ALL POSITIONS	\$	139,200		V	2.6%	PRESIDENT		\$2	64,200)	<u> </u>	9.6%
Number of respondents	;				953	Number of respondent	s					26
Employer	Percent	Market Sec	ctor		Percent	Employer	Pei	cent	Market Se	ctor		Percent
Manufacturer	39.7	Rx Pharmac	ceuticals		61.1	Manufacturer		19.2	Rx Pharma	ceuticals		57.7
Agency	30.4	OTC Pharm	aceuticals	5	16.2	Agency			OTC Pharn	naceuticals	5	26.9
Media/Publisher - HCP	1.5	Biotechnolo			27.0	Media/Publisher - HCP			Biotechnol			30.8
Media/Publisher - Consum		Medical De	0,	in	32.8	Media/Publisher - Consun	ner		Medical De	0,	in	46.2
Media/Publisher - HCP & 0		Diagnostic		•	11.7	Media/Publisher - HCP &			Diagnostic			11.5
Service Supplier	9.0	Hospital Pro			8.4	Service Supplier			Hospital Pr	•		23.1
Other	16.4	Dental Proc	•		5.1	Other			Dental Pro	-		3.9
Other	10.4	Managed C		ıμ	9.4	Other			Managed (ıρ	7.7
A	High -	_		۸	44.2	Δ	Hiah				۸۰،۰۰	E1 1
Age Sex	High 7	78 Low .6 Female	50.4	Avg.	44.3	Age Sex	High Male	68 80.8		25	Avg.	51.1
Years in industry	High 45	.0 Low	1.0	Avg.	15.0	Years in industry	High	40.0		2.0	Avg.	24.2
Years in position	High 40		0.5	Avg.	4.5	Years in position	High	40.0		1.0	Avg.	9.8
Salary (\$000s/yr)	High 1000		20.0	Avg.	139.2	Salary (\$000s/yr)	High	1000.0		60.0	Avg.	264.2
Commission received?		.2 No	93.8	7.46.	103.2	Commission received?	Yes	19.2		80.8	7.48.	20112
Amount (\$000s/yr)	High 275		0.6	Avg.	55.0	Amount (\$000s/yr)	High	135.0		10.0	Avg.	76.2
Bonus received?	Yes 70		29.3	7178.	33.0	Bonus received?	Yes	61.5		38.5	7118.	70.2
Amount (\$000s/yr)	High 2000	.0 Low	0.1	Avg.	31.7	Amount (\$000s/yr)	High	2000.0	Low	10.0	Avg.	237.1
Perceived pay						Perceived pay						
vs. peers (%)	More 12	.0 Less	44.8	Same	43.3	vs. peers (%)	More	16.0	Less	44.0	Same	40.0
Employer's gross	<\$5M 13	.7 \$50-\$1	00M12.9			Employer's gross	<\$5M	56.0	\$50-\$1	.00M4.0		
US revenue (%)	\$5-\$20M 18 \$20-\$50M14	.3 >100M				US revenue (%)	\$5-\$20	OM 28.0	>100N			
Position satisfying? (%)	Thoroughly34	1.5 General	lly 51.5 No	3.3		Position satisfying? (%)	Thorou	ighly60.0	Genera	Illy 32.0 4.0		
Salary reviewed (%)	6 months 2	.4 18 mor	oths 5.2			Salary reviewed (%)	6 mon	ths 7.7	18 mo	nths 0.0		
Advancement	Index 2.6 (4		od 2=Fair	1=Poor)		Advancement			Exc. 3=Go		1=Poor))
prospects (%)	Excellent 17		38.0			prospects (%)		ent 46.2		34.6		
	Fair 28		16.2				Fair	3.9		15.4		
How current job	Promoted 31		earch12.0)		How current job	Promo	ted 36.0		earch0.0		
was acquired (%)	Hired by Com	npany 18.10w	n Initiative	e 31.1		was acquired (%)	Hired b	ov Compa	any 12.00v	vn Initiative	e 24.0	
Benefits received (%)	Signing Bonu			0 01.1		Benefits received (%)		g Bonus9		nent50.0	20	
2011011011011011011011011011011		.7 Medical				20	Car Dental	50.0 59.1				
Factors important			./Culture	2.8		Factors important	Salary	2.8		n./Culture	3.0	
to job (avg ranking,	•		to Staff4.			to job (avg ranking,	Benefit			to Staff3.		
1 = most important)	Advancement		./Soc. Re		6.6	1 = most important)		cement4.		ı./Soc. Re		5.9
1 = most important			./300. Re curity4.3	sμ.	0.0	1 = most important	Trainin			curity4.3	sμ.	5.9
Employer rating			./Culture	2.1		Employer rating	Salary			./Culture	1.8	
(avg rating, 1 = best)			to Staff2.			(avg rating, 1 = best)	Benefit			to Staff1.		
(avg radiig, z = boot)	Advancement		d-Looking			lang rating, 2 - boot,		cement2.		d-Looking		
			curity2.2	2.1			Trainin			curity2.1	1.0	
	Innovation 2		tion 2.0					tion 1.9		tion 1.8		
	Social Resp.2							Resp.2.1		1.0		
Plan to seek a new	Yes 31		39.4			Plan to seek a new	Yes	26.9		61.5		
job this year? (%)						job this year? (%)						
New job motivation (%)	Salary/Benefi	ts 32.6Ad	vancemer	nt 18.7		New job motivation (%)	Salary,	/Benefits	42.9Ad	dvancemer	nt 0.0	
	Different Part	of Ind	5.9	Need a	1		Differe	nt Part o	f Ind	14.3	Need a	a
Change	6.4					Change	0.0					
	Get out of Inc	lustry 3.8Job	Security	8.0			Get ou	t of Indus	stry 0.0Job	Security	0.0	
	Environ./Cult	ure 16.3	Other	8.3			Enviro	n./Culture	28.6	Other	14.3	
Method for seeking	Recruitment A	Agency	2.5	Existing	g Con-	Method for seeking	Recrui	tment Ag	ency	2.3	Existin	ng Con-
tacts	1.9					tacts	1.4					
		1 Contool	t Compani	ioc	3.4	new job (avg ranking,	Job Ad	s 3.6	Contac	t Compani		3.5
new job (avg ranking,	Job Ads 3	.1 Contact	Compani	162	5.4	new job (avg ranking,	JUD AU	3 3.0	Contac	t Compani	ies	0.0

CHIEF EXECUTIV	ER \$22	3,000	A :	11.1%	MANAGING DIR	ECTOR		\$177,9	000	V	2.5%	
Number of respondents	S				15	Number of respondent	:s					15
Employer	Percent	Market Sec	tor		Percent	Employer	Percei	nt IV	larket Sect	tor		Percent
Manufacturer	20.0	Rx Pharmac			53.3	Manufacturer	13.		x Pharmac			66.7
Agency	33.3	OTC Pharm	aceuticals	6	6.7	Agency	40.		TC Pharma	aceuticals		20.0
Media/Publisher - HCP	0.0	Biotechnolo	gy		26.7	Media/Publisher - HCP	0.		iotechnolog	gy		26.7
Media/Publisher - Consum	er 0.0	Medical De		ip	60.0	Media/Publisher - Consun	ner 0.		ledical Dev		р	40.0
Media/Publisher - HCP & (Consmr. 0.0	Diagnostic	Device/Ed	quip	26.7	Media/Publisher - HCP &	Consmr. 0.	0 D	iagnostic D	evice/Eq	uip	13.3
Service Supplier	33.3	Hospital Pro	oducts/Eq	uip.	6.7	Service Supplier	13.	3 H	ospital Pro	ducts/Eq	uip.	6.7
Other	13.3	Dental Prod	lucts/Equi	ip	0.0	Other	33.	3 D	ental Produ	ucts/Equi	0	0.0
		Managed C	are		20.0			N	lanaged Ca	ire		20.0
Age		73 Low	34	Avg.	55.1	Age	High	67	Low	30	Avg.	50.9
Sex	Male 93		6.7			Sex	Male	60.0	Female	40.0		
Years in industry	High 45		3.0	Avg.	22.6	Years in industry	High	42.0	Low	7.0	Avg.	21.2
Years in position	High 25		2.0	Avg.	7.1	Years in position	High	21.0	Low	1.0	Avg.	4.8
Salary (\$000s/yr)	High 570		90.0	Avg.	223.0	Salary (\$000s/yr)		30.0	Low	55.0	Avg.	177.9
Commission received?		.0 No	100.0		0.0	Commission received?	Yes	0.0	No	100.0		0.0
Amount (\$000s/yr)		.0 Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes 66		33.3		1505	Bonus received?	Yes	53.3	No	46.7		00.0
Amount (\$000s/yr)	High 285	.0 Low	30.0	Avg.	152.5	Amount (\$000s/yr)	High	50.0	Low	2.0	Avg.	22.3
Perceived pay	Mana	7	40.0	0	F2 2	Perceived pay	Maria	0.0	1	71.4	0	20.6
vs. peers (%)		.7 Less	40.0 00M13.3	Same	53.3	vs. peers (%)	More	0.0 33.3	Less \$50-\$10	71.4	Same	28.6
Employer's gross	<\$5M 46 \$5-\$20M 26					Employer's gross	<\$5M \$5-\$20M		>100M	6.7		
US revenue (%)	\$20-\$50M13		0.0			US revenue (%)	\$3-\$20W		>100101	0.7		
Position satisfying? (%)	Thoroughly66	6.7 General	ly 33.3 0.0			Position satisfying? (%)	Thoroughl OK Somet	y33.3	Generally	y 53.3 No	0.0	
Salary reviewed (%)	6 months 0		ths 6.7			Salary reviewed (%)	6 months		18 mont		0.0	
	12 months53	3.3 24 mon	ths40.0				12 month	60.0	24 mont	hs40.0		
Advancement	Index 3.7 (4	=Exc. 3=Goo	d 2=Fair	1=Poor)		Advancement	Index 2.8	(4=E	xc. 3=Good	d 2=Fair	l=Poor)	
prospects (%)	Excellent 73	.3 Good	20.0			prospects (%)	Excellent	21.4	Good	35.7		
		.7 Poor	0.0				Fair	42.9	Poor	0.0		
How current job	Promoted 6	.7 Exec Se	earch20.0			How current job	Promoted	26.7	Exec Se	arch13.3		
was acquired (%)	Hired by Com			e 6.7		was acquired (%)			ny 33.30wi		26.7	
Benefits received (%)	Signing Bonu					Benefits received (%)	Signing Bo		.4Retireme			
	Car 42		85.7				Car	7.7	Medical	69.2		
	Dental 64		50.0			-	Dental	46.2	Stock	23.1		
Factors important	-		./Culture	2.5		Factors important	Salary	3.1	Environ.,		2.1	
to job (avg ranking,	Benefits 4		to Staff3.			to job (avg ranking,	Benefits	4.4		o Staff4.		
1 = most important)	Advancement		./Soc. Res	sp.	5.0	1 = most important)	Advancem			/Soc. Res	sp.	6.3
			curity4.5				Training	5.9	Job Seci			
Employer rating	-		./Culture	1.5		Employer rating	Salary	2.9	Environ.,		2.2	
(avg rating, 1 = best)			to Staff1.			(avg rating, 1 = best)	Benefits	2.4		o Staff2.		
	Advancement		l-Looking	1.4			Advancem				2.1	
	_		curity1.8				Training	2.9	Job Seci			
	Innovation 1		ion 1.7				Innovation		Reputati	on 2.3		
	Social Resp.1						Social Res					
Plan to seek a new job this year? (%)	Yes 13	.3 No	73.3			Plan to seek a new job this year? (%)	Yes	20.0	No	40.0		
New job motivation (%)	Salary/Benefi	its 50.0Ad	vancemen	nt 0.0		New job motivation (%)	Salary/Be	nefits	16.7Adv	ancemen	t 0.0	
,,	Different Part		0.0	Need a	1	,,	Different F			0.0	Need a	ı
Change	0.0					Change	0.0			-		
-	Get out of Ind	lustry 0.0Job	Security	50.0		<u>-</u>		Indust	ry 0.0Job S	Security	16.7	
	Environ./Cultu	•	Other	0.0			Environ./C		50.0	Other	16.7	
Method for seeking	Recruitment A		2.5	Existin	g Con-	Method for seeking	Recruitme			2.5	Existing	g Con-
tacts	1.3	3 -7			-	tacts	1.5	0,	•	-		-
new job (avg ranking,		.0 Contact	Compani	es	2.9	new job (avg ranking,	Job Ads	3.1	Contact	Compani	es	3.8
1=most likely)	Post Resume		1		-	1=most likely)	Post Resu					

