pharmaceuticals	7.7
Media/Publisher - HCP	0.0	Biotechnology	26.9
Media/Publisher - Consumer	0.0	Medical Devices/Equip	19.2
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	15.4
Service Supplier	11.5	Hospital Products/Equip.	3.9
Other	11.5	Dental Products/Equip	0.0
		Managed Care	11.5

Age	High	71	Low	27	Avg.	49.6
Sex	Male	53.9	Female	46.2		
Years in industry	High	32.0	Low	6.0	Avg.	22.2
Years in position	High	10.0	Low	1.0	Avg.	3.0
Salary (\$000s/yr)	High	315.0	Low	85.0	Avg.	198.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	88.5	No	11.5		
Amount (\$000s/yr)	High	108.0	Low	1.0	Avg.	43.5
Perceived pay vs. peers (%)	More	11.5	Less	50.0	Same	38.5
Employer's gross	<\$5M		20.0	\$50-\$100M		8.0
US revenue (%)	\$5-\$20M		16.0	>100M		48.0
	\$20-\$50M		8.0			
Position satisfying? (%)	Thoroughly		32.0	Generally		44.0
	OK Sometimes		16.0	No		8.0
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		11.5	Good		46.2
	Fair		26.9	Poor		15.4
How current job was acquired (%)	Promoted		30.8	Exec Search		23.1
	Hired by Company		23.1	Own Initiative		19.2
Benefits received (%)	Signing Bonus		12.5	Retirement		50.0
	Car		4.2	Medical		87.5
	Dental		83.3	Stock		45.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		2.8
	Benefits		4.1	Loyalty to Staff		4.6
	Advancement		4.7	Environ./Soc. Resp.		7.0
	Training		7.1	Job Security		3.3
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.4
	Benefits		2.4	Loyalty to Staff		2.5
	Advancement		2.7	Environ./Soc. Resp.		2.2
	Training		3.2	Job Security		2.6
Plan to seek a new job this year? (%)	Yes		19.2	No		50.0
New job motivation (%)	Salary/Benefits		30.0	Advancement		30.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		30.0
	Environ./Culture		10.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.0	Existing Contacts		1.6
	Job Ads		3.7	Contact Companies		3.3
	Post Resume		4.5			

## EXEC. DIR., MARKETING

\$207,800

▼1.4%

Number of respondents 15

Employer	Percent	Market Sector	Percent
Manufacturer	93.3	Rx Pharmaceuticals	60.0
Agency	0.0	OTC Pharmaceuticals	6.7
Media/Publisher - HCP	0.0	Biotechnology	6.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	6.7	Diagnostic Device/Equip	6.7
Service Supplier	0.0	Hospital Products/Equip.	6.7
Other	0.0	Dental Products/Equip	0.0
		Managed Care	6.7

Age	High	57	Low	33	Avg.	44.4
Sex	Male	60.0	Female	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	86.7		
Amount (\$000s/yr)	High	70.0	Low	26.0	Avg.	48.0
Bonus received?	Yes	93.3	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-\$20M		0.0	>100M		85.7
	\$20-\$50M		7.1			
Position satisfying? (%)	Thoroughly		26.7	Generally		66.7
	OK Sometimes		6.7	No		0.0
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		20.0	Good		26.7
	Fair		40.0	Poor		13.3
How current job was acquired (%)	Promoted		53.3	Exec Search		13.3
	Hired by Company		6.7	Own Initiative		20.0
Benefits received (%)	Signing Bonus		35.7	Retirement		42.9
	Car		7.1	Medical		85.7
	Dental		85.7	Stock		92.9
Factors important to job (avg ranking, 1 = most important)	Salary		2.1	Environ./Culture		3.3
	Benefits		4.4	Loyalty to Staff		4.9
	Advancement		3.0	Environ./Soc. Resp.		6.9
	Training		6.9	Job Security		4.4
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.5
	Benefits		2.3	Loyalty to Staff		3.1
	Advancement		2.5	Environ./Soc. Resp.		2.6
	Training		3.1	Job Security		2.9
Plan to seek a new job this year? (%)	Yes		60.0	No		33.3
New job motivation (%)	Salary/Benefits		22.2	Advancement		33.3
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		11.1
	Environ./Culture		22.2	Other		11.1
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		1.9	Existing Contacts		1.5
	Job Ads		4.0	Contact Companies		3.0
	Post Resume		4.5			

**DIRECTOR, MARKETING** \$146,600 ▲3.0%

Number of respondents 93

Employer	Percent	Market Sector	Percent
Manufacturer	72.0	Rx Pharmaceuticals	57.0
Agency	2.2	OTC Pharmaceuticals	10.8
Media/Publisher - HCP	2.2	Biotechnology	23.7
Media/Publisher - Consumer	1.1	Medical Devices/Equip	22.6
Media/Publisher - HCP & Consmr.	1.1	Diagnostic Device/Equip	10.8
Service Supplier	10.8	Hospital Products/Equip.	5.4
Other	10.8	Dental Products/Equip	1.1
		Managed Care	3.2

Age	High	69	Low	29	Avg.	43.9
Sex	Male	49.5	Female	50.5		
Years in industry	High	45.0	Low	5.0	Avg.	16.6
Years in position	High	16.0	Low	1.0	Avg.	4.1
Salary (\$000s/yr)	High	235.0	Low	40.0	Avg.	146.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	83.9	No	16.1		
Amount (\$000s/yr)	High	90.0	Low	2.4	Avg.	34.6
Perceived pay vs. peers (%)	More	9.9	Less	46.2	Same	44.0
Employer's gross	<\$5M		3.3	\$50-\$100M		14.1
US revenue (%)	\$5-\$20M		13.0	>100M		59.8
	\$20-\$50M		9.8			
Position satisfying? (%)	Thoroughly		27.2	Generally		56.5
	OK Sometimes		10.9	No		5.4
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		9.7	Good		46.2
	Fair		30.1	Poor		14.0
How current job was acquired (%)	Promoted		48.9	Exec Search		12.0
	Hired by Company		10.9	Own Initiative		23.9
Benefits received (%)	Signing Bonus		24.4	Retirement		52.4
	Car		11.0	Medical		84.2
	Dental		81.7	Stock		59.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		2.6
	Benefits		4.1	Loyalty to Staff		4.9
	Advancement		3.8	Environ./Soc. Resp.		7.2
	Training		6.6	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.3
	Benefits		2.2	Loyalty to Staff		2.6
	Advancement		2.7	Environ./Soc. Resp.		2.3
	Training		2.9	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		46.7	No		31.5
New job motivation (%)	Salary/Benefits		20.8	Advancement		31.3
	Different Part of Ind		6.3	Need a Change		2.1
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		29.2	Other		10.4
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		1.8
	Job Ads		3.3	Contact Companies		3.6
	Post Resume		4.1			

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

Number of respondents 27

Employer	Percent	Market Sector	Percent
Manufacturer	22.2	Rx Pharmaceuticals	63.0
Agency	25.9	OTC Pharmaceuticals	25.9
Media/Publisher - HCP	3.7	Biotechnology	40.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	37.0
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip	29.6
Service Supplier	22.2	Hospital Products/Equip.	22.2
Other	22.2	Dental Products/Equip	7.4
		Managed Care	3.7

Age	High	63	Low	29	Avg.	47.0
Sex	Male	66.7	Female	33.3		
Years in industry	High	40.0	Low	5.0	Avg.	17.1
Years in position	High	16.0	Low	1.0	Avg.	4.7
Salary (\$000s/yr)	High	247.0	Low	50.0	Avg.	132.2
Commission received?	Yes	48.2	No	51.9		
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	58.5
Bonus received?	Yes	51.9	No	48.2		
Amount (\$000s/yr)	High	62.0	Low	7.5	Avg.	29.9
Perceived pay vs. peers (%)	More	7.4	Less	66.7	Same	25.9
Employer's gross	<\$5M		22.2	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		37.0	>100M		37.0
	\$20-\$50M		3.7			
Position satisfying? (%)	Thoroughly		11.1	Generally		55.6
	OK Sometimes		29.6	No		3.7
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		26.9
	Fair		46.2	Poor		26.9
How current job was acquired (%)	Promoted		37.0	Exec Search		14.8
	Hired by Company		22.2	Own Initiative		25.9
Benefits received (%)	Signing Bonus		16.0	Retirement		52.0
	Car		8.0	Medical		92.0
	Dental		92.0	Stock		36.0
Factors important to job (avg ranking, 1 = most important)	Salary		1.8	Environ./Culture		3.3
	Benefits		3.8	Loyalty to Staff		5.0
	Advancement		3.7	Environ./Soc. Resp.		7.0
	Training		6.7	Job Security		4.3
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.3
	Benefits		2.5	Loyalty to Staff		2.3
	Advancement		3.1	Environ./Soc. Resp.		2.4
	Training		3.1	Job Security		2.6
Plan to seek a new job this year? (%)	Yes		53.9	No		7.7
New job motivation (%)	Salary/Benefits		33.3	Advancement		23.8
	Different Part of Ind		9.5	Need a Change		4.8
	Get out of Industry		4.8	Job Security		4.8
	Environ./Culture		4.8	Other		14.3
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.8
	Job Ads		3.3	Contact Companies		3.4
	Post Resume		4.1			

**MANAGER, MARKETING** **\$94,800** ▼**2.0%****Number of respondents** **60**

Employer	Percent	Market Sector	Percent
Manufacturer	51.7	Rx Pharmaceuticals	35.0
Agency	5.0	OTC Pharmaceuticals	15.0
Media/Publisher - HCP	3.3	Biotechnology	15.0
Media/Publisher - Consumer	1.7	Medical Devices/Equip	38.3
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip	11.7
Service Supplier	11.7	Hospital Products/Equip.	10.0
Other	21.7	Dental Products/Equip	5.0
		Managed Care	8.3

<b>Age</b>	High	59	Low	23	Avg.	41.6
<b>Sex</b>	Male	41.7	Female	58.3		
<b>Years in industry</b>	High	35.0	Low	0.5	Avg.	12.7
<b>Years in position</b>	High	33.0	Low	0.5	Avg.	4.4
<b>Salary (\$000s/yr)</b>	High	160.0	Low	20.0	Avg.	94.8
<b>Commission received?</b>	Yes	1.7	No	98.3		
<b>Amount (\$000s/yr)</b>	High	10.0	Low	10.0	Avg.	10.0
<b>Bonus received?</b>	Yes	68.3	No	31.7		
<b>Amount (\$000s/yr)</b>	High	37.3	Low	1.0	Avg.	14.3
<b>Perceived pay vs. peers (%)</b>	More	6.9	Less	53.5	Same	39.7
<b>Employer's gross</b>	<\$5M		10.2	\$50-\$100M		11.9
<b>US revenue (%)</b>	\$5-\$20M		10.2	>100M		55.9
	\$20-\$50M		11.9			
<b>Position satisfying? (%)</b>	Thoroughly		28.3	Generally		55.0
	OK Sometimes		11.7	No		5.0
<b>Advancement prospects (%)</b>	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		21.7	Good		38.3
	Fair		30.0	Poor		10.0
<b>How current job was acquired (%)</b>	Promoted		42.4	Exec Search		11.9
	Hired by Company		13.6	Own Initiative		28.8
<b>Benefits received (%)</b>	Signing Bonus		17.7	Retirement		62.8
	Car		2.0	Medical		84.3
	Dental		78.4	Stock		23.5
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.3	Environ./Culture		3.4
	Benefits		4.1	Loyalty to Staff		4.6
	Advancement		4.1	Environ./Soc. Resp.		6.8
	Training		6.6	Job Security		4.1
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.1	Environ./Culture		2.2
	Benefits		2.4	Loyalty to Staff		2.3
	Advancement		2.6	Environ./Soc. Resp.		2.4
	Training		2.8	Job Security		2.0
<b>Plan to seek a new job this year? (%)</b>	Yes		35.0	No		33.3
<b>New job motivation (%)</b>	Salary/Benefits		32.1	Advancement		32.1
	Different Part of Ind		0.0	Need a Change		7.1
	Get out of Industry		3.6	Job Security		0.0
	Environ./Culture		10.7	Other		14.3
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.5	Existing Contacts		2.2
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		3.6			

**MARKETING COORDINATOR** **\$47,700** ▲**0.1%****Number of respondents** **7**

Employer	Percent	Market Sector	Percent
Manufacturer	14.3	Rx Pharmaceuticals	14.3
Agency	14.3	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	14.3
Media/Publisher - HCP & Consmr.	14.3	Diagnostic Device/Equip	0.0
Service Supplier	14.3	Hospital Products/Equip.	0.0
Other	42.9	Dental Products/Equip	0.0
		Managed Care	14.3

<b>Age</b>	High	58	Low	23	Avg.	33.4
<b>Sex</b>	Male	42.9	Female	57.1		
<b>Years in industry</b>	High	30.0	Low	2.0	Avg.	9.5
<b>Years in position</b>	High	20.0	Low	1.0	Avg.	4.9
<b>Salary (\$000s/yr)</b>	High	71.0	Low	22.0	Avg.	47.7
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	42.9	No	57.1		
<b>Amount (\$000s/yr)</b>	High	4.0	Low	1.0	Avg.	2.2
<b>Perceived pay vs. peers (%)</b>	More	14.3	Less	71.4	Same	14.3
<b>Employer's gross</b>	<\$5M		57.1	\$50-\$100M		0.0
<b>US revenue (%)</b>	\$5-\$20M		14.3	>100M		14.3
	\$20-\$50M		14.3			
<b>Position satisfying? (%)</b>	Thoroughly		42.9	Generally		28.6
	OK Sometimes		28.6	No		0.0
<b>Advancement prospects (%)</b>	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		28.6
	Fair		28.6	Poor		42.9
<b>How current job was acquired (%)</b>	Promoted		42.9	Exec Search		0.0
	Hired by Company		0.0	Own Initiative		57.1
<b>Benefits received (%)</b>	Signing Bonus		20.0	Retirement		40.0
	Car		0.0	Medical		100.0
	Dental		80.0	Stock		0.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.6	Environ./Culture		4.1
	Benefits		4.3	Loyalty to Staff		4.9
	Advancement		4.3	Environ./Soc. Resp.		6.3
	Training		6.3	Job Security		3.3
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.1	Environ./Culture		2.0
	Benefits		2.4	Loyalty to Staff		2.4
	Advancement		2.9	Environ./Soc. Resp.		2.4
	Training		2.4	Job Security		2.4
<b>Plan to seek a new job this year? (%)</b>	Yes		42.9	No		42.9
<b>New job motivation (%)</b>	Salary/Benefits		25.0	Advancement		25.0
	Different Part of Ind		25.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		25.0
	Environ./Culture		0.0	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		3.3	Existing Contacts		2.5
	Job Ads		2.2	Contact Companies		4.0
	Post Resume		3.0			

## SECTION 4 JOB TITLES

### VP SALES

**\$178,900**

**▲5.4%**

**Number of respondents 14**

Employer	Percent	Market Sector	Percent
Manufacturer	28.6	Rx Pharmaceuticals	78.6
Agency	14.3	OTC Pharmaceuticals	21.4
Media/Publisher - HCP	14.3	Biotechnology	35.7
Media/Publisher - Consumer	7.1	Medical Devices/Equip	35.7
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	21.4
Service Supplier	28.6	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	7.1

<b>Age</b>	High	56	Low	32	Avg.	45.5
<b>Sex</b>	Male	64.3	Female	35.7		
<b>Years in industry</b>	High	27.0	Low	9.0	Avg.	17.4
<b>Years in position</b>	High	11.0	Low	1.0	Avg.	2.9
<b>Salary (\$000s/yr)</b>	High	300.0	Low	103.0	Avg.	178.9
<b>Commission received?</b>	Yes	64.3	No	35.7		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	5.0	Avg.	55.6
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	250.0	Low	10.0	Avg.	85.0
<b>Perceived pay vs. peers (%)</b>	More	21.4	Less	42.9	Same	35.7
<b>Employer's gross</b>	<\$5M	21.4	\$50-\$100M	7.1		
<b>US revenue (%)</b>	\$5-\$20M	28.6	>100M	21.4		
	\$20-\$50M	21.4				
<b>Position satisfying? (%)</b>	Thoroughly	35.7	Generally	35.7		
	OK Sometimes	28.6	No	0.0		
<b>Advancement prospects (%)</b>	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	28.6		
	Fair	57.1	Poor	14.3		
<b>How current job was acquired (%)</b>	Promoted	28.6	Exec Search	14.3		
	Hired by Company	7.1	Own Initiative	42.9		
<b>Benefits received (%)</b>	Signing Bonus	7.7	Retirement	46.2		
	Car	7.7	Medical	92.3		
	Dental	84.6	Stock	61.5		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.1	Environ./Culture	3.1		
	Benefits	4.1	Loyalty to Staff	4.3		
	Advancement	4.5	Environ./Soc. Resp.	6.7		
	Training	7.4	Job Security	3.6		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	2.5		
	Benefits	2.1	Loyalty to Staff	2.4		
	Advancement	2.9	Environ./Soc. Resp.	2.5		
	Training	3.2	Job Security	2.6		
<b>Plan to seek a new job this year? (%)</b>	Yes	57.1	No	21.4		
<b>New job motivation (%)</b>	Salary/Benefits	40.0	Advancement	20.0		
	Different Part of Ind	20.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	20.0	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	1.8	Existing Contacts	1.4		
	Job Ads	3.8	Contact Companies	3.8		
	Post Resume	4.1				

### SALES DIRECTOR

**\$130,600**

**▲1.0%**

**Number of respondents 19**

Employer	Percent	Market Sector	Percent
Manufacturer	47.4	Rx Pharmaceuticals	68.4
Agency	0.0	OTC Pharmaceuticals	21.1
Media/Publisher - HCP	5.3	Biotechnology	15.8
Media/Publisher - Consumer	5.3	Medical Devices/Equip	10.5
Media/Publisher - HCP & Consmr.	10.5	Diagnostic Device/Equip	5.3
Service Supplier	21.1	Hospital Products/Equip.	10.5
Other	10.5	Dental Products/Equip	5.3
		Managed Care	5.3

<b>Age</b>	High	59	Low	28	Avg.	45.9
<b>Sex</b>	Male	63.2	Female	36.8		
<b>Years in industry</b>	High	30.0	Low	10.0	Avg.	17.7
<b>Years in position</b>	High	20.0	Low	1.0	Avg.	6.1
<b>Salary (\$000s/yr)</b>	High	210.0	Low	50.0	Avg.	130.6
<b>Commission received?</b>	Yes	47.4	No	52.6		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	12.0	Avg.	61.3
<b>Bonus received?</b>	Yes	52.6	No	47.4		
<b>Amount (\$000s/yr)</b>	High	80.0	Low	15.0	Avg.	43.7
<b>Perceived pay vs. peers (%)</b>	More	26.3	Less	36.8	Same	36.8
<b>Employer's gross</b>	<\$5M	0.0	\$50-\$100M	5.3		
<b>US revenue (%)</b>	\$5-\$20M	36.8	>100M	42.1		
	\$20-\$50M	15.8				
<b>Position satisfying? (%)</b>	Thoroughly	52.9	Generally	29.4		
	OK Sometimes	11.8	No	5.9		
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.8	Good	42.1		
	Fair	15.8	Poor	26.3		
<b>How current job was acquired (%)</b>	Promoted	31.6	Exec Search	10.5		
	Hired by Company	21.1	Own Initiative	36.8		
<b>Benefits received (%)</b>	Signing Bonus	22.2	Retirement	61.1		
	Car	38.9	Medical	83.3		
	Dental	77.8	Stock	38.9		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.4	Environ./Culture	3.1		
	Benefits	4.8	Loyalty to Staff	4.4		
	Advancement	5.4	Environ./Soc. Resp.	6.9		
	Training	6.1	Job Security	2.8		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.1	Environ./Culture	2.1		
	Benefits	2.2	Loyalty to Staff	2.1		
	Advancement	2.6	Environ./Soc. Resp.	1.8		
	Training	2.6	Job Security	2.0		
<b>Plan to seek a new job this year? (%)</b>	Yes	26.3	No	52.6		
<b>New job motivation (%)</b>	Salary/Benefits	0.0	Advancement	20.0		
	Different Part of Ind	0.0	Need a Change	20.0		
	Get out of Industry	0.0	Job Security	20.0		
	Environ./Culture	20.0	Other	20.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	1.9	Existing Contacts	1.3		
	Job Ads	3.9	Contact Companies	3.5		
	Post Resume	4.4				



## SALES MANAGER

\$117,800

▲9.6%

Number of respondents 12

Employer	Percent	Market Sector	Percent
Manufacturer	50.0	Rx Pharmaceuticals	83.3
Agency	0.0	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	33.3	Biotechnology	16.7
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	8.3	Diagnostic Device/Equip	25.0
Service Supplier	8.3	Hospital Products/Equip.	8.3
Other	0.0	Dental Products/Equip	8.3
		Managed Care	0.0

Age	High	56	Low	27	Avg.	42.0
Sex	Male	50.0	Female	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	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	41.7	Same	33.3
Employer's gross	<\$5M		0.0	\$50-\$100M		25.0
US revenue (%)	\$5-\$20M		8.3	>100M		33.3
	\$20-\$50M		33.3			
Position satisfying? (%)	Thoroughly		33.3	Generally		41.7
	OK Sometimes		16.7	No		8.3
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		8.3	Good		50.0
	Fair		33.3	Poor		8.3
How current job was acquired (%)	Promoted		16.7	Exec Search		16.7
	Hired by Company		25.0	Own Initiative		33.3
Benefits received (%)	Signing Bonus		0.0	Retirement		72.7
	Car		72.7	Medical		100.0
	Dental		90.9	Stock		45.5
Factors important to job (avg ranking, 1 = most important)	Salary		3.3	Environ./Culture		3.3
	Benefits		3.7	Loyalty to Staff		5.0
	Advancement		4.5	Environ./Soc. Resp.		7.1
	Training		5.5	Job Security		3.8
Employer rating (avg rating, 1 = best)	Salary		1.6	Environ./Culture		2.7
	Benefits		2.1	Loyalty to Staff		2.6
	Advancement		2.5	Environ./Soc. Resp.		2.1
	Training		2.6	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		41.7	No		50.0
New job motivation (%)	Salary/Benefits		0.0	Advancement		33.3
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		16.7
	Environ./Culture		33.3	Other		16.7
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.8	Existing Contacts		1.7
	Job Ads		3.8	Contact Companies		2.6
	Post Resume		4.2			

## PRODUCT DIRECTOR

\$156,800

▲3.8%

Number of respondents 5

Employer	Percent	Market Sector	Percent
Manufacturer	100.0	Rx Pharmaceuticals	80.0
Agency	0.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	40.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	20.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	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-\$20M		0.0	>100M		100.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		0.0	Generally		80.0
	OK Sometimes		20.0	No		0.0
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		20.0	Good		40.0
	Fair		0.0	Poor		40.0
How current job was acquired (%)	Promoted		100.0	Exec Search		0.0
	Hired by Company		0.0	Own Initiative		0.0
Benefits received (%)	Signing Bonus		20.0	Retirement		80.0
	Car		0.0	Medical		100.0
	Dental		100.0	Stock		20.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.2
	Benefits		3.6	Loyalty to Staff		6.4
	Advancement		1.6	Environ./Soc. Resp.		7.6
	Training		6.6	Job Security		4.6
Employer rating (avg rating, 1 = best)	Salary		1.4	Environ./Culture		3.0
	Benefits		2.6	Loyalty to Staff		2.4
	Advancement		2.8	Environ./Soc. Resp.		2.4
	Training		3.0	Job Security		2.6
Plan to seek a new job this year? (%)	Yes		60.0	No		20.0
New job motivation (%)	Salary/Benefits		0.0	Advancement		50.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		50.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		1.3	Existing Contacts		2.3
	Job Ads		3.3	Contact Companies		4.3
	Post Resume		4.0			

