



PREMIUM EDITION

2014
CAREER
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Overview

Salaries are down, the industry gender gap persists and people have their eyes peeled for better gigs. But job satisfaction remains positive and, compared with other businesses, the pay still isn't half bad.

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2014 Career & Salary Survey

IN CHECK

Salaries are down, the industry gender gap persists and people have their eyes peeled for better gigs. But job satisfaction remains positive and, compared with other businesses, the pay isn't half-bad. **James Chase** attempts to make sense of the seeming contradictions



In the context of the seismic activity shaking the foundations of healthcare and the daunting array of challenges—economic, clinical and regulatory—facing the pharmaceutical industry, it’s difficult to pick a tone with which to react to this year’s *MM&M Career & Salary Survey*.

On one hand, the overall average industry salaries across all sectors, companies and positions have fallen for just the third time in the 28-year history of the study—and that can’t be good news, can it? But on the other, this is still the second-largest average salary recorded during those 28 years, topped only by 2013’s overall average of \$143,600 (Fig. 1).

Of course, there’s much more to scrutinize beyond this number. Of the 1,021 respondents, more than a third (36%) came from the manufacturing side (pharma, biotech, devices, diagnostics), and that hasn’t exactly been the most secure place to forge a career path in recent years. Since 2009, the last time the overall average salary dropped, an estimated 160,000 pharma jobs have been eliminated in the US alone. That’s an enormous number and the pace of downsizing shows little sign of letting up. Challenger Gray & Christmas reports that US pharma layoffs accelerated in August this year, with 3,093 additional job cuts bringing the 2014 total to 9,358, up from 8,793 for the same eight-month period in 2013.

How does that manifest itself vis-à-vis salaries? Well, if there is one modicum of positivity for manufacturers, it’s that the sector fared less badly in this year’s survey than did agencies and media (Fig. 2). Pharma salaries were down overall by 2.9% to an average of \$155,700, compared to agencies (down 11.2% to \$129,800), professional media

(down 6.5% to \$114,600) and consumer media (down 17.7% to \$109,500). Still, that amounts to only a nano-crumb of comfort for pharma. Only service suppliers/vendors—a category which includes consultants and tech firms—bucked the downward trend, posting moderate growth of 4.7% to an average salary of \$108,000.

However, pharma’s numbers still compare favorably with those in other industries. The Payscale Index reports that since 2006, average US salaries across all industries have increased by about 8.5%. But while the average pharma industry salary has increased just 6.8% during that time, employees working for manufacturers have fared better, reporting raises of 16.2% since 2006. That’s almost double the national average.

As was the case last year, the most notable storyline from this year’s study is the apparent gender inequality in the industry. This year, the average salary for men was \$154,700, versus the average salary of \$116,700 for women (Fig. 3). To put it another way: female respondents are making, on average, 75% of what their male counterparts are making. This is by no means unique to the healthcare

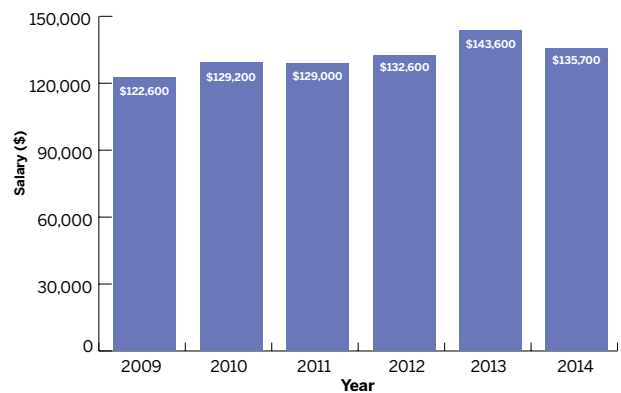
industry. In fact, a figure of 77% has been quoted by government and media alike as the standard female percentage of the male paycheck in the US.

One could argue that the gender gap highlighted in the *MM&M* data is misleading because this is not exactly a like-for-like study, in that many of the senior, most highly-paid positions are dominated by men. For example, 88% of CEO respondents are male, as are 80% of presidents, 84% of EVPs and 84% of sales directors. Still, however you look at it, it seems women are either paid less or promoted less (or both). Run with whichever theory makes you the least uncomfortable.

In terms of the different primary market sectors, not a single one posted a year-on-year gain (Fig. 4). Those respondents who listed

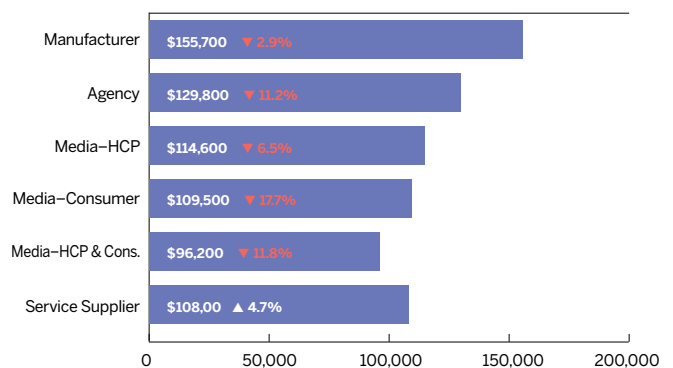


Fig. 1: Average salary, 2009-2014



Source: MM&M Career & Salary Survey, 2014

Fig. 2: Average salary by type of employer



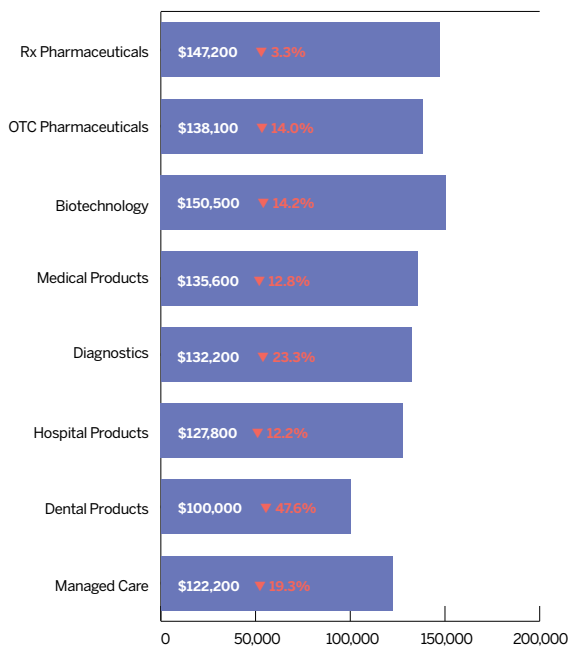
Source: MM&M Career & Salary Survey, 2014

Fig. 3: Average salary by gender



Source: MM&M Career & Salary Survey, 2014

Fig. 4: Average salary by market sector



Source: MM&M Career & Salary Survey, 2014

Rx pharmaceuticals as their primary focus fared the least bad, with an average salary down 3.3% to \$144,200. The other sectors rang up an array of double-digit losses, including biotechnology (down 14.2% to \$150,500), medical devices (down 12.8% to \$135,600) and diagnostics (down 23.3% \$132,200).

Average salary appears to correlate largely with the size of the employer (Fig. 5). Respondents working for companies with annual revenues of less than \$5 million reported average salaries of \$115,200, while those at companies with annual revenues greater than \$100 million recorded average salaries of \$152,800. The only exception

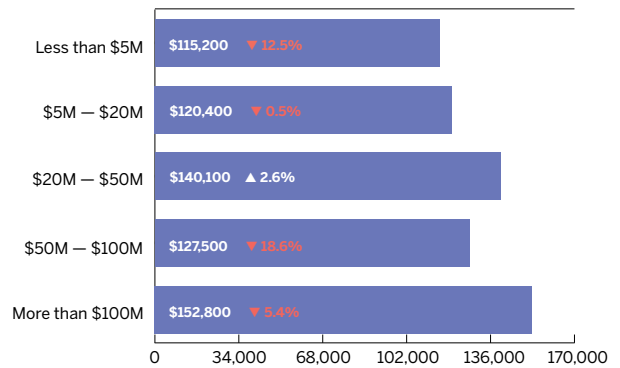
is the \$50-\$100 million revenue band, where average salaries were down 18.6% to \$127,500.

Of course, compensation is about more than just the salaries. As they did in 2013, two-thirds of survey respondents reported receiving a bonus, although the average sum received was down by 7.1% to \$30,000.

Overall, job satisfaction remains about the same as it was in 2013, with 28.8% of respondents reporting that they were “thoroughly” satisfied, 52.5% “generally” satisfied and 4.6% “dissatisfied” with their jobs. These numbers vary little among company type, with suppliers/vendors having the most “thoroughly” satisfied employees (32.6%) and agencies the least (25.0%). All, however, report combined “thorough” or “general” satisfaction around the 80% mark, which is respectable. Of course, one might also note that while 32.3% of males are “thoroughly” satisfied in their work, only 25.4% of females report feeling the same way.

Where the differences in job satisfaction start to appear is with benefits received. Almost one in three of those receiving a bonus

Fig. 5: Average salary by company revenue



Source: MM&M Career & Salary Survey, 2014

report “thorough” satisfaction, versus one in four of those without a bonus. The pattern is similar for those receiving medical coverage (30.0% “thoroughly” satisfied vs. 26.1% of those who don’t receive it) and retirement benefits (31.6% vs. 27.0%).

It gets even tastier when analyzing job satisfaction according to respondents’ perceived advancement prospects. Among those who perceive their advancement prospects to be “excellent,” a whopping 59.1% report being “thoroughly” satisfied with their job, with another 35.1% being “generally” satisfied. And among those with “good” advancement prospects, 37.7% claim to be “thoroughly” satisfied. Conversely, among those who perceive “poor” advancement prospects, just 14.4% are “thoroughly” satisfied and 12.2% report “dissatisfaction.”

Interestingly, while the number of respondents who thought that they made more than their peers was flat at 10.8%, those who perceived their paychecks to be smaller than those of their peers rose to 51.7% from 47.1% last year. This certainly ties in with the overall downturn in salaries.

When it comes to the job factors that are most important, respondents unsurprisingly ranked salary highest with a ranking of 2.5 (based

Dudnyk eyes “complete package”



This year’s MM&M Career & Salary Survey indicates a drop in average salary for agency employees of 11.2% to \$129,800, and it’s a shift that surprises Dudnyk president Frank X. Powers. “The growth that I’ve seen and the turnaround in the industry in the past 18 months has really caused an increase in competition for top talent, which comes with paying some money,” he says.

Powers would know all about that. For the past three years, his Horsham, PA-based creative agency has been growing at what he calls a “tremendous clip.” In addition, he devotes around 50% of his time to recruiting and retaining talent and developing the company’s workplace culture. “Hiring talent has always been my biggest concern,” he says, “But in the past two years we have built a dedicated HR team and that has helped us land talent.”

Because of the nature of Dudnyk’s core expertise—specialty medicine, rare diseases and medical devices—it’s often necessary for the agency to look within those disciplines for prospective employees. However, Powers is not afraid to search further afield when the situation demands it. “Where we look outside of industry is in the digital channel. Sometimes [candidates] don’t exist with the skill set we are looking for in healthcare. For specific digital positions, we cast the net far broader.”

And while the gargantuan number of job cuts that has been seen in both the pharmaceutical and biotech industries in recent years is no cause for celebration, it actually hasn’t worked out all that badly for Powers, the head of an agency looking to stock up on expertise.

“There is some serious talent from the consolidation of companies that you couldn’t access previously that has now become available,” he explains. “Some big thinkers have been made available to the agency world, plus there is a trend of those folks with deep pharma experience making the jump to the agency side.”

When respondents to this year’s Career & Salary Survey were asked to rank the factors that were most important to them in their job, salary came out at the top of the list. However, hot on its heels was environment/workplace culture, which was followed by advancement opportunities and benefits. None of this surprises Powers in the slightest.

“Salaries are a given—that’s the price of being in the game,” he says. “But everything else that you bring to it—from career path to culture, to the work, to the vision—all of those things that you actually do, and don’t do, are what make a great workplace. If you don’t have the complete package for an employee in today’s marketplace, then you are going to lose that employee.”

Powers is clearly paying more than just lip service to this wisdom, as Dudnyk now boasts an average employee tenure of more than six years. “It’s all because we like one another,” he says. “We have a non-political environment and it makes for a place you can come and hang your hat and enjoy it. Our goal is to be the best creative agency on the planet for the specialty physician, and everyone comes into work every day knowing that.”

on a 1 to 5 scale, where 1 is best), closely followed by environment/workplace culture (3.0). But how are their current employers performing on these various attributes? Last year, salary tied for first place with a score of 2.2. However, this year employers scored just 2.4 for salary, tied for fifth place behind environment/workplace culture and benefits (both 2.2) and corporate social responsibility and job security (both 2.3). It seems the slow growth in salary is being felt at the individual level.

Finally, 36.2% of the respondents to the survey said that they intended to look for a new position in the next 12 months, down slightly from 37.7% last year. Of these individuals, 35.9% said they wanted to move for a better salary (vs. just 27.6% in 2013). As in 2013, by far the most popular avenue via which respondents said they’d seek new positions was through existing contacts and executive search firms.

Methodology and respondent characteristics

MM&M readers were invited to fill out an online survey in August 2014. Of the 1,021 qualified respondents, 369 were employed by manufacturers (pharma, biotech, devices, diagnostics), 302 by agencies, 77 by healthcare media and 92 by suppliers/vendors; 181 classified themselves as “other.” 510 respondents were male and 511 female; the average age was 44.2 years. The average time spent in the industry was 15.2 years and the average time spent in their current position was 5.2 years.

On the pages that follow you will find the full complement of job titles, plus hundreds of additional insights and data sets. ■

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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- Agency, page 9
- Media/Publishing-HCPs Only, page 10
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- Revenue Over \$100 million, page 14

SECTION 2 EMPLOYER CHARACTERISTICS

MANUFACTURER \$155,700 ▼2.9%

Number of respondents		369	
Employer	Percent	Market Sector	Percent
Manufacturer	100.0	Rx Pharmaceuticals	54.2
Agency	0.0	OTC Pharmaceuticals	10.0
Media/Publisher - HCP	0.0	Biotechnology	20.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	29.5
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	7.3
Service Supplier	0.0	Hospital Products/Equip.	5.2
Other	0.0	Dental Products/Equip	2.4
		Managed Care	1.6

Age	High	78	Low	24	Avg.	45.6
Sex	Male	58.5	Female	41.5		
Years in industry	High	48.0	Low	1.0	Avg.	17.4
Years in position	High	27.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	500.0	Low	20.0	Avg.	155.7
Commission received?	Yes	3.8	No	96.2		
Amount (\$000s/yr)	High	220.0	Low	2.0	Avg.	62.8
Bonus received?	Yes	86.7	No	13.3		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	12.0	Less	48.5	Same	39.5
Employer's gross US revenue (%)	<\$5M	7.7	\$50-\$100M	7.2		
	\$5-\$20M	8.5	>100M	68.9		
	\$20-\$50M	7.7				
Position satisfying? (%)	Thoroughly	30.8	Generally	51.2		
	OK Sometimes	13.1	No	4.9		
Salary reviewed (%)	6 months	1.4	18 months	2.7		
	12 months	86.3	24 months	9.6		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.9	Good	29.4		
	Fair	33.8	Poor	20.9		
How current job was acquired (%)	Promoted	39.8	Exec Search	17.4		
	Hired by Company	12.3	Own Initiative	25.3		
Benefits received (%)	Signing Bonus	21.2	Retirement	52.7		
	Car	15.0	Medical	84.7		
	Dental	75.9	Stock	58.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.9		
	Benefits	4.2	Loyalty to Staff	4.7		
	Advancement	4.2	Environ./Soc. Resp.	6.8		
	Training	6.4	Job Security	4.4		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.3		
	Benefits	2.1	Loyalty to Staff	2.5		
	Advancement	2.7	Environ./Soc. Resp.	2.2		
	Training	2.8	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	36.0	No	36.6		
New job motivation (%)	Salary/Benefits	26.6	Advancement	16.4		
	Different Part of Ind	6.2	Need a Change	7.3		
	Get out of Industry	3.4	Job Security	6.2		
	Environ./Culture	24.9	Other	9.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1	Existing Contacts	2.0		
	Job Ads	3.1	Contact Companies	3.9		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

AGENCY \$129,800 ▼11.2%

Number of respondents		302	
Employer	Percent	Market Sector	Percent
Manufacturer	0.0	Rx Pharmaceuticals	86.4
Agency	100.0	OTC Pharmaceuticals	22.9
Media/Publisher - HCP	0.0	Biotechnology	29.5
Media/Publisher - Consumer	0.0	Medical Devices/Equip	28.2
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	13.3
Service Supplier	0.0	Hospital Products/Equip.	7.3
Other	0.0	Dental Products/Equip	3.3
		Managed Care	11.6

Age	High	74	Low	21	Avg.	39.8
Sex	Male	44.0	Female	56.0		
Years in industry	High	40.0	Low	1.0	Avg.	12.3
Years in position	High	50.0	Low	1.0	Avg.	4.4
Salary (\$000s/yr)	High	500.0	Low	25.0	Avg.	129.8
Commission received?	Yes	5.0	No	95.0		
Amount (\$000s/yr)	High	160.0	Low	5.0	Avg.	36.6
Bonus received?	Yes	56.6	No	43.4		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	13.3	Less	49.3	Same	37.3
Employer's gross US revenue (%)	<\$5M	12.2	\$50-\$100M	11.2		
	\$5-\$20M	40.3	>100M	10.2		
	\$20-\$50M	26.1				
Position satisfying? (%)	Thoroughly	25.0	Generally	53.0		
	OK Sometimes	17.3	No	4.7		
Salary reviewed (%)	6 months	5.4	18 months	11.0		
	12 months	70.6	24 months	13.0		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	17.7	Good	35.3		
	Fair	29.3	Poor	17.7		
How current job was acquired (%)	Promoted	28.4	Exec Search	12.4		
	Hired by Company	20.4	Own Initiative	33.1		
Benefits received (%)	Signing Bonus	7.3	Retirement	48.3		
	Car	3.9	Medical	89.2		
	Dental	76.7	Stock	21.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.8		
	Benefits	4.4	Loyalty to Staff	4.5		
	Advancement	4.3	Environ./Soc. Resp.	7.1		
	Training	6.3	Job Security	4.1		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.1		
	Benefits	2.3	Loyalty to Staff	2.2		
	Advancement	2.5	Environ./Soc. Resp.	2.5		
	Training	2.8	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	35.1	No	30.1		
New job motivation (%)	Salary/Benefits	37.6	Advancement	7.8		
	Different Part of Ind	11.4	Need a Change	7.1		
	Get out of Industry	9.2	Job Security	2.8		
	Environ./Culture	14.9	Other	9.2		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.0		
	Job Ads	3.1	Contact Companies	3.5		
	Post Resume	4.1				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 2 EMPLOYER CHARACTERISTICS

MEDIA/PUB. - HCPS ONLY \$114,600 ▼6.5%

Number of respondents				41
Employer	Percent	Market Sector	Percent	
Manufacturer	0.0	Rx Pharmaceuticals	75.6	
Agency	0.0	OTC Pharmaceuticals	19.5	
Media/Publisher - HCP	100.0	Biotechnology	24.4	
Media/Publisher - Consumer	0.0	Medical Devices/Equip	39.0	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	34.2	
Service Supplier	0.0	Hospital Products/Equip.	19.5	
Other	0.0	Dental Products/Equip	4.9	
		Managed Care	12.2	

Age	High	62	Low	26	Avg.	47.0
Sex	Male	43.9	Female	56.1		
Years in industry	High	31.0	Low	2.0	Avg.	15.9
Years in position	High	20.0	Low	1.0	Avg.	6.0
Salary (\$000s/yr)	High	280.0	Low	40.0	Avg.	114.6
Commission received?	Yes	39.0	No	61.0		
Amount (\$000s/yr)	High	150.0	Low	15.0	Avg.	57.2
Bonus received?	Yes	63.4	No	36.6		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	12.2	Less	46.3	Same	41.5
Employer's gross US revenue (%)	<\$5M	12.5	\$50-\$100M	17.5		
	\$5-\$20M	40.0	>100M	12.5		
	\$20-\$50M	17.5				
Position satisfying? (%)	Thoroughly	29.3	Generally	51.2		
	OK Sometimes	19.5	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	2.4		
	12 months	65.9	24 months	31.7		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	4.9	Good	31.7		
	Fair	31.7	Poor	31.7		
How current job was acquired (%)	Promoted	29.3	Exec Search	9.8		
	Hired by Company	14.6	Own Initiative	29.3		
Benefits received (%)	Signing Bonus	3.5	Retirement	31.0		
	Car	6.9	Medical	96.6		
	Dental	75.9	Stock	3.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	3.0		
	Benefits	3.5	Loyalty to Staff	4.7		
	Advancement	5.2	Environ./Soc. Resp.	6.9		
	Training	6.6	Job Security	3.9		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.5		
	Advancement	2.8	Environ./Soc. Resp.	2.5		
	Training	2.8	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	26.8	No	48.8		
New job motivation (%)	Salary/Benefits	38.5	Advancement	0.0		
	Different Part of Ind	23.1	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	23.1	Other	15.4		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	2.2		
	Job Ads	2.8	Contact Companies	3.5		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

MEDIA/PUB. - CONS. ONLY \$109,500 ▼17.7%

Number of respondents				11
Employer	Percent	Market Sector	Percent	
Manufacturer	0.0	Rx Pharmaceuticals	54.6	
Agency	0.0	OTC Pharmaceuticals	27.3	
Media/Publisher - HCP	0.0	Biotechnology	18.2	
Media/Publisher - Consumer	100.0	Medical Devices/Equip	27.3	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	18.2	
Service Supplier	0.0	Hospital Products/Equip.	9.1	
Other	0.0	Dental Products/Equip	0.0	
		Managed Care	18.2	

Age	High	57	Low	34	Avg.	46.5
Sex	Male	54.6	Female	45.5		
Years in industry	High	25.0	Low	3.0	Avg.	13.3
Years in position	High	20.0	Low	1.0	Avg.	5.5
Salary (\$000s/yr)	High	165.0	Low	37.0	Avg.	109.5
Commission received?	Yes	54.6	No	45.5		
Amount (\$000s/yr)	High	150.0	Low	1.2	Avg.	45.5
Bonus received?	Yes	54.6	No	45.5		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	9.1	Less	63.6	Same	27.3
Employer's gross US revenue (%)	<\$5M	27.3	\$50-\$100M	18.2		
	\$5-\$20M	0.0	>100M	45.5		
	\$20-\$50M	9.1				
Position satisfying? (%)	Thoroughly	30.0	Generally	50.0		
	OK Sometimes	20.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	60.0	24 months	40.0		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	9.1	Good	27.3		
	Fair	27.3	Poor	36.4		
How current job was acquired (%)	Promoted	18.2	Exec Search	18.2		
	Hired by Company	27.3	Own Initiative	36.4		
Benefits received (%)	Signing Bonus	10.0	Retirement	60.0		
	Car	0.0	Medical	90.0		
	Dental	70.0	Stock	40.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	3.0		
	Benefits	4.2	Loyalty to Staff	5.4		
	Advancement	5.0	Environ./Soc. Resp.	7.1		
	Training	6.2	Job Security	3.1		
Employer rating (avg rating, 1 = best)	Salary	2.7	Environ./Culture	2.0		
	Benefits	2.3	Loyalty to Staff	2.1		
	Advancement	3.0	Environ./Soc. Resp.	2.3		
	Training	2.9	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	54.6	No	18.2		
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	11.1	Job Security	11.1		
	Environ./Culture	11.1	Other	11.1		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	1.5		
	Job Ads	3.7	Contact Companies	3.1		
	Post Resume	4.2				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 2 EMPLOYER CHARACTERISTICS

MEDIA/PUB. - HCP & CONS. \$96,200 ▼11.8%

Number of respondents						25
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			60.0	
Agency	0.0	OTC Pharmaceuticals			24.0	
Media/Publisher - HCP	0.0	Biotechnology			20.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			20.0	
Media/Publisher - HCP & Consmr.	100.0	Diagnostic Device/Equip			12.0	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	0.0	Dental Products/Equip			0.0	
		Managed Care			4.0	
Age	High	65	Low	26	Avg.	43.2
Sex	Male	44.0	Female	56.0		
Years in industry	High	39.0	Low	1.0	Avg.	12.5
Years in position	High	18.0	Low	1.0	Avg.	4.9
Salary (\$000s/yr)	High	175.0	Low	30.0	Avg.	96.2
Commission received?	Yes	24.0	No	76.0		
Amount (\$000s/yr)	High	300.0	Low	30.0	Avg.	102.5
Bonus received?	Yes	56.0	No	44.0		
Amount (\$000s/yr)	High	125.0	Low	2.0	Avg.	56.6
Perceived pay vs. peers (%)	More	0.0	Less	68.0	Same	32.0
Employer's gross US revenue (%)	<\$5M	24.0	\$50-\$100M			4.0
	\$5-\$20M	28.0	>100M			16.0
	\$20-\$50M	28.0				
Position satisfying? (%)	Thoroughly	24.0	Generally			60.0
	OK Sometimes	16.0	No			0.0
Salary reviewed (%)	6 months	4.0	18 months			8.0
	12 months	80.0	24 months			8.0
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.0	Good			48.0
	Fair	16.0	Poor			24.0
How current job was acquired (%)	Promoted	32.0	Exec Search			20.0
	Hired by Company	16.0	Own Initiative			28.0
Benefits received (%)	Signing Bonus	6.7	Retirement			46.7
	Car	13.3	Medical			80.0
	Dental	80.0	Stock			26.7
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture			3.2
	Benefits	4.6	Loyalty to Staff			4.8
	Advancement	3.9	Environ./Soc. Resp.			6.8
	Training	5.8	Job Security			4.2
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture			2.2
	Benefits	2.6	Loyalty to Staff			2.3
	Advancement	2.4	Environ./Soc. Resp.			2.3
	Training	2.7	Job Security			2.2
Plan to seek a new job this year? (%)	Yes	32.0	No			32.0
New job motivation (%)	Salary/Benefits	61.5	Advancement			0.0
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	7.7	Job Security			7.7
	Environ./Culture	23.1	Other			0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts			2.6
	Job Ads	2.7	Contact Companies			4.1
	Post Resume	3.5				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				

OTHER MEDIA \$108,000 ▼24.0%

Number of respondents						92
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			44.6	
Agency	0.0	OTC Pharmaceuticals			10.9	
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			13.0	
Service Supplier	100.0	Hospital Products/Equip.			8.7	
Other	0.0	Dental Products/Equip			1.1	
		Managed Care			17.4	
Age	High	72	Low	22	Avg.	44.8
Sex	Male	52.2	Female	47.8		
Years in industry	High	50.0	Low	1.0	Avg.	14.9
Years in position	High	38.0	Low	1.0	Avg.	6.8
Salary (\$000s/yr)	High	310.0	Low	22.0	Avg.	108.0
Commission received?	Yes	21.7	No	78.3		
Amount (\$000s/yr)	High	150.0	Low	1.2	Avg.	42.5
Bonus received?	Yes	53.3	No	46.7		
Amount (\$000s/yr)	High	250.0	Low	5.0	Avg.	47.7
Perceived pay vs. peers (%)	More	9.0	Less	56.2	Same	34.8
Employer's gross US revenue (%)	<\$5M	30.4	\$50-\$100M			14.1
	\$5-\$20M	18.5	>100M			23.9
	\$20-\$50M	13.0				
Position satisfying? (%)	Thoroughly	32.6	Generally			51.1
	OK Sometimes	12.0	No			4.4
Salary reviewed (%)	6 months	6.5	18 months			1.1
	12 months	65.2	24 months			27.2
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	21.1	Good			27.8
	Fair	18.9	Poor			32.2
How current job was acquired (%)	Promoted	30.4	Exec Search			8.7
	Hired by Company	13.0	Own Initiative			37.0
Benefits received (%)	Signing Bonus	7.1	Retirement			30.0
	Car	24.3	Medical			85.7
	Dental	67.1	Stock			32.9
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture			2.9
	Benefits	4.4	Loyalty to Staff			4.4
	Advancement	4.7	Environ./Soc. Resp.			6.9
	Training	6.0	Job Security			4.1
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.			2.4
	Training	2.8	Job Security			2.3
Plan to seek a new job this year? (%)	Yes	41.3	No			35.9
New job motivation (%)	Salary/Benefits	46.5	Advancement			4.7
	Different Part of Ind	0.0	Need a Change			2.3
	Get out of Industry	2.3	Job Security			11.6
	Environ./Culture	27.9	Other			4.7
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts			2.0
	Job Ads	3.3	Contact Companies			3.5
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				

SECTION 2 EMPLOYER CHARACTERISTICS

SERVICE SUPPLIER **\$130,300** **▲26.3%**

Number of respondents				181
Employer	Percent	Market Sector	Percent	
Manufacturer	0.0	Rx Pharmaceuticals	34.8	
Agency	0.0	OTC Pharmaceuticals	8.8	
Media/Publisher - HCP	0.0	Biotechnology	17.1	
Media/Publisher - Consumer	0.0	Medical Devices/Equip	14.4	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	9.4	
Service Supplier	0.0	Hospital Products/Equip.	9.4	
Other	100.0	Dental Products/Equip	1.1	
		Managed Care	13.3	

Age	High	75	Low	23	Avg.	47.9
Sex	Male	43.1	Female	56.9		
Years in industry	High	40.0	Low	1.0	Avg.	16.2
Years in position	High	48.0	Low	1.0	Avg.	6.5
Salary (\$000s/yr)	High	1750.0	Low	21.6	Avg.	130.3
Commission received?	Yes	6.1	No	93.9		
Amount (\$000s/yr)	High	125.0	Low	1.0	Avg.	33.1
Bonus received?	Yes	53.6	No	46.4		
Amount (\$000s/yr)	High	125.0	Low	4.0	Avg.	44.3
Perceived pay vs. peers (%)	More	6.7	Less	61.2	Same	32.0
Employer's gross US revenue (%)	<\$5M	22.5	\$50-\$100M	9.6		
	\$5-\$20M	20.8	>100M	36.0		
	\$20-\$50M	11.2				
Position satisfying? (%)	Thoroughly	29.8	Generally	54.1		
	OK Sometimes	9.9	No	6.1		
Salary reviewed (%)	6 months	6.2	18 months	3.4		
	12 months	67.6	24 months	22.9		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	11.3	Good	31.1		
	Fair	29.9	Poor	27.7		
How current job was acquired (%)	Promoted	20.0	Exec Search	8.3		
	Hired by Company	15.6	Own Initiative	46.7		
Benefits received (%)	Signing Bonus	14.4	Retirement	54.7		
	Car	10.1	Medical	84.2		
	Dental	71.9	Stock	30.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	3.3		
	Benefits	4.0	Loyalty to Staff	4.7		
	Advancement	4.6	Environ./Soc. Resp.	6.4		
	Training	6.1	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.1	Loyalty to Staff	2.4		
	Advancement	2.8	Environ./Soc. Resp.	2.1		
	Training	2.7	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	37.0	No	35.4		
New job motivation (%)	Salary/Benefits	44.0	Advancement	12.1		
	Different Part of Ind	3.3	Need a Change	5.5		
	Get out of Industry	1.1	Job Security	4.4		
	Environ./Culture	23.1	Other	6.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.6	Existing Contacts	2.2		
	Job Ads	2.8	Contact Companies	3.8		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

REVENUE UNDER \$5 MIL **\$115,200** **▼12.5%**

Number of respondents				146
Employer	Percent	Market Sector	Percent	
Manufacturer	19.2	Rx Pharmaceuticals	41.8	
Agency	24.7	OTC Pharmaceuticals	10.3	
Media/Publisher - HCP	3.4	Biotechnology	26.0	
Media/Publisher - Consumer	2.1	Medical Devices/Equip	29.5	
Media/Publisher - HCP & Consmr.	4.1	Diagnostic Device/Equip	12.3	
Service Supplier	19.2	Hospital Products/Equip.	5.5	
Other	27.4	Dental Products/Equip	1.4	
		Managed Care	11.0	

Age	High	75	Low	24	Avg.	47.7
Sex	Male	54.8	Female	45.2		
Years in industry	High	50.0	Low	1.0	Avg.	16.7
Years in position	High	50.0	Low	1.0	Avg.	6.6
Salary (\$000s/yr)	High	515.0	Low	21.6	Avg.	115.2
Commission received?	Yes	17.1	No	82.9		
Amount (\$000s/yr)	High	300.0	Low	1.2	Avg.	45.2
Bonus received?	Yes	44.5	No	55.5		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	7.0	Less	70.4	Same	22.5
Employer's gross US revenue (%)	<\$5M	100.0	\$50-\$100M	0.0		
	\$5-\$20M	0.0	>100M	0.0		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	31.5	Generally	50.0		
	OK Sometimes	12.3	No	6.2		
Salary reviewed (%)	6 months	8.3	18 months	6.3		
	12 months	54.9	24 months	30.6		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	23.1	Good	24.5		
	Fair	21.0	Poor	31.5		
How current job was acquired (%)	Promoted	16.6	Exec Search	12.4		
	Hired by Company	14.5	Own Initiative	43.5		
Benefits received (%)	Signing Bonus	8.7	Retirement	30.8		
	Car	18.3	Medical	85.6		
	Dental	54.8	Stock	33.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	2.8		
	Benefits	4.7	Loyalty to Staff	4.4		
	Advancement	4.9	Environ./Soc. Resp.	6.2		
	Training	6.0	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.1		
	Benefits	2.4	Loyalty to Staff	2.1		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	37.9	No	39.3		
New job motivation (%)	Salary/Benefits	37.7	Advancement	6.5		
	Different Part of Ind	3.9	Need a Change	6.5		
	Get out of Industry	3.9	Job Security	14.3		
	Environ./Culture	22.1	Other	5.2		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	2.2		
	Job Ads	2.8	Contact Companies	3.5		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 2 EMPLOYER CHARACTERISTICS

REVENUE \$5 MIL-\$20 MIL **\$120,400** ▼**0.5%**

Number of respondents						227
Employer	Percent	Market Sector		Percent		
Manufacturer	13.7	Rx Pharmaceuticals			64.8	
Agency	52.4	OTC Pharmaceuticals			12.3	
Media/Publisher - HCP	7.1	Biotechnology			26.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			29.5	
Media/Publisher - HCP & Consmr.	3.1	Diagnostic Device/Equip			15.0	
Service Supplier	7.5	Hospital Products/Equip.			8.4	
Other	16.3	Dental Products/Equip			4.9	
		Managed Care			11.0	
Age	High	69	Low	21	Avg.	41.6
Sex	Male	40.5	Female	59.5		
Years in industry	High	45.0	Low	1.0	Avg.	12.9
Years in position	High	48.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	1750.0	Low	20.0	Avg.	120.4
Commission received?	Yes	10.6	No	89.4		
Amount (\$000s/yr)	High	150.0	Low	1.0	Avg.	42.0
Bonus received?	Yes	52.9	No	47.1		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	7.5	Less	54.4	Same	38.1
Employer's gross US revenue (%)	<\$5M	0.0	\$5-\$20M	100.0	\$20-\$50M	0.0
			>100M	0.0		
Position satisfying? (%)	Thoroughly	25.3	Generally	54.2		
	OK Sometimes	14.7	No	5.8		
Salary reviewed (%)	6 months	5.3	12 months	18 months	24 months	18.9
		70.0				
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.7	Good	30.4		
	Fair	30.0	Poor	22.9		
How current job was acquired (%)	Promoted	24.2	Exec Search	8.4		
	Hired by Company	22.9	Own Initiative	37.4		
Benefits received (%)	Signing Bonus	8.2	Retirement	48.5		
	Car	4.7	Medical	88.3		
	Dental	74.3	Stock	25.2		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.8		
	Benefits	4.3	Loyalty to Staff	4.6		
	Advancement	4.6	Environ./Soc. Resp.	7.0		
	Training	6.1	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.2		
	Benefits	2.4	Loyalty to Staff	2.2		
	Advancement	2.6	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	35.2	No	31.3		
New job motivation (%)	Salary/Benefits	43.4	Advancement	10.4		
	Different Part of Ind	8.5	Need a Change	3.8		
	Get out of Industry	5.7	Job Security	1.9		
	Environ./Culture	19.8	Other	6.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	2.2		
	Job Ads	2.8	Contact Companies	3.6		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

REVENUE \$20 MIL-\$50 MIL **\$140,100** ▲**2.6%**

Number of respondents						152
Employer	Percent	Market Sector		Percent		
Manufacturer	18.4	Rx Pharmaceuticals			69.7	
Agency	50.7	OTC Pharmaceuticals			18.4	
Media/Publisher - HCP	4.6	Biotechnology			22.4	
Media/Publisher - Consumer	0.7	Medical Devices/Equip			25.0	
Media/Publisher - HCP & Consmr.	4.6	Diagnostic Device/Equip			9.9	
Service Supplier	7.9	Hospital Products/Equip.			9.9	
Other	13.2	Dental Products/Equip			2.0	
		Managed Care			11.2	
Age	High	78	Low	22	Avg.	43.4
Sex	Male	44.1	Female	55.9		
Years in industry	High	48.0	Low	1.0	Avg.	15.1
Years in position	High	25.0	Low	1.0	Avg.	4.9
Salary (\$000s/yr)	High	400.0	Low	28.0	Avg.	140.1
Commission received?	Yes	8.6	No	91.5		
Amount (\$000s/yr)	High	145.0	Low	4.8	Avg.	41.5
Bonus received?	Yes	63.8	No	36.2		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	8.0	Less	50.0	Same	42.0
Employer's gross US revenue (%)	<\$5M	0.0	\$5-\$20M	100.0	\$20-\$50M	0.0
			>100M	0.0		
Position satisfying? (%)	Thoroughly	24.3	Generally	57.9		
	OK Sometimes	14.5	No	3.3		
Salary reviewed (%)	6 months	1.3	12 months	18 months	24 months	14.0
		73.3				
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.0	Good	36.0		
	Fair	30.7	Poor	21.3		
How current job was acquired (%)	Promoted	26.5	Exec Search	15.9		
	Hired by Company	15.9	Own Initiative	34.4		
Benefits received (%)	Signing Bonus	9.1	Retirement	47.9		
	Car	6.6	Medical	86.0		
	Dental	79.3	Stock	28.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.0		
	Benefits	4.2	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.	7.0		
	Training	6.3	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.1		
	Benefits	2.3	Loyalty to Staff	2.3		
	Advancement	2.6	Environ./Soc. Resp.	2.4		
	Training	2.9	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	31.1	No	37.8		
New job motivation (%)	Salary/Benefits	37.7	Advancement	9.8		
	Different Part of Ind	9.8	Need a Change	8.2		
	Get out of Industry	6.6	Job Security	3.3		
	Environ./Culture	16.4	Other	8.2		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.9		
	Job Ads	3.1	Contact Companies	3.6		
	Post Resume	4.1				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 2 EMPLOYER CHARACTERISTICS

REVENUE \$50 MIL-\$100 MIL **\$127,500** ▼**18.6%**

Number of respondents				99
Employer	Percent	Market Sector	Percent	
Manufacturer	26.3	Rx Pharmaceuticals	59.6	
Agency	33.3	OTC Pharmaceuticals	23.2	
Media/Publisher - HCP	7.1	Biotechnology	16.2	
Media/Publisher - Consumer	2.0	Medical Devices/Equip	30.3	
Media/Publisher - HCP & Consmr.	1.0	Diagnostic Device/Equip	6.1	
Service Supplier	13.1	Hospital Products/Equip.	5.1	
Other	17.2	Dental Products/Equip	2.0	
		Managed Care	3.0	