Percent Manufacturer 17.7 Rx Pharmaceuticals 76.5 Manufacturer 17.7 Rx Pharmaceuticals 76.5 Manufacturer 17.7 Rx Pharmaceuticals 76.5 Manufacturer 46.2 Rx Pharmaceuticals 76.5 Manufacturer 76.5	EXECUTIVE VICE	NT \$267,	500	▲9.1	VP OPERATION	S	\$18	0,200		VS	3.3%	
Manufacturer	Number of respondents	;			17	Number of respondent	ts					13
Manufacturer	Employer	Percent !	Market Sector		Percent	Employer	Perce	ent M	arket Sec	tor		Percent
Media/Publisher - HCP		17.7 F	Rx Pharmaceutica	ıls	76.5		46	.2 R	k Pharmac	euticals		46.2
Media/Publisher - HCP		64.7	OTC Pharmaceutic	cals					TC Pharm	aceuticals		15.4
Media/Publisher - Consumer 0.0 Medical Devices/Equip 17.7	• •			04.0								46.2
Media/Publisher - HCP & Consmr. 2.1 Diagnostic Device/Equip Service Supplier 7.7 Mospital Products/Equip Service Supplier 7.8 Mospital Products/Equip Service Supplier 7.8 Mospital Product	,		0,	Equip		,				-	D	38.5
Service Supplier 1.8	·		·									15.4
Other 11.8 Dental Products/Equip 0.0 Other 15.4 Dental Products/Equip Banaged Care Age High 69 Low 33 Avg. 51.8 Age High 66 Low 28 Avg. 50.0 Sex Male 58.8 Female 41.2 Sex Male 61.5 Female 8.7 Years in industry High 40.0 Low 0.5 Avg. 21.8 Years in industry High 40.0 Low 3.0 Avg. Searny (S000s/yr) High 36.0 Low 15.0 Avg. 26.7 Commission received? Yes 5.9 No 94.1 Commission received? Yes 76.5 No 23.5 Avg. 45.4 Age industry High 40.0 Low 1.0 Avg. Bonus received? Yes 76.5 No 23.5 Sex Same 45.2 Age minimistry High 30.0 No 0.0 Avg.	,		0						Ŭ.	′ '	•	7.7
Age			•						•			7.7
Sex Male 58.8 Female 41.2	3 (10)		•	-quip		Other	10				•	23.1
Sex Male 58.8 Female 41.2	Age	High 69	Low 3	3 Avg.	51.5	Age	High	66	Low	28	Avg.	48.2
Years in industry												
Years in position		High 40.0			21.8	Years in industry	High				Avg.	16.7
Salary (\$000s/yr) High 365.0 Low 155.0 Avg. 267.5 Commission received? Yes 5.9 No 94.1 No 50.0 Avg. 50.0 Avg. 50.0 Avg. Amount (\$000s/yr) High 50.0 Low 50.0 Avg. 50.0 Amount (\$000s/yr) High 175.0 Low 5.0 Avg. 45.4 Amount (\$000s/yr) High 175.0 Low 5.0 Avg. 45.4 Amount (\$000s/yr) High 175.0 Low 5.0 Avg. Amount (\$000s/yr) High 175.0 Low 5.0 Avg. Amount (\$000s/yr) High 135.0 Low 5.0 Avg. Amount (\$00s/yr) High 135.0 Low 5.0 Avg. Amount (\$000s/yr) High 135.0 Low 5.0 Avg. Amount (\$00s/yr) High 135.												4.1
Commission received? Yes 5.9 No 94.1 Amount (\$000s/yr) High 0.0 Low 0.0 Avg. Amount (\$000s/yr) High 175.0 Low 5.0 Avg. 45.4 Amount (\$000s/yr) High 175.0 Low 5.0 Avg. 45.4 Amount (\$000s/yr) High 135.0 Low 5.0 Avg. Amount (\$000s/yr) High 135.0 Low 5.0 Amount (\$000s/yr) High 135.0 Low 5.0 Amount (\$000s/yr) High 135.0 Low 5.0 Amount (•					· · · · · · · · · · · · · · · · · · ·						180.2
Manuant (\$000s/yr)	,,,,			- 0								
Bonus received? Yes 76.5 No 23.5 Arg. Amount (\$000s/yr) High 175.0 Low 5.0 Avg. 45.4 Amount (\$000s/yr) High 135.0 Low 5.0 Avg. Avg. Perceived pay Yes. peers (%) More 5.9 Less 52.9 Same 41.2 Perceived pay Yes. peers (%) More 5.9 Less 52.9 Same 41.2 Perceived pay Yes. Peers (%) S50.20M 29.4 × 10.0M 35.3 S20.550M11.8 S50.5100M11.8 S50.5100M11.8 S20.550M11.8 S20.550M12.0 S50.5100M11.6 S20.550M12.0 S50.5100M11.6 S20.550M12.0 S20.550M25.0 S00.5100M16.7 S20.550M25.0 S20.550M25.0 S00.5100M16.7 S20.550M25.0 S20.550M25.					50.0						Avg.	0.0
Amount (\$000s/yr) High 175.0 Low 5.0 Avg. 45.4 Amount (\$000s/yr) High 135.0 Low 5.0 Avg. Porceived pay vs. peers (%) More 5.9 Less 52.9 Same 41.2 vs. peers (%) More 8.3 Less 75.0 Same Employer's gross < \$55.20M 29.4 >100M 35.3 US revenue (%) \$55.20M 25.0 \$50.5100M16.7 US revenue (%) \$55.20M 25.0 \$50.500M16.7 US revenue (%) \$65.20M 25.0 \$50.500M16.7 US revenue (%) \$65.20M 25.0 \$50.000M16.7 \$60.0 \$60.0 \$60.0 \$60.0 \$60.0 \$	1: /5/											
Perceived pay vs. peers (%) More S.9 Less S2.9 Same 41.2 vs. peers (%) More 8.3 Less 75.0 Same Same S5.9 Same 41.2 vs. peers (%) More 8.3 Less 75.0 Same Same S5.9 Substition S5.9 S5					45.4						Avg.	48.3
vs. peers (%) More (5.9) 6.9 b. ess (5.9) 5.9 same (4.2) vs. peers (%) More (8.3) Less (75.0) Same (75.0) Specifion (75.0) <td></td>												
Employer's gross S5M 11.8 \$50\\$100M11.8 S5\\$20M 29.4 > 100M 35.3 S20\\$50M11.8 S5\\$20M 29.4 > 100M 35.3 S20\\$50M11.8 S5\\$20M 29.4 > 100M 35.3 S20\\$50M11.8 S5\\$20M 29.4 > 100M 8.3 S20\\$50M12.8 S20\\$50M25.0 S20\\$		More 5.9	less 52	9 Same	41 2		More	8.3	Less	75.0	Same	16.7
US revenue (%) S5-\$20M 29.4 >100M 35.3 S20-\$50MI1.8 S20-\$50MI1.5 S20-\$50MI1.8 S20-\$50MI1.5 S20-\$50MI1.5					11.2						Odino	10.7
S20\\$50M11.8							-					
Position satisfying? (%) Thoroughly47.1 Generally 52.9 OK Sometimes0.0 No 0.0	30 10101140 (70)			0		00 10101140 (70)			> 100m	0.0		
Salary reviewed (%)	Position satisfying? (%)	Thoroughly47.1	I Generally 52.	9		Position satisfying? (%)	Thorough	ly46.2		y 38.5		
12 months52.9		OK Sometimes					OK Some	times15	5.4	No	0.0	
Advancement Index 2.7 (4=Exc. 3=Good 2=Fair 1=Poor)	Salary reviewed (%)					Salary reviewed (%)						
Prospects (%) Excellent 35.3 Good 17.7 Fair 29.4 Poor 17.7 Fair 29.4 Poor 17.7	Advancement)	Advancement					l=Poor)	
Fair 29.4 Poor 17.7 Promoted 35.3 Exec Search23.5 Poor 30.8					,						,	
How current job						prospecto (10)						
was acquired (%) Hired by Company 29.40wn Initiative 11.8 Benefits received (%) Signing Bonus6.7 Retirement66.7 Car Retirement66.7 Retirement66.7 Benefits received (%) Signing Bonus7.7 Retirement30.8 Car Dental 80.0 Stock 46.7 Benefits received (%) Benefits received (%) Signing Bonus7.7 Retirement30.8 Car Car 0.0 Medical 76.9 Dental Benefits received (%) Benefits received (%) Signing Bonus7.7 Retirement30.8 Car Car 0.0 Medical 76.9 Dental 69.2 Stock 61.5 Factors important to job (avg ranking, a benefits Benefits 3.8 Loyalty to Staff5.1 Loyalty to Staff5.1 To job (avg ranking, and partition) Benefits 3.8 Loyalty to Staff4.7 1.9 Employer rating Benefits 3.8 Loyalty to Staff4.7 Benefit	How current job					How current job						
Signing Bonus6.7 Retirement66.7 Car 13.3 Medical 86.7 Dental 80.0 Stock 46.7 Dental 80.0 Stock 46.7 Dental 69.2 Stock 61.5	•					•					15.4	
Car 13.3 Medical 86.7 Bental 80.0 Stock 46.7 Car Dental 69.2 Stock 61.5 Factors important to job (avg ranking, 1 = most important) Salary 2.6 Environ./Culture 2.1 Loyalty to Staff5.1 Factors important to job (avg ranking, Benefits 3.8 Loyalty to Staff4.7 Benefits 3.8 Loyalty to Staff4.7 Loyalty to Staff4.7 1 = most important) Advancement5.7 Environ./Soc. Resp. Training 6.3 Job Security3.0 5.8 I = most important) Advancement4.0 Environ./Soc. Resp. Training 6.3 Job Security6.1 Employer rating (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff1.9 Advancement2.2 Forward-Looking 1.6 Training 2.5 Job Security2.2 Innovation 1.9 Reputation 1.9 Social Resp.2.1 Employer rating (avg rating, 1 = best) Benefits 2.6 Loyalty to Staff2.5 Forward-Looking 2.3 Social Resp.2.4 Plan to seek a new job this year? (%) Yes 5.9 No 64.7 Plan to seek a new job motivation (%) Salary/Benefits New job motivation (%) Salary/Benefits 33.3Advancement 33.3											10.1	
Factors important Salary Salar	John Cook Cook Cook	Car 13.3	Medical 86.	7		Zonomo roccivou (/a/	Car	0.0	Medical	76.9		
to job (avg ranking, Benefits 3.8 Loyalty to Staff5.1 1 = most important) Advancement5.7 Environ./Soc. Resp. Training 6.3 Job Security3.0 Employer rating (avg rating, 1 = best) Advancement2.2 Forward-Looking 1.6 Training 2.5 Job Security2.2 Innovation 1.9 Social Resp.2.1 Plan to seek a new job this year? (%) Reputation 1.9 Salary/Benefits 3.8 Loyalty to Staff4.7 to job (avg ranking, Benefits 3.8 Loyalty to Staff4.7 Environ./Soc. Resp. 5.8 1 = most important) Advancement4.0 Environ./Soc. Resp. Training 6.3 Job Security6.1 Employer rating Salary 2.4 Environ./Culture 2.2 (avg rating, 1 = best) Advancement2.7 Forward-Looking 2.3 Training 3.2 Job Security2.7 Innovation 2.2 Reputation 2.3 Social Resp.2.4 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 33.3Advancement 33.3						-						
1 = most important)Advancement5.7Environ./Soc. Resp.5.81 = most important)Advancement4.0Environ./Soc. Resp.Training6.3Job Security3.0Training6.3Job Security6.1Employer ratingSalary2.3Environ./Culture1.9(avg rating, 1 = best)Benefits2.1Loyalty to Staff1.9Advancement2.2Forward-Looking1.6Training2.5Job Security2.2Innovation1.9Reputation1.9Social Resp.2.1Social Resp.2.4Plan to seek a new job this year? (%)Yes5.9NoNew job motivation (%)Salary/Benefits66.7Advancement 0.0New job motivation (%)Salary/Benefits33.3Advancement 33.3	•	,				•	-					
Training 6.3 Job Security3.0 Employer rating Salary 2.3 Environ./Culture 1.9 Employer rating Salary 2.4 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff1.9 Advancement2.2 Forward-Looking 1.6 Training 2.5 Job Security2.2 Innovation 1.9 Reputation 1.9 Social Resp.2.1 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 6.3 Job Security6.1 Employer rating Salary 2.4 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.6 Loyalty to Staff2.5 Advancement2.7 Forward-Looking 2.3 Training 3.2 Job Security2.7 Innovation 2.2 Reputation 2.3 Social Resp.2.4 Plan to seek a new job motivation (%) Salary/Benefits 33.3Advancement 33.3												
Employer rating Salary 2.3 Environ./Culture 1.9 (avg rating, 1 = best) Benefits 2.1 Loyalty to Staff1.9 Advancement2.2 Forward-Looking 1.6 Training 2.5 Job Security2.2 Innovation 1.9 Reputation 1.9 Social Resp.2.1 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 66.7Advancement 0.0 Employer rating Salary 2.4 Environ./Culture 2.2 (avg rating, 1 = best) Benefits 2.6 Loyalty to Staff2.5 Advancement2.7 Forward-Looking 2.3 Training 3.2 Job Security2.7 Innovation 2.2 Reputation 2.3 Social Resp.2.4 Plan to seek a new job motivation (%) Salary/Benefits 33.3Advancement 33.3	1 = most important)		,		5.8	1 = most important)					p.	6.4
(avg rating, 1 = best) Benefits 2.1 Loyalty to Staff1.9 Advancement2.2 Forward-Looking 1.6 Training 2.5 Job Security2.2 Innovation 1.9 Reputation 1.9 Social Resp.2.1 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 5.1 Loyalty to Staff2.5 Advancement2.7 Forward-Looking 2.3 Training 3.2 Job Security2.7 Innovation 2.2 Reputation 2.3 Social Resp.2.4 Plan to seek a new job motivation (%) Salary/Benefits 66.7Advancement 0.0 New job motivation (%) Salary/Benefits 33.3Advancement 33.3												
Advancement2.2 Forward-Looking 1.6 Training 2.5 Job Security2.2 Innovation 1.9 Reputation 1.9 Social Resp.2.1 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 5.7 Advancement2.7 Forward-Looking 2.3 Training 3.2 Job Security2.7 Innovation 2.2 Reputation 2.3 Social Resp.2.4 Plan to seek a new job motivation (%) Salary/Benefits 66.7Advancement 0.0 Advancement2.7 Forward-Looking 2.3 Training 3.2 Job Security2.7 Plan to seek a new job seek a new job motivation (%) Salary/Benefits 33.3Advancement 33.3		-					,					
Training 2.5 Job Security2.2 Training 3.2 Job Security2.7 Innovation 2.2 Reputation 2.3	avg rating, 1 = best)					(avg rating, 1 = best)						
Innovation 1.9 Reputation 1.9 Social Resp.2.1 Social Resp.2.4 Social Resp.2.4											2.3	
Social Resp.2.1 Plan to seek a new yes 5.9 No 64.7 Plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 15.4 plan to seek a new yes 46.2 No 1		_					_					
Plan to seek a new Yes 5.9 No 64.7 Plan to seek a new Yes 46.2 No 15.4 job this year? (%) New job motivation (%) Salary/Benefits 66.7Advancement 0.0 Plan to seek a new Yes 46.2 No 15.4 job this year? (%) New job motivation (%) Salary/Benefits 33.3Advancement 33.3				9					Reputat	on 2.3		
New job motivation (%) Salary/Benefits 66.7Advancement 0.0 New job motivation (%) Salary/Benefits 33.3Advancement 33.3				7					No	15.4		
					-							
	New job motivation (%)	-			а	New job motivation (%)				ancemen 0.0	t 33.3 Need a	
Change 0.0 Change 0.0	Change					Change			-			
Get out of Industry 0.0Job Security 0.0 Get out of Industry 0.0Job Security 11.1			stry 0.0.lob Securi	tv 0.0				f Industi	v 0.0.lnh	Security	11.1	
Environ./Culture 33.3 Other 0.0 Environ./Culture 22.2 Other 0.0												
	Method for seeking				ng Con-	Method for seeking					Existing	g Con-
tacts 1.5 tacts 1.8	tacts					tacts						
new job (avg ranking, Job Ads 3.2 Contact Companies 3.6 new job (avg ranking, Job Ads 3.0 Contact Companies	new job (avg ranking,	Job Ads 3.2	Contact Comp	oanies	3.6	new job (avg ranking,	Job Ads	3.0	Contact	Companie	es	2.7
1=most likely) Post Resume4.2 1=most likely) Post Resume4.1		Post Resume4.2	2			1=most likely)	Post Resi	ume4.1				