**GROUP PRODUCT MANAGER** **\$171,700** **N/A****Number of respondents** **4**

Employer	Percent	Market Sector	Percent
Manufacturer	75.0	Rx Pharmaceuticals	75.0
Agency	0.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	25.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	51	Low	40	Avg.	43.0
<b>Sex</b>	Male	50.0	Female	50.0		
<b>Years in industry</b>	High	23.0	Low	11.0	Avg.	17.3
<b>Years in position</b>	High	7.0	Low	1.0	Avg.	3.8
<b>Salary (\$000s/yr)</b>	High	190.0	Low	145.0	Avg.	171.7
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	100.0	No	0.0		
<b>Amount (\$000s/yr)</b>	High	50.0	Low	15.0	Avg.	33.1
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	0.0	Same	100.0
<b>Employer's gross</b>	<\$5M		0.0	\$50-\$100M		0.0
<b>US revenue (%)</b>	\$5-\$20M		0.0	>100M		100.0
	\$20-\$50M		0.0			
<b>Position satisfying? (%)</b>	Thoroughly		50.0	Generally		50.0
	OK Sometimes		0.0	No		0.0
<b>Advancement prospects (%)</b>	Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		25.0	Good		50.0
	Fair		25.0	Poor		0.0
<b>How current job was acquired (%)</b>	Promoted		25.0	Exec Search		50.0
	Hired by Company		0.0	Own Initiative		25.0
<b>Benefits received (%)</b>	Signing Bonus		50.0	Retirement		75.0
	Car		25.0	Medical		100.0
	Dental		100.0	Stock		50.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		1.8	Environ./Culture		1.8
	Benefits		3.5	Loyalty to Staff		5.0
	Advancement		4.5	Environ./Soc. Resp.		5.8
	Training		7.8	Job Security		6.0
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.0	Environ./Culture		1.5
	Benefits		2.0	Loyalty to Staff		2.3
	Advancement		2.0	Environ./Soc. Resp.		1.8
	Training		2.8	Job Security		2.3
<b>Plan to seek a new job this year? (%)</b>	Yes		25.0	No		75.0
<b>New job motivation (%)</b>	Salary/Benefits		0.0	Advancement		100.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.3	Existing Contacts		1.7
	Job Ads		2.7	Contact Companies		3.7
	Post Resume		4.7			

**SENIOR PRODUCT MANAGER** **\$143,800** **▲9.4%****Number of respondents** **16**

Employer	Percent	Market Sector	Percent
Manufacturer	100.0	Rx Pharmaceuticals	56.3
Agency	0.0	OTC Pharmaceuticals	6.3
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	18.8
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	6.3
Service Supplier	0.0	Hospital Products/Equip.	6.3
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	60	Low	33	Avg.	43.6
<b>Sex</b>	Male	62.5	Female	37.5		
<b>Years in industry</b>	High	37.0	Low	8.0	Avg.	19.2
<b>Years in position</b>	High	8.0	Low	1.0	Avg.	3.3
<b>Salary (\$000s/yr)</b>	High	192.0	Low	77.6	Avg.	143.8
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	93.8	No	6.3		
<b>Amount (\$000s/yr)</b>	High	55.0	Low	4.0	Avg.	25.6
<b>Perceived pay vs. peers (%)</b>	More	31.3	Less	43.8	Same	25.0
<b>Employer's gross</b>	<\$5M		6.3	\$50-\$100M		0.0
<b>US revenue (%)</b>	\$5-\$20M		0.0	>100M		93.8
	\$20-\$50M		0.0			
<b>Position satisfying? (%)</b>	Thoroughly		18.8	Generally		56.3
	OK Sometimes		25.0	No		0.0
<b>Advancement prospects (%)</b>	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		6.3	Good		50.0
	Fair		12.5	Poor		31.3
<b>How current job was acquired (%)</b>	Promoted		50.0	Exec Search		25.0
	Hired by Company		0.0	Own Initiative		25.0
<b>Benefits received (%)</b>	Signing Bonus		25.0	Retirement		56.3
	Car		0.0	Medical		93.8
	Dental		87.5	Stock		62.5
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.9	Environ./Culture		4.1
	Benefits		3.9	Loyalty to Staff		4.9
	Advancement		3.6	Environ./Soc. Resp.		6.9
	Training		6.6	Job Security		3.1
<b>Employer rating (avg rating, 1 = best)</b>	Salary		1.9	Environ./Culture		2.4
	Benefits		2.2	Loyalty to Staff		2.6
	Advancement		2.8	Environ./Soc. Resp.		2.1
	Training		2.7	Job Security		2.7
<b>Plan to seek a new job this year? (%)</b>	Yes		37.5	No		25.0
<b>New job motivation (%)</b>	Salary/Benefits		14.3	Advancement		14.3
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		14.3	Job Security		14.3
	Environ./Culture		14.3	Other		28.6
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.6	Existing Contacts		2.1
	Job Ads		2.5	Contact Companies		3.9
	Post Resume		3.9			

**PRODUCT MANAGER****\$88,500****▼9.8%****Number of respondents 23**

Employer	Percent	Market Sector	Percent
Manufacturer	78.3	Rx Pharmaceuticals	47.8
Agency	4.4	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	8.7	Biotechnology	30.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	26.1
Media/Publisher - HCP & Consmr.	4.4	Diagnostic Device/Equip	4.4
Service Supplier	4.4	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	4.4
		Managed Care	0.0

<b>Age</b>	High	64	Low	25	Avg.	37.9
<b>Sex</b>	Male	52.2	Female	47.8		
<b>Years in industry</b>	High	40.0	Low	2.0	Avg.	12.3
<b>Years in position</b>	High	22.0	Low	1.0	Avg.	5.6
<b>Salary (\$000s/yr)</b>	High	125.0	Low	26.0	Avg.	88.5
<b>Commission received?</b>	Yes	4.4	No	95.7		
<b>Amount (\$000s/yr)</b>	High	35.0	Low	35.0	Avg.	35.0
<b>Bonus received?</b>	Yes	82.6	No	17.4		
<b>Amount (\$000s/yr)</b>	High	35.0	Low	4.0	Avg.	14.7
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	59.1	Same	40.9
<b>Employer's gross</b>	<\$5M		0.0	\$50-\$100M		9.1
<b>US revenue (%)</b>	\$5-\$20M		4.6	>100M		77.3
	\$20-\$50M		9.1			
<b>Position satisfying? (%)</b>	Thoroughly		13.6	Generally		68.2
	OK Sometimes		13.6	No		4.6
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		18.2	Good		40.9
	Fair		13.6	Poor		27.3
<b>How current job was acquired (%)</b>	Promoted		40.9	Exec Search		9.1
	Hired by Company		18.2	Own Initiative		27.3
<b>Benefits received (%)</b>	Signing Bonus		27.8	Retirement		77.8
	Car		5.6	Medical		77.8
	Dental		77.8	Stock		55.6
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.9	Environ./Culture		2.7
	Benefits		4.0	Loyalty to Staff		4.7
	Advancement		3.6	Environ./Soc. Resp.		7.0
	Training		6.3	Job Security		4.9
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.2	Environ./Culture		2.5
	Benefits		2.7	Loyalty to Staff		2.6
	Advancement		2.5	Environ./Soc. Resp.		1.9
	Training		2.9	Job Security		2.6
<b>Plan to seek a new job this year? (%)</b>	Yes		59.1	No		27.3
<b>New job motivation (%)</b>	Salary/Benefits		42.9	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		50.0	Other		7.1
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.5	Existing Contacts		2.2
	Job Ads		3.0	Contact Companies		3.9
	Post Resume		3.4			

**DIR. CORP./MKTING COMM.****\$144,400****▼17.2%****Number of respondents 22**

Employer	Percent	Market Sector	Percent
Manufacturer	68.2	Rx Pharmaceuticals	63.6
Agency	13.6	OTC Pharmaceuticals	9.1
Media/Publisher - HCP	0.0	Biotechnology	13.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	40.9
Media/Publisher - HCP & Consmr.	4.6	Diagnostic Device/Equip	18.2
Service Supplier	0.0	Hospital Products/Equip.	13.6
Other	13.6	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	59	Low	27	Avg.	43.8
<b>Sex</b>	Male	40.9	Female	59.1		
<b>Years in industry</b>	High	30.0	Low	3.0	Avg.	15.4
<b>Years in position</b>	High	28.0	Low	1.0	Avg.	6.3
<b>Salary (\$000s/yr)</b>	High	210.0	Low	60.0	Avg.	144.4
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	90.9	No	9.1		
<b>Amount (\$000s/yr)</b>	High	150.0	Low	5.0	Avg.	30.5
<b>Perceived pay vs. peers (%)</b>	More	27.3	Less	27.3	Same	45.5
<b>Employer's gross</b>	<\$5M		13.6	\$50-\$100M		4.6
<b>US revenue (%)</b>	\$5-\$20M		13.6	>100M		59.1
	\$20-\$50M		9.1			
<b>Position satisfying? (%)</b>	Thoroughly		9.1	Generally		86.4
	OK Sometimes		4.6	No		0.0
<b>Advancement prospects (%)</b>	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		9.5	Good		28.6
	Fair		38.1	Poor		23.8
<b>How current job was acquired (%)</b>	Promoted		45.5	Exec Search		18.2
	Hired by Company		4.6	Own Initiative		27.3
<b>Benefits received (%)</b>	Signing Bonus		13.6	Retirement		50.0
	Car		4.6	Medical		72.7
	Dental		59.1	Stock		54.6
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.5	Environ./Culture		3.3
	Benefits		3.7	Loyalty to Staff		5.0
	Advancement		5.0	Environ./Soc. Resp.		6.7
	Training		6.9	Job Security		3.0
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.0	Environ./Culture		2.5
	Benefits		2.0	Loyalty to Staff		2.5
	Advancement		2.8	Environ./Soc. Resp.		2.5
	Training		2.7	Job Security		2.4
<b>Plan to seek a new job this year? (%)</b>	Yes		31.8	No		27.3
<b>New job motivation (%)</b>	Salary/Benefits		0.0	Advancement		37.5
	Different Part of Ind		12.5	Need a Change		25.0
	Get out of Industry		0.0	Job Security		12.5
	Environ./Culture		0.0	Other		12.5
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.3	Existing Contacts		2.4
	Job Ads		2.4	Contact Companies		3.8
	Post Resume		4.2			

**PR/COMMUNICATIONS MGR. \$101,000 ▲25.9%****Number of respondents 14**

Employer	Percent	Market Sector	Percent
Manufacturer	42.9	Rx Pharmaceuticals	7.1
Agency	28.6	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	50.0
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	0.0
Service Supplier	7.1	Hospital Products/Equip.	0.0
Other	14.3	Dental Products/Equip	0.0
		Managed Care	7.1

<b>Age</b>	High	59	Low	30	Avg.	42.9
<b>Sex</b>	Male	28.6	Female	71.4		
<b>Years in industry</b>	High	25.0	Low	4.0	Avg.	11.5
<b>Years in position</b>	High	19.0	Low	1.0	Avg.	5.2
<b>Salary (\$000s/yr)</b>	High	180.0	Low	43.7	Avg.	101.0
<b>Commission received?</b>	Yes	7.1	No	92.9		
<b>Amount (\$000s/yr)</b>	High	25.0	Low	25.0	Avg.	25.0
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	1.0	Avg.	21.8
<b>Perceived pay vs. peers (%)</b>	More	7.1	Less	42.9	Same	50.0
<b>Employer's gross</b>	<\$5M		21.4	\$50-\$100M		7.1
<b>US revenue (%)</b>	\$5-\$20M		14.3	>100M		42.9
	\$20-\$50M		14.3			
<b>Position satisfying? (%)</b>	Thoroughly		14.3	Generally		78.6
	OK Sometimes		0.0	No		7.1
<b>Advancement prospects (%)</b>	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		14.3	Good		7.1
	Fair		42.9	Poor		35.7
<b>How current job was acquired (%)</b>	Promoted		42.9	Exec Search		0.0
	Hired by Company		7.1	Own Initiative		28.6
<b>Benefits received (%)</b>	Signing Bonus		11.1	Retirement		55.6
	Car		0.0	Medical		100.0
	Dental		77.8	Stock		44.4
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		1.6	Environ./Culture		2.6
	Benefits		3.6	Loyalty to Staff		5.7
	Advancement		4.6	Environ./Soc. Resp.		6.9
	Training		6.3	Job Security		4.7
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.1	Environ./Culture		2.0
	Benefits		2.4	Loyalty to Staff		2.4
	Advancement		2.9	Environ./Soc. Resp.		2.2
	Training		2.8	Job Security		2.4
<b>Plan to seek a new job this year? (%)</b>	Yes		42.9	No		21.4
<b>New job motivation (%)</b>	Salary/Benefits		60.0	Advancement		20.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		10.0	Job Security		0.0
	Environ./Culture		0.0	Other		10.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.4	Existing Contacts		2.4
	Job Ads		3.4	Contact Companies		2.7
	Post Resume		4.2			

**VP, GROUP SUPERVISOR \$149,900 ▲0.2%****Number of respondents 33**

Employer	Percent	Market Sector	Percent
Manufacturer	6.1	Rx Pharmaceuticals	90.9
Agency	84.9	OTC Pharmaceuticals	9.1
Media/Publisher - HCP	0.0	Biotechnology	30.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.3
Media/Publisher - HCP & Consmr.	3.0	Diagnostic Device/Equip	15.2
Service Supplier	3.0	Hospital Products/Equip.	0.0
Other	3.0	Dental Products/Equip	3.0
		Managed Care	9.1

<b>Age</b>	High	65	Low	28	Avg.	40.9
<b>Sex</b>	Male	27.3	Female	72.7		
<b>Years in industry</b>	High	34.0	Low	6.0	Avg.	14.5
<b>Years in position</b>	High	10.0	Low	1.0	Avg.	3.8
<b>Salary (\$000s/yr)</b>	High	392.0	Low	80.0	Avg.	149.9
<b>Commission received?</b>	Yes	6.1	No	93.9		
<b>Amount (\$000s/yr)</b>	High	40.0	Low	15.0	Avg.	27.5
<b>Bonus received?</b>	Yes	63.6	No	36.4		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	3.5	Avg.	14.0
<b>Perceived pay vs. peers (%)</b>	More	3.0	Less	48.5	Same	48.5
<b>Employer's gross</b>	<\$5M		12.5	\$50-\$100M		15.6
<b>US revenue (%)</b>	\$5-\$20M		43.8	>100M		3.1
	\$20-\$50M		25.0			
<b>Position satisfying? (%)</b>	Thoroughly		12.5	Generally		65.6
	OK Sometimes		15.6	No		6.3
<b>Advancement prospects (%)</b>	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		18.8	Good		46.9
	Fair		18.8	Poor		15.6
<b>How current job was acquired (%)</b>	Promoted		50.0	Exec Search		15.6
	Hired by Company		15.6	Own Initiative		18.8
<b>Benefits received (%)</b>	Signing Bonus		12.5	Retirement		50.0
	Car		0.0	Medical		83.3
	Dental		79.2	Stock		33.3
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.3	Environ./Culture		3.2
	Benefits		4.6	Loyalty to Staff		4.3
	Advancement		4.6	Environ./Soc. Resp.		6.9
	Training		6.5	Job Security		3.5
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.4	Environ./Culture		2.3
	Benefits		2.5	Loyalty to Staff		2.1
	Advancement		2.5	Environ./Soc. Resp.		2.5
	Training		2.6	Job Security		2.1
<b>Plan to seek a new job this year? (%)</b>	Yes		31.3	No		34.4
<b>New job motivation (%)</b>	Salary/Benefits		42.9	Advancement		7.1
	Different Part of Ind		14.3	Need a Change		0.0
	Get out of Industry		7.1	Job Security		0.0
	Environ./Culture		14.3	Other		14.3
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.1	Existing Contacts		1.6
	Job Ads		3.3	Contact Companies		3.8
	Post Resume		4.2			

**GROUP SUPERVISOR****\$118,400****▼8.7%****Number of respondents 19**

Employer	Percent	Market Sector	Percent
Manufacturer	10.5	Rx Pharmaceuticals	100.0
Agency	84.2	OTC Pharmaceuticals	21.1
Media/Publisher - HCP	0.0	Biotechnology	26.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.1
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	5.3
Service Supplier	5.3	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	10.5

<b>Age</b>	High	50	Low	28	Avg.	36.7
<b>Sex</b>	Male	47.4	Female	52.6		
<b>Years in industry</b>	High	23.0	Low	3.0	Avg.	11.0
<b>Years in position</b>	High	10.0	Low	1.0	Avg.	3.9
<b>Salary (\$000s/yr)</b>	High	155.0	Low	67.7	Avg.	118.4
<b>Commission received?</b>	Yes	5.3	No	94.7		
<b>Amount (\$000s/yr)</b>	High	32.0	Low	32.0	Avg.	32.0
<b>Bonus received?</b>	Yes	79.0	No	21.1		
<b>Amount (\$000s/yr)</b>	High	25.0	Low	0.8	Avg.	7.1
<b>Perceived pay vs. peers (%)</b>	More	5.6	Less	44.4	Same	50.0
<b>Employer's gross</b>	<\$5M		11.8	\$50-\$100M		23.5
<b>US revenue (%)</b>	\$5-\$20M		17.7	>100M		29.4
	\$20-\$50M		17.7			
<b>Position satisfying? (%)</b>	Thoroughly		10.5	Generally		79.0
	OK Sometimes		10.5	No		0.0
<b>Advancement prospects (%)</b>	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		21.1	Good		47.4
	Fair		26.3	Poor		5.3
<b>How current job was acquired (%)</b>	Promoted		63.2	Exec Search		5.3
	Hired by Company		5.3	Own Initiative		26.3
<b>Benefits received (%)</b>	Signing Bonus		15.4	Retirement		53.9
	Car		0.0	Medical		76.9
	Dental		69.2	Stock		23.1
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.3	Environ./Culture		3.0
	Benefits		3.7	Loyalty to Staff		4.6
	Advancement		4.3	Environ./Soc. Resp.		7.7
	Training		6.6	Job Security		4.0
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.5	Environ./Culture		2.0
	Benefits		2.4	Loyalty to Staff		2.1
	Advancement		2.3	Environ./Soc. Resp.		2.5
	Training		2.7	Job Security		2.2
<b>Plan to seek a new job this year? (%)</b>	Yes		5.3	No		42.1
<b>New job motivation (%)</b>	Salary/Benefits		60.0	Advancement		20.0
	Different Part of Ind		20.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		1.7	Existing Contacts		2.3
	Job Ads		3.1	Contact Companies		4.0
	Post Resume		3.9			

**ACCOUNT SUPERVISOR****\$90,800****▼1.2%****Number of respondents 24**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	87.5
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 & Consmr.	0.0	Diagnostic Device/Equip	8.3
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	4.2
		Managed Care	4.2

<b>Age</b>	High	58	Low	27	Avg.	32.0
<b>Sex</b>	Male	25.0	Female	75.0		
<b>Years in industry</b>	High	25.0	Low	2.0	Avg.	7.5
<b>Years in position</b>	High	3.0	Low	0.3	Avg.	1.4
<b>Salary (\$000s/yr)</b>	High	130.0	Low	75.0	Avg.	90.8
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	54.2	No	45.8		
<b>Amount (\$000s/yr)</b>	High	11.5	Low	0.5	Avg.	4.3
<b>Perceived pay vs. peers (%)</b>	More	12.5	Less	45.8	Same	41.7
<b>Employer's gross</b>	<\$5M		4.4	\$50-\$100M		4.4
<b>US revenue (%)</b>	\$5-\$20M		56.5	>100M		8.7
	\$20-\$50M		26.1			
<b>Position satisfying? (%)</b>	Thoroughly		12.5	Generally		54.2
	OK Sometimes		25.0	No		8.3
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		70.8
	Fair		20.8	Poor		8.3
<b>How current job was acquired (%)</b>	Promoted		41.7	Exec Search		12.5
	Hired by Company		25.0	Own Initiative		12.5
<b>Benefits received (%)</b>	Signing Bonus		6.7	Retirement		46.7
	Car		0.0	Medical		60.0
	Dental		66.7	Stock		20.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.8	Environ./Culture		3.4
	Benefits		4.2	Loyalty to Staff		5.1
	Advancement		3.6	Environ./Soc. Resp.		7.2
	Training		6.1	Job Security		3.7
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.3	Environ./Culture		2.2
	Benefits		2.4	Loyalty to Staff		2.2
	Advancement		2.3	Environ./Soc. Resp.		2.6
	Training		2.8	Job Security		2.0
<b>Plan to seek a new job this year? (%)</b>	Yes		29.2	No		33.3
<b>New job motivation (%)</b>	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
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.3	Existing Contacts		1.9
	Job Ads		3.7	Contact Companies		3.0
	Post Resume		4.3			



**ACCOUNT MANAGER** **\$125,700** **▲49.8%****Number of respondents** **12**

Employer	Percent	Market Sector	Percent
Manufacturer	8.3	Rx Pharmaceuticals	58.3
Agency	50.0	OTC Pharmaceuticals	33.3
Media/Publisher - HCP	8.3	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	41.7
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	16.7
Service Supplier	25.0	Hospital Products/Equip.	0.0
Other	8.3	Dental Products/Equip	0.0
		Managed Care	0.0

<b>Age</b>	High	60	Low	25	Avg.	40.2
<b>Sex</b>	Male	58.3	Female	41.7		
<b>Years in industry</b>	High	20.0	Low	0.3	Avg.	10.0
<b>Years in position</b>	High	35.0	Low	0.3	Avg.	8.7
<b>Salary (\$000s/yr)</b>	High	600.0	Low	45.6	Avg.	125.7
<b>Commission received?</b>	Yes	25.0	No	75.0		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	2.5	Avg.	44.2
<b>Bonus received?</b>	Yes	41.7	No	58.3		
<b>Amount (\$000s/yr)</b>	High	40.0	Low	1.0	Avg.	19.2
<b>Perceived pay vs. peers (%)</b>	More	16.7	Less	25.0	Same	58.3
<b>Employer's gross</b>	<\$5M	8.3	\$50-\$100M	16.7		
<b>US revenue (%)</b>	\$5-\$20M	25.0	>100M	50.0		
	\$20-\$50M	0.0				
<b>Position satisfying? (%)</b>	Thoroughly	25.0	Generally	66.7		
	OK Sometimes	8.3	No	0.0		
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	25.0	Good	25.0		
	Fair	33.3	Poor	16.7		
<b>How current job was acquired (%)</b>	Promoted	33.3	Exec Search	16.7		
	Hired by Company	25.0	Own Initiative	25.0		
<b>Benefits received (%)</b>	Signing Bonus	0.0	Retirement	66.7		
	Car	33.3	Medical	77.8		
	Dental	66.7	Stock	11.1		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	1.6	Environ./Culture	3.3		
	Benefits	4.2	Loyalty to Staff	5.5		
	Advancement	4.2	Environ./Soc. Resp.	7.3		
	Training	5.8	Job Security	4.3		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environ./Culture	2.3		
	Benefits	2.2	Loyalty to Staff	2.2		
	Advancement	2.4	Environ./Soc. Resp.	2.3		
	Training	2.8	Job Security	2.3		
<b>Plan to seek a new job this year? (%)</b>	Yes	41.7	No	33.3		
<b>New job motivation (%)</b>	Salary/Benefits	14.3	Advancement	0.0		
	Different Part of Ind	28.6	Need a Change	0.0		
	Get out of Industry	14.3	Job Security	14.3		
	Environ./Culture	14.3	Other	14.3		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	2.6	Existing Contacts	2.1		
	Job Ads	3.2	Contact Companies	3.9		
	Post Resume	3.2				

**PROJECT MANAGER** **\$84,600** **▲19.5%****Number of respondents** **14**

Employer	Percent	Market Sector	Percent
Manufacturer	28.6	Rx Pharmaceuticals	42.9
Agency	21.4	OTC Pharmaceuticals	7.1
Media/Publisher - HCP	0.0	Biotechnology	14.3
Media/Publisher - Consumer	7.1	Medical Devices/Equip	28.6
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	7.1
Service Supplier	21.4	Hospital Products/Equip.	0.0
Other	21.4	Dental Products/Equip	0.0
		Managed Care	14.3