Age	High	68	Low	23	Avg.	43.5
Sex	Male	57.6	Female	42.4		
Years in industry	High	40.0	Low	1.0	Avg.	14.2
Years in position	High	38.0	Low	1.0	Avg.	5.3
Salary (\$000s/yr)	High	720.0	Low	44.6	Avg.	127.5
Commission received?	Yes	7.1	No	92.9		
Amount (\$000s/yr)	High	80.0	Low	20.0	Avg.	41.4
Bonus received?	Yes	70.7	No	29.3		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	15.2	Less	51.5	Same	33.3
Employer's gross US revenue (%)	<\$5M	0.0	\$5-\$20M	0.0	\$20-\$50M	0.0
			>100M	0.0		
Position satisfying? (%)	Thoroughly	29.6	OK Sometimes	17.4	Generally	5.1
			No	48.0		
Salary reviewed (%)	6 months	3.0	12 months	75.8	18 months	2.0
			24 months	19.2		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.1	Fair	30.3	Good	37.4
			Poor	20.2		
How current job was acquired (%)	Promoted	30.3	Hired by Company	18.2	Exec Search	14.1
			Own Initiative	34.3		
Benefits received (%)	Signing Bonus	5.6	Car	8.3	Retirement	43.1
			Dental	69.4	Medical	79.2
			Stock	29.2		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Benefits	4.4	Environ./Culture	3.1
			Advancement	4.2	Loyalty to Staff	4.6
			Training	6.4	Environ./Soc. Resp.	7.0
				2.8	Job Security	3.8
Employer rating (avg rating, 1 = best)	Salary	2.4	Benefits	2.3	Environ./Culture	2.3
			Advancement	2.8	Loyalty to Staff	2.4
			Training	2.8	Environ./Soc. Resp.	2.3
				35.4	Job Security	2.2
Plan to seek a new job this year? (%)	Yes	35.4	No	35.4		
New job motivation (%)	Salary/Benefits	38.3	Different Part of Ind	6.4	Advancement	6.4
			Get out of Industry	0.0	Need a Change	6.4
			Environ./Culture	23.4	Job Security	4.3
				2.3	Other	14.9
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Job Ads	3.1	Existing Contacts	2.0
			Post Resume	3.8	Contact Companies	3.8
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Disagree Somewhat	0.0	Agree Somewhat	0.0
			Neutral	0.0		
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Disagree Somewhat	0.0	Agree Somewhat	0.0
			Neutral	0.0		

REVENUE OVER \$100 MIL **\$152,800** ▼**5.4%**

Number of respondents				380
Employer	Percent	Market Sector	Percent	
Manufacturer	65.8	Rx Pharmaceuticals	61.1	
Agency	7.9	OTC Pharmaceuticals	13.7	
Media/Publisher - HCP	1.3	Biotechnology	21.8	
Media/Publisher - Consumer	1.3	Medical Devices/Equip	21.3	
Media/Publisher - HCP & Consmr.	1.1	Diagnostic Device/Equip	10.5	
Service Supplier	5.8	Hospital Products/Equip.	7.4	
Other	16.8	Dental Products/Equip	1.6	
		Managed Care	7.4	

Age	High	70	Low	22	Avg.	45.2
Sex	Male	55.3	Female	44.7		
Years in industry	High	45.0	Low	1.0	Avg.	16.4
Years in position	High	30.0	Low	1.0	Avg.	5.0
Salary (\$000s/yr)	High	500.0	Low	22.0	Avg.	152.8
Commission received?	Yes	4.7	No	95.3		
Amount (\$000s/yr)	High	220.0	Low	2.0	Avg.	79.9
Bonus received?	Yes	83.7	No	16.3		
Amount (\$000s/yr)	High	125.0	Low	2.0	Avg.	56.6
Perceived pay vs. peers (%)	More	14.3	Less	45.6	Same	40.1
Employer's gross US revenue (%)	<\$5M	0.0	\$5-\$20M	0.0	\$20-\$50M	0.0
			>100M	100.0		
Position satisfying? (%)	Thoroughly	31.4	OK Sometimes	12.9	Generally	4.0
			No	51.7		
Salary reviewed (%)	6 months	2.7	12 months	86.4	18 months	2.9
			24 months	8.0		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.9	Fair	32.4	Good	32.4
			Poor	21.2		
How current job was acquired (%)	Promoted	43.8	Hired by Company	11.4	Exec Search	14.9
			Own Initiative	24.1		
Benefits received (%)	Signing Bonus	21.4	Car	15.1	Retirement	56.4
			Dental	79.5	Medical	86.6
			Stock	52.4		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Benefits	4.0	Environ./Culture	3.1
			Advancement	4.1	Loyalty to Staff	4.8
			Training	6.4	Environ./Soc. Resp.	6.9
				2.2	Job Security	4.3
Employer rating (avg rating, 1 = best)	Salary	2.2	Benefits	2.0	Environ./Culture	2.3
			Advancement	2.7	Loyalty to Staff	2.6
			Training	2.7	Environ./Soc. Resp.	2.2
				38.4	Job Security	2.4
Plan to seek a new job this year? (%)	Yes	38.4	No	32.9		
New job motivation (%)	Salary/Benefits	30.5	Different Part of Ind	6.3	Advancement	15.8
			Get out of Industry	5.3	Need a Change	6.3
			Environ./Culture	22.6	Job Security	4.7
				2.1	Other	8.4
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1	Job Ads	3.2	Existing Contacts	2.0
			Post Resume	3.9	Contact Companies	3.8
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Disagree Somewhat	0.0	Agree Somewhat	0.0
			Neutral	0.0		
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Disagree Somewhat	0.0	Agree Somewhat	0.0
			Neutral	0.0		

SECTION 3

Market Sectors

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

DATA SETS

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- OTC Pharmaceuticals, page 16
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- Diagnostics, page 18
- Hospital Products, page 18
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- Managed Care, page 19

2014
**CAREER
& SALARY
SURVEY**
MM&M
MEDICAL MARKETING & MEDIA

SECTION 3 MARKET SECTORS

RX PHARMACEUTICALS \$147,200 ▼3.3%

Number of respondents						617
Employer	Percent	Market Sector		Percent		
Manufacturer	32.4	Rx Pharmaceuticals		100.0		
Agency	42.3	OTC Pharmaceuticals		21.6		
Media/Publisher - HCP	5.0	Biotechnology		28.4		
Media/Publisher - Consumer	1.0	Medical Devices/Equip		25.1		
Media/Publisher - HCP & Consmr.	2.4	Diagnostic Device/Equip		12.6		
Service Supplier	6.7	Hospital Products/Equip.		8.1		
Other	10.2	Dental Products/Equip		1.9		
		Managed Care		9.2		
Age	High	71	Low	21	Avg.	43.3
Sex	Male	51.1	Female	49.0		
Years in industry	High	48.0	Low	1.0	Avg.	15.6
Years in position	High	30.0	Low	1.0	Avg.	4.2
Salary (\$000s/yr)	High	500.0	Low	20.0	Avg.	147.2
Commission received?	Yes	7.8	No	92.2		
Amount (\$000s/yr)	High	160.0	Low	1.0	Avg.	52.0
Bonus received?	Yes	70.5	No	29.5		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	12.6	Less	48.0	Same	39.5
Employer's gross US revenue (%)	<\$5M	10.1	\$50-\$100M	9.8		
	\$5-\$20M	24.3	>100M	38.4		
	\$20-\$50M	17.5				
Position satisfying? (%)	Thoroughly	29.4	Generally	49.8		
	OK Sometimes	16.3	No	4.4		
Salary reviewed (%)	6 months	4.4	18 months	5.6		
	12 months	78.4	24 months	11.6		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.0	Good	34.9		
	Fair	28.6	Poor	20.5		
How current job was acquired (%)	Promoted	30.6	Exec Search	15.8		
	Hired by Company	17.9	Own Initiative	28.8		
Benefits received (%)	Signing Bonus	15.3	Retirement	48.0		
	Car	11.7	Medical	88.7		
	Dental	77.5	Stock	39.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.8		
	Benefits	4.2	Loyalty to Staff	4.7		
	Advancement	4.3	Environ./Soc. Resp.	7.0		
	Training	6.3	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.2		
	Benefits	2.2	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	36.4	No	34.2		
New job motivation (%)	Salary/Benefits	35.2	Advancement	11.0		
	Different Part of Ind	7.6	Need a Change	5.9		
	Get out of Industry	6.9	Job Security	6.2		
	Environ./Culture	18.3	Other	9.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	1.9		
	Job Ads	3.2	Contact Companies	3.7		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

OTC PHARMACEUTICALS \$138,100 ▼14.0%

Number of respondents						149
Employer	Percent	Market Sector		Percent		
Manufacturer	24.8	Rx Pharmaceuticals		89.3		
Agency	46.3	OTC Pharmaceuticals		100.0		
Media/Publisher - HCP	5.4	Biotechnology		40.9		
Media/Publisher - Consumer	2.0	Medical Devices/Equip		45.0		
Media/Publisher - HCP & Consmr.	4.0	Diagnostic Device/Equip		25.5		
Service Supplier	6.7	Hospital Products/Equip.		19.5		
Other	10.7	Dental Products/Equip		4.7		
		Managed Care		20.1		
Age	High	64	Low	23	Avg.	42.9
Sex	Male	49.7	Female	50.3		
Years in industry	High	40.0	Low	1.0	Avg.	15.2
Years in position	High	38.0	Low	1.0	Avg.	5.6
Salary (\$000s/yr)	High	500.0	Low	30.0	Avg.	138.1
Commission received?	Yes	10.7	No	89.3		
Amount (\$000s/yr)	High	300.0	Low	2.0	Avg.	47.6
Bonus received?	Yes	67.8	No	32.2		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	9.5	Less	53.4	Same	37.2
Employer's gross US revenue (%)	<\$5M	10.3	\$50-\$100M	15.8		
	\$5-\$20M	19.2	>100M	35.6		
	\$20-\$50M	19.2				
Position satisfying? (%)	Thoroughly	29.7	Generally	53.1		
	OK Sometimes	14.5	No	2.8		
Salary reviewed (%)	6 months	3.5	18 months	4.8		
	12 months	75.2	24 months	16.6		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.6	Good	38.8		
	Fair	30.6	Poor	17.0		
How current job was acquired (%)	Promoted	33.6	Exec Search	15.8		
	Hired by Company	15.8	Own Initiative	27.4		
Benefits received (%)	Signing Bonus	12.1	Retirement	50.0		
	Car	9.5	Medical	89.7		
	Dental	78.5	Stock	29.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.1		
	Benefits	4.1	Loyalty to Staff	4.5		
	Advancement	4.6	Environ./Soc. Resp.	7.0		
	Training	6.1	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.2		
	Benefits	2.1	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	34.0	No	38.1		
New job motivation (%)	Salary/Benefits	39.7	Advancement	12.3		
	Different Part of Ind	6.9	Need a Change	4.1		
	Get out of Industry	8.2	Job Security	5.5		
	Environ./Culture	13.7	Other	9.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	2.1		
	Job Ads	3.1	Contact Companies	3.7		
	Post Resume	3.8				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 3 MARKET SECTORS

BIOTECHNOLOGY \$150,500 ▼14.2%

Number of respondents						235
Employer	Percent	Market Sector		Percent		
Manufacturer	31.9	Rx Pharmaceuticals		74.5		
Agency	37.9	OTC Pharmaceuticals		26.0		
Media/Publisher - HCP	4.3	Biotechnology		100.0		
Media/Publisher - Consumer	0.9	Medical Devices/Equip		39.6		
Media/Publisher - HCP & Consmr.	2.1	Diagnostic Device/Equip		24.7		
Service Supplier	9.8	Hospital Products/Equip.		15.3		
Other	13.2	Dental Products/Equip		4.7		
		Managed Care		16.6		
Age	High	75	Low	23	Avg.	44.5
Sex	Male	55.3	Female	44.7		
Years in industry	High	50.0	Low	1.0	Avg.	16.5
Years in position	High	30.0	Low	1.0	Avg.	4.7
Salary (\$000s/yr)	High	515.0	Low	30.0	Avg.	150.5
Commission received?	Yes	8.5	No	91.5		
Amount (\$000s/yr)	High	220.0	Low	5.0	Avg.	53.4
Bonus received?	Yes	71.1	No	28.9		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	13.0	Less	45.5	Same	41.6
Employer's gross US revenue (%)	<\$5M	16.5	\$50-\$100M	7.0		
	\$5-\$20M	25.7	>100M	36.1		
	\$20-\$50M	14.8				
Position satisfying? (%)	Thoroughly	33.1	Generally	49.8		
	OK Sometimes	13.3	No	3.9		
Salary reviewed (%)	6 months	5.6	18 months	5.6		
	12 months	75.1	24 months	13.7		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	17.2	Good	34.8		
	Fair	28.3	Poor	19.7		
How current job was acquired (%)	Promoted	35.5	Exec Search	14.1		
	Hired by Company	13.3	Own Initiative	31.2		
Benefits received (%)	Signing Bonus	18.3	Retirement	45.1		
	Car	7.4	Medical	87.6		
	Dental	76.7	Stock	49.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.0		
	Benefits	4.2	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.	6.8		
	Training	6.2	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.2		
	Benefits	2.2	Loyalty to Staff	2.3		
	Advancement	2.5	Environ./Soc. Resp.	2.3		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	34.6	No	33.3		
New job motivation (%)	Salary/Benefits	42.7	Advancement	10.3		
	Different Part of Ind	6.0	Need a Change	4.3		
	Get out of Industry	2.6	Job Security	6.0		
	Environ./Culture	19.7	Other	8.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	1.9		
	Job Ads	3.2	Contact Companies	3.6		
	Post Resume	4.1				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

MEDICAL PRODUCTS \$135,600 ▼12.8%

Number of respondents						267
Employer	Percent	Market Sector		Percent		
Manufacturer	40.8	Rx Pharmaceuticals		58.1		
Agency	31.8	OTC Pharmaceuticals		25.1		
Media/Publisher - HCP	6.0	Biotechnology		34.8		
Media/Publisher - Consumer	1.1	Medical Devices/Equip		100.0		
Media/Publisher - HCP & Consmr.	1.9	Diagnostic Device/Equip		28.1		
Service Supplier	8.6	Hospital Products/Equip.		19.9		
Other	9.7	Dental Products/Equip		6.4		
		Managed Care		14.2		
Age	High	78	Low	24	Avg.	44.9
Sex	Male	56.9	Female	43.1		
Years in industry	High	45.0	Low	1.0	Avg.	15.5
Years in position	High	30.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	500.0	Low	22.0	Avg.	135.6
Commission received?	Yes	12.7	No	87.3		
Amount (\$000s/yr)	High	160.0	Low	2.0	Avg.	51.4
Bonus received?	Yes	66.3	No	33.7		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	10.9	Less	54.3	Same	34.7
Employer's gross US revenue (%)	<\$5M	16.6	\$50-\$100M	11.6		
	\$5-\$20M	25.9	>100M	31.3		
	\$20-\$50M	14.7				
Position satisfying? (%)	Thoroughly	27.7	Generally	52.7		
	OK Sometimes	14.0	No	5.7		
Salary reviewed (%)	6 months	3.8	18 months	6.9		
	12 months	69.5	24 months	19.9		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.4	Good	29.0		
	Fair	30.9	Poor	23.7		
How current job was acquired (%)	Promoted	28.4	Exec Search	16.3		
	Hired by Company	16.3	Own Initiative	31.1		
Benefits received (%)	Signing Bonus	16.7	Retirement	42.9		
	Car	11.4	Medical	87.1		
	Dental	71.0	Stock	39.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.9		
	Benefits	4.3	Loyalty to Staff	4.5		
	Advancement	4.6	Environ./Soc. Resp.	6.8		
	Training	6.2	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	33.5	No	36.8		
New job motivation (%)	Salary/Benefits	35.8	Advancement	13.8		
	Different Part of Ind	5.7	Need a Change	4.1		
	Get out of Industry	4.9	Job Security	5.7		
	Environ./Culture	22.0	Other	8.1		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.1		
	Job Ads	3.1	Contact Companies	3.5		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 3 MARKET SECTORS

DIAGNOSTICS \$132,200 ▼23.3%

Number of respondents						115
Employer	Percent	Market Sector		Percent		
Manufacturer	23.5	Rx Pharmaceuticals		67.8		
Agency	34.8	OTC Pharmaceuticals		33.0		
Media/Publisher - HCP	12.2	Biotechnology		50.4		
Media/Publisher - Consumer	1.7	Medical Devices/Equip		65.2		
Media/Publisher - HCP & Consmr.	2.6	Diagnostic Device/Equip		100.0		
Service Supplier	10.4	Hospital Products/Equip.		33.0		
Other	14.8	Dental Products/Equip		10.4		
		Managed Care		24.4		
Age	High	65	Low	22	Avg.	44.6
Sex	Male	46.1	Female	53.9		
Years in industry	High	45.0	Low	1.0	Avg.	15.0
Years in position	High	30.0	Low	1.0	Avg.	6.4
Salary (\$000s/yr)	High	500.0	Low	22.0	Avg.	132.2
Commission received?	Yes	13.0	No	87.0		
Amount (\$000s/yr)	High	150.0	Low	2.0	Avg.	45.3
Bonus received?	Yes	65.2	No	34.8		
Amount (\$000s/yr)	High	125.0	Low	2.0	Avg.	56.6
Perceived pay vs. peers (%)	More	9.6	Less	49.6	Same	40.9
Employer's gross US revenue (%)	<\$5M	15.9	\$50-\$100M	5.3		
	\$5-\$20M	30.1	>100M	35.4		
	\$20-\$50M	13.3				
Position satisfying? (%)	Thoroughly	28.3	Generally	51.3		
	OK Sometimes	15.0	No	5.3		
Salary reviewed (%)	6 months	3.5	18 months	6.2		
	12 months	69.9	24 months	20.4		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.9	Good	29.2		
	Fair	28.3	Poor	26.6		
How current job was acquired (%)	Promoted	30.4	Exec Search	12.2		
	Hired by Company	18.3	Own Initiative	29.6		
Benefits received (%)	Signing Bonus	13.6	Retirement	45.5		
	Car	4.6	Medical	85.2		
	Dental	68.2	Stock	36.4		
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	4.6	Environ./Soc. Resp.	6.8		
	Training	6.1	Job Security	4.1		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.3		
	Advancement	2.6	Environ./Soc. Resp.	2.4		
	Training	2.7	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	33.9	No	37.4		
New job motivation (%)	Salary/Benefits	34.5	Advancement	13.8		
	Different Part of Ind	10.3	Need a Change	5.2		
	Get out of Industry	3.5	Job Security	6.9		
	Environ./Culture	19.0	Other	6.9		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	2.2		
	Job Ads	3.1	Contact Companies	3.6		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

HOSPITAL PRODUCTS \$127,800 ▼12.2%

Number of respondents						75
Employer	Percent	Market Sector		Percent		
Manufacturer	25.3	Rx Pharmaceuticals		66.7		
Agency	29.3	OTC Pharmaceuticals		38.7		
Media/Publisher - HCP	10.7	Biotechnology		48.0		
Media/Publisher - Consumer	1.3	Medical Devices/Equip		70.7		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		50.7		
Service Supplier	10.7	Hospital Products/Equip.		100.0		
Other	22.7	Dental Products/Equip		14.7		
		Managed Care		32.0		
Age	High	78	Low	24	Avg.	45.2
Sex	Male	52.0	Female	48.0		
Years in industry	High	45.0	Low	1.0	Avg.	15.1
Years in position	High	30.0	Low	1.0	Avg.	6.0
Salary (\$000s/yr)	High	720.0	Low	28.0	Avg.	127.8
Commission received?	Yes	12.0	No	88.0		
Amount (\$000s/yr)	High	150.0	Low	10.0	Avg.	53.9
Bonus received?	Yes	62.7	No	37.3		
Amount (\$000s/yr)	High	250.0	Low	5.0	Avg.	47.7
Perceived pay vs. peers (%)	More	9.5	Less	55.4	Same	35.1
Employer's gross US revenue (%)	<\$5M	10.7	\$50-\$100M	6.7		
	\$5-\$20M	25.3	>100M	37.3		
	\$20-\$50M	20.0				
Position satisfying? (%)	Thoroughly	32.9	Generally	41.1		
	OK Sometimes	20.6	No	5.5		
Salary reviewed (%)	6 months	2.8	18 months	6.9		
	12 months	66.7	24 months	23.6		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.1	Good	32.9		
	Fair	24.7	Poor	27.4		
How current job was acquired (%)	Promoted	31.1	Exec Search	9.5		
	Hired by Company	10.8	Own Initiative	36.5		
Benefits received (%)	Signing Bonus	22.8	Retirement	49.1		
	Car	5.3	Medical	91.2		
	Dental	70.2	Stock	28.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.7		
	Benefits	3.6	Loyalty to Staff	4.7		
	Advancement	4.7	Environ./Soc. Resp.	7.1		
	Training	5.9	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.2		
	Benefits	2.2	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	35.1	No	40.5		
New job motivation (%)	Salary/Benefits	48.7	Advancement	10.3		
	Different Part of Ind	5.1	Need a Change	5.1		
	Get out of Industry	2.6	Job Security	7.7		
	Environ./Culture	15.4	Other	5.1		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	2.2		
	Job Ads	2.9	Contact Companies	3.7		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 3 MARKET SECTORS

DENTAL PRODUCTS \$100,000 ▼47.6%

Number of respondents						24
Employer	Percent	Market Sector		Percent		
Manufacturer	37.5	Rx Pharmaceuticals			50.0	
Agency	41.7	OTC Pharmaceuticals			29.2	
Media/Publisher - HCP	8.3	Biotechnology			45.8	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			70.8	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			50.0	
Service Supplier	4.2	Hospital Products/Equip.			45.8	
Other	8.3	Dental Products/Equip			100.0	
		Managed Care			25.0	
Age	High	78	Low	25	Avg.	44.4
Sex	Male	54.2	Female	45.8		
Years in industry	High	30.0	Low	2.0	Avg.	13.6
Years in position	High	30.0	Low	1.0	Avg.	7.1
Salary (\$000s/yr)	High	200.0	Low	28.0	Avg.	100.0
Commission received?	Yes	12.5	No	87.5		
Amount (\$000s/yr)	High	75.0	Low	5.0	Avg.	30.0
Bonus received?	Yes	62.5	No	37.5		
Amount (\$000s/yr)	High	125.0	Low	4.0	Avg.	44.3
Perceived pay vs. peers (%)	More	12.5	Less	66.7	Same	20.8
Employer's gross US revenue (%)	<\$5M	8.3	\$50-\$100M	8.3		
	\$5-\$20M	45.8	>100M	25.0		
	\$20-\$50M	12.5				
Position satisfying? (%)	Thoroughly	20.8	Generally	41.7		
	OK Sometimes	25.0	No	12.5		
Salary reviewed (%)	6 months	4.2	18 months	4.2		
	12 months	62.5	24 months	29.2		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	8.3	Good	20.8		
	Fair	41.7	Poor	29.2		
How current job was acquired (%)	Promoted	37.5	Exec Search	8.3		
	Hired by Company	12.5	Own Initiative	33.3		
Benefits received (%)	Signing Bonus	10.5	Retirement	26.3		
	Car	0.0	Medical	84.2		
	Dental	63.2	Stock	26.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	3.8		
	Benefits	4.2	Loyalty to Staff	4.6		
	Advancement	4.7	Environ./Soc. Resp.	7.0		
	Training	5.8	Job Security	3.8		
Employer rating (avg rating, 1 = best)	Salary	2.8	Environ./Culture	2.7		
	Benefits	2.5	Loyalty to Staff	2.5		
	Advancement	2.8	Environ./Soc. Resp.	2.5		
	Training	2.9	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	37.5	No	20.8		
New job motivation (%)	Salary/Benefits	38.5	Advancement	0.0		
	Different Part of Ind	23.1	Need a Change	0.0		
	Get out of Industry	7.7	Job Security	7.7		
	Environ./Culture	15.4	Other	7.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.8	Existing Contacts	2.3		
	Job Ads	2.7	Contact Companies	3.5		
	Post Resume	3.8				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

MANAGED CARE \$122,200 ▼19.3%

Number of respondents						89
Employer	Percent	Market Sector		Percent		
Manufacturer	6.7	Rx Pharmaceuticals			64.0	
Agency	39.3	OTC Pharmaceuticals			33.7	
Media/Publisher - HCP	5.6	Biotechnology			43.8	
Media/Publisher - Consumer	2.3	Medical Devices/Equip			42.7	
Media/Publisher - HCP & Consmr.	1.1	Diagnostic Device/Equip			31.5	
Service Supplier	18.0	Hospital Products/Equip.			27.0	
Other	27.0	Dental Products/Equip			6.7	
		Managed Care			100.0	
Age	High	71	Low	23	Avg.	44.4
Sex	Male	47.2	Female	52.8		
Years in industry	High	39.0	Low	1.0	Avg.	15.1
Years in position	High	36.0	Low	1.0	Avg.	6.3
Salary (\$000s/yr)	High	500.0	Low	22.0	Avg.	122.2
Commission received?	Yes	11.2	No	88.8		
Amount (\$000s/yr)	High	160.0	Low	5.0	Avg.	55.0
Bonus received?	Yes	53.9	No	46.1		
Amount (\$000s/yr)	High	90.0	Low	15.0	Avg.	48.9
Perceived pay vs. peers (%)	More	14.9	Less	56.3	Same	28.7
Employer's gross US revenue (%)	<\$5M	18.0	\$50-\$100M	3.4		
	\$5-\$20M	28.1	>100M	31.5		
	\$20-\$50M	19.1				
Position satisfying? (%)	Thoroughly	36.4	Generally	47.7		
	OK Sometimes	14.8	No	1.1		
Salary reviewed (%)	6 months	6.9	18 months	4.6		
	12 months	64.4	24 months	24.1		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.9	Good	34.1		
	Fair	29.6	Poor	20.5		
How current job was acquired (%)	Promoted	26.1	Exec Search	10.2		
	Hired by Company	15.9	Own Initiative	38.6		
Benefits received (%)	Signing Bonus	12.5	Retirement	46.9		
	Car	3.1	Medical	85.9		
	Dental	75.0	Stock	28.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	3.3		
	Benefits	4.1	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	2.4	Environ./Culture	2.0		
	Benefits	2.2	Loyalty to Staff	2.4		
	Advancement	2.5	Environ./Soc. Resp.	2.2		
	Training	2.6	Job Security	2.1		
Plan to seek a new job this year? (%)	Yes	40.9	No	35.2		
New job motivation (%)	Salary/Benefits	58.7	Advancement	10.9		
	Different Part of Ind	6.5	Need a Change	6.5		
	Get out of Industry	2.2	Job Security	6.5		
	Environ./Culture	8.7	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	2.2		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

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 \$135,700 ▼5.5%

Number of respondents						1021
Employer	Percent	Market Sector		Percent		
Manufacturer	36.1	Rx Pharmaceuticals		60.4		
Agency	29.6	OTC Pharmaceuticals		14.6		
Media/Publisher - HCP	4.0	Biotechnology		23.0		
Media/Publisher - Consumer	1.1	Medical Devices/Equip		26.2		
Media/Publisher - HCP & Consmr.	2.5	Diagnostic Device/Equip		11.3		
Service Supplier	9.0	Hospital Products/Equip.		7.4		
Other	17.7	Dental Products/Equip		2.4		
		Managed Care		8.7		
Age	High	78	Low	21	Avg.	44.2
Sex	Male	50.0	Female	50.1		
Years in industry	High	50.0	Low	1.0	Avg.	15.2
Years in position	High	50.0	Low	1.0	Avg.	5.2
Salary (\$000s/yr)	High	1750.0	Low	20.0	Avg.	135.7
Commission received?	Yes	8.6	No	91.4		
Amount (\$000s/yr)	High	300.0	Low	1.0	Avg.	50.5
Bonus received?	Yes	66.9	No	33.1		
Amount (\$000s/yr)	High	565.0	Low	0.2	Avg.	30.0
Perceived pay vs. peers (%)	More	10.9	Less	52.2	Same	36.9
Employer's gross US revenue (%)	<\$5M	14.5	\$50-\$100M	9.9		
	\$5-\$20M	22.6	>100M	37.9		
	\$20-\$50M	15.1				
Position satisfying? (%)	Thoroughly	28.8	Generally	52.5		
	OK Sometimes	14.1	No	4.6		
Salary reviewed (%)	6 months	3.9	18 months	5.2		
	12 months	75.2	24 months	15.7		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.5	Good	31.9		
	Fair	29.9	Poor	22.8		
How current job was acquired (%)	Promoted	31.2	Exec Search	13.3		
	Hired by Company	15.7	Own Initiative	32.8		
Benefits received (%)	Signing Bonus	14.0	Retirement	49.1		
	Car	11.4	Medical	86.4		
	Dental	74.7	Stock	38.8		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.0		
	Benefits	4.2	Loyalty to Staff	4.7		
	Advancement	4.4	Environ./Soc. Resp.	6.8		
	Training	6.3	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.2		
	Benefits	2.2	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	36.2	No	34.6		
New job motivation (%)	Salary/Benefits	35.9	Advancement	11.5		
	Different Part of Ind.	6.8	Need a Change	6.0		
	Get out of Industry	4.7	Job Security	5.3		
	Environ./Culture	21.6	Other	8.2		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.0		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	8.9	Agree Somewhat	40.3		
	Disagree Somewhat	16.1	Agree Strongly	20.1		
	Neutral	14.7				
Company's core purpose inspires? (%)	Disagree Strongly	5.1	Agree Somewhat	39.7		
	Disagree Somewhat	9.5	Agree Strongly	28.9		
	Neutral	16.8				

PRESIDENT \$274,900 ▲10.1%

Number of respondents						30
Employer	Percent	Market Sector		Percent		
Manufacturer	23.3	Rx Pharmaceuticals		83.3		
Agency	40.0	OTC Pharmaceuticals		10.0		
Media/Publisher - HCP	13.3	Biotechnology		26.7		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		43.3		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		20.0		
Service Supplier	10.0	Hospital Products/Equip.		13.3		
Other	13.3	Dental Products/Equip		0.0		
		Managed Care		10.0		
Age	High	74	Low	35	Avg.	51.1
Sex	Male	80.0	Female	20.0		
Years in industry	High	40.0	Low	5.0	Avg.	21.5
Years in position	High	50.0	Low	1.0	Avg.	9.6
Salary (\$000s/yr)	High	1750.0	Low	60.0	Avg.	274.9
Commission received?	Yes	26.7	No	73.3		
Amount (\$000s/yr)	High	75.0	Low	2.0	Avg.	44.8
Bonus received?	Yes	53.3	No	46.7		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	13.3	Less	56.7	Same	30.0
Employer's gross US revenue (%)	<\$5M	44.8	\$50-\$100M	0.0		
	\$5-\$20M	31.0	>100M	13.8		
	\$20-\$50M	10.3				
Position satisfying? (%)	Thoroughly	51.7	Generally	31.0		
	OK Sometimes	13.8	No	3.5		
Salary reviewed (%)	6 months	6.7	18 months	0.0		
	12 months	63.3	24 months	30.0		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	40.0	Good	26.7		
	Fair	6.7	Poor	26.7		
How current job was acquired (%)	Promoted	23.3	Exec Search	10.0		
	Hired by Company	10.0	Own Initiative	23.3		
Benefits received (%)	Signing Bonus	10.7	Retirement	32.1		
	Car	39.3	Medical	75.0		
	Dental	60.7	Stock	42.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	2.5		
	Benefits	4.7	Loyalty to Staff	4.1		
	Advancement	5.5	Environ./Soc. Resp.	5.5		
	Training	6.0	Job Security	4.5		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	1.6		
	Benefits	2.4	Loyalty to Staff	1.7		
	Advancement	2.3	Environ./Soc. Resp.	2.0		
	Training	2.5	Job Security	1.9		
Plan to seek a new job this year? (%)	Yes	16.7	No	56.7		
New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	28.6	Need a Change	14.3		
	Get out of Industry	0.0	Job Security	28.6		
	Environ./Culture	14.3	Other	14.3		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.0	Existing Contacts	1.9		
	Job Ads	3.5	Contact Companies	3.3		
	Post Resume	4.2				
Company fosters culture of transparency? (%)	Disagree Strongly	3.3	Agree Somewhat	23.3		
	Disagree Somewhat	3.3	Agree Strongly	60.0		
	Neutral	10.0				
Company's core purpose inspires? (%)	Disagree Strongly	3.3	Agree Somewhat	23.3		
	Disagree Somewhat	0.0	Agree Strongly	60.0		
	Neutral	13.3				

SECTION 4 JOB TITLES

CHIEF EXECUTIVE OFFICER \$232,500 ▼34.1%

Number of respondents						16
Employer	Percent	Market Sector		Percent		
Manufacturer	18.8	Rx Pharmaceuticals			56.3	
Agency	18.8	OTC Pharmaceuticals			18.8	
Media/Publisher - HCP	0.0	Biotechnology			43.8	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			43.8	
Media/Publisher - HCP & Consmr.	12.5	Diagnostic Device/Equip			25.0	
Service Supplier	25.0	Hospital Products/Equip.			12.5	
Other	25.0	Dental Products/Equip			0.0	
		Managed Care			18.8	
Age	High	72	Low	40	Avg.	57.1
Sex	Male	87.5	Female	12.5		
Years in industry	High	50.0	Low	3.0	Avg.	28.5
Years in position	High	20.0	Low	1.0	Avg.	7.9
Salary (\$000s/yr)	High	515.0	Low	75.0	Avg.	232.5
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	62.5	No	37.5		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	0.0	Less	73.3	Same	26.7
Employer's gross US revenue (%)	<\$5M	68.8		\$50-\$100M	0.0	
	\$5-\$20M	18.8		>100M	6.3	
	\$20-\$50M	6.3				
Position satisfying? (%)	Thoroughly	75.0		Generally	25.0	
	OK Sometimes	0.0		No	0.0	
Salary reviewed (%)	6 months	18.8		18 months	0.0	
	12 months	43.8		24 months	37.5	
Advancement prospects (%)	Index 3.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	62.5		Good	18.8	
	Fair	12.5		Poor	6.3	
How current job was acquired (%)	Promoted	18.8		Exec Search	0.0	
	Hired by Company	0.0		Own Initiative	50.0	
Benefits received (%)	Signing Bonus	7.7		Retirement	30.8	
	Car	53.9		Medical	84.6	
	Dental	46.2		Stock	46.2	
Factors important to job (avg ranking, 1 = most important)	Salary	3.3		Environ./Culture	2.7	
	Benefits	4.7		Loyalty to Staff	3.1	
	Advancement	6.2		Environ./Soc. Resp.	5.8	
	Training	5.9		Job Security	4.4	
Employer rating (avg rating, 1 = best)	Salary	1.9		Environ./Culture	1.6	
	Benefits	2.0		Loyalty to Staff	1.4	
	Advancement	1.7		Environ./Soc. Resp.	1.8	
	Training	2.1		Job Security	1.8	
Plan to seek a new job this year? (%)	Yes	12.5		No	75.0	
New job motivation (%)	Salary/Benefits	50.0		Advancement	0.0	
	Different Part of Ind	0.0		Need a Change	0.0	
	Get out of Industry	0.0		Job Security	25.0	
	Environ./Culture	25.0		Other	0.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5		Existing Contacts	1.8	
	Job Ads	3.5		Contact Companies	3.0	
	Post Resume	4.3				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0		Agree Somewhat	25.0	
	Disagree Somewhat	0.0		Agree Strongly	75.0	
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0		Agree Somewhat	12.5	
	Disagree Somewhat	0.0		Agree Strongly	81.3	
	Neutral	6.3				

MANAGING DIRECTOR \$174,500 ▲0.1%

Number of respondents						19
Employer	Percent	Market Sector		Percent		
Manufacturer	5.3	Rx Pharmaceuticals			79.0	
Agency	63.2	OTC Pharmaceuticals			31.6	
Media/Publisher - HCP	0.0	Biotechnology			42.1	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			31.6	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			10.5	
Service Supplier	10.5	Hospital Products/Equip.			26.3	
Other	21.1	Dental Products/Equip			0.0	
		Managed Care			10.5	
Age	High	58	Low	34	Avg.	46.0
Sex	Male	73.7	Female	26.3		
Years in industry	High	32.0	Low	10.0	Avg.	19.1
Years in position	High	14.0	Low	1.0	Avg.	4.7
Salary (\$000s/yr)	High	325.0	Low	50.0	Avg.	174.5
Commission received?	Yes	10.5	No	89.5		
Amount (\$000s/yr)	High	25.0	Low	5.0	Avg.	15.0
Bonus received?	Yes	73.7	No	26.3		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	5.6	Less	50.0	Same	44.4
Employer's gross US revenue (%)	<\$5M	10.5		\$50-\$100M	5.3	
	\$5-\$20M	31.6		>100M	10.5	
	\$20-\$50M	42.1				
Position satisfying? (%)	Thoroughly	61.1		Generally	27.8	
	OK Sometimes	11.1		No	0.0	
Salary reviewed (%)	6 months	0.0		18 months	11.1	
	12 months	72.2		24 months	16.7	
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	27.8		Good	22.2	
	Fair	38.9		Poor	11.1	
How current job was acquired (%)	Promoted	27.8		Exec Search	27.8	
	Hired by Company	22.2		Own Initiative	22.2	
Benefits received (%)	Signing Bonus	26.7		Retirement	80.0	
	Car	33.3		Medical	86.7	
	Dental	53.3		Stock	26.7	
Factors important to job (avg ranking, 1 = most important)	Salary	2.5		Environ./Culture	2.9	
	Benefits	5.2		Loyalty to Staff	3.9	
	Advancement	4.9		Environ./Soc. Resp.	7.3	
	Training	5.7		Job Security	3.5	
Employer rating (avg rating, 1 = best)	Salary	2.1		Environ./Culture	2.1	
	Benefits	2.4		Loyalty to Staff	1.9	
	Advancement	2.1		Environ./Soc. Resp.	2.3	
	Training	2.6		Job Security	2.2	
Plan to seek a new job this year? (%)	Yes	33.3		No	33.3	
New job motivation (%)	Salary/Benefits	30.0		Advancement	0.0	
	Different Part of Ind	10.0		Need a Change	10.0	
	Get out of Industry	0.0		Job Security	10.0	
	Environ./Culture	30.0		Other	10.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.0		Existing Contacts	2.0	
	Job Ads	3.1		Contact Companies	3.9	
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	5.3		Agree Somewhat	36.8	
	Disagree Somewhat	10.5		Agree Strongly	36.8	
	Neutral	10.5				
Company's core purpose inspires? (%)	Disagree Strongly	0.0		Agree Somewhat	55.6	
	Disagree Somewhat	11.1		Agree Strongly	33.3	
	Neutral	0.0				

SECTION 4 JOB TITLES

EXECUTIVE VICE PRESIDENT \$235,600 ▲4.4%

Number of respondents						19
Employer	Percent	Market Sector		Percent		
Manufacturer	26.3	Rx Pharmaceuticals			79.0	
Agency	47.4	OTC Pharmaceuticals			21.1	
Media/Publisher - HCP	0.0	Biotechnology			31.6	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			26.3	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			10.5	
Service Supplier	21.1	Hospital Products/Equip.			0.0	
Other	5.3	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	71	Low	33	Avg.	48.3
Sex	Male	84.2	Female	15.8		
Years in industry	High	30.0	Low	10.0	Avg.	18.8
Years in position	High	38.0	Low	1.0	Avg.	8.2
Salary (\$000s/yr)	High	370.0	Low	144.0	Avg.	235.6
Commission received?	Yes	10.5	No	89.5		
Amount (\$000s/yr)	High	45.0	Low	45.0	Avg.	45.0
Bonus received?	Yes	89.5	No	10.5		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	10.5	Less	31.6	Same	57.9
Employer's gross US revenue (%)	<\$5M	10.5	\$5-\$20M	26.3	\$20-\$50M	31.6
			>100M	15.8		
Position satisfying? (%)	Thoroughly	42.1	OK Sometimes	10.5	Generally	47.4
			No	0.0		
Salary reviewed (%)	6 months	0.0	12 months	50.0	18 months	22.2
			24 months	27.8		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	5.6	Fair	27.8	Good	44.4
			Poor	22.2		
How current job was acquired (%)	Promoted	42.1	Hired by Company	15.8	Exec Search	10.5
					Own Initiative	15.8
Benefits received (%)	Signing Bonus	5.6	Car	33.3	Retirement	22.2
			Dental	55.6	Medical	77.8
					Stock	38.9
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Benefits	4.6	Environ./Culture	2.1
			Advancement	5.2	Loyalty to Staff	4.1
			Training	6.6	Environ./Soc. Resp.	6.8
					Job Security	4.2
Employer rating (avg rating, 1 = best)	Salary	2.1	Benefits	2.2	Environ./Culture	2.1
			Advancement	2.6	Loyalty to Staff	1.9
			Training	2.9	Environ./Soc. Resp.	2.4
					Job Security	2.2
Plan to seek a new job this year? (%)	Yes	15.8	No	84.2		
New job motivation (%)	Salary/Benefits	16.7	Different Part of Ind	0.0	Advancement	16.7
			Get out of Industry	16.7	Need a Change	0.0
			Environ./Culture	16.7	Job Security	16.7
					Other	16.7
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.6	Job Ads	3.7	Existing Contacts	2.0
			Post Resume	4.3	Contact Companies	3.5
Company fosters culture of transparency? (%)	Disagree Strongly	5.3	Disagree Somewhat	0.0	Agree Somewhat	52.6
			Neutral	15.8	Agree Strongly	26.3
Company's core purpose inspires? (%)	Disagree Strongly	5.3	Disagree Somewhat	5.3	Agree Somewhat	31.6
			Neutral	5.3	Agree Strongly	52.6