VP MARKETING	& JAL	LO	\$256	,500	— 10	8.1%	VP MARKETING		\$ 2	227,500			7.6%
Number of respondent	S					18	Number of respondent	:s					28
Employer	Perc	ent	Market Sec	tor		Percent	Employer	Per	cent	Market Se	ctor		Percen
Manufacturer	7	7.8	Rx Pharmac	euticals		50.0	Manufacturer		57.1	Rx Pharma	ceuticals		60.7
Agency	(0.0	OTC Pharma	aceuticals	S	11.1	Agency		21.4	OTC Pharm	naceuticals	;	7.1
Media/Publisher - HCP	(0.0	Biotechnolo	gy		38.9	Media/Publisher - HCP		7.1	Biotechnol	ogy		25.0
Media/Publisher - Consum	ner (0.0	Medical Dev	rices/Equ	iip	33.3	Media/Publisher - Consun	ner	0.0	Medical De	vices/Equ	ip	21.4
Media/Publisher - HCP & 0	Consmr.	0.0	Diagnostic I	Device/Ed	quip	11.1	Media/Publisher - HCP &	Consmr.	3.6	Diagnostic	Device/Ed	quip	14.3
Service Supplier	1	1.1	Hospital Pro	ducts/Ed	quip.	11.1	Service Supplier		7.1	Hospital Pr	oducts/Eq	uip.	10.7
Other	1	1.1	Dental Prod	ucts/Equi	ip	5.6	Other		3.6	Dental Pro	ducts/Equi	р	10.7
			Managed Ca	are		0.0				Managed C	Care		10.7
Age	High	71	Low	33	Avg.	53.8	Age	High	59	Low	33	Avg.	48.1
Sex	Male	83.3	Female	16.7			Sex	Male	64.3	B Female			
Years in industry	High	35.0		6.0	Avg.	25.2	Years in industry	High	32.0		3.0	Avg.	19.4
Years in position	High	26.0		1.0	Avg.	8.5	Years in position	High	14.0		1.0	Avg.	3.7
Salary (\$000s/yr)	High	850.0		36.0	Avg.	256.5	Salary (\$000s/yr)	High	339.6		100.0	Avg.	227.5
Commission received?	Yes	5.6		94.4	7.4-61		Commission received?	Yes	3.6		96.4	7.46.	
Amount (\$000s/yr)	High	60.0		60.0	Avg.	60.0	Amount (\$000s/yr)	High	15.0		15.0	Avg.	15.0
Bonus received?	Yes	88.9		11.1	7118.		Bonus received?	Yes	85.7		14.3	7.06.	
Amount (\$000s/yr)	High	192.0		5.0	Avg.	69.6	Amount (\$000s/yr)	High	150.0		0.1	Avg.	56.2
Perceived pay	1 11811	132.0	LOW	3.0	/wg.	05.0	Perceived pay	111811	130.0	LOW	0.1	/wg.	
vs. peers (%)	More	16.7	Less	72.2	Same	11.1	vs. peers (%)	More	28.6	Less	17.9	Same	53.6
Employer's gross	<\$5M	27.8		00M11.1	Jaine	11.1	Employer's gross	<\$5M	10.7		.00M10.7	Same	
US revenue (%)	\$5-\$20N						US revenue (%)	\$5-\$20					
	\$20-\$50								0M32.1				
Position satisfying? (%)	Thoroug OK Som	,		y 55.6 0.0			Position satisfying? (%)		ghly53.6 netimes		lly 39.3 7.1		
Salary reviewed (%)	6 month 12 mont						Salary reviewed (%)		ths 0.0 nths85.7		oths 7.1 oths 7.1		
Advancement	Index 2	.3 (4=	Exc. 3=Goo	d 2=Fair	1=Poor)		Advancement	Index	2.6 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excellen	t 11.1	Good	33.3			prospects (%)	Excelle	nt 7.1	Good	60.7		
	Fair	33.3	Poor	22.2				Fair	21.4	Poor	10.7		
How current job	Promote	d 38.9	Exec Se	arch11.1			How current job	Promo	ted 25.0	Exec S	earch10.7		
was acquired (%)	Hired by	Comp	any 22.20w	n Initiative	e 11.1		was acquired (%)	Hired b	v Comp	any 21.40v	vn Initiative	39.3	
Benefits received (%)			1.1Retirem		0 1111		Benefits received (%)		, ,	19.2Retiren			
2011011011001100 (70)	Car	44.4	Medical	77.8			20	Car	7.7	' Medica	1 92.3		
	Dental	77.8		50.0				Dental	80.8		50.0	0.7	
Factors important	Salary	2.8		/Culture			Factors important	Salary	2.1		./Culture	2.7	
to job (avg ranking,	Benefits			to Staff4.			to job (avg ranking,	Benefit			to Staff4.		
1 = most important)	Advance			/Soc. Re	sp.	6.4	1 = most important)		ement4		./Soc. Res	sp.	7.1
	Training	5.6						Training			curity4.3		
Employer rating	Salary	2.5		/Culture			Employer rating	Salary				1.9	
(avg rating, 1 = best)	Benefits	2.3	Loyalty	to Staff2.	.5		(avg rating, $1 = best$)	Benefit	s 2.1	Loyalty	to Staff2.	1	
	Advance	ment2	.6 Forward	-Looking	2.2			Advanc	ement2		d-Looking	2.1	
	Training	3.0	Job Sec	urity2.4				Training	g 2.7	Job Se	curity2.4		
	Innovatio			on 2.3					ion 2.0		tion 2.2		
Plan to seek a new	Social R	esp.2.4 33.3		44.4			Plan to seek a new	Yes	Resp.2.! 28.6		60.7		
job this year? (%)	162		INU	44.4			job this year? (%)	162		, INU			
New job motivation (%)	Salary/E	Benefits	25.0Adv	/ancemer	nt 25.0		New job motivation (%)	Salary/	Benefits	20.0Ac	lvancemer	t 0.0	
Change	Different 0.0			0.0	Need a		10.0		nt Part c		0.0		a Change
onange		of Inde	ctn/ O O lab	Socurity	0.0		10.0	Cot ou	t of Ind	ctry 20 0 la	h Coourit.	100	
			stry 0.0Job e 50.0	Other	0.0					stry 20.0Jo e 40.0	Other	0.0	
Method for seeking	Recruitm			3.1	Existing	c Con-	Method for seeking		ment Ag		2.3		g Con-
tacts	1.1	ionit / (g	, on log	5.1	LAISUII	5 0011	tacts	1.5	ciil /\8	Solicy	2.5	LAISUII	P 0011
new job (avg ranking,	Job Ads	3.6	Contact	Compani	ios	2.3	new job (avg ranking,	Job Ad	s 3.5	Contac	t Compani	D C	3.3
1=most likely)	Post Res			Jonipaili	103	۷.۵	1=most likely)		s 5.5 esume4.		i oonipaili	co.	5.5
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EXEC. DIRECTOR	IVI <i>P</i> \[\1\ L	11G P	,00	· • • • • • • • • • • • • • • • • • • •	/0	DIRECTOR, MAR	<u>- </u>		Ψ1-1/	,900	▼	1.1%
Number of respondents	S					18	Number of respondent	ts					60
Employer	Perc	ent I	/larket Sed	ctor		Percent	Employer	Per	cent N	larket Sec	tor		Percen
Manufacturer	8	3.3 F	Rx Pharma	ceuticals		77.8	Manufacturer	6	65.0 F	x Pharmac	euticals		41.7
Agency		5.6	OTC Pharm	aceuticals	S	0.0	Agency	1	0.0	TC Pharm	aceuticals		13.3
Media/Publisher - HCP		0.0 E	Biotechnolo	gy		33.3	Media/Publisher - HCP		1.7 E	iotechnolo	gy		31.7
Media/Publisher - Consum	ner	0.0	Medical De	vices/Equ	ip	27.8	Media/Publisher - Consun	ner	0.0 N	ledical Dev	ices/Equi	р	28.3
Media/Publisher - HCP & 0	Consmr.	0.0	Diagnostic	Device/E	quip	5.6	Media/Publisher - HCP &	Consmr.	1.7	iagnostic	Device/Eq	uip	13.3
Service Supplier		0.0 H	Hospital Pro	oducts/Ed	μip.	11.1	Service Supplier	1	.0.0 F	lospital Pro	oducts/Eq	uip.	6.7
Other	1	1.1	Dental Prod	lucts/Equ	ip	0.0	Other	1	1.7	ental Prod	ucts/Equi	р	10.0
		N	Managed C	are		5.6			N	Nanaged C	are		8.3
Age	High	63	Low	34	Avg.	46.3	Age	High	62	Low	28	Avg.	44.2
Sex	Male	50.0	Female	50.0			Sex	Male	50.0	Female	50.0		
Years in industry	High	35.0	Low	2.0	Avg.	19.3	Years in industry	High	42.0	Low	1.0	Avg.	14.3
Years in position	High	10.0	Low	1.0	Avg.	3.2	Years in position	High	16.0	Low	1.0	Avg.	3.5
Salary (\$000s/yr)	High	300.0	Low	130.0	Avg.	219.8	Salary (\$000s/yr)	High	245.0	Low	20.0	Avg.	147.9
Commission received?	Yes	0.0	No	100.0			Commission received?	Yes	1.7	No	98.3		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	120.0	Low	120.0	Avg.	120.0
Bonus received?	Yes	94.4	No	5.6			Bonus received?	Yes	76.7	No	23.3		
Amount (\$000s/yr)	High	150.0	Low	15.0	Avg.	57.9	Amount (\$000s/yr)	High	100.0	Low	1.0	Avg.	32.3
Perceived pay							Perceived pay						
vs. peers (%)	More	22.2	Less	27.8	Same	50.0	vs. peers (%)	More	11.7	Less	40.0	Same	48.3
Employer's gross	<\$5M	16.7	\$50-\$1	0.0M00			Employer's gross	<\$5M	8.6	\$50-\$1	00M10.3		
US revenue (%)	\$5-\$20I \$20-\$50		>100M	66.7			US revenue (%)	\$5-\$20 \$20-\$5	M 12.1 OM12.1	>100M	56.9		
Position satisfying? (%)	Thoroug OK Som	ghly33.3 netimes5		ly 61.1 0.0			Position satisfying? (%)		ghly28.3 netimes1	General 3.3	ly 55.0 No	3.3	
Salary reviewed (%)	6 month 12 mon			ths 5.6 ths 0.0			Salary reviewed (%)		hs 3.3 hths85.0	18 mon 24 mon	ths 0.0 ths11.7		
Advancement	Index 2	.8 (4=E	xc. 3=God	od 2=Fair	1=Poor)		Advancement	Index 2	2.5 (4=E	xc. 3=Goo	d 2=Fair	1=Poor)	
prospects (%)	Exceller	nt 27.8	Good	27.8			prospects (%)	Exceller	nt 18.6	Good	32.2		
	Fair	44.4	Poor	0.0				Fair	32.2	Poor	17.0		
How current job	Promote	ed 50.0	Exec Se	earch22.2			How current job	Promot	ed 36.7	Exec Se	earch11.7		
was acquired (%)	Hired by	/ Compa	ny 5.60wr	Initiative	22.2		was acquired (%)	Hired by	y Compa	ny 23.30w	n Initiative	26.7	
Benefits received (%)	Signing Car	Bonus38 11.1	3.9Retirem Medica				Benefits received (%)	Signing Car	Bonus 25 3.7	5.9Retirem Medical			
	Dental	66.7	Stock	66.7				Dental	77.8	Stock	44.4		
Factors important	Salary	2.2	Environ	./Culture	3.2		Factors important	Salary	2.5	Environ	/Culture	3.3	
to job (avg ranking,	Benefits	4.1	Loyalty	to Staff5.	3		to job (avg ranking,	Benefits	4.2	Loyalty	to Staff4.	8	
1 = most important)		ement3.3		./Soc. Re	sp.	7.0	1 = most important)		ement3.8		/Soc. Res	sp.	7.1
	Training			curity4.3				Training			urity4.1		
Employer rating	Salary	2.1		./Culture	2.2		Employer rating	Salary	2.2		/Culture	2.2	
(avg rating, 1 = best)	Benefits			to Staff2.			(avg rating, 1 = best)	Benefits			to Staff2.		
	Advance			d-Looking	2.1				ement2.5		l-Looking	2.0	
	Training			curity2.5				Training			curity2.4		
	Innovati			tion 2.2					on 2.1	Reputat	ion 2.1		
	Social R	Resp.2.0						Social F	Resp.2.3				
Plan to seek a new	Yes	44.4	No	50.0			Plan to seek a new	Yes	33.9	No	37.3		
job this year? (%)							job this year? (%)						
New job motivation (%)		Benefits t Part of		vancemer 9.1	nt 18.2 Need a	1	New job motivation (%)		Benefits It Part of		vancemen 14.3		a Change
Change	0.0				0.7		7.1	0 :				0.5	
	Environ.	/Culture		Other	9.1 0.0			Environ	./Culture		Other	21.4 7.1	
Method for seeking		nent Age	ency	2.1	Existin	g Con-	Method for seeking		ment Age	ncy	2.3	Existin	g Con-
tacts	1.9						tacts	2.2					
new job (avg ranking, 1=most likely)	Job Ads	3.0 sume4.1		Compan	ies	3.6	new job (avg ranking, 1=most likely)	Job Ads	3.0 sume3.9		Compani	es	3.6