<b>Age</b>	High	63	Low	29	Avg.	45.2
<b>Sex</b>	Male	28.6	Female	71.4		
<b>Years in industry</b>	High	35.0	Low	2.0	Avg.	13.7
<b>Years in position</b>	High	35.0	Low	2.0	Avg.	8.4
<b>Salary (\$000s/yr)</b>	High	150.0	Low	50.0	Avg.	84.6
<b>Commission received?</b>	Yes	7.1	No	92.9		
<b>Amount (\$000s/yr)</b>	High	20.0	Low	20.0	Avg.	20.0
<b>Bonus received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	13.0	Low	1.0	Avg.	6.2
<b>Perceived pay vs. peers (%)</b>	More	7.1	Less	57.1	Same	35.7
<b>Employer's gross</b>	<\$5M	21.4	\$50-\$100M	0.0		
<b>US revenue (%)</b>	\$5-\$20M	28.6	>100M	35.7		
	\$20-\$50M	14.3				
<b>Position satisfying? (%)</b>	Thoroughly	21.4	Generally	42.9		
	OK Sometimes	28.6	No	7.1		
<b>Advancement prospects (%)</b>	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	7.1	Good	21.4		
	Fair	28.6	Poor	42.9		
<b>How current job was acquired (%)</b>	Promoted	21.4	Exec Search	21.4		
	Hired by Company	0.0	Own Initiative	57.1		
<b>Benefits received (%)</b>	Signing Bonus	25.0	Retirement	50.0		
	Car	0.0	Medical	50.0		
	Dental	33.3	Stock	16.7		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.8	Environ./Culture	3.9		
	Benefits	4.0	Loyalty to Staff	3.8		
	Advancement	4.6	Environ./Soc. Resp.	6.8		
	Training	6.6	Job Security	3.5		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.4	Environ./Culture	2.2		
	Benefits	2.8	Loyalty to Staff	2.6		
	Advancement	3.0	Environ./Soc. Resp.	2.6		
	Training	2.6	Job Security	2.4		
<b>Plan to seek a new job this year? (%)</b>	Yes	35.7	No	21.4		
<b>New job motivation (%)</b>	Salary/Benefits	28.6	Advancement	14.3		
	Different Part of Ind	0.0	Need a Change	14.3		
	Get out of Industry	28.6	Job Security	0.0		
	Environ./Culture	14.3	Other	0.0		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency	3.2	Existing Contacts	2.0		
	Job Ads	2.5	Contact Companies	4.2		
	Post Resume	3.1				



**SENIOR ACCOUNT EXECUTIVE \$98,100 ▲14.6%****Number of respondents 14**

Employer	Percent	Market Sector	Percent
Manufacturer	35.7	Rx Pharmaceuticals	78.6
Agency	28.6	OTC Pharmaceuticals	21.4
Media/Publisher - HCP	7.1	Biotechnology	14.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	7.1
Media/Publisher - HCP & Consmr.	14.3	Diagnostic Device/Equip	7.1
Service Supplier	14.3	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	14.3
		Managed Care	7.1

<b>Age</b>	High	62	Low	28	Avg.	44.5
<b>Sex</b>	Male	42.9	Female	57.1		
<b>Years in industry</b>	High	39.0	Low	2.0	Avg.	16.3
<b>Years in position</b>	High	15.0	Low	1.0	Avg.	5.3
<b>Salary (\$000s/yr)</b>	High	175.0	Low	53.3	Avg.	98.1
<b>Commission received?</b>	Yes	64.3	No	35.7		
<b>Amount (\$000s/yr)</b>	High	175.0	Low	5.0	Avg.	39.8
<b>Bonus received?</b>	Yes	57.1	No	42.9		
<b>Amount (\$000s/yr)</b>	High	48.0	Low	5.0	Avg.	19.8
<b>Perceived pay vs. peers (%)</b>	More	7.1	Less	35.7	Same	57.1
<b>Employer's gross</b>	<\$5M		7.1	\$50-\$100M		7.1
<b>US revenue (%)</b>	\$5-\$20M		35.7	>100M		35.7
	\$20-\$50M		14.3			
<b>Position satisfying? (%)</b>	Thoroughly		21.4	Generally		57.1
	OK Sometimes		7.1	No		14.3
<b>Advancement prospects (%)</b>	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		7.1	Good		35.7
	Fair		35.7	Poor		21.4
<b>How current job was acquired (%)</b>	Promoted		23.1	Exec Search		15.4
	Hired by Company		23.1	Own Initiative		38.5
<b>Benefits received (%)</b>	Signing Bonus		0.0	Retirement		66.7
	Car		41.7	Medical		91.7
	Dental		83.3	Stock		8.3
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.6	Environ./Culture		3.5
	Benefits		4.0	Loyalty to Staff		3.6
	Advancement		6.1	Environ./Soc. Resp.		7.2
	Training		6.2	Job Security		2.8
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.2	Environ./Culture		2.3
	Benefits		2.5	Loyalty to Staff		2.6
	Advancement		2.6	Environ./Soc. Resp.		2.3
	Training		2.7	Job Security		2.2
<b>Plan to seek a new job this year? (%)</b>	Yes		28.6	No		35.7
<b>New job motivation (%)</b>	Salary/Benefits		42.9	Advancement		0.0
	Different Part of Ind		14.3	Need a Change		0.0
	Get out of Industry		28.6	Job Security		0.0
	Environ./Culture		0.0	Other		14.3
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.7	Existing Contacts		1.8
	Job Ads		3.3	Contact Companies		3.6
	Post Resume		3.7			

**ACCOUNT EXECUTIVE \$53,600 ▲5.5%****Number of respondents 8**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	75.0
Agency	75.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	12.5
Media/Publisher - HCP & Consmr.	12.5	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	25.0
Other	12.5	Dental Products/Equip	12.5
		Managed Care	0.0

<b>Age</b>	High	38	Low	23	Avg.	28.5
<b>Sex</b>	Male	25.0	Female	75.0		
<b>Years in industry</b>	High	16.0	Low	1.0	Avg.	6.3
<b>Years in position</b>	High	3.0	Low	0.7	Avg.	1.7
<b>Salary (\$000s/yr)</b>	High	70.0	Low	40.0	Avg.	53.6
<b>Commission received?</b>	Yes	12.5	No	87.5		
<b>Amount (\$000s/yr)</b>	High	50.0	Low	50.0	Avg.	50.0
<b>Bonus received?</b>	Yes	25.0	No	75.0		
<b>Amount (\$000s/yr)</b>	High	10.0	Low	0.5	Avg.	5.3
<b>Perceived pay vs. peers (%)</b>	More	12.5	Less	75.0	Same	12.5
<b>Employer's gross</b>	<\$5M		37.5	\$50-\$100M		0.0
<b>US revenue (%)</b>	\$5-\$20M		50.0	>100M		0.0
	\$20-\$50M		12.5			
<b>Position satisfying? (%)</b>	Thoroughly		25.0	Generally		25.0
	OK Sometimes		12.5	No		37.5
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		50.0
	Fair		50.0	Poor		0.0
<b>How current job was acquired (%)</b>	Promoted		0.0	Exec Search		12.5
	Hired by Company		12.5	Own Initiative		75.0
<b>Benefits received (%)</b>	Signing Bonus		16.7	Retirement		0.0
	Car		0.0	Medical		83.3
	Dental		100.0	Stock		0.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.5	Environ./Culture		2.5
	Benefits		4.1	Loyalty to Staff		5.3
	Advancement		4.1	Environ./Soc. Resp.		7.6
	Training		6.3	Job Security		3.6
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.3	Environ./Culture		2.3
	Benefits		2.6	Loyalty to Staff		2.3
	Advancement		2.8	Environ./Soc. Resp.		2.1
	Training		3.0	Job Security		1.9
<b>Plan to seek a new job this year? (%)</b>	Yes		62.5	No		25.0
<b>New job motivation (%)</b>	Salary/Benefits		50.0	Advancement		16.7
	Different Part of Ind		0.0	Need a Change		33.3
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.4	Existing Contacts		3.0
	Job Ads		2.7	Contact Companies		3.3
	Post Resume		3.6			

**MANAGEMENT SUPERVISOR** \$131,100 ▼4.1%

Number of respondents 14

Employer	Percent	Market Sector	Percent
Manufacturer	7.1	Rx Pharmaceuticals	57.1
Agency	50.0	OTC Pharmaceuticals	7.1
Media/Publisher - HCP	0.0	Biotechnology	21.4
Media/Publisher - Consumer	0.0	Medical Devices/Equip	21.4
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	7.1
Service Supplier	0.0	Hospital Products/Equip.	14.3
Other	35.7	Dental Products/Equip	0.0
		Managed Care	7.1

Age	High	65	Low	38	Avg.	50.3
Sex	Male	57.1	Female	42.9		
Years in industry	High	35.0	Low	9.0	Avg.	16.6
Years in position	High	13.0	Low	1.0	Avg.	6.3
Salary (\$000s/yr)	High	190.0	Low	42.0	Avg.	131.1
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	30.0	Low	7.0	Avg.	15.9
Perceived pay vs. peers (%)	More	7.1	Less	57.1	Same	35.7
Employer's gross	<\$5M		14.3	\$50-\$100M		14.3
US revenue (%)	\$5-\$20M		21.4	>100M		28.6
	\$20-\$50M		21.4			
Position satisfying? (%)	Thoroughly		14.3	Generally		57.1
	OK Sometimes		21.4	No		7.1
Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		35.7
	Fair		14.3	Poor		50.0
How current job was acquired (%)	Promoted		23.1	Exec Search		15.4
	Hired by Company		23.1	Own Initiative		38.5
Benefits received (%)	Signing Bonus		10.0	Retirement		60.0
	Car		0.0	Medical		60.0
	Dental		70.0	Stock		30.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.9	Environ./Culture		3.7
	Benefits		4.8	Loyalty to Staff		4.7
	Advancement		4.9	Environ./Soc. Resp.		7.1
	Training		4.9	Job Security		2.9
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.2
	Benefits		2.5	Loyalty to Staff		2.8
	Advancement		3.1	Environ./Soc. Resp.		2.3
	Training		2.9	Job Security		2.8
Plan to seek a new job this year? (%)	Yes		28.6	No		50.0
New job motivation (%)	Salary/Benefits		20.0	Advancement		0.0
	Different Part of Ind		20.0	Need a Change		0.0
	Get out of Industry		20.0	Job Security		0.0
	Environ./Culture		20.0	Other		20.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.1	Existing Contacts		2.1
	Job Ads		3.1	Contact Companies		3.4
	Post Resume		4.2			

**MEDIA DIRECTOR** \$117,400 ▼15.8%

Number of respondents 14

Employer	Percent	Market Sector	Percent
Manufacturer	7.1	Rx Pharmaceuticals	85.7
Agency	64.3	OTC Pharmaceuticals	35.7
Media/Publisher - HCP	7.1	Biotechnology	35.7
Media/Publisher - Consumer	7.1	Medical Devices/Equip	21.4
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	7.1
Other	7.1	Dental Products/Equip	0.0
		Managed Care	21.4

Age	High	60	Low	29	Avg.	45.6
Sex	Male	28.6	Female	71.4		
Years in industry	High	30.0	Low	3.0	Avg.	16.6
Years in position	High	19.0	Low	1.0	Avg.	7.3
Salary (\$000s/yr)	High	180.0	Low	45.0	Avg.	117.4
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	64.3	No	35.7		
Amount (\$000s/yr)	High	50.0	Low	2.0	Avg.	16.5
Perceived pay vs. peers (%)	More	14.3	Less	28.6	Same	57.1
Employer's gross	<\$5M		15.4	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		30.8	>100M		30.8
	\$20-\$50M		23.1			
Position satisfying? (%)	Thoroughly		21.4	Generally		71.4
	OK Sometimes		7.1	No		0.0
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		23.1	Good		30.8
	Fair		30.8	Poor		15.4
How current job was acquired (%)	Promoted		21.4	Exec Search		7.1
	Hired by Company		21.4	Own Initiative		42.9
Benefits received (%)	Signing Bonus		0.0	Retirement		77.8
	Car		0.0	Medical		77.8
	Dental		66.7	Stock		33.3
Factors important to job (avg ranking, 1 = most important)	Salary		1.8	Environ./Culture		3.8
	Benefits		3.8	Loyalty to Staff		4.7
	Advancement		4.8	Environ./Soc. Resp.		7.3
	Training		6.5	Job Security		3.2
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.6
	Benefits		2.1	Loyalty to Staff		2.1
	Advancement		2.3	Environ./Soc. Resp.		2.5
	Training		2.7	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		28.6	No		50.0
New job motivation (%)	Salary/Benefits		0.0	Advancement		20.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		20.0	Job Security		20.0
	Environ./Culture		40.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		1.4
	Job Ads		3.2	Contact Companies		3.7
	Post Resume		4.4			

**MEDIA BUYER/PLANNER** **\$56,000** ▼22.2%

Number of respondents							4
Employer	Percent		Market Sector			Percent	
Manufacturer	0.0		Rx Pharmaceuticals			75.0	
Agency	25.0		OTC Pharmaceuticals			0.0	
Media/Publisher - HCP	25.0		Biotechnology			0.0	
Media/Publisher - Consumer	0.0		Medical Devices/Equip			0.0	
Media/Publisher - HCP & Consmr.	25.0		Diagnostic Device/Equip			0.0	
Service Supplier	0.0		Hospital Products/Equip.			0.0	
Other	25.0		Dental Products/Equip			0.0	
			Managed Care			0.0	
Age	High	51	Low	23	Avg.	41.0	
Sex	Male	0.0	Female	100.0			
Years in industry	High	10.0	Low	1.0	Avg.	6.5	
Years in position	High	13.0	Low	1.0	Avg.	6.7	
Salary (\$000s/yr)	High	75.0	Low	38.0	Avg.	56.0	
Commission received?	Yes	0.0	No	100.0			
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0	
Bonus received?	Yes	75.0	No	25.0			
Amount (\$000s/yr)	High	3.0	Low	1.2	Avg.	2.1	
Perceived pay vs. peers (%)	More	0.0	Less	75.0	Same	25.0	
Employer's gross	<\$5M		0.0		\$50-\$100M		
US revenue (%)	\$5-\$20M		0.0		>100M		
	\$20-\$50M		50.0				
Position satisfying? (%)	Thoroughly		0.0		Generally		
	OK Sometimes		0.0		No		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)						
	Excellent		0.0		Good		
	Fair		0.0		Poor		
How current job was acquired (%)	Promoted		50.0		Exec Search		
	Hired by Company		25.0		Own Initiative		
Benefits received (%)	Signing Bonus		0.0		Retirement		
	Car		0.0		Medical		
	Dental		66.7		Stock		
Factors important to job (avg ranking, 1 = most important)	Salary		3.8		Environ./Culture		
	Benefits		4.3		Loyalty to Staff		
	Advancement		4.5		Environ./Soc. Resp.		
	Training		5.0		Job Security		
Employer rating (avg rating, 1 = best)	Salary		1.8		Environ./Culture		
	Benefits		3.0		Loyalty to Staff		
	Advancement		3.0		Environ./Soc. Resp.		
	Training		2.5		Job Security		
Plan to seek a new job this year? (%)	Yes		25.0		No		
New job motivation (%)	Salary/Benefits		0.0		Advancement		
	Different Part of Ind		0.0		Need a Change		
	Get out of Industry		0.0		Job Security		
	Environ./Culture		0.0		Other		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		4.0		Existing Contacts		
	Job Ads		3.0		Contact Companies		
	Post Resume		5.0				

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

Number of respondents							9
Employer	Percent		Market Sector		Percent		
Manufacturer	11.1		Rx Pharmaceuticals		77.8		
Agency	22.2		OTC Pharmaceuticals		11.1		
Media/Publisher - HCP	11.1		Biotechnology		22.2		
Media/Publisher - Consumer	0.0		Medical Devices/Equip		22.2		
Media/Publisher - HCP & Consmr.	0.0		Diagnostic Device/Equip		0.0		
Service Supplier	0.0		Hospital Products/Equip.		0.0		
Other	55.6		Dental Products/Equip		0.0		
			Managed Care		0.0		
Age	High	65	Low	30	Avg.	45.8	
Sex	Male	33.3	Female	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	Low	80.0	Avg.	119.7	
Commission received?	Yes	33.3	No	66.7			
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	66.7	
Employer's gross	<\$5M		44.4		\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		33.3		>100M		22.2
	\$20-\$50M		0.0				
Position satisfying? (%)	Thoroughly		33.3		Generally		44.4
	OK Sometimes		22.2		No		0.0
Advancement prospects (%)	Index	2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0		Good	25.0		
	Fair	50.0		Poor	25.0		
How current job was acquired (%)	Promoted		22.2		Exec Search		33.3
	Hired by Company		33.3		Own Initiative		11.1
Benefits received (%)	Signing Bonus		12.5		Retirement		50.0
	Car		25.0		Medical		75.0
	Dental		37.5		Stock		25.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.6		Environ./Culture		1.9
	Benefits		4.2		Loyalty to Staff		4.6
	Advancement		5.3		Environ./Soc. Resp.		6.8
	Training		5.9		Job Security		4.8
Employer rating (avg rating, 1 = best)	Salary		2.1		Environ./Culture		2.1
	Benefits		2.0		Loyalty to Staff		2.0
	Advancement		2.8		Environ./Soc. Resp.		2.4
	Training		2.7		Job Security		2.5
Plan to seek a new job this year? (%)	Yes		11.1		No		66.7
New job motivation (%)	Salary/Benefits		0.0		Advancement		0.0
	Different Part of Ind		0.0		Need a Change		0.0
	Get out of Industry		0.0		Job Security		0.0
	Environ./Culture		100.0		Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		3.0		Existing Contacts		1.4
	Job Ads		3.2		Contact Companies		3.6
	Post Resume		3.8				

**MEDICAL DIRECTOR****\$181,600****▲2.8%****Number of respondents 17**

Employer	Percent	Market Sector	Percent
Manufacturer	17.7	Rx Pharmaceuticals	70.6
Agency	58.8	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	41.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	17.7
Media/Publisher - HCP & Consmr.	5.9	Diagnostic Device/Equip	17.7
Service Supplier	0.0	Hospital Products/Equip.	5.9
Other	17.7	Dental Products/Equip	0.0
		Managed Care	5.9

<b>Age</b>	High	76	Low	33	Avg.	44.8
<b>Sex</b>	Male	82.4	Female	17.7		
<b>Years in industry</b>	High	54.0	Low	4.5	Avg.	16.9
<b>Years in position</b>	High	22.0	Low	1.0	Avg.	5.2
<b>Salary (\$000s/yr)</b>	High	286.0	Low	97.5	Avg.	181.6
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	76.5	No	23.5		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	2.8	Avg.	32.7
<b>Perceived pay vs. peers (%)</b>	More	25.0	Less	68.8	Same	6.3
<b>Employer's gross</b>	<\$5M		0.0	\$50-\$100M		6.3
<b>US revenue (%)</b>	\$5-\$20M		31.3	>100M		56.3
	\$20-\$50M		6.3			
<b>Position satisfying? (%)</b>	Thoroughly		29.4	Generally		52.9
	OK Sometimes		11.8	No		5.9
<b>Advancement prospects (%)</b>	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		11.8	Good		47.1
	Fair		35.3	Poor		5.9
<b>How current job was acquired (%)</b>	Promoted		23.5	Exec Search		17.7
	Hired by Company		29.4	Own Initiative		23.5
<b>Benefits received (%)</b>	Signing Bonus		26.7	Retirement		53.3
	Car		0.0	Medical		80.0
	Dental		80.0	Stock		60.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.8	Environ./Culture		2.7
	Benefits		4.8	Loyalty to Staff		5.0
	Advancement		4.1	Environ./Soc. Resp.		6.5
	Training		6.1	Job Security		4.0
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.1	Environ./Culture		1.9
	Benefits		2.3	Loyalty to Staff		2.1
	Advancement		2.5	Environ./Soc. Resp.		2.1
	Training		2.5	Job Security		2.0
<b>Plan to seek a new job this year? (%)</b>	Yes		11.8	No		64.7
<b>New job motivation (%)</b>	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		25.0	Need a Change		50.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		25.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		1.5	Existing Contacts		2.1
	Job Ads		2.7	Contact Companies		4.4
	Post Resume		4.2			

**RESEARCH DIRECTOR****\$144,400****▼12.0%****Number of respondents 21**

Employer	Percent	Market Sector	Percent
Manufacturer	52.4	Rx Pharmaceuticals	81.0
Agency	14.3	OTC Pharmaceuticals	28.6
Media/Publisher - HCP	4.8	Biotechnology	28.6
Media/Publisher - Consumer	4.8	Medical Devices/Equip	14.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	9.5
Service Supplier	14.3	Hospital Products/Equip.	0.0
Other	9.5	Dental Products/Equip	0.0
		Managed Care	14.3

<b>Age</b>	High	67	Low	35	Avg.	50.3
<b>Sex</b>	Male	42.9	Female	57.1		
<b>Years in industry</b>	High	35.0	Low	3.0	Avg.	18.8
<b>Years in position</b>	High	32.0	Low	1.0	Avg.	7.5
<b>Salary (\$000s/yr)</b>	High	213.0	Low	89.4	Avg.	144.4
<b>Commission received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Bonus received?</b>	Yes	81.0	No	19.1		
<b>Amount (\$000s/yr)</b>	High	75.0	Low	1.5	Avg.	29.9
<b>Perceived pay vs. peers (%)</b>	More	4.8	Less	28.6	Same	66.7
<b>Employer's gross</b>	<\$5M		15.0	\$50-\$100M		20.0
<b>US revenue (%)</b>	\$5-\$20M		10.0	>100M		40.0
	\$20-\$50M		15.0			
<b>Position satisfying? (%)</b>	Thoroughly		28.6	Generally		47.6
	OK Sometimes		14.3	No		9.5
<b>Advancement prospects (%)</b>	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		4.8	Good		23.8
	Fair		33.3	Poor		38.1
<b>How current job was acquired (%)</b>	Promoted		33.3	Exec Search		14.3
	Hired by Company		19.1	Own Initiative		33.3
<b>Benefits received (%)</b>	Signing Bonus		15.0	Retirement		45.0
	Car		5.0	Medical		85.0
	Dental		80.0	Stock		35.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.9	Environ./Culture		2.0
	Benefits		3.5	Loyalty to Staff		5.1
	Advancement		4.9	Environ./Soc. Resp.		7.0
	Training		6.2	Job Security		4.4
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.0	Environ./Culture		2.1
	Benefits		2.0	Loyalty to Staff		2.4
	Advancement		3.0	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.2
<b>Plan to seek a new job this year? (%)</b>	Yes		47.6	No		47.6
<b>New job motivation (%)</b>	Salary/Benefits		0.0	Advancement		10.0
	Different Part of Ind		10.0	Need a Change		30.0
	Get out of Industry		20.0	Job Security		0.0
	Environ./Culture		20.0	Other		10.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.3	Existing Contacts		2.1
	Job Ads		2.9	Contact Companies		3.6
	Post Resume		4.1			

## RESEARCH MANAGER

\$114,500

▲ 0.1%

Number of respondents 20

Employer	Percent	Market Sector	Percent
Manufacturer	70.0	Rx Pharmaceuticals	70.0
Agency	10.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	30.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	5.0	Hospital Products/Equip.	10.0
Other	15.0	Dental Products/Equip	0.0
		Managed Care	10.0

Age	High	62	Low	33	Avg.	48.0
Sex	Male	40.0	Female	60.0		
Years in industry	High	36.0	Low	6.0	Avg.	17.3
Years in position	High	22.0	Low	1.0	Avg.	7.6
Salary (\$000s/yr)	High	164.0	Low	60.0	Avg.	114.5
Commission received?	Yes	5.0	No	95.0		
Amount (\$000s/yr)	High	5.0	Low	5.0	Avg.	5.0
Bonus received?	Yes	80.0	No	20.0		
Amount (\$000s/yr)	High	30.0	Low	3.0	Avg.	13.2
Perceived pay vs. peers (%)	More	0.0	Less	45.0	Same	55.0
Employer's gross	<\$5M	5.0	\$50-\$100M	0.0		
US revenue (%)	\$5-\$20M	15.0	>100M	65.0		
	\$20-\$50M	15.0				
Position satisfying? (%)	Thoroughly	30.0	Generally	50.0		
	OK Sometimes	15.0	No	5.0		
Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	20.0		
	Fair	50.0	Poor	30.0		
How current job was acquired (%)	Promoted	35.0	Exec Search	10.0		
	Hired by Company	5.0	Own Initiative	45.0		
Benefits received (%)	Signing Bonus	16.7	Retirement	61.1		
	Car	0.0	Medical	77.8		
	Dental	55.6	Stock	50.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	3.8		
	Benefits	4.0	Loyalty to Staff	4.9		
	Advancement	3.7	Environ./Soc. Resp.	6.6		
	Training	5.9	Job Security	4.5		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.3		
	Benefits	2.4	Loyalty to Staff	2.6		
	Advancement	3.3	Environ./Soc. Resp.	2.2		
	Training	2.7	Job Security	2.6		
Plan to seek a new job this year? (%)	Yes	45.0	No	30.0		
New job motivation (%)	Salary/Benefits	8.3	Advancement	50.0		
	Different Part of Ind	0.0	Need a Change	16.7		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	16.7	Other	8.3		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	2.4	Existing Contacts	2.9		
	Job Ads	2.5	Contact Companies	3.6		
	Post Resume	3.7				