VP OPERATIONS \$204,800 ▲27.1%

Number of respondents						16
Employer	Percent	Market Sector		Percent		
Manufacturer	37.5	Rx Pharmaceuticals			56.3	
Agency	25.0	OTC Pharmaceuticals			18.8	
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			6.3	
Service Supplier	12.5	Hospital Products/Equip.			6.3	
Other	25.0	Dental Products/Equip			0.0	
		Managed Care			6.3	
Age	High	65	Low	35	Avg.	50.3
Sex	Male	81.3	Female	18.8		
Years in industry	High	30.0	Low	2.0	Avg.	20.2
Years in position	High	24.0	Low	1.0	Avg.	6.1
Salary (\$000s/yr)	High	330.0	Low	100.0	Avg.	204.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	93.8	No	6.3		
Amount (\$000s/yr)	High	125.0	Low	2.0	Avg.	56.6
Perceived pay vs. peers (%)	More	18.8	Less	43.8	Same	37.5
Employer's gross US revenue (%)	<\$5M	12.5	\$5-\$20M	25.0	\$20-\$50M	0.0
			>100M	50.0		
Position satisfying? (%)	Thoroughly	25.0	OK Sometimes	18.8	Generally	56.3
			No	0.0		
Salary reviewed (%)	6 months	0.0	12 months	73.3	18 months	0.0
			24 months	26.7		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	6.3	Fair	31.3	Good	31.3
			Poor	31.3		
How current job was acquired (%)	Promoted	37.5	Hired by Company	12.5	Exec Search	31.3
					Own Initiative	12.5
Benefits received (%)	Signing Bonus	23.1	Car	7.7	Retirement	23.1
			Dental	84.6	Medical	92.3
					Stock	76.9
Factors important to job (avg ranking, 1 = most important)	Salary	3.1	Benefits	4.6	Environ./Culture	1.9
			Advancement	4.3	Loyalty to Staff	4.3
			Training	5.7	Environ./Soc. Resp.	6.4
					Job Security	5.6
Employer rating (avg rating, 1 = best)	Salary	2.1	Benefits	2.4	Environ./Culture	2.5
			Advancement	2.7	Loyalty to Staff	2.8
			Training	3.0	Environ./Soc. Resp.	2.3
					Job Security	2.4
Plan to seek a new job this year? (%)	Yes	31.3	No	68.7		
New job motivation (%)	Salary/Benefits	16.7	Different Part of Ind	16.7	Advancement	16.7
			Get out of Industry	16.7	Need a Change	0.0
			Environ./Culture	33.3	Job Security	0.0
					Other	0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Job Ads	3.4	Existing Contacts	1.7
			Post Resume	4.0	Contact Companies	3.7
Company fosters culture of transparency? (%)	Disagree Strongly	12.5	Disagree Somewhat	12.5	Agree Somewhat	43.8
			Neutral	18.8	Agree Strongly	12.5
Company's core purpose inspires? (%)	Disagree Strongly	6.3	Disagree Somewhat	12.5	Agree Somewhat	37.5
			Neutral	6.3	Agree Strongly	37.5

SECTION 4 JOB TITLES

VP MARKETING & SALES \$175,600 ▼17.1%

Number of respondents						29
Employer	Percent	Market Sector		Percent		
Manufacturer	48.3	Rx Pharmaceuticals		44.8		
Agency	10.3	OTC Pharmaceuticals		13.8		
Media/Publisher - HCP	13.8	Biotechnology		17.2		
Media/Publisher - Consumer	3.5	Medical Devices/Equip		37.9		
Media/Publisher - HCP & Consmr.	6.9	Diagnostic Device/Equip		10.3		
Service Supplier	13.8	Hospital Products/Equip.		0.0		
Other	3.5	Dental Products/Equip		3.5		
		Managed Care		10.3		
Age	High	69	Low	34	Avg.	52.1
Sex	Male	79.3	Female	20.7		
Years in industry	High	48.0	Low	2.0	Avg.	23.1
Years in position	High	25.0	Low	1.0	Avg.	6.5
Salary (\$000s/yr)	High	335.0	Low	50.0	Avg.	175.6
Commission received?	Yes	41.4	No	58.6		
Amount (\$000s/yr)	High	300.0	Low	10.0	Avg.	88.8
Bonus received?	Yes	79.3	No	20.7		
Amount (\$000s/yr)	High	250.0	Low	5.0	Avg.	47.7
Perceived pay vs. peers (%)	More	14.3	Less	46.4	Same	39.3
Employer's gross US revenue (%)	<\$5M	24.1	\$50-\$100M	3.5		
	\$5-\$20M	24.1	>100M	37.9		
	\$20-\$50M	10.3				
Position satisfying? (%)	Thoroughly	27.6	Generally	55.2		
	OK Sometimes	13.8	No	3.5		
Salary reviewed (%)	6 months	3.5	18 months	3.5		
	12 months	79.3	24 months	13.8		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	6.9	Good	37.9		
	Fair	37.9	Poor	17.2		
How current job was acquired (%)	Promoted	31.0	Exec Search	24.1		
	Hired by Company	13.8	Own Initiative	27.6		
Benefits received (%)	Signing Bonus	4.0	Retirement	44.0		
	Car	32.0	Medical	84.0		
	Dental	72.0	Stock	32.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.6		
	Benefits	4.0	Loyalty to Staff	4.6		
	Advancement	5.2	Environ./Soc. Resp.	6.6		
	Training	6.8	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	3.0	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	51.7	No	31.0		
New job motivation (%)	Salary/Benefits	23.5	Advancement	17.7		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	11.8	Job Security	11.8		
	Environ./Culture	23.5	Other	11.8		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	2.0		
	Job Ads	3.3	Contact Companies	3.4		
	Post Resume	4.1				
Company fosters culture of transparency? (%)	Disagree Strongly	6.9	Agree Somewhat	48.3		
	Disagree Somewhat	17.2	Agree Strongly	10.3		
	Neutral	17.2				
Company's core purpose inspires? (%)	Disagree Strongly	3.5	Agree Somewhat	44.8		
	Disagree Somewhat	10.3	Agree Strongly	13.8		
	Neutral	27.6				

VP MARKETING \$180,600 ▼9.0%

Number of respondents						31
Employer	Percent	Market Sector		Percent		
Manufacturer	41.9	Rx Pharmaceuticals		58.1		
Agency	29.0	OTC Pharmaceuticals		12.9		
Media/Publisher - HCP	3.2	Biotechnology		16.1		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		19.4		
Media/Publisher - HCP & Consmr.	3.2	Diagnostic Device/Equip		9.7		
Service Supplier	6.5	Hospital Products/Equip.		3.2		
Other	16.1	Dental Products/Equip		3.2		
		Managed Care		3.2		
Age	High	63	Low	29	Avg.	46.1
Sex	Male	41.9	Female	58.1		
Years in industry	High	35.0	Low	2.0	Avg.	16.2
Years in position	High	12.0	Low	1.0	Avg.	3.8
Salary (\$000s/yr)	High	275.0	Low	105.0	Avg.	180.6
Commission received?	Yes	6.5	No	93.6		
Amount (\$000s/yr)	High	40.0	Low	5.0	Avg.	22.5
Bonus received?	Yes	71.0	No	29.0		
Amount (\$000s/yr)	High	125.0	Low	4.0	Avg.	44.3
Perceived pay vs. peers (%)	More	12.9	Less	61.3	Same	25.8
Employer's gross US revenue (%)	<\$5M	3.2	\$50-\$100M	12.9		
	\$5-\$20M	16.1	>100M	51.6		
	\$20-\$50M	16.1				
Position satisfying? (%)	Thoroughly	19.4	Generally	67.7		
	OK Sometimes	3.3	No	9.7		
Salary reviewed (%)	6 months	3.3	18 months	6.7		
	12 months	80.0	24 months	10.0		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	9.7	Good	35.5		
	Fair	25.8	Poor	29.0		
How current job was acquired (%)	Promoted	36.7	Exec Search	23.3		
	Hired by Company	13.3	Own Initiative	23.3		
Benefits received (%)	Signing Bonus	10.0	Retirement	43.3		
	Car	10.0	Medical	73.3		
	Dental	73.3	Stock	40.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.7		
	Benefits	4.0	Loyalty to Staff	4.6		
	Advancement	4.9	Environ./Soc. Resp.	6.4		
	Training	6.8	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.5		
	Benefits	2.4	Loyalty to Staff	2.6		
	Advancement	2.7	Environ./Soc. Resp.	2.8		
	Training	3.3	Job Security	2.6		
Plan to seek a new job this year? (%)	Yes	45.2	No	19.4		
New job motivation (%)	Salary/Benefits	45.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	15.0		
	Get out of Industry	5.0	Job Security	0.0		
	Environ./Culture	25.0	Other	10.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.8		
	Job Ads	3.4	Contact Companies	3.6		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	6.5	Agree Somewhat	35.5		
	Disagree Somewhat	35.5	Agree Strongly	16.1		
	Neutral	6.5				
Company's core purpose inspires? (%)	Disagree Strongly	9.7	Agree Somewhat	32.3		
	Disagree Somewhat	16.1	Agree Strongly	35.5		
	Neutral	6.5				

SECTION 4 JOB TITLES

EXEC. DIRECTOR, MARKETING \$186,300 ▼10.3%

Number of respondents						17
Employer	Percent	Market Sector		Percent		
Manufacturer	70.6	Rx Pharmaceuticals			64.7	
Agency	5.9	OTC Pharmaceuticals			11.8	
Media/Publisher - HCP	5.9	Biotechnology			29.4	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			29.4	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			11.8	
Service Supplier	5.9	Hospital Products/Equip.			5.9	
Other	11.8	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	60	Low	35	Avg.	48.3
Sex	Male	70.6	Female	29.4		
Years in industry	High	33.0	Low	10.0	Avg.	19.7
Years in position	High	17.0	Low	1.0	Avg.	3.7
Salary (\$000s/yr)	High	306.0	Low	70.0	Avg.	186.3
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	82.4	No	17.7		
Amount (\$000s/yr)	High	90.0	Low	15.0	Avg.	48.9
Perceived pay vs. peers (%)	More	6.3	Less	62.5	Same	31.3
Employer's gross US revenue (%)	<\$5M	11.8		\$50-\$100M	5.9	
	\$5-\$20M	0.0		>100M	70.6	
	\$20-\$50M	11.8				
Position satisfying? (%)	Thoroughly	23.5		Generally	58.8	
	OK Sometimes	5.9		No	11.8	
Salary reviewed (%)	6 months	0.0		18 months	5.9	
	12 months	82.4		24 months	11.8	
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	5.9		Good	35.3	
	Fair	29.4		Poor	29.4	
How current job was acquired (%)	Promoted	41.2		Exec Search	11.8	
	Hired by Company	17.7		Own Initiative	23.5	
Benefits received (%)	Signing Bonus	17.7		Retirement	35.3	
	Car	11.8		Medical	88.2	
	Dental	88.2		Stock	64.7	
Factors important to job (avg ranking, 1 = most important)	Salary	2.4		Environ./Culture	2.9	
	Benefits	4.3		Loyalty to Staff	4.2	
	Advancement	3.5		Environ./Soc. Resp.	6.8	
	Training	6.6		Job Security	5.3	
Employer rating (avg rating, 1 = best)	Salary	2.5		Environ./Culture	2.6	
	Benefits	2.5		Loyalty to Staff	2.8	
	Advancement	2.9		Environ./Soc. Resp.	2.1	
	Training	2.8		Job Security	2.5	
Plan to seek a new job this year? (%)	Yes	58.8		No	29.4	
New job motivation (%)	Salary/Benefits	33.3		Advancement	0.0	
	Different Part of Ind	0.0		Need a Change	8.3	
	Get out of Industry	0.0		Job Security	0.0	
	Environ./Culture	41.7		Other	16.7	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.8		Existing Contacts	1.8	
	Job Ads	3.0		Contact Companies	4.1	
	Post Resume	4.3				
Company fosters culture of transparency? (%)	Disagree Strongly	5.9		Agree Somewhat	41.2	
	Disagree Somewhat	17.7		Agree Strongly	17.7	
	Neutral	17.7				
Company's core purpose inspires? (%)	Disagree Strongly	0.0		Agree Somewhat	47.1	
	Disagree Somewhat	23.5		Agree Strongly	23.5	
	Neutral	5.9				

DIRECTOR, MARKETING \$144,600 ▼1.4%

Number of respondents						87
Employer	Percent	Market Sector		Percent		
Manufacturer	63.2	Rx Pharmaceuticals			50.6	
Agency	5.8	OTC Pharmaceuticals			5.8	
Media/Publisher - HCP	0.0	Biotechnology			17.2	
Media/Publisher - Consumer	2.3	Medical Devices/Equip			20.7	
Media/Publisher - HCP & Consmr.	2.3	Diagnostic Device/Equip			5.8	
Service Supplier	5.8	Hospital Products/Equip.			5.8	
Other	20.7	Dental Products/Equip			2.3	
		Managed Care			5.8	
Age	High	68	Low	27	Avg.	43.5
Sex	Male	44.8	Female	55.2		
Years in industry	High	36.0	Low	2.0	Avg.	16.1
Years in position	High	27.0	Low	1.0	Avg.	4.8
Salary (\$000s/yr)	High	720.0	Low	37.4	Avg.	144.6
Commission received?	Yes	3.5		No	96.6	
Amount (\$000s/yr)	High	35.0		Low	10.0	
		Avg.		19.0		
Bonus received?	Yes	81.6		No	18.4	
Amount (\$000s/yr)	High	250.0		Low	0.2	
		Avg.		32.1		
Perceived pay vs. peers (%)	More	4.7	Less	58.1	Same	37.2
Employer's gross US revenue (%)	<\$5M	10.5		\$50-\$100M	8.1	
	\$5-\$20M	14.0		>100M	58.1	
	\$20-\$50M	9.3				
Position satisfying? (%)	Thoroughly	31.0		Generally	54.0	
	OK Sometimes	13.8		No	1.2	
Salary reviewed (%)	6 months	1.2		18 months	2.3	
	12 months	83.7		24 months	12.8	
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.1		Good	29.9	
	Fair	32.2		Poor	21.8	
How current job was acquired (%)	Promoted	36.8		Exec Search	12.6	
	Hired by Company	16.1		Own Initiative	28.7	
Benefits received (%)	Signing Bonus	28.2		Retirement	55.1	
	Car	10.3		Medical	87.2	
	Dental	80.8		Stock	55.1	
Factors important to job (avg ranking, 1 = most important)	Salary	2.5		Environ./Culture	2.6	
	Benefits	4.0		Loyalty to Staff	4.9	
	Advancement	4.1		Environ./Soc. Resp.	6.9	
	Training	6.4		Job Security	4.5	
Employer rating (avg rating, 1 = best)	Salary	2.5		Environ./Culture	2.3	
	Benefits	2.2		Loyalty to Staff	2.6	
	Advancement	2.7		Environ./Soc. Resp.	2.3	
	Training	3.0		Job Security	2.4	
Plan to seek a new job this year? (%)	Yes	39.1		No	34.5	
New job motivation (%)	Salary/Benefits	28.6		Advancement	14.3	
	Different Part of Ind	4.8		Need a Change	2.4	
	Get out of Industry	4.8		Job Security	16.7	
	Environ./Culture	19.1		Other	9.5	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2		Existing Contacts	2.0	
	Job Ads	3.1		Contact Companies	3.9	
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	11.5		Agree Somewhat	42.5	
	Disagree Somewhat	23.0		Agree Strongly	17.2	
	Neutral	5.8				
Company's core purpose inspires? (%)	Disagree Strongly	8.1		Agree Somewhat	39.5	
	Disagree Somewhat	8.1		Agree Strongly	31.4	
	Neutral	12.8				

SECTION 4 JOB TITLES

DIR., NEW BUS. DEVELOPMENT \$155,300 ▲17.5%

Number of respondents						20
Employer	Percent	Market Sector		Percent		
Manufacturer	30.0	Rx Pharmaceuticals			60.0	
Agency	20.0	OTC Pharmaceuticals			25.0	
Media/Publisher - HCP	5.0	Biotechnology			35.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			35.0	
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip			5.0	
Service Supplier	20.0	Hospital Products/Equip.			5.0	
Other	20.0	Dental Products/Equip			0.0	
		Managed Care			5.0	
Age	High	63	Low	27	Avg.	48.2
Sex	Male	70.0	Female	30.0		
Years in industry	High	31.0	Low	4.0	Avg.	19.6
Years in position	High	6.0	Low	1.0	Avg.	2.7
Salary (\$000s/yr)	High	235.0	Low	60.0	Avg.	155.3
Commission received?	Yes	25.0	No	75.0		
Amount (\$000s/yr)	High	150.0	Low	2.0	Avg.	77.4
Bonus received?	Yes	70.0	No	30.0		
Amount (\$000s/yr)	High	65.0	Low	2.0	Avg.	27.1
Perceived pay vs. peers (%)	More	0.0	Less	47.4	Same	52.6
Employer's gross US revenue (%)	<\$5M	21.1	\$50-\$100M	5.3		
	\$5-\$20M	26.3	>100M	31.6		
	\$20-\$50M	15.8				
Position satisfying? (%)	Thoroughly	35.0	Generally	50.0		
	OK Sometimes	10.0	No	5.0		
Salary reviewed (%)	6 months	5.0	18 months	15.0		
	12 months	70.0	24 months	10.0		
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.0	Good	45.0		
	Fair	30.0	Poor	10.0		
How current job was acquired (%)	Promoted	20.0	Exec Search	25.0		
	Hired by Company	25.0	Own Initiative	30.0		
Benefits received (%)	Signing Bonus	33.3	Retirement	50.0		
	Car	22.2	Medical	94.4		
	Dental	83.3	Stock	33.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.9		
	Benefits	4.5	Loyalty to Staff	4.4		
	Advancement	4.5	Environ./Soc. Resp.	6.3		
	Training	6.9	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	2.5		
	Benefits	2.1	Loyalty to Staff	2.3		
	Advancement	2.5	Environ./Soc. Resp.	2.4		
	Training	2.9	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	47.4	No	36.8		
New job motivation (%)	Salary/Benefits	41.7	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	33.3	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.8	Existing Contacts	1.6		
	Job Ads	3.7	Contact Companies	3.4		
	Post Resume	4.5				
Company fosters culture of transparency? (%)	Disagree Strongly	10.0	Agree Somewhat	50.0		
	Disagree Somewhat	10.0	Agree Strongly	20.0		
	Neutral	10.0				
Company's core purpose inspires? (%)	Disagree Strongly	5.0	Agree Somewhat	35.0		
	Disagree Somewhat	15.0	Agree Strongly	30.0		
	Neutral	15.0				

MANAGER, MARKETING \$92,700 ▼2.2%

Number of respondents						69
Employer	Percent	Market Sector		Percent		
Manufacturer	49.3	Rx Pharmaceuticals			37.7	
Agency	2.9	OTC Pharmaceuticals			11.6	
Media/Publisher - HCP	4.4	Biotechnology			11.6	
Media/Publisher - Consumer	2.9	Medical Devices/Equip			23.2	
Media/Publisher - HCP & Consmr.	1.5	Diagnostic Device/Equip			10.1	
Service Supplier	10.1	Hospital Products/Equip.			7.3	
Other	29.0	Dental Products/Equip			0.0	
		Managed Care			2.9	
Age	High	65	Low	28	Avg.	41.5
Sex	Male	37.7	Female	62.3		
Years in industry	High	30.0	Low	1.0	Avg.	10.7
Years in position	High	22.0	Low	1.0	Avg.	4.5
Salary (\$000s/yr)	High	183.9	Low	22.0	Avg.	92.7
Commission received?	Yes	4.4	No	95.7		
Amount (\$000s/yr)	High	20.0	Low	1.2	Avg.	8.7
Bonus received?	Yes	66.7	No	33.3		
Amount (\$000s/yr)	High	50.0	Low	1.8	Avg.	13.1
Perceived pay vs. peers (%)	More	8.7	Less	55.1	Same	36.2
Employer's gross US revenue (%)	<\$5M	8.8	\$50-\$100M	7.4		
	\$5-\$20M	19.1	>100M	55.9		
	\$20-\$50M	8.8				
Position satisfying? (%)	Thoroughly	14.5	Generally	59.4		
	OK Sometimes	21.7	No	4.4		
Salary reviewed (%)	6 months	4.4	18 months	1.5		
	12 months	84.1	24 months	10.1		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.3	Good	35.3		
	Fair	29.4	Poor	25.0		
How current job was acquired (%)	Promoted	38.2	Exec Search	11.8		
	Hired by Company	2.9	Own Initiative	39.7		
Benefits received (%)	Signing Bonus	13.1	Retirement	52.5		
	Car	8.2	Medical	85.3		
	Dental	75.4	Stock	32.8		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.6		
	Benefits	4.1	Loyalty to Staff	4.9		
	Advancement	4.0	Environ./Soc. Resp.	6.6		
	Training	6.3	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.1	Loyalty to Staff	2.4		
	Advancement	2.8	Environ./Soc. Resp.	2.2		
	Training	2.8	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	39.1	No	26.1		
New job motivation (%)	Salary/Benefits	48.7	Advancement	13.5		
	Different Part of Ind	5.4	Need a Change	10.8		
	Get out of Industry	2.7	Job Security	0.0		
	Environ./Culture	16.2	Other	2.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.2		
	Job Ads	2.9	Contact Companies	3.9		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	7.3	Agree Somewhat	42.0		
	Disagree Somewhat	15.9	Agree Strongly	21.7		
	Neutral	13.0				
Company's core purpose inspires? (%)	Disagree Strongly	2.9	Agree Somewhat	47.8		
	Disagree Somewhat	7.3	Agree Strongly	27.5		
	Neutral	14.5				

SECTION 4 JOB TITLES

MARKETING COORDINATOR \$48,900 ▲2.5%

Number of respondents						21
Employer	Percent	Market Sector		Percent		
Manufacturer	42.9	Rx Pharmaceuticals	19.1			
Agency	9.5	OTC Pharmaceuticals	14.3			
Media/Publisher - HCP	4.8	Biotechnology	14.3			
Media/Publisher - Consumer	0.0	Medical Devices/Equip	19.1			
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	14.3			
Service Supplier	14.3	Hospital Products/Equip.	14.3			
Other	28.6	Dental Products/Equip	4.8			
		Managed Care	9.5			
Age	High	70	Low	23	Avg.	31.1
Sex	Male	14.3	Female	85.7		
Years in industry	High	35.0	Low	1.0	Avg.	4.8
Years in position	High	10.0	Low	1.0	Avg.	3.1
Salary (\$000s/yr)	High	68.0	Low	33.0	Avg.	48.9
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	47.6	No	52.4		
Amount (\$000s/yr)	High	4.0	Low	0.3	Avg.	1.7
Perceived pay vs. peers (%)	More	0.0	Less	85.7	Same	14.3
Employer's gross US revenue (%)	<\$5M	19.1		\$50-\$100M	19.1	
	\$5-\$20M	33.3		>100M	19.1	
	\$20-\$50M	9.5				
Position satisfying? (%)	Thoroughly	38.1		Generally	33.3	
	OK Sometimes	14.3		No	14.3	
Salary reviewed (%)	6 months	4.8		18 months	0.0	
	12 months	81.0		24 months	14.3	
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	4.8		Good	47.6	
	Fair	28.6		Poor	19.1	
How current job was acquired (%)	Promoted	23.8		Exec Search	9.5	
	Hired by Company	0.0		Own Initiative	57.1	
Benefits received (%)	Signing Bonus	0.0		Retirement	35.7	
	Car	0.0		Medical	100.0	
	Dental	71.4		Stock	28.6	
Factors important to job (avg ranking, 1 = most important)	Salary	2.6		Environ./Culture	3.0	
	Benefits	4.2		Loyalty to Staff	5.6	
	Advancement	4.0		Environ./Soc. Resp.	6.6	
	Training	5.8		Job Security	4.1	
Employer rating (avg rating, 1 = best)	Salary	2.6		Environ./Culture	2.2	
	Benefits	2.0		Loyalty to Staff	2.2	
	Advancement	2.8		Environ./Soc. Resp.	2.4	
	Training	2.4		Job Security	2.1	
Plan to seek a new job this year? (%)	Yes	38.1		No	33.3	
New job motivation (%)	Salary/Benefits	50.0		Advancement	30.0	
	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	20.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.1		Existing Contacts	2.8	
	Job Ads	2.0		Contact Companies	3.9	
	Post Resume	3.3				
Company fosters culture of transparency? (%)	Disagree Strongly	4.8		Agree Somewhat	52.4	
	Disagree Somewhat	9.5		Agree Strongly	9.5	
	Neutral	23.8				
Company's core purpose inspires? (%)	Disagree Strongly	4.8		Agree Somewhat	38.1	
	Disagree Somewhat	9.5		Agree Strongly	23.8	
	Neutral	23.8				

VP SALES \$191,700 ▲7.2%

Number of respondents						15
Employer	Percent	Market Sector		Percent		
Manufacturer	40.0	Rx Pharmaceuticals	66.7			
Agency	0.0	OTC Pharmaceuticals	0.0			
Media/Publisher - HCP	6.7	Biotechnology	33.3			
Media/Publisher - Consumer	13.3	Medical Devices/Equip	40.0			
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	20.0			
Service Supplier	26.7	Hospital Products/Equip.	6.7			
Other	13.3	Dental Products/Equip	6.7			
		Managed Care	6.7			
Age	High	62	Low	37	Avg.	49.5
Sex	Male	73.3	Female	26.7		
Years in industry	High	34.0	Low	9.0	Avg.	23.2
Years in position	High	25.0	Low	1.0	Avg.	5.5
Salary (\$000s/yr)	High	306.0	Low	72.0	Avg.	191.7
Commission received?	Yes	46.7	No	53.3		
Amount (\$000s/yr)	High	150.0	Low	30.0	Avg.	85.7
Bonus received?	Yes	66.7	No	33.3		
Amount (\$000s/yr)	High	175.0	Low	10.0	Avg.	73.5
Perceived pay vs. peers (%)	More	13.3	Less	26.7	Same	60.0
Employer's gross US revenue (%)	<\$5M	21.4		\$50-\$100M	7.1	
	\$5-\$20M	14.3		>100M	42.9	
	\$20-\$50M	14.3				
Position satisfying? (%)	Thoroughly	40.0		Generally	53.3	
	OK Sometimes	6.7		No	0.0	
Salary reviewed (%)	6 months	0.0		18 months	0.0	
	12 months	66.7		24 months	33.3	
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.3		Good	46.7	
	Fair	20.0		Poor	20.0	
How current job was acquired (%)	Promoted	33.3		Exec Search	26.7	
	Hired by Company	20.0		Own Initiative	13.3	
Benefits received (%)	Signing Bonus	15.4		Retirement	46.2	
	Car	30.8		Medical	100.0	
	Dental	84.6		Stock	30.8	
Factors important to job (avg ranking, 1 = most important)	Salary	2.1		Environ./Culture	3.4	
	Benefits	4.6		Loyalty to Staff	4.1	
	Advancement	4.1		Environ./Soc. Resp.	7.0	
	Training	6.7		Job Security	4.0	
Employer rating (avg rating, 1 = best)	Salary	2.1		Environ./Culture	1.8	
	Benefits	2.5		Loyalty to Staff	1.7	
	Advancement	2.5		Environ./Soc. Resp.	2.2	
	Training	2.7		Job Security	2.2	
Plan to seek a new job this year? (%)	Yes	26.7		No	33.3	
New job motivation (%)	Salary/Benefits	16.7		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	16.7		Other	16.7	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1		Existing Contacts	1.6	
	Job Ads	3.4		Contact Companies	3.2	
	Post Resume	4.7				
Company fosters culture of transparency? (%)	Disagree Strongly	6.7		Agree Somewhat	46.7	
	Disagree Somewhat	13.3		Agree Strongly	33.3	
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	6.7		Agree Somewhat	26.7	
	Disagree Somewhat	0.0		Agree Strongly	53.3	
	Neutral	13.3				

SECTION 4 JOB TITLES

SALES DIRECTOR \$141,200 ▲8.1%

Number of respondents						25
Employer	Percent	Market Sector		Percent		
Manufacturer	44.0	Rx Pharmaceuticals		48.0		
Agency	4.0	OTC Pharmaceuticals		16.0		
Media/Publisher - HCP	12.0	Biotechnology		24.0		
Media/Publisher - Consumer	4.0	Medical Devices/Equip		28.0		
Media/Publisher - HCP & Consmr.	12.0	Diagnostic Device/Equip		16.0		
Service Supplier	8.0	Hospital Products/Equip.		4.0		
Other	16.0	Dental Products/Equip		4.0		
		Managed Care		12.0		
Age	High	69	Low	28	Avg.	49.9
Sex	Male	84.0	Female	16.0		
Years in industry	High	32.0	Low	4.0	Avg.	17.7
Years in position	High	48.0	Low	2.0	Avg.	8.2
Salary (\$000s/yr)	High	225.0	Low	20.0	Avg.	141.2
Commission received?	Yes	36.0	No	64.0		
Amount (\$000s/yr)	High	220.0	Low	20.0	Avg.	82.8
Bonus received?	Yes	72.0	No	28.0		
Amount (\$000s/yr)	High	75.0	Low	4.0	Avg.	37.1
Perceived pay vs. peers (%)	More	8.3	Less	54.2	Same	37.5
Employer's gross US revenue (%)	<\$5M	8.0	\$50-\$100M	16.0		
	\$5-\$20M	24.0	>100M	44.0		
	\$20-\$50M	8.0				
Position satisfying? (%)	Thoroughly	29.2	Generally	54.2		
	OK Sometimes	0.0	No	16.7		
Salary reviewed (%)	6 months	0.0	18 months	16.0		
	12 months	48.0	24 months	36.0		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.0	Good	16.0		
	Fair	40.0	Poor	32.0		
How current job was acquired (%)	Promoted	60.0	Exec Search	4.0		
	Hired by Company	12.0	Own Initiative	24.0		
Benefits received (%)	Signing Bonus	11.1	Retirement	33.3		
	Car	38.9	Medical	94.4		
	Dental	72.2	Stock	44.4		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	3.5		
	Benefits	4.3	Loyalty to Staff	4.6		
	Advancement	4.2	Environ./Soc. Resp.	6.6		
	Training	5.9	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture	2.8		
	Benefits	2.4	Loyalty to Staff	2.8		
	Advancement	2.8	Environ./Soc. Resp.	2.6		
	Training	2.9	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	52.0	No	32.0		
New job motivation (%)	Salary/Benefits	42.9	Advancement	7.1		
	Different Part of Ind	7.1	Need a Change	0.0		
	Get out of Industry	7.1	Job Security	0.0		
	Environ./Culture	28.6	Other	7.1		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	1.9		
	Job Ads	3.1	Contact Companies	3.7		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	24.0	Agree Somewhat	48.0		
	Disagree Somewhat	16.0	Agree Strongly	0.0		
	Neutral	12.0				
Company's core purpose inspires? (%)	Disagree Strongly	12.0	Agree Somewhat	32.0		
	Disagree Somewhat	8.0	Agree Strongly	12.0		
	Neutral	36.0				

SALES MANAGER \$80,400 ▼31.7%

Number of respondents						8
Employer	Percent	Market Sector		Percent		
Manufacturer	37.5	Rx Pharmaceuticals		37.5		
Agency	0.0	OTC Pharmaceuticals		12.5		
Media/Publisher - HCP	25.0	Biotechnology		37.5		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		37.5		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		0.0		
Service Supplier	25.0	Hospital Products/Equip.		25.0		
Other	12.5	Dental Products/Equip		0.0		
		Managed Care		12.5		
Age	High	53	Low	25	Avg.	39.8
Sex	Male	75.0	Female	25.0		
Years in industry	High	23.0	Low	1.0	Avg.	11.1
Years in position	High	20.0	Low	1.0	Avg.	6.5
Salary (\$000s/yr)	High	145.0	Low	30.0	Avg.	80.4
Commission received?	Yes	25.0	No	75.0		
Amount (\$000s/yr)	High	100.0	Low	45.0	Avg.	72.5
Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	88.0	Low	1.0	Avg.	28.0
Perceived pay vs. peers (%)	More	25.0	Less	62.5	Same	12.5
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	0.0		
	\$5-\$20M	14.3	>100M	57.1		
	\$20-\$50M	28.6				
Position satisfying? (%)	Thoroughly	62.5	Generally	25.0		
	OK Sometimes	12.5	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	62.5	24 months	37.5		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	37.5	Good	12.5		
	Fair	12.5	Poor	37.5		
How current job was acquired (%)	Promoted	37.5	Exec Search	12.5		
	Hired by Company	25.0	Own Initiative	25.0		
Benefits received (%)	Signing Bonus	12.5	Retirement	62.5		
	Car	37.5	Medical	75.0		
	Dental	75.0	Stock	25.0		
Factors important to job (avg ranking, 1 = most important)	Salary	1.6	Environ./Culture	4.0		
	Benefits	3.5	Loyalty to Staff	4.5		
	Advancement	4.4	Environ./Soc. Resp.	7.6		
	Training	6.6	Job Security	3.8		
Employer rating (avg rating, 1 = best)	Salary	2.8	Environ./Culture	2.3		
	Benefits	2.1	Loyalty to Staff	2.8		
	Advancement	2.9	Environ./Soc. Resp.	1.9		
	Training	2.6	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	37.5	No	50.0		
New job motivation (%)	Salary/Benefits	75.0	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	25.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.8	Existing Contacts	2.2		
	Job Ads	2.8	Contact Companies	4.2		
	Post Resume	3.0				
Company fosters culture of transparency? (%)	Disagree Strongly	12.5	Agree Somewhat	37.5		
	Disagree Somewhat	25.0	Agree Strongly	25.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	12.5	Agree Somewhat	37.5		
	Disagree Somewhat	12.5	Agree Strongly	37.5		
	Neutral	0.0				

SECTION 4 JOB TITLES

PRODUCT DIRECTOR \$140,100 ▼10.7%

Number of respondents						4
Employer	Percent	Market Sector		Percent		
Manufacturer	50.0	Rx Pharmaceuticals		50.0		
Agency	25.0	OTC Pharmaceuticals		25.0		
Media/Publisher - HCP	0.0	Biotechnology		50.0		
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	25.0	Dental Products/Equip		25.0		
		Managed Care		50.0		
Age	High	52	Low	44	Avg.	48.3
Sex	Male	50.0	Female	50.0		
Years in industry	High	30.0	Low	18.0	Avg.	21.5
Years in position	High	30.0	Low	2.0	Avg.	12.0
Salary (\$000s/yr)	High	200.0	Low	101.2	Avg.	140.1
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	80.0	Low	30.0	Avg.	50.0
Perceived pay vs. peers (%)	More	25.0	Less	50.0	Same	25.0
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	50.0	Generally	25.0		
	OK Sometimes	25.0	No	0.0		
Salary reviewed (%)	6 months	25.0	18 months	0.0		
	12 months	50.0	24 months	25.0		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	50.0	Good	0.0		
	Fair	25.0	Poor	25.0		
How current job was acquired (%)	Promoted	75.0	Exec Search	0.0		
	Hired by Company	0.0	Own Initiative	25.0		
Benefits received (%)	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	75.0		
	Dental	75.0	Stock	100.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.3		
	Benefits	2.5	Loyalty to Staff	6.3		
	Advancement	3.5	Environ./Soc. Resp.	7.5		
	Training	6.5	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	3.0		
	Advancement	2.5	Environ./Soc. Resp.	2.5		
	Training	2.8	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	50.0	No	25.0		
New job motivation (%)	Salary/Benefits	50.0	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	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.8		
	Job Ads	2.8	Contact Companies	4.0		
	Post Resume	4.3				
Company fosters culture of transparency? (%)	Disagree Strongly	25.0	Agree Somewhat	25.0		
	Disagree Somewhat	0.0	Agree Strongly	25.0		
	Neutral	25.0				
Company's core purpose inspires? (%)	Disagree Strongly	25.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	50.0		
	Neutral	25.0				

GROUP PRODUCT MANAGER \$155,400 ▼9.5%

Number of respondents						5
Employer	Percent	Market Sector		Percent		
Manufacturer	100.0	Rx Pharmaceuticals		20.0		
Agency	0.0	OTC Pharmaceuticals		0.0		
Media/Publisher - HCP	0.0	Biotechnology		20.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		40.0		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		0.0		
Service Supplier	0.0	Hospital Products/Equip.		0.0		
Other	0.0	Dental Products/Equip		0.0		
		Managed Care		0.0		
Age	High	50	Low	35	Avg.	40.2
Sex	Male	40.0	Female	60.0		
Years in industry	High	13.0	Low	9.0	Avg.	11.0
Years in position	High	4.0	Low	1.0	Avg.	1.8
Salary (\$000s/yr)	High	171.0	Low	125.0	Avg.	155.4
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	40.0	Low	10.0	Avg.	24.9
Perceived pay vs. peers (%)	More	40.0	Less	40.0	Same	20.0
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	20.0	Generally	60.0		
	OK Sometimes	0.0	No	20.0		
Salary reviewed (%)	6 months	20.0	18 months	20.0		
	12 months	60.0	24 months	0.0		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	20.0	Good	20.0		
	Fair	60.0	Poor	0.0		
How current job was acquired (%)	Promoted	40.0	Exec Search	40.0		
	Hired by Company	0.0	Own Initiative	20.0		
Benefits received (%)	Signing Bonus	60.0	Retirement	40.0		
	Car	0.0	Medical	100.0		
	Dental	100.0	Stock	80.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	2.0		
	Benefits	5.6	Loyalty to Staff	5.2		
	Advancement	2.8	Environ./Soc. Resp.	6.8		
	Training	6.0	Job Security	4.8		
Employer rating (avg rating, 1 = best)	Salary	1.8	Environ./Culture	2.4		
	Benefits	1.6	Loyalty to Staff	2.0		
	Advancement	2.2	Environ./Soc. Resp.	1.6		
	Training	2.8	Job Security	2.0		
Plan to seek a new job this year? (%)	Yes	40.0	No	20.0		
New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	25.0	Need a Change	25.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	50.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.0	Existing Contacts	1.0		
	Job Ads	3.6	Contact Companies	3.8		
	Post Resume	3.6				
Company fosters culture of transparency? (%)	Disagree Strongly	20.0	Agree Somewhat	40.0		
	Disagree Somewhat	0.0	Agree Strongly	20.0		
	Neutral	20.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	20.0		
	Disagree Somewhat	0.0	Agree Strongly	60.0		
	Neutral	20.0				

SECTION 4 JOB TITLES

SENIOR PRODUCT MANAGER \$144,400 ▲0.1%

Number of respondents						27
Employer	Percent	Market Sector		Percent		
Manufacturer	92.6	Rx Pharmaceuticals		59.3		
Agency	0.0	OTC Pharmaceuticals		7.4		
Media/Publisher - HCP	0.0	Biotechnology		29.6		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		14.8		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		14.8		
Service Supplier	3.7	Hospital Products/Equip.		7.4		
Other	3.7	Dental Products/Equip		0.0		
		Managed Care		3.7		
Age	High	56	Low	30	Avg.	42.5
Sex	Male	37.0	Female	63.0		
Years in industry	High	33.0	Low	4.0	Avg.	15.0
Years in position	High	15.0	Low	1.0	Avg.	3.4
Salary (\$000s/yr)	High	200.0	Low	68.0	Avg.	144.4
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	50.0	Low	3.0	Avg.	22.2
Perceived pay vs. peers (%)	More	29.6	Less	33.3	Same	37.0
Employer's gross US revenue (%)	<\$5M		7.4	\$50-\$100M		7.4
	\$5-\$20M		0.0	>100M		77.8
	\$20-\$50M		7.4			
Position satisfying? (%)	Thoroughly		25.9	Generally		63.0
	OK Sometimes		3.7	No		7.4
Salary reviewed (%)	6 months		7.4	18 months		3.7
	12 months		85.2	24 months		3.7
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		29.6	Good		33.3
	Fair		22.2	Poor		14.8
How current job was acquired (%)	Promoted		40.7	Exec Search		14.8
	Hired by Company		22.2	Own Initiative		22.2
Benefits received (%)	Signing Bonus		36.0	Retirement		60.0
	Car		4.0	Medical		84.0
	Dental		76.0	Stock		68.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		2.9
	Benefits		4.2	Loyalty to Staff		4.7
	Advancement		3.9	Environ./Soc. Resp.		7.1
	Training		6.0	Job Security		4.7
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		2.1
	Benefits		2.0	Loyalty to Staff		2.4
	Advancement		2.6	Environ./Soc. Resp.		2.3
	Training		2.9	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		25.9	No		29.6
New job motivation (%)	Salary/Benefits		23.1	Advancement		38.5
	Different Part of Ind		0.0	Need a Change		7.7
	Get out of Industry		0.0	Job Security		7.7
	Environ./Culture		15.4	Other		7.7
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		1.9	Existing Contacts		1.7
	Job Ads		3.4	Contact Companies		3.8
	Post Resume		4.2			
Company fosters culture of transparency? (%)	Disagree Strongly		11.1	Agree Somewhat		44.4
	Disagree Somewhat		11.1	Agree Strongly		14.8
	Neutral		18.5			
Company's core purpose inspires? (%)	Disagree Strongly		3.7	Agree Somewhat		59.3
	Disagree Somewhat		0.0	Agree Strongly		25.9
	Neutral		11.1			