DIRECTOR, NEW	BUS. D	EV.	\$142	2,200	▼1	5.4%	MANAGER, MAR	KETIN	1G	\$99,	500	▼(0.8%
Number of respondent	S					17	Number of respondent	:s					66
Employer	Perce	nt M	larket Sec	tor		Percent	Employer	Per	cent	Market Se	ctor		Percent
Manufacturer	29.	.4 R:	x Pharmac	euticals		47.1	Manufacturer	Ę	57.6	Rx Pharma	ceuticals		31.8
Agency	29.	.4 0	TC Pharma	aceuticals	5	23.5	Agency		6.1	OTC Pharm	naceuticals		9.1
Media/Publisher - HCP	0.	.0 Bi	iotechnolo	gy		29.4	Media/Publisher - HCP		1.5	Biotechnolo	ogy		18.2
Media/Publisher - Consum	ier 5.	.9 M	ledical Dev	rices/Equ	ip	35.3	Media/Publisher - Consun	ner	0.0	Medical De	vices/Equ	ip	40.9
Media/Publisher - HCP & 0	Consmr. 5.	.9 D	iagnostic [Device/Ed	quip	17.7	Media/Publisher - HCP &	Consmr.	3.0	Diagnostic	Device/Ed	luip	13.6
Service Supplier	11.	.8 H	ospital Pro	ducts/Eq	uip.	0.0	Service Supplier	1	13.6	Hospital Pr	oducts/Eq	uip.	6.1
Other	17.	.7 D	ental Produ	ucts/Equi	ip	0.0	Other	1	18.2	Dental Prod	ducts/Equi	р	3.0
		M	lanaged Ca	are		0.0				Managed C	are		3.0
Age	High	62	Low	33	Avg.	46.4	Age	High	64	Low	26	Avg.	38.8
Sex	Male	52.9	Female	47.1			Sex	Male	50.0	Female	50.0		
Years in industry	High	35.0	Low	8.0	Avg.	16.8	Years in industry	High	35.0	Low	1.0	Avg.	10.7
Years in position	High	10.0	Low	1.0	Avg.	4.4	Years in position	High	11.0	Low	0.5	Avg.	3.3
Salary (\$000s/yr)	High 2	250.0	Low	74.0	Avg.	142.2	Salary (\$000s/yr)	High	194.2		35.0	Avg.	99.5
Commission received?	Yes	41.2	No	58.8			Commission received?	Yes	3.0	No	97.0		
Amount (\$000s/yr)	High 2	275.0	Low	10.0	Avg.	99.7	Amount (\$000s/yr)	High	36.0	Low	9.0	Avg.	22.5
Bonus received?	Yes	82.4	No	17.7			Bonus received?	Yes	72.7	No	27.3		
Amount (\$000s/yr)	High	30.0	Low	3.0	Avg.	15.3	Amount (\$000s/yr)	High	100.0	Low	0.3	Avg.	15.2
Perceived pay							Perceived pay						
vs. peers (%)	More	0.0	Less	47.1	Same	52.9	vs. peers (%)	More	13.9	Less	52.3	Same	33.9
Employer's gross	<\$5M	11.8	\$50-\$10	00M23.5			Employer's gross	<\$5M	9.4	\$50-\$1	00M9.4		
US revenue (%)	\$5-\$20M	11.8	>100M	41.2			US revenue (%)	\$5-\$20	M 14.1	>100N	53.1		
	\$20-\$50N	<i>I</i> 11.8						\$20-\$5	OM14.1				
Position satisfying? (%)	Thoroughl		Generall				Position satisfying? (%)		ghly28.1		lly 57.8		
	OK Some			No	0.0				netimes:		No	3.1	
Salary reviewed (%)	6 months		18 mont				Salary reviewed (%)		hs 1.6		nths 1.6		
	12 month		24 mont		1 5 1				nths85.9		nths10.9	1 D \	
Advancement			xc. 3=Goo		1=P00r)		Advancement			Exc. 3=Goo		1=Poor)	
prospects (%)	Excellent		Good	35.3			prospects (%)		nt 13.6		43.9		
Harris annual de la la	Fair	29.4	Poor	17.7			Harris annual tak	Fair	19.7 ed 32.3		22.7		
How current job	Promoted			arch23.5			How current job				earch4.6	40.0	
was acquired (%)			ny 23.50w		29.4		was acquired (%)			any 15.40v		40.0	
Benefits received (%)	Car	7.1	.3Retireme	71.4			Benefits received (%)	Car		8.9Retirem			
			Medical	28.6					3.8				
Fastava immantant	Dental	64.3 2.3	Stock		3.3		Factors immediant	Dental	69.8 2.4		35.9	3.1	
Factors important	Salary		Environ.,	to Staff4.			Factors important	Salary			./Culture to Staff4.		
to job (avg ranking,	Benefits Advancem	4.4		/Soc. Res		6.4	to job (avg ranking,	Benefits	s 3.9 ement3.		./Soc. Re		7.2
1 = most important)	Training	6.4	Job Sec		sp.	6.4	1 = most important)	Training			curity4.7	sp.	1.2
Employer rating	Salary	2.4	Environ.,		2.0		Employer rating	Salary	2.4		./Culture	2.3	
(avg rating, 1 = best)	Benefits	2.2		to Staff2.			(avg rating, 1 = best)	Benefits			to Staff2.		
(avg raulig, I = best)	Advancer		, ,	Looking	2.3		(avg raulig, I = best)		ement2.		d-Looking	2.3	
	Training	3.1	Job Sec		2.3			Training			curity2.2	2.5	
	Innovation		Reputati					_	ion 2.2		tion 1.9		
	Social Res		керитан	011 2.1					resp.2.2		1.9		
Plan to seek a new	Yes	29.4	No	29.4			Plan to seek a new	Yes	33.3		22.7		
job this year? (%)	163	23.4	INO	23.4			job this year? (%)	163	55.5	110	22.7		
New job motivation (%)	Salary/Be	nefits	18.2Adv	ancemen	nt 18.2	-	New job motivation (%)	Salary/	Benefits	30.3Ad	lvancemer	t 36.4	
	Different F			9.1	Need a	a		-	nt Part o		6.1		a Change
Change	9.1						0.0						3
-	Get out of	f Indust	ry 27.3Job	Security	0.0			Get out	of Indus	stry 6.1Job	Security	0.0	
	Environ./0			Other	9.1				./Culture		Other	9.1	
Method for seeking	Recruitme	ent Agei	ncy	2.5	Existin	g Con-	Method for seeking	Recruitr	ment Ag		2.6	Existin	g Con-
tacts	1.9						tacts	2.3					
									. 0 [0 1			3.4
new job (avg ranking, 1=most likely)	Job Ads Post Resu	2.8	Contact	Compani	es	3.6	new job (avg ranking, 1=most likely)	Job Ads	s 2.5 esume4.		t Compani	es	5.4

MARKETING CO	ORDINA	ΓOR	\$59,600	▲1	9.0%	VP SALES		\$153	,800		A	1.7%
Number of respondent	s				13	Number of respondent	ts					4
Employer	Percent	Marke	t Sector		Percent	Employer	Pero	ent l	Market Sec	tor		Percent
Manufacturer	46.2		rmaceuticals		61.5	Manufacturer			Rx Pharmac			50.0
Agency	15.4		harmaceutical	S	15.4	Agency			OTC Pharm			0.0
Media/Publisher - HCP	0.0	Biotec	hnology		38.5	Media/Publisher - HCP			Biotechnolo	gy		75.0
Media/Publisher - Consum	ner 0.0		al Devices/Equ	qiu	61.5	Media/Publisher - Consun	ner		Medical Dev	-	р	25.0
Media/Publisher - HCP & 0	Consmr. 7.7	Diagno	stic Device/E	quip	0.0	Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/Eq	uip	0.0
Service Supplier	7.7	Hospit	al Products/E	quip.	7.7	Service Supplier	5	0.0 I	Hospital Pro	oducts/Eq	uip.	0.0
Other	23.1	Dental	Products/Equ	iip	0.0	Other		0.0 I	Dental Prod	ucts/Equi	р	0.0
		Manag	ed Care		15.4			I	Managed C	are		25.0
Age	High	56 Lo	w 22	Avg.	33.5	Age	High	57	Low	43	Avg.	49.5
Sex	Male 1	5.4 Fe	male 84.6			Sex	Male	100.0	Female	0.0		
Years in industry		4.0 Lo		Avg.	6.8	Years in industry	High	34.0	Low	19.0	Avg.	25.5
Years in position		4.0 Lo		Avg.	4.8	Years in position	High	3.0	Low	1.0	Avg.	1.8
Salary (\$000s/yr)	High 12			Avg.	59.6	Salary (\$000s/yr)	High	195.0	Low	105.0	Avg.	153.8
Commission received?		0.0 No				Commission received?	Yes	50.0	No	50.0		
Amount (\$000s/yr)		0.0 Lo		Avg.	0.0	Amount (\$000s/yr)	High	200.0	Low	50.0	Avg.	125.0
Bonus received?		3.9 No	46.2			Bonus received?	Yes	75.0	No	25.0		
Amount (\$000s/yr)	High	6.0 Lo	w 1.0	Avg.	3.0	Amount (\$000s/yr)	High	50.0	Low	25.0	Avg.	35.0
Perceived pay						Perceived pay						
vs. peers (%)		5.4 Le		Same	30.8	vs. peers (%)	More	0.0	Less	50.0	Same	50.0
Employer's gross			0-\$100M15.4			Employer's gross	<\$5M	25.0		00M25.0		
US revenue (%)	\$5-\$20M 4 \$20-\$50M		00M 30.8			US revenue (%)	\$5-\$20I \$20-\$50		>100M	25.0		
Position satisfying? (%)	Thoroughly3 OK Sometim		nerally 46.2 No	7.7		Position satisfying? (%)	Thoroug OK Som		General).0 No	ly 50.0 25.0		
Salary reviewed (%)	6 months 12 months7		months15.4 months 0.0			Salary reviewed (%)	6 month		18 mon 0 24 mon			
Advancement			=Good 2=Fair	1=Poor))	Advancement	Index 2	.0 (4=E	xc. 3=Goo		1=Poor)	
prospects (%)	Excellent 3					prospects (%)	Exceller		Good	50.0		
	Fair 1	5.4 Po	or 15.4				Fair	0.0	Poor	50.0		
How current job	Promoted 3	0.8 Ex	ec Search7.7			How current job	Promote	ed 50.0	Exec Se	earch0.0		
was acquired (%)	Hired by Cor	mpany 23	.10wn Initiativ	e 30.8		was acquired (%)	Hired by	Compa	ny 50.00w	n Initiative	0.0	
Benefits received (%)			tirement80.0			Benefits received (%)			5.0Retirem			-
	Car	0.0 Me	dical 60.0				Car Dental	0.0 75.0	Medical Stock			
Factors important			viron./Culture	3.5		Factors important	Salary	3.8		/Culture	1.8	
to job (avg ranking,			yalty to Staff5			to job (avg ranking,	Benefits			to Staff2.		
1 = most important)	Advanceme		viron./Soc. Re		6.3	1 = most important)	Advance			/Soc. Res		6.5
1 = most important,			Security3.2	.sp.	0.5	1 = most important,	Training			curity3.5	φ.	0.5
Employer rating			viron./Culture	2.4		Employer rating	Salary	2.3			1.3	
(avg rating, 1 = best)	-		yalty to Staff2			(avg rating, 1 = best)	Benefits			to Staff1.		
larg rading, z = boot	Advancemen		ward-Looking			(avg rading, 2 – boot)	Advance		, ,	l-Looking	1.8	
			Security2.0	1.0			Training			curity1.5	1.0	
	Innovation		putation 2.0				Innovati		Reputat			
	Social Resp.		patation 2.0				Social R			1011 1.5		
Plan to seek a new		8.5 No	46.2			Plan to seek a new	Yes	25.0	No	75.0		
job this year? (%)	103	0.0	40.2			job this year? (%)	103	23.0	110	73.0		
New job motivation (%)	Salary/Bene	fits 42	.9Advanceme	nt 14 3		New job motivation (%)	Salary/E	Renefits	O OAdv	ancement	0.0	
-	Different Par		14.3	Need	a	, , ,	Differen			0.0	Need a	I
Change	14.3		NI-LO "	0.0		Change	100.0	. ()	L	0 ''	0.0	
	Get out of In Environ./Cul	•)Job Security) Other	0.0 14.3			Get out Environ.		try 0.0Job	Security Other	0.0	
Method for seeking	Recruitment		3.0		ig Con-	Method for seeking	Recruitr			2.0	Existing	 g (_on_
tacts	2.1	, is circly	5.0	LAISUI	P 0011	tacts	1.3	nont Agi	oney.	۷.٠	_AIJUII}	2 0011
new job (avg ranking,		2.5 Co	ntact Compan	ies	3.2	new job (avg ranking,	Job Ads	4.3	Contact	Compani	P S	3.3
1=most likely)	Post Resum		made dompan		J.2	1=most likely)	Post Re			. Johnpalli		