## RESEARCH ANALYST

\$66,200

▲ 11.3%

Number of respondents 6

Employer	Percent	Market Sector	Percent
Manufacturer	50.0	Rx Pharmaceuticals	83.3
Agency	0.0	OTC Pharmaceuticals	16.7
Media/Publisher - HCP	0.0	Biotechnology	50.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	66.7
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	16.7	Hospital Products/Equip.	0.0
Other	33.3	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	49	Low	25	Avg.	35.7
Sex	Male	33.3	Female	66.7		
Years in industry	High	29.0	Low	1.0	Avg.	14.0
Years in position	High	15.0	Low	0.3	Avg.	4.6
Salary (\$000s/yr)	High	85.0	Low	37.5	Avg.	66.2
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	4.0	Low	1.0	Avg.	2.2
Perceived pay vs. peers (%)	More	0.0	Less	83.3	Same	16.7
Employer's gross	<\$5M	16.7	\$50-\$100M	0.0		
US revenue (%)	\$5-\$20M	33.3	>100M	50.0		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	33.3	Generally	50.0		
	OK Sometimes	16.7	No	0.0		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	33.3	Good	33.3		
	Fair	16.7	Poor	16.7		
How current job was acquired (%)	Promoted	66.7	Exec Search	0.0		
	Hired by Company	33.3	Own Initiative	0.0		
Benefits received (%)	Signing Bonus	0.0	Retirement	60.0		
	Car	0.0	Medical	80.0		
	Dental	60.0	Stock	20.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.0	Environ./Culture	4.2		
	Benefits	4.2	Loyalty to Staff	4.0		
	Advancement	3.7	Environ./Soc. Resp.	6.7		
	Training	6.5	Job Security	4.8		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.0		
	Benefits	2.5	Loyalty to Staff	1.7		
	Advancement	2.3	Environ./Soc. Resp.	2.3		
	Training	2.7	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	33.3	No	50.0		
New job motivation (%)	Salary/Benefits	66.7	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	33.3		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	3.3	Existing Contacts	2.0		
	Job Ads	1.8	Contact Companies	4.5		
	Post Resume	3.5				



## VP CREATIVE DIRECTOR

\$189,400

▼1.7%

Number of respondents 14

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	78.6
Agency	92.9	OTC Pharmaceuticals	21.4
Media/Publisher - HCP	0.0	Biotechnology	28.6
Media/Publisher - Consumer	0.0	Medical Devices/Equip	14.3
Media/Publisher - HCP & Consmr.	7.1	Diagnostic Device/Equip	7.1
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	7.1

Age	High	60	Low	35	Avg.	46.8
Sex	Male	85.7	Female	14.3		
Years in industry	High	30.0	Low	5.0	Avg.	14.9
Years in position	High	8.0	Low	0.3	Avg.	3.8
Salary (\$000s/yr)	High	255.0	Low	106.0	Avg.	189.4
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	64.3	No	35.7		
Amount (\$000s/yr)	High	35.0	Low	3.6	Avg.	14.2
Perceived pay vs. peers (%)	More	7.1	Less	35.7	Same	57.1
Employer's gross	<\$5M		7.1	\$50-\$100M		14.3
US revenue (%)	\$5-\$20M		35.7	>100M		14.3
	\$20-\$50M		28.6			
Position satisfying? (%)	Thoroughly		15.4	Generally		53.9
	OK Sometimes		15.4	No		15.4
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		14.3	Good		42.9
	Fair		14.3	Poor		28.6
How current job was acquired (%)	Promoted		42.9	Exec Search		21.4
	Hired by Company		14.3	Own Initiative		14.3
Benefits received (%)	Signing Bonus		18.2	Retirement		27.3
	Car		9.1	Medical		81.8
	Dental		72.7	Stock		18.2
Factors important to job (avg ranking, 1 = most important)	Salary		2.0	Environ./Culture		3.4
	Benefits		4.1	Loyalty to Staff		4.4
	Advancement		4.7	Environ./Soc. Resp.		7.2
	Training		6.9	Job Security		3.3
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.4
	Benefits		2.6	Loyalty to Staff		2.3
	Advancement		2.8	Environ./Soc. Resp.		2.8
	Training		3.1	Job Security		2.1
Plan to seek a new job this year? (%)	Yes		50.0	No		42.9
New job motivation (%)	Salary/Benefits		57.1	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		28.6
	Get out of Industry		0.0	Job Security		14.3
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		1.3
	Job Ads		3.3	Contact Companies		3.7
	Post Resume		4.4			

## CREATIVE DIRECTOR

\$148,400

▲3.1%

Number of respondents 5

Employer	Percent	Market Sector	Percent
Manufacturer	20.0	Rx Pharmaceuticals	60.0
Agency	80.0	OTC Pharmaceuticals	40.0
Media/Publisher - HCP	0.0	Biotechnology	20.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	20.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	20.0
Service Supplier	0.0	Hospital Products/Equip.	20.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	59	Low	41	Avg.	49.6
Sex	Male	60.0	Female	40.0		
Years in industry	High	32.0	Low	6.0	Avg.	19.2
Years in position	High	15.0	Low	1.0	Avg.	7.5
Salary (\$000s/yr)	High	260.0	Low	84.0	Avg.	148.4
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	19.0	Low	10.0	Avg.	14.8
Perceived pay vs. peers (%)	More	0.0	Less	40.0	Same	60.0
Employer's gross	<\$5M		0.0	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		60.0	>100M		40.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		0.0	Generally		80.0
	OK Sometimes		0.0	No		20.0
Advancement prospects (%)	Index 1.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		20.0
	Fair		0.0	Poor		80.0
How current job was acquired (%)	Promoted		40.0	Exec Search		0.0
	Hired by Company		20.0	Own Initiative		40.0
Benefits received (%)	Signing Bonus		0.0	Retirement		100.0
	Car		0.0	Medical		100.0
	Dental		0.0	Stock		0.0
Factors important to job (avg ranking, 1 = most important)	Salary		1.4	Environ./Culture		3.6
	Benefits		3.8	Loyalty to Staff		4.0
	Advancement		5.4	Environ./Soc. Resp.		7.8
	Training		6.4	Job Security		3.6
Employer rating (avg rating, 1 = best)	Salary		2.8	Environ./Culture		2.2
	Benefits		2.2	Loyalty to Staff		2.6
	Advancement		3.2	Environ./Soc. Resp.		2.8
	Training		2.4	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		20.0	No		40.0
New job motivation (%)	Salary/Benefits		50.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		50.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		1.7	Existing Contacts		1.3
	Job Ads		3.3	Contact Companies		4.0
	Post Resume		4.7			



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

Number of respondents 17

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	94.1
Agency	100.0	OTC Pharmaceuticals	5.9
Media/Publisher - HCP	0.0	Biotechnology	11.8
Media/Publisher - Consumer	0.0	Medical Devices/Equip	11.8
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	11.8

Age	High	67	Low	30	Avg.	46.1
Sex	Male	64.7	Female	35.3		
Years in industry	High	25.0	Low	6.0	Avg.	14.1
Years in position	High	18.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	225.5	Low	85.0	Avg.	149.9
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	52.9	No	47.1		
Amount (\$000s/yr)	High	10.0	Low	1.5	Avg.	3.7
Perceived pay vs. peers (%)	More	41.2	Less	17.7	Same	41.2
Employer's gross	<\$5M		12.5	\$50-\$100M		6.3
US revenue (%)	\$5-\$20M		12.5	>100M		0.0
	\$20-\$50M		68.8			
Position satisfying? (%)	Thoroughly		5.9	Generally		82.4
	OK Sometimes		5.9	No		5.9
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		23.5	Good		23.5
	Fair		35.3	Poor		17.7
How current job was acquired (%)	Promoted		47.1	Exec Search		5.9
	Hired by Company		17.7	Own Initiative		23.5
Benefits received (%)	Signing Bonus		0.0	Retirement		33.3
	Car		0.0	Medical		91.7
	Dental		91.7	Stock		25.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.8	Environ./Culture		3.4
	Benefits		3.6	Loyalty to Staff		3.6
	Advancement		4.0	Environ./Soc. Resp.		7.1
	Training		6.5	Job Security		4.9
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.2
	Benefits		2.1	Loyalty to Staff		2.1
	Advancement		2.6	Environ./Soc. Resp.		2.6
	Training		2.7	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		35.3	No		35.3
New job motivation (%)	Salary/Benefits		12.5	Advancement		25.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		12.5	Job Security		0.0
	Environ./Culture		25.0	Other		25.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.5	Existing Contacts		1.5
	Job Ads		3.4	Contact Companies		3.7
	Post Resume		3.9			

**ART DIRECTOR**

\$74,400

N/A

Number of respondents 10

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	80.0
Agency	70.0	OTC Pharmaceuticals	30.0
Media/Publisher - HCP	0.0	Biotechnology	10.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	30.0
Media/Publisher - HCP & Consmr.	10.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	20.0	Dental Products/Equip	0.0
		Managed Care	10.0

Age	High	61	Low	25	Avg.	41.3
Sex	Male	50.0	Female	50.0		
Years in industry	High	16.0	Low	2.0	Avg.	7.2
Years in position	High	35.0	Low	1.0	Avg.	7.8
Salary (\$000s/yr)	High	101.0	Low	52.0	Avg.	74.4
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	30.0	No	70.0		
Amount (\$000s/yr)	High	7.0	Low	1.0	Avg.	3.5
Perceived pay vs. peers (%)	More	0.0	Less	80.0	Same	20.0
Employer's gross	<\$5M		11.1	\$50-\$100M		22.2
US revenue (%)	\$5-\$20M		22.2	>100M		22.2
	\$20-\$50M		22.2			
Position satisfying? (%)	Thoroughly		0.0	Generally		70.0
	OK Sometimes		10.0	No		20.0
Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		11.1
	Fair		66.7	Poor		22.2
How current job was acquired (%)	Promoted		50.0	Exec Search		0.0
	Hired by Company		10.0	Own Initiative		30.0
Benefits received (%)	Signing Bonus		0.0	Retirement		40.0
	Car		0.0	Medical		60.0
	Dental		60.0	Stock		20.0
Factors important to job (avg ranking, 1 = most important)	Salary		3.6	Environ./Culture		3.5
	Benefits		5.4	Loyalty to Staff		3.2
	Advancement		4.5	Environ./Soc. Resp.		6.8
	Training		6.4	Job Security		2.6
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.3
	Benefits		3.0	Loyalty to Staff		2.3
	Advancement		3.0	Environ./Soc. Resp.		2.6
	Training		2.9	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		70.0	No		0.0
New job motivation (%)	Salary/Benefits		37.5	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		12.5	Job Security		12.5
	Environ./Culture		25.0	Other		12.5
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.7	Existing Contacts		1.7
	Job Ads		3.4	Contact Companies		3.8
	Post Resume		3.4			

## ART SUPERVISOR

\$106,000

▲ 0.1%

Number of respondents 4

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	75.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	25.0	Medical Devices/Equip	0.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	25.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0
Age	High 60 Low 37 Avg. 48.5		
Sex	Male 25.0 Female 75.0		
Years in industry	High 30.0 Low 8.0 Avg. 18.3		
Years in position	High 11.0 Low 1.0 Avg. 4.5		
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		
Amount (\$000s/yr)	High 0.0 Low 0.0 Avg. 0.0		
Perceived pay vs. peers (%)	More 0.0 Less 75.0 Same 25.0		
Employer's gross	<\$5M 25.0 \$5-\$100M 0.0		
US revenue (%)	\$5-\$20M 75.0 \$20-\$50M 0.0 >100M 0.0		
Position satisfying? (%)	Thoroughly 0.0 OK Sometimes 25.0 Generally 50.0 No 25.0		
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 0.0 Fair 100.0 Good 0.0 Poor 0.0		
How current job was acquired (%)	Promoted 50.0 Hired by Company 0.0 Exec Search 0.0 Own Initiative 50.0		
Benefits received (%)	Signing Bonus 25.0 Car 0.0 Dental 50.0 Retirement 100.0 Medical 50.0 Stock 25.0		
Factors important to job (avg ranking, 1 = most important)	Salary 1.5 Benefits 5.5 Advancement 3.8 Training 6.3 Environ./Culture 5.0 Loyalty to Staff 4.0 Environ./Soc. Resp. 7.3 Job Security 2.8		
Employer rating (avg rating, 1 = best)	Salary 2.3 Benefits 3.0 Advancement 3.0 Training 3.0 Environ./Culture 2.8 Loyalty to Staff 2.8 Environ./Soc. Resp. 3.8 Job Security 2.8		
Plan to seek a new job this year? (%)	Yes 75.0 No 0.0		
New job motivation (%)	Salary/Benefits 50.0 Different Part of Ind 0.0 Get out of Industry 25.0 Environ./Culture 0.0 Advancement 25.0 Need a Change 0.0 Job Security 0.0 Other 0.0		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency 3.0 Job Ads 4.3 Post Resume 3.5 Existing Contacts 1.3 Contact Companies 3.0		

## GROUP COPY SUPERVISOR

\$117,000

▼ 13.5%

Number of respondents 4

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	75.0
Agency	100.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	25.0
Service Supplier	0.0	Hospital Products/Equip.	25.0
Other	0.0	Dental Products/Equip	25.0
		Managed Care	75.0
Age	High 55 Low 36 Avg. 43.8		
Sex	Male 0.0 Female 100.0		
Years in industry	High 22.0 Low 10.0 Avg. 15.5		
Years in position	High 6.5 Low 1.5 Avg. 3.5		
Salary (\$000s/yr)	High 125.0 Low 110.0 Avg. 117.0		
Commission received?	Yes 0.0 No 100.0		
Amount (\$000s/yr)	High 0.0 Low 0.0 Avg. 0.0		
Bonus received?	Yes 25.0 No 75.0		
Amount (\$000s/yr)	High 6.0 Low 6.0 Avg. 6.0		
Perceived pay vs. peers (%)	More 0.0 Less 25.0 Same 75.0		
Employer's gross	<\$5M 0.0 \$5-\$100M 25.0		
US revenue (%)	\$5-\$20M 0.0 \$20-\$50M 50.0 >100M 25.0		
Position satisfying? (%)	Thoroughly 25.0 OK Sometimes 25.0 Generally 50.0 No 0.0		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 25.0 Fair 50.0 Good 25.0 Poor 0.0		
How current job was acquired (%)	Promoted 75.0 Hired by Company 0.0 Exec Search 0.0 Own Initiative 25.0		
Benefits received (%)	Signing Bonus 0.0 Car 0.0 Dental 50.0 Retirement 100.0 Medical 50.0 Stock 0.0		
Factors important to job (avg ranking, 1 = most important)	Salary 3.5 Benefits 4.0 Advancement 4.5 Training 5.8 Environ./Culture 3.0 Loyalty to Staff 3.5 Environ./Soc. Resp. 7.3 Job Security 4.5		
Employer rating (avg rating, 1 = best)	Salary 2.5 Benefits 2.8 Advancement 2.5 Training 2.8 Environ./Culture 2.3 Loyalty to Staff 2.3 Environ./Soc. Resp. 2.0 Job Security 2.0		
Plan to seek a new job this year? (%)	Yes 75.0 No 25.0		
New job motivation (%)	Salary/Benefits 0.0 Different Part of Ind 0.0 Get out of Industry 0.0 Environ./Culture 0.0 Advancement 33.3 Need a Change 33.3 Job Security 0.0 Other 33.3		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency 4.0 Job Ads 1.3 Post Resume 3.3 Existing Contacts 1.7 Contact Companies 4.7		

## COPY SUPERVISOR

\$89,900

▼7.8%

Number of respondents 4

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	75.0
Agency	100.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	25.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	25.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	50.0
Age	High 55 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 \$5-\$100M 25.0		
US revenue (%)	\$5-\$20M 75.0 >100M 0.0		
	\$20-\$50M 0.0		
Position satisfying? (%)	Thoroughly 25.0 Generally 50.0		
	OK Sometimes 25.0 No 0.0		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent 25.0 Good 50.0		
	Fair 0.0 Poor 25.0		
How current job was acquired (%)	Promoted 50.0 Exec Search 0.0		
	Hired by Company 25.0 Own Initiative 25.0		
Benefits received (%)	Signing Bonus 0.0 Retirement 66.7		
	Car 0.0 Medical 66.7		
	Dental 66.7 Stock 0.0		
Factors important to job (avg ranking, 1 = most important)	Salary 1.5 Environ./Culture 4.3		
	Benefits 3.3 Loyalty to Staff 5.8		
	Advancement 4.3 Environ./Soc. Resp. 7.3		
	Training 6.5 Job Security 3.3		
Employer rating (avg rating, 1 = best)	Salary 2.0 Environ./Culture 2.5		
	Benefits 2.3 Loyalty to Staff 2.3		
	Advancement 2.0 Environ./Soc. Resp. 2.8		
	Training 2.8 Job Security 2.0		
Plan to seek a new job this year? (%)	Yes 25.0 No 25.0		
New job motivation (%)	Salary/Benefits 0.0 Advancement 50.0		
	Different Part of Ind 0.0 Need a Change 0.0		
	Get out of Industry 0.0 Job Security 0.0		
	Environ./Culture 50.0 Other 0.0		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency 2.5 Existing Contacts 2.0		
	Job Ads 3.0 Contact Companies 3.8		
	Post Resume 3.8		

## SENIOR COPYWRITER

\$126,800

▲28.0%

Number of respondents 10

Employer	Percent	Market Sector	Percent
Manufacturer	10.0	Rx Pharmaceuticals	90.0
Agency	70.0	OTC Pharmaceuticals	20.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	10.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	10.0
Service Supplier	0.0	Hospital Products/Equip.	0.0
Other	20.0	Dental Products/Equip	0.0
		Managed Care	10.0
Age	High 59 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 \$5-\$100M 20.0		
US revenue (%)	\$5-\$20M 10.0 >100M 60.0		
	\$20-\$50M 10.0		
Position satisfying? (%)	Thoroughly 30.0 Generally 40.0		
	OK Sometimes 30.0 No 0.0		
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent 10.0 Good 20.0		
	Fair 50.0 Poor 20.0		
How current job was acquired (%)	Promoted 30.0 Exec Search 30.0		
	Hired by Company 20.0 Own Initiative 20.0		
Benefits received (%)	Signing Bonus 0.0 Retirement 50.0		
	Car 0.0 Medical 100.0		
	Dental 87.5 Stock 25.0		
Factors important to job (avg ranking, 1 = most important)	Salary 2.7 Environ./Culture 2.3		
	Benefits 3.7 Loyalty to Staff 4.5		
	Advancement 4.8 Environ./Soc. Resp. 6.8		
	Training 7.0 Job Security 4.2		
Employer rating (avg rating, 1 = best)	Salary 2.5 Environ./Culture 2.3		
	Benefits 2.0 Loyalty to Staff 2.6		
	Advancement 2.9 Environ./Soc. Resp. 2.4		
	Training 2.9 Job Security 2.2		
Plan to seek a new job this year? (%)	Yes 50.0 No 20.0		
New job motivation (%)	Salary/Benefits 33.3 Advancement 0.0		
	Different Part of Ind 16.7 Need a Change 0.0		
	Get out of Industry 0.0 Job Security 0.0		
	Environ./Culture 16.7 Other 33.3		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency 2.0 Existing Contacts 2.1		
	Job Ads 3.3 Contact Companies 3.8		
	Post Resume 3.8		

## COPYWRITER

\$57,300

▼26.1%

Number of respondents 4

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	100.0	OTC Pharmaceuticals	25.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	50.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	25.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

Age	High	40	Low	23	Avg.	30.0
Sex	Male	75.0	Female	25.0		
Years in industry	High	4.0	Low	2.0	Avg.	3.0
Years in position	High	2.0	Low	1.0	Avg.	1.3
Salary (\$000s/yr)	High	79.0	Low	40.0	Avg.	57.3
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	1.0	Low	1.0	Avg.	1.0
Perceived pay vs. peers (%)	More	0.0	Less	50.0	Same	50.0
Employer's gross	<\$5M		0.0	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		100.0	>100M		0.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		50.0	Generally		25.0
	OK Sometimes		25.0	No		0.0
Advancement prospects (%)	Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		50.0	Good		0.0
	Fair		50.0	Poor		0.0
How current job was acquired (%)	Promoted		0.0	Exec Search		0.0
	Hired by Company		50.0	Own Initiative		50.0
Benefits received (%)	Signing Bonus		0.0	Retirement		75.0
	Car		0.0	Medical		75.0
	Dental		75.0	Stock		0.0
Factors important to job (avg ranking, 1 = most important)	Salary		3.5	Environ./Culture		4.3
	Benefits		4.5	Loyalty to Staff		3.8
	Advancement		3.5	Environ./Soc. Resp.		7.5
	Training		5.3	Job Security		3.8
Employer rating (avg rating, 1 = best)	Salary		1.8	Environ./Culture		1.8
	Benefits		2.3	Loyalty to Staff		2.0
	Advancement		2.0	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.0
Plan to seek a new job this year? (%)	Yes		25.0	No		50.0
New job motivation (%)	Salary/Benefits		100.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		1.3
	Job Ads		3.0	Contact Companies		3.7
	Post Resume		4.7			

## PRODUCTION/TRAFFIC MGR. \$65,000 ▼6.5%

Number of respondents 1

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

Age	High	58	Low	58	Avg.	58.0
Sex	Male	100.0	Female	0.0		
Years in industry	High	5.0	Low	5.0	Avg.	5.0
Years in position	High	3.0	Low	3.0	Avg.	3.0
Salary (\$000s/yr)	High	65.0	Low	65.0	Avg.	65.0
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	5.0	Low	5.0	Avg.	5.0
Perceived pay vs. peers (%)	More	0.0	Less	100.0	Same	0.0
Employer's gross	<\$5M		100.0	\$50-\$100M		0.0
US revenue (%)	\$5-\$20M		0.0	>100M		0.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		100.0	Generally		0.0
	OK Sometimes		0.0	No		0.0
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		0.0
	Fair		100.0	Poor		0.0
How current job was acquired (%)	Promoted		0.0	Exec Search		0.0
	Hired by Company		100.0	Own Initiative		0.0
Benefits received (%)	Signing Bonus		0.0	Retirement		0.0
	Car		0.0	Medical		0.0
	Dental		0.0	Stock		0.0
Factors important to job (avg ranking, 1 = most important)	Salary		1.0	Environ./Culture		6.0
	Benefits		2.0	Loyalty to Staff		5.0
	Advancement		3.0	Environ./Soc. Resp.		8.0
	Training		7.0	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		3.0	Environ./Culture		3.0
	Benefits		3.0	Loyalty to Staff		3.0
	Advancement		3.0	Environ./Soc. Resp.		3.0
	Training		3.0	Job Security		3.0
Plan to seek a new job this year? (%)	Yes		100.0	No		0.0
New job motivation (%)	Salary/Benefits		100.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		4.0	Existing Contacts		3.0
	Job Ads		1.0	Contact Companies		5.0
	Post Resume		2.0			

**PUBLISHER****\$135,000****▲21.8%****Number of respondents 3**

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

<b>Age</b>	High	63	Low	28	Avg.	44.3
<b>Sex</b>	Male	33.3	Female	66.7		
<b>Years in industry</b>	High	20.0	Low	5.0	Avg.	14.7
<b>Years in position</b>	High	17.0	Low	5.0	Avg.	9.0
<b>Salary (\$000s/yr)</b>	High	225.0	Low	45.0	Avg.	135.0
<b>Commission received?</b>	Yes	33.3	No	66.7		
<b>Amount (\$000s/yr)</b>	High	100.0	Low	100.0	Avg.	100.0
<b>Bonus received?</b>	Yes	33.3	No	66.7		
<b>Amount (\$000s/yr)</b>	High	50.0	Low	50.0	Avg.	50.0
<b>Perceived pay vs. peers (%)</b>	More	33.3	Less	33.3	Same	33.3
<b>Employer's gross</b>	<\$5M		0.0	\$50-\$100M		33.3
<b>US revenue (%)</b>	\$5-\$20M		0.0	>100M		33.3
	\$20-\$50M		33.3			
<b>Position satisfying? (%)</b>	Thoroughly		66.7	Generally		0.0
	OK Sometimes		33.3	No		0.0
<b>Advancement prospects (%)</b>	Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		66.7	Good		0.0
	Fair		0.0	Poor		33.3
<b>How current job was acquired (%)</b>	Promoted		33.3	Exec Search		0.0
	Hired by Company		0.0	Own Initiative		66.7
<b>Benefits received (%)</b>	Signing Bonus		0.0	Retirement		0.0
	Car		33.3	Medical		66.7
	Dental		33.3	Stock		33.3
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.3	Environ./Culture		5.3
	Benefits		3.3	Loyalty to Staff		6.3
	Advancement		4.0	Environ./Soc. Resp.		5.3
	Training		4.7	Job Security		4.7
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.0	Environ./Culture		2.0
	Benefits		1.7	Loyalty to Staff		2.3
	Advancement		1.7	Environ./Soc. Resp.		2.0
	Training		2.0	Job Security		2.0
<b>Plan to seek a new job this year? (%)</b>	Yes		0.0	No		66.7
<b>New job motivation (%)</b>	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		100.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.7	Existing Contacts		1.0
	Job Ads		3.7	Contact Companies		4.0
	Post Resume		3.7			