PRODUCT MANAGER \$110,500 ▲24.9%

Number of respondents						25
Employer	Percent	Market Sector		Percent		
Manufacturer	80.0	Rx Pharmaceuticals		56.0		
Agency	0.0	OTC Pharmaceuticals		12.0		
Media/Publisher - HCP	0.0	Biotechnology		24.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		8.0		
Media/Publisher - HCP & Consmr.	4.0	Diagnostic Device/Equip		20.0		
Service Supplier	4.0	Hospital Products/Equip.		0.0		
Other	12.0	Dental Products/Equip		0.0		
		Managed Care		8.0		
Age	High	65	Low	27	Avg.	39.5
Sex	Male	52.0	Female	48.0		
Years in industry	High	45.0	Low	2.0	Avg.	10.1
Years in position	High	20.0	Low	1.0	Avg.	4.4
Salary (\$000s/yr)	High	400.0	Low	69.0	Avg.	110.5
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	88.0	No	12.0		
Amount (\$000s/yr)	High	85.0	Low	1.5	Avg.	15.0
Perceived pay vs. peers (%)	More	4.0	Less	56.0	Same	40.0
Employer's gross US revenue (%)	<\$5M		4.0	\$50-\$100M		12.0
	\$5-\$20M		8.0	>100M		56.0
	\$20-\$50M		20.0			
Position satisfying? (%)	Thoroughly		28.0	Generally		60.0
	OK Sometimes		12.0	No		0.0
Salary reviewed (%)	6 months		4.0	18 months		0.0
	12 months		88.0	24 months		8.0
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		16.7	Good		41.7
	Fair		29.2	Poor		12.5
How current job was acquired (%)	Promoted		40.0	Exec Search		8.0
	Hired by Company		16.0	Own Initiative		24.0
Benefits received (%)	Signing Bonus		20.0	Retirement		28.0
	Car		12.0	Medical		80.0
	Dental		64.0	Stock		44.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.1	Environ./Culture		3.0
	Benefits		4.4	Loyalty to Staff		5.2
	Advancement		3.4	Environ./Soc. Resp.		7.0
	Training		5.8	Job Security		5.0
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.0
	Benefits		2.0	Loyalty to Staff		2.4
	Advancement		2.3	Environ./Soc. Resp.		1.9
	Training		2.5	Job Security		2.1
Plan to seek a new job this year? (%)	Yes		56.0	No		28.0
New job motivation (%)	Salary/Benefits		46.7	Advancement		6.7
	Different Part of Ind		13.3	Need a Change		6.7
	Get out of Industry		6.7	Job Security		0.0
	Environ./Culture		13.3	Other		6.7
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.2	Existing Contacts		2.1
	Job Ads		2.9	Contact Companies		3.7
	Post Resume		4.1			
Company fosters culture of transparency? (%)	Disagree Strongly		4.0	Agree Somewhat		32.0
	Disagree Somewhat		20.0	Agree Strongly		32.0
	Neutral		12.0			
Company's core purpose inspires? (%)	Disagree Strongly		8.0	Agree Somewhat		32.0
	Disagree Somewhat		8.0	Agree Strongly		44.0
	Neutral		8.0			

SECTION 4 JOB TITLES

ADVERTISING MANAGER \$66,300 N/A

Number of respondents						4
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			75.0	
Agency	50.0	OTC Pharmaceuticals			0.0	
Media/Publisher - HCP	25.0	Biotechnology			25.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			25.0	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			25.0	
Service Supplier	25.0	Hospital Products/Equip.			25.0	
Other	0.0	Dental Products/Equip			0.0	
		Managed Care			25.0	
Age	High	44	Low	26	Avg.	36.3
Sex	Male	25.0	Female	75.0		
Years in industry	High	22.0	Low	3.0	Avg.	11.8
Years in position	High	22.0	Low	1.0	Avg.	9.5
Salary (\$000s/yr)	High	121.0	Low	40.0	Avg.	66.3
Commission received?	Yes	25.0	No	75.0		
Amount (\$000s/yr)	High	60.0	Low	60.0	Avg.	60.0
Bonus received?	Yes	75.0	No	25.0		
Amount (\$000s/yr)	High	25.0	Low	2.0	Avg.	11.0
Perceived pay vs. peers (%)	More	0.0	Less	50.0	Same	50.0
Employer's gross US revenue (%)	<\$5M	33.3	\$5-\$20M	33.3	\$20-\$50M	33.3
Position satisfying? (%)	Thoroughly	0.0	OK Sometimes	50.0	Generally	50.0
Salary reviewed (%)	6 months	0.0	12 months	66.7	18 months	33.3
Advancement prospects (%)	Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Fair	25.0	Good	25.0
			Poor	50.0		
How current job was acquired (%)	Promoted	25.0	Hired by Company	0.0	Exec Search	50.0
					Own Initiative	25.0
Benefits received (%)	Signing Bonus	0.0	Car	0.0	Retirement	100.0
			Dental	100.0	Medical	100.0
					Stock	0.0
Factors important to job (avg ranking, 1 = most important)	Salary	1.5	Benefits	5.0	Environ./Culture	4.8
			Advancement	4.0	Loyalty to Staff	4.5
			Training	5.5	Environ./Soc. Resp.	7.3
					Job Security	3.5
Employer rating (avg rating, 1 = best)	Salary	3.0	Benefits	2.3	Environ./Culture	3.0
			Advancement	3.3	Loyalty to Staff	2.7
			Training	3.3	Environ./Soc. Resp.	3.0
					Job Security	3.0
Plan to seek a new job this year? (%)	Yes	50.0	No	0.0		
New job motivation (%)	Salary/Benefits	0.0	Different Part of Ind	0.0	Advancement	0.0
			Get out of Industry	0.0	Need a Change	0.0
			Environ./Culture	66.7	Job Security	33.3
					Other	0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.3	Job Ads	3.3	Existing Contacts	2.3
			Post Resume	4.3	Contact Companies	1.7
Company fosters culture of transparency? (%)	Disagree Strongly	25.0	Disagree Somewhat	0.0	Agree Somewhat	50.0
			Neutral	25.0	Agree Strongly	0.0
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Disagree Somewhat	50.0	Agree Somewhat	25.0
			Neutral	25.0	Agree Strongly	0.0

DIRECTOR CORP./MKTG. COMM. \$143,200 ▼0.8%

Number of respondents						13
Employer	Percent	Market Sector		Percent		
Manufacturer	69.2	Rx Pharmaceuticals			38.5	
Agency	0.0	OTC Pharmaceuticals			7.7	
Media/Publisher - HCP	0.0	Biotechnology			23.1	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			15.4	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			15.4	
Service Supplier	7.7	Hospital Products/Equip.			7.7	
Other	23.1	Dental Products/Equip			0.0	
		Managed Care			15.4	
Age	High	52	Low	30	Avg.	44.1
Sex	Male	23.1	Female	76.9		
Years in industry	High	28.0	Low	2.0	Avg.	15.4
Years in position	High	12.0	Low	1.0	Avg.	4.0
Salary (\$000s/yr)	High	200.0	Low	72.0	Avg.	143.2
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	84.6	No	15.4		
Amount (\$000s/yr)	High	60.0	Low	2.5	Avg.	32.0
Perceived pay vs. peers (%)	More	7.7	Less	53.9	Same	38.5
Employer's gross US revenue (%)	<\$5M	7.7	\$5-\$20M	23.1	\$20-\$50M	0.0
Position satisfying? (%)	Thoroughly	7.7	OK Sometimes	7.7	Generally	84.6
Salary reviewed (%)	6 months	0.0	12 months	83.3	18 months	16.7
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.7	Fair	33.3	Good	16.7
			Poor	33.3		33.3
How current job was acquired (%)	Promoted	30.8	Hired by Company	15.4	Exec Search	38.5
					Own Initiative	15.4
Benefits received (%)	Signing Bonus	18.2	Car	0.0	Retirement	63.6
			Dental	81.8	Medical	100.0
					Stock	54.6
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Benefits	3.4	Environ./Culture	3.7
			Advancement	3.8	Loyalty to Staff	5.2
			Training	7.2	Environ./Soc. Resp.	7.2
					Job Security	3.5
Employer rating (avg rating, 1 = best)	Salary	2.2	Benefits	2.0	Environ./Culture	2.5
			Advancement	3.1	Loyalty to Staff	2.7
			Training	3.0	Environ./Soc. Resp.	2.0
					Job Security	2.5
Plan to seek a new job this year? (%)	Yes	46.2	No	0.0		
New job motivation (%)	Salary/Benefits	11.1	Different Part of Ind	11.1	Advancement	11.1
			Get out of Industry	11.1	Need a Change	0.0
			Environ./Culture	44.4	Job Security	0.0
					Other	11.1
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.0	Job Ads	2.4	Existing Contacts	2.2
			Post Resume	4.5	Contact Companies	4.0
Company fosters culture of transparency? (%)	Disagree Strongly	7.7	Disagree Somewhat	15.4	Agree Somewhat	53.9
			Neutral	15.4	Agree Strongly	7.7
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Disagree Somewhat	8.3	Agree Somewhat	50.0
			Neutral	16.7	Agree Strongly	25.0

SECTION 4 JOB TITLES

PR/COMMUNICATIONS MGR. \$82,700 ▼18.1%

Number of respondents						25
Employer	Percent	Market Sector		Percent		
Manufacturer	28.0	Rx Pharmaceuticals		24.0		
Agency	32.0	OTC Pharmaceuticals		24.0		
Media/Publisher - HCP	0.0	Biotechnology		20.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		12.0		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		12.0		
Service Supplier	4.0	Hospital Products/Equip.		4.0		
Other	36.0	Dental Products/Equip		4.0		
		Managed Care		16.0		
Age	High	64	Low	23	Avg.	41.1
Sex	Male	20.0	Female	80.0		
Years in industry	High	30.0	Low	1.0	Avg.	11.3
Years in position	High	22.0	Low	1.0	Avg.	5.5
Salary (\$000s/yr)	High	150.0	Low	44.6	Avg.	82.7
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	52.0	No	48.0		
Amount (\$000s/yr)	High	20.0	Low	2.0	Avg.	10.5
Perceived pay vs. peers (%)	More	0.0	Less	66.7	Same	33.3
Employer's gross US revenue (%)	<\$5M	28.0	\$50-\$100M	4.0		
	\$5-\$20M	20.0	>100M	32.0		
	\$20-\$50M	16.0				
Position satisfying? (%)	Thoroughly	24.0	Generally	60.0		
	OK Sometimes	8.0	No	8.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	70.8	24 months	29.2		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.7	Good	29.2		
	Fair	25.0	Poor	29.2		
How current job was acquired (%)	Promoted	28.0	Exec Search	4.0		
	Hired by Company	4.0	Own Initiative	56.0		
Benefits received (%)	Signing Bonus	0.0	Retirement	47.4		
	Car	0.0	Medical	73.7		
	Dental	52.6	Stock	31.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	2.8		
	Benefits	4.2	Loyalty to Staff	4.8		
	Advancement	4.3	Environ./Soc. Resp.	6.9		
	Training	6.2	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.5		
	Benefits	2.4	Loyalty to Staff	2.7		
	Advancement	2.6	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	40.0	No	32.0		
New job motivation (%)	Salary/Benefits	23.1	Advancement	7.7		
	Different Part of Ind	0.0	Need a Change	15.4		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	38.5	Other	15.4		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.2	Existing Contacts	2.9		
	Job Ads	2.1	Contact Companies	3.7		
	Post Resume	3.0				
Company fosters culture of transparency? (%)	Disagree Strongly	16.0	Agree Somewhat	24.0		
	Disagree Somewhat	32.0	Agree Strongly	20.0		
	Neutral	8.0				
Company's core purpose inspires? (%)	Disagree Strongly	4.4	Agree Somewhat	47.8		
	Disagree Somewhat	13.0	Agree Strongly	21.7		
	Neutral	13.0				

VP GROUP SUPERVISOR \$165,400 ▲10.3%

Number of respondents						29
Employer	Percent	Market Sector		Percent		
Manufacturer	6.9	Rx Pharmaceuticals		89.7		
Agency	82.8	OTC Pharmaceuticals		20.7		
Media/Publisher - HCP	3.5	Biotechnology		31.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		34.5		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		13.8		
Service Supplier	0.0	Hospital Products/Equip.		10.3		
Other	6.9	Dental Products/Equip		3.5		
		Managed Care		10.3		
Age	High	53	Low	28	Avg.	40.4
Sex	Male	31.0	Female	69.0		
Years in industry	High	28.0	Low	7.0	Avg.	14.6
Years in position	High	16.0	Low	1.0	Avg.	3.3
Salary (\$000s/yr)	High	306.0	Low	101.0	Avg.	165.4
Commission received?	Yes	10.3	No	89.7		
Amount (\$000s/yr)	High	40.0	Low	5.0	Avg.	25.0
Bonus received?	Yes	62.1	No	37.9		
Amount (\$000s/yr)	High	100.0	Low	1.0	Avg.	22.7
Perceived pay vs. peers (%)	More	20.7	Less	48.3	Same	31.0
Employer's gross US revenue (%)	<\$5M	10.7	\$50-\$100M	17.9		
	\$5-\$20M	28.6	>100M	10.7		
	\$20-\$50M	32.1				
Position satisfying? (%)	Thoroughly	27.6	Generally	51.7		
	OK Sometimes	20.7	No	0.0		
Salary reviewed (%)	6 months	3.5	18 months	13.8		
	12 months	72.4	24 months	10.3		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	27.6	Good	37.9		
	Fair	20.7	Poor	13.8		
How current job was acquired (%)	Promoted	37.9	Exec Search	20.7		
	Hired by Company	17.2	Own Initiative	24.1		
Benefits received (%)	Signing Bonus	9.5	Retirement	52.4		
	Car	0.0	Medical	100.0		
	Dental	90.5	Stock	28.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	2.8		
	Benefits	4.4	Loyalty to Staff	4.6		
	Advancement	4.7	Environ./Soc. Resp.	7.0		
	Training	6.2	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.1		
	Benefits	2.3	Loyalty to Staff	2.0		
	Advancement	2.1	Environ./Soc. Resp.	2.3		
	Training	2.4	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	41.4	No	34.5		
New job motivation (%)	Salary/Benefits	46.2	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	7.7		
	Get out of Industry	15.4	Job Security	0.0		
	Environ./Culture	15.4	Other	15.4		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.5	Existing Contacts	1.9		
	Job Ads	3.5	Contact Companies	4.2		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	6.9	Agree Somewhat	62.1		
	Disagree Somewhat	13.8	Agree Strongly	10.3		
	Neutral	6.9				
Company's core purpose inspires? (%)	Disagree Strongly	3.5	Agree Somewhat	62.1		
	Disagree Somewhat	3.5	Agree Strongly	20.7		
	Neutral	10.3				

SECTION 4 JOB TITLES

GROUP SUPERVISOR \$119,200 ▲0.1%

Number of respondents						19
Employer	Percent	Market Sector		Percent		
Manufacturer	5.3	Rx Pharmaceuticals			84.2	
Agency	89.5	OTC Pharmaceuticals			21.1	
Media/Publisher - HCP	0.0	Biotechnology			42.1	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			15.8	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			0.0	
Service Supplier	5.3	Hospital Products/Equip.			5.3	
Other	0.0	Dental Products/Equip			0.0	
		Managed Care			15.8	
Age	High	56	Low	27	Avg.	39.4
Sex	Male	21.1	Female	79.0		
Years in industry	High	20.0	Low	3.0	Avg.	11.5
Years in position	High	20.0	Low	1.0	Avg.	4.3
Salary (\$000s/yr)	High	190.0	Low	40.0	Avg.	119.2
Commission received?	Yes	5.3	No	94.7		
Amount (\$000s/yr)	High	30.0	Low	30.0	Avg.	30.0
Bonus received?	Yes	79.0	No	21.1		
Amount (\$000s/yr)	High	15.0	Low	2.5	Avg.	7.8
Perceived pay vs. peers (%)	More	10.5	Less	63.2	Same	26.3
Employer's gross US revenue (%)	<\$5M	11.8	\$5-\$20M	41.2	\$20-\$50M	23.5
			>100M	5.9		
Position satisfying? (%)	Thoroughly	31.6	OK Sometimes	15.8	Generally	5.3
			No	5.3		
Salary reviewed (%)	6 months	5.3	12 months	73.7	18 months	5.3
			24 months	15.8		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.5	Fair	36.8	Good	31.6
			Poor	21.1		
How current job was acquired (%)	Promoted	31.6	Hired by Company	21.1	Exec Search	5.3
					Own Initiative	36.8
Benefits received (%)	Signing Bonus	12.5	Car	0.0	Retirement	75.0
			Dental	81.3	Medical	93.8
					Stock	25.0
Factors important to job (avg ranking, 1 = most important)	Salary	2.2	Benefits	4.5	Environ./Culture	2.6
			Advancement	4.4	Loyalty to Staff	4.2
			Training	6.7	Environ./Soc. Resp.	7.4
					Job Security	4.0
Employer rating (avg rating, 1 = best)	Salary	2.3	Benefits	2.2	Environ./Culture	2.2
			Advancement	2.7	Loyalty to Staff	2.4
			Training	2.7	Environ./Soc. Resp.	2.6
					Job Security	2.2
Plan to seek a new job this year? (%)	Yes	47.4	No	52.6		
New job motivation (%)	Salary/Benefits	27.3	Different Part of Ind	18.2	Advancement	0.0
			Get out of Industry	9.1	Need a Change	0.0
			Environ./Culture	18.2	Job Security	0.0
					Other	27.3
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Job Ads	3.5	Existing Contacts	1.5
			Post Resume	4.2	Contact Companies	3.4
Company fosters culture of transparency? (%)	Disagree Strongly	15.8	Disagree Somewhat	5.3	Agree Somewhat	52.6
			Neutral	5.3	Agree Strongly	21.1
Company's core purpose inspires? (%)	Disagree Strongly	5.3	Disagree Somewhat	10.5	Agree Somewhat	47.4
			Neutral	21.1	Agree Strongly	15.8

ACCOUNT SUPERVISOR \$96,800 ▲6.6%

Number of respondents						23
Employer	Percent	Market Sector		Percent		
Manufacturer	4.4	Rx Pharmaceuticals			95.7	
Agency	95.7	OTC Pharmaceuticals			4.4	
Media/Publisher - HCP	0.0	Biotechnology			30.4	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			34.8	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			8.7	
Service Supplier	0.0	Hospital Products/Equip.			13.0	
Other	0.0	Dental Products/Equip			4.4	
		Managed Care			8.7	
Age	High	57	Low	26	Avg.	32.8
Sex	Male	34.8	Female	65.2		
Years in industry	High	16.0	Low	3.0	Avg.	7.3
Years in position	High	15.0	Low	1.0	Avg.	3.4
Salary (\$000s/yr)	High	156.0	Low	58.5	Avg.	96.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	47.8	No	52.2		
Amount (\$000s/yr)	High	15.0	Low	1.5	Avg.	7.1
Perceived pay vs. peers (%)	More	30.4	Less	30.4	Same	39.1
Employer's gross US revenue (%)	<\$5M	4.4	\$5-\$20M	47.8	\$20-\$50M	21.7
			>100M	13.0		
Position satisfying? (%)	Thoroughly	13.0	OK Sometimes	26.1	Generally	52.2
			No	8.7		
Salary reviewed (%)	6 months	4.4	12 months	78.3	18 months	4.4
			24 months	13.0		
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	30.4	Fair	13.0	Good	43.5
			Poor	13.0		
How current job was acquired (%)	Promoted	30.4	Hired by Company	34.8	Exec Search	8.7
					Own Initiative	26.1
Benefits received (%)	Signing Bonus	0.0	Car	0.0	Retirement	41.2
			Dental	76.5	Medical	88.2
					Stock	23.5
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Benefits	5.2	Environ./Culture	2.3
			Advancement	3.6	Loyalty to Staff	4.7
			Training	6.1	Environ./Soc. Resp.	7.1
					Job Security	4.6
Employer rating (avg rating, 1 = best)	Salary	2.2	Benefits	2.7	Environ./Culture	2.3
			Advancement	2.6	Loyalty to Staff	2.3
			Training	3.2	Environ./Soc. Resp.	2.5
					Job Security	2.3
Plan to seek a new job this year? (%)	Yes	43.5	No	56.5		
New job motivation (%)	Salary/Benefits	46.2	Different Part of Ind	7.7	Advancement	7.7
			Get out of Industry	7.7	Need a Change	7.7
			Environ./Culture	15.4	Job Security	7.7
					Other	0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.0	Job Ads	2.9	Existing Contacts	2.2
			Post Resume	4.3	Contact Companies	3.6
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Disagree Somewhat	17.4	Agree Somewhat	47.8
			Neutral	26.1	Agree Strongly	8.7
Company's core purpose inspires? (%)	Disagree Strongly	4.4	Disagree Somewhat	17.4	Agree Somewhat	39.1
			Neutral	21.7	Agree Strongly	17.4

SECTION 4 JOB TITLES

ACCOUNT MANAGER \$73,300 ▼41.7%

Number of respondents						13
Employer	Percent	Market Sector		Percent		
Manufacturer	15.4	Rx Pharmaceuticals	38.5			
Agency	38.5	OTC Pharmaceuticals	0.0			
Media/Publisher - HCP	15.4	Biotechnology	7.7			
Media/Publisher - Consumer	0.0	Medical Devices/Equip	23.1			
Media/Publisher - HCP & Consmr.	7.7	Diagnostic Device/Equip	0.0			
Service Supplier	15.4	Hospital Products/Equip.	0.0			
Other	7.7	Dental Products/Equip	0.0			
		Managed Care	0.0			
Age	High	61	Low	23	Avg.	43.5
Sex	Male	38.5	Female	61.5		
Years in industry	High	30.0	Low	1.0	Avg.	13.7
Years in position	High	27.0	Low	1.0	Avg.	8.1
Salary (\$000s/yr)	High	186.0	Low	25.0	Avg.	73.3
Commission received?	Yes	30.8	No	69.2		
Amount (\$000s/yr)	High	40.0	Low	20.0	Avg.	33.0
Bonus received?	Yes	38.5	No	61.5		
Amount (\$000s/yr)	High	38.0	Low	1.0	Avg.	16.5
Perceived pay vs. peers (%)	More	0.0	Less	46.2	Same	53.9
Employer's gross US revenue (%)	<\$5M	23.1	\$5-\$20M	46.2	>100M	30.8
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	30.8	Generally	53.9		
	OK Sometimes	15.4	No	0.0		
Salary reviewed (%)	6 months	7.7	12 months	76.9	18 months	15.4
	24 months					
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	30.8	Good	38.5		
	Fair	7.7	Poor	23.1		
How current job was acquired (%)	Promoted	30.8	Hired by Company	7.7		
	Exec Search	0.0	Own Initiative	53.9		
Benefits received (%)	Signing Bonus	0.0	Car	22.2	Medical	100.0
	Dental	88.9	Retirement	44.4		
	Stock	44.4				
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Benefits	3.6	Advancement	4.4
	Environ./Culture	3.1	Loyalty to Staff	4.7	Environ./Soc. Resp.	7.3
	Training	6.1	Job Security	4.4		
Employer rating (avg rating, 1 = best)	Salary	2.3	Benefits	2.2	Advancement	2.4
	Environ./Culture	1.9	Loyalty to Staff	1.8	Environ./Soc. Resp.	2.0
	Training	2.4	Job Security	1.9		
Plan to seek a new job this year? (%)	Yes	7.7	No	53.9		
New job motivation (%)	Salary/Benefits	60.0	Different Part of Ind	0.0	Get out of Industry	0.0
	Environ./Culture	20.0	Need a Change	0.0		
	Job Security	0.0				
	Other	0.0				
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Job Ads	1.9	Post Resume	3.3
	Existing Contacts	3.0	Contact Companies	4.6		
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Disagree Somewhat	0.0	Neutral	30.8
	Agree Somewhat	23.1	Agree Strongly	46.2		
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Disagree Somewhat	0.0	Neutral	15.4
	Agree Somewhat	38.5	Agree Strongly	46.2		

PROJECT MANAGER \$93,000 ▲9.9%

Number of respondents						29
Employer	Percent	Market Sector		Percent		
Manufacturer	37.9	Rx Pharmaceuticals	72.4			
Agency	27.6	OTC Pharmaceuticals	17.2			
Media/Publisher - HCP	0.0	Biotechnology	24.1			
Media/Publisher - Consumer	0.0	Medical Devices/Equip	27.6			
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip	3.5			
Service Supplier	17.2	Hospital Products/Equip.	3.5			
Other	17.2	Dental Products/Equip	0.0			
		Managed Care	6.9			
Age	High	59	Low	24	Avg.	39.1
Sex	Male	44.8	Female	55.2		
Years in industry	High	35.0	Low	2.0	Avg.	11.1
Years in position	High	16.0	Low	1.0	Avg.	4.5
Salary (\$000s/yr)	High	202.0	Low	40.0	Avg.	93.0
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	58.6	No	41.4		
Amount (\$000s/yr)	High	120.0	Low	1.0	Avg.	19.1
Perceived pay vs. peers (%)	More	20.7	Less	41.4	Same	37.9
Employer's gross US revenue (%)	<\$5M	10.3	\$5-\$20M	20.7	>100M	37.9
	\$20-\$50M	17.2				
Position satisfying? (%)	Thoroughly	34.5	Generally	37.9		
	OK Sometimes	27.6	No	0.0		
Salary reviewed (%)	6 months	10.3	12 months	86.2	18 months	3.5
	24 months	0.0				
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	6.9	Good	31.0		
	Fair	37.9	Poor	24.1		
How current job was acquired (%)	Promoted	37.9	Hired by Company	10.3		
	Exec Search	13.8	Own Initiative	34.5		
Benefits received (%)	Signing Bonus	13.0	Car	0.0	Medical	73.9
	Dental	69.6	Retirement	52.2		
	Stock	52.2				
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Benefits	4.5	Advancement	3.8
	Environ./Culture	2.7	Loyalty to Staff	4.4	Environ./Soc. Resp.	7.4
	Training	6.1	Job Security	4.5		
Employer rating (avg rating, 1 = best)	Salary	2.3	Benefits	2.2	Advancement	2.8
	Environ./Culture	2.4	Loyalty to Staff	2.4	Environ./Soc. Resp.	2.4
	Training	2.9	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	48.3	No	31.0		
New job motivation (%)	Salary/Benefits	42.9	Different Part of Ind	0.0	Get out of Industry	7.1
	Environ./Culture	14.3	Need a Change	14.3		
	Job Security	7.1				
	Other	7.1				
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Job Ads	3.1	Post Resume	3.6
	Existing Contacts	2.3	Contact Companies	3.6		
Company fosters culture of transparency? (%)	Disagree Strongly	6.9	Disagree Somewhat	27.6	Neutral	17.2
	Agree Somewhat	41.4	Agree Strongly	6.9		
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Disagree Somewhat	27.6	Neutral	20.7
	Agree Somewhat	20.7	Agree Strongly	31.0		

SECTION 4 JOB TITLES

SENIOR ACCOUNT EXECUTIVE \$82,800 ▼15.6%

Number of respondents						20
Employer	Percent	Market Sector		Percent		
Manufacturer	15.0	Rx Pharmaceuticals		65.0		
Agency	50.0	OTC Pharmaceuticals		10.0		
Media/Publisher - HCP	5.0	Biotechnology		15.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		15.0		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		0.0		
Service Supplier	15.0	Hospital Products/Equip.		0.0		
Other	15.0	Dental Products/Equip		0.0		
		Managed Care		5.0		
Age	High	61	Low	24	Avg.	40.6
Sex	Male	35.0	Female	65.0		
Years in industry	High	34.0	Low	1.0	Avg.	13.1
Years in position	High	21.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	179.4	Low	40.0	Avg.	82.8
Commission received?	Yes	25.0	No	75.0		
Amount (\$000s/yr)	High	100.0	Low	5.0	Avg.	38.2
Bonus received?	Yes	55.0	No	45.0		
Amount (\$000s/yr)	High	45.0	Low	2.0	Avg.	14.7
Perceived pay vs. peers (%)	More	5.0	Less	60.0	Same	35.0
Employer's gross US revenue (%)	<\$5M	5.0	\$50-\$100M	0.0		
	\$5-\$20M	45.0	>100M	25.0		
	\$20-\$50M	25.0				
Position satisfying? (%)	Thoroughly	15.0	Generally	60.0		
	OK Sometimes	15.0	No	10.0		
Salary reviewed (%)	6 months	10.0	18 months	5.0		
	12 months	65.0	24 months	20.0		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.0	Good	40.0		
	Fair	25.0	Poor	20.0		
How current job was acquired (%)	Promoted	20.0	Exec Search	20.0		
	Hired by Company	10.0	Own Initiative	45.0		
Benefits received (%)	Signing Bonus	0.0	Retirement	50.0		
	Car	11.1	Medical	100.0		
	Dental	94.4	Stock	22.2		
Factors important to job (avg ranking, 1 = most important)	Salary	3.0	Environ./Culture	3.0		
	Benefits	4.6	Loyalty to Staff	5.3		
	Advancement	3.6	Environ./Soc. Resp.	7.1		
	Training	6.3	Job Security	3.3		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.1		
	Benefits	2.3	Loyalty to Staff	2.3		
	Advancement	2.5	Environ./Soc. Resp.	2.2		
	Training	2.9	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	35.0	No	20.0		
New job motivation (%)	Salary/Benefits	50.0	Advancement	0.0		
	Different Part of Ind	12.5	Need a Change	0.0		
	Get out of Industry	12.5	Job Security	0.0		
	Environ./Culture	25.0	Other	0.0		
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				
Company fosters culture of transparency? (%)	Disagree Strongly	5.0	Agree Somewhat	35.0		
	Disagree Somewhat	20.0	Agree Strongly	10.0		
	Neutral	30.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	45.0		
	Disagree Somewhat	10.0	Agree Strongly	20.0		
	Neutral	25.0				

ACCOUNT EXECUTIVE \$66,000 ▲23.1%

Number of respondents						27
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		66.7		
Agency	74.1	OTC Pharmaceuticals		18.5		
Media/Publisher - HCP	0.0	Biotechnology		25.9		
Media/Publisher - Consumer	3.7	Medical Devices/Equip		22.2		
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip		14.8		
Service Supplier	11.1	Hospital Products/Equip.		11.1		
Other	7.4	Dental Products/Equip		3.7		
		Managed Care		22.2		
Age	High	68	Low	24	Avg.	33.5
Sex	Male	40.7	Female	59.3		
Years in industry	High	20.0	Low	1.0	Avg.	4.4
Years in position	High	14.0	Low	1.0	Avg.	2.7
Salary (\$000s/yr)	High	400.0	Low	24.0	Avg.	66.0
Commission received?	Yes	18.5	No	81.5		
Amount (\$000s/yr)	High	50.0	Low	12.0	Avg.	32.4
Bonus received?	Yes	40.7	No	59.3		
Amount (\$000s/yr)	High	10.0	Low	0.3	Avg.	2.7
Perceived pay vs. peers (%)	More	11.1	Less	66.7	Same	22.2
Employer's gross US revenue (%)	<\$5M	14.8	\$50-\$100M	3.7		
	\$5-\$20M	44.4	>100M	14.8		
	\$20-\$50M	22.2				
Position satisfying? (%)	Thoroughly	25.9	Generally	55.6		
	OK Sometimes	18.5	No	0.0		
Salary reviewed (%)	6 months	19.2	18 months	11.5		
	12 months	61.5	24 months	7.7		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.4	Good	42.3		
	Fair	30.8	Poor	11.5		
How current job was acquired (%)	Promoted	29.6	Exec Search	3.7		
	Hired by Company	18.5	Own Initiative	44.4		
Benefits received (%)	Signing Bonus	5.6	Retirement	61.1		
	Car	5.6	Medical	77.8		
	Dental	77.8	Stock	11.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.2	Environ./Culture	3.2		
	Benefits	4.6	Loyalty to Staff	4.9		
	Advancement	3.7	Environ./Soc. Resp.	7.1		
	Training	5.5	Job Security	4.7		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	1.9		
	Benefits	2.0	Loyalty to Staff	2.1		
	Advancement	2.4	Environ./Soc. Resp.	2.4		
	Training	2.4	Job Security	1.9		
Plan to seek a new job this year? (%)	Yes	29.6	No	29.6		
New job motivation (%)	Salary/Benefits	78.6	Advancement	0.0		
	Different Part of Ind	7.1	Need a Change	0.0		
	Get out of Industry	7.1	Job Security	0.0		
	Environ./Culture	7.1	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.0	Existing Contacts	2.6		
	Job Ads	2.6	Contact Companies	3.4		
	Post Resume	3.4				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	44.4		
	Disagree Somewhat	22.2	Agree Strongly	22.2		
	Neutral	11.1				
Company's core purpose inspires? (%)	Disagree Strongly	3.7	Agree Somewhat	51.9		
	Disagree Somewhat	3.7	Agree Strongly	18.5		
	Neutral	22.2				

SECTION 4 JOB TITLES

MANAGEMENT SUPERVISOR \$122,900 ▼6.3%

Number of respondents						7
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		57.1		
Agency	42.9	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	14.3	Hospital Products/Equip.		0.0		
Other	42.9	Dental Products/Equip		0.0		
		Managed Care		14.3		
Age	High	63	Low	30	Avg.	46.0
Sex	Male	57.1	Female	42.9		
Years in industry	High	35.0	Low	15.0	Avg.	23.3
Years in position	High	23.0	Low	1.0	Avg.	8.1
Salary (\$000s/yr)	High	200.0	Low	32.0	Avg.	122.9
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	71.4	No	28.6		
Amount (\$000s/yr)	High	13.0	Low	0.5	Avg.	7.6
Perceived pay vs. peers (%)	More	0.0	Less	42.9	Same	57.1
Employer's gross US revenue (%)	<\$5M	28.6	\$50-\$100M	14.3		
	\$5-\$20M	0.0	>100M	42.9		
	\$20-\$50M	14.3				
Position satisfying? (%)	Thoroughly	0.0	Generally	85.7		
	OK Sometimes	14.3	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	14.3		
	12 months	57.1	24 months	28.6		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	14.3	Good	28.6		
	Fair	57.1	Poor	0.0		
How current job was acquired (%)	Promoted	57.1	Exec Search	0.0		
	Hired by Company	14.3	Own Initiative	14.3		
Benefits received (%)	Signing Bonus	0.0	Retirement	66.7		
	Car	0.0	Medical	83.3		
	Dental	83.3	Stock	16.7		
Factors important to job (avg ranking, 1 = most important)	Salary	1.9	Environ./Culture	3.0		
	Benefits	3.4	Loyalty to Staff	5.1		
	Advancement	4.6	Environ./Soc. Resp.	7.6		
	Training	7.4	Job Security	3.0		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.4		
	Benefits	2.4	Loyalty to Staff	2.3		
	Advancement	2.7	Environ./Soc. Resp.	3.0		
	Training	3.1	Job Security	1.9		
Plan to seek a new job this year? (%)	Yes	71.4	No	28.6		
New job motivation (%)	Salary/Benefits	60.0	Advancement	0.0		
	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		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.6	Existing Contacts	2.1		
	Job Ads	3.3	Contact Companies	3.4		
	Post Resume	3.6				
Company fosters culture of transparency? (%)	Disagree Strongly	14.3	Agree Somewhat	57.1		
	Disagree Somewhat	0.0	Agree Strongly	14.3		
	Neutral	14.3				
Company's core purpose inspires? (%)	Disagree Strongly	14.3	Agree Somewhat	71.4		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	14.3				

MEDIA DIRECTOR \$99,200 ▼15.5%

Number of respondents						8
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		75.0		
Agency	87.5	OTC Pharmaceuticals		25.0		
Media/Publisher - HCP	0.0	Biotechnology		37.5		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		25.0		
Media/Publisher - HCP & Consmr.	12.5	Diagnostic Device/Equip		12.5		
Service Supplier	0.0	Hospital Products/Equip.		0.0		
Other	0.0	Dental Products/Equip		0.0		
		Managed Care		12.5		
Age	High	59	Low	32	Avg.	45.4
Sex	Male	25.0	Female	75.0		
Years in industry	High	37.0	Low	4.0	Avg.	21.0
Years in position	High	36.0	Low	1.0	Avg.	8.9
Salary (\$000s/yr)	High	154.0	Low	40.0	Avg.	99.2
Commission received?	Yes	12.5	No	87.5		
Amount (\$000s/yr)	High	7.5	Low	7.5	Avg.	7.5
Bonus received?	Yes	75.0	No	25.0		
Amount (\$000s/yr)	High	30.0	Low	1.5	Avg.	10.5
Perceived pay vs. peers (%)	More	12.5	Less	50.0	Same	37.5
Employer's gross US revenue (%)	<\$5M	25.0	\$50-\$100M	12.5		
	\$5-\$20M	12.5	>100M	12.5		
	\$20-\$50M	37.5				
Position satisfying? (%)	Thoroughly	37.5	Generally	62.5		
	OK Sometimes	0.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	87.5	24 months	12.5		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.5	Good	50.0		
	Fair	37.5	Poor	0.0		
How current job was acquired (%)	Promoted	25.0	Exec Search	12.5		
	Hired by Company	25.0	Own Initiative	37.5		
Benefits received (%)	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	100.0		
	Dental	83.3	Stock	16.7		
Factors important to job (avg ranking, 1 = most important)	Salary	3.4	Environ./Culture	2.5		
	Benefits	3.4	Loyalty to Staff	4.3		
	Advancement	6.0	Environ./Soc. Resp.	7.1		
	Training	6.0	Job Security	3.4		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.0		
	Benefits	1.6	Loyalty to Staff	2.0		
	Advancement	2.3	Environ./Soc. Resp.	2.1		
	Training	2.1	Job Security	1.5		
Plan to seek a new job this year? (%)	Yes	25.0	No	25.0		
New job motivation (%)	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		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	3.0		
	Job Ads	2.2	Contact Companies	3.8		
	Post Resume	3.8				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	50.0		
	Disagree Somewhat	0.0	Agree Strongly	12.5		
	Neutral	37.5				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	25.0		
	Disagree Somewhat	0.0	Agree Strongly	50.0		
	Neutral	25.0				