SALES DIRECTO	ALES DIRECTOR \$119,900						SALES MANAGE	R	\$1	01,000		<u> </u>	4.7%
Number of respondents	\$					13	Number of respondent	ts					9
Employer	Perce	nt M	larket Sec	tor		Percent	Employer	Perc	ent l	Market Sec	tor		Percent
Manufacturer	23.	.1 R	x Pharmac	euticals		61.5	Manufacturer	4	4.4	Rx Pharmac	euticals		22.2
Agency			TC Pharma		1	15.4	Agency			OTC Pharm	aceuticals		0.0
Media/Publisher - HCP	15.		iotechnolo			23.1	Media/Publisher - HCP			Biotechnolo			11.1
Media/Publisher - Consum			ledical Dev	0,	in	46.2	Media/Publisher - Consur			Medical Dev	·,	n	44.4
Media/Publisher - HCP & (iagnostic [7.7	Media/Publisher - HCP &			Diagnostic I		•	11.1
Service Supplier	23.		lospital Pro			15.4	Service Supplier			Hospital Pro	•	•	11.1
Other	23.		ental Prod		•	23.1	Other			Dental Prod	, ,	•	0.0
Outer	25.		lanaged Ca		þ	15.4	Other	1		Managed C	′ '	Þ	11.1
	I Cl.				Δ			LP adv				Λ	
Age Sex	High Male	66	Low Female	33	Avg.	45.5	Age Sex	High Male	75 77.8	Low Female	32 22.2	Avg.	45.2
Years in industry	High	30.0	Low	8.0	Avg.	14.7	Years in industry	High	40.0	Low	10.0	Avg.	20.3
Years in position	High	15.0	Low	0.6	Avg.	6.1	Years in position	High	10.0	Low	1.0	Avg.	3.9
Salary (\$000s/yr)		225.0	Low	45.0	Avg.	119.9	Salary (\$000s/yr)	High	139.8	Low	35.0	Avg.	101.0
	Yes	61.5	No		Avg.	119.9	Commission received?		44.4	No	55.6	Avg.	101.0
Commission received?				38.5	۸	74.1		Yes				۸	E1 0
Amount (\$000s/yr)		200.0	Low	8.0	Avg.	74.1	Amount (\$000s/yr)	High	100.0	Low	35.0	Avg.	51.8
Bonus received?	Yes	69.2	No	30.8		45.6	Bonus received?	Yes	77.8	No	22.2		10.7
Amount (\$000s/yr)	High 1	150.0	Low	10.0	Avg.	45.6	Amount (\$000s/yr)	High	35.0	Low	5.0	Avg.	19.7
Perceived pay					_		Perceived pay					_	
vs. peers (%)	More	15.4	Less	30.8	Same	53.9	vs. peers (%)	More	0.0	Less	33.3	Same	66.7
Employer's gross	<\$5M	15.4		00M15.4			Employer's gross	<\$5M	22.2		00M22.2		
US revenue (%)	\$5-\$20M \$20-\$50N		>100M	46.2			US revenue (%)	\$5-\$201 \$20-\$50		>100M	33.3		
Position satisfying? (%)	Thorough		Generall	y 38.5			Position satisfying? (%)	Thoroug		General	y 44.4		
	OK Some	times7.	.7 No	0.0				OK Som	etimes().0 No	0.0		
Salary reviewed (%)	6 months		18 mon				Salary reviewed (%)	6 month		18 mon			
	12 month		24 mon		1.5.			12 mon					
Advancement			xc. 3=Goo		1=Poor)		Advancement			Exc. 3=Goo		I=Poor)	
prospects (%)	Excellent		Good	61.5			prospects (%)	Excellen		Good	33.3		
	Fair	0.0	Poor	15.4				Fair	22.2	Poor	11.1		
How current job	Promoted			arch23.1			How current job	Promote		Exec Se			
was acquired (%)			ny 0.00wn		46.2		was acquired (%)			ny 12.50w		75.0	
Benefits received (%)			0.0Retireme				Benefits received (%)	Signing		8.6Retirem			
	Car	20.0	Medical	70.0				Car	85.7	Medical			
	Dental	70.0	Stock	40.0				Dental	57.1	Stock	28.6		
Factors important	Salary	2.5	Environ.		2.9		Factors important	Salary	1.6	Environ.	/Culture	4.0	
to job (avg ranking,	Benefits	4.5	Loyalty 1	to Staff4.	4		to job (avg ranking,	Benefits	4.6	Loyalty	to Staff4.	1	
1 = most important)	Advancen	nent3.4	Environ.	/Soc. Res	sp.	6.1	1 = most important)	Advance	ement3.	9 Environ.	/Soc. Res	sp.	6.4
	Training	4.8	Job Sec	urity3.6				Training	6.4	Job Sec	urity3.8		
Employer rating	Salary	2.2	Environ.	/Culture	2.3		Employer rating	Salary	2.0	Environ.	/Culture	1.8	
(avg rating, 1 = best)	Benefits	2.9		to Staff2.			(avg rating, 1 = best)	Benefits	2.0	Loyalty	to Staff1.	3	
	Advancen	nent2.3	Forward	-Looking	2.2			Advance	ement2.	1 Forward	-Looking	2.3	
	Training	2.8	Job Sec	_				Training		Job Sec			
	Innovation		Reputati					Innovation		Reputat	-		
	Social Res		. roputut	0 2.5				Social R					
Plan to seek a new	Yes	23.1	No	53.9			Plan to seek a new	Yes	33.3	No	33.3		
job this year? (%)	100	20.1	110	00.5			job this year? (%)	100	00.0	110	00.0		
New job motivation (%)	Salary/Be	nefits	0 0Adva	ncement	33.3		New job motivation (%)	Salary/E	Renefits	80 0Ad	/ancemen	t 0 0	
New Job Illouvation (70)	Different F			0.0	Need a		New Job Iniouvation (70)	Differen			0.0	Need a	,
Change	0.0	uit UI	u	0.0	11000 6	•	Change	0.0	ci uit U	iii u	0.0	11000 0	4
onange		f Indus+	ry 0.0Job	Socurity	66.7		Onange		of Indus	try 0.0Job	Socurity	20.0	
	Environ./(-	Other	0.0			Environ.		-	Other	0.0	
Method for seeking	Recruitme			3.0	Existing	g Con-	Method for seeking	Recruitn			3.4	Existing	g Con-
tacts	1.4						tacts	1.6					
	Job Ads	3.3	Contact	Compani	es	3.1	new job (avg ranking,	Job Ads	2.7	Contact	Compani	20	3.4
new job (avg ranking,	Job Mus	0.0	00		-	0.1	new job lave ranking,	0007100	۷.,	Oontaot	Compani		

PRODUCT DIREC	CTOR	\$121,	700	▼24	4.4%	GROUP PRODUC	CT MAN	AGE	R \$11	1,600	▼8	3.4%
Number of respondents	s				3	Number of respondent	ts					4
Employer	Percent	Market	Sector		Percent	Employer	Percen	t Ma	arket Sect	or		Percent
Manufacturer	66.7	Rx Pharr	naceuticals		33.3	Manufacturer	75.0) Rx	Pharmace	euticals		25.0
Agency	0.0	OTC Pha	rmaceuticals	6	0.0	Agency	25.0	OT OT	C Pharma	ceuticals		0.0
Media/Publisher - HCP	0.0	Biotechn	ology		33.3	Media/Publisher - HCP	0.0) Bio	technolog	Sy		25.0
Media/Publisher - Consum	ner 0.0	Medical	Devices/Equ	ip	33.3	Media/Publisher - Consur	mer 0.0) Me	dical Devi	ces/Equi	р	25.0
Media/Publisher - HCP & (Consmr. 0.0	Diagnos	tic Device/Ed	quip	0.0	Media/Publisher - HCP &	Consmr. 0.0) Dia	agnostic D	evice/Eq	uip	0.0
Service Supplier	33.3	Hospital	Products/Eq	luip.	0.0	Service Supplier	0.0) Но	spital Prod	ducts/Eq	uip.	25.0
Other	0.0	Dental P	roducts/Equi	ip	0.0	Other	0.0) De	ntal Produ	cts/Equip)	0.0
		Manageo	d Care		0.0			Ma	ınaged Caı	re		0.0
Age		57 Low	30	Avg.	47.7	Age	High	48	Low	42	Avg.	44.8
Sex	Male 66					Sex		75.0	Female	25.0		
Years in industry	High 20		8.0	Avg.	12.7	Years in industry		20.0	Low	6.0	Avg.	11.6
Years in position		3.0 Low	2.0	Avg.	2.3	Years in position	High	7.0	Low	2.0	Avg.	4.5
Salary (\$000s/yr)	High 160		55.0	Avg.	121.7	Salary (\$000s/yr)		85.0	Low	41.5	Avg.	111.6
Commission received?	Yes 33		66.7			Commission received?	Yes	0.0		100.0		
Amount (\$000s/yr)	High 20		20.0	Avg.	20.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes 66		33.3			Bonus received?		50.0	No	50.0		
Amount (\$000s/yr)	High 15	5.0 Low	6.0	Avg.	10.5	Amount (\$000s/yr)	High	60.0	Low	16.0	Avg.	38.0
Perceived pay				_		Perceived pay					_	
vs. peers (%)		0.0 Less		Same	33.3	vs. peers (%)	More	0.0	Less	75.0	Same	25.0
Employer's gross	<\$5M 33		\$100M0.0			Employer's gross	<\$5M	0.0	\$50-\$10			
US revenue (%)	\$5-\$20M 33 \$20-\$50M 0		OM 33.3			US revenue (%)	\$5-\$20M \$20-\$50M	0.0 50.0	>100M	50.0		
Position satisfying? (%)	Thoroughly33		erally 66.7 0.0			Position satisfying? (%)	Thoroughly OK Someti		Generally No	100.0 0.0		
Salary reviewed (%)	6 months C		nonths 0.0			Salary reviewed (%)	6 months	0.0	18 month			
	12 months66		nonths33.3	1 D \			12 months		24 month			
Advancement	Index 2.7 (4			I=Poor)		Advancement	Index 2.3	•			L=Poor)	
prospects (%)	Excellent 33					prospects (%)	Excellent	0.0	Good	25.0		
).0 Poor).0 Exec		1			Fair Promoted	75.0	Poor	0.0		
How current job			Search33.3			How current job			Exec Sea		25.0	
was acquired (%)	Hired by Con			33.3		was acquired (%)	Hired by C				25.0	
Benefits received (%)	Signing Bonu Car C	iso.o Retir).0 Medi				Benefits received (%)	Signing Bo Car	0.0	Medical			
	Dental 66	5.7 Stoc	k 33.3				Dental	50.0	Stock	25.0		
Factors important	Salary 3	3.0 Envir	on./Culture	5.3		Factors important	Salary	2.0	Environ./	Culture	3.3	
to job (avg ranking,	Benefits 4	.3 Loya	Ity to Staff4.	7		to job (avg ranking,	Benefits	4.5	Loyalty to	Staff4.3	3	
1 = most important)	Advancemen	t3.7 Envir	on./Soc. Res	sp.	4.7	1 = most important)	Advancem	ent5.3	Environ./	Soc. Res	p.	7.5
	Training 4	.7 Job	Security5.7				Training	5.5	Job Secu	ırity3.8		
Employer rating	Salary 2	2.7 Envir	on./Culture	2.3		Employer rating	Salary	2.8	Environ./	Culture	2.3	
(avg rating, 1 = best)	Benefits 3	3.0 Loya	Ity to Staff2.	0		(avg rating, 1 = best)	Benefits	2.3	Loyalty to	Staff2.0)	
	Advancemen	t2.3 Forw	ard-Looking	1.7			Advancem	ent2.3	Forward-l	ooking	2.0	
	Training 2	2.3 Job	Security2.0				Training	2.5	Job Secu	ırity2.0		
	Innovation 1	7 Repu	tation 2.3				Innovation	2.5	Reputation	n 1.8		
	Social Resp.2	2.7					Social Res	p.2.0				
Plan to seek a new	Yes 33	3.3 No	33.3			Plan to seek a new	Yes	50.0	No	50.0		
job this year? (%)						job this year? (%)						
New job motivation (%)	Salary/Benef Different Part		dvancement 0.0	0.0 Need a	2	New job motivation (%)	Salary/Ber Different P		50.0Adva	ancemen	t 0.0 Need a	
Change	0.0	t or mu	0.0	iveeu a	а	Change	50.0	art Or II	iu	0.0	iveeu a	
Change	Get out of Inc	duetry 100	Oloh Sagurit	h,		onange	Get out of	Inducto	ر ۱ ۱ امام ۹	ocurity	0.0	
	Environ./Cult	-	Other	0.0			Environ./C			Other	0.0	
Method for seeking	Recruitment		3.0	Existin	g Con-	Method for seeking	Recruitme			2.0	Existing	Con-
tacts	4.0					tacts	3.3	,				
new job (avg ranking,		.0 Cont	act Compani	es	5.0	new job (avg ranking,	Job Ads	2.0	Contact (Companie	es	5.0
1=most likely)	Post Resume		F			1=most likely)	Post Resu					