**ADVERTISING SALES MGR.****\$80,000****▼28.7%****Number of respondents 2**

Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	100.0
Agency	50.0	OTC Pharmaceuticals	50.0
Media/Publisher - HCP	50.0	Biotechnology	50.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	50.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	0.0
Service Supplier	0.0	Hospital Products/Equip.	50.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	50.0

<b>Age</b>	High	52	Low	32	Avg.	42.0
<b>Sex</b>	Male	0.0	Female	100.0		
<b>Years in industry</b>	High	20.0	Low	8.0	Avg.	14.0
<b>Years in position</b>	High	3.0	Low	1.5	Avg.	2.3
<b>Salary (\$000s/yr)</b>	High	80.0	Low	80.0	Avg.	80.0
<b>Commission received?</b>	Yes	50.0	No	50.0		
<b>Amount (\$000s/yr)</b>	High	40.0	Low	40.0	Avg.	40.0
<b>Bonus received?</b>	Yes	0.0	No	100.0		
<b>Amount (\$000s/yr)</b>	High	0.0	Low	0.0	Avg.	0.0
<b>Perceived pay vs. peers (%)</b>	More	0.0	Less	50.0	Same	50.0
<b>Employer's gross</b>	<\$5M		0.0	\$50-\$100M		0.0
<b>US revenue (%)</b>	\$5-\$20M		50.0	>100M		0.0
	\$20-\$50M		50.0			
<b>Position satisfying? (%)</b>	Thoroughly		0.0	Generally		0.0
	OK Sometimes		50.0	No		50.0
<b>Advancement prospects (%)</b>	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		50.0
	Fair		0.0	Poor		50.0
<b>How current job was acquired (%)</b>	Promoted		0.0	Exec Search		0.0
	Hired by Company		50.0	Own Initiative		50.0
<b>Benefits received (%)</b>	Signing Bonus		0.0	Retirement		50.0
	Car		0.0	Medical		100.0
	Dental		100.0	Stock		50.0
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		1.5	Environ./Culture		4.5
	Benefits		2.0	Loyalty to Staff		3.5
	Advancement		6.5	Environ./Soc. Resp.		6.0
	Training		8.0	Job Security		4.0
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.0	Environ./Culture		3.5
	Benefits		3.5	Loyalty to Staff		4.0
	Advancement		3.0	Environ./Soc. Resp.		3.5
	Training		4.0	Job Security		2.5
<b>Plan to seek a new job this year? (%)</b>	Yes		100.0	No		0.0
<b>New job motivation (%)</b>	Salary/Benefits		50.0	Advancement		0.0
	Different Part of Ind		50.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.5	Existing Contacts		1.0
	Job Ads		4.0	Contact Companies		3.0
	Post Resume		4.5			



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

Number of respondents						1
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		0.0		
Agency	0.0	OTC Pharmaceuticals		0.0		
Media/Publisher - HCP	100.0	Biotechnology		0.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		0.0		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		0.0		
Service Supplier	0.0	Hospital Products/Equip.		0.0		
Other	0.0	Dental Products/Equip		100.0		
		Managed Care		0.0		
Age	High	58	Low	58	Avg.	58.0
Sex	Male	0.0	Female	100.0		
Years in industry	High	30.0	Low	30.0	Avg.	30.0
Years in position	High	5.0	Low	5.0	Avg.	5.0
Salary (\$000s/yr)	High	80.0	Low	80.0	Avg.	80.0
Commission received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	110.0	Low	110.0	Avg.	110.0
Bonus received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Perceived pay vs. peers (%)	More	0.0	Less	0.0	Same	100.0
Employer's gross	<\$5M		\$50-\$100M			0.0
US revenue (%)	\$5-\$20M		>100M			0.0
	\$20-\$50M					
Position satisfying? (%)	Thoroughly		Generally			100.0
	OK Sometimes		No			0.0
Advancement prospects (%)	Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		Good			100.0
	Fair		Poor			0.0
How current job was acquired (%)	Promoted	100.0	Exec Search			0.0
	Hired by Company	0.0	Own Initiative			0.0
Benefits received (%)	Signing Bonus		Retirement			0.0
	Car		Medical			100.0
	Dental	100.0	Stock			0.0
Factors important to job (avg ranking, 1 = most important)	Salary	2.0	Environ./Culture			1.0
	Benefits	4.0	Loyalty to Staff			3.0
	Advancement	7.0	Environ./Soc. Resp.			6.0
	Training	8.0	Job Security			5.0
Employer rating (avg rating, 1 = best)	Salary	3.0	Environ./Culture			3.0
	Benefits	2.0	Loyalty to Staff			4.0
	Advancement	2.0	Environ./Soc. Resp.			2.0
	Training	3.0	Job Security			4.0
Plan to seek a new job this year? (%)	Yes	100.0	No			0.0
New job motivation (%)	Salary/Benefits	0.0	Advancement			0.0
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	0.0	Job Security			0.0
	Environ./Culture	100.0	Other			0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	3.0	Existing Contacts			1.0
	Job Ads	4.0	Contact Companies			2.0
	Post Resume	5.0				

**EDITOR \$83,600 ▲13.3%**

Number of respondents						13
Employer	Percent	Market Sector		Percent		
Manufacturer	7.7	Rx Pharmaceuticals		69.2		
Agency	23.1	OTC Pharmaceuticals		23.1		
Media/Publisher - HCP	38.5	Biotechnology		23.1		
Media/Publisher - Consumer	15.4	Medical Devices/Equip		46.2		
Media/Publisher - HCP & Consmr.	15.4	Diagnostic Device/Equip		15.4		
Service Supplier	0.0	Hospital Products/Equip.		23.1		
Other	0.0	Dental Products/Equip		7.7		
		Managed Care		15.4		
Age	High	64	Low	27	Avg.	48.3
Sex	Male	30.8	Female	69.2		
Years in industry	High	43.0	Low	2.0	Avg.	15.5
Years in position	High	17.0	Low	1.0	Avg.	8.2
Salary (\$000s/yr)	High	147.0	Low	47.0	Avg.	83.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	30.8	No	69.2		
Amount (\$000s/yr)	High	7.0	Low	0.6	Avg.	3.4
Perceived pay vs. peers (%)	More	7.7	Less	53.9	Same	38.5
Employer's gross	<\$5M		\$50-\$100M			0.0
US revenue (%)	\$5-\$20M		>100M			23.1
	\$20-\$50M					
Position satisfying? (%)	Thoroughly		Generally			53.9
	OK Sometimes		No			15.4
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		Good			23.1
	Fair		Poor			38.5
How current job was acquired (%)	Promoted	30.8	Exec Search			7.7
	Hired by Company	30.8	Own Initiative			30.8
Benefits received (%)	Signing Bonus		Retirement			70.0
	Car		Medical			100.0
	Dental	90.0	Stock			0.0
Factors important to job (avg ranking, 1 = most important)	Salary	1.3	Environ./Culture			3.8
	Benefits	2.9	Loyalty to Staff			5.7
	Advancement	5.7	Environ./Soc. Resp.			6.9
	Training	6.3	Job Security			3.4
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture			2.6
	Benefits	2.5	Loyalty to Staff			2.6
	Advancement	3.1	Environ./Soc. Resp.			2.7
	Training	3.3	Job Security			2.2
Plan to seek a new job this year? (%)	Yes	38.5	No			7.7
New job motivation (%)	Salary/Benefits	12.5	Advancement			25.0
	Different Part of Ind	12.5	Need a Change			0.0
	Get out of Industry	0.0	Job Security			12.5
	Environ./Culture	25.0	Other			12.5
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	2.8	Existing Contacts			1.9
	Job Ads	2.3	Contact Companies			4.5
	Post Resume	3.5				



## SECTION 4 JOB TITLES

### MEDICAL WRITER

\$110,100

▲120.2%

Number of respondents 4

Employer	Percent	Market Sector	Percent
Manufacturer	50.0	Rx Pharmaceuticals	100.0
Agency	25.0	OTC Pharmaceuticals	0.0
Media/Publisher - HCP	0.0	Biotechnology	0.0
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	25.0
Service Supplier	25.0	Hospital Products/Equip.	0.0
Other	0.0	Dental Products/Equip	0.0
		Managed Care	0.0

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-\$20M		0.0	>100M		50.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		50.0	Generally		50.0
	OK Sometimes		0.0	No		0.0
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		25.0	Good		50.0
	Fair		0.0	Poor		25.0
How current job was acquired (%)	Promoted		25.0	Exec Search		0.0
	Hired by Company		25.0	Own Initiative		25.0
Benefits received (%)	Signing Bonus		33.3	Retirement		33.3
	Car		0.0	Medical		100.0
	Dental		100.0	Stock		33.3
Factors important to job (avg ranking, 1 = most important)	Salary		2.3	Environ./Culture		4.0
	Benefits		3.3	Loyalty to Staff		5.8
	Advancement		4.5	Environ./Soc. Resp.		7.8
	Training		6.5	Job Security		2.0
Employer rating (avg rating, 1 = best)	Salary		2.0	Environ./Culture		1.8
	Benefits		2.0	Loyalty to Staff		2.0
	Advancement		2.3	Environ./Soc. Resp.		1.8
	Training		1.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		25.0	No		75.0
New job motivation (%)	Salary/Benefits		100.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.0	Existing Contacts		3.0
	Job Ads		1.0	Contact Companies		4.0
	Post Resume		5.0			

### OTHER

\$124,500

▲0.6%

Number of respondents 163

Employer	Percent	Market Sector	Percent
Manufacturer	42.6	Rx Pharmaceuticals	58.6
Agency	23.5	OTC Pharmaceuticals	18.5
Media/Publisher - HCP	1.2	Biotechnology	24.1
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.3
Media/Publisher - HCP & Consmr.	0.6	Diagnostic Device/Equip	14.8
Service Supplier	5.6	Hospital Products/Equip.	11.7
Other	26.5	Dental Products/Equip	1.9
		Managed Care	13.0

Age	High	75	Low	22	Avg.	45.5
Sex	Male	46.3	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		
Amount (\$000s/yr)	High	150.0	Low	17.0	Avg.	74.3
Bonus received?	Yes	61.7	No	38.3		
Amount (\$000s/yr)	High	250.0	Low	0.4	Avg.	26.5
Perceived pay vs. peers (%)	More	13.7	Less	53.4	Same	32.9
Employer's gross	<\$5M		17.5	\$50-\$100M		10.6
US revenue (%)	\$5-\$20M		22.5	>100M		36.9
	\$20-\$50M		12.5			
Position satisfying? (%)	Thoroughly		30.6	Generally		51.3
	OK Sometimes		11.3	No		6.9
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		13.8	Good		29.4
	Fair		34.4	Poor		22.5
How current job was acquired (%)	Promoted		36.9	Exec Search		7.5
	Hired by Company		18.8	Own Initiative		30.6
Benefits received (%)	Signing Bonus		8.7	Retirement		52.0
	Car		3.9	Medical		82.7
	Dental		79.5	Stock		41.7
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		3.6
	Benefits		4.0	Loyalty to Staff		4.7
	Advancement		4.6	Environ./Soc. Resp.		6.5
	Training		6.1	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.2
	Benefits		2.4	Loyalty to Staff		2.5
	Advancement		2.8	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		40.0	No		31.9
New job motivation (%)	Salary/Benefits		33.3	Advancement		16.7
	Different Part of Ind		3.9	Need a Change		7.7
	Get out of Industry		2.6	Job Security		7.7
	Environ./Culture		19.2	Other		9.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.2
	Job Ads		2.9	Contact Companies		3.8
	Post Resume		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

## SECTION 5 EMPLOYEE CHARACTERISTICS

### MALE

**\$166,400**

**▲12.9%**

**Number of respondents** 523

Employer	Percent	Market Sector	Percent
Manufacturer	43.6	Rx Pharmaceuticals	65.0
Agency	27.5	OTC Pharmaceuticals	17.8
Media/Publisher - HCP	2.7	Biotechnology	28.9
Media/Publisher - Consumer	1.0	Medical Devices/Equip	31.2
Media/Publisher - HCP & Consmr.	3.3	Diagnostic Device/Equip	15.1
Service Supplier	9.9	Hospital Products/Equip.	11.1
Other	12.1	Dental Products/Equip	4.2
		Managed Care	10.1

<b>Age</b>	High	76	Low	22	Avg.	46.6
<b>Sex</b>	Male	100.0	Female	0.0		
<b>Years in industry</b>	High	54.0	Low	0.3	Avg.	17.8
<b>Years in position</b>	High	35.0	Low	0.3	Avg.	5.3
<b>Salary (\$000s/yr)</b>	High	1280.0	Low	20.0	Avg.	166.4
<b>Commission received?</b>	Yes	9.6	No	90.4		
<b>Amount (\$000s/yr)</b>	High	250.0	Low	2.4	Avg.	57.3
<b>Bonus received?</b>	Yes	69.4	No	30.6		
<b>Amount (\$000s/yr)</b>	High	250.0	Low	20.0	Avg.	82.3
<b>Perceived pay vs. peers (%)</b>	More	15.1	Less	43.5	Same	41.4
<b>Employer's gross</b>	<\$5M	16.1	\$50-\$100M	9.7		
<b>US revenue (%)</b>	\$5-\$20M	18.5	>100M	43.9		
	\$20-\$50M	11.8				
<b>Position satisfying? (%)</b>	Thoroughly	27.8	Generally	55.0		
	OK Sometimes	11.8	No	5.4		
<b>Advancement prospects (%)</b>	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.4	Good	35.7		
	Fair	27.6	Poor	20.4		
<b>How current job was acquired (%)</b>	Promoted	34.2	Exec Search	13.2		
	Hired by Company	18.2	Own Initiative	29.8		
<b>Benefits received (%)</b>	Signing Bonus	17.4	Retirement	53.6		
	Car	14.9	Medical	81.0		
	Dental	74.0	Stock	42.1		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	3.3		
	Benefits	4.1	Loyalty to Staff	4.6		
	Advancement	4.3	Environ./Soc. Resp.	6.8		
	Training	6.4	Job Security	3.9		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environ./Culture	2.2		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.8	Job Security	2.3		
<b>Plan to seek a new job this year? (%)</b>	Yes	38.1	No	38.7		
<b>New job motivation (%)</b>	Salary/Benefits	32.6	Advancement	17.4		
	Different Part of Ind	5.0	Need a Change	7.0		
	Get out of Industry	2.1	Job Security	7.0		
	Environ./Culture	18.6	Other	10.3		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.2	Existing Contacts	1.9		
	Job Ads	3.3	Contact Companies	3.6		
	Post Resume	4.0				

### FEMALE

**\$119,200**

**▲2.8%**

**Number of respondents** 485

Employer	Percent	Market Sector	Percent
Manufacturer	32.4	Rx Pharmaceuticals	65.2
Agency	35.9	OTC Pharmaceuticals	14.9
Media/Publisher - HCP	5.0	Biotechnology	21.2
Media/Publisher - Consumer	1.2	Medical Devices/Equip	23.7
Media/Publisher - HCP & Consmr.	2.5	Diagnostic Device/Equip	10.5
Service Supplier	7.8	Hospital Products/Equip.	6.6
Other	15.3	Dental Products/Equip	2.5
		Managed Care	7.6

<b>Age</b>	High	69	Low	23	Avg.	43.0
<b>Sex</b>	Male	0.0	Female	100.0		
<b>Years in industry</b>	High	43.0	Low	0.5	Avg.	14.7
<b>Years in position</b>	High	35.0	Low	0.5	Avg.	5.2
<b>Salary (\$000s/yr)</b>	High	450.0	Low	22.0	Avg.	119.2
<b>Commission received?</b>	Yes	7.8	No	92.2		
<b>Amount (\$000s/yr)</b>	High	175.0	Low	3.0	Avg.	46.0
<b>Bonus received?</b>	Yes	62.1	No	37.9		
<b>Amount (\$000s/yr)</b>	High	600.0	Low	10.0	Avg.	165.5
<b>Perceived pay vs. peers (%)</b>	More	7.5	Less	51.0	Same	41.5
<b>Employer's gross</b>	<\$5M	15.0	\$50-\$100M	10.2		
<b>US revenue (%)</b>	\$5-\$20M	26.6	>100M	31.5		
	\$20-\$50M	16.7				
<b>Position satisfying? (%)</b>	Thoroughly	23.7	Generally	55.0		
	OK Sometimes	14.7	No	6.6		
<b>Advancement prospects (%)</b>	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.7	Good	35.9		
	Fair	32.6	Poor	20.8		
<b>How current job was acquired (%)</b>	Promoted	41.0	Exec Search	10.4		
	Hired by Company	15.2	Own Initiative	27.0		
<b>Benefits received (%)</b>	Signing Bonus	10.5	Retirement	49.3		
	Car	6.3	Medical	83.5		
	Dental	75.9	Stock	36.2		
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary	2.5	Environ./Culture	3.1		
	Benefits	4.0	Loyalty to Staff	4.6		
	Advancement	4.5	Environ./Soc. Resp.	6.9		
	Training	6.3	Job Security	4.0		
<b>Employer rating (avg rating, 1 = best)</b>	Salary	2.2	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.7	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.3		
<b>Plan to seek a new job this year? (%)</b>	Yes	37.3	No	33.2		
<b>New job motivation (%)</b>	Salary/Benefits	22.5	Advancement	21.3		
	Different Part of Ind	6.7	Need a Change	6.7		
	Get out of Industry	8.3	Job Security	4.2		
	Environ./Culture	20.0	Other	10.4		
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	Recruitment Agency	2.5	Existing Contacts	2.0		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	3.9				

## SECTION 5 EMPLOYEE CHARACTERISTICS

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

Number of respondents						188
Employer	Percent	Market Sector		Percent		
Manufacturer	30.9	Rx Pharmaceuticals		75.0		
Agency	43.6	OTC Pharmaceuticals		20.2		
Media/Publisher - HCP	2.1	Biotechnology		26.1		
Media/Publisher - Consumer	1.1	Medical Devices/Equip		25.5		
Media/Publisher - HCP & Consmr.	4.3	Diagnostic Device/Equip		10.6		
Service Supplier	8.5	Hospital Products/Equip.		5.9		
Other	9.6	Dental Products/Equip		4.3		
		Managed Care		9.6		
Age	High	62	Low	22	Avg.	39.7
Sex	Male	54.3	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	No	39.4		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	9.6	Less	46.5	Same	43.9
Employer's gross US revenue (%)	<\$5M	17.7	\$50-\$100M	6.4		
	\$5-\$20M	26.7	>100M	33.2		
	\$20-\$50M	16.0				
Position satisfying? (%)	Thoroughly	32.8	Generally	53.8		
	OK Sometimes	9.1	No	4.3		
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	25.0	Good	47.8		
	Fair	21.2	Poor	6.0		
How current job was acquired (%)	Promoted	33.2	Exec Search	12.3		
	Hired by Company	20.9	Own Initiative	28.3		
Benefits received (%)	Signing Bonus	19.3	Retirement	54.0		
	Car	4.7	Medical	80.7		
	Dental	76.7	Stock	36.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.9		
	Benefits	4.4	Loyalty to Staff	4.8		
	Advancement	4.0	Environ./Soc. Resp.	6.9		
	Training	6.5	Job Security	4.1		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.1		
	Benefits	2.3	Loyalty to Staff	2.2		
	Advancement	2.3	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	28.7	No	44.2		
New job motivation (%)	Salary/Benefits	42.5	Advancement	12.3		
	Different Part of Ind	5.5	Need a Change	4.1		
	Get out of Industry	8.2	Job Security	4.1		
	Environ./Culture	13.7	Other	9.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.7		
	Job Ads	3.4	Contact Companies	3.6		
	Post Resume	4.1				

### I-2YRS IN CURRENT POS. \$146,200 ▲7.4%

Number of respondents						190
Employer	Percent	Market Sector		Percent		
Manufacturer	42.1	Rx Pharmaceuticals		71.6		
Agency	40.0	OTC Pharmaceuticals		16.8		
Media/Publisher - HCP	3.2	Biotechnology		29.0		
Media/Publisher - Consumer	0.5	Medical Devices/Equip		27.9		
Media/Publisher - HCP & Consmr.	2.6	Diagnostic Device/Equip		13.2		
Service Supplier	7.9	Hospital Products/Equip.		9.5		
Other	3.7	Dental Products/Equip		2.6		
		Managed Care		9.5		
Age	High	69	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 US revenue (%)	<\$5M	14.0	\$50-\$100M	12.4		
	\$5-\$20M	20.4	>100M	39.3		
	\$20-\$50M	14.0				
Position satisfying? (%)	Thoroughly	22.3	Generally	57.5		
	OK Sometimes	17.0	No	3.2		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	14.8	Good	39.7		
	Fair	33.9	Poor	11.6		
How current job was acquired (%)	Promoted	39.2	Exec Search	16.4		
	Hired by Company	13.2	Own Initiative	28.0		
Benefits received (%)	Signing Bonus	21.2	Retirement	49.4		
	Car	9.6	Medical	83.3		
	Dental	76.3	Stock	50.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.1		
	Benefits	4.0	Loyalty to Staff	4.6		
	Advancement	4.1	Environ./Soc. Resp.	7.2		
	Training	6.4	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.5	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	41.3	No	33.9		
New job motivation (%)	Salary/Benefits	25.3	Advancement	14.1		
	Different Part of Ind	10.1	Need a Change	4.0		
	Get out of Industry	3.0	Job Security	3.0		
	Environ./Culture	21.2	Other	19.2		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.8		
	Job Ads	3.2	Contact Companies	3.6		
	Post Resume	4.2				

## SECTION 5 EMPLOYEE CHARACTERISTICS

**3-5YRS IN CURRENT POS. \$153,300 ▲11.0%**

Number of respondents						287
Employer	Percent		Market Sector		Percent	
Manufacturer	45.6		Rx Pharmaceuticals		62.0	
Agency	27.9		OTC Pharmaceuticals		15.0	
Media/Publisher - HCP	3.1		Biotechnology		24.7	
Media/Publisher - Consumer	0.7		Medical Devices/Equip		26.8	
Media/Publisher - HCP & Consmr.	2.8		Diagnostic Device/Equip		12.5	
Service Supplier	5.9		Hospital Products/Equip.		8.0	
Other	13.9		Dental Products/Equip		3.1	
			Managed Care		7.3	
Age	High	69	Low	25	Avg.	44.7
Sex	Male	49.1	Female	50.9		
Years in industry	High	40.0	Low	3.0	Avg.	16.2
Years in position	High	5.0	Low	3.0	Avg.	3.9
Salary (\$000s/yr)	High	1280.0	Low	40.0	Avg.	153.3
Commission received?	Yes	5.9	No	94.1		
Amount (\$000s/yr)	High	250.0	Low	2.5	Avg.	62.3
Bonus received?	Yes	71.8	No	28.2		
Amount (\$000s/yr)	High	275.0	Low	15.0	Avg.	78.6
Perceived pay vs. peers (%)	More	12.3	Less	44.0	Same	43.7
Employer's gross	<\$5M		12.8	\$50-\$100M		10.7
US revenue (%)	\$5-\$20M		20.6	>100M		43.8
	\$20-\$50M		12.1			
Position satisfying? (%)	Thoroughly		23.5	Generally		55.1
	OK Sometimes		13.0	No		8.4
Advancement prospects (%)	Index	2.3 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent		10.8	Good		34.3
	Fair		33.2	Poor		21.7
How current job was acquired (%)	Promoted		37.4	Exec Search		12.6
	Hired by Company		18.5	Own Initiative		27.3
Benefits received (%)	Signing Bonus		13.0	Retirement		50.8
	Car		11.8	Medical		80.7
	Dental		76.9	Stock		42.9
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.2
	Benefits		4.0	Loyalty to Staff		4.6
	Advancement		4.4	Environ./Soc. Resp.		6.9
	Training		6.5	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.2
	Benefits		2.3	Loyalty to Staff		2.4
	Advancement		2.8	Environ./Soc. Resp.		2.4
	Training		2.9	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		44.4	No		29.7
New job motivation (%)	Salary/Benefits		22.2	Advancement		27.9
	Different Part of Ind		5.7	Need a Change		5.7
	Get out of Industry		5.7	Job Security		6.3
	Environ./Culture		18.4	Other		8.2
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.3	Existing Contacts		2.1
	Job Ads		3.1	Contact Companies		3.6
	Post Resume		3.8			