SECTION 4 JOB TITLES

MEDIA BUYER/PLANNER \$55,700 ▼0.5%

Number of respondents						8
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals		75.0		
Agency	87.5	OTC Pharmaceuticals		50.0		
Media/Publisher - HCP	0.0	Biotechnology		25.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		25.0		
Media/Publisher - HCP & Consmr.	12.5	Diagnostic Device/Equip		12.5		
Service Supplier	0.0	Hospital Products/Equip.		25.0		
Other	0.0	Dental Products/Equip		0.0		
		Managed Care		25.0		
Age	High	47	Low	25	Avg.	31.9
Sex	Male	25.0	Female	75.0		
Years in industry	High	10.0	Low	2.0	Avg.	6.3
Years in position	High	6.0	Low	1.0	Avg.	3.5
Salary (\$000s/yr)	High	75.0	Low	45.0	Avg.	55.7
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	87.5	No	12.5		
Amount (\$000s/yr)	High	5.0	Low	1.0	Avg.	2.4
Perceived pay vs. peers (%)	More	0.0	Less	87.5	Same	12.5
Employer's gross US revenue (%)	<\$5M	12.5	\$50-\$100M	0.0		
	\$5-\$20M	37.5	>100M	12.5		
	\$20-\$50M	37.5				
Position satisfying? (%)	Thoroughly	12.5	Generally	75.0		
	OK Sometimes	12.5	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	100.0	24 months	0.0		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.5	Good	25.0		
	Fair	62.5	Poor	0.0		
How current job was acquired (%)	Promoted	37.5	Exec Search	0.0		
	Hired by Company	25.0	Own Initiative	25.0		
Benefits received (%)	Signing Bonus	0.0	Retirement	100.0		
	Car	0.0	Medical	100.0		
	Dental	60.0	Stock	20.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.3		
	Benefits	3.6	Loyalty to Staff	4.5		
	Advancement	4.0	Environ./Soc. Resp.	7.8		
	Training	6.5	Job Security	4.1		
Employer rating (avg rating, 1 = best)	Salary	2.8	Environ./Culture	2.3		
	Benefits	2.0	Loyalty to Staff	2.3		
	Advancement	2.7	Environ./Soc. Resp.	2.3		
	Training	2.7	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	25.0	No	25.0		
New job motivation (%)	Salary/Benefits	25.0	Advancement	25.0		
	Different Part of Ind	0.0	Need a Change	25.0		
	Get out of Industry	25.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	2.2		
	Job Ads	2.5	Contact Companies	3.8		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	37.5		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	62.5				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	14.3		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	85.7				

DIR., CME/MEDICAL EDUCATION \$111,700 ▼6.7%

Number of respondents						10
Employer	Percent	Market Sector		Percent		
Manufacturer	50.0	Rx Pharmaceuticals		70.0		
Agency	10.0	OTC Pharmaceuticals		30.0		
Media/Publisher - HCP	0.0	Biotechnology		30.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		20.0		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		10.0		
Service Supplier	0.0	Hospital Products/Equip.		0.0		
Other	40.0	Dental Products/Equip		0.0		
		Managed Care		10.0		
Age	High	70	Low	36	Avg.	49.1
Sex	Male	30.0	Female	70.0		
Years in industry	High	44.0	Low	11.0	Avg.	22.6
Years in position	High	13.0	Low	1.0	Avg.	5.0
Salary (\$000s/yr)	High	180.0	Low	55.0	Avg.	111.7
Commission received?	Yes	20.0	No	80.0		
Amount (\$000s/yr)	High	25.0	Low	3.0	Avg.	14.0
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	50.0	Low	5.0	Avg.	29.7
Perceived pay vs. peers (%)	More	10.0	Less	70.0	Same	20.0
Employer's gross US revenue (%)	<\$5M	33.3	\$50-\$100M	11.1		
	\$5-\$20M	11.1	>100M	44.4		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	30.0	Generally	70.0		
	OK Sometimes	0.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	80.0	24 months	20.0		
Advancement prospects (%)	Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	10.0		
	Fair	60.0	Poor	30.0		
How current job was acquired (%)	Promoted	30.0	Exec Search	30.0		
	Hired by Company	10.0	Own Initiative	30.0		
Benefits received (%)	Signing Bonus	25.0	Retirement	62.5		
	Car	0.0	Medical	87.5		
	Dental	87.5	Stock	25.0		
Factors important to job (avg ranking, 1 = most important)	Salary	1.9	Environ./Culture	3.8		
	Benefits	3.4	Loyalty to Staff	5.3		
	Advancement	4.4	Environ./Soc. Resp.	7.5		
	Training	5.5	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.5		
	Benefits	2.1	Loyalty to Staff	2.7		
	Advancement	3.2	Environ./Soc. Resp.	2.5		
	Training	2.4	Job Security	2.6		
Plan to seek a new job this year? (%)	Yes	20.0	No	30.0		
New job motivation (%)	Salary/Benefits	50.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	50.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.0	Existing Contacts	1.7		
	Job Ads	3.3	Contact Companies	4.5		
	Post Resume	3.5				
Company fosters culture of transparency? (%)	Disagree Strongly	10.0	Agree Somewhat	30.0		
	Disagree Somewhat	20.0	Agree Strongly	10.0		
	Neutral	30.0				
Company's core purpose inspires? (%)	Disagree Strongly	10.0	Agree Somewhat	70.0		
	Disagree Somewhat	0.0	Agree Strongly	10.0		
	Neutral	10.0				

SECTION 4 JOB TITLES

MEDICAL DIRECTOR \$170,300 ▼6.2%

Number of respondents						17
Employer	Percent	Market Sector		Percent		
Manufacturer	47.1	Rx Pharmaceuticals		82.4		
Agency	17.7	OTC Pharmaceuticals		0.0		
Media/Publisher - HCP	11.8	Biotechnology		17.7		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		11.8		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		5.9		
Service Supplier	5.9	Hospital Products/Equip.		0.0		
Other	17.7	Dental Products/Equip		0.0		
		Managed Care		0.0		
Age	High	75	Low	26	Avg.	50.2
Sex	Male	64.7	Female	35.3		
Years in industry	High	40.0	Low	3.0	Avg.	19.8
Years in position	High	10.0	Low	1.0	Avg.	3.9
Salary (\$000s/yr)	High	350.0	Low	25.0	Avg.	170.3
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	70.6	No	29.4		
Amount (\$000s/yr)	High	250.0	Low	1.0	Avg.	44.2
Perceived pay vs. peers (%)	More	0.0	Less	64.7	Same	35.3
Employer's gross US revenue (%)	<\$5M	17.7	\$50-\$100M	5.9		
	\$5-\$20M	23.5	>100M	41.2		
	\$20-\$50M	11.8				
Position satisfying? (%)	Thoroughly	47.1	Generally	35.3		
	OK Sometimes	11.8	No	5.9		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	88.2	24 months	11.8		
Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	29.4		
	Fair	29.4	Poor	41.2		
How current job was acquired (%)	Promoted	23.5	Exec Search	29.4		
	Hired by Company	23.5	Own Initiative	17.7		
Benefits received (%)	Signing Bonus	6.7	Retirement	40.0		
	Car	6.7	Medical	93.3		
	Dental	73.3	Stock	53.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	2.5		
	Benefits	4.1	Loyalty to Staff	4.5		
	Advancement	4.9	Environ./Soc. Resp.	6.6		
	Training	6.4	Job Security	4.4		
Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture	2.1		
	Benefits	2.6	Loyalty to Staff	2.6		
	Advancement	2.8	Environ./Soc. Resp.	2.0		
	Training	2.8	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	35.3	No	35.3		
New job motivation (%)	Salary/Benefits	37.5	Advancement	25.0		
	Different Part of Ind	12.5	Need a Change	0.0		
	Get out of Industry	12.5	Job Security	12.5		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.0	Existing Contacts	2.0		
	Job Ads	2.8	Contact Companies	3.9		
	Post Resume	4.3				
Company fosters culture of transparency? (%)	Disagree Strongly	5.9	Agree Somewhat	35.3		
	Disagree Somewhat	35.3	Agree Strongly	23.5		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	5.9	Agree Somewhat	23.5		
	Disagree Somewhat	11.8	Agree Strongly	47.1		
	Neutral	11.8				

RESEARCH DIRECTOR \$166,600 ▲15.4%

Number of respondents						20
Employer	Percent	Market Sector		Percent		
Manufacturer	45.0	Rx Pharmaceuticals		70.0		
Agency	10.0	OTC Pharmaceuticals		15.0		
Media/Publisher - HCP	5.0	Biotechnology		30.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		20.0		
Media/Publisher - HCP & Consmr.	5.0	Diagnostic Device/Equip		15.0		
Service Supplier	20.0	Hospital Products/Equip.		15.0		
Other	15.0	Dental Products/Equip		0.0		
		Managed Care		10.0		
Age	High	67	Low	34	Avg.	51.6
Sex	Male	75.0	Female	25.0		
Years in industry	High	34.0	Low	8.0	Avg.	20.3
Years in position	High	13.0	Low	1.0	Avg.	5.9
Salary (\$000s/yr)	High	280.0	Low	63.0	Avg.	166.6
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	85.0	No	15.0		
Amount (\$000s/yr)	High	76.1	Low	1.5	Avg.	31.4
Perceived pay vs. peers (%)	More	10.0	Less	35.0	Same	55.0
Employer's gross US revenue (%)	<\$5M	15.0	\$50-\$100M	15.0		
	\$5-\$20M	0.0	>100M	60.0		
	\$20-\$50M	10.0				
Position satisfying? (%)	Thoroughly	30.0	Generally	60.0		
	OK Sometimes	5.0	No	5.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	85.0	24 months	15.0		
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	30.0		
	Fair	35.0	Poor	35.0		
How current job was acquired (%)	Promoted	30.0	Exec Search	20.0		
	Hired by Company	10.0	Own Initiative	40.0		
Benefits received (%)	Signing Bonus	18.8	Retirement	68.8		
	Car	6.3	Medical	81.3		
	Dental	62.5	Stock	37.5		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	2.4		
	Benefits	4.3	Loyalty to Staff	4.1		
	Advancement	4.6	Environ./Soc. Resp.	7.2		
	Training	6.7	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.6		
	Benefits	2.2	Loyalty to Staff	2.6		
	Advancement	3.0	Environ./Soc. Resp.	2.4		
	Training	2.6	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	30.0	No	50.0		
New job motivation (%)	Salary/Benefits	28.6	Advancement	14.3		
	Different Part of Ind	14.3	Need a Change	28.6		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	14.3	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.9	Existing Contacts	1.9		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	4.4				
Company fosters culture of transparency? (%)	Disagree Strongly	20.0	Agree Somewhat	35.0		
	Disagree Somewhat	20.0	Agree Strongly	20.0		
	Neutral	5.0				
Company's core purpose inspires? (%)	Disagree Strongly	10.0	Agree Somewhat	35.0		
	Disagree Somewhat	15.0	Agree Strongly	35.0		
	Neutral	5.0				

SECTION 4 JOB TITLES

RESEARCH MANAGER **\$111,800** ▼2.4%

Number of respondents						15
Employer	Percent	Market Sector		Percent		
Manufacturer	86.7	Rx Pharmaceuticals		53.3		
Agency	0.0	OTC Pharmaceuticals		33.3		
Media/Publisher - HCP	0.0	Biotechnology		40.0		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		26.7		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		13.3		
Service Supplier	6.7	Hospital Products/Equip.		20.0		
Other	6.7	Dental Products/Equip		6.7		
		Managed Care		6.7		
Age	High	57	Low	29	Avg.	42.5
Sex	Male	66.7	Female	33.3		
Years in industry	High	33.0	Low	5.0	Avg.	14.0
Years in position	High	15.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	155.0	Low	65.0	Avg.	111.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	93.3	No	6.7		
Amount (\$000s/yr)	High	25.0	Low	1.0	Avg.	12.6
Perceived pay vs. peers (%)	More	0.0	Less	40.0	Same	60.0
Employer's gross US revenue (%)	<\$5M	6.7	\$50-\$100M	20.0		
	\$5-\$20M	6.7	>100M	66.7		
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	50.0	Generally	35.7		
	OK Sometimes	7.1	No	7.1		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	93.3	24 months	6.7		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.3	Good	20.0		
	Fair	46.7	Poor	20.0		
How current job was acquired (%)	Promoted	40.0	Exec Search	6.7		
	Hired by Company	6.7	Own Initiative	46.7		
Benefits received (%)	Signing Bonus	16.7	Retirement	91.7		
	Car	0.0	Medical	91.7		
	Dental	91.7	Stock	41.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.2	Environ./Culture	3.5		
	Benefits	3.7	Loyalty to Staff	4.5		
	Advancement	3.7	Environ./Soc. Resp.	7.3		
	Training	6.2	Job Security	4.8		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.1	Loyalty to Staff	2.4		
	Advancement	2.7	Environ./Soc. Resp.	1.8		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	33.3	No	33.3		
New job motivation (%)	Salary/Benefits	33.3	Advancement	33.3		
	Different Part of Ind	11.1	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	11.1	Other	11.1		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.9		
	Job Ads	1.9	Contact Companies	4.3		
	Post Resume	3.5				
Company fosters culture of transparency? (%)	Disagree Strongly	13.3	Agree Somewhat	26.7		
	Disagree Somewhat	0.0	Agree Strongly	33.3		
	Neutral	26.7				
Company's core purpose inspires? (%)	Disagree Strongly	13.3	Agree Somewhat	53.3		
	Disagree Somewhat	0.0	Agree Strongly	20.0		
	Neutral	13.3				

RESEARCH ANALYST **\$72,300** ▲9.2%

Number of respondents						7
Employer	Percent	Market Sector		Percent		
Manufacturer	14.3	Rx Pharmaceuticals		57.1		
Agency	0.0	OTC Pharmaceuticals		14.3		
Media/Publisher - HCP	0.0	Biotechnology		0.0		
Media/Publisher - Consumer	14.3	Medical Devices/Equip		0.0		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		0.0		
Service Supplier	14.3	Hospital Products/Equip.		14.3		
Other	57.1	Dental Products/Equip		0.0		
		Managed Care		14.3		
Age	High	56	Low	25	Avg.	43.3
Sex	Male	28.6	Female	71.4		
Years in industry	High	35.0	Low	1.0	Avg.	16.0
Years in position	High	19.0	Low	1.0	Avg.	3.7
Salary (\$000s/yr)	High	100.0	Low	54.0	Avg.	72.3
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	85.7	No	14.3		
Amount (\$000s/yr)	High	20.0	Low	0.5	Avg.	8.2
Perceived pay vs. peers (%)	More	0.0	Less	57.1	Same	42.9
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M	14.3		
	\$5-\$20M	14.3	>100M	42.9		
	\$20-\$50M	28.6				
Position satisfying? (%)	Thoroughly	42.9	Generally	42.9		
	OK Sometimes	14.3	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	0.0		
	12 months	100.0	24 months	0.0		
Advancement prospects (%)	Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	28.6	Good	28.6		
	Fair	28.6	Poor	14.3		
How current job was acquired (%)	Promoted	0.0	Exec Search	0.0		
	Hired by Company	28.6	Own Initiative	57.1		
Benefits received (%)	Signing Bonus	0.0	Retirement	50.0		
	Car	0.0	Medical	75.0		
	Dental	100.0	Stock	50.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.0	Environ./Culture	3.7		
	Benefits	3.3	Loyalty to Staff	5.6		
	Advancement	5.3	Environ./Soc. Resp.	6.9		
	Training	5.9	Job Security	3.4		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	1.9		
	Benefits	1.9	Loyalty to Staff	2.3		
	Advancement	2.6	Environ./Soc. Resp.	2.1		
	Training	2.3	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	0.0	No	71.4		
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	0.0		
	Environ./Culture	33.3	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.7	Existing Contacts	2.0		
	Job Ads	2.8	Contact Companies	3.3		
	Post Resume	4.2				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	28.6		
	Disagree Somewhat	0.0	Agree Strongly	57.1		
	Neutral	14.3				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	42.9		
	Disagree Somewhat	0.0	Agree Strongly	42.9		
	Neutral	14.3				

SECTION 4 JOB TITLES

VP CREATIVE DIRECTOR \$185,900 ▼1.8%

Number of respondents						16
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			100.0	
Agency	93.8	OTC Pharmaceuticals			25.0	
Media/Publisher - HCP	0.0	Biotechnology			50.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			37.5	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			6.3	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	6.3	Dental Products/Equip			0.0	
		Managed Care			6.3	
Age	High	54	Low	33	Avg.	45.0
Sex	Male	81.3	Female	18.8		
Years in industry	High	30.0	Low	5.0	Avg.	15.3
Years in position	High	20.0	Low	1.0	Avg.	4.3
Salary (\$000s/yr)	High	285.0	Low	120.0	Avg.	185.9
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	45.0	Low	3.0	Avg.	15.4
Perceived pay vs. peers (%)	More	18.8	Less	43.8	Same	37.5
Employer's gross US revenue (%)	<\$5M	12.5	\$50-\$100M	18.8		
	\$5-\$20M	31.3	>100M	18.8		
	\$20-\$50M	18.8				
Position satisfying? (%)	Thoroughly	12.5	Generally	50.0		
	OK Sometimes	18.8	No	18.8		
Salary reviewed (%)	6 months	6.3	18 months	12.5		
	12 months	56.3	24 months	25.0		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good	43.8		
	Fair	18.8	Poor	37.5		
How current job was acquired (%)	Promoted	31.3	Exec Search	0.0		
	Hired by Company	37.5	Own Initiative	31.3		
Benefits received (%)	Signing Bonus	7.1	Retirement	50.0		
	Car	0.0	Medical	92.9		
	Dental	71.4	Stock	35.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.3		
	Benefits	4.2	Loyalty to Staff	4.3		
	Advancement	4.9	Environ./Soc. Resp.	6.8		
	Training	7.1	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.3		
	Benefits	2.3	Loyalty to Staff	2.6		
	Advancement	2.9	Environ./Soc. Resp.	2.8		
	Training	2.7	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	50.0	No	25.0		
New job motivation (%)	Salary/Benefits	50.0	Advancement	12.5		
	Different Part of Ind	12.5	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	25.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1	Existing Contacts	1.4		
	Job Ads	3.3	Contact Companies	3.4		
	Post Resume	4.7				
Company fosters culture of transparency? (%)	Disagree Strongly	12.5	Agree Somewhat	37.5		
	Disagree Somewhat	12.5	Agree Strongly	6.3		
	Neutral	31.3				
Company's core purpose inspires? (%)	Disagree Strongly	12.5	Agree Somewhat	37.5		
	Disagree Somewhat	12.5	Agree Strongly	6.3		
	Neutral	31.3				

CREATIVE DIRECTOR \$138,600 ▼6.6%

Number of respondents						10
Employer	Percent	Market Sector		Percent		
Manufacturer	20.0	Rx Pharmaceuticals			60.0	
Agency	70.0	OTC Pharmaceuticals			20.0	
Media/Publisher - HCP	0.0	Biotechnology			20.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			70.0	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			30.0	
Service Supplier	0.0	Hospital Products/Equip.			20.0	
Other	10.0	Dental Products/Equip			30.0	
		Managed Care			10.0	
Age	High	78	Low	33	Avg.	49.1
Sex	Male	80.0	Female	20.0		
Years in industry	High	20.0	Low	3.0	Avg.	13.1
Years in position	High	7.0	Low	1.0	Avg.	4.1
Salary (\$000s/yr)	High	209.0	Low	28.0	Avg.	138.6
Commission received?	Yes	10.0	No	90.0		
Amount (\$000s/yr)	High	10.0	Low	10.0	Avg.	10.0
Bonus received?	Yes	70.0	No	30.0		
Amount (\$000s/yr)	High	25.0	Low	0.3	Avg.	9.4
Perceived pay vs. peers (%)	More	20.0	Less	50.0	Same	30.0
Employer's gross US revenue (%)	<\$5M	10.0	\$50-\$100M	10.0		
	\$5-\$20M	50.0	>100M	10.0		
	\$20-\$50M	20.0				
Position satisfying? (%)	Thoroughly	10.0	Generally	60.0		
	OK Sometimes	30.0	No	0.0		
Salary reviewed (%)	6 months	0.0	18 months	10.0		
	12 months	70.0	24 months	20.0		
Advancement prospects (%)	Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.0	Good	0.0		
	Fair	50.0	Poor	40.0		
How current job was acquired (%)	Promoted	10.0	Exec Search	0.0		
	Hired by Company	20.0	Own Initiative	60.0		
Benefits received (%)	Signing Bonus	66.7	Retirement	66.7		
	Car	0.0	Medical	66.7		
	Dental	66.7	Stock	33.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture	3.5		
	Benefits	3.9	Loyalty to Staff	4.6		
	Advancement	4.5	Environ./Soc. Resp.	7.5		
	Training	6.4	Job Security	3.5		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.5	Loyalty to Staff	2.4		
	Advancement	3.0	Environ./Soc. Resp.	2.8		
	Training	2.8	Job Security	2.6		
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	33.3	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	33.3		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.1	Existing Contacts	2.1		
	Job Ads	3.1	Contact Companies	3.6		
	Post Resume	3.1				
Company fosters culture of transparency? (%)	Disagree Strongly	30.0	Agree Somewhat	30.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	40.0				
Company's core purpose inspires? (%)	Disagree Strongly	20.0	Agree Somewhat	30.0		
	Disagree Somewhat	20.0	Agree Strongly	0.0		
	Neutral	30.0				

SECTION 4 JOB TITLES

ASSOC. CREATIVE DIRECTOR \$138,800 ▼7.4%

Number of respondents						14
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			92.9	
Agency	85.7	OTC Pharmaceuticals			14.3	
Media/Publisher - HCP	7.1	Biotechnology			28.6	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			28.6	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			21.4	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	7.1	Dental Products/Equip			0.0	
		Managed Care			21.4	
Age	High	68	Low	31	Avg.	43.3
Sex	Male	50.0	Female	50.0		
Years in industry	High	29.0	Low	1.0	Avg.	10.9
Years in position	High	10.0	Low	1.0	Avg.	3.4
Salary (\$000s/yr)	High	205.0	Low	77.0	Avg.	138.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	42.9	No	57.1		
Amount (\$000s/yr)	High	12.5	Low	2.0	Avg.	4.3
Perceived pay vs. peers (%)	More	14.3	Less	57.1	Same	28.6
Employer's gross US revenue (%)	<\$5M	7.1	\$50-\$100M			14.3
	\$5-\$20M	21.4	>100M			14.3
	\$20-\$50M	42.9				
Position satisfying? (%)	Thoroughly	7.1	Generally			78.6
	OK Sometimes	14.3	No			0.0
Salary reviewed (%)	6 months	0.0	18 months			14.3
	12 months	71.4	24 months			14.3
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	7.1	Good			35.7
	Fair	28.6	Poor			28.6
How current job was acquired (%)	Promoted	7.1	Exec Search			7.1
	Hired by Company	28.6	Own Initiative			57.1
Benefits received (%)	Signing Bonus	0.0	Retirement			58.3
	Car	0.0	Medical			91.7
	Dental	66.7	Stock			33.3
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture			3.1
	Benefits	4.4	Loyalty to Staff			4.8
	Advancement	3.5	Environ./Soc. Resp.			6.9
	Training	6.6	Job Security			4.3
Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture			2.6
	Benefits	2.2	Loyalty to Staff			2.4
	Advancement	2.8	Environ./Soc. Resp.			2.6
	Training	3.1	Job Security			2.4
Plan to seek a new job this year? (%)	Yes	42.9	No			28.6
New job motivation (%)	Salary/Benefits	14.3	Advancement			14.3
	Different Part of Ind	28.6	Need a Change			28.6
	Get out of Industry	0.0	Job Security			0.0
	Environ./Culture	14.3	Other			0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts			1.4
	Job Ads	3.4	Contact Companies			3.4
	Post Resume	4.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat			42.9
	Disagree Somewhat	21.4	Agree Strongly			7.1
	Neutral	28.6				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat			57.1
	Disagree Somewhat	7.1	Agree Strongly			7.1
	Neutral	28.6				

ART DIRECTOR \$67,900 ▼8.7%

Number of respondents						7
Employer	Percent	Market Sector		Percent		
Manufacturer	28.6	Rx Pharmaceuticals			57.1	
Agency	57.1	OTC Pharmaceuticals			14.3	
Media/Publisher - HCP	0.0	Biotechnology			0.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			28.6	
Media/Publisher - HCP & Consmr.	14.3	Diagnostic Device/Equip			0.0	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	0.0	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	55	Low	22	Avg.	38.7
Sex	Male	42.9	Female	57.1		
Years in industry	High	25.0	Low	1.0	Avg.	11.4
Years in position	High	25.0	Low	1.0	Avg.	8.6
Salary (\$000s/yr)	High	112.0	Low	25.0	Avg.	67.9
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	28.6	No	71.4		
Amount (\$000s/yr)	High	10.0	Low	0.5	Avg.	5.3
Perceived pay vs. peers (%)	More	0.0	Less	50.0	Same	50.0
Employer's gross US revenue (%)	<\$5M	14.3	\$50-\$100M			14.3
	\$5-\$20M	0.0	>100M			28.6
	\$20-\$50M	42.9				
Position satisfying? (%)	Thoroughly	42.9	Generally			28.6
	OK Sometimes	14.3	No			14.3
Salary reviewed (%)	6 months	0.0	18 months			0.0
	12 months	85.7	24 months			14.3
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good			28.6
	Fair	42.9	Poor			28.6
How current job was acquired (%)	Promoted	28.6	Exec Search			0.0
	Hired by Company	14.3	Own Initiative			57.1
Benefits received (%)	Signing Bonus	0.0	Retirement			80.0
	Car	0.0	Medical			40.0
	Dental	40.0	Stock			40.0
Factors important to job (avg ranking, 1 = most important)	Salary	3.7	Environ./Culture			4.1
	Benefits	4.9	Loyalty to Staff			3.3
	Advancement	4.0	Environ./Soc. Resp.			6.3
	Training	6.6	Job Security			3.1
Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture			2.0
	Benefits	2.4	Loyalty to Staff			2.4
	Advancement	2.7	Environ./Soc. Resp.			2.6
	Training	2.9	Job Security			3.0
Plan to seek a new job this year? (%)	Yes	57.1	No			42.9
New job motivation (%)	Salary/Benefits	75.0	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	25.0	Other			0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.1	Existing Contacts			2.6
	Job Ads	2.4	Contact Companies			3.0
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	14.3	Agree Somewhat			42.9
	Disagree Somewhat	14.3	Agree Strongly			28.6
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat			42.9
	Disagree Somewhat	14.3	Agree Strongly			28.6
	Neutral	14.3				

SECTION 4 JOB TITLES

ART SUPERVISOR \$119,000 ▲12.3%

Number of respondents						1
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			100.0	
Agency	100.0	OTC Pharmaceuticals			100.0	
Media/Publisher - HCP	0.0	Biotechnology			0.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			100.0	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			0.0	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	0.0	Dental Products/Equip			100.0	
		Managed Care			0.0	
Age	High	55	Low	55	Avg.	55.0
Sex	Male	0.0	Female	100.0		
Years in industry	High	22.0	Low	22.0	Avg.	22.0
Years in position	High	8.0	Low	8.0	Avg.	8.0
Salary (\$000s/yr)	High	119.0	Low	119.0	Avg.	119.0
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Perceived pay vs. peers (%)	More	0.0	Less	100.0	Same	0.0
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		0.0
	\$5-\$20M		100.0	>100M		0.0
	\$20-\$50M		0.0			
Position satisfying? (%)	Thoroughly		0.0	Generally		0.0
	OK Sometimes		0.0	No		100.0
Salary reviewed (%)	6 months		0.0	18 months		0.0
	12 months		0.0	24 months		100.0
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		0.0	Exec Search		100.0
	Hired by Company		0.0	Own Initiative		0.0
Benefits received (%)	Signing Bonus		0.0	Retirement		0.0
	Car		0.0	Medical		100.0
	Dental		100.0	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		3.0
	Advancement		7.0	Environ./Soc. Resp.		8.0
	Training		5.0	Job Security		4.0
Employer rating (avg rating, 1 = best)	Salary		3.0	Environ./Culture		4.0
	Benefits		3.0	Loyalty to Staff		4.0
	Advancement		4.0	Environ./Soc. Resp.		3.0
	Training		4.0	Job Security		4.0
Plan to seek a new job this year? (%)	Yes		0.0	No		0.0
New job motivation (%)	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		100.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		1.0	Existing Contacts		2.0
	Job Ads		5.0	Contact Companies		4.0
	Post Resume		3.0			
Company fosters culture of transparency? (%)	Disagree Strongly		100.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		100.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			

GROUP COPY SUPERVISOR \$128,800 ▲10.1%

Number of respondents						5
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			100.0	
Agency	80.0	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.	20.0	Diagnostic Device/Equip			0.0	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	0.0	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	56	Low	28	Avg.	42.8
Sex	Male	0.0	Female	100.0		
Years in industry	High	30.0	Low	9.0	Avg.	17.8
Years in position	High	10.0	Low	3.0	Avg.	5.4
Salary (\$000s/yr)	High	150.0	Low	86.0	Avg.	128.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	40.0	No	60.0		
Amount (\$000s/yr)	High	20.0	Low	3.0	Avg.	11.5
Perceived pay vs. peers (%)	More	0.0	Less	20.0	Same	80.0
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		0.0
	\$5-\$20M		40.0	>100M		0.0
	\$20-\$50M		60.0			
Position satisfying? (%)	Thoroughly		0.0	Generally		100.0
	OK Sometimes		0.0	No		0.0
Salary reviewed (%)	6 months		0.0	18 months		20.0
	12 months		80.0	24 months		0.0
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		20.0	Good		40.0
	Fair		20.0	Poor		20.0
How current job was acquired (%)	Promoted		40.0	Exec Search		20.0
	Hired by Company		20.0	Own Initiative		20.0
Benefits received (%)	Signing Bonus		33.3	Retirement		33.3
	Car		0.0	Medical		100.0
	Dental		100.0	Stock		0.0
Factors important to job (avg ranking, 1 = most important)	Salary		3.4	Environ./Culture		1.4
	Benefits		3.4	Loyalty to Staff		5.6
	Advancement		5.0	Environ./Soc. Resp.		6.6
	Training		6.0	Job Security		4.6
Employer rating (avg rating, 1 = best)	Salary		2.0	Environ./Culture		2.0
	Benefits		1.8	Loyalty to Staff		2.2
	Advancement		2.4	Environ./Soc. Resp.		2.2
	Training		2.6	Job Security		2.6
Plan to seek a new job this year? (%)	Yes		20.0	No		40.0
New job motivation (%)	Salary/Benefits		0.0	Advancement		100.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		1.7	Existing Contacts		2.3
	Job Ads		3.7	Contact Companies		3.0
	Post Resume		4.3			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		60.0
	Disagree Somewhat		0.0	Agree Strongly		20.0
	Neutral		20.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		40.0
	Disagree Somewhat		0.0	Agree Strongly		20.0
	Neutral		40.0			

SECTION 4 JOB TITLES

COPY SUPERVISOR \$103,100 ▲14.7%

Number of respondents						7
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals				100.0
Agency	100.0	OTC Pharmaceuticals				28.6
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				14.3
Service Supplier	0.0	Hospital Products/Equip.				0.0
Other	0.0	Dental Products/Equip				14.3
		Managed Care				0.0
Age	High	48	Low	26	Avg.	40.0
Sex	Male	57.1	Female	42.9		
Years in industry	High	25.0	Low	5.0	Avg.	13.4
Years in position	High	17.0	Low	1.0	Avg.	4.5
Salary (\$000s/yr)	High	129.0	Low	74.0	Avg.	103.1
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	57.1	No	42.9		
Amount (\$000s/yr)	High	6.0	Low	3.0	Avg.	4.8
Perceived pay vs. peers (%)	More	28.6	Less	57.1	Same	14.3
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		57.1
	\$5-\$20M		28.6	>100M		0.0
	\$20-\$50M		14.3			
Position satisfying? (%)	Thoroughly		14.3	Generally		71.4
	OK Sometimes		14.3	No		0.0
Salary reviewed (%)	6 months		0.0	18 months		14.3
	12 months		85.7	24 months		0.0
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		14.3	Good		42.9
	Fair		28.6	Poor		14.3
How current job was acquired (%)	Promoted		57.1	Exec Search		0.0
	Hired by Company		14.3	Own Initiative		28.6
Benefits received (%)	Signing Bonus		0.0	Retirement		40.0
	Car		0.0	Medical		40.0
	Dental		60.0	Stock		20.0
Factors important to job (avg ranking, 1 = most important)	Salary		1.9	Environ./Culture		2.7
	Benefits		4.0	Loyalty to Staff		5.3
	Advancement		3.4	Environ./Soc. Resp.		7.7
	Training		6.0	Job Security		5.0
Employer rating (avg rating, 1 = best)	Salary		2.3	Environ./Culture		1.9
	Benefits		2.3	Loyalty to Staff		2.3
	Advancement		2.7	Environ./Soc. Resp.		2.0
	Training		2.4	Job Security		1.7
Plan to seek a new job this year? (%)	Yes		28.6	No		28.6
New job motivation (%)	Salary/Benefits		0.0	Advancement		33.3
	Different Part of Ind		33.3	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		33.3
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.4	Existing Contacts		1.6
	Job Ads		3.0	Contact Companies		3.0
	Post Resume		5.0			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		28.6
	Disagree Somewhat		28.6	Agree Strongly		28.6
	Neutral		14.3			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		42.9
	Disagree Somewhat		14.3	Agree Strongly		42.9
	Neutral		0.0			

SENIOR COPYWRITER \$95,800 ▼24.4%

Number of respondents						7
Employer	Percent	Market Sector		Percent		
Manufacturer	14.3	Rx Pharmaceuticals				85.7
Agency	71.4	OTC Pharmaceuticals				28.6
Media/Publisher - HCP	0.0	Biotechnology				14.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip				14.3
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip				0.0
Service Supplier	14.3	Hospital Products/Equip.				0.0
Other	0.0	Dental Products/Equip				0.0
		Managed Care				28.6
Age	High	64	Low	27	Avg.	47.0
Sex	Male	14.3	Female	85.7		
Years in industry	High	32.0	Low	5.0	Avg.	19.5
Years in position	High	16.0	Low	2.0	Avg.	7.8
Salary (\$000s/yr)	High	128.0	Low	45.0	Avg.	95.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	42.9	No	57.1		
Amount (\$000s/yr)	High	5.7	Low	1.5	Avg.	3.7
Perceived pay vs. peers (%)	More	28.6	Less	28.6	Same	42.9
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		16.7
	\$5-\$20M		33.3	>100M		33.3
	\$20-\$50M		16.7			
Position satisfying? (%)	Thoroughly		33.3	Generally		33.3
	OK Sometimes		16.7	No		16.7
Salary reviewed (%)	6 months		0.0	18 months		0.0
	12 months		66.7	24 months		33.3
Advancement prospects (%)	Index 1.7 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		16.7	Good		0.0
	Fair		16.7	Poor		66.7
How current job was acquired (%)	Promoted		0.0	Exec Search		33.3
	Hired by Company		33.3	Own Initiative		16.7
Benefits received (%)	Signing Bonus		0.0	Retirement		25.0
	Car		0.0	Medical		100.0
	Dental		100.0	Stock		0.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.0	Environ./Culture		3.5
	Benefits		4.2	Loyalty to Staff		3.5
	Advancement		6.2	Environ./Soc. Resp.		7.3
	Training		6.5	Job Security		2.8
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.6
	Benefits		2.7	Loyalty to Staff		3.0
	Advancement		3.0	Environ./Soc. Resp.		2.2
	Training		3.0	Job Security		2.8
Plan to seek a new job this year? (%)	Yes		16.7	No		33.3
New job motivation (%)	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		100.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.3	Existing Contacts		1.0
	Job Ads		3.7	Contact Companies		3.7
	Post Resume		4.3			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		14.3
	Disagree Somewhat		28.6	Agree Strongly		28.6
	Neutral		28.6			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		33.3
	Disagree Somewhat		16.7	Agree Strongly		16.7
	Neutral		33.3			

SECTION 4 JOB TITLES

COPYWRITER \$45,000 ▼21.5%

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			0.0	
Age	High	21	Low	21	Avg.	21.0
Sex	Male	100.0	Female	0.0		
Years in industry	High	1.0	Low	1.0	Avg.	1.0
Years in position	High	1.0	Low	1.0	Avg.	1.0
Salary (\$000s/yr)	High	45.0	Low	45.0	Avg.	45.0
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	0.0	Same	100.0
Employer's gross US revenue (%)	<\$5M	0.0		\$50-\$100M	0.0	
	\$5-\$20M	100.0		>100M	0.0	
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	0.0		Generally	100.0	
	OK Sometimes	0.0		No	0.0	
Salary reviewed (%)	6 months	0.0		18 months	0.0	
	12 months	100.0		24 months	0.0	
Advancement prospects (%)	Index 4.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	100.0		Good	0.0	
	Fair	0.0		Poor	0.0	
How current job was acquired (%)	Promoted	0.0		Exec Search	100.0	
	Hired by Company	0.0		Own Initiative	0.0	
Benefits received (%)	Signing Bonus	0.0		Retirement	0.0	
	Car	0.0		Medical	0.0	
	Dental	0.0		Stock	0.0	
Factors important to job (avg ranking, 1 = most important)	Salary	4.0	Environ./Culture	3.0		
	Benefits	6.0	Loyalty to Staff	5.0		
	Advancement	2.0	Environ./Soc. Resp.	8.0		
	Training	1.0	Job Security	7.0		
Employer rating (avg rating, 1 = best)	Salary	3.0	Environ./Culture	1.0		
	Benefits	2.0	Loyalty to Staff	1.0		
	Advancement	1.0	Environ./Soc. Resp.	2.0		
	Training	1.0	Job Security	2.0		
Plan to seek a new job this year? (%)	Yes	0.0		No	100.0	
New job motivation (%)	Salary/Benefits	0.0		Advancement	0.0	
	Different Part of Ind	0.0		Need a Change	0.0	
	Get out of Industry	0.0		Job Security	0.0	
	Environ./Culture	0.0		Other	0.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.0	Existing Contacts	5.0		
	Job Ads	4.0	Contact Companies	2.0		
	Post Resume	1.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0		Agree Somewhat	0.0	
	Disagree Somewhat	0.0		Agree Strongly	100.0	
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0		Agree Somewhat	0.0	
	Disagree Somewhat	0.0		Agree Strongly	100.0	
	Neutral	0.0				

PRODUCTION/TRAFFIC MGR. \$62,000 ▼4.6%

Number of respondents						4
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			100.0	
Agency	50.0	OTC Pharmaceuticals			0.0	
Media/Publisher - HCP	25.0	Biotechnology			25.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			50.0	
Media/Publisher - HCP & Consmr.	25.0	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	50	Low	25	Avg.	39.5
Sex	Male	50.0	Female	50.0		
Years in industry	High	27.0	Low	2.0	Avg.	12.8
Years in position	High	17.0	Low	2.0	Avg.	7.0
Salary (\$000s/yr)	High	89.0	Low	52.0	Avg.	62.0
Commission received?	Yes	0.0		No	100.0	
Amount (\$000s/yr)	High	0.0		Low	0.0	
Bonus received?	Yes	25.0		No	75.0	
Amount (\$000s/yr)	High	2.5		Low	2.5	
Perceived pay vs. peers (%)	More	0.0		Less	75.0	
	Same			25.0		
Employer's gross US revenue (%)	<\$5M			50.0	\$50-\$100M 0.0	
	\$5-\$20M			50.0	>100M 0.0	
	\$20-\$50M			0.0		
Position satisfying? (%)	Thoroughly			50.0	Generally 50.0	
	OK Sometimes			0.0	No 0.0	
Salary reviewed (%)	6 months			0.0	18 months 25.0	
	12 months			50.0	24 months 25.0	
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent			25.0	Good 25.0	
	Fair			25.0	Poor 25.0	
How current job was acquired (%)	Promoted			50.0	Exec Search 0.0	
	Hired by Company			0.0	Own Initiative 50.0	
Benefits received (%)	Signing Bonus			0.0	Retirement 0.0	
	Car			0.0	Medical 100.0	
	Dental			100.0	Stock 0.0	
Factors important to job (avg ranking, 1 = most important)	Salary			3.8	Environ./Culture 1.0	
	Benefits			4.8	Loyalty to Staff 4.0	
	Advancement			4.0	Environ./Soc. Resp. 7.5	
	Training			7.3	Job Security 3.8	
Employer rating (avg rating, 1 = best)	Salary			2.5	Environ./Culture 1.8	
	Benefits			2.5	Loyalty to Staff 2.5	
	Advancement			2.8	Environ./Soc. Resp. 3.0	
	Training			2.5	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)	Recruitment Agency			2.7	Existing Contacts 3.3	
	Job Ads			2.3	Contact Companies 3.0	
	Post Resume			3.7		
Company fosters culture of transparency? (%)	Disagree Strongly			0.0	Agree Somewhat 50.0	
	Disagree Somewhat			25.0	Agree Strongly 0.0	
	Neutral			25.0		
Company's core purpose inspires? (%)	Disagree Strongly			0.0	Agree Somewhat 75.0	
	Disagree Somewhat			0.0	Agree Strongly 25.0	
	Neutral			0.0		