Manufacturer 90.6 Rx Pharmaceuticals 46.9 Manufacturer 84.6 Rx Pharmaceuticals Agency 0.0 OTC Pharmaceuticals 6.3 Agency 0.0 OTC Pharmaceuticals Media/Publisher - HCP 0.0 Biotechnology 18.8 Media/Publisher - HCP 0.0 Biotechnology Media/Publisher - Consumer 0.0 Medical Devices/Equip 6.3 Media/Publisher - HCP & Consumer 0.0 Medical Devices/Equip Media/Publisher - HCP & Consumer 0.0 Diagnostic Device/Equip 6.3 Media/Publisher - HCP & Consumer 0.0 Diagnostic Devices/Equip Service Supplier 6.3 Hospital Products/Equip 9.4 Other 11.5 Dental Products/Equip Other 3.1 Dental Products/Equip 9.4 Other 11.5 Dental Products/Equip Age High 63 Low 29 Avg. 40.6 Age High 68 Low 25 Avg. Years in industry High 35.0 Low 5.0 Avg.	SENIOR PRODU	CT MAN	AGEI	R \$12	29,600	▼ 8	3.5%	PRODUCT MANA	AGER		\$95,50	00	A 6	5.9%
Manufacturer	Number of respondent	s					32	Number of respondent	ts					26
Manufacturer	Employer	Percent	t Ma	arket Sect	or		Percent	Employer	Perc	ent	Market Sec	tor		Percent
Media/Publisher + IPCP		90.6	i Rx	Pharmace	euticals		46.9		8	4.6	Rx Pharmac	euticals		42.3
Media/Publisher + IPCP	Agency	0.0	OT	C Pharma	ceuticals		6.3	Agency		0.0	OTC Pharm	aceuticals		7.7
Medical-Publisher - Consumer	•			otechnolog	gy			• •		0.0	Biotechnolo	gy		26.9
Medical/Publisher - HCP & Corsent, 0.0 Diagnostic Device/Equip 0.1					,,	р						0,	р	30.8
Service Supplier	,							,						11.5
Other 11.5 Dental Products/Equip 9.48 Managed Care Ma	Service Supplier			_				,			_		•	7.7
Age	Other	3.1							1	1.5	Dental Prod	ucts/Equi	p.	15.4
Sex Male 5.7.7 Female 42.3 Vears in industry High 35.0 Low 5.0 Avg. 14.4 Vears in position High 17.0 Low 0.8 Avg. 42.5 Vears in position High 19.0 Low 0.5 Avg. Avg. 42.5 Vears in position High 19.0 Low 0.5 Avg. Avg							0.0				Managed C	are		0.0
Sex Male 5.7.7 Female 42.3 Vears in industry High 35.0 Low 5.0 Avg. 14.4 Vears in position High 17.0 Low 0.8 Avg. 42.5 Vears in position High 19.0 Low 0.5 Avg. Avg. 42.5 Vears in position High 19.0 Low 0.5 Avg. Avg	Age	High	63	Low	29	Avg.	40.6	Age	High	68	Low	25	Avg.	39.1
Years in position														
Salary (\$000s/yr) High 18.0 Low 70.2 Avg. 129.6	Years in industry	High 3	35.0	Low	5.0	Avg.	14.4	Years in industry	High	30.0	Low	1.5	Avg.	10.8
Commission received? Yes 6.3 No 9.3 No 9.3 No 9.5 No 9	Years in position	High 1	17.0	Low	0.8		4.2	Years in position	High	19.0	Low	0.5	Avg.	4.4
Amount (\$000s/yr) High 15.0 Low 6.0 Avg. 10.5	Salary (\$000s/yr)	High 18	30.0	Low	70.2	Avg.	129.6	Salary (\$000s/yr)	High	150.0	Low	60.0	Avg.	95.5
Bonus received? Yes 96.9 No 3.1 Amount (\$000s/yr) High 50.0 Low 50.0 Avg. 21.1 Amount (\$000s/yr) High 50.0 Low 3.0 Avg. Perceived pay Yes. peers (%) More 6.3 Less 46.9 Same 46.9 Employer's gross 45.5 More 46.9 Sc5.5 More	Commission received?	Yes	6.3	No	93.8			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr) High 50.0 Low 5.0 Avg. 21.1 Amount (\$000s/yr) High 55.0 Low 3.0 Avg.	Amount (\$000s/yr)	High 1	15.0	Low	6.0	Avg.	10.5	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Perceived pay Perceived p	Bonus received?	Yes 9	96.9	No	3.1			Bonus received?	Yes	73.1	No	26.9		
No No No No No No No No	Amount (\$000s/yr)	High 5	50.0	Low	5.0	Avg.	21.1	Amount (\$000s/yr)	High	55.0	Low	3.0	Avg.	13.7
Employer's gross \$55M 3.1 \$50 \$100M6.3 \$55 \$20M 3.1 \$100M 75.0 \$55 \$20M 3.1 \$100M 65.4 \$20 \$20 \$50M 3.5 \$100M 65.4 \$20 \$20 \$50M 3.5 \$100M 65.4 \$20 \$20 \$50M 3.5 \$20 \$20 \$20 \$20 \$20 \$20 \$20 \$20 \$20 \$20	Perceived pay							Perceived pay						
Us revenue (%) \$5.520M 3.1 >100M 75.0 S20.550M11.5 >100M 65.4 S20.550M11.5	vs. peers (%)	More	6.3	Less	46.9	Same	46.9	vs. peers (%)	More	15.4	Less	57.7	Same	26.9
US revenue (%) \$5,520M 3.1 >100M 75.0	Employer's gross	<\$5M	3.1	\$50-\$10	0M6.3			Employer's gross	<\$5M	0.0	\$50-\$1	00M11.5		
Position satisfying? (%) Thoroughly18.8 Generally 71.9 No O.0 OK Sometimes 9.4 OK S	US revenue (%)			>100M	75.0			US revenue (%)			>100M	65.4		
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Prospects (%) Excellent 6.3 Good 40.6 Fair 31.3 Proof 21.9 Promoted 35.5 Exce Search 25.8 Promoted 35.5 Excersion Spansar 25.0 Promote	Salary reviewed (%)							Salary reviewed (%)	6 month	s 0.0	18 mon			
Fair 31.3 Poor 21.9 Promoted 35.5 Exec Search25.8 Recurrent job Promoted 35.5 Exec Search25.8 Recurrent job Promoted 35.5 Exec Search25.8 Recurrent job Promoted 56.0 Exec Search4.0 Exec Search4.0 Repefits received (%) Signing Bonus28.6 Retirement60.7 Car 3.6 Medical 78.6 Dental 67.9 Stock 60.7 Eactors important Salary 2.4 Environ./Culture 2.8 Eactors important Salary Environ./Soc. Resp. 6.5 Job Security 4.7 Employer rating Salary 2.3 Environ./Culture 2.1 Employer rating Salary 2.7 Job Security 2.3 Environ./Culture 2.3 Environ./Culture 2.3 Environ./Culture 2.3 Environ./Culture 2.3 Employer rating Salary 2.7 Job Security 2.3 Environ./Culture 2.4 Employer rating Salary 2.4 Environ./Culture 2.7 Employer rating Salary 2.4 Environ./Culture 2.7 Employer rating Salary 2.4 Environ./Culture 2.5 Employer rating Salary 3.5	Advancement	Index 2.3	(4=Exc	c. 3=Good	d 2=Fair	1=Poor)		Advancement	Index 2	.8 (4=l	Exc. 3=Goo	d 2=Fair	1=Poor)	
Fair 31.3 Poor 21.9 Fair 26.9 Poor 11.5 Fair 26.9 Poor 11.5 Fair 26.9 Poor 11.5 Fair 26.9 Poor 11.5 Fair 26.9 Poor 21.5 Fair 26.0 Poor 21.5	prospects (%)	Excellent	6.3	Good	40.6			prospects (%)	Excellen	t 26.9	Good	34.6		
Mas acquired (%) Hired by Company 9.70 wn Initiative 29.0 Mas acquired (%) Hired by Company 24.00 wn Initiative 12.0 Benefits received (%) Signing Bouts16.7 Retirement58.3 12.0 Nemfits received (%) Signing Bouts16.7 Retirement58.3 12.0 Memoritative 28.0 Benefits received (%) Signing Bouts16.7 Retirement58.3 12.0 Memoritative 28.0 Benefits received (%) Signing Bouts16.7 Retirement58.3 12.0 Memoritative 28.0 Benefits received (%) Signing Bouts16.7 Retirement58.3 12.0 Memoritative 28.0 Benefits received (%) Signing Bouts16.7 Retirement58.3 12.0 Demoritant to job (avg ranking, 1 and part) Plant of job (avg ranking, 1 and part) Benefits 2.0 Sloy (b) (avg ranking, 1 and part) Benefits 2.0 Job (avg ranking, 1 and part) Benefits 2.0 Job (avg ranking, 1 and part) Benefits 2.0 Demoritant Salary 3. Signing Bours16.7 Retirement58.3 Land (avg ranking, 1 and part) Benefits 2.0 Slo				Poor	21.9				Fair	26.9	Poor	11.5		
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Signing Sign	was acquired (%)	Hired by Co	ompany	/ 9.70wn	Initiative	29.0		was acquired (%)	Hired by	Compa	any 24.00w	n Initiative	12.0	
Factors important to job (avg ranking, 1 = most important)	Benefits received (%)	Car	3.6	Medical	78.6			Benefits received (%)	Car	4.2	Medical	79.2		
to job (avg ranking, 1 = most important) Advance—rsd.4, Environ./Soc. Resp. 6.5 Training 6.6 Job Security4.7 Employer rating (avg rating, 1 = best) Benefits 2.0 Loyalty to Staff2.3 Advance—rsd.8, Environ./Culture 2.1 Advance—rsd.8, Environ./Culture 2.3 Benefits 2.0 Loyalty to Staff2.3 Advance—rsd.8, Forward-Looking 2.3 Training 2.7 Job Security2.3 Innovation 2.3 Reputation 2.0 Social Resp.2.0 Plan to seek a new job this year? (%) Change 12.5 Change 12.5 Method for seeking Recruitment Agency 2.4 Existing Contacts Method for seeking Recruitment Agency 2.4 Existing Contacts to job (avg ranking, 1 = best) to job (avg ranking, 1 = most important) Advance—rsd.3, Environ./Soc. Resp. Training 6.0 Job Security.3 Employer rating (avg rating, 1 = best) Benefits 2.0 Loyalty to Staff2.2 Employer rating (avg rating, 1 = best) Benefits 4.3 Loyalty to Staff4.7 Fraining 6.0 Job Security.5 Employer rating (avg rating, 1 = best) Benefits 2.0 Loyalty to Staff2.2 Advance—rsd.4, Forward-Looking 2.0 Loyalty to Staff2.2 Advance—rsd.4, Forward-Looking 2.0 Loyalty to Staff2.2 Advance—rsd.4, Forward-Looking 2.0 Social Resp.2.3 Plan to seek a new yes 19.2 No 38.5 Different Part of Ind 0.0 Need a Change 0.0 Change 0.0 Method for seeking Recruitment Agency 2.4 Existing Contacts Method for seeking Recruitment Agency 1.9 Existing Contacts Method for seeking Recruit	Factors important					2.8		Factors important					2.3	
1 = most important) Advancement 3.4	•	-						•	-					
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tacts 1.8 tacts 2.0		Environ./Cu	ulture	18.8	Other	18.8			Environ.	/Culture	e 0.0	Other	0.0	
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1=most likely) Post Resume 4.4 1=most likely) Post Resume 4.3	new job (avg ranking,	Job Ads		Contact	Compani	es	3.6	new job (avg ranking,	Job Ads			Compani	es	3.4

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\$80,000

▼11.5% DIR. CORP/MARKETING COMM. \$154,300 **▼0.5%**

Employer	Number of respondent	ts					2	Number of respondent	ts					11
Manufacturer	Employer	Percent	: М	arket Sect	or		Percent	Employer	Perc	ent	Market Sed	ctor		Percent
Agency	Manufacturer	0.0	Rx	c Pharmace	euticals		100.0		6	3.6	Rx Pharmac	ceuticals		54.6
Medical-Publisher + ICP						;								
Medical-Publisher - Consumer	• •					,								
Media/Publisher-HCP & Consert 10.0 Departed Products: Equip 0.0 Chespital Products: Equip 0.0 Ch	,			•	,,	in						-	n	
Service Supplier	·							•				′ '	'	
Other	•			_							_			
Age				•										
May	Otilei	0.0				ıμ		Otilei					,	
Sex			IVI	anageu Ga	re		0.0				vialiageu C	are		9.1
Years in industry						Avg.	46.5						Avg.	47.3
Years in position														
Salary (\$000s/yr)														
Commission received? Yes 50.0 No	· · · · · · · · · · · · · · · · · · ·													
Amount (\$000s/yr) High 15.0 Low 15.0 Avg. 15.0 Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 0.0 Avg. 0.0 Amount (\$000s/yr) High 10.0 Low 0.0 Avg. 30.2 Amount (\$000s/yr) High 10.0 Low 30.2 Amount (\$000s/yr) Hi						Avg.	80.0						Avg.	154.3
Bonus received? Yes 50.0 No 50.0 Amount (\$000s/yr) High 0.0 Low 0.0 Awg. 0.0 Amount (\$000s/yr) High 10.0 Low 0.5 Avg. 30.2 Perceived pay ws. peers (%) More 0.0 Less 0.0 Same 100.0 Vs. peers (%) More 0.0 Less 0.0 Same 100.0 Vs. peers (%) So.5 S				No				Commission received?		0.0	No			
Manuant (\$000s/yr)	Amount (\$000s/yr)	High 1	.5.0	Low		Avg.	15.0	Amount (\$000s/yr)	High	0.0	Low		Avg.	0.0
Perceived pay ws. peers (%) More 0.0 Less 0.0 Same 10.0 Nore vs. peers (%) More 9.1 Less 54.6 Same 36.4	Bonus received?	Yes 5	0.0	No	50.0			Bonus received?	Yes	90.9	No	9.1		
vs. peers (%) More 0.0 Less 0.0 Same 10.0 speers (%) More 9.1 Less 54.6 Same 36.4 Employer's gross <550M	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	110.0	Low	0.5	Avg.	30.2
Employer's gross	Perceived pay							Perceived pay						
US revenue (%) \$5\$20M 5.0.0 > 100M 0.0	vs. peers (%)	More	0.0	Less	0.0	Same	100.0	vs. peers (%)	More	9.1	Less	54.6	Same	36.4
S20-\$50M 0.0 Senerally 50.0 Cenerally 50.0 Cen	Employer's gross	<\$5M	0.0	\$50-\$10	0M50.0			Employer's gross	<\$5M	0.0	\$50-\$1	0.0M00		
Position satisfying? (%) Thoroughly50.0 Generally 50.0 OK Sometimes 0.0 No O.0 OK Sometimes 0.0 OK Somet	US revenue (%)	\$5-\$20M 5	0.0	>100M	0.0			US revenue (%)	\$5-\$201	√ 18.2	>100M	63.6		
OK Sometimes 0.0 No		\$20-\$50M	0.0						\$20-\$50)M18.2				
OK Sometimes 0.0 No	Position satisfying? (%)	Thoroughly	50.0	Generally	/ 50.0			Position satisfying? (%)	Thoroug	hly45.5	General	ly 36.4		
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Mayancement	, , ,	12 months	100.0	24 mont	hs 0.0				12 mon	ths72.7	24 mon	ths 9.1		
Prospects (%)	Advancement	Index 3.5	(4=Ex	c. 3=Good	d 2=Fair	1=Poor)		Advancement				od 2=Fair 1	l=Poor)	
Fair 0.0 Poor 0.0 Poo	prospects (%)							prospects (%)						
Now current job Promoted O.0 Exec Search 5.0.0 Hired by Company O.0 Own Initiative 50.0 Signing Bonus O.0 Retirement 5.0.0 Ret	p. 00p0000 (70)							prospecto (10)						
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to job (avg ranking, 1 = most important)	Factore important					3.5		Factore important					2.7	
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Innovation 2.0 Reputation 2.0 Social Resp. 2.0						1.5						_	2.1	
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Salary/Benefits O.OAdvancement O.O Need a O.O Need a O.O														
New job motivation (%) Salary/Benefits 0.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Change 14.3 Get out of Industry 0.0Job Security 0.0 Other 0.0 Environ./Culture 0.0 Other 0.0 Existing Contacts 0.0 Contact Companies 0.0 New job motivation (%) Salary/Benefits 14.3Advancement 28.6 Different Part of Ind 14.3 Need a Change 14.3 Get out of Industry 14.3Job Security 0.0 Environ./Culture 0.0 Other 14.3 Method for seeking Recruitment Agency 0.0 Existing Contacts 2.1 new job (avg ranking, Job Ads 0.0 Contact Companies 0.0 new job (avg ranking, Job Ads 3.5 Contact Companies 2.9		Yes	0.0	No	100.0				Yes	45.5	No	36.4		
Change Different Part of Ind O.0 Need a Change 14.3 Need a Change 14.3 Security 0.0 Security 0.0 Get out of Industry 0.0 Job Security 0.0 Get out of Industry 14.3 Job Security 0.0 Environ./Culture 0.0 Other 0.0 Security 0.0 Environ./Culture 0.0 Other 14.3 Method for seeking Recruitment Agency 0.0 Existing Contacts 0.0 Contact Companies 0.0 New job (avg ranking, 0.0 Ads 0.0 Contact Companies 0.0 Need a 14.3 Security 0.0 Get out of Industry 14.3 Job Security 0.0 Environ./Culture 0.0 Other 14.3 Need a 14.3 Security 0.0 Get out of Industry 14.3 Job Security 0.0 Environ./Culture 0.0 Other 14.3 Security 0.0 Securit														
Change 0.0 Change 14.3 Get out of Industry 0.0Job Security 0.0 Get out of Industry 14.3Job Security 0.0 Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 0.0 Existing Contacts 0.0 Contact Companies 0.0 New job (avg ranking, 0.0 Ads 0.0 Contact Companies 0.0 New job (avg ranking, 0.0	New job motivation (%)	-						New job motivation (%)	Salary/E	Benefits	14.3Ad		t 28.6	
Get out of Industry 0.0Job Security 0.0 Get out of Industry 14.3Job Security 0.0 Environ./Culture 0.0 Other 0.0 Environ./Culture 0.0 Other 14.3 Method for seeking Recruitment Agency 0.0 Existing Contacts 0.0 Contact Companies 0.0 New job (avg ranking,		Different Pa	art of l	nd	0.0	Need a	3		Different	t Part o	f Ind	14.3	Need a	ì
Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 0.0 Existing Contacts 0.0 Contact Companies 0.0 New job (avg ranking, 0.0 New	Change	0.0						Change	14.3					
Method for seeking tacts Recruitment Agency 0.0 Existing Contacts new job (avg ranking, Job Ads 0.0 Contact Companies 0.0 Method for seeking tacts Recruitment Agency 2.7 Existing Contacts new job (avg ranking, Job Ads 3.5 Contact Companies 2.9		Get out of I	ndustr	y 0.0Job S	Security	0.0			Get out	of Indus	try 14.3Jol	Security Security	0.0	
tacts 0.0 tacts 2.1 new job (avg ranking, Job Ads 0.0 Contact Companies 0.0 new job (avg ranking, Job Ads 3.5 Contact Companies 2.9		Environ./Cι	<u>ıltur</u> e	0.0	Other	0.0			Environ.,	/Culture	0.0	Other	14.3	
tacts 0.0 tacts 2.1 new job (avg ranking, Job Ads 0.0 Contact Companies 0.0 new job (avg ranking, Job Ads 3.5 Contact Companies 2.9	Method for seeking	Recruitmen	t Agen	псу	0.0	Existin	g Con-	Method for seeking	Recruitn	nent Ag	ency	2.7	Existing	g Con-
new job (avg ranking,Job Ads0.0Contact Companies0.0new job (avg ranking,Job Ads3.5Contact Companies2.9	tacts							tacts						
	new job (avg ranking.		0.0	Contact	Compani	es	0.0			3.5	Contact	Companie	es	2.9
		Post Resun							Post Res			·		