**OVER 5YRS IN CURRENT POS. \$146,400 ▲6.4%**

Number of respondents						304
Employer	Percent		Market Sector		Percent	
Manufacturer	33.2		Rx Pharmaceuticals	58.2		
Agency	23.0		OTC Pharmaceuticals	14.8		
Media/Publisher - HCP	5.9		Biotechnology	22.7		
Media/Publisher - Consumer	2.0		Medical Devices/Equip	30.9		
Media/Publisher - HCP & Consmr.	2.0		Diagnostic Device/Equip	15.1		
Service Supplier	12.8		Hospital Products/Equip.	10.9		
Other	21.1		Dental Products/Equip	3.3		
			Managed Care	9.9		
Age	High	76	Low	29	Avg.	49.9
Sex	Male	50.0	Female	50.0		
Years in industry	High	54.0	Low	2.0	Avg.	19.7
Years in position	High	35.0	Low	5.5	Avg.	11.3
Salary (\$000s/yr)	High	1200.0	Low	29.0	Avg.	146.4
Commission received?	Yes	10.9	No	89.1		
Amount (\$000s/yr)	High	175.0	Low	5.0	Avg.	55.2
Bonus received?	Yes	62.5	No	37.5		
Amount (\$000s/yr)	High	120.0	Low	17.5	Avg.	49.5
Perceived pay vs. peers (%)	More	10.0	Less	50.8	Same	39.2
Employer's gross	<\$5M		17.9	\$50-\$100M		9.1
US revenue (%)	\$5-\$20M		23.7	>100M		33.8
	\$20-\$50M		15.5			
Position satisfying? (%)	Thoroughly		24.8	Generally		55.3
	OK Sometimes		13.9	No		6.0
Advancement prospects (%)	Index	2.1 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	8.4		Good	27.1	
	Fair	30.1		Poor	34.5	
How current job was acquired (%)	Promoted		39.7	Exec Search		8.3
	Hired by Company		14.3	Own Initiative		29.7
Benefits received (%)	Signing Bonus		8.3	Retirement		52.4
	Car		14.7	Medical		82.9
	Dental		71.4	Stock		31.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.7	Environ./Culture		3.5
	Benefits		4.0	Loyalty to Staff		4.6
	Advancement		4.9	Environ./Soc. Resp.		6.6
	Training		6.1	Job Security		3.6
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.3
	Benefits		2.3	Loyalty to Staff		2.4
	Advancement		2.9	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		36.3	No		38.6
New job motivation (%)	Salary/Benefits		26.5	Advancement		15.4
	Different Part of Ind		2.9	Need a Change		12.5
	Get out of Industry		4.4	Job Security		8.1
	Environ./Culture		22.8	Other		7.4
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.4	Existing Contacts		2.1
	Job Ads		3.0	Contact Companies		3.8
	Post Resume		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 Commission, 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

## SECTION 6 EMPLOYEE BENEFITS

### RECEIVE A COMMISSION \$125,600 ▲5.7%

Number of respondents 89

Employer	Percent	Market Sector	Percent
Manufacturer	13.6	Rx Pharmaceuticals	71.6
Agency	21.6	OTC Pharmaceuticals	22.7
Media/Publisher - HCP	17.1	Biotechnology	35.2
Media/Publisher - Consumer	2.3	Medical Devices/Equip	34.1
Media/Publisher - HCP & Consmr.	11.4	Diagnostic Device/Equip	21.6
Service Supplier	25.0	Hospital Products/Equip.	13.6
Other	9.1	Dental Products/Equip	6.8
		Managed Care	10.2

Age	High	65	Low	25	Avg.	45.9
Sex	Male	56.8	Female	43.2		
Years in industry	High	39.0	Low	2.0	Avg.	17.5
Years in position	High	35.0	Low	1.0	Avg.	5.5
Salary (\$000s/yr)	High	600.0	Low	26.0	Avg.	125.6
Commission received?	Yes	98.9	No	1.1		
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	52.5
Bonus received?	Yes	33.0	No	67.1		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	10.2	Less	47.7	Same	42.1
Employer's gross	<\$5M	26.7	\$50-\$100M	7.0		
US revenue (%)	\$5-\$20M	34.9	>100M	17.4		
	\$20-\$50M	14.0				
Position satisfying? (%)	Thoroughly	26.7	Generally	48.8		
	OK Sometimes	18.6	No	5.8		
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	7.0	Good	31.4		
	Fair	38.4	Poor	23.3		
How current job was acquired (%)	Promoted	18.4	Exec Search	14.9		
	Hired by Company	27.6	Own Initiative	36.8		
Benefits received (%)	Signing Bonus	9.9	Retirement	46.5		
	Car	19.7	Medical	88.7		
	Dental	69.0	Stock	26.8		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.1		
	Benefits	4.0	Loyalty to Staff	4.3		
	Advancement	5.1	Environ./Soc. Resp.	7.1		
	Training	6.2	Job Security	3.8		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.3		
	Advancement	2.7	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	40.9	No	33.0		
New job motivation (%)	Salary/Benefits	31.3	Advancement	16.7		
	Different Part of Ind	8.3	Need a Change	2.1		
	Get out of Industry	4.2	Job Security	8.3		
	Environ./Culture	18.8	Other	10.4		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	2.4	Existing Contacts	1.7		
	Job Ads	3.6	Contact Companies	3.3		
	Post Resume	4.0				

### NO COMMISSION \$145,300 ▲8.3%

Number of respondents 920

Employer	Percent	Market Sector	Percent
Manufacturer	40.5	Rx Pharmaceuticals	64.5
Agency	32.5	OTC Pharmaceuticals	15.8
Media/Publisher - HCP	2.5	Biotechnology	24.2
Media/Publisher - Consumer	1.0	Medical Devices/Equip	27.0
Media/Publisher - HCP & Consmr.	2.1	Diagnostic Device/Equip	12.1
Service Supplier	7.4	Hospital Products/Equip.	8.5
Other	14.0	Dental Products/Equip	3.0
		Managed Care	8.8

Age	High	76	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-\$20M	21.2	>100M	39.9		
	\$20-\$50M	14.2				
Position satisfying? (%)	Thoroughly	25.7	Generally	55.5		
	OK Sometimes	12.7	No	6.0		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	14.3	Good	36.2		
	Fair	29.2	Poor	20.4		
How current job was acquired (%)	Promoted	39.3	Exec Search	11.5		
	Hired by Company	15.7	Own Initiative	27.7		
Benefits received (%)	Signing Bonus	14.6	Retirement	52.1		
	Car	10.1	Medical	81.5		
	Dental	75.4	Stock	40.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.2		
	Benefits	4.1	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.	6.8		
	Training	6.3	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.2		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.7	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	37.4	No	36.3		
New job motivation (%)	Salary/Benefits	27.2	Advancement	19.6		
	Different Part of Ind	5.5	Need a Change	7.4		
	Get out of Industry	5.3	Job Security	5.3		
	Environ./Culture	19.4	Other	10.4		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	2.3	Existing Contacts	2.0		
	Job Ads	3.1	Contact Companies	3.7		
	Post Resume	3.9				

## SECTION 6 EMPLOYEE BENEFITS

### RECEIVE A BONUS

\$159,900

▲8.8%

Number of respondents 664

Employer	Percent	Market Sector	Percent
Manufacturer	50.6	Rx Pharmaceuticals	65.8
Agency	27.9	OTC Pharmaceuticals	15.5
Media/Publisher - HCP	3.2	Biotechnology	28.3
Media/Publisher - Consumer	0.9	Medical Devices/Equip	28.9
Media/Publisher - HCP & Consmr.	2.1	Diagnostic Device/Equip	13.0
Service Supplier	7.7	Hospital Products/Equip.	7.8
Other	7.7	Dental Products/Equip	3.0
		Managed Care	8.1

Age	High	76	Low	23	Avg.	44.8
Sex	Male	54.7	Female	45.3		
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 (\$000s/yr)	High	1280.0	Low	26.0	Avg.	159.9
Commission received?	Yes	4.4	No	95.6		
Amount (\$000s/yr)	High	130.0	Low	3.0	Avg.	44.5
Bonus received?	Yes	100.0	No	0.0		
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		
US revenue (%)	\$5-\$20M	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 prospects (%)	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 was acquired (%)	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 to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.1		
	Benefits	4.0	Loyalty to Staff	4.8		
	Advancement	4.3	Environ./Soc. Resp.	6.9		
	Training	6.5	Job Security	4.1		
Employer rating (avg rating, 1 = best)	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 job this year? (%)	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 new job (avg ranking, 1=most likely)	RecruitmentAgency	2.2	Existing Contacts	1.8		
	Job Ads	3.2	Contact Companies	3.6		
	Post Resume	4.0				

### NO BONUS

\$112,300

▲8.5%

Number of respondents 344

Employer	Percent	Market Sector	Percent
Manufacturer	14.2	Rx Pharmaceuticals	63.7
Agency	38.7	OTC Pharmaceuticals	18.0
Media/Publisher - HCP	4.9	Biotechnology	19.2
Media/Publisher - Consumer	1.5	Medical Devices/Equip	25.0
Media/Publisher - HCP & Consmr.	4.4	Diagnostic Device/Equip	12.8
Service Supplier	11.3	Hospital Products/Equip.	11.1
Other	25.0	Dental Products/Equip	4.1
		Managed Care	10.5

Age	High	75	Low	22	Avg.	45.2
Sex	Male	46.5	Female	53.5		
Years in industry	High	49.0	Low	0.3	Avg.	15.7
Years in position	High	35.0	Low	0.3	Avg.	5.7
Salary (\$000s/yr)	High	700.0	Low	20.0	Avg.	112.3
Commission received?	Yes	17.2	No	82.9		
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	56.3
Bonus received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	600.0	Low	10.0	Avg.	165.5
Perceived pay vs. peers (%)	More	10.3	Less	56.3	Same	33.4
Employer's gross	<\$5M	26.7	\$50-\$100M	10.5		
US revenue (%)	\$5-\$20M	30.9	>100M	17.1		
	\$20-\$50M	14.7				
Position satisfying? (%)	Thoroughly	22.6	Generally	50.2		
	OK Sometimes	16.7	No	10.6		
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.6	Good	30.4		
	Fair	31.3	Poor	27.7		
How current job was acquired (%)	Promoted	24.5	Exec Search	12.2		
	Hired by Company	20.7	Own Initiative	35.0		
Benefits received (%)	Signing Bonus	7.1	Retirement	47.7		
	Car	7.5	Medical	81.7		
	Dental	72.2	Stock	19.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	3.4		
	Benefits	4.3	Loyalty to Staff	4.3		
	Advancement	4.8	Environ./Soc. Resp.	6.8		
	Training	6.1	Job Security	3.7		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.5	Loyalty to Staff	2.4		
	Advancement	2.8	Environ./Soc. Resp.	2.5		
	Training	2.9	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	42.4	No	32.9		
New job motivation (%)	Salary/Benefits	34.0	Advancement	15.4		
	Different Part of Ind	7.5	Need a Change	5.9		
	Get out of Industry	8.0	Job Security	6.4		
	Environ./Culture	16.0	Other	6.9		
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency	2.5	Existing Contacts	2.1		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	3.7				

## SECTION 6 EMPLOYEE BENEFITS

### RECEIVE MEDICAL COVERAGE \$150,500 ▲8.0%

Number of respondents						676
Employer	Percent	Market Sector		Percent		
Manufacturer	44.1	Rx Pharmaceuticals		63.5		
Agency	26.6	OTC Pharmaceuticals		14.9		
Media/Publisher - HCP	4.0	Biotechnology		25.7		
Media/Publisher - Consumer	0.6	Medical Devices/Equip		26.8		
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip		12.3		
Service Supplier	9.5	Hospital Products/Equip.		8.0		
Other	12.4	Dental Products/Equip		3.3		
		Managed Care		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	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-\$20M		20.0	>100M		43.2
	\$20-\$50M		12.7			
Position satisfying? (%)	Thoroughly		27.4	Generally		54.3
	OK Sometimes		13.1	No		5.2
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		13.3	Good		36.4
	Fair		31.7	Poor		18.6
How current job was acquired (%)	Promoted		37.0	Exec Search		12.8
	Hired by Company		18.1	Own Initiative		27.8
Benefits received (%)	Signing Bonus		13.3	Retirement		52.7
	Car		10.7	Medical		100.0
	Dental		89.1	Stock		37.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.1
	Benefits		4.0	Loyalty to Staff		4.6
	Advancement		4.4	Environ./Soc. Resp.		6.8
	Training		6.4	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.2
	Benefits		2.3	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		38.3	No		36.9
New job motivation (%)	Salary/Benefits		26.5	Advancement		21.4
	Different Part of Ind		5.7	Need a Change		6.0
	Get out of Industry		4.5	Job Security		5.7
	Environ./Culture		18.4	Other		11.8
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		1.9
	Job Ads		3.2	Contact Companies		3.6
	Post Resume		4.0			

### NO MEDICAL COVERAGE \$129,700 ▲10.2%

Number of respondents						333
Employer	Percent	Market Sector		Percent		
Manufacturer	26.2	Rx Pharmaceuticals		68.4		
Agency	41.6	OTC Pharmaceuticals		19.3		
Media/Publisher - HCP	3.3	Biotechnology		24.1		
Media/Publisher - Consumer	2.1	Medical Devices/Equip		29.2		
Media/Publisher - HCP & Consmr.	3.0	Diagnostic Device/Equip		14.2		
Service Supplier	7.8	Hospital Products/Equip.		10.8		
Other	16.0	Dental Products/Equip		3.6		
		Managed Care		7.8		
Age	High	75	Low	22	Avg.	43.9
Sex	Male	49.7	Female	50.3		
Years in industry	High	50.0	Low	0.3	Avg.	14.7
Years in position	High	35.0	Low	0.3	Avg.	5.0
Salary (\$000s/yr)	High	850.0	Low	20.0	Avg.	129.7
Commission received?	Yes	7.5	No	92.5		
Amount (\$000s/yr)	High	175.0	Low	2.5	Avg.	52.7
Bonus received?	Yes	55.7	No	44.3		
Amount (\$000s/yr)	High	600.0	Low	10.0	Avg.	165.5
Perceived pay vs. peers (%)	More	8.9	Less	53.8	Same	37.3
Employer's gross	<\$5M		17.6	\$50-\$100M		10.8
US revenue (%)	\$5-\$20M		27.2	>100M		27.2
	\$20-\$50M		17.3			
Position satisfying? (%)	Thoroughly		22.5	Generally		56.3
	OK Sometimes		13.5	No		7.7
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		14.5	Good		34.6
	Fair		26.2	Poor		24.7
How current job was acquired (%)	Promoted		38.5	Exec Search		9.8
	Hired by Company		13.9	Own Initiative		29.9
Benefits received (%)	Signing Bonus		18.4	Retirement		46.9
	Car		12.2	Medical		0.0
	Dental		9.5	Stock		47.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.3
	Benefits		4.3	Loyalty to Staff		4.6
	Advancement		4.5	Environ./Soc. Resp.		7.0
	Training		6.3	Job Security		3.7
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.3
	Benefits		2.4	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.5
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		36.5	No		34.4
New job motivation (%)	Salary/Benefits		30.0	Advancement		14.7
	Different Part of Ind		6.0	Need a Change		8.7
	Get out of Industry		6.7	Job Security		5.3
	Environ./Culture		21.3	Other		7.3
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.0
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		3.9			

## SECTION 6 EMPLOYEE BENEFITS

### RECEIVE DENTAL COVERAGE \$150,700 ▲7.4%

Number of respondents						616
Employer	Percent	Market Sector		Percent		
Manufacturer	45.0	Rx Pharmaceuticals		64.1		
Agency	26.0	OTC Pharmaceuticals		16.2		
Media/Publisher - HCP	3.4	Biotechnology		25.8		
Media/Publisher - Consumer	0.7	Medical Devices/Equip		24.8		
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip		11.7		
Service Supplier	9.9	Hospital Products/Equip.		7.8		
Other	12.3	Dental Products/Equip		3.1		
		Managed Care		9.4		
Age	High	76	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-\$100M		9.1
US revenue (%)	\$5-\$20M		19.8	>100M		46.1
	\$20-\$50M		12.9			
Position satisfying? (%)	Thoroughly		27.6	Generally		53.6
	OK Sometimes		13.6	No		5.2
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		13.3	Good		36.8
	Fair		32.2	Poor		17.7
How current job was acquired (%)	Promoted		38.6	Exec Search		12.9
	Hired by Company		17.6	Own Initiative		26.4
Benefits received (%)	Signing Bonus		14.3	Retirement		53.1
	Car		9.6	Medical		97.7
	Dental		100.0	Stock		39.3
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.2
	Benefits		4.0	Loyalty to Staff		4.7
	Advancement		4.4	Environ./Soc. Resp.		6.8
	Training		6.4	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		2.0	Environ./Culture		2.2
	Benefits		2.2	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		38.7	No		36.5
New job motivation (%)	Salary/Benefits		25.7	Advancement		21.5
	Different Part of Ind		5.6	Need a Change		7.3
	Get out of Industry		4.6	Job Security		5.6
	Environ./Culture		18.8	Other		10.9
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		1.9
	Job Ads		3.2	Contact Companies		3.6
	Post Resume		4.0			

### NO DENTAL COVERAGE \$132,500 ▲9.9%

Number of respondents						393
Employer	Percent	Market Sector		Percent		
Manufacturer	27.6	Rx Pharmaceuticals		66.6		
Agency	40.3	OTC Pharmaceuticals		16.6		
Media/Publisher - HCP	4.3	Biotechnology		24.2		
Media/Publisher - Consumer	1.8	Medical Devices/Equip		31.9		
Media/Publisher - HCP & Consmr.	3.1	Diagnostic Device/Equip		14.8		
Service Supplier	7.4	Hospital Products/Equip.		10.7		
Other	15.6	Dental Products/Equip		3.8		
		Managed Care		8.2		
Age	High	75	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-\$20M		26.4	>100M		25.1
	\$20-\$50M		16.2			
Position satisfying? (%)	Thoroughly		22.9	Generally		57.1
	OK Sometimes		12.7	No		7.3
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		14.3	Good		34.1
	Fair		26.3	Poor		25.3
How current job was acquired (%)	Promoted		35.7	Exec Search		10.2
	Hired by Company		15.4	Own Initiative		31.8
Benefits received (%)	Signing Bonus		14.0	Retirement		47.3
	Car		15.0	Medical		35.8
	Dental		0.0	Stock		39.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.3
	Benefits		4.3	Loyalty to Staff		4.5
	Advancement		4.5	Environ./Soc. Resp.		6.9
	Training		6.3	Job Security		3.7
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.3
	Benefits		2.4	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.5
	Training		2.9	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		36.3	No		35.2
New job motivation (%)	Salary/Benefits		30.7	Advancement		15.6
	Different Part of Ind		6.2	Need a Change		6.2
	Get out of Industry		6.2	Job Security		5.6
	Environ./Culture		20.1	Other		9.5
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		2.0
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		3.8			



## SECTION 6 EMPLOYEE BENEFITS

### RECEIVE RETIRE BENEFITS \$148,000 ▲6.7%

Number of respondents						425
Employer	Percent	Market Sector		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	1.2	Medical Devices/Equip		25.2		
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		
		Managed Care		7.3		
Age	High	76	Low	23	Avg.	44.4
Sex	Male	55.8	Female	44.2		
Years in industry	High	54.0	Low	0.3	Avg.	16.4
Years in position	High	35.0	Low	0.3	Avg.	5.3
Salary (\$000s/yr)	High	1200.0	Low	29.0	Avg.	148.0
Commission received?	Yes	7.8	No	92.2		
Amount (\$000s/yr)	High	250.0	Low	5.0	Avg.	46.9
Bonus received?	Yes	72.9	No	27.1		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	11.6	Less	43.4	Same	45.0
Employer's gross	<\$5M		9.3	\$50-\$100M		10.5
US revenue (%)	\$5-\$20M		18.8	>100M		48.3
	\$20-\$50M		13.1			
Position satisfying? (%)	Thoroughly		28.3	Generally		55.4
	OK Sometimes		11.8	No		4.5
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		14.3	Good		36.3
	Fair		31.8	Poor		17.6
How current job was acquired (%)	Promoted		42.4	Exec Search		11.4
	Hired by Company		13.7	Own Initiative		29.2
Benefits received (%)	Signing Bonus		15.1	Retirement		100.0
	Car		13.2	Medical		83.8
	Dental		76.9	Stock		36.7
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.2
	Benefits		4.0	Loyalty to Staff		4.7
	Advancement		4.4	Environ./Soc. Resp.		6.8
	Training		6.4	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		1.9	Environ./Culture		2.2
	Benefits		2.2	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.2
	Training		2.7	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		34.8	No		39.7
New job motivation (%)	Salary/Benefits		26.5	Advancement		20.4
	Different Part of Ind		4.6	Need a Change		6.1
	Get out of Industry		5.6	Job Security		5.6
	Environ./Culture		18.4	Other		12.8
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.0
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		3.9			

### NO RETIRE BENEFITS \$140,500 ▲10.0%

Number of respondents						584
Employer	Percent	Market Sector		Percent		
Manufacturer	33.6	Rx Pharmaceuticals		65.2		
Agency	36.5	OTC Pharmaceuticals		16.6		
Media/Publisher - HCP	4.8	Biotechnology		26.8		
Media/Publisher - Consumer	1.0	Medical Devices/Equip		29.3		
Media/Publisher - HCP & Consmr.	2.6	Diagnostic Device/Equip		13.0		
Service Supplier	9.1	Hospital Products/Equip.		9.4		
Other	12.4	Dental Products/Equip		3.6		
		Managed Care		10.1		
Age	High	75	Low	22	Avg.	45.3
Sex	Male	49.1	Female	50.9		
Years in industry	High	50.0	Low	0.5	Avg.	16.3
Years in position	High	35.0	Low	0.3	Avg.	5.2
Salary (\$000s/yr)	High	1280.0	Low	20.0	Avg.	140.5
Commission received?	Yes	9.4	No	90.6		
Amount (\$000s/yr)	High	175.0	Low	2.4	Avg.	55.8
Bonus received?	Yes	60.7	No	39.3		
Amount (\$000s/yr)	High	600.0	Low	10.0	Avg.	165.5
Perceived pay vs. peers (%)	More	11.3	Less	49.9	Same	38.8
Employer's gross	<\$5M		20.3	\$50-\$100M		9.5
US revenue (%)	\$5-\$20M		25.0	>100M		30.3
	\$20-\$50M		15.0			
Position satisfying? (%)	Thoroughly		23.9	Generally		54.6
	OK Sometimes		14.3	No		7.2
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		13.2	Good		35.4
	Fair		28.6	Poor		22.8
How current job was acquired (%)	Promoted		33.9	Exec Search		12.2
	Hired by Company		18.9	Own Initiative		28.0
Benefits received (%)	Signing Bonus		13.3	Retirement		0.0
	Car		8.5	Medical		80.4
	Dental		72.6	Stock		42.2
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.2
	Benefits		4.1	Loyalty to Staff		4.5
	Advancement		4.5	Environ./Soc. Resp.		6.9
	Training		6.3	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.3
	Benefits		2.4	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.5
	Training		2.9	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		39.9	No		33.3
New job motivation (%)	Salary/Benefits		28.3	Advancement		18.5
	Different Part of Ind		6.6	Need a Change		7.3
	Get out of Industry		4.9	Job Security		5.6
	Environ./Culture		19.9	Other		8.7
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		1.9
	Job Ads		3.1	Contact Companies		3.6
	Post Resume		4.0			

## Employee Perceptions & Opinions

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

### DATA SETS

- My Job is Thoroughly Satisfying, page 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

## SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

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

Number of respondents						257
Employer	Percent		Market Sector		Percent	
Manufacturer	42.8		Rx Pharmaceuticals		58.0	
Agency	22.6		OTC Pharmaceuticals		18.7	
Media/Publisher - HCP	5.1		Biotechnology		29.6	
Media/Publisher - Consumer	0.4		Medical Devices/Equip		26.5	
Media/Publisher - HCP & Consmr.	2.3		Diagnostic Device/Equip		14.8	
Service Supplier	10.5		Hospital Products/Equip.		10.5	
Other	16.3		Dental Products/Equip		4.3	
			Managed Care		8.2	
Age	High	75	Low	23	Avg.	46.8
Sex	Male	55.6	Female	44.4		
Years in industry	High	49.0	Low	0.3	Avg.	18.2
Years in position	High	33.0	Low	0.3	Avg.	5.5
Salary (\$000s/yr)	High	1280.0	Low	22.0	Avg.	159.5
Commission received?	Yes	9.0	No	91.1		
Amount (\$000s/yr)	High	150.0	Low	5.0	Avg.	57.5
Bonus received?	Yes	70.0	No	30.0		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	13.0	Less	37.9	Same	49.0
Employer's gross	<\$5M		20.5	\$50-\$100M		8.3
US revenue (%)	\$5-\$20M		15.4	>100M		41.7
	\$20-\$50M		14.2			
Position satisfying? (%)	Thoroughly		100.0	Generally		0.0
	OK Sometimes		0.0	No		0.0
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		28.1	Good		45.7
	Fair		18.8	Poor		7.4
How current job was acquired (%)	Promoted		32.9	Exec Search		11.8
	Hired by Company		19.2	Own Initiative		27.8
Benefits received (%)	Signing Bonus		17.7	Retirement		54.6
	Car		21.4	Medical		83.6
	Dental		76.8	Stock		44.1
Factors important to job (avg ranking, 1 = most important)	Salary		2.8	Environ./Culture		3.0
	Benefits		4.3	Loyalty to Staff		4.4
	Advancement		4.6	Environ./Soc. Resp.		6.6
	Training		6.3	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		1.9	Environ./Culture		1.7
	Benefits		2.0	Loyalty to Staff		1.9
	Advancement		2.2	Environ./Soc. Resp.		2.0
	Training		2.4	Job Security		2.0
Plan to seek a new job this year? (%)	Yes		17.1	No		64.6
New job motivation (%)	Salary/Benefits		32.4	Advancement		17.7
	Different Part of Ind		5.9	Need a Change		8.8
	Get out of Industry		0.0	Job Security		7.4
	Environ./Culture		11.8	Other		16.2
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.9
	Job Ads		3.3	Contact Companies		3.5
	Post Resume		3.9			

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

Number of respondents						548
Employer	Percent		Market Sector		Percent	
Manufacturer	39.1		Rx Pharmaceuticals		66.4	
Agency	36.0		OTC Pharmaceuticals		16.1	
Media/Publisher - HCP	2.0		Biotechnology		24.3	
Media/Publisher - Consumer	1.1		Medical Devices/Equip		31.0	
Media/Publisher - HCP & Consmr.	2.7		Diagnostic Device/Equip		12.6	
Service Supplier	7.7		Hospital Products/Equip.		7.1	
Other	11.5		Dental Products/Equip		3.1	
			Managed Care		8.2	
Age	High	76	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-\$100M		10.7
US revenue (%)	\$5-\$20M		22.1	>100M		37.1
	\$20-\$50M		15.7			
Position satisfying? (%)	Thoroughly		0.0	Generally		100.0
	OK Sometimes		0.0	No		0.0
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		10.7	Good		37.2
	Fair		34.6	Poor		17.4
How current job was acquired (%)	Promoted		41.1	Exec Search		11.6
	Hired by Company		15.3	Own Initiative		27.4
Benefits received (%)	Signing Bonus		12.8	Retirement		51.9
	Car		7.5	Medical		80.6
	Dental		72.4	Stock		40.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.3
	Benefits		4.0	Loyalty to Staff		4.7
	Advancement		4.3	Environ./Soc. Resp.		7.0
	Training		6.4	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.2
	Benefits		2.3	Loyalty to Staff		2.4
	Advancement		2.7	Environ./Soc. Resp.		2.4
	Training		2.8	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		35.2	No		32.8
New job motivation (%)	Salary/Benefits		29.6	Advancement		21.6
	Different Part of Ind		5.6	Need a Change		7.6
	Get out of Industry		2.4	Job Security		5.2
	Environ./Culture		15.2	Other		12.8
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		1.9
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		4.0			

## SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

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

Number of respondents						132
Employer	Percent		Market Sector		Percent	
Manufacturer	33.3		Rx Pharmaceuticals		72.0	
Agency	32.6		OTC Pharmaceuticals		12.1	
Media/Publisher - HCP	7.6		Biotechnology		22.7	
Media/Publisher - Consumer	2.3		Medical Devices/Equip		23.5	
Media/Publisher - HCP & Consmr.	3.8		Diagnostic Device/Equip		15.2	
Service Supplier	6.8		Hospital Products/Equip.		12.9	
Other	13.6		Dental Products/Equip		3.8	
			Managed Care		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
US revenue (%)	\$5-\$20M		30.0	>100M		36.9
	\$20-\$50M		9.2			
Position satisfying? (%)	Thoroughly		0.0	Generally		0.0
	OK Sometimes		100.0	No		0.0
Advancement prospects (%)	Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		1.5	Good		19.9
	Fair		35.9	Poor		42.8
How current job was acquired (%)	Promoted		36.4	Exec Search		12.1
	Hired by Company		16.7	Own Initiative		31.8
Benefits received (%)	Signing Bonus		11.8	Retirement		49.0
	Car		4.9	Medical		86.3
	Dental		81.4	Stock		30.4
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.4
	Benefits		4.0	Loyalty to Staff		4.7
	Advancement		4.3	Environ./Soc. Resp.		6.8
	Training		6.2	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.9
	Benefits		2.6	Loyalty to Staff		3.0
	Advancement		3.3	Environ./Soc. Resp.		2.8
	Training		3.3	Job Security		2.7
Plan to seek a new job this year? (%)	Yes		65.7	No		7.6
New job motivation (%)	Salary/Benefits		24.5	Advancement		17.9
	Different Part of Ind		7.6	Need a Change		4.7
	Get out of Industry		10.4	Job Security		5.7
	Environ./Culture		25.5	Other		3.8
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.1
	Job Ads		3.0	Contact Companies		3.6
	Post Resume		3.9			

### MY JOB IS UNSATISFYING \$124,900 ▼4.2%

Number of respondents						60
Employer	Percent		Market Sector		Percent	
Manufacturer	23.3		Rx Pharmaceuticals		66.7	
Agency	28.3		OTC Pharmaceuticals		16.7	
Media/Publisher - HCP	6.7		Biotechnology		16.7	
Media/Publisher - Consumer	0.0		Medical Devices/Equip		15.0	
Media/Publisher - HCP & Consmr.	3.3		Diagnostic Device/Equip		5.0	
Service Supplier	15.0		Hospital Products/Equip.		11.7	
Other	23.3		Dental Products/Equip		1.7	
			Managed Care		10.0	
Age	High	71	Low	25	Avg.	47.7
Sex	Male	46.7	Female	53.3		
Years in industry	High	35.0	Low	2.0	Avg.	15.5
Years in position	High	20.0	Low	0.7	Avg.	5.2
Salary (\$000s/yr)	High	308.0	Low	29.0	Avg.	124.9
Commission received?	Yes	8.3	No	91.7		
Amount (\$000s/yr)	High	120.0	Low	10.0	Avg.	60.0
Bonus received?	Yes	40.0	No	60.0		
Amount (\$000s/yr)	High	120.0	Low	17.5	Avg.	49.5
Perceived pay vs. peers (%)	More	8.3	Less	61.7	Same	30.0
Employer's gross	<\$5M		10.2	\$50-\$100M		8.5
US revenue (%)	\$5-\$20M		39.0	>100M		30.5
	\$20-\$50M		11.9			
Position satisfying? (%)	Thoroughly		0.0	Generally		0.0
	OK Sometimes		0.0	No		100.0
Advancement prospects (%)	Index 1.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		5.0	Good		11.7
	Fair		23.3	Poor		60.0
How current job was acquired (%)	Promoted		26.7	Exec Search		15.0
	Hired by Company		21.7	Own Initiative		28.3
Benefits received (%)	Signing Bonus		17.1	Retirement		46.3
	Car		9.8	Medical		85.4
	Dental		78.1	Stock		26.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.3	Environ./Culture		3.4
	Benefits		3.9	Loyalty to Staff		4.4
	Advancement		4.9	Environ./Soc. Resp.		6.9
	Training		6.2	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		2.6	Environ./Culture		3.2
	Benefits		2.8	Loyalty to Staff		3.3
	Advancement		3.4	Environ./Soc. Resp.		2.6
	Training		3.3	Job Security		2.9
Plan to seek a new job this year? (%)	Yes		90.0	No		3.3
New job motivation (%)	Salary/Benefits		19.6	Advancement		14.3
	Different Part of Ind		3.6	Need a Change		5.4
	Get out of Industry		12.5	Job Security		3.6
	Environ./Culture		35.7	Other		5.4
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		2.2
	Job Ads		2.9	Contact Companies		3.8
	Post Resume		3.7			

## SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

### I MAKE MORE THAN MY PEERS \$192,600 ▲18.5%

Number of respondents						114
Employer	Percent	Market Sector		Percent		
Manufacturer	41.2	Rx Pharmaceuticals		71.1		
Agency	30.7	OTC Pharmaceuticals		14.9		
Media/Publisher - HCP	4.4	Biotechnology		28.1		
Media/Publisher - Consumer	3.5	Medical Devices/Equip		28.1		
Media/Publisher - HCP & Consmr.	2.6	Diagnostic Device/Equip		11.4		
Service Supplier	6.1	Hospital Products/Equip.		7.0		
Other	11.4	Dental Products/Equip		1.8		
		Managed Care		6.1		
Age	High	62	Low	23	Avg.	44.3
Sex	Male	68.4	Female	31.6		
Years in industry	High	37.0	Low	1.0	Avg.	16.5
Years in position	High	22.0	Low	0.5	Avg.	4.7
Salary (\$000s/yr)	High	1200.0	Low	43.7	Avg.	192.6
Commission received?	Yes	7.9	No	92.1		
Amount (\$000s/yr)	High	100.0	Low	20.0	Avg.	65.6
Bonus received?	Yes	69.3	No	30.7		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	100.0	Less	0.0	Same	0.0
Employer's gross	<\$5M		14.6	\$50-\$100M		10.0
US revenue (%)	\$5-\$20M		10.0	>100M		45.5
	\$20-\$50M		20.0			
Position satisfying? (%)	Thoroughly		29.5	Generally		53.6
	OK Sometimes		12.5	No		4.5
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		22.3	Good		35.7
	Fair		26.8	Poor		15.2
How current job was acquired (%)	Promoted		36.3	Exec Search		14.2
	Hired by Company		17.7	Own Initiative		28.3
Benefits received (%)	Signing Bonus		15.7	Retirement		48.0
	Car		13.7	Medical		83.3
	Dental		81.4	Stock		52.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.3
	Benefits		4.0	Loyalty to Staff		4.5
	Advancement		4.6	Environ./Soc. Resp.		6.9
	Training		6.5	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		1.9	Environ./Culture		2.2
	Benefits		1.6	Loyalty to Staff		2.4
	Advancement		2.4	Environ./Soc. Resp.		2.3
	Training		2.8	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		36.3	No		46.9
New job motivation (%)	Salary/Benefits		5.8	Advancement		25.0
	Different Part of Ind		7.7	Need a Change		7.7
	Get out of Industry		5.8	Job Security		7.7
	Environ./Culture		23.1	Other		17.3
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		1.7
	Job Ads		3.2	Contact Companies		3.7
	Post Resume		4.2			

### I MAKE LESS THAN MY PEERS \$123,100 ▲10.6%

Number of respondents						470
Employer	Percent	Market Sector		Percent		
Manufacturer	33.8	Rx Pharmaceuticals		61.3		
Agency	31.1	OTC Pharmaceuticals		16.4		
Media/Publisher - HCP	4.3	Biotechnology		23.8		
Media/Publisher - Consumer	1.3	Medical Devices/Equip		26.6		
Media/Publisher - HCP & Consmr.	3.0	Diagnostic Device/Equip		12.6		
Service Supplier	11.1	Hospital Products/Equip.		9.8		
Other	15.5	Dental Products/Equip		3.2		
		Managed Care		10.6		
Age	High	76	Low	23	Avg.	44.0
Sex	Male	47.9	Female	52.1		
Years in industry	High	54.0	Low	1.0	Avg.	15.8
Years in position	High	35.0	Low	0.3	Avg.	5.3
Salary (\$000s/yr)	High	750.0	Low	20.0	Avg.	123.1
Commission received?	Yes	8.9	No	91.1		
Amount (\$000s/yr)	High	162.5	Low	2.4	Avg.	45.1
Bonus received?	Yes	59.2	No	40.9		
Amount (\$000s/yr)	High	600.0	Low	10.0	Avg.	165.5
Perceived pay vs. peers (%)	More	0.0	Less	100.0	Same	0.0
Employer's gross	<\$5M		17.8	\$50-\$100M		9.3
US revenue (%)	\$5-\$20M		26.3	>100M		31.9
	\$20-\$50M		14.8			
Position satisfying? (%)	Thoroughly		20.6	Generally		54.9
	OK Sometimes		16.5	No		7.9
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		9.7	Good		31.4
	Fair		31.0	Poor		28.0
How current job was acquired (%)	Promoted		37.6	Exec Search		9.0
	Hired by Company		16.3	Own Initiative		31.3
Benefits received (%)	Signing Bonus		12.8	Retirement		49.9
	Car		9.3	Medical		80.1
	Dental		73.3	Stock		32.7
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.4
	Benefits		4.1	Loyalty to Staff		4.5
	Advancement		4.3	Environ./Soc. Resp.		6.9
	Training		6.4	Job Security		3.9
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.3
	Benefits		2.8	Loyalty to Staff		2.5
	Advancement		2.8	Environ./Soc. Resp.		2.5
	Training		2.9	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		43.3	No		25.8
New job motivation (%)	Salary/Benefits		44.4	Advancement		16.7
	Different Part of Ind		5.1	Need a Change		5.5
	Get out of Industry		4.3	Job Security		3.9
	Environ./Culture		13.6	Other		6.6
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.1
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		3.8			



## SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

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

Number of respondents						413
Employer	Percent	Market Sector		Percent		
Manufacturer	41.9	Rx Pharmaceuticals		68.3		
Agency	32.9	OTC Pharmaceuticals		17.0		
Media/Publisher - HCP	3.2	Biotechnology		25.9		
Media/Publisher - Consumer	0.2	Medical Devices/Equip		28.8		
Media/Publisher - HCP & Consmr.	2.7	Diagnostic Device/Equip		13.8		
Service Supplier	7.0	Hospital Products/Equip.		8.7		
Other	12.1	Dental Products/Equip		3.9		
		Managed Care		7.5		
Age	High	74	Low	22	Avg.	46.1
Sex	Male	51.8	Female	48.2		
Years in industry	High	48.0	Low	0.3	Avg.	16.8
Years in position	High	35.0	Low	0.3	Avg.	5.2
Salary (\$000s/yr)	High	1280.0	Low	22.0	Avg.	154.0
Commission received?	Yes	9.0	No	91.0		
Amount (\$000s/yr)	High	250.0	Low	5.0	Avg.	57.6
Bonus received?	Yes	72.4	No	27.6		
Amount (\$000s/yr)	High	275.0	Low	15.0	Avg.	78.6
Perceived pay vs. peers (%)	More	0.0	Less	0.0	Same	100.0
Employer's gross	<\$5M		13.5	\$50-\$100M		10.5
US revenue (%)	\$5-\$20M		21.6	>100M		42.2
	\$20-\$50M		12.3			
Position satisfying? (%)	Thoroughly		30.2	Generally		55.4
	OK Sometimes		10.0	No		4.4
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		15.4	Good		40.3
	Fair		30.1	Poor		14.2
How current job was acquired (%)	Promoted		37.1	Exec Search		14.4
	Hired by Company		17.3	Own Initiative		25.4
Benefits received (%)	Signing Bonus		15.0	Retirement		54.8
	Car		11.2	Medical		83.9
	Dental		74.4	Stock		42.7
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.0
	Benefits		4.1	Loyalty to Staff		4.8
	Advancement		4.5	Environ./Soc. Resp.		6.8
	Training		6.3	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.2
	Benefits		2.0	Loyalty to Staff		2.3
	Advancement		2.6	Environ./Soc. Resp.		2.3
	Training		2.7	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		32.1	No		44.0
New job motivation (%)	Salary/Benefits		8.8	Advancement		21.2
	Different Part of Ind		6.5	Need a Change		8.2
	Get out of Industry		6.5	Job Security		7.7
	Environ./Culture		27.1	Other		14.1
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.8
	Job Ads		3.2	Contact Companies		3.6
	Post Resume		4.0			

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

Number of respondents						136
Employer	Percent	Market Sector		Percent		
Manufacturer	37.5	Rx Pharmaceuticals		64.7		
Agency	39.0	OTC Pharmaceuticals		27.2		
Media/Publisher - HCP	4.4	Biotechnology		33.1		
Media/Publisher - Consumer	1.5	Medical Devices/Equip		36.0		
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip		19.1		
Service Supplier	5.2	Hospital Products/Equip.		10.3		
Other	9.6	Dental Products/Equip		5.9		
		Managed Care		10.3		
Age	High	66	Low	22	Avg.	42.2
Sex	Male	62.5	Female	37.5		
Years in industry	High	49.0	Low	1.0	Avg.	15.2
Years in position	High	31.0	Low	0.3	Avg.	4.4
Salary (\$000s/yr)	High	1280.0	Low	37.5	Avg.	172.5
Commission received?	Yes	4.4	No	95.6		
Amount (\$000s/yr)	High	100.0	Low	15.0	Avg.	55.0
Bonus received?	Yes	73.5	No	26.5		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	18.8	Less	33.8	Same	47.4
Employer's gross	<\$5M		19.4	\$50-\$100M		7.5
US revenue (%)	\$5-\$20M		20.9	>100M		38.1
	\$20-\$50M		14.2			
Position satisfying? (%)	Thoroughly		53.3	Generally		43.0
	OK Sometimes		1.5	No		2.2
Advancement prospects (%)	Index 4.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		100.0	Good		0.0
	Fair		0.0	Poor		0.0
How current job was acquired (%)	Promoted		45.2	Exec Search		7.4
	Hired by Company		18.5	Own Initiative		23.0
Benefits received (%)	Signing Bonus		15.3	Retirement		54.1
	Car		18.0	Medical		80.2
	Dental		73.0	Stock		44.1
Factors important to job (avg ranking, 1 = most important)	Salary		2.7	Environ./Culture		3.2
	Benefits		4.4	Loyalty to Staff		4.6
	Advancement		3.9	Environ./Soc. Resp.		6.8
	Training		6.2	Job Security		4.3
Employer rating (avg rating, 1 = best)	Salary		2.0	Environ./Culture		1.8
	Benefits		1.9	Loyalty to Staff		1.8
	Advancement		1.5	Environ./Soc. Resp.		2.1
	Training		2.5	Job Security		1.8
Plan to seek a new job this year? (%)	Yes		16.9	No		64.0
New job motivation (%)	Salary/Benefits		37.1	Advancement		11.4
	Different Part of Ind		11.4	Need a Change		2.9
	Get out of Industry		8.6	Job Security		2.9
	Environ./Culture		5.7	Other		20.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		1.7
	Job Ads		3.3	Contact Companies		3.6
	Post Resume		4.0			

## SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

### GOOD ADV. PROSPECTS

**\$146,400**

**▲11.1%**

Number of respondents **356**

Employer	Percent	Market Sector	Percent
Manufacturer	39.6	Rx Pharmaceuticals	68.3
Agency	36.5	OTC Pharmaceuticals	16.6
Media/Publisher - HCP	2.8	Biotechnology	28.7
Media/Publisher - Consumer	0.3	Medical Devices/Equip	27.0
Media/Publisher - HCP & Consmr.	3.1	Diagnostic Device/Equip	15.2
Service Supplier	8.7	Hospital Products/Equip.	7.0
Other	9.0	Dental Products/Equip	4.5
		Managed Care	9.6

Age	High	67	Low	23	Avg.	43.1
Sex	Male	52.0	Female	48.0		
Years in industry	High	40.0	Low	0.3	Avg.	15.2
Years in position	High	32.0	Low	0.3	Avg.	4.3
Salary (\$000s/yr)	High	850.0	Low	22.0	Avg.	146.4
Commission received?	Yes	7.6	No	92.4		
Amount (\$000s/yr)	High	150.0	Low	5.0	Avg.	60.3
Bonus received?	Yes	71.1	No	28.9		
Amount (\$000s/yr)	High	600.0	Low	10.0	Avg.	165.5
Perceived pay vs. peers (%)	More	11.4	Less	41.6	Same	47.0
Employer's gross	<\$5M		13.0	\$50-\$100M		11.0
US revenue (%)	\$5-\$20M		22.3	>100M		41.2
	\$20-\$50M		12.5			
Position satisfying? (%)	Thoroughly		33.3	Generally		57.3
	OK Sometimes		7.4	No		2.0
Advancement prospects (%)	Index 3.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		100.0
	Fair		0.0	Poor		0.0
How current job was acquired (%)	Promoted		42.1	Exec Search		11.7
	Hired by Company		15.9	Own Initiative		25.9
Benefits received (%)	Signing Bonus		18.5	Retirement		50.7
	Car		11.6	Medical		80.8
	Dental		74.5	Stock		42.7
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.0
	Benefits		4.1	Loyalty to Staff		4.6
	Advancement		4.3	Environ./Soc. Resp.		7.0
	Training		6.5	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		2.1	Environ./Culture		2.0
	Benefits		2.2	Loyalty to Staff		2.2
	Advancement		2.3	Environ./Soc. Resp.		2.2
	Training		2.6	Job Security		2.1
Plan to seek a new job this year? (%)	Yes		24.5	No		48.2
New job motivation (%)	Salary/Benefits		27.2	Advancement		17.6
	Different Part of Ind		8.0	Need a Change		10.4
	Get out of Industry		2.4	Job Security		4.0
	Environ./Culture		17.6	Other		12.8
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		1.7
	Job Ads		3.4	Contact Companies		3.6
	Post Resume		4.0			

### FAIR ADV. PROSPECTS

**\$135,700**

**▲3.4%**

Number of respondents **298**

Employer	Percent	Market Sector	Percent
Manufacturer	37.9	Rx Pharmaceuticals	65.8
Agency	27.5	OTC Pharmaceuticals	15.1
Media/Publisher - HCP	3.7	Biotechnology	20.8
Media/Publisher - Consumer	2.0	Medical Devices/Equip	24.2
Media/Publisher - HCP & Consmr.	2.7	Diagnostic Device/Equip	10.1
Service Supplier	9.7	Hospital Products/Equip.	9.1
Other	16.4	Dental Products/Equip	1.0
		Managed Care	9.4

Age	High	76	Low	23	Avg.	45.9
Sex	Male	48.0	Female	52.0		
Years in industry	High	54.0	Low	0.5	Avg.	16.7
Years in position	High	35.0	Low	0.5	Avg.	5.2
Salary (\$000s/yr)	High	600.0	Low	20.0	Avg.	135.7
Commission received?	Yes	11.1	No	88.9		
Amount (\$000s/yr)	High	250.0	Low	2.4	Avg.	44.9
Bonus received?	Yes	64.4	No	35.6		
Amount (\$000s/yr)	High	275.0	Low	15.0	Avg.	78.6
Perceived pay vs. peers (%)	More	10.1	Less	48.5	Same	41.4
Employer's gross	<\$5M		12.5	\$50-\$100M		10.9
US revenue (%)	\$5-\$20M		18.3	>100M		38.6
	\$20-\$50M		19.7			
Position satisfying? (%)	Thoroughly		16.2	Generally		63.2
	OK Sometimes		15.9	No		4.7
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		0.0
	Fair		100.0	Poor		0.0
How current job was acquired (%)	Promoted		33.9	Exec Search		16.1
	Hired by Company		14.4	Own Initiative		30.5
Benefits received (%)	Signing Bonus		11.6	Retirement		53.6
	Car		8.4	Medical		85.2
	Dental		78.8	Stock		37.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.3
	Benefits		3.9	Loyalty to Staff		4.7
	Advancement		4.6	Environ./Soc. Resp.		6.9
	Training		6.4	Job Security		3.8
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.4
	Benefits		2.4	Loyalty to Staff		2.6
	Advancement		3.0	Environ./Soc. Resp.		2.4
	Training		3.0	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		46.8	No		22.2
New job motivation (%)	Salary/Benefits		26.1	Advancement		23.9
	Different Part of Ind		2.8	Need a Change		6.8
	Get out of Industry		6.3	Job Security		4.0
	Environ./Culture		20.5	Other		9.7
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		2.2
	Job Ads		3.0	Contact Companies		3.7
	Post Resume		4.0			

## SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

### POOR ADV. PROSPECTS

\$133,200

▲1.8%

Number of respondents 205

Employer	Percent	Market Sector	Percent
Manufacturer	37.6	Rx Pharmaceuticals	58.5
Agency	23.9	OTC Pharmaceuticals	10.7
Media/Publisher - HCP	5.4	Biotechnology	19.5
Media/Publisher - Consumer	1.0	Medical Devices/Equip	28.3
Media/Publisher - HCP & Consmr.	2.4	Diagnostic Device/Equip	8.8
Service Supplier	11.2	Hospital Products/Equip.	11.7
Other	18.5	Dental Products/Equip	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	No 90.2	
Amount (\$000s/yr)	High 175.0	Low 5.0	Avg. 56.9
Bonus received?	Yes 54.2	No 45.9	
Amount (\$000s/yr)	High 120.0	Low 17.5	Avg. 49.5
Perceived pay vs. peers (%)	More 8.3	Less 63.4	Same 28.3
Employer's gross US revenue (%)	<\$5M 20.4	\$50-\$100M 8.0	
	\$5-\$20M 30.4	>100M 32.3	
	\$20-\$50M 9.0		
Position satisfying? (%)	Thoroughly 9.3	Generally 45.9	
	OK Sometimes 27.3	No 17.6	
Advancement prospects (%)	Index 1.0 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent 0.0	Good 0.0	
	Fair 0.0	Poor 100.0	
How current job was acquired (%)	Promoted 30.1	Exec Search 9.4	
	Hired by Company 20.2	Own Initiative 32.5	
Benefits received (%)	Signing Bonus 8.4	Retirement 48.1	
	Car 9.1	Medical 81.2	
	Dental 70.1	Stock 32.5	
Factors important to job (avg ranking, 1 = most important)	Salary 2.5	Environ./Culture 3.5	
	Benefits 3.9	Loyalty to Staff 4.6	
	Advancement 4.8	Environ./Soc. Resp. 6.7	
	Training 6.0	Job Security 3.9	
Employer rating (avg rating, 1 = best)	Salary 2.5	Environ./Culture 2.7	
	Benefits 2.7	Loyalty to Staff 2.9	
	Advancement 3.6	Environ./Soc. Resp. 2.6	
	Training 3.1	Job Security 2.8	
Plan to seek a new job this year? (%)	Yes 62.0	No 16.6	
New job motivation (%)	Salary/Benefits 26.8	Advancement 17.6	
	Different Part of Ind 6.3	Need a Change 4.9	
	Get out of Industry 4.9	Job Security 9.9	
	Environ./Culture 23.2	Other 6.3	
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency 2.5	Existing Contacts 2.1	
	Job Ads 2.9	Contact Companies 3.8	
	Post Resume 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 respondents						378
Employer	Percent	Market Sector		Percent		
Manufacturer	38.4	Rx Pharmaceuticals		65.9		
Agency	29.1	OTC Pharmaceuticals		13.2		
Media/Publisher - HCP	4.0	Biotechnology		23.5		
Media/Publisher - Consumer	1.9	Medical Devices/Equip		26.2		
Media/Publisher - HCP & Consmr.	3.4	Diagnostic Device/Equip		10.6		
Service Supplier	8.5	Hospital Products/Equip.		8.2		
Other	14.8	Dental Products/Equip		3.2		
		Managed Care		9.0		
Age	High	69	Low	22	Avg.	44.9
Sex	Male	52.4	Female	47.6		
Years in industry	High	42.0	Low	1.0	Avg.	15.8
Years in position	High	35.0	Low	0.3	Avg.	4.8
Salary (\$000s/yr)	High	1200.0	Low	26.0	Avg.	139.1
Commission received?	Yes	9.5	No	90.5		
Amount (\$000s/yr)	High	250.0	Low	2.5	Avg.	46.8
Bonus received?	Yes	61.4	No	38.6		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	82.3
Perceived pay vs. peers (%)	More	10.9	Less	54.0	Same	35.1
Employer's gross	<\$5M		12.9	\$50-\$100M		10.2
US revenue (%)	\$5-\$20M		24.5	>100M		40.1
	\$20-\$50M		12.4			
Position satisfying? (%)	Thoroughly		11.7	Generally		51.1
	OK Sometimes		22.9	No		14.4
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		6.1	Good		23.1
	Fair		37.0	Poor		33.8
How current job was acquired (%)	Promoted		37.1	Exec Search		15.1
	Hired by Company		16.2	Own Initiative		27.3
Benefits received (%)	Signing Bonus		15.9	Retirement		49.7
	Car		8.5	Medical		87.2
	Dental		80.1	Stock		39.5
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.2
	Benefits		4.2	Loyalty to Staff		4.7
	Advancement		4.2	Environ./Soc. Resp.		6.8
	Training		6.2	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.6
	Benefits		2.5	Loyalty to Staff		2.8
	Advancement		3.1	Environ./Soc. Resp.		2.5
	Training		3.1	Job Security		2.6
Plan to seek a new job this year? (%)	Yes		100.0	No		0.0
New job motivation (%)	Salary/Benefits		26.3	Advancement		19.2
	Different Part of Ind		5.6	Need a Change		6.9
	Get out of Industry		5.3	Job Security		6.1
	Environ./Culture		21.3	Other		9.3
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		2.0
	Job Ads		3.0	Contact Companies		3.6
	Post Resume		3.9			

## NOT SEEKING A NEW JOB \$156,100 ▲9.5%

Number of respondents						361
Employer	Percent	Market Sector		Percent		
Manufacturer	39.3	Rx Pharmaceuticals		64.5		
Agency	30.8	OTC Pharmaceuticals		19.9		
Media/Publisher - HCP	3.9	Biotechnology		26.9		
Media/Publisher - Consumer	0.3	Medical Devices/Equip		27.2		
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip		14.1		
Service Supplier	8.6	Hospital Products/Equip.		9.4		
Other	14.4	Dental Products/Equip		4.2		
		Managed Care		8.3		
Age	High	76	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-\$20M		19.6	>100M		36.5
	\$20-\$50M		15.0			
Position satisfying? (%)	Thoroughly		46.5	Generally		50.1
	OK Sometimes		2.8	No		0.6
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		24.3	Good		47.8
	Fair		18.4	Poor		9.5
How current job was acquired (%)	Promoted		33.4	Exec Search		10.3
	Hired by Company		19.8	Own Initiative		29.0
Benefits received (%)	Signing Bonus		12.5	Retirement		55.3
	Car		15.1	Medical		81.6
	Dental		73.7	Stock		40.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		3.0
	Benefits		4.1	Loyalty to Staff		4.5
	Advancement		4.8	Environ./Soc. Resp.		6.9
	Training		6.4	Job Security		3.7
Employer rating (avg rating, 1 = best)	Salary		2.0	Environ./Culture		1.9
	Benefits		2.0	Loyalty to Staff		2.0
	Advancement		2.2	Environ./Soc. Resp.		2.1
	Training		2.5	Job Security		2.0
Plan to seek a new job this year? (%)	Yes		0.0	No		100.0
New job motivation (%)	Salary/Benefits		25.0	Advancement		16.7
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		8.3
	Environ./Culture		8.3	Other		41.7
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		1.7
	Job Ads		3.4	Contact Companies		3.7
	Post Resume		4.0			



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

Number of respondents						133
Employer	Percent	Market Sector		Percent		
Manufacturer	26.3	Rx Pharmaceuticals		64.7		
Agency	37.6	OTC Pharmaceuticals		21.8		
Media/Publisher - HCP	2.3	Biotechnology		24.8		
Media/Publisher - Consumer	1.5	Medical Devices/Equip		33.1		
Media/Publisher - HCP & Consmr.	3.0	Diagnostic Device/Equip		10.5		
Service Supplier	15.0	Hospital Products/Equip.		12.8		
Other	14.3	Dental Products/Equip		4.5		
		Managed Care		12.0		
Age	High	67	Low	23	Avg.	41.8
Sex	Male	59.4	Female	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-\$100M		10.7
US revenue (%)	\$5-\$20M		22.1	>100M		30.5
	\$20-\$50M		15.3			
Position satisfying? (%)	Thoroughly		16.5	Generally		55.6
	OK Sometimes		19.6	No		8.3
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		9.9	Good		26.0
	Fair		35.1	Poor		29.0
How current job was acquired (%)	Promoted		34.9	Exec Search		6.8
	Hired by Company		18.9	Own Initiative		34.1
Benefits received (%)	Signing Bonus		13.3	Retirement		53.1
	Car		8.2	Medical		89.8
	Dental		79.6	Stock		34.7
Factors important to job (avg ranking, 1 = most important)	Salary		1.9	Environ./Culture		3.8
	Benefits		4.1	Loyalty to Staff		4.7
	Advancement		4.1	Environ./Soc. Resp.		6.8
	Training		6.4	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		2.6	Environ./Culture		2.4
	Benefits		2.9	Loyalty to Staff		2.6
	Advancement		2.9	Environ./Soc. Resp.		2.5
	Training		3.0	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		75.0	No		2.3
New job motivation (%)	Salary/Benefits		100.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.3	Existing Contacts		2.2
	Job Ads		3.0	Contact Companies		3.8
	Post Resume		3.6			

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

Number of respondents						28
Employer	Percent	Market Sector		Percent		
Manufacturer	21.4	Rx Pharmaceuticals		82.1		
Agency	46.4	OTC Pharmaceuticals		17.9		
Media/Publisher - HCP	10.7	Biotechnology		21.4		
Media/Publisher - Consumer	7.1	Medical Devices/Equip		35.7		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		14.3		
Service Supplier	7.1	Hospital Products/Equip.		7.1		
Other	7.1	Dental Products/Equip		0.0		
		Managed Care		10.7		
Age	High	63	Low	25	Avg.	41.0
Sex	Male	42.9	Female	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	No	85.7		
Amount (\$000s/yr)	High	100.0	Low	5.0	Avg.	46.3
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	600.0	Low	10.0	Avg.	165.5
Perceived pay vs. peers (%)	More	14.3	Less	46.4	Same	39.3
Employer's gross	<\$5M		3.6	\$50-\$100M		10.7
US revenue (%)	\$5-\$20M		35.7	>100M		35.7
	\$20-\$50M		14.3			
Position satisfying? (%)	Thoroughly		14.3	Generally		50.0
	OK Sometimes		28.6	No		7.1
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		14.3	Good		35.7
	Fair		17.9	Poor		32.1
How current job was acquired (%)	Promoted		35.7	Exec Search		17.9
	Hired by Company		10.7	Own Initiative		35.7
Benefits received (%)	Signing Bonus		9.5	Retirement		42.9
	Car		9.5	Medical		90.5
	Dental		81.0	Stock		28.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.1	Environ./Culture		3.7
	Benefits		4.0	Loyalty to Staff		4.3
	Advancement		4.5	Environ./Soc. Resp.		6.9
	Training		6.1	Job Security		4.4
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.4
	Benefits		2.3	Loyalty to Staff		2.5
	Advancement		2.6	Environ./Soc. Resp.		2.6
	Training		3.0	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		75.0	No		0.0
New job motivation (%)	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		100.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.4	Existing Contacts		2.0
	Job Ads		2.9	Contact Companies		3.5
	Post Resume		4.3			

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

Number of respondents						25
Employer	Percent	Market Sector		Percent		
Manufacturer	8.0	Rx Pharmaceuticals		72.0		
Agency	76.0	OTC Pharmaceuticals		8.0		
Media/Publisher - HCP	4.0	Biotechnology		16.0		
Media/Publisher - Consumer	4.0	Medical Devices/Equip		24.0		
Media/Publisher - HCP & Consmr.	4.0	Diagnostic Device/Equip		20.0		
Service Supplier	0.0	Hospital Products/Equip.		0.0		
Other	4.0	Dental Products/Equip		4.0		
		Managed Care		8.0		
Age	High	59	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-\$20M		54.2	>100M		12.5
	\$20-\$50M		20.8			
Position satisfying? (%)	Thoroughly		0.0	Generally		25.0
	OK Sometimes		45.8	No		29.2
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		12.5	Good		12.5
	Fair		45.8	Poor		29.2
How current job was acquired (%)	Promoted		32.0	Exec Search		16.0
	Hired by Company		28.0	Own Initiative		24.0
Benefits received (%)	Signing Bonus		0.0	Retirement		64.7
	Car		0.0	Medical		88.2
	Dental		82.4	Stock		5.9
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.1
	Benefits		3.7	Loyalty to Staff		4.3
	Advancement		5.4	Environ./Soc. Resp.		6.8
	Training		5.7	Job Security		4.6
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.6
	Benefits		2.4	Loyalty to Staff		2.6
	Advancement		2.7	Environ./Soc. Resp.		3.0
	Training		3.0	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		80.0	No		0.0
New job motivation (%)	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		100.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.7	Existing Contacts		2.1
	Job Ads		2.8	Contact Companies		3.5
	Post Resume		3.8			

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

Number of respondents						93
Employer	Percent	Market Sector		Percent		
Manufacturer	46.2	Rx Pharmaceuticals		59.1		
Agency	18.3	OTC Pharmaceuticals		15.1		
Media/Publisher - HCP	10.8	Biotechnology		19.4		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		31.2		
Media/Publisher - HCP & Consmr.	2.2	Diagnostic Device/Equip		11.8		
Service Supplier	8.6	Hospital Products/Equip.		3.2		
Other	14.0	Dental Products/Equip		5.4		
		Managed Care		8.6		
Age	High	69	Low	29	Avg.	47.2
Sex	Male	48.4	Female	51.6		
Years in industry	High	42.0	Low	2.0	Avg.	17.7
Years in position	High	20.0	Low	1.0	Avg.	5.4
Salary (\$000s/yr)	High	700.0	Low	26.0	Avg.	153.7
Commission received?	Yes	9.7	No	90.3		
Amount (\$000s/yr)	High	120.0	Low	3.0	Avg.	50.1
Bonus received?	Yes	67.7	No	32.3		
Amount (\$000s/yr)	High	120.0	Low	17.5	Avg.	49.5
Perceived pay vs. peers (%)	More	12.9	Less	37.6	Same	49.5
Employer's gross	<\$5M		8.9	\$50-\$100M		8.9
US revenue (%)	\$5-\$20M		22.2	>100M		47.8
	\$20-\$50M		12.2			
Position satisfying? (%)	Thoroughly		8.6	Generally		40.9
	OK Sometimes		29.0	No		21.5
Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		2.2	Good		23.7
	Fair		38.7	Poor		35.5
How current job was acquired (%)	Promoted		43.0	Exec Search		16.1
	Hired by Company		16.1	Own Initiative		19.4
Benefits received (%)	Signing Bonus		18.7	Retirement		48.0
	Car		14.7	Medical		81.3
	Dental		76.0	Stock		37.3
Factors important to job (avg ranking, 1 = most important)	Salary		3.1	Environ./Culture		2.3
	Benefits		4.5	Loyalty to Staff		4.3
	Advancement		4.8	Environ./Soc. Resp.		6.6
	Training		6.2	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		3.3
	Benefits		2.4	Loyalty to Staff		3.2
	Advancement		3.3	Environ./Soc. Resp.		2.6
	Training		3.2	Job Security		2.9
Plan to seek a new job this year? (%)	Yes		86.0	No		1.1
New job motivation (%)	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		100.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency		2.2	Existing Contacts		2.0
	Job Ads		3.2	Contact Companies		3.7
	Post Resume		4.0			

**MOVING FOR ADV. PROSPECTS** **\$140,700 ▲4.7%****Number of respondents** **93**

Employer	Percent	Market Sector	Percent
Manufacturer	50.5	Rx Pharmaceuticals	72.0
Agency	21.5	OTC Pharmaceuticals	8.6
Media/Publisher - HCP	2.2	Biotechnology	33.3
Media/Publisher - Consumer	2.2	Medical Devices/Equip	21.5
Media/Publisher - HCP & Consmr.	4.3	Diagnostic Device/Equip	11.8
Service Supplier	7.5	Hospital Products/Equip.	12.9
Other	11.8	Dental Products/Equip	1.1
		Managed Care	6.5

<b>Age</b>	High	60	Low	22	Avg.	44.4
<b>Sex</b>	Male	45.2	Female	54.8		
<b>Years in industry</b>	High	36.0	Low	1.0	Avg.	15.7
<b>Years in position</b>	High	22.0	Low	1.0	Avg.	4.8
<b>Salary (\$000s/yr)</b>	High	308.0	Low	40.0	Avg.	140.7
<b>Commission received?</b>	Yes	8.6	No	91.4		
<b>Amount (\$000s/yr)</b>	High	250.0	Low	9.0	Avg.	69.9
<b>Bonus received?</b>	Yes	68.8	No	31.2		
<b>Amount (\$000s/yr)</b>	High	60.0	Low	0.8	Avg.	28.3
<b>Perceived pay vs. peers (%)</b>	More	14.1	Less	46.7	Same	39.1
<b>Employer's gross</b>	<\$5M		6.5	\$50-\$100M		8.7
<b>US revenue (%)</b>	\$5-\$20M		20.7	>100M		57.6
	\$20-\$50M		6.5			
<b>Position satisfying? (%)</b>	Thoroughly		12.9	Generally		58.1
	OK Sometimes		20.4	No		8.6
<b>Advancement prospects (%)</b>	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		4.3	Good		23.7
	Fair		45.2	Poor		26.9
<b>How current job was acquired (%)</b>	Promoted		43.5	Exec Search		15.2
	Hired by Company		15.2	Own Initiative		22.8
<b>Benefits received (%)</b>	Signing Bonus		10.1	Retirement		50.6
	Car		6.3	Medical		89.9
	Dental		82.3	Stock		49.4
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.6	Environ./Culture		3.6
	Benefits		4.2	Loyalty to Staff		5.0
	Advancement		2.9	Environ./Soc. Resp.		7.0
	Training		6.2	Job Security		4.6
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.1	Environ./Culture		2.4
	Benefits		2.4	Loyalty to Staff		2.8
	Advancement		3.2	Environ./Soc. Resp.		2.4
	Training		3.0	Job Security		2.5
<b>Plan to seek a new job this year? (%)</b>	Yes		77.4	No		2.2
<b>New job motivation (%)</b>	Salary/Benefits		0.0	Advancement		100.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.3	Existing Contacts		2.1
	Job Ads		2.9	Contact Companies		3.7
	Post Resume		4.0			

**BETTER JOB SECURITY** **\$138,800 ▼5.6%****Number of respondents** **27**

Employer	Percent	Market Sector	Percent
Manufacturer	40.7	Rx Pharmaceuticals	63.0
Agency	14.8	OTC Pharmaceuticals	11.1
Media/Publisher - HCP	3.7	Biotechnology	18.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	25.9
Media/Publisher - HCP & Consmr.	7.4	Diagnostic Device/Equip	25.9
Service Supplier	3.7	Hospital Products/Equip.	14.8
Other	29.6	Dental Products/Equip	3.7
		Managed Care	11.1

<b>Age</b>	High	61	Low	27	Avg.	48.8
<b>Sex</b>	Male	63.0	Female	37.0		
<b>Years in industry</b>	High	37.0	Low	3.0	Avg.	19.0
<b>Years in position</b>	High	20.0	Low	1.0	Avg.	6.3
<b>Salary (\$000s/yr)</b>	High	270.0	Low	38.5	Avg.	138.8
<b>Commission received?</b>	Yes	14.8	No	85.2		
<b>Amount (\$000s/yr)</b>	High	130.0	Low	15.0	Avg.	75.0
<b>Bonus received?</b>	Yes	55.6	No	44.4		
<b>Amount (\$000s/yr)</b>	High	175.0	Low	1.0	Avg.	68.4
<b>Perceived pay vs. peers (%)</b>	More	14.8	Less	37.0	Same	48.2
<b>Employer's gross</b>	<\$5M		18.5	\$50-\$100M		11.1
<b>US revenue (%)</b>	\$5-\$20M		25.9	>100M		33.3
	\$20-\$50M		11.1			
<b>Position satisfying? (%)</b>	Thoroughly		19.2	Generally		50.0
	OK Sometimes		23.1	No		7.7
<b>Advancement prospects (%)</b>	Index 1.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		3.7	Good		18.5
	Fair		25.9	Poor		51.9
<b>How current job was acquired (%)</b>	Promoted		18.5	Exec Search		22.2
	Hired by Company		14.8	Own Initiative		37.0
<b>Benefits received (%)</b>	Signing Bonus		19.1	Retirement		52.4
	Car		9.5	Medical		90.5
	Dental		81.0	Stock		38.1
<b>Factors important to job (avg ranking, 1 = most important)</b>	Salary		2.6	Environ./Culture		4.3
	Benefits		3.6	Loyalty to Staff		4.5
	Advancement		5.0	Environ./Soc. Resp.		7.2
	Training		6.3	Job Security		2.7
<b>Employer rating (avg rating, 1 = best)</b>	Salary		2.6	Environ./Culture		2.5
	Benefits		2.2	Loyalty to Staff		2.9
	Advancement		3.0	Environ./Soc. Resp.		2.6
	Training		3.1	Job Security		3.2
<b>Plan to seek a new job this year? (%)</b>	Yes		85.2	No		3.7
<b>New job motivation (%)</b>	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		100.0
	Environ./Culture		0.0	Other		0.0
<b>Method for seeking new job (avg ranking, 1=most likely)</b>	RecruitmentAgency		2.1	Existing Contacts		2.1
	Job Ads		3.0	Contact Companies		3.5
	Post Resume		4.2			

## NEED A CHANGE

\$151,900

▲22.1%

Number of respondents 33

Employer	Percent	Market Sector	Percent
Manufacturer	30.3	Rx Pharmaceuticals	54.6
Agency	30.3	OTC Pharmaceuticals	12.1
Media/Publisher - HCP	0.0	Biotechnology	24.2
Media/Publisher - Consumer	0.0	Medical Devices/Equip	18.2
Media/Publisher - HCP & Consmr.	3.0	Diagnostic Device/Equip	9.1
Service Supplier	12.1	Hospital Products/Equip.	12.1
Other	24.2	Dental Products/Equip	3.0
		Managed Care	15.2
Age	High 69	Low 26	Avg. 47.3
Sex	Male 51.5	Female 48.5	
Years in industry	High 40.0	Low 5.0	Avg. 16.6
Years in position	High 22.0	Low 1.0	Avg. 7.0
Salary (\$000s/yr)	High 400.0	Low 36.0	Avg. 151.9
Commission received?	Yes 3.0	No 97.0	
Amount (\$000s/yr)	High 5.0	Low 5.0	Avg. 5.0
Bonus received?	Yes 66.7	No 33.3	
Amount (\$000s/yr)	High 108.0	Low 1.0	Avg. 43.5
Perceived pay vs. peers (%)	More 12.5	Less 43.8	Same 43.8
Employer's gross	<\$5M 12.1	\$50-\$100M 6.1	
US revenue (%)	\$5-\$20M 33.3	>100M 36.4	
	\$20-\$50M 12.1		
Position satisfying? (%)	Thoroughly 18.2	Generally 57.6	
	OK Sometimes 15.2	No 9.1	
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)		
	Excellent 3.0	Good 39.4	
	Fair 36.4	Poor 21.2	
How current job was acquired (%)	Promoted 42.4	Exec Search 12.1	
	Hired by Company 9.1	Own Initiative 36.4	
Benefits received (%)	Signing Bonus 13.3	Retirement 40.0	
	Car 3.3	Medical 66.7	
	Dental 73.3	Stock 36.7	
Factors important to job (avg ranking, 1 = most important)	Salary 2.8	Environ./Culture 2.7	
	Benefits 4.4	Loyalty to Staff 4.8	
	Advancement 4.4	Environ./Soc. Resp. 6.4	
	Training 6.2	Job Security 4.2	
Employer rating (avg rating, 1 = best)	Salary 2.3	Environ./Culture 2.1	
	Benefits 2.3	Loyalty to Staff 2.2	
	Advancement 2.9	Environ./Soc. Resp. 2.3	
	Training 2.7	Job Security 2.1	
Plan to seek a new job this year? (%)	Yes 78.8	No 0.0	
New job motivation (%)	Salary/Benefits 0.0	Advancement 0.0	
	Different Part of Ind 0.0	Need a Change 100.0	
	Get out of Industry 0.0	Job Security 0.0	
	Environ./Culture 0.0	Other 0.0	
Method for seeking new job (avg ranking, 1=most likely)	RecruitmentAgency 2.5	Existing Contacts 2.3	
	Job Ads 2.5	Contact Companies 3.7	
	Post Resume 3.9		