SECTION 4 JOB TITLES

PUBLISHER \$136,500 ▲1.1%

Number of respondents						4
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			100.0	
Agency	25.0	OTC Pharmaceuticals			50.0	
Media/Publisher - HCP	50.0	Biotechnology			25.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			50.0	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			50.0	
Service Supplier	0.0	Hospital Products/Equip.			25.0	
Other	25.0	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	64	Low	35	Avg.	52.3
Sex	Male	25.0	Female	75.0		
Years in industry	High	40.0	Low	8.0	Avg.	20.8
Years in position	High	15.0	Low	1.0	Avg.	7.3
Salary (\$000s/yr)	High	170.0	Low	95.0	Avg.	136.5
Commission received?	Yes	25.0	No	75.0		
Amount (\$000s/yr)	High	15.0	Low	15.0	Avg.	15.0
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	5.0	Low	2.5	Avg.	3.8
Perceived pay vs. peers (%)	More	0.0	Less	50.0	Same	50.0
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		25.0
	\$5-\$20M		25.0	>100M		0.0
	\$20-\$50M		50.0			
Position satisfying? (%)	Thoroughly		75.0	Generally		0.0
	OK Sometimes		25.0	No		0.0
Salary reviewed (%)	6 months		0.0	18 months		0.0
	12 months		100.0	24 months		0.0
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		50.0
	Fair		50.0	Poor		0.0
How current job was acquired (%)	Promoted		0.0	Exec Search		0.0
	Hired by Company		25.0	Own Initiative		75.0
Benefits received (%)	Signing Bonus		0.0	Retirement		66.7
	Car		0.0	Medical		100.0
	Dental		66.7	Stock		0.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.8	Environ./Culture		4.8
	Benefits		3.0	Loyalty to Staff		5.5
	Advancement		4.5	Environ./Soc. Resp.		6.5
	Training		6.0	Job Security		3.0
Employer rating (avg rating, 1 = best)	Salary		2.0	Environ./Culture		2.0
	Benefits		2.5	Loyalty to Staff		2.5
	Advancement		2.8	Environ./Soc. Resp.		2.0
	Training		2.5	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		0.0	No		100.0
New job motivation (%)	Salary/Benefits		0.0	Advancement		0.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		1.0	Existing Contacts		2.0
	Job Ads		4.0	Contact Companies		3.0
	Post Resume		5.0			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		50.0
	Disagree Somewhat		0.0	Agree Strongly		50.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		50.0
	Disagree Somewhat		0.0	Agree Strongly		25.0
	Neutral		25.0			

ADVERTISING SALES MGR. \$101,500 ▲26.9%

Number of respondents						2
Employer	Percent	Market Sector		Percent		
Manufacturer	50.0	Rx Pharmaceuticals			50.0	
Agency	0.0	OTC Pharmaceuticals			0.0	
Media/Publisher - HCP	0.0	Biotechnology			50.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			0.0	
Media/Publisher - HCP & Consmr.	50.0	Diagnostic Device/Equip			0.0	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	0.0	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	50	Low	33	Avg.	41.5
Sex	Male	100.0	Female	0.0		
Years in industry	High	25.0	Low	25.0	Avg.	25.0
Years in position	High	3.0	Low	1.0	Avg.	2.0
Salary (\$000s/yr)	High	161.0	Low	42.0	Avg.	101.5
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	20.0	Low	1.0	Avg.	10.5
Perceived pay vs. peers (%)	More	0.0	Less	50.0	Same	50.0
Employer's gross US revenue (%)	<\$5M		0.0	\$50-\$100M		0.0
	\$5-\$20M		0.0	>100M		50.0
	\$20-\$50M		50.0			
Position satisfying? (%)	Thoroughly		0.0	Generally		50.0
	OK Sometimes		50.0	No		0.0
Salary reviewed (%)	6 months		0.0	18 months		50.0
	12 months		50.0	24 months		0.0
Advancement prospects (%)	Index 3.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		50.0	Good		50.0
	Fair		0.0	Poor		0.0
How current job was acquired (%)	Promoted		100.0	Exec Search		0.0
	Hired by Company		0.0	Own Initiative		0.0
Benefits received (%)	Signing Bonus		0.0	Retirement		50.0
	Car		0.0	Medical		50.0
	Dental		50.0	Stock		100.0
Factors important to job (avg ranking, 1 = most important)	Salary		1.5	Environ./Culture		4.0
	Benefits		3.5	Loyalty to Staff		4.0
	Advancement		3.5	Environ./Soc. Resp.		7.5
	Training		5.0	Job Security		7.0
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		3.0
	Benefits		1.5	Loyalty to Staff		3.0
	Advancement		1.5	Environ./Soc. Resp.		2.5
	Training		3.0	Job Security		2.5
Plan to seek a new job this year? (%)	Yes		50.0	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)	Recruitment Agency		4.0	Existing Contacts		2.0
	Job Ads		2.5	Contact Companies		3.0
	Post Resume		3.5			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		50.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		50.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		100.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			

SECTION 4 JOB TITLES

ADVERTISING SALES EXEC. \$91,000 ▲13.8%

Number of respondents						2
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			100.0	
Agency	0.0	OTC Pharmaceuticals			50.0	
Media/Publisher - HCP	100.0	Biotechnology			0.0	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			100.0	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			100.0	
Service Supplier	0.0	Hospital Products/Equip.			50.0	
Other	0.0	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	57	Low	49	Avg.	53.0
Sex	Male	50.0	Female	50.0		
Years in industry	High	19.0	Low	6.0	Avg.	12.5
Years in position	High	9.0	Low	6.0	Avg.	7.5
Salary (\$000s/yr)	High	112.0	Low	70.0	Avg.	91.0
Commission received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	55.0	Low	25.0	Avg.	40.0
Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	13.2	Low	2.5	Avg.	7.9
Perceived pay vs. peers (%)	More	50.0	Less	50.0	Same	0.0
Employer's gross US revenue (%)	<\$5M	0.0	\$50-\$100M			50.0
	\$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
Salary reviewed (%)	6 months	0.0	18 months			0.0
	12 months	100.0	24 months			0.0
Advancement prospects (%)	Index 1.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good			0.0
	Fair	50.0	Poor			50.0
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	50.0	Retirement			0.0
	Car	50.0	Medical			100.0
	Dental	100.0	Stock			0.0
Factors important to job (avg ranking, 1 = most important)	Salary	2.0	Environ./Culture			4.0
	Benefits	2.0	Loyalty to Staff			5.0
	Advancement	5.0	Environ./Soc. Resp.			5.5
	Training	6.5	Job Security			4.0
Employer rating (avg rating, 1 = best)	Salary	1.5	Environ./Culture			2.5
	Benefits	1.5	Loyalty to Staff			3.5
	Advancement	3.5	Environ./Soc. Resp.			2.0
	Training	2.0	Job Security			2.5
Plan to seek a new job this year? (%)	Yes	0.0	No			100.0
New job motivation (%)	Salary/Benefits	0.0	Advancement			0.0
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	0.0	Job Security			0.0
	Environ./Culture	0.0	Other			0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.0	Existing Contacts			2.0
	Job Ads	4.0	Contact Companies			5.0
	Post Resume	3.0				
Company fosters culture of transparency? (%)	Disagree Strongly	50.0	Agree Somewhat			50.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	50.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			50.0
	Neutral	0.0				

EDITOR \$72,900 ▼12.8%

Number of respondents						7
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			71.4	
Agency	42.9	OTC Pharmaceuticals			0.0	
Media/Publisher - HCP	14.3	Biotechnology			14.3	
Media/Publisher - Consumer	14.3	Medical Devices/Equip			14.3	
Media/Publisher - HCP & Consmr.	14.3	Diagnostic Device/Equip			0.0	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	14.3	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	62	Low	40	Avg.	48.9
Sex	Male	0.0	Female	100.0		
Years in industry	High	33.0	Low	3.0	Avg.	16.5
Years in position	High	20.0	Low	1.0	Avg.	6.1
Salary (\$000s/yr)	High	108.0	Low	37.0	Avg.	72.9
Commission received?	Yes	14.3	No	85.7		
Amount (\$000s/yr)	High	2.0	Low	2.0	Avg.	2.0
Bonus received?	Yes	42.9	No	57.1		
Amount (\$000s/yr)	High	40.0	Low	3.0	Avg.	15.4
Perceived pay vs. peers (%)	More	42.9	Less	28.6	Same	28.6
Employer's gross US revenue (%)	<\$5M	14.3	\$50-\$100M			14.3
	\$5-\$20M	42.9	>100M			14.3
	\$20-\$50M	14.3				
Position satisfying? (%)	Thoroughly	14.3	Generally			42.9
	OK Sometimes	42.9	No			0.0
Salary reviewed (%)	6 months	0.0	18 months			0.0
	12 months	85.7	24 months			14.3
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0	Good			42.9
	Fair	28.6	Poor			28.6
How current job was acquired (%)	Promoted	14.3	Exec Search			14.3
	Hired by Company	0.0	Own Initiative			57.1
Benefits received (%)	Signing Bonus	0.0	Retirement			50.0
	Car	0.0	Medical			100.0
	Dental	83.3	Stock			16.7
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture			2.0
	Benefits	3.9	Loyalty to Staff			5.4
	Advancement	5.4	Environ./Soc. Resp.			7.0
	Training	6.7	Job Security			3.0
Employer rating (avg rating, 1 = best)	Salary	1.9	Environ./Culture			2.6
	Benefits	2.1	Loyalty to Staff			2.6
	Advancement	2.7	Environ./Soc. Resp.			2.7
	Training	2.9	Job Security			2.1
Plan to seek a new job this year? (%)	Yes	14.3	No			28.6
New job motivation (%)	Salary/Benefits	0.0	Advancement			0.0
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	0.0	Job Security			0.0
	Environ./Culture	50.0	Other			50.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	1.8	Existing Contacts			2.8
	Job Ads	2.3	Contact Companies			3.8
	Post Resume	4.2				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat			28.6
	Disagree Somewhat	28.6	Agree Strongly			0.0
	Neutral	42.9				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat			50.0
	Disagree Somewhat	0.0	Agree Strongly			16.7
	Neutral	33.3				

SECTION 4 JOB TITLES

MEDICAL WRITER \$103,800 ▼5.7%

Number of respondents						6
Employer	Percent	Market Sector		Percent		
Manufacturer	0.0	Rx Pharmaceuticals			100.0	
Agency	83.3	OTC Pharmaceuticals			16.7	
Media/Publisher - HCP	0.0	Biotechnology			16.7	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			16.7	
Media/Publisher - HCP & Consmr.	16.7	Diagnostic Device/Equip			0.0	
Service Supplier	0.0	Hospital Products/Equip.			0.0	
Other	0.0	Dental Products/Equip			0.0	
		Managed Care			0.0	
Age	High	48	Low	26	Avg.	37.8
Sex	Male	16.7	Female	83.3		
Years in industry	High	23.0	Low	2.0	Avg.	10.5
Years in position	High	5.0	Low	1.0	Avg.	3.0
Salary (\$000s/yr)	High	220.0	Low	30.0	Avg.	103.8
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	16.7	No	83.3		
Amount (\$000s/yr)	High	6.0	Low	6.0	Avg.	6.0
Perceived pay vs. peers (%)	More	0.0	Less	66.7	Same	33.3
Employer's gross US revenue (%)	<\$5M	33.3		\$50-\$100M	0.0	
	\$5-\$20M	50.0		>100M	16.7	
	\$20-\$50M	0.0				
Position satisfying? (%)	Thoroughly	16.7		Generally	66.7	
	OK Sometimes	16.7		No	0.0	
Salary reviewed (%)	6 months	0.0		18 months	16.7	
	12 months	83.3		24 months	0.0	
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	0.0		Good	33.3	
	Fair	33.3		Poor	33.3	
How current job was acquired (%)	Promoted	0.0		Exec Search	0.0	
	Hired by Company	33.3		Own Initiative	50.0	
Benefits received (%)	Signing Bonus	0.0		Retirement	0.0	
	Car	0.0		Medical	100.0	
	Dental	66.7		Stock	0.0	
Factors important to job (avg ranking, 1 = most important)	Salary	2.0		Environ./Culture	3.5	
	Benefits	4.7		Loyalty to Staff	5.0	
	Advancement	3.0		Environ./Soc. Resp.	7.2	
	Training	6.3		Job Security	4.3	
Employer rating (avg rating, 1 = best)	Salary	2.8		Environ./Culture	2.3	
	Benefits	2.7		Loyalty to Staff	2.5	
	Advancement	3.2		Environ./Soc. Resp.	2.0	
	Training	2.0		Job Security	2.7	
Plan to seek a new job this year? (%)	Yes	50.0		No	33.3	
New job motivation (%)	Salary/Benefits	33.3		Advancement	0.0	
	Different Part of Ind	0.0		Need a Change	0.0	
	Get out of Industry	0.0		Job Security	0.0	
	Environ./Culture	66.7		Other	0.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	3.0		Existing Contacts	2.0	
	Job Ads	2.0		Contact Companies	4.0	
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0		Agree Somewhat	33.3	
	Disagree Somewhat	50.0		Agree Strongly	0.0	
	Neutral	16.7				
Company's core purpose inspires? (%)	Disagree Strongly	0.0		Agree Somewhat	16.7	
	Disagree Somewhat	50.0		Agree Strongly	0.0	
	Neutral	33.3				

CONSULTANT \$118,700 N/A

Number of respondents						16
Employer	Percent	Market Sector		Percent		
Manufacturer	12.5	Rx Pharmaceuticals			50.0	
Agency	0.0	OTC Pharmaceuticals			25.0	
Media/Publisher - HCP	0.0	Biotechnology			18.8	
Media/Publisher - Consumer	0.0	Medical Devices/Equip			25.0	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip			12.5	
Service Supplier	43.8	Hospital Products/Equip.			25.0	
Other	43.8	Dental Products/Equip			0.0	
		Managed Care			25.0	
Age	High	71	Low	44	Avg.	52.6
Sex	Male	68.8	Female	31.3		
Years in industry	High	35.0	Low	2.0	Avg.	15.5
Years in position	High	20.0	Low	1.0	Avg.	7.1
Salary (\$000s/yr)	High	315.0	Low	30.0	Avg.	118.7
Commission received?	Yes	6.3		No	93.8	
Amount (\$000s/yr)	High	40.0		Low	40.0	
		40.0		Avg.	40.0	
Bonus received?	Yes	37.5		No	62.5	
Amount (\$000s/yr)	High	125.0		Low	5.0	
		5.0		Avg.	47.5	
Perceived pay vs. peers (%)	More	0.0		Less	50.0	
		50.0		Same	50.0	
Employer's gross US revenue (%)	<\$5M	50.0		\$50-\$100M	6.3	
	\$5-\$20M	0.0		>100M	37.5	
	\$20-\$50M	6.3				
Position satisfying? (%)	Thoroughly	18.8		Generally	50.0	
	OK Sometimes	25.0		No	6.3	
Salary reviewed (%)	6 months	18.8		18 months	0.0	
	12 months	50.0		24 months	31.3	
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	20.0		Good	33.3	
	Fair	13.3		Poor	33.3	
How current job was acquired (%)	Promoted	12.5		Exec Search	0.0	
	Hired by Company	12.5		Own Initiative	68.8	
Benefits received (%)	Signing Bonus	0.0		Retirement	44.4	
	Car	0.0		Medical	77.8	
	Dental	55.6		Stock	33.3	
Factors important to job (avg ranking, 1 = most important)	Salary	3.3		Environ./Culture	3.0	
	Benefits	4.6		Loyalty to Staff	4.3	
	Advancement	4.8		Environ./Soc. Resp.	6.6	
	Training	5.0		Job Security	4.6	
Employer rating (avg rating, 1 = best)	Salary	2.4		Environ./Culture	2.0	
	Benefits	2.3		Loyalty to Staff	2.3	
	Advancement	2.5		Environ./Soc. Resp.	2.1	
	Training	2.7		Job Security	2.5	
Plan to seek a new job this year? (%)	Yes	37.5		No	50.0	
New job motivation (%)	Salary/Benefits	28.6		Advancement	14.3	
	Different Part of Ind	14.3		Need a Change	0.0	
	Get out of Industry	0.0		Job Security	28.6	
	Environ./Culture	14.3		Other	0.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2		Existing Contacts	2.2	
	Job Ads	3.2		Contact Companies	3.8	
	Post Resume	3.6				
Company fosters culture of transparency? (%)	Disagree Strongly	18.8		Agree Somewhat	18.8	
	Disagree Somewhat	12.5		Agree Strongly	37.5	
	Neutral	12.5				
Company's core purpose inspires? (%)	Disagree Strongly	6.3		Agree Somewhat	31.3	
	Disagree Somewhat	12.5		Agree Strongly	43.8	
	Neutral	6.3				

OTHER **\$132,900** ▲ **6.7%**
Number of respondents **135**

Employer	Percent	Market Sector	Percent
Manufacturer	38.5	Rx Pharmaceuticals	52.6
Agency	20.7	OTC Pharmaceuticals	13.3
Media/Publisher - HCP	3.7	Biotechnology	19.3
Media/Publisher - Consumer	0.0	Medical Devices/Equip	32.6
Media/Publisher - HCP & Consmr.	0.7	Diagnostic Device/Equip	13.3
Service Supplier	5.9	Hospital Products/Equip.	6.7
Other	30.4	Dental Products/Equip	4.4
		Managed Care	7.4

Age	High	69	Low	22	Avg.	46.0
Sex	Male	47.4	Female	52.6		
Years in industry	High	45.0	Low	1.0	Avg.	15.1
Years in position	High	27.0	Low	1.0	Avg.	5.4
Salary (\$000s/yr)	High	370.0	Low	21.6	Avg.	132.9
Commission received?	Yes	3.7	No	96.3		
Amount (\$000s/yr)	High	50.0	Low	1.0	Avg.	12.8
Bonus received?	Yes	60.7	No	39.3		
Amount (\$000s/yr)	High	236.0	Low	0.3	Avg.	32.0
Perceived pay vs. peers (%)	More	13.4	Less	48.5	Same	38.1
Employer's gross US revenue (%)	<\$5M	12.3	\$50-\$100M	10.0		
	\$5-\$20M	23.9	>100M	41.5		
	\$20-\$50M	12.3				
Position satisfying? (%)	Thoroughly	28.2	Generally	50.4		
	OK Sometimes	15.6	No	5.9		
Salary reviewed (%)	6 months	2.2	18 months	6.7		
	12 months	74.8	24 months	16.3		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	14.5	Good	27.5		
	Fair	34.4	Poor	23.7		
How current job was acquired (%)	Promoted	24.1	Exec Search	12.8		
	Hired by Company	20.3	Own Initiative	30.1		
Benefits received (%)	Signing Bonus	15.6	Retirement	47.7		
	Car	8.3	Medical	88.1		
	Dental	76.2	Stock	34.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.2		
	Benefits	4.1	Loyalty to Staff	4.8		
	Advancement	4.7	Environ./Soc. Resp.	6.7		
	Training	6.2	Job Security	3.8		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.3		
	Benefits	2.1	Loyalty to Staff	2.4		
	Advancement	2.7	Environ./Soc. Resp.	2.2		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	28.9	No	36.3		
New job motivation (%)	Salary/Benefits	27.6	Advancement	13.8		
	Different Part of Ind	5.2	Need a Change	6.9		
	Get out of Industry	3.5	Job Security	5.2		
	Environ./Culture	27.6	Other	10.3		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.6	Existing Contacts	1.9		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	3.8				
Company fosters culture of transparency? (%)	Disagree Strongly	11.1	Agree Somewhat	40.0		
	Disagree Somewhat	16.3	Agree Strongly	17.8		
	Neutral	14.8				
Company's core purpose inspires? (%)	Disagree Strongly	4.5	Agree Somewhat	37.3		
	Disagree Somewhat	11.2	Agree Strongly	25.4		
	Neutral	21.6				

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 50
- Female, page 50
- 1 Year or Less in Current Position, page 51
- 1-2 Years in Current Position, page 51
- 3-5 Years in Current Position, page 52
- Over 5 Years in Current Position, page 52

SECTION 5 EMPLOYEE CHARACTERISTICS

MALE **\$154,700** ▼7.0%

Number of respondents **510**

Employer	Percent	Market Sector	Percent
Manufacturer	42.4	Rx Pharmaceuticals	61.8
Agency	26.1	OTC Pharmaceuticals	14.5
Media/Publisher - HCP	3.5	Biotechnology	25.5
Media/Publisher - Consumer	1.2	Medical Devices/Equip	29.8
Media/Publisher - HCP & Consmr.	2.2	Diagnostic Device/Equip	10.4
Service Supplier	9.4	Hospital Products/Equip.	7.7
Other	15.3	Dental Products/Equip	2.6
		Managed Care	8.2

Age High 78 Low 21 Avg. 46.3

Sex Male 100.0 Female 0.0

Years in industry High 50.0 Low 1.0 Avg. 16.8

Years in position High 50.0 Low 1.0 Avg. 5.5

Salary (\$000s/yr) High 1750.0 Low 20.0 Avg. 154.7

Commission received? Yes 10.6 No 89.4

Amount (\$000s/yr) High 300.0 Low 1.0 Avg. 54.1

Bonus received? Yes 70.8 No 29.2

Amount (\$000s/yr) High 200.0 Low 15.0 Avg. 72.5

Perceived pay vs. peers (%) More 10.8 Less 48.6 Same 40.6

Employer's gross US revenue (%) <\$5M 15.8 \$5-\$20M 18.2 \$20-\$50M 13.2 \$50-\$100M 11.3 >100M 41.5

Position satisfying? (%) Thoroughly 32.3 OK Sometimes 12.6 Generally 50.0 No 5.1

Salary reviewed (%) 6 months 4.2 12 months 74.0 18 months 5.6 24 months 16.3

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 16.3 Fair 30.9 Good 28.5 Poor 24.3

How current job was acquired (%) Promoted 31.8 Hired by Company 16.4 Exec Search 15.2 Own Initiative 30.4

Benefits received (%) Signing Bonus 15.1 Car 16.5 Dental 72.6 Retirement 50.5 Medical 84.9 Stock 40.7

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Benefits 4.2 Advancement 4.4 Training 6.3 Environ./Culture 3.0 Loyalty to Staff 4.5 Environ./Soc. Resp. 6.8 Job Security 4.2

Employer rating (avg rating, 1 = best) Salary 2.4 Benefits 2.3 Advancement 2.6 Training 2.8 Environ./Culture 2.2 Loyalty to Staff 2.3 Environ./Soc. Resp. 2.2 Job Security 2.3

Plan to seek a new job this year? (%) Yes 38.8 No 37.0

New job motivation (%) Salary/Benefits 39.1 Different Part of Ind 6.5 Get out of Industry 2.8 Environ./Culture 18.2 Advancement 12.9 Need a Change 6.5 Job Security 6.1 Other 8.1

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Job Ads 3.1 Post Resume 4.0 Existing Contacts 2.0 Contact Companies 3.6

Company fosters culture of transparency? (%) Disagree Strongly 0.0 Disagree Somewhat 0.0 Neutral 0.0 Agree Somewhat 0.0 Agree Strongly 0.0

Company's core purpose inspires? (%) Disagree Strongly 0.0 Disagree Somewhat 0.0 Neutral 0.0 Agree Somewhat 0.0 Agree Strongly 0.0

FEMALE **\$116,700** ▼2.1%

Number of respondents **511**

Employer	Percent	Market Sector	Percent
Manufacturer	29.9	Rx Pharmaceuticals	59.1
Agency	33.1	OTC Pharmaceuticals	14.7
Media/Publisher - HCP	4.5	Biotechnology	20.6
Media/Publisher - Consumer	1.0	Medical Devices/Equip	22.5
Media/Publisher - HCP & Consmr.	2.7	Diagnostic Device/Equip	12.1
Service Supplier	8.6	Hospital Products/Equip.	7.1
Other	20.2	Dental Products/Equip	2.2
		Managed Care	9.2

Age High 70 Low 22 Avg. 42.2

Sex Male 0.0 Female 100.0

Years in industry High 45.0 Low 1.0 Avg. 13.6

Years in position High 27.0 Low 1.0 Avg. 4.8

Salary (\$000s/yr) High 720.0 Low 21.6 Avg. 116.7

Commission received? Yes 6.7 No 93.4

Amount (\$000s/yr) High 150.0 Low 2.0 Avg. 44.9

Bonus received? Yes 63.0 No 37.0

Amount (\$000s/yr) High 250.0 Low 20.0 Avg. 103.1

Perceived pay vs. peers (%) More 11.0 Less 55.8 Same 33.2

Employer's gross US revenue (%) <\$5M 13.3 \$5-\$20M 27.1 \$20-\$50M 17.1 \$50-\$100M 8.4 >100M 34.1

Position satisfying? (%) Thoroughly 25.4 OK Sometimes 15.6 Generally 54.9 No 4.1

Salary reviewed (%) 6 months 3.6 12 months 76.3 18 months 4.9 24 months 15.2

Advancement prospects (%) Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor) Excellent 14.6 Fair 28.9 Good 35.2 Poor 21.3

How current job was acquired (%) Promoted 30.7 Hired by Company 15.0 Exec Search 11.4 Own Initiative 35.2

Benefits received (%) Signing Bonus 12.8 Car 5.9 Dental 77.0 Retirement 47.7 Medical 87.9 Stock 36.8

Factors important to job (avg ranking, 1 = most important) Salary 2.5 Benefits 4.2 Advancement 4.3 Training 6.3 Environ./Culture 2.9 Loyalty to Staff 4.8 Environ./Soc. Resp. 6.9 Job Security 4.3

Employer rating (avg rating, 1 = best) Salary 2.3 Benefits 2.2 Advancement 2.6 Training 2.8 Environ./Culture 2.3 Loyalty to Staff 2.4 Environ./Soc. Resp. 2.3 Job Security 2.3

Plan to seek a new job this year? (%) Yes 33.5 No 32.2

New job motivation (%) Salary/Benefits 32.6 Different Part of Ind 7.1 Get out of Industry 6.7 Environ./Culture 25.1 Advancement 10.0 Need a Change 5.4 Job Security 4.6 Other 8.4

Method for seeking new job (avg ranking, 1=most likely) Recruitment Agency 2.3 Job Ads 2.9 Post Resume 3.9 Existing Contacts 2.1 Contact Companies 3.8

Company fosters culture of transparency? (%) Disagree Strongly 0.0 Disagree Somewhat 0.0 Neutral 0.0 Agree Somewhat 0.0 Agree Strongly 0.0

Company's core purpose inspires? (%) Disagree Strongly 0.0 Disagree Somewhat 0.0 Neutral 0.0 Agree Somewhat 0.0 Agree Strongly 0.0

SECTION 5 EMPLOYEE CHARACTERISTICS

1YR OR LESS IN CURRENT POS. \$126,500 ▲0.1%

Number of respondents						217
Employer	Percent	Market Sector		Percent		
Manufacturer	37.3	Rx Pharmaceuticals		68.7		
Agency	34.1	OTC Pharmaceuticals		15.7		
Media/Publisher - HCP	3.2	Biotechnology		23.5		
Media/Publisher - Consumer	1.4	Medical Devices/Equip		24.9		
Media/Publisher - HCP & Consmr.	2.3	Diagnostic Device/Equip		9.2		
Service Supplier	9.2	Hospital Products/Equip.		5.5		
Other	12.4	Dental Products/Equip		2.3		
		Managed Care		6.9		
Age	High	69	Low	21	Avg.	39.2
Sex	Male	45.6	Female	54.4		
Years in industry	High	35.0	Low	1.0	Avg.	11.4
Years in position	High	1.0	Low	1.0	Avg.	1.0
Salary (\$000s/yr)	High	400.0	Low	21.6	Avg.	126.5
Commission received?	Yes	7.8	No	92.2		
Amount (\$000s/yr)	High	150.0	Low	1.0	Avg.	41.7
Bonus received?	Yes	65.9	No	34.1		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	8.9	Less	48.6	Same	42.5
Employer's gross US revenue (%)	<\$5M	13.6	\$50-\$100M	8.5		
	\$5-\$20M	26.8	>100M	34.3		
	\$20-\$50M	16.9				
Position satisfying? (%)	Thoroughly	33.3	Generally	49.5		
	OK Sometimes	10.7	No	6.5		
Salary reviewed (%)	6 months	6.5	18 months	5.1		
	12 months	81.9	24 months	6.5		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	22.4	Good	40.7		
	Fair	27.6	Poor	9.4		
How current job was acquired (%)	Promoted	27.1	Exec Search	14.5		
	Hired by Company	19.2	Own Initiative	35.1		
Benefits received (%)	Signing Bonus	20.8	Retirement	53.2		
	Car	8.7	Medical	87.9		
	Dental	79.8	Stock	41.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.9		
	Benefits	4.4	Loyalty to Staff	4.8		
	Advancement	4.1	Environ./Soc. Resp.	7.0		
	Training	6.1	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.1		
	Benefits	2.2	Loyalty to Staff	2.2		
	Advancement	2.3	Environ./Soc. Resp.	2.2		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	30.1	No	40.7		
New job motivation (%)	Salary/Benefits	33.7	Advancement	12.8		
	Different Part of Ind	4.7	Need a Change	5.8		
	Get out of Industry	7.0	Job Security	3.5		
	Environ./Culture	20.9	Other	11.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.0		
	Job Ads	3.0	Contact Companies	3.6		
	Post Resume	4.1				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

1-2YRS IN CURRENT POS. \$137,700 ▼5.8%

Number of respondents						214
Employer	Percent	Market Sector		Percent		
Manufacturer	37.9	Rx Pharmaceuticals		67.3		
Agency	36.5	OTC Pharmaceuticals		14.5		
Media/Publisher - HCP	2.3	Biotechnology		23.8		
Media/Publisher - Consumer	0.9	Medical Devices/Equip		23.8		
Media/Publisher - HCP & Consmr.	1.4	Diagnostic Device/Equip		8.4		
Service Supplier	6.1	Hospital Products/Equip.		6.1		
Other	15.0	Dental Products/Equip		0.9		
		Managed Care		8.4		
Age	High	64	Low	23	Avg.	41.3
Sex	Male	48.6	Female	51.4		
Years in industry	High	39.0	Low	1.0	Avg.	13.2
Years in position	High	2.0	Low	2.0	Avg.	2.0
Salary (\$000s/yr)	High	515.0	Low	22.0	Avg.	137.7
Commission received?	Yes	7.5	No	92.5		
Amount (\$000s/yr)	High	125.0	Low	1.2	Avg.	44.2
Bonus received?	Yes	65.4	No	34.6		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	11.2	Less	51.4	Same	37.4
Employer's gross US revenue (%)	<\$5M	11.0	\$50-\$100M	10.5		
	\$5-\$20M	23.9	>100M	40.2		
	\$20-\$50M	14.4				
Position satisfying? (%)	Thoroughly	24.1	Generally	51.9		
	OK Sometimes	18.4	No	5.7		
Salary reviewed (%)	6 months	2.4	18 months	4.7		
	12 months	79.8	24 months	13.2		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.5	Good	35.7		
	Fair	32.9	Poor	16.0		
How current job was acquired (%)	Promoted	29.3	Exec Search	15.1		
	Hired by Company	16.5	Own Initiative	31.1		
Benefits received (%)	Signing Bonus	16.0	Retirement	50.3		
	Car	11.2	Medical	86.4		
	Dental	78.1	Stock	40.8		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	2.7		
	Benefits	4.4	Loyalty to Staff	4.9		
	Advancement	4.0	Environ./Soc. Resp.	6.8		
	Training	6.3	Job Security	4.4		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.3	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	38.8	No	28.5		
New job motivation (%)	Salary/Benefits	41.0	Advancement	8.6		
	Different Part of Ind	10.5	Need a Change	5.7		
	Get out of Industry	2.9	Job Security	5.7		
	Environ./Culture	19.1	Other	6.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.0		
	Job Ads	3.1	Contact Companies	3.7		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 5 EMPLOYEE CHARACTERISTICS

3-5YRS IN CURRENT POS. \$144,000 ▼6.1%

Number of respondents						255
Employer	Percent	Market Sector		Percent		
Manufacturer	40.0	Rx Pharmaceuticals		58.8		
Agency	25.9	OTC Pharmaceuticals		10.2		
Media/Publisher - HCP	3.5	Biotechnology		21.2		
Media/Publisher - Consumer	1.6	Medical Devices/Equip		27.8		
Media/Publisher - HCP & Consmr.	3.5	Diagnostic Device/Equip		9.8		
Service Supplier	7.8	Hospital Products/Equip.		6.3		
Other	17.7	Dental Products/Equip		2.0		
		Managed Care		9.0		
Age	High	71	Low	24	Avg.	44.5
Sex	Male	52.9	Female	47.1		
Years in industry	High	40.0	Low	1.0	Avg.	16.0
Years in position	High	5.0	Low	3.0	Avg.	3.8
Salary (\$000s/yr)	High	720.0	Low	22.0	Avg.	144.0
Commission received?	Yes	9.4	No	90.6		
Amount (\$000s/yr)	High	220.0	Low	2.0	Avg.	58.7
Bonus received?	Yes	71.4	No	28.6		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	11.1	Less	53.2	Same	35.7
Employer's gross US revenue (%)	<\$5M	11.9	\$50-\$100M	9.1		
	\$5-\$20M	21.3	>100M	41.5		
	\$20-\$50M	16.2				
Position satisfying? (%)	Thoroughly	30.7	Generally	51.2		
	OK Sometimes	13.8	No	4.3		
Salary reviewed (%)	6 months	4.8	18 months	7.2		
	12 months	71.3	24 months	16.7		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.3	Good	26.3		
	Fair	32.3	Poor	25.1		
How current job was acquired (%)	Promoted	30.2	Exec Search	15.7		
	Hired by Company	14.5	Own Initiative	32.6		
Benefits received (%)	Signing Bonus	16.2	Retirement	46.8		
	Car	13.4	Medical	86.6		
	Dental	75.5	Stock	41.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	2.8		
	Benefits	4.3	Loyalty to Staff	4.7		
	Advancement	4.2	Environ./Soc. Resp.	6.8		
	Training	6.3	Job Security	4.4		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.2	Loyalty to Staff	2.5		
	Advancement	2.7	Environ./Soc. Resp.	2.4		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	41.6	No	30.2		
New job motivation (%)	Salary/Benefits	33.3	Advancement	17.0		
	Different Part of Ind	5.9	Need a Change	4.4		
	Get out of Industry	5.9	Job Security	3.7		
	Environ./Culture	22.2	Other	7.4		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.0		
	Job Ads	3.0	Contact Companies	3.8		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

OVER 5YRS IN CURRENT POS. \$136,000 ▼7.1%

Number of respondents						295
Employer	Percent	Market Sector		Percent		
Manufacturer	33.2	Rx Pharmaceuticals		47.8		
Agency	20.7	OTC Pharmaceuticals		16.3		
Media/Publisher - HCP	5.8	Biotechnology		22.7		
Media/Publisher - Consumer	0.7	Medical Devices/Equip		28.1		
Media/Publisher - HCP & Consmr.	2.7	Diagnostic Device/Equip		16.3		
Service Supplier	13.2	Hospital Products/Equip.		10.5		
Other	23.7	Dental Products/Equip		3.7		
		Managed Care		10.5		
Age	High	78	Low	28	Avg.	50.6
Sex	Male	53.2	Female	46.8		
Years in industry	High	50.0	Low	1.0	Avg.	19.7
Years in position	High	50.0	Low	6.0	Avg.	11.7
Salary (\$000s/yr)	High	1750.0	Low	20.0	Avg.	136.0
Commission received?	Yes	10.2	No	89.8		
Amount (\$000s/yr)	High	300.0	Low	1.2	Avg.	52.7
Bonus received?	Yes	65.8	No	34.2		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	11.0	Less	55.3	Same	33.7
Employer's gross US revenue (%)	<\$5M	18.9	\$50-\$100M	10.0		
	\$5-\$20M	19.6	>100M	38.5		
	\$20-\$50M	13.1				
Position satisfying? (%)	Thoroughly	27.5	Generally	55.3		
	OK Sometimes	13.9	No	3.4		
Salary reviewed (%)	6 months	2.4	18 months	4.4		
	12 months	68.6	24 months	24.6		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	8.6	Good	25.8		
	Fair	28.5	Poor	37.1		
How current job was acquired (%)	Promoted	37.3	Exec Search	9.8		
	Hired by Company	12.9	Own Initiative	31.2		
Benefits received (%)	Signing Bonus	6.9	Retirement	47.6		
	Car	12.2	Medical	85.0		
	Dental	69.1	Stock	33.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	3.3		
	Benefits	3.8	Loyalty to Staff	4.4		
	Advancement	5.0	Environ./Soc. Resp.	6.8		
	Training	6.2	Job Security	3.8		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	Benefits	2.2	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	35.0	No	38.8		
New job motivation (%)	Salary/Benefits	35.4	Advancement	8.2		
	Different Part of Ind	6.1	Need a Change	6.8		
	Get out of Industry	3.4	Job Security	8.2		
	Environ./Culture	23.8	Other	8.2		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.2		
	Job Ads	3.1	Contact Companies	3.7		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

Employee Benefits

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

DATA SETS

- Receive a Commission, page 54
- No Commission, page 54
- Receive a Bonus, page 55
- No Bonus, page 55
- Receive Medical Coverage, page 56
- No Medical Coverage, page 56
- Receive Dental Coverage, page 57
- No Dental Coverage, page 57
- Receive Retirement Benefits, page 58
- No Retirement Benefits, page 58

SECTION 6 EMPLOYEE BENEFITS

RECEIVE A COMMISSION **\$118,900** ▼5.3%

Number of respondents				88
Employer	Percent	Market Sector	Percent	
Manufacturer	15.9	Rx Pharmaceuticals	54.6	
Agency	17.1	OTC Pharmaceuticals	18.2	
Media/Publisher - HCP	18.2	Biotechnology	22.7	
Media/Publisher - Consumer	6.8	Medical Devices/Equip	38.6	
Media/Publisher - HCP & Consmr.	6.8	Diagnostic Device/Equip	17.1	
Service Supplier	22.7	Hospital Products/Equip.	10.2	
Other	12.5	Dental Products/Equip	3.4	
		Managed Care	11.4	

Age	High	64	Low	23	Avg.	47.6
Sex	Male	61.4	Female	38.6		
Years in industry	High	39.0	Low	1.0	Avg.	17.2
Years in position	High	25.0	Low	1.0	Avg.	6.0
Salary (\$000s/yr)	High	306.0	Low	22.0	Avg.	118.9
Commission received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	300.0	Low	1.0	Avg.	50.5
Bonus received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	19.8	Less	40.7	Same	39.5
Employer's gross US revenue (%)	<\$5M	28.7	\$50-\$100M	8.1		
	\$5-\$20M	27.6	>100M	20.7		
	\$20-\$50M	14.9				
Position satisfying? (%)	Thoroughly	32.6	Generally	60.5		
	OK Sometimes	4.7	No	2.3		
Salary reviewed (%)	6 months	4.7	18 months	1.2		
	12 months	62.8	24 months	31.4		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.5	Good	29.4		
	Fair	24.7	Poor	29.4		
How current job was acquired (%)	Promoted	26.4	Exec Search	14.9		
	Hired by Company	17.2	Own Initiative	32.2		
Benefits received (%)	Signing Bonus	11.4	Retirement	40.0		
	Car	28.6	Medical	90.0		
	Dental	71.4	Stock	32.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.2		
	Benefits	4.4	Loyalty to Staff	4.7		
	Advancement	5.1	Environ./Soc. Resp.	6.5		
	Training	6.0	Job Security	3.7		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.0		
	Benefits	2.3	Loyalty to Staff	2.1		
	Advancement	2.6	Environ./Soc. Resp.	2.2		
	Training	2.7	Job Security	2.1		
Plan to seek a new job this year? (%)	Yes	28.7	No	47.1		
New job motivation (%)	Salary/Benefits	44.4	Advancement	8.3		
	Different Part of Ind	2.8	Need a Change	0.0		
	Get out of Industry	5.6	Job Security	5.6		
	Environ./Culture	27.8	Other	5.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.1	Existing Contacts	2.1		
	Job Ads	3.3	Contact Companies	3.6		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

NO COMMISSION **\$137,300** ▼5.5%

Number of respondents				933
Employer	Percent	Market Sector	Percent	
Manufacturer	38.1	Rx Pharmaceuticals	61.0	
Agency	30.8	OTC Pharmaceuticals	14.3	
Media/Publisher - HCP	2.7	Biotechnology	23.0	
Media/Publisher - Consumer	0.5	Medical Devices/Equip	25.0	
Media/Publisher - HCP & Consmr.	2.0	Diagnostic Device/Equip	10.7	
Service Supplier	7.7	Hospital Products/Equip.	7.1	
Other	18.2	Dental Products/Equip	2.3	
		Managed Care	8.5	