PR/COMM. MAN	AGER	T	\$88,4	400	A 2	2.9%	VP, GROUP SUP	ERVIS	OR	\$1/6	,200	<u> </u>	l.4%
Number of respondents	\$					8	Number of respondent	ts					26
Employer	Pero	ent	Market Se	ctor		Percent	Employer	Per	cent	Market Se	ctor	1	Percen
Manufacturer	6	52.5	Rx Pharma	ceuticals		62.5	Manufacturer		7.7	Rx Pharma	ceuticals		96.2
Agency	3	37.5	OTC Pharm	naceuticals	5	25.0	Agency	3	30.8	OTC Pharm	naceuticals		7.7
Media/Publisher - HCP		0.0	Biotechnolo	ogy		12.5	Media/Publisher - HCP		7.7	Biotechnolo	ogy		11.5
Media/Publisher - Consum	er	0.0	Medical De	vices/Equ	iip	37.5	Media/Publisher - Consun	ner	0.0	Medical De	vices/Equi	р	15.4
Media/Publisher - HCP & (Consmr.	0.0	Diagnostic	Device/Ed	quip	0.0	Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/Eq	uip	3.9
Service Supplier		0.0	Hospital Pr	oducts/Ed	quip.	0.0	Service Supplier		3.9	Hospital Pr	oducts/Eq	uip.	0.0
Other		0.0	Dental Prod	ducts/Equi	ip	12.5	Other		0.0	Dental Prod	ducts/Equi	р	0.0
			Managed C	are		0.0				Managed C	Care		11.5
Age	High	48	B Low	24	Avg.	37.1	Age	High	67	Low	34	Avg.	44.0
Sex	Male	12.5	Female	87.5			Sex	Male	23.1	Female	76.9		
Years in industry	High	30.0) Low	2.0	Avg.	12.8	Years in industry	High	40.0) Low	1.0	Avg.	15.7
Years in position	High	11.0) Low	0.5	Avg.	3.2	Years in position	High	12.0) Low	1.0	Avg.	4.4
Salary (\$000s/yr)	High	135.0	Low	43.0	Avg.	88.4	Salary (\$000s/yr)	High	250.0) Low	130.0	Avg.	176.2
Commission received?	Yes	0.0) No	100.0			Commission received?	Yes	3.9) No	96.2		
Amount (\$000s/yr)	High	0.0) Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	125.0) Low	125.0	Avg.	125.0
Bonus received?	Yes	75.0) No	25.0			Bonus received?	Yes	69.2	2 No	30.8		
Amount (\$000s/yr)	High	17.5	Low	1.0	Avg.	6.9	Amount (\$000s/yr)	High	60.0) Low	3.0	Avg.	20.1
Perceived pay							Perceived pay						
vs. peers (%)	More	12.5	Less	37.5	Same	50.0	vs. peers (%)	More	3.9	Less	38.5	Same	57.7
Employer's gross	<\$5M	0.0	\$50-\$1	00M50.0			Employer's gross	<\$5M	4.0	\$50-\$1	.00M24.0		
US revenue (%)	\$5-\$20 \$20-\$5			12.5			US revenue (%)	\$5-\$20 \$20-\$5			1 24.0		
Position satisfying? (%)	Thoroug OK Son	ghly50.0	O Genera	lly 37.5	0.0		Position satisfying? (%)	Thoroug OK Son	ghly15.	4 Genera	lly 57.7	7.7	
Salary reviewed (%)	6 montl	ns 0.0	18 mor	nths12.5			Salary reviewed (%)	6 mont	hs 0.0) 18 moi	nths11.5		
Advancement			Exc. 3=Goo		1=Poor)		Advancement			Exc. 3=Go		1=Poor)	
prospects (%)	Exceller			37.5	,		prospects (%)	Excelle			42.3	,	
pp ()	Fair	37.5		12.5			p p	Fair	30.8		15.4		
How current job	Promot			earch12.5			How current job	Promot			earch7.7		
was acquired (%)	Hired by	v Comp	any 37.50v	vn Initiative	e 12.5		was acquired (%)	Hired b	v Comp	any 26.90v	vn Initiative	34.6	
Benefits received (%)	Signing	Bonus(0.0 Retirem	nent42.9			Benefits received (%)	Signing	Bonus:	18.2Retiren	nent59.1		
	Car Dental	0.0 71.4		1 85.7 0.0				Car Dental	0.0 77.3		l 90.9 18.2		
Factors important	Salary	2.6		./Culture	2.5		Factors important	Salary	2.3		./Culture	3.0	
to job (avg ranking,	Benefits			to Staff5.			to job (avg ranking,	Benefits			to Staff3.		
1 = most important)	Advance			./Soc. Re		7.6	1 = most important)	Advanc			./Soc. Res		7.0
I = most important	Training			curity4.6	sp.	7.0	1 = most important	Training			curity4.1	·μ.	7.0
Employer rating	Salary	2.4		./Culture	1 9		Employer rating	Salary	2.3		./Culture	2.3	
(avg rating, 1 = best)	Benefits			to Staff2.			(avg rating, 1 = best)	Benefits			to Staff2.		
(avg rating, 1 = best)	Advance			d-Looking			(avg rating, 1 = best)	Advanc			d-Looking	2.2	
	Training			curity2.0				Training			curity2.2		
	Innovati			tion 2.3				Innovati			tion 2.2		
	Social F		•	11011 2.5				Social F			uon 2.2		
Plan to seek a new	Yes	25.0		62.5			Plan to seek a new	Yes	26.9		38.5		
job this year? (%)							job this year? (%)						
New job motivation (%)	Salary/	Benefits	0.0Adv	ancement	66.7		New job motivation (%)	Salary/	Benefits	10.0Ac	lvancemen	t 20.0	
	Differen	t Part c	of Ind	0.0	Need a			Differer			10.0	Need a	
Change	0.0						Change	10.0					
			stry 0.0Job	Security	0.0					stry 10.0Jo	b Security		
			e 33.3	Other	0.0					e 40.0	Other	0.0	
Method for seeking	Recruitr	ment Ag	gency	3.2	Existing	g Con-	Method for seeking	Recruit	ment Ag	gency	2.1	Existing	g Con-
tacts	1.9						tacts	1.7					
tuoto													
new job (avg ranking,	Job Ads	3.3	3 Contac	t Compani	ies	3.0	new job (avg ranking,	Job Ads	3.4	Contac	t Compani	es	3.7

GROUP SUPERV	ISOR	\$	135,70	00	▲1	2.1%	ACCOUNT SUPE	RVISC	R	\$88,	200	▼ 8	3.2%
Number of respondents	s					3	Number of respondent	s					18
Employer	Perc	ent M	larket Sed	ctor		Percent	Employer	Perc	ent I	/larket Sed	ctor		Percent
Manufacturer	(0.0 R:	x Pharma	ceuticals		100.0	Manufacturer		0.0 F	Rx Pharma	ceuticals		83.3
Agency	100		TC Pharm	aceuticals	5	0.0	Agency			OTC Pharm	aceuticals		5.6
Media/Publisher - HCP	(0.0 B	iotechnolo	ogy		33.3	Media/Publisher - HCP		0.0 E	Biotechnolo	ogy		11.1
Media/Publisher - Consum	ner (0.0 M	ledical De	vices/Equ	ip	0.0	Media/Publisher - Consun	ner		Medical De	0,	р	5.6
Media/Publisher - HCP & (Consmr. (0.0 D	iagnostic	Device/Ed	quip	0.0	Media/Publisher - HCP &		5.6 [Diagnostic	Device/Ed	uip	5.6
Service Supplier	(0.0 H	ospital Pro	oducts/Ed	uip.	0.0	Service Supplier		0.0 H	Hospital Pro	oducts/Eq	uip.	0.0
Other	(0.0 D	ental Prod	lucts/Equi	ip	0.0	Other		0.0	Dental Prod	lucts/Equi	р	5.6
		M	lanaged C	are		0.0			ľ	Managed C	are		16.7
Age	High	45	Low	28	Avg.	34.0	Age	High	50	Low	25	Avg.	32.4
Sex	Male	66.7	Female	33.3			Sex	Male	16.7	Female	83.3		
Years in industry	High	16.0	Low	5.0	Avg.	9.3	Years in industry	High	25.0	Low	1.5	Avg.	7.1
Years in position	High	5.0	Low	1.0	Avg.	2.3	Years in position	High	6.0	Low	1.0	Avg.	2.4
Salary (\$000s/yr)	High	175.0	Low	102.0	Avg.	135.7	Salary (\$000s/yr)	High	113.0	Low	68.0	Avg.	88.2
Commission received?	Yes	0.0	No	100.0			Commission received?	Yes	5.6	No	94.4		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	25.0	Low	25.0	Avg.	25.0
Bonus received?	Yes	33.3	No	66.7			Bonus received?	Yes	44.4	No	55.6		
Amount (\$000s/yr)	High	8.0	Low	8.0	Avg.	8.0	Amount (\$000s/yr)	High	10.0	Low	1.0	Avg.	3.8
Perceived pay							Perceived pay						
vs. peers (%)	More	0.0	Less	33.3	Same	66.7	vs. peers (%)	More	16.7	Less	44.4	Same	38.9
Employer's gross	<\$5M	0.0	\$50-\$1	0.0M00			Employer's gross	<\$5M	5.6	\$50-\$1	00M16.7		
US revenue (%)	\$5-\$20N	1 33.3	>100M	33.3			US revenue (%)	\$5-\$201	M 33.3	>100M	5.6		
	\$20-\$50	M33.3						\$20-\$50)M38.9				
Position satisfying? (%)	Thorough			lly100.0			Position satisfying? (%)	Thoroug			lly 55.6	111	
0-1	OK Some			0.0 oths 0.0			0-1	OK Som			No hths 5.6	11.1	
Salary reviewed (%)	6 months						Salary reviewed (%)	6 month 12 mon			iths 5.6		
Advancement				od 2=Fair	1 Poor)		Advancement			xc. 3=Goo		1 Poorl	
	Excellent		Good	66.7	1=0001)			Exceller		Good	27.8	1=F001)	
prospects (%)	Fair	0.0	Poor	0.0			prospects (%)	Fair	44.4	Poor	11.1		
How current job	Promote			earch0.0			How current job	Promote			earch11.1		
was acquired (%)			1y 0.00wn		0.0		was acquired (%)			ny 16.70v		38.0	
Benefits received (%)			Retirem		0.0		Benefits received (%)			0 Retirem		: 30.9	
belletits received (%)	Car	0.0	Medical				beliefits received (%)	Car	0.0	Medical			
	Dental	33.3	Stock	0.0				Dental	87.5	Stock	18.8		
Factors important	Salary	2.3	Environ	./Culture	1.3		Factors important	Salary	2.4	Environ	./Culture	2.5	
to job (avg ranking,	Benefits	4.3	Loyalty	to Staff5.	7		to job (avg ranking,	Benefits	4.2	Loyalty	to Staff4.	3	
1 = most important)	Advance	ment3.7	Environ	./Soc. Re	sp.	7.0	1 = most important)	Advance	ement3.9	9 Environ	./Soc. Res	sp.	7.4
	Training	5.7	Job Sec	curity6.0				Training	6.5	Job Sed	curity4.4		
Employer rating	Salary	2.0	Environ	./Culture	2.3		Employer rating	Salary	2.1	Environ	./Culture	2.2	
(avg rating, 1 = best)	Benefits	2.0		to Staff2.	3		(avg rating, $1 = best$)	Benefits			to Staff2.	4	
	Advance			d-Looking	3.0			Advance		7 Forward	d-Looking	2.1	
	Training	2.7	Job Sed	curity2.3				Training		Job Sed	curity1.9		
	Innovatio		Reputat	tion 2.0				Innovati		Reputat	tion 2.2		
Diam to sook a naw	Social Re		No	33.3			Diam to cook a many	Social R		No	27.0		
Plan to seek a new job this year? (%)	Yes	66.7	No	33.3			Plan to seek a new job this year? (%)	Yes	44.4	No	27.8		
New job motivation (%)	Salary/B	enefits	0.0Adva	ancement	0.0		New job motivation (%)	Salary/E	Benefits	44.4Ad	vancemen	t 11.1	
	Different	Part of	Ind	50.0	Need a	a		Differen	t Part of	Ind	0.0	Need a	
Change	0.0						Change	11.1					
	Get out o	of Indust	ry 0.0Job	Security	0.0			Get out	of Indus	try 22.2Jol	b Security	0.0	
	Environ.		50.0	Other	0.0			Environ.			Other	0.0	
Method for seeking	Recruitm	ent Age	ncy	2.5	Existin	g Con-	Method for seeking	Recruitn	nent Age	ency	2.4	Existing	Con-
tacts	1.5	<i>a</i> -					tacts	1.9					_
new job (avg ranking,	Job Ads	3.5	Contact	t Compani	es	2.5	new job (avg ranking,	Job Ads	3.3	Contact	t Compani	29	3.3
1=most likely)	Post Res						1=most likely)	Post Re					