Age	High	78	Low	21	Avg.	43.9
Sex	Male	48.9	Female	51.1		
Years in industry	High	50.0	Low	1.0	Avg.	15.0
Years in position	High	50.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	1750.0	Low	20.0	Avg.	137.3
Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	68.5	No	31.5		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	10.1	Less	53.3	Same	36.7
Employer's gross US revenue (%)	<\$5M	13.2	\$50-\$100M	10.0		
	\$5-\$20M	22.1	>100M	39.5		
	\$20-\$50M	15.2				
Position satisfying? (%)	Thoroughly	28.5	Generally	51.7		
	OK Sometimes	15.0	No	4.8		
Salary reviewed (%)	6 months	3.8	18 months	5.6		
	12 months	76.3	24 months	14.3		
Advancement prospects (%)	Index 2.4 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	15.4	Good	32.1		
	Fair	30.3	Poor	22.2		
How current job was acquired (%)	Promoted	31.7	Exec Search	13.2		
	Hired by Company	15.5	Own Initiative	32.9		
Benefits received (%)	Signing Bonus	14.3	Retirement	49.9		
	Car	9.8	Medical	86.0		
	Dental	75.0	Stock	39.4		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.9		
	Benefits	4.2	Loyalty to Staff	4.7		
	Advancement	4.3	Environ./Soc. Resp.	6.9		
	Training	6.3	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	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	36.8	No	33.4		
New job motivation (%)	Salary/Benefits	35.3	Advancement	11.8		
	Different Part of Ind	7.1	Need a Change	6.4		
	Get out of Industry	4.7	Job Security	5.3		
	Environ./Culture	21.1	Other	8.4		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.0		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 6 EMPLOYEE BENEFITS

RECEIVE A BONUS \$148,500 ▼7.1%

Number of respondents						683
Employer	Percent	Market Sector		Percent		
Manufacturer	46.9	Rx Pharmaceuticals		63.7		
Agency	25.0	OTC Pharmaceuticals		14.8		
Media/Publisher - HCP	3.8	Biotechnology		24.5		
Media/Publisher - Consumer	0.9	Medical Devices/Equip		25.9		
Media/Publisher - HCP & Consmr.	2.1	Diagnostic Device/Equip		11.0		
Service Supplier	7.2	Hospital Products/Equip.		6.9		
Other	14.2	Dental Products/Equip		2.2		
		Managed Care		7.0		
Age	High	75	Low	22	Avg.	44.3
Sex	Male	52.9	Female	47.1		
Years in industry	High	48.0	Low	1.0	Avg.	15.8
Years in position	High	48.0	Low	1.0	Avg.	5.0
Salary (\$000s/yr)	High	720.0	Low	22.0	Avg.	148.5
Commission received?	Yes	6.4	No	93.6		
Amount (\$000s/yr)	High	220.0	Low	1.2	Avg.	46.6
Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	12.4	Less	46.8	Same	40.8
Employer's gross US revenue (%)	<\$5M	9.7	\$50-\$100M	10.5		
	\$5-\$20M	17.9	>100M	47.5		
	\$20-\$50M	14.5				
Position satisfying? (%)	Thoroughly	30.5	Generally	52.3		
	OK Sometimes	13.5	No	3.7		
Salary reviewed (%)	6 months	3.1	18 months	5.3		
	12 months	79.5	24 months	12.1		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.7	Good	33.0		
	Fair	30.6	Poor	19.7		
How current job was acquired (%)	Promoted	35.1	Exec Search	15.3		
	Hired by Company	15.3	Own Initiative	27.5		
Benefits received (%)	Signing Bonus	17.6	Retirement	51.2		
	Car	12.9	Medical	87.3		
	Dental	77.2	Stock	45.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.8		
	Benefits	4.2	Loyalty to Staff	4.6		
	Advancement	4.3	Environ./Soc. Resp.	6.9		
	Training	6.3	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.3		
	Benefits	2.2	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.3		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	34.6	No	36.4		
New job motivation (%)	Salary/Benefits	29.0	Advancement	13.3		
	Different Part of Ind	7.3	Need a Change	6.9		
	Get out of Industry	4.1	Job Security	6.0		
	Environ./Culture	24.0	Other	9.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	1.9		
	Job Ads	3.2	Contact Companies	3.7		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

NO BONUS \$109,300 ▼2.7%

Number of respondents						338
Employer	Percent	Market Sector		Percent		
Manufacturer	14.5	Rx Pharmaceuticals		53.9		
Agency	38.8	OTC Pharmaceuticals		14.2		
Media/Publisher - HCP	4.4	Biotechnology		20.1		
Media/Publisher - Consumer	1.5	Medical Devices/Equip		26.6		
Media/Publisher - HCP & Consmr.	3.3	Diagnostic Device/Equip		11.8		
Service Supplier	12.7	Hospital Products/Equip.		8.3		
Other	24.9	Dental Products/Equip		2.7		
		Managed Care		12.1		
Age	High	78	Low	21	Avg.	44.2
Sex	Male	44.1	Female	55.9		
Years in industry	High	50.0	Low	1.0	Avg.	14.1
Years in position	High	50.0	Low	1.0	Avg.	5.5
Salary (\$000s/yr)	High	1750.0	Low	20.0	Avg.	109.3
Commission received?	Yes	13.0	No	87.0		
Amount (\$000s/yr)	High	300.0	Low	1.0	Avg.	54.4
Bonus received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	7.8	Less	63.2	Same	29.0
Employer's gross US revenue (%)	<\$5M	24.3	\$50-\$100M	8.7		
	\$5-\$20M	32.0	>100M	18.6		
	\$20-\$50M	16.5				
Position satisfying? (%)	Thoroughly	25.4	Generally	52.8		
	OK Sometimes	15.2	No	6.6		
Salary reviewed (%)	6 months	5.4	18 months	5.1		
	12 months	66.5	24 months	23.1		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.0	Good	29.5		
	Fair	28.3	Poor	29.2		
How current job was acquired (%)	Promoted	23.5	Exec Search	9.2		
	Hired by Company	16.4	Own Initiative	43.5		
Benefits received (%)	Signing Bonus	4.8	Retirement	43.7		
	Car	7.4	Medical	84.0		
	Dental	68.4	Stock	20.4		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.2		
	Benefits	4.3	Loyalty to Staff	4.7		
	Advancement	4.5	Environ./Soc. Resp.	6.7		
	Training	6.1	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.5	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	39.3	No	31.0		
New job motivation (%)	Salary/Benefits	48.8	Advancement	8.2		
	Different Part of Ind	5.9	Need a Change	4.1		
	Get out of Industry	5.9	Job Security	4.1		
	Environ./Culture	17.1	Other	5.9		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.5	Existing Contacts	2.3		
	Job Ads	2.8	Contact Companies	3.7		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 6 EMPLOYEE BENEFITS

RECEIVE MEDICAL COVERAGE \$143,600 ▼4.6%

Number of respondents						721
Employer	Percent	Market Sector		Percent		
Manufacturer	39.9	Rx Pharmaceuticals		62.8		
Agency	28.7	OTC Pharmaceuticals		14.4		
Media/Publisher - HCP	3.9	Biotechnology		24.6		
Media/Publisher - Consumer	1.3	Medical Devices/Equip		25.4		
Media/Publisher - HCP & Consmr.	1.7	Diagnostic Device/Equip		10.4		
Service Supplier	8.3	Hospital Products/Equip.		7.2		
Other	16.2	Dental Products/Equip		2.2		
		Managed Care		7.6		
Age	High	72	Low	22	Avg.	44.2
Sex	Male	50.6	Female	49.4		
Years in industry	High	50.0	Low	1.0	Avg.	15.5
Years in position	High	36.0	Low	1.0	Avg.	5.0
Salary (\$000s/yr)	High	1750.0	Low	25.0	Avg.	143.6
Commission received?	Yes	8.7	No	91.3		
Amount (\$000s/yr)	High	300.0	Low	1.0	Avg.	50.6
Bonus received?	Yes	73.1	No	26.9		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	12.0	Less	48.3	Same	39.7
Employer's gross US revenue (%)	<\$5M	12.6	\$50-\$100M	8.1		
	\$5-\$20M	21.4	>100M	43.1		
	\$20-\$50M	14.8				
Position satisfying? (%)	Thoroughly	30.0	Generally	52.2		
	OK Sometimes	13.4	No	4.5		
Salary reviewed (%)	6 months	3.7	18 months	5.2		
	12 months	77.6	24 months	13.6		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.7	Good	33.6		
	Fair	29.1	Poor	20.5		
How current job was acquired (%)	Promoted	31.1	Exec Search	14.2		
	Hired by Company	16.5	Own Initiative	31.4		
Benefits received (%)	Signing Bonus	13.5	Retirement	51.2		
	Car	10.3	Medical	100.0		
	Dental	85.7	Stock	36.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.9		
	Benefits	4.2	Loyalty to Staff	4.7		
	Advancement	4.3	Environ./Soc. Resp.	6.8		
	Training	6.3	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.2		
	Benefits	2.0	Loyalty to Staff	2.3		
	Advancement	2.6	Environ./Soc. Resp.	2.2		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	35.6	No	35.5		
New job motivation (%)	Salary/Benefits	29.9	Advancement	13.7		
	Different Part of Ind	7.3	Need a Change	6.7		
	Get out of Industry	4.4	Job Security	5.2		
	Environ./Culture	24.1	Other	8.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.9		
	Job Ads	3.1	Contact Companies	3.7		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

NO MEDICAL COVERAGE \$116,400 ▼10.3%

Number of respondents						300
Employer	Percent	Market Sector		Percent		
Manufacturer	27.0	Rx Pharmaceuticals		54.7		
Agency	31.7	OTC Pharmaceuticals		15.0		
Media/Publisher - HCP	4.3	Biotechnology		19.3		
Media/Publisher - Consumer	0.7	Medical Devices/Equip		28.0		
Media/Publisher - HCP & Consmr.	4.3	Diagnostic Device/Equip		13.3		
Service Supplier	10.7	Hospital Products/Equip.		7.7		
Other	21.3	Dental Products/Equip		2.7		
		Managed Care		11.3		
Age	High	78	Low	21	Avg.	44.2
Sex	Male	48.3	Female	51.7		
Years in industry	High	45.0	Low	1.0	Avg.	14.5
Years in position	High	50.0	Low	1.0	Avg.	5.4
Salary (\$000s/yr)	High	500.0	Low	20.0	Avg.	116.4
Commission received?	Yes	8.3	No	91.7		
Amount (\$000s/yr)	High	150.0	Low	2.0	Avg.	50.2
Bonus received?	Yes	52.0	No	48.0		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	8.1	Less	61.8	Same	30.1
Employer's gross US revenue (%)	<\$5M	19.1	\$50-\$100M	14.1		
	\$5-\$20M	25.4	>100M	25.4		
	\$20-\$50M	16.1				
Position satisfying? (%)	Thoroughly	26.1	Generally	53.2		
	OK Sometimes	15.7	No	5.0		
Salary reviewed (%)	6 months	4.4	18 months	5.4		
	12 months	69.5	24 months	20.8		
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	12.5	Good	27.6		
	Fair	31.7	Poor	28.3		
How current job was acquired (%)	Promoted	31.5	Exec Search	11.1		
	Hired by Company	13.8	Own Initiative	36.2		
Benefits received (%)	Signing Bonus	17.5	Retirement	36.0		
	Car	18.4	Medical	0.0		
	Dental	5.3	Stock	50.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	3.0		
	Benefits	4.3	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.	6.9		
	Training	6.1	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture	2.2		
	Benefits	2.6	Loyalty to Staff	2.4		
	Advancement	2.7	Environ./Soc. Resp.	2.4		
	Training	2.9	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	37.5	No	32.4		
New job motivation (%)	Salary/Benefits	50.4	Advancement	6.3		
	Different Part of Ind	5.6	Need a Change	4.2		
	Get out of Industry	5.6	Job Security	5.6		
	Environ./Culture	15.4	Other	7.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	2.3		
	Job Ads	2.9	Contact Companies	3.6		
	Post Resume	3.8				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 6 EMPLOYEE BENEFITS

RECEIVE DENTAL COVERAGE \$146,200 ▼3.0%

Number of respondents				624
Employer	Percent	Market Sector	Percent	
Manufacturer	41.4	Rx Pharmaceuticals	63.5	
Agency	28.5	OTC Pharmaceuticals	14.6	
Media/Publisher - HCP	3.5	Biotechnology	24.8	
Media/Publisher - Consumer	1.1	Medical Devices/Equip	23.9	
Media/Publisher - HCP & Consmr.	1.9	Diagnostic Device/Equip	9.6	
Service Supplier	7.5	Hospital Products/Equip.	6.4	
Other	16.0	Dental Products/Equip	1.9	
		Managed Care	7.7	

Age	High	72	Low	22	Avg.	44.2
Sex	Male	50.0	Female	50.0		
Years in industry	High	50.0	Low	1.0	Avg.	15.6
Years in position	High	29.0	Low	1.0	Avg.	4.7
Salary (\$000s/yr)	High	1750.0	Low	30.0	Avg.	146.2
Commission received?	Yes	8.0	No	92.0		
Amount (\$000s/yr)	High	300.0	Low	1.0	Avg.	54.5
Bonus received?	Yes	74.7	No	25.3		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	13.7	Less	46.1	Same	40.2
Employer's gross US revenue (%)	<\$5M	9.4	\$50-\$100M	8.2		
	\$5-\$20M	20.9	>100M	45.8		
	\$20-\$50M	15.8				
Position satisfying? (%)	Thoroughly	29.8	Generally	51.5		
	OK Sometimes	14.0	No	4.7		
Salary reviewed (%)	6 months	3.7	18 months	4.9		
	12 months	79.6	24 months	11.9		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	16.9	Good	33.6		
	Fair	29.4	Poor	20.1		
How current job was acquired (%)	Promoted	30.7	Exec Search	14.8		
	Hired by Company	17.4	Own Initiative	30.7		
Benefits received (%)	Signing Bonus	14.6	Retirement	53.4		
	Car	9.1	Medical	99.0		
	Dental	100.0	Stock	39.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.0		
	Benefits	4.1	Loyalty to Staff	4.7		
	Advancement	4.3	Environ./Soc. Resp.	6.8		
	Training	6.3	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture	2.2		
	Benefits	2.0	Loyalty to Staff	2.4		
	Advancement	2.6	Environ./Soc. Resp.	2.2		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	34.7	No	35.2		
New job motivation (%)	Salary/Benefits	30.1	Advancement	12.8		
	Different Part of Ind	8.1	Need a Change	7.1		
	Get out of Industry	4.7	Job Security	5.4		
	Environ./Culture	23.0	Other	8.8		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.2	Existing Contacts	1.9		
	Job Ads	3.1	Contact Companies	3.7		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

NO DENTAL COVERAGE \$118,800 ▼10.3%

Number of respondents				397
Employer	Percent	Market Sector	Percent	
Manufacturer	28.0	Rx Pharmaceuticals	55.7	
Agency	31.2	OTC Pharmaceuticals	14.6	
Media/Publisher - HCP	4.8	Biotechnology	20.2	
Media/Publisher - Consumer	1.0	Medical Devices/Equip	29.7	
Media/Publisher - HCP & Consmr.	3.3	Diagnostic Device/Equip	13.9	
Service Supplier	11.3	Hospital Products/Equip.	8.8	
Other	20.4	Dental Products/Equip	3.0	
		Managed Care	10.3	

Age	High	78	Low	21	Avg.	44.3
Sex	Male	49.9	Female	50.1		
Years in industry	High	45.0	Low	1.0	Avg.	14.6
Years in position	High	50.0	Low	1.0	Avg.	5.8
Salary (\$000s/yr)	High	500.0	Low	20.0	Avg.	118.8
Commission received?	Yes	9.6	No	90.4		
Amount (\$000s/yr)	High	150.0	Low	1.2	Avg.	45.3
Bonus received?	Yes	54.7	No	45.3		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	6.4	Less	61.9	Same	31.7
Employer's gross US revenue (%)	<\$5M	22.5	\$50-\$100M	12.4		
	\$5-\$20M	25.3	>100M	25.6		
	\$20-\$50M	14.2				
Position satisfying? (%)	Thoroughly	27.3	Generally	54.0		
	OK Sometimes	14.1	No	4.6		
Salary reviewed (%)	6 months	4.1	18 months	5.8		
	12 months	68.4	24 months	21.8		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.3	Good	29.1		
	Fair	30.6	Poor	27.0		
How current job was acquired (%)	Promoted	32.2	Exec Search	10.9		
	Hired by Company	12.9	Own Initiative	36.2		
Benefits received (%)	Signing Bonus	12.3	Retirement	36.5		
	Car	18.0	Medical	48.8		
	Dental	0.0	Stock	35.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	2.9		
	Benefits	4.4	Loyalty to Staff	4.6		
	Advancement	4.5	Environ./Soc. Resp.	6.8		
	Training	6.2	Job Security	4.1		
Employer rating (avg rating, 1 = best)	Salary	2.5	Environ./Culture	2.3		
	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	38.4	No	33.6		
New job motivation (%)	Salary/Benefits	45.0	Advancement	9.4		
	Different Part of Ind	4.7	Need a Change	4.2		
	Get out of Industry	4.7	Job Security	5.2		
	Environ./Culture	19.4	Other	7.3		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	2.3		
	Job Ads	2.9	Contact Companies	3.6		
	Post Resume	3.8				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 6 EMPLOYEE BENEFITS

RECEIVE RETIRE BENEFITS \$142,600 ▼3.6%

Number of respondents						410
Employer	Percent	Market Sector		Percent		
Manufacturer	43.7	Rx Pharmaceuticals		59.8		
Agency	27.3	OTC Pharmaceuticals		14.2		
Media/Publisher - HCP	2.2	Biotechnology		22.2		
Media/Publisher - Consumer	1.5	Medical Devices/Equip		22.0		
Media/Publisher - HCP & Consmr.	1.7	Diagnostic Device/Equip		9.8		
Service Supplier	5.1	Hospital Products/Equip.		6.8		
Other	18.5	Dental Products/Equip		1.2		
		Managed Care		7.3		
Age	High	72	Low	22	Avg.	44.1
Sex	Male	52.9	Female	47.1		
Years in industry	High	50.0	Low	1.0	Avg.	15.5
Years in position	High	36.0	Low	1.0	Avg.	5.0
Salary (\$000s/yr)	High	1750.0	Low	25.0	Avg.	142.6
Commission received?	Yes	6.8	No	93.2		
Amount (\$000s/yr)	High	300.0	Low	1.0	Avg.	43.4
Bonus received?	Yes	75.4	No	24.6		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	11.8	Less	46.9	Same	41.3
Employer's gross US revenue (%)	<\$5M	8.0	\$50-\$100M	7.7		
	\$5-\$20M	20.7	>100M	49.3		
	\$20-\$50M	14.4				
Position satisfying? (%)	Thoroughly	31.6	Generally	54.4		
	OK Sometimes	12.0	No	2.0		
Salary reviewed (%)	6 months	3.9	18 months	3.7		
	12 months	82.5	24 months	9.8		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	18.5	Good	35.2		
	Fair	30.3	Poor	16.0		
How current job was acquired (%)	Promoted	36.2	Exec Search	12.5		
	Hired by Company	13.9	Own Initiative	32.0		
Benefits received (%)	Signing Bonus	16.8	Retirement	100.0		
	Car	11.5	Medical	90.0		
	Dental	81.2	Stock	36.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.0		
	Benefits	4.1	Loyalty to Staff	4.8		
	Advancement	4.3	Environ./Soc. Resp.	6.9		
	Training	6.4	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.1		
	Benefits	2.0	Loyalty to Staff	2.3		
	Advancement	2.5	Environ./Soc. Resp.	2.1		
	Training	2.6	Job Security	2.2		
Plan to seek a new job this year? (%)	Yes	30.2	No	37.8		
New job motivation (%)	Salary/Benefits	29.8	Advancement	12.2		
	Different Part of Ind	8.8	Need a Change	7.2		
	Get out of Industry	3.9	Job Security	3.9		
	Environ./Culture	19.3	Other	14.9		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.9		
	Job Ads	3.1	Contact Companies	3.8		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

NO RETIRE BENEFITS \$131,100 ▼6.7%

Number of respondents						611
Employer	Percent	Market Sector		Percent		
Manufacturer	31.1	Rx Pharmaceuticals		60.9		
Agency	31.1	OTC Pharmaceuticals		14.9		
Media/Publisher - HCP	5.2	Biotechnology		23.6		
Media/Publisher - Consumer	0.8	Medical Devices/Equip		29.0		
Media/Publisher - HCP & Consmr.	3.0	Diagnostic Device/Equip		12.3		
Service Supplier	11.6	Hospital Products/Equip.		7.7		
Other	17.2	Dental Products/Equip		3.1		
		Managed Care		9.7		
Age	High	78	Low	21	Avg.	44.3
Sex	Male	48.0	Female	52.1		
Years in industry	High	45.0	Low	1.0	Avg.	15.1
Years in position	High	50.0	Low	1.0	Avg.	5.3
Salary (\$000s/yr)	High	720.0	Low	20.0	Avg.	131.1
Commission received?	Yes	9.8	No	90.2		
Amount (\$000s/yr)	High	220.0	Low	1.2	Avg.	53.8
Bonus received?	Yes	61.2	No	38.8		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	10.3	Less	55.8	Same	33.9
Employer's gross US revenue (%)	<\$5M	18.9	\$50-\$100M	11.3		
	\$5-\$20M	23.9	>100M	30.2		
	\$20-\$50M	15.6				
Position satisfying? (%)	Thoroughly	27.0	Generally	51.2		
	OK Sometimes	15.5	No	6.4		
Salary reviewed (%)	6 months	3.8	18 months	6.3		
	12 months	70.3	24 months	19.7		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	13.5	Good	29.6		
	Fair	29.6	Poor	27.4		
How current job was acquired (%)	Promoted	27.9	Exec Search	13.9		
	Hired by Company	16.8	Own Initiative	33.3		
Benefits received (%)	Signing Bonus	11.3	Retirement	0.0		
	Car	11.3	Medical	82.8		
	Dental	68.5	Stock	40.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.9		
	Benefits	4.3	Loyalty to Staff	4.6		
	Advancement	4.4	Environ./Soc. Resp.	6.8		
	Training	6.2	Job Security	4.2		
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.	2.4		
	Training	2.9	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	40.1	No	32.4		
New job motivation (%)	Salary/Benefits	39.5	Advancement	11.1		
	Different Part of Ind	5.6	Need a Change	5.2		
	Get out of Industry	5.2	Job Security	6.2		
	Environ./Culture	22.9	Other	4.3		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.2		
	Job Ads	3.0	Contact Companies	3.6		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

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 60
- My Job is Generally Satisfying, page 60
- My Job is OK, Sometimes, page 61
- My Job is Unsatisfying, page 61
- I Make More Than My Peers, page 62
- I Make Less Than My Peers, page 62
- I Make the Same As My Peers, page 63
- Excellent Advancement Prospects, page 63
- Good Advancement Prospects, page 64
- Fair Advancement Prospects, page 64
- Poor Advancement Prospects, page 65

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

JOB IS THOROUGHLY SATISFYING \$157,300 ▼1.4%

Number of respondents						293
Employer	Percent	Market Sector		Percent		
Manufacturer	38.6	Rx Pharmaceuticals		61.4		
Agency	25.6	OTC Pharmaceuticals		14.7		
Media/Publisher - HCP	4.1	Biotechnology		26.3		
Media/Publisher - Consumer	1.0	Medical Devices/Equip		24.9		
Media/Publisher - HCP & Consmr.	2.1	Diagnostic Device/Equip		10.9		
Service Supplier	10.2	Hospital Products/Equip.		8.2		
Other	18.4	Dental Products/Equip		1.7		
		Managed Care		10.9		
Age	High	75	Low	23	Avg.	44.9
Sex	Male	56.0	Female	44.0		
Years in industry	High	50.0	Low	1.0	Avg.	15.9
Years in position	High	50.0	Low	1.0	Avg.	5.4
Salary (\$000s/yr)	High	1750.0	Low	21.6	Avg.	157.3
Commission received?	Yes	9.6	No	90.4		
Amount (\$000s/yr)	High	160.0	Low	1.0	Avg.	49.6
Bonus received?	Yes	71.0	No	29.0		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	12.6	Less	43.0	Same	44.4
Employer's gross US revenue (%)	<\$5M	16.0	\$50-\$100M	10.1		
	\$5-\$20M	19.8	>100M	41.3		
	\$20-\$50M	12.9				
Position satisfying? (%)	Thoroughly	100.0	Generally	0.0		
	OK Sometimes	0.0	No	0.0		
Salary reviewed (%)	6 months	6.3	18 months	3.5		
	12 months	77.8	24 months	12.5		
Advancement prospects (%)	Index 2.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	31.3	Good	41.6		
	Fair	15.8	Poor	11.3		
How current job was acquired (%)	Promoted	31.3	Exec Search	11.0		
	Hired by Company	19.9	Own Initiative	29.9		
Benefits received (%)	Signing Bonus	16.5	Retirement	50.8		
	Car	18.9	Medical	84.7		
	Dental	72.8	Stock	47.2		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	2.7		
	Benefits	4.4	Loyalty to Staff	4.4		
	Advancement	4.5	Environ./Soc. Resp.	6.5		
	Training	6.2	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	1.7		
	Benefits	2.0	Loyalty to Staff	2.0		
	Advancement	2.2	Environ./Soc. Resp.	2.0		
	Training	2.4	Job Security	2.0		
Plan to seek a new job this year? (%)	Yes	16.8	No	62.0		
New job motivation (%)	Salary/Benefits	35.1	Advancement	14.9		
	Different Part of Ind	6.8	Need a Change	5.4		
	Get out of Industry	1.4	Job Security	8.1		
	Environ./Culture	10.8	Other	17.6		
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	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

JOB IS GENERALLY SATISFYING \$127,700 ▼9.6%

Number of respondents						533
Employer	Percent	Market Sector		Percent		
Manufacturer	35.3	Rx Pharmaceuticals		57.2		
Agency	29.8	OTC Pharmaceuticals		14.5		
Media/Publisher - HCP	3.9	Biotechnology		21.8		
Media/Publisher - Consumer	0.9	Medical Devices/Equip		26.1		
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip		10.9		
Service Supplier	8.8	Hospital Products/Equip.		5.6		
Other	18.4	Dental Products/Equip		1.9		
		Managed Care		7.9		
Age	High	71	Low	21	Avg.	44.2
Sex	Male	47.7	Female	52.4		
Years in industry	High	44.0	Low	1.0	Avg.	15.3
Years in position	High	27.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	400.0	Low	20.0	Avg.	127.7
Commission received?	Yes	9.8	No	90.2		
Amount (\$000s/yr)	High	300.0	Low	1.2	Avg.	53.9
Bonus received?	Yes	66.8	No	33.2		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	9.8	Less	54.2	Same	36.0
Employer's gross US revenue (%)	<\$5M	13.9	\$50-\$100M	8.9		
	\$5-\$20M	23.2	>100M	37.3		
	\$20-\$50M	16.7				
Position satisfying? (%)	Thoroughly	0.0	Generally	100.0		
	OK Sometimes	0.0	No	0.0		
Salary reviewed (%)	6 months	3.2	18 months	5.5		
	12 months	75.5	24 months	15.9		
Advancement prospects (%)	Index 2.3 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	10.3	Good	31.8		
	Fair	36.3	Poor	21.7		
How current job was acquired (%)	Promoted	34.8	Exec Search	14.5		
	Hired by Company	11.7	Own Initiative	32.8		
Benefits received (%)	Signing Bonus	13.7	Retirement	51.6		
	Car	9.1	Medical	87.0		
	Dental	74.2	Stock	33.3		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.0		
	Benefits	4.2	Loyalty to Staff	4.8		
	Advancement	4.3	Environ./Soc. Resp.	6.9		
	Training	6.3	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.3		
	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	34.6	No	29.3		
New job motivation (%)	Salary/Benefits	40.5	Advancement	11.2		
	Different Part of Ind	6.6	Need a Change	6.2		
	Get out of Industry	3.1	Job Security	6.2		
	Environ./Culture	19.3	Other	7.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.1		
	Job Ads	3.0	Contact Companies	3.7		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

MY JOB IS OK, SOMETIMES \$121,900 ▼6.7%

Number of respondents						143
Employer	Percent	Market Sector		Percent		
Manufacturer	33.6	Rx Pharmaceuticals		69.9		
Agency	36.4	OTC Pharmaceuticals		14.7		
Media/Publisher - HCP	5.6	Biotechnology		21.7		
Media/Publisher - Consumer	1.4	Medical Devices/Equip		25.9		
Media/Publisher - HCP & Consmr.	2.8	Diagnostic Device/Equip		11.9		
Service Supplier	7.7	Hospital Products/Equip.		10.5		
Other	12.6	Dental Products/Equip		4.2		
		Managed Care		9.1		
Age	High	78	Low	23	Avg.	42.8
Sex	Male	44.8	Female	55.2		
Years in industry	High	45.0	Low	1.0	Avg.	14.0
Years in position	High	30.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	400.0	Low	28.0	Avg.	121.9
Commission received?	Yes	2.8	No	97.2		
Amount (\$000s/yr)	High	60.0	Low	20.0	Avg.	46.3
Bonus received?	Yes	64.3	No	35.7		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	11.2	Less	60.1	Same	28.7
Employer's gross US revenue (%)	<\$5M	13.0	\$50-\$100M	12.2		
	\$5-\$20M	23.7	>100M	35.3		
	\$20-\$50M	15.8				
Position satisfying? (%)	Thoroughly	0.0	Generally	0.0		
	OK Sometimes	100.0	No	0.0		
Salary reviewed (%)	6 months	2.8	18 months	6.3		
	12 months	73.9	24 months	16.9		
Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	5.7	Good	21.3		
	Fair	34.0	Poor	39.0		
How current job was acquired (%)	Promoted	25.9	Exec Search	11.2		
	Hired by Company	18.2	Own Initiative	35.0		
Benefits received (%)	Signing Bonus	9.0	Retirement	44.1		
	Car	7.2	Medical	86.5		
	Dental	78.4	Stock	41.4		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.3		
	Benefits	4.0	Loyalty to Staff	4.5		
	Advancement	4.4	Environ./Soc. Resp.	7.2		
	Training	6.3	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture	2.8		
	Benefits	2.4	Loyalty to Staff	2.8		
	Advancement	3.1	Environ./Soc. Resp.	2.6		
	Training	3.1	Job Security	2.5		
Plan to seek a new job this year? (%)	Yes	64.3	No	8.4		
New job motivation (%)	Salary/Benefits	33.6	Advancement	6.5		
	Different Part of Ind	9.4	Need a Change	7.5		
	Get out of Industry	10.3	Job Security	3.7		
	Environ./Culture	22.4	Other	6.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	2.2		
	Job Ads	2.9	Contact Companies	3.8		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

MY JOB IS UNSATISFYING \$134,800 ▲7.9%

Number of respondents						47
Employer	Percent	Market Sector		Percent		
Manufacturer	38.3	Rx Pharmaceuticals		57.5		
Agency	29.8	OTC Pharmaceuticals		8.5		
Media/Publisher - HCP	0.0	Biotechnology		19.2		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		31.9		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		12.8		
Service Supplier	8.5	Hospital Products/Equip.		8.5		
Other	23.4	Dental Products/Equip		6.4		
		Managed Care		2.1		
Age	High	69	Low	24	Avg.	44.7
Sex	Male	55.3	Female	44.7		
Years in industry	High	30.0	Low	2.0	Avg.	14.1
Years in position	High	21.0	Low	1.0	Avg.	4.0
Salary (\$000s/yr)	High	330.0	Low	40.0	Avg.	134.8
Commission received?	Yes	4.3	No	95.7		
Amount (\$000s/yr)	High	20.0	Low	5.0	Avg.	12.5
Bonus received?	Yes	53.2	No	46.8		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	12.8	Less	61.7	Same	25.5
Employer's gross US revenue (%)	<\$5M	19.2	\$50-\$100M	10.6		
	\$5-\$20M	27.7	>100M	31.9		
	\$20-\$50M	10.6				
Position satisfying? (%)	Thoroughly	0.0	Generally	0.0		
	OK Sometimes	0.0	No	100.0		
Salary reviewed (%)	6 months	0.0	18 months	10.6		
	12 months	59.6	24 months	29.8		
Advancement prospects (%)	Index 1.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	2.2	Good	6.5		
	Fair	30.4	Poor	60.9		
How current job was acquired (%)	Promoted	6.5	Exec Search	21.7		
	Hired by Company	23.9	Own Initiative	45.7		
Benefits received (%)	Signing Bonus	13.9	Retirement	22.2		
	Car	0.0	Medical	88.9		
	Dental	80.6	Stock	36.1		
Factors important to job (avg ranking, 1 = most important)	Salary	2.8	Environ./Culture	2.5		
	Benefits	4.3	Loyalty to Staff	4.3		
	Advancement	4.4	Environ./Soc. Resp.	6.8		
	Training	6.2	Job Security	4.6		
Employer rating (avg rating, 1 = best)	Salary	2.7	Environ./Culture	3.5		
	Benefits	2.8	Loyalty to Staff	3.2		
	Advancement	3.4	Environ./Soc. Resp.	3.0		
	Training	3.4	Job Security	3.0		
Plan to seek a new job this year? (%)	Yes	89.4	No	4.3		
New job motivation (%)	Salary/Benefits	15.9	Advancement	18.2		
	Different Part of Ind	2.3	Need a Change	2.3		
	Get out of Industry	6.8	Job Security	0.0		
	Environ./Culture	50.0	Other	4.6		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.2		
	Job Ads	2.9	Contact Companies	3.6		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

I MAKE MORE THAN MY PEERS \$158,300 ▼17.8%

Number of respondents						110
Employer	Percent	Market Sector		Percent		
Manufacturer	40.0	Rx Pharmaceuticals		70.0		
Agency	36.4	OTC Pharmaceuticals		12.7		
Media/Publisher - HCP	4.6	Biotechnology		27.3		
Media/Publisher - Consumer	0.9	Medical Devices/Equip		26.4		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		10.0		
Service Supplier	7.3	Hospital Products/Equip.		6.4		
Other	10.9	Dental Products/Equip		2.7		
		Managed Care		11.8		
Age	High	65	Low	23	Avg.	44.2
Sex	Male	49.1	Female	50.9		
Years in industry	High	40.0	Low	1.0	Avg.	15.3
Years in position	High	38.0	Low	1.0	Avg.	5.6
Salary (\$000s/yr)	High	500.0	Low	30.0	Avg.	158.3
Commission received?	Yes	15.5	No	84.6		
Amount (\$000s/yr)	High	160.0	Low	1.0	Avg.	42.3
Bonus received?	Yes	76.4	No	23.6		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	100.0	Less	0.0	Same	0.0
Employer's gross US revenue (%)	<\$5M		9.3	\$50-\$100M		13.9
	\$5-\$20M		15.7	>100M		50.0
	\$20-\$50M		11.1			
Position satisfying? (%)	Thoroughly		32.7	Generally		47.3
	OK Sometimes		14.6	No		5.5
Salary reviewed (%)	6 months		5.5	18 months		2.8
	12 months		84.4	24 months		7.3
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		20.9	Good		32.7
	Fair		28.2	Poor		18.2
How current job was acquired (%)	Promoted		30.0	Exec Search		13.6
	Hired by Company		25.5	Own Initiative		24.6
Benefits received (%)	Signing Bonus		20.2	Retirement		48.5
	Car		14.1	Medical		86.9
	Dental		85.9	Stock		43.4
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		2.8
	Benefits		4.2	Loyalty to Staff		4.8
	Advancement		4.4	Environ./Soc. Resp.		6.8
	Training		6.3	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		1.6	Environ./Culture		2.3
	Benefits		1.9	Loyalty to Staff		2.4
	Advancement		2.6	Environ./Soc. Resp.		2.2
	Training		2.6	Job Security		2.2
Plan to seek a new job this year? (%)	Yes		29.1	No		36.4
New job motivation (%)	Salary/Benefits		20.9	Advancement		23.3
	Different Part of Ind		9.3	Need a Change		9.3
	Get out of Industry		4.7	Job Security		4.7
	Environ./Culture		20.9	Other		7.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.2	Existing Contacts		1.6
	Job Ads		3.4	Contact Companies		3.6
	Post Resume		4.1			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			

I MAKE LESS THAN MY PEERS \$118,800 ▼3.5%

Number of respondents						528
Employer	Percent	Market Sector		Percent		
Manufacturer	33.7	Rx Pharmaceuticals		55.7		
Agency	28.0	OTC Pharmaceuticals		15.0		
Media/Publisher - HCP	3.6	Biotechnology		19.9		
Media/Publisher - Consumer	1.3	Medical Devices/Equip		27.3		
Media/Publisher - HCP & Consmr.	3.2	Diagnostic Device/Equip		10.8		
Service Supplier	9.5	Hospital Products/Equip.		7.8		
Other	20.6	Dental Products/Equip		3.0		
		Managed Care		9.3		
Age	High	78	Low	22	Avg.	44.1
Sex	Male	46.2	Female	53.8		
Years in industry	High	50.0	Low	1.0	Avg.	15.1
Years in position	High	36.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	720.0	Low	20.0	Avg.	118.8
Commission received?	Yes	6.6	No	93.4		
Amount (\$000s/yr)	High	300.0	Low	1.2	Avg.	38.4
Bonus received?	Yes	60.0	No	40.0		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	0.0	Less	100.0	Same	0.0
Employer's gross US revenue (%)	<\$5M		19.2	\$50-\$100M		9.8
	\$5-\$20M		23.6	>100M		33.0
	\$20-\$50M		14.4			
Position satisfying? (%)	Thoroughly		23.4	Generally		54.7
	OK Sometimes		16.4	No		5.5
Salary reviewed (%)	6 months		3.6	18 months		6.3
	12 months		69.6	24 months		20.5
Advancement prospects (%)	Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		11.6	Good		28.6
	Fair		31.7	Poor		28.1
How current job was acquired (%)	Promoted		32.6	Exec Search		10.6
	Hired by Company		13.3	Own Initiative		36.1
Benefits received (%)	Signing Bonus		9.6	Retirement		46.8
	Car		9.3	Medical		84.6
	Dental		70.1	Stock		32.6
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.2
	Benefits		4.2	Loyalty to Staff		4.5
	Advancement		4.4	Environ./Soc. Resp.		6.8
	Training		6.2	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		2.8	Environ./Culture		2.3
	Benefits		2.4	Loyalty to Staff		2.4
	Advancement		2.8	Environ./Soc. Resp.		2.4
	Training		2.9	Job Security		2.3
Plan to seek a new job this year? (%)	Yes		44.4	No		26.2
New job motivation (%)	Salary/Benefits		46.4	Advancement		8.8
	Different Part of Ind		5.8	Need a Change		4.6
	Get out of Industry		5.5	Job Security		4.9
	Environ./Culture		17.5	Other		6.5
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.3	Existing Contacts		2.3
	Job Ads		2.9	Contact Companies		3.7
	Post Resume		3.8			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

I MAKE THE SAME AS MY PEERS \$153,100 ▼0.6%

Number of respondents						373
Employer	Percent	Market Sector		Percent		
Manufacturer	38.9	Rx Pharmaceuticals			64.9	
Agency	30.0	OTC Pharmaceuticals			14.8	
Media/Publisher - HCP	4.6	Biotechnology			25.7	
Media/Publisher - Consumer	0.8	Medical Devices/Equip			24.7	
Media/Publisher - HCP & Consmr.	2.1	Diagnostic Device/Equip			12.6	
Service Supplier	8.3	Hospital Products/Equip.			7.0	
Other	15.3	Dental Products/Equip			1.3	
		Managed Care			6.7	
Age	High	75	Low	21	Avg.	44.2
Sex	Male	54.7	Female	45.3		
Years in industry	High	48.0	Low	1.0	Avg.	15.4
Years in position	High	50.0	Low	1.0	Avg.	5.0
Salary (\$000s/yr)	High	1750.0	Low	25.0	Avg.	153.1
Commission received?	Yes	9.1	No	90.9		
Amount (\$000s/yr)	High	220.0	Low	2.0	Avg.	69.3
Bonus received?	Yes	74.0	No	26.0		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	0.0	Less	0.0	Same	100.0
Employer's gross US revenue (%)	<\$5M	8.8	\$50-\$100M	9.0		
	\$5-\$20M	23.6	>100M	41.4		
	\$20-\$50M	17.3				
Position satisfying? (%)	Thoroughly	34.2	Generally	51.5		
	OK Sometimes	11.1	No	3.2		
Salary reviewed (%)	6 months	3.8	18 months	4.4		
	12 months	80.7	24 months	11.1		
Advancement prospects (%)	Index 2.6 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	19.4	Good	36.0		
	Fair	28.0	Poor	16.7		
How current job was acquired (%)	Promoted	29.8	Exec Search	17.1		
	Hired by Company	16.0	Own Initiative	30.6		
Benefits received (%)	Signing Bonus	17.7	Retirement	52.2		
	Car	13.4	Medical	88.2		
	Dental	77.3	Stock	45.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.5	Environ./Culture	2.7		
	Benefits	4.3	Loyalty to Staff	4.8		
	Advancement	4.3	Environ./Soc. Resp.	7.0		
	Training	6.3	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.0	Environ./Culture	2.1		
	Benefits	2.1	Loyalty to Staff	2.3		
	Advancement	2.4	Environ./Soc. Resp.	2.2		
	Training	2.7	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	26.3	No	45.4		
New job motivation (%)	Salary/Benefits	16.7	Advancement	13.6		
	Different Part of Ind	8.3	Need a Change	7.6		
	Get out of Industry	3.0	Job Security	6.1		
	Environ./Culture	31.8	Other	12.9		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.9		
	Job Ads	3.2	Contact Companies	3.6		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

EXCELLENT ADV. PROSPECTS \$157,700 ▼8.6%

Number of respondents						156
Employer	Percent	Market Sector		Percent		
Manufacturer	37.2	Rx Pharmaceuticals			62.8	
Agency	34.0	OTC Pharmaceuticals			12.8	
Media/Publisher - HCP	1.3	Biotechnology			25.6	
Media/Publisher - Consumer	0.6	Medical Devices/Equip			27.6	
Media/Publisher - HCP & Consmr.	1.9	Diagnostic Device/Equip			11.5	
Service Supplier	12.2	Hospital Products/Equip.			7.1	
Other	12.8	Dental Products/Equip			1.3	
		Managed Care			9.0	
Age	High	72	Low	21	Avg.	40.7
Sex	Male	52.6	Female	47.4		
Years in industry	High	50.0	Low	1.0	Avg.	13.4
Years in position	High	38.0	Low	1.0	Avg.	3.9
Salary (\$000s/yr)	High	1750.0	Low	30.0	Avg.	157.7
Commission received?	Yes	9.0	No	91.0		
Amount (\$000s/yr)	High	150.0	Low	5.0	Avg.	51.9
Bonus received?	Yes	72.4	No	27.6		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	14.8	Less	38.7	Same	46.5
Employer's gross US revenue (%)	<\$5M	21.6	\$50-\$100M	7.8		
	\$5-\$20M	24.8	>100M	34.0		
	\$20-\$50M	11.8				
Position satisfying? (%)	Thoroughly	59.1	Generally	35.1		
	OK Sometimes	5.2	No	0.7		
Salary reviewed (%)	6 months	13.0	18 months	3.3		
	12 months	72.7	24 months	11.0		
Advancement prospects (%)	Index 4.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	100.0	Good	0.0		
	Fair	0.0	Poor	0.0		
How current job was acquired (%)	Promoted	32.5	Exec Search	8.4		
	Hired by Company	18.8	Own Initiative	31.2		
Benefits received (%)	Signing Bonus	21.0	Retirement	54.4		
	Car	16.7	Medical	86.2		
	Dental	75.4	Stock	45.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	2.7		
	Benefits	4.7	Loyalty to Staff	4.7		
	Advancement	3.8	Environ./Soc. Resp.	6.6		
	Training	6.1	Job Security	4.7		
Employer rating (avg rating, 1 = best)	Salary	2.0	Environ./Culture	1.6		
	Benefits	1.9	Loyalty to Staff	1.7		
	Advancement	1.6	Environ./Soc. Resp.	1.9		
	Training	2.3	Job Security	1.8		
Plan to seek a new job this year? (%)	Yes	16.0	No	64.1		
New job motivation (%)	Salary/Benefits	32.5	Advancement	10.0		
	Different Part of Ind	17.5	Need a Change	10.0		
	Get out of Industry	5.0	Job Security	2.5		
	Environ./Culture	10.0	Other	12.5		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.8		
	Job Ads	3.2	Contact Companies	3.8		
	Post Resume	3.9				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

GOOD ADV. PROSPECTS \$134,100 ▼8.4%

Number of respondents						321
Employer	Percent	Market Sector		Percent		
Manufacturer	33.3	Rx Pharmaceuticals		66.4		
Agency	33.0	OTC Pharmaceuticals		17.8		
Media/Publisher - HCP	4.1	Biotechnology		25.2		
Media/Publisher - Consumer	0.9	Medical Devices/Equip		23.7		
Media/Publisher - HCP & Consmr.	3.7	Diagnostic Device/Equip		10.3		
Service Supplier	7.8	Hospital Products/Equip.		7.5		
Other	17.1	Dental Products/Equip		1.6		
		Managed Care		9.4		
Age	High	71	Low	22	Avg.	41.7
Sex	Male	44.6	Female	55.5		
Years in industry	High	45.0	Low	1.0	Avg.	13.9
Years in position	High	36.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	490.0	Low	25.0	Avg.	134.1
Commission received?	Yes	7.8	No	92.2		
Amount (\$000s/yr)	High	300.0	Low	1.0	Avg.	59.3
Bonus received?	Yes	69.5	No	30.5		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	11.3	Less	46.5	Same	42.1
Employer's gross US revenue (%)	<\$5M		11.1	\$50-\$100M		11.7
	\$5-\$20M		21.8	>100M		38.3
	\$20-\$50M		17.1			
Position satisfying? (%)	Thoroughly		37.7	Generally		52.0
	OK Sometimes		9.4	No		0.9
Salary reviewed (%)	6 months		3.4	18 months		5.6
	12 months		81.0	24 months		10.0
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		33.8	Exec Search		12.2
	Hired by Company		16.6	Own Initiative		32.8
Benefits received (%)	Signing Bonus		16.8	Retirement		53.4
	Car		10.8	Medical		89.2
	Dental		77.2	Stock		44.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.6	Environ./Culture		2.7
	Benefits		4.3	Loyalty to Staff		4.7
	Advancement		4.3	Environ./Soc. Resp.		6.9
	Training		6.4	Job Security		4.2
Employer rating (avg rating, 1 = best)	Salary		2.2	Environ./Culture		2.1
	Benefits		2.1	Loyalty to Staff		2.2
	Advancement		2.2	Environ./Soc. Resp.		2.2
	Training		2.6	Job Security		2.1
Plan to seek a new job this year? (%)	Yes		23.4	No		42.1
New job motivation (%)	Salary/Benefits		43.3	Advancement		5.8
	Different Part of Ind		6.7	Need a Change		8.3
	Get out of Industry		5.8	Job Security		3.3
	Environ./Culture		15.8	Other		10.8
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.3	Existing Contacts		2.0
	Job Ads		3.1	Contact Companies		3.6
	Post Resume		4.0			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			

FAIR ADV. PROSPECTS \$136,400 ▲0.5%

Number of respondents						301
Employer	Percent	Market Sector		Percent		
Manufacturer	40.9	Rx Pharmaceuticals		58.1		
Agency	29.2	OTC Pharmaceuticals		15.0		
Media/Publisher - HCP	4.3	Biotechnology		21.9		
Media/Publisher - Consumer	1.0	Medical Devices/Equip		26.9		
Media/Publisher - HCP & Consmr.	1.3	Diagnostic Device/Equip		10.6		
Service Supplier	5.7	Hospital Products/Equip.		6.0		
Other	17.6	Dental Products/Equip		3.3		
		Managed Care		8.6		
Age	High	75	Low	24	Avg.	45.4
Sex	Male	51.5	Female	48.5		
Years in industry	High	44.0	Low	1.0	Avg.	16.0
Years in position	High	27.0	Low	1.0	Avg.	4.8
Salary (\$000s/yr)	High	400.0	Low	20.0	Avg.	136.4
Commission received?	Yes	7.0	No	93.0		
Amount (\$000s/yr)	High	160.0	Low	1.2	Avg.	53.6
Bonus received?	Yes	68.8	No	31.2		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	10.4	Less	54.9	Same	34.8
Employer's gross US revenue (%)	<\$5M		10.2	\$50-\$100M		10.2
	\$5-\$20M		23.1	>100M		41.0
	\$20-\$50M		15.6			
Position satisfying? (%)	Thoroughly		15.4	Generally		63.9
	OK Sometimes		16.1	No		4.7
Salary reviewed (%)	6 months		1.7	18 months		6.7
	12 months		77.0	24 months		14.7
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		0.0	Good		0.0
	Fair		100.0	Poor		0.0
How current job was acquired (%)	Promoted		32.6	Exec Search		16.6
	Hired by Company		13.6	Own Initiative		31.6
Benefits received (%)	Signing Bonus		10.8	Retirement		51.0
	Car		10.4	Medical		85.9
	Dental		75.1	Stock		33.2
Factors important to job (avg ranking, 1 = most important)	Salary		2.4	Environ./Culture		3.1
	Benefits		4.1	Loyalty to Staff		4.8
	Advancement		4.3	Environ./Soc. Resp.		7.0
	Training		6.2	Job Security		4.1
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.4
	Benefits		2.2	Loyalty to Staff		2.5
	Advancement		2.9	Environ./Soc. Resp.		2.4
	Training		2.9	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		43.3	No		23.3
New job motivation (%)	Salary/Benefits		30.1	Advancement		14.7
	Different Part of Ind		6.8	Need a Change		6.1
	Get out of Industry		3.7	Job Security		8.0
	Environ./Culture		22.7	Other		8.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.3	Existing Contacts		2.0
	Job Ads		3.1	Contact Companies		3.7
	Post Resume		4.0			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			

SECTION 7 EMPLOYEE PERCEPTIONS & OPINIONS

POOR ADV. PROSPECTS **\$123,900** **▼7.0%**

Number of respondents **230**

Employer	Percent	Market Sector	Percent
Manufacturer	33.0	Rx Pharmaceuticals	54.4
Agency	23.0	OTC Pharmaceuticals	10.9
Media/Publisher - HCP	5.7	Biotechnology	20.0
Media/Publisher - Consumer	1.7	Medical Devices/Equip	27.0
Media/Publisher - HCP & Consmr.	2.6	Diagnostic Device/Equip	13.0
Service Supplier	12.6	Hospital Products/Equip.	8.7
Other	21.3	Dental Products/Equip	3.0
		Managed Care	7.8

Age	High	78	Low	24	Avg.	48.4
Sex	Male	53.0	Female	47.0		
Years in industry	High	45.0	Low	1.0	Avg.	17.4
Years in position	High	50.0	Low	1.0	Avg.	7.2
Salary (\$000s/yr)	High	370.0	Low	21.6	Avg.	123.9
Commission received?	Yes	10.9	No	89.1		
Amount (\$000s/yr)	High	150.0	Low	2.0	Avg.	42.6
Bonus received?	Yes	57.8	No	42.2		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	8.8	Less	63.9	Same	27.3
Employer's gross US revenue (%)	<\$5M	19.7	\$50-\$100M	8.8		
	\$5-\$20M	22.8	>100M	34.7		
	\$20-\$50M	14.0				
Position satisfying? (%)	Thoroughly	14.4	Generally	49.6		
	OK Sometimes	23.9	No	12.2		
Salary reviewed (%)	6 months	0.9	18 months	4.4		
	12 months	66.8	24 months	27.9		
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	26.1	Exec Search	13.5		
	Hired by Company	15.2	Own Initiative	35.2		
Benefits received (%)	Signing Bonus	8.5	Retirement	36.7		
	Car	8.5	Medical	82.5		
	Dental	70.1	Stock	35.0		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.3		
	Benefits	4.1	Loyalty to Staff	4.3		
	Advancement	4.8	Environ./Soc. Resp.	6.8		
	Training	6.3	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.7	Environ./Culture	2.6		
	Benefits	2.5	Loyalty to Staff	2.9		
	Advancement	3.6	Environ./Soc. Resp.	2.6		
	Training	3.2	Job Security	2.7		
Plan to seek a new job this year? (%)	Yes	58.3	No	19.1		
New job motivation (%)	Salary/Benefits	36.7	Advancement	13.3		
	Different Part of Ind	4.4	Need a Change	2.5		
	Get out of Industry	5.1	Job Security	4.4		
	Environ./Culture	27.9	Other	5.7		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	2.3		
	Job Ads	2.9	Contact Companies	3.8		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

8 SECTION S

Job Seekers

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

DATA SETS

- Seek a New Job in the Next 12 Months, page 67
- Not Seeking a New Job, page 67
- Moving for a Better Salary, page 68
- Moving for a Different Area, page 68
- Moving for a Different Industry, page 69
- Moving for a Better Culture/Environment, page 69
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- Better Job Security, page 70
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2014
**CAREER
& SALARY
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MEDICAL MARKETING & MEDIA

SECTION 8 JOB SEEKERS

SEEK NEW JOB IN NEXT 12 MOS. \$129,200 ▼7.1%

Number of respondents						368
Employer	Percent	Market Sector		Percent		
Manufacturer	36.1	Rx Pharmaceuticals			60.9	
Agency	28.5	OTC Pharmaceuticals			13.6	
Media/Publisher - HCP	3.0	Biotechnology			22.0	
Media/Publisher - Consumer	1.6	Medical Devices/Equip			24.2	
Media/Publisher - HCP & Consmr.	2.2	Diagnostic Device/Equip			10.6	
Service Supplier	10.3	Hospital Products/Equip.			7.1	
Other	18.2	Dental Products/Equip			2.5	
		Managed Care			9.8	
Age	High	68	Low	22	Avg.	44.0
Sex	Male	53.5	Female	46.5		
Years in industry	High	39.0	Low	1.0	Avg.	14.8
Years in position	High	30.0	Low	1.0	Avg.	4.9
Salary (\$000s/yr)	High	500.0	Low	22.0	Avg.	129.2
Commission received?	Yes	6.8	No	93.2		
Amount (\$000s/yr)	High	220.0	Low	1.2	Avg.	52.1
Bonus received?	Yes	64.1	No	35.9		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	8.8	Less	64.3	Same	26.9
Employer's gross US revenue (%)	<\$5M	15.2	\$50-\$100M	9.6		
	\$5-\$20M	22.0	>100M	40.2		
	\$20-\$50M	13.0				
Position satisfying? (%)	Thoroughly	13.4	Generally	50.1		
	OK Sometimes	25.1	No	11.4		
Salary reviewed (%)	6 months	3.6	18 months	4.9		
	12 months	72.7	24 months	18.9		
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	6.9	Good	20.6		
	Fair	35.7	Poor	36.8		
How current job was acquired (%)	Promoted	31.1	Exec Search	15.5		
	Hired by Company	14.2	Own Initiative	32.4		
Benefits received (%)	Signing Bonus	11.3	Retirement	42.3		
	Car	9.9	Medical	87.4		
	Dental	73.7	Stock	36.9		
Factors important to job (avg ranking, 1 = most important)	Salary	2.4	Environ./Culture	3.1		
	Benefits	4.2	Loyalty to Staff	4.7		
	Advancement	4.0	Environ./Soc. Resp.	7.1		
	Training	6.1	Job Security	4.3		
Employer rating (avg rating, 1 = best)	Salary	2.6	Environ./Culture	2.7		
	Benefits	2.4	Loyalty to Staff	2.8		
	Advancement	3.1	Environ./Soc. Resp.	2.6		
	Training	3.0	Job Security	2.6		
Plan to seek a new job this year? (%)	Yes	100.0	No	0.0		
New job motivation (%)	Salary/Benefits	34.8	Advancement	12.3		
	Different Part of Ind	7.4	Need a Change	5.5		
	Get out of Industry	5.2	Job Security	5.2		
	Environ./Culture	22.7	Other	6.9		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.2		
	Job Ads	2.9	Contact Companies	3.7		
	Post Resume	3.8				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

NOT SEEKING A NEW JOB \$150,900 ▼3.3%

Number of respondents						352
Employer	Percent	Market Sector		Percent		
Manufacturer	38.4	Rx Pharmaceuticals			59.7	
Agency	25.6	OTC Pharmaceuticals			15.9	
Media/Publisher - HCP	5.7	Biotechnology			22.2	
Media/Publisher - Consumer	0.6	Medical Devices/Equip			27.8	
Media/Publisher - HCP & Consmr.	2.3	Diagnostic Device/Equip			12.2	
Service Supplier	9.4	Hospital Products/Equip.			8.5	
Other	18.2	Dental Products/Equip			1.4	
		Managed Care			8.8	
Age	High	78	Low	21	Avg.	45.5
Sex	Male	53.4	Female	46.6		
Years in industry	High	48.0	Low	1.0	Avg.	16.2
Years in position	High	50.0	Low	1.0	Avg.	5.7
Salary (\$000s/yr)	High	1750.0	Low	21.6	Avg.	150.9
Commission received?	Yes	11.7	No	88.4		
Amount (\$000s/yr)	High	150.0	Low	2.0	Avg.	48.6
Bonus received?	Yes	70.5	No	29.6		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	11.5	Less	39.8	Same	48.7
Employer's gross US revenue (%)	<\$5M	16.5	\$50-\$100M	10.1		
	\$5-\$20M	20.6	>100M	36.2		
	\$20-\$50M	16.5				
Position satisfying? (%)	Thoroughly	51.6	Generally	44.4		
	OK Sometimes	3.4	No	0.6		
Salary reviewed (%)	6 months	3.7	18 months	4.6		
	12 months	75.3	24 months	16.4		
Advancement prospects (%)	Index 2.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	28.7	Good	38.7		
	Fair	20.1	Poor	12.6		
How current job was acquired (%)	Promoted	30.8	Exec Search	10.8		
	Hired by Company	18.8	Own Initiative	31.3		
Benefits received (%)	Signing Bonus	15.5	Retirement	52.4		
	Car	15.9	Medical	86.2		
	Dental	74.0	Stock	41.6		
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture	2.7		
	Benefits	4.3	Loyalty to Staff	4.5		
	Advancement	4.8	Environ./Soc. Resp.	6.5		
	Training	6.3	Job Security	4.2		
Employer rating (avg rating, 1 = best)	Salary	2.1	Environ./Culture	1.7		
	Benefits	2.0	Loyalty to Staff	1.9		
	Advancement	2.2	Environ./Soc. Resp.	2.1		
	Training	2.5	Job Security	2.0		
Plan to seek a new job this year? (%)	Yes	0.0	No	100.0		
New job motivation (%)	Salary/Benefits	27.3	Advancement	13.6		
	Different Part of Ind	13.6	Need a Change	9.1		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	9.1	Other	27.3		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts	1.8		
	Job Ads	3.2	Contact Companies	3.6		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 8 JOB SEEKERS

MOVING FOR BETTER SALARY \$104,400 ▼11.0%

Number of respondents						175
Employer	Percent	Market Sector		Percent		
Manufacturer	26.9	Rx Pharmaceuticals		58.3		
Agency	30.3	OTC Pharmaceuticals		16.6		
Media/Publisher - HCP	2.9	Biotechnology		28.6		
Media/Publisher - Consumer	1.1	Medical Devices/Equip		25.1		
Media/Publisher - HCP & Consmr.	4.6	Diagnostic Device/Equip		11.4		
Service Supplier	11.4	Hospital Products/Equip.		10.9		
Other	22.9	Dental Products/Equip		2.9		
		Managed Care		15.4		
Age	High	68	Low	22	Avg.	42.8
Sex	Male	55.4	Female	44.6		
Years in industry	High	39.0	Low	1.0	Avg.	13.9
Years in position	High	30.0	Low	1.0	Avg.	5.6
Salary (\$000s/yr)	High	250.0	Low	22.0	Avg.	104.4
Commission received?	Yes	9.1	No	90.9		
Amount (\$000s/yr)	High	100.0	Low	1.2	Avg.	26.8
Bonus received?	Yes	52.6	No	47.4		
Amount (\$000s/yr)	High	200.0	Low	15.0	Avg.	72.5
Perceived pay vs. peers (%)	More	5.2	Less	82.2	Same	12.6
Employer's gross US revenue (%)	<\$5M	16.7	\$50-\$100M	10.3		
	\$5-\$20M	26.4	>100M	33.3		
	\$20-\$50M	13.2				
Position satisfying? (%)	Thoroughly	14.9	Generally	60.3		
	OK Sometimes	20.7	No	4.0		
Salary reviewed (%)	6 months	7.5	18 months	3.5		
	12 months	68.2	24 months	20.8		
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	7.6	Good	30.2		
	Fair	28.5	Poor	33.7		
How current job was acquired (%)	Promoted	34.3	Exec Search	10.9		
	Hired by Company	10.9	Own Initiative	37.7		
Benefits received (%)	Signing Bonus	8.6	Retirement	42.2		
	Car	10.9	Medical	80.5		
	Dental	69.5	Stock	33.6		
Factors important to job (avg ranking, 1 = most important)	Salary	1.9	Environ./Culture	3.9		
	Benefits	3.8	Loyalty to Staff	4.8		
	Advancement	4.3	Environ./Soc. Resp.	7.2		
	Training	6.1	Job Security	4.0		
Employer rating (avg rating, 1 = best)	Salary	2.9	Environ./Culture	2.3		
	Benefits	2.5	Loyalty to Staff	2.6		
	Advancement	3.0	Environ./Soc. Resp.	2.5		
	Training	3.0	Job Security	2.4		
Plan to seek a new job this year? (%)	Yes	72.6	No	3.4		
New job motivation (%)	Salary/Benefits	100.0	Advancement	0.0		
	Different Part of Ind	0.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.5		
	Job Ads	2.7	Contact Companies	3.9		
	Post Resume	3.7				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

MOVING FOR DIFFERENT AREA \$145,800 ▼1.4%

Number of respondents						33
Employer	Percent	Market Sector		Percent		
Manufacturer	33.3	Rx Pharmaceuticals		66.7		
Agency	48.5	OTC Pharmaceuticals		15.2		
Media/Publisher - HCP	9.1	Biotechnology		21.2		
Media/Publisher - Consumer	0.0	Medical Devices/Equip		21.2		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		18.2		
Service Supplier	0.0	Hospital Products/Equip.		6.1		
Other	9.1	Dental Products/Equip		9.1		
		Managed Care		9.1		
Age	High	55	Low	27	Avg.	41.5
Sex	Male	48.5	Female	51.5		
Years in industry	High	30.0	Low	2.0	Avg.	12.8
Years in position	High	22.0	Low	1.0	Avg.	5.3
Salary (\$000s/yr)	High	500.0	Low	50.0	Avg.	145.8
Commission received?	Yes	3.0	No	97.0		
Amount (\$000s/yr)	High	10.0	Low	10.0	Avg.	10.0
Bonus received?	Yes	69.7	No	30.3		
Amount (\$000s/yr)	High	250.0	Low	20.0	Avg.	103.1
Perceived pay vs. peers (%)	More	12.1	Less	54.6	Same	33.3
Employer's gross US revenue (%)	<\$5M	9.1	\$50-\$100M	9.1		
	\$5-\$20M	27.3	>100M	36.4		
	\$20-\$50M	18.2				
Position satisfying? (%)	Thoroughly	15.2	Generally	51.5		
	OK Sometimes	30.3	No	3.0		
Salary reviewed (%)	6 months	9.1	18 months	3.0		
	12 months	72.7	24 months	15.2		
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	21.2	Good	24.2		
	Fair	33.3	Poor	21.2		
How current job was acquired (%)	Promoted	36.4	Exec Search	9.1		
	Hired by Company	21.2	Own Initiative	24.2		
Benefits received (%)	Signing Bonus	20.0	Retirement	53.3		
	Car	6.7	Medical	83.3		
	Dental	80.0	Stock	36.7		
Factors important to job (avg ranking, 1 = most important)	Salary	2.3	Environ./Culture	3.2		
	Benefits	4.5	Loyalty to Staff	4.8		
	Advancement	3.4	Environ./Soc. Resp.	7.1		
	Training	6.3	Job Security	4.4		
Employer rating (avg rating, 1 = best)	Salary	2.2	Environ./Culture	2.2		
	Benefits	2.3	Loyalty to Staff	2.3		
	Advancement	2.8	Environ./Soc. Resp.	2.3		
	Training	2.8	Job Security	2.3		
Plan to seek a new job this year? (%)	Yes	81.8	No	9.1		
New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0		
	Different Part of Ind	100.0	Need a Change	0.0		
	Get out of Industry	0.0	Job Security	0.0		
	Environ./Culture	0.0	Other	0.0		
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	1.7		
	Job Ads	3.3	Contact Companies	3.6		
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0		
	Disagree Somewhat	0.0	Agree Strongly	0.0		
	Neutral	0.0				

SECTION 8 JOB SEEKERS

MOVING FOR DIFF. INDUSTRY \$129,800 ▲21.2%

Number of respondents						23
Employer	Percent	Market Sector		Percent		
Manufacturer	26.1	Rx Pharmaceuticals			87.0	
Agency	56.5	OTC Pharmaceuticals			26.1	
Media/Publisher - HCP	0.0	Biotechnology			13.0	
Media/Publisher - Consumer	4.4	Medical Devices/Equip			26.1	
Media/Publisher - HCP & Consmr.	4.4	Diagnostic Device/Equip			8.7	
Service Supplier	4.4	Hospital Products/Equip.			4.4	
Other	4.4	Dental Products/Equip			4.4	
		Managed Care			4.4	
Age	High	59	Low	24	Avg.	38.3
Sex	Male	30.4	Female	69.6		
Years in industry	High	36.0	Low	1.0	Avg.	10.8
Years in position	High	10.0	Low	1.0	Avg.	3.7
Salary (\$000s/yr)	High	245.0	Low	46.0	Avg.	129.8
Commission received?	Yes	8.7	No	91.3		
Amount (\$000s/yr)	High	60.0	Low	40.0	Avg.	50.0
Bonus received?	Yes	56.5	No	43.5		
Amount (\$000s/yr)	High	565.0	Low	5.0	Avg.	54.4
Perceived pay vs. peers (%)	More	8.7	Less	73.9	Same	17.4
Employer's gross US revenue (%)	<\$5M	13.0	\$50-\$100M			0.0
	\$5-\$20M	26.1	>100M			43.5
	\$20-\$50M	17.4				
Position satisfying? (%)	Thoroughly	4.4	Generally			34.8
	OK Sometimes	47.8	No			13.0
Salary reviewed (%)	6 months	4.4	18 months			8.7
	12 months	60.9	24 months			26.1
Advancement prospects (%)	Index 2.1 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	8.7	Good			30.4
	Fair	26.1	Poor			34.8
How current job was acquired (%)	Promoted	40.9	Exec Search			9.1
	Hired by Company	18.2	Own Initiative			27.3
Benefits received (%)	Signing Bonus	0.0	Retirement			43.8
	Car	12.5	Medical			93.8
	Dental	87.5	Stock			37.5
Factors important to job (avg ranking, 1 = most important)	Salary	2.1	Environ./Culture			3.2
	Benefits	3.8	Loyalty to Staff			4.0
	Advancement	5.0	Environ./Soc. Resp.			7.7
	Training	6.1	Job Security			4.0
Employer rating (avg rating, 1 = best)	Salary	2.7	Environ./Culture			2.5
	Benefits	2.5	Loyalty to Staff			2.7
	Advancement	2.7	Environ./Soc. Resp.			2.8
	Training	2.9	Job Security			2.9
Plan to seek a new job this year? (%)	Yes	82.6	No			0.0
New job motivation (%)	Salary/Benefits	0.0	Advancement			0.0
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	100.0	Job Security			0.0
	Environ./Culture	0.0	Other			0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.4	Existing Contacts			2.1
	Job Ads	3.5	Contact Companies			3.1
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				

MOVING FOR CULTURE/ENVIR. \$141,600 ▼7.9%

Number of respondents						105
Employer	Percent	Market Sector		Percent		
Manufacturer	41.9	Rx Pharmaceuticals			50.5	
Agency	20.0	OTC Pharmaceuticals			9.5	
Media/Publisher - HCP	2.9	Biotechnology			21.9	
Media/Publisher - Consumer	1.0	Medical Devices/Equip			25.7	
Media/Publisher - HCP & Consmr.	2.9	Diagnostic Device/Equip			10.5	
Service Supplier	11.4	Hospital Products/Equip.			5.7	
Other	20.0	Dental Products/Equip			1.9	
		Managed Care			3.8	
Age	High	69	Low	26	Avg.	47.0
Sex	Male	42.9	Female	57.1		
Years in industry	High	36.0	Low	2.0	Avg.	16.3
Years in position	High	21.0	Low	1.0	Avg.	5.1
Salary (\$000s/yr)	High	330.0	Low	40.0	Avg.	141.6
Commission received?	Yes	9.5	No	90.5		
Amount (\$000s/yr)	High	300.0	Low	5.0	Avg.	105.0
Bonus received?	Yes	72.4	No	27.6		
Amount (\$000s/yr)	High	300.0	Low	15.0	Avg.	82.5
Perceived pay vs. peers (%)	More	8.6	Less	51.4	Same	40.0
Employer's gross US revenue (%)	<\$5M	16.7	\$50-\$100M			10.8
	\$5-\$20M	20.6	>100M			42.2
	\$20-\$50M	9.8				
Position satisfying? (%)	Thoroughly	7.7	Generally			48.1
	OK Sometimes	23.1	No			21.2
Salary reviewed (%)	6 months	0.0	18 months			8.7
	12 months	73.8	24 months			17.5
Advancement prospects (%)	Index 1.8 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent	3.9	Good			18.3
	Fair	35.6	Poor			42.3
How current job was acquired (%)	Promoted	26.7	Exec Search			21.0
	Hired by Company	13.3	Own Initiative			34.3
Benefits received (%)	Signing Bonus	17.8	Retirement			38.9
	Car	8.9	Medical			92.2
	Dental	75.6	Stock			41.1
Factors important to job (avg ranking, 1 = most important)	Salary	2.7	Environ./Culture			2.3
	Benefits	4.4	Loyalty to Staff			4.2
	Advancement	4.6	Environ./Soc. Resp.			6.9
	Training	6.4	Job Security			4.5
Employer rating (avg rating, 1 = best)	Salary	2.3	Environ./Culture			3.4
	Benefits	2.3	Loyalty to Staff			3.1
	Advancement	3.2	Environ./Soc. Resp.			2.6
	Training	3.2	Job Security			2.8
Plan to seek a new job this year? (%)	Yes	79.1	No			1.9
New job motivation (%)	Salary/Benefits	0.0	Advancement			0.0
	Different Part of Ind	0.0	Need a Change			0.0
	Get out of Industry	0.0	Job Security			0.0
	Environ./Culture	100.0	Other			0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts			2.0
	Job Ads	2.9	Contact Companies			3.7
	Post Resume	4.0				
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat			0.0
	Disagree Somewhat	0.0	Agree Strongly			0.0
	Neutral	0.0				

SECTION 8 JOB SEEKERS

MOVING FOR ADV. PROSPECTS \$135,400 ▼3.8%

Number of respondents						56
Employer	Percent	Market Sector		Percent		
Manufacturer	51.8	Rx Pharmaceuticals		57.1		
Agency	19.6	OTC Pharmaceuticals		16.1		
Media/Publisher - HCP	0.0	Biotechnology		21.4		
Media/Publisher - Consumer	5.4	Medical Devices/Equip		30.4		
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		14.3		
Service Supplier	3.6	Hospital Products/Equip.		7.1		
Other	19.6	Dental Products/Equip		0.0		
		Managed Care		8.9		
Age	High	58	Low	26	Avg.	40.6
Sex	Male	57.1	Female	42.9		
Years in industry	High	33.0	Low	3.0	Avg.	13.3
Years in position	High	27.0	Low	1.0	Avg.	4.6
Salary (\$000s/yr)	High	300.0	Low	25.0	Avg.	135.4
Commission received?	Yes	5.4	No	94.6		
Amount (\$000s/yr)	High	160.0	Low	1.2	Avg.	103.7
Bonus received?	Yes	75.0	No	25.0		
Amount (\$000s/yr)	High	125.0	Low	2.0	Avg.	56.6
Perceived pay vs. peers (%)	More	18.2	Less	49.1	Same	32.7
Employer's gross US revenue (%)	<\$5M		9.1	\$50-\$100M		5.5
	\$5-\$20M		20.0	>100M		54.6
	\$20-\$50M		10.9			
Position satisfying? (%)	Thoroughly		20.0	Generally		52.7
	OK Sometimes		12.7	No		14.6
Salary reviewed (%)	6 months		1.8	18 months		8.9
	12 months		75.0	24 months		14.3
Advancement prospects (%)	Index 1.9 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		7.1	Good		12.5
	Fair		42.9	Poor		37.5
How current job was acquired (%)	Promoted		35.7	Exec Search		16.1
	Hired by Company		21.4	Own Initiative		23.2
Benefits received (%)	Signing Bonus		14.3	Retirement		44.9
	Car		8.2	Medical		95.9
	Dental		77.6	Stock		38.8
Factors important to job (avg ranking, 1 = most important)	Salary		2.7	Environ./Culture		2.9
	Benefits		4.6	Loyalty to Staff		4.8
	Advancement		2.7	Environ./Soc. Resp.		7.2
	Training		6.0	Job Security		5.1
Employer rating (avg rating, 1 = best)	Salary		2.4	Environ./Culture		2.5
	Benefits		2.4	Loyalty to Staff		2.7
	Advancement		3.2	Environ./Soc. Resp.		2.5
	Training		2.9	Job Security		2.4
Plan to seek a new job this year? (%)	Yes		80.4	No		5.4
New job motivation (%)	Salary/Benefits		0.0	Advancement		100.0
	Different Part of Ind		0.0	Need a Change		0.0
	Get out of Industry		0.0	Job Security		0.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.4	Existing Contacts		2.1
	Job Ads		3.0	Contact Companies		3.6
	Post Resume		3.9			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			

BETTER JOB SECURITY \$145,600 ▲4.9%

Number of respondents						26
Employer	Percent	Market Sector		Percent		
Manufacturer	42.3	Rx Pharmaceuticals		69.2		
Agency	15.4	OTC Pharmaceuticals		15.4		
Media/Publisher - HCP	0.0	Biotechnology		26.9		
Media/Publisher - Consumer	3.9	Medical Devices/Equip		26.9		
Media/Publisher - HCP & Consmr.	3.9	Diagnostic Device/Equip		15.4		
Service Supplier	19.2	Hospital Products/Equip.		11.5		
Other	15.4	Dental Products/Equip		3.9		
		Managed Care		11.5		
Age	High	62	Low	27	Avg.	48.2
Sex	Male	57.7	Female	42.3		
Years in industry	High	30.0	Low	2.0	Avg.	18.6
Years in position	High	22.0	Low	1.0	Avg.	6.5
Salary (\$000s/yr)	High	320.0	Low	30.0	Avg.	145.6
Commission received?	Yes	7.7	No	92.3		
Amount (\$000s/yr)	High	40.0	Low	2.0	Avg.	21.0
Bonus received?	Yes	73.1	No	26.9		
Amount (\$000s/yr)	High	250.0	Low	5.0	Avg.	47.7
Perceived pay vs. peers (%)	More	8.0	Less	60.0	Same	32.0
Employer's gross US revenue (%)	<\$5M		42.3	\$50-\$100M		7.7
	\$5-\$20M		7.7	>100M		34.6
	\$20-\$50M		7.7			
Position satisfying? (%)	Thoroughly		23.1	Generally		61.5
	OK Sometimes		15.4	No		0.0
Salary reviewed (%)	6 months		0.0	18 months		3.9
	12 months		65.4	24 months		30.8
Advancement prospects (%)	Index 2.0 (4=Exc. 3=Good 2=Fair 1=Poor)					
	Excellent		4.0	Good		16.0
	Fair		52.0	Poor		28.0
How current job was acquired (%)	Promoted		19.2	Exec Search		23.1
	Hired by Company		19.2	Own Initiative		30.8
Benefits received (%)	Signing Bonus		10.0	Retirement		35.0
	Car		10.0	Medical		90.0
	Dental		80.0	Stock		50.0
Factors important to job (avg ranking, 1 = most important)	Salary		2.5	Environ./Culture		3.6
	Benefits		4.2	Loyalty to Staff		4.6
	Advancement		4.4	Environ./Soc. Resp.		7.2
	Training		6.4	Job Security		3.0
Employer rating (avg rating, 1 = best)	Salary		2.5	Environ./Culture		2.3
	Benefits		2.4	Loyalty to Staff		2.7
	Advancement		3.0	Environ./Soc. Resp.		2.5
	Training		3.3	Job Security		3.3
Plan to seek a new job this year? (%)	Yes		76.0	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		100.0
	Environ./Culture		0.0	Other		0.0
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency		2.1	Existing Contacts		2.0
	Job Ads		3.2	Contact Companies		3.7
	Post Resume		4.0			
Company fosters culture of transparency? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			
Company's core purpose inspires? (%)	Disagree Strongly		0.0	Agree Somewhat		0.0
	Disagree Somewhat		0.0	Agree Strongly		0.0
	Neutral		0.0			

NEED A CHANGE **\$148,300** **▼2.4%**

Number of respondents		29			
Employer	Percent	Market Sector		Percent	
Manufacturer	44.8	Rx Pharmaceuticals		58.6	
Agency	34.5	OTC Pharmaceuticals		10.3	
Media/Publisher - HCP	0.0	Biotechnology		17.2	
Media/Publisher - Consumer	0.0	Medical Devices/Equip		17.2	
Media/Publisher - HCP & Consmr.	0.0	Diagnostic Device/Equip		10.3	
Service Supplier	3.5	Hospital Products/Equip.		6.9	
Other	17.2	Dental Products/Equip		0.0	
		Managed Care		10.3	
Age	High	67	Low	25	Avg. 42.4
Sex	Male	55.2	Female	44.8	
Years in industry	High	37.0	Low	3.0	Avg. 15.6
Years in position	High	15.0	Low	1.0	Avg. 5.3
Salary (\$000s/yr)	High	400.0	Low	45.0	Avg. 148.3
Commission received?	Yes	0.0	No	100.0	
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg. 0.0
Bonus received?	Yes	75.9	No	24.1	
Amount (\$000s/yr)	High	125.0	Low	4.0	Avg. 44.3
Perceived pay vs. peers (%)	More	14.3	Less	50.0	Same 35.7
Employer's gross US revenue (%)	<\$5M	17.2	\$50-\$100M	10.3	
	\$5-\$20M	13.8	>100M	41.4	
	\$20-\$50M	17.2			
Position satisfying? (%)	Thoroughly	13.8	Generally	55.2	
	OK Sometimes	27.6	No	3.5	
Salary reviewed (%)	6 months	6.9	18 months	3.5	
	12 months	82.8	24 months	6.9	
Advancement prospects (%)	Index 2.5 (4=Exc. 3=Good 2=Fair 1=Poor)				
	Excellent	14.3	Good	35.7	
	Fair	35.7	Poor	14.3	
How current job was acquired (%)	Promoted	34.5	Exec Search	24.1	
	Hired by Company	13.8	Own Initiative	20.7	
Benefits received (%)	Signing Bonus	20.8	Retirement	54.2	
	Car	8.3	Medical	95.8	
	Dental	87.5	Stock	33.3	
Factors important to job (avg ranking, 1 = most important)	Salary	2.6	Environ./Culture	2.7	
	Benefits	4.6	Loyalty to Staff	4.9	
	Advancement	4.6	Environ./Soc. Resp.	6.3	
	Training	6.1	Job Security	4.2	
Employer rating (avg rating, 1 = best)	Salary	2.4	Environ./Culture	2.4	
	Benefits	2.2	Loyalty to Staff	2.2	
	Advancement	2.5	Environ./Soc. Resp.	2.3	
	Training	3.0	Job Security	2.0	
Plan to seek a new job this year? (%)	Yes	69.0	No	6.9	
New job motivation (%)	Salary/Benefits	0.0	Advancement	0.0	
	Different Part of Ind	0.0	Need a Change	100.0	
	Get out of Industry	0.0	Job Security	0.0	
	Environ./Culture	0.0	Other	0.0	
Method for seeking new job (avg ranking, 1=most likely)	Recruitment Agency	2.3	Existing Contacts	2.1	
	Job Ads	3.1	Contact Companies	3.6	
	Post Resume	3.9			
Company fosters culture of transparency? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0	
	Disagree Somewhat	0.0	Agree Strongly	0.0	
	Neutral	0.0			
Company's core purpose inspires? (%)	Disagree Strongly	0.0	Agree Somewhat	0.0	
	Disagree Somewhat	0.0	Agree Strongly	0.0	
	Neutral	0.0			