ACCOUNT MANA	AGER		\$88,90	00	▲2	3.3%	PROJECT MANA	GER	\$9	9,300		A	8.3%
Number of respondent	s					24	Number of respondent	s					39
Employer	Perce	nt M	larket Sec	tor		Percent	Employer	Pero	ent	Market Sec	ctor		Percent
Manufacturer	16	.7 R	x Pharmac	euticals		75.0	Manufacturer	4	13.6	Rx Pharma	ceuticals		48.7
Agency	29	.2 0	TC Pharma	aceutical	S	33.3	Agency		7.7	OTC Pharm	aceuticals	3	15.4
Media/Publisher - HCP	4	.2 B	iotechnolo	gy		12.5	Media/Publisher - HCP		0.0	Biotechnolo	gy		28.2
Media/Publisher - Consum	ner 0	.0 M	ledical Dev	ices/Equ	ıip	33.3	Media/Publisher - Consun	ner	0.0	Medical De	vices/Equ	ip	30.8
Media/Publisher - HCP & 0	Consmr. 4	.2 D	iagnostic [Device/E	quip	25.0	Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/Ed	quip	7.7
Service Supplier	33		ospital Pro			16.7	Service Supplier	1	2.8	Hospital Pro	oducts/Ed	uip.	5.1
Other	12	.5 D	ental Prod	ucts/Equ	ip	20.8	Other	3	35.9	Dental Prod	lucts/Equ	ip	5.1
		M	lanaged Ca	are		29.2				Managed C	are		7.7
Age	High	58	Low	24	Avg.	40.9	Age	High	62		23	Avg.	43.8
Sex	Male	37.5	Female	62.5			Sex	Male	33.3	Female	66.7		
Years in industry	High	30.0	Low	2.0	Avg.	11.8	Years in industry	High	30.0	Low	1.0	Avg.	13.1
Years in position	High	20.0	Low	1.0	Avg.	4.6	Years in position	High	14.0	Low	1.0	Avg.	4.0
Salary (\$000s/yr)	High	150.0	Low	38.0	Avg.	88.9	Salary (\$000s/yr)	High	207.0	Low	32.0	Avg.	99.3
Commission received?	Yes	25.0	No	75.0			Commission received?	Yes	7.7	' No	92.3		
Amount (\$000s/yr)	High	60.0	Low	2.5	Avg.	26.6	Amount (\$000s/yr)	High	3.0	Low	1.0	Avg.	1.8
Bonus received?	Yes	62.5	No	37.5			Bonus received?	Yes	79.5	No	20.5		
Amount (\$000s/yr)	High :	280.0	Low	0.8	Avg.	28.9	Amount (\$000s/yr)	High	45.0	Low	0.5	Avg.	10.8
Perceived pay							Perceived pay						
vs. peers (%)	More	12.5	Less	37.5	Same	50.0	vs. peers (%)	More	2.6		39.5	Same	57.9
Employer's gross	<\$5M	12.5	\$50-\$10	00M8.3			Employer's gross	<\$5M	15.4	\$50-\$1	00M7.7		
US revenue (%)	\$5-\$20M \$20-\$50M		>100M	45.8			US revenue (%)	\$5-\$20 \$20-\$5			43.6		
Position satisfying? (%)	Thorough OK Some	-	Generall 3 No	y 54.2 0.0			Position satisfying? (%)	Thoroug OK Som			lly 48.7 No	5.1	
Salary reviewed (%)	6 months		18 mont				Salary reviewed (%)	6 month			oths 0.0		
Advancement	Index 2.8	3 (4=E)	c. 3=Goo	d 2=Fair	1=Poor)		Advancement	Index 2	2.7 (4=	Exc. 3=God	od 2=Fair	1=Poor))
prospects (%)	Excellent	25.0	Good	33.3			prospects (%)	Exceller	nt 12.8	Good	56.4		
	Fair	33.3	Poor	8.3				Fair	18.0	Poor	12.8		
How current job	Promoted	45.8	Exec Se	arch0.0			How current job	Promote	ed 48.7	Exec So	earch10.3	3	
was acquired (%)	Hired by (Compar	ny 8.30wn	Initiative	45.8		was acquired (%)	Hired by	y Comp	any 12.80v	vn Initiativ	e 20.5	
Benefits received (%)	Car	31.3	.8Retireme Medical	75.0			Benefits received (%)	Car	0.0		83.9		
	Dental	75.0	Stock	18.8				Dental	71.0		38.7		
Factors important	Salary	2.0	Environ.		4.1		Factors important	Salary	2.7		./Culture	2.8	
to job (avg ranking,	Benefits	4.1		to Staff4			to job (avg ranking,	Benefits			to Staff4.		
1 = most important)	Advancen Training	nent3.8 6.3	Environ., Job Sec	/Soc. Re uritv4.2	sp.	6.7	1 = most important)	Advance Training			./Soc. Re curity3.8	sp.	6.6
Employer rating	Salary	2.2	Environ.		1.4		Employer rating	Salary	2.3		./Culture	2.1	
(avg rating, 1 = best)	Benefits	1.9		to Staff1			(avg rating, 1 = best)	Benefits			to Staff2.		
(* 5 * 5,	Advancen		, ,	-Looking			(* 6 * 6,	Advance			d-Looking		
	Training	2.1	Job Sec	_				Training			curity2.1		
	Innovation Social Re	n 1.8	Reputati					Innovati Social F	on 2.2	Reputat	tion 1.7		
Plan to seek a new	Yes	20.8	No	37.5			Plan to seek a new	Yes	25.6		46.2		
job this year? (%)	0 / =		00.5				job this year? (%)						
New job motivation (%)	Salary/Be Different			ancemer 0.0	nt 11.1 Need a	a	New job motivation (%)	Salary/I Differen			vancemer 0.0	nt 8.3 Need a	a
Change	0.0						Change	8.3					
	Get out o	f Indust	ry 0.0Job S	Security	0.0				of Indu	stry 0.0Job	Security	16.7	
	Environ./		0.0	Other	0.0			Environ.			Other	8.3	
Method for seeking	Recruitme		ncy	2.8	Existin	g Con-	Method for seeking	Recruitr			3.1	Existin	ıg Con-
tacts	1.6	_					tacts	1.9					
lacis													
new job (avg ranking,	Job Ads	3.0	Contact	Compan	ies	3.7	new job (avg ranking,	Job Ads	2.6	Contact	t Compani	ies	3.8

SENIOR ACCOU	NT EXEC). 	\$69,0	000	▼2	2.3%	ACCOUNT EXEC	UTIVE		\$55,3	00	A 4	1.7%
Number of respondent	S					8	Number of respondent	s					8
Employer	Percen	t M	larket Sec	tor		Percent	Employer	Perce	ent IV	larket Sec	tor		Percent
Manufacturer	0.0		x Pharmac			87.5	Manufacturer			x Pharmac			62.5
Agency	87.5	5 0	TC Pharma	ceuticals	S	0.0	Agency			TC Pharma	aceuticals		12.5
Media/Publisher - HCP	0.0		iotechnolog	gy		12.5	Media/Publisher - HCP			iotechnolog	gy		0.0
Media/Publisher - Consum	ner 0.0		edical Dev		iip	0.0	Media/Publisher - Consun	ner (ledical Dev		р	12.5
Media/Publisher - HCP & (Consmr. 0.0) Di	iagnostic D	evice/Ed	quip	0.0	Media/Publisher - HCP &	Consmr. ().0 D	iagnostic D	evice/Eq	uip	12.5
Service Supplier	0.0		ospital Pro	ducts/Ec	quip.	0.0	Service Supplier	().0 H	ospital Pro	ducts/Eq	uip.	0.0
Other	12.5	5 D	ental Produ	icts/Equi	ip	0.0	Other	().0 D	ental Produ	ucts/Equip	0	12.5
		M	anaged Ca	ire		0.0			N	lanaged Ca	are		12.5
Age	High	53	Low	25	Avg.	30.4	Age	High	27	Low	23	Avg.	25.1
Sex		12.5	Female	87.5			Sex	Male	37.5	Female	62.5		
Years in industry		10.0	Low	3.0	Avg.	5.2	Years in industry	High	5.0	Low	1.0	Avg.	2.6
Years in position	High	6.0	Low	0.8	Avg.	2.5	Years in position	High	2.0	Low	0.6	Avg.	1.2
Salary (\$000s/yr)		94.0	Low	50.0	Avg.	69.0	Salary (\$000s/yr)	High	68.0	Low	40.0	Avg.	55.3
Commission received?		12.5	No	87.5			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)		90.0	Low	90.0	Avg.	90.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?		12.5	No	87.5			Bonus received?	Yes	25.0	No	75.0		
Amount (\$000s/yr)	High	4.0	Low	4.0	Avg.	4.0	Amount (\$000s/yr)	High	4.0	Low	4.0	Avg.	4.0
Perceived pay					_		Perceived pay					_	
vs. peers (%)		12.5	Less	50.0	Same	37.5	vs. peers (%)	More	0.0	Less	71.4	Same	28.6
Employer's gross		12.5	\$50-\$10				Employer's gross	<\$5M	0.0	\$50-\$10			
US revenue (%)	\$5-\$20M		>100M	12.5			US revenue (%)	\$5-\$20N		>100M	12.5		
	\$20-\$50M		0 "	27.5				\$20-\$50		0 "	71.4		
Position satisfying? (%)	Thoroughly		Generall		10.5		Position satisfying? (%)	Thorough	-	Generall		142	
	OK Someti			No	12.5			OK Some			No	14.3	
Salary reviewed (%)	6 months		18 mont				Salary reviewed (%)	6 months		18 mont			
Advance	12 months		24 mont		1 Daan		A.b	12 mont		24 mont		l Daaw	
Advancement	Index 2.1 Excellent				1=P00r)		Advancement			xc. 3=Goo		L=P00r)	
prospects (%)		0.0	Good	37.5			prospects (%)	Excellent		Good	50.0		
Ham annuant iak	Fair Promoted	37.5	Poor Exec Se	25.0			Harran arrangement in h	Fair Promote	25.0	Poor	0.0 arch37.5		
How current job							How current job			o.00wn		125	
was acquired (%)	Hired by Consideration Signing Bo				e 42.9		was acquired (%) Benefits received (%)			,		12.5	
Benefits received (%)		14.3	Medical	85.7			belletits received (%)	Signing E Car	0.0	Medical	80.0		
		71.4	Stock	28.6					100.0	Stock	0.0		
Factors important	Salary	1.6	Environ.,		3.7		Factors important	Salary	2.9	Environ.,		2.6	
· · ·		4.7			_				4.5				
to job (avg ranking, 1 = most important)	Benefits Advanceme		Environ.,	o Statt4.		7.0	to job (avg ranking, 1 = most important)	Benefits Advance			:o Staff5.(/Soc. Res		6.5
1 = most important	Training	6.0	Job Sec		sμ.	7.0	1 = most important	Training	5.2	Job Sec		p.	0.5
Employer rating	Salary	2.7	Environ.,		2.6		Employer rating	Salary	2.9		/Culture	2.4	
(avg rating, 1 = best)	Benefits	2.0	Loyalty t				(avg rating, 1 = best)	Benefits	2.4		to Staff2.6		
(avg raulig, 1 = best)	Advancem		Forward				(avg raulig, 1 = best)	Advance		, ,	Looking		
	Training	2.9	Job Sec	_				Training	2.5	Job Sec	_	1.5	
	Innovation		Reputati					Innovatio		Reputati			
	Social Res		пораши	011 2.1				Social Re		пораши	011 113		
Plan to seek a new		50.0	No	25.0			Plan to seek a new	Yes	62.5	No	0.0		
job this year? (%)							job this year? (%)						
New job motivation (%)	Salary/Ber	nefits	100.0Ac	lvanceme	ent	0.0	New job motivation (%)	Salary/B	enefits	33.3Adv	ancemen	t 0.0	
	Different P			0.0	Need a		, , , , , , , , , , , , , , , , , , , ,	Different			33.3	Need a	
Change	0.0						Change	16.7					
<u> </u>	Get out of	Industi	ry 0.0Job S	Security	0.0		-		of Indust	ry 0.0Job S	Security	0.0	
	Environ./C		-	Other	0.0			Environ./		-	Other	0.0	
Method for seeking	Recruitmen			2.7	Existin	g Con-	Method for seeking	Recruitm			2.4	Existing	g Con-
tacts	2.4	_	-				tacts	2.3	_	-			
new job (avg ranking,	Job Ads	2.4	Contact	Compani	ies	3.5	new job (avg ranking,	Job Ads	3.0	Contact	Companie	es	3.0
1=most likely)	Post Resur			•			1=most likely)	Post Res	ume4.1		•		

Manufacturer	MANAGEMENT S	SUPERVIS	SOR	\$15	7,000	A	3.9%	MEDIA DIRECTO	OR .	\$:	108,600)	▼:	5.7%
Manufacturer	Number of respondent	s					5	Number of responden	ts					7
Manufacturer	Employer	Percent	Mark	cet Sect	or		Percent	Employer	Perc	ent l	Market Sec	tor		Percent
Agency														100.0
Modes/Publisher - NCP														42.9
Media/Publisher - Consumer	• •							• .		-				14.3
ModicyPublisher - HCP & Consmr. 0.1 Diagnostic Device/Equip 20.0					•	ip		,					D	14.3
Service Supplier	•							,						0.0
Other	,							,			_			14.3
Age													•	0.0
Sex Male S0.0 Female 20.0 Female	Other	10.0				٣		Curci				, ,	۲	28.6
Sex Male S0.0 Female 20.0 Female	Ago	High	64 1	OW	50	Λνα	56.4	Ago	High	50	Low	22	Λνα	39.6
Years in industry						Avg.	30.4						Avg.	39.0
Mars in position High 12.0 Low 1.0 Avg. 157.0 Salary (\$000s/yr) High 0.0 Low 10.10 Avg. 157.0 Salary (\$000s/yr) High 0.0 Low 0.0 Avg. 10.0 Amount (\$000s/yr) High 0.0 Low 0.0 Avg. 10.0 Avg. 10.0						Avg.	28.0						Avg.	10.7
Salary (\$000s/yr) High 200.0 Low 101.0 Avg. 157.0 Commission received? Yes 0.0 No 100.0 Avg. 100.0														2.7
Commission received? Yes														108.6
Manuant (\$000s/yr) High						7.118.	107.0						7148.	100.0
						Ανσ	0.0						Avø	0.0
Amount (\$000s/yr) High						7118.	0.0	1. / , , ,					7146.	0.0
Perceived pay						Δνα	22.1						Δνα	4.4
VS. peers (%) More 0.0 Less 2.0.0 Same 80.0 Employer's gross <55M 2.0.0 \$50.\$100M0.0 Company Vo.0 Company Vo.0 Company Vo.0 Company Vo.0 Company Vo.0 Company Vo.0		Tilgii 42	U L	.Ovv	0.5	Avg.	22.1		High	3.0	LOW	2.5	Avg.	4.4
Employer's gross		Moro () () (220	20.0	Samo	80 U		Moro	0.0	Locc	57 1	Samo	42.9
Sequence						Jane	00.0						Jame	42.3
S20-S50M 0.0 Continue								. , ,	-					
Position satisfying? (%) Thoroughly 1.0 Generally 100.0 OK Sometimes 0.0 No 0.0 OK Sometimes 0.0 No No No OK Sometimes 0.0 No No No No OK Sometimes 0.0 No No No OK Sometimes 0.0 No No No No OK Sometimes 0.0 No No No No No No No N	OS reveilue (70)			>100IVI	40.0			OS revenue (76)			>100W	20.0		
Salary reviewed (%) 12 months 80.0 12 months 80.0 24 months 20.0 24 months 20.0 24 months 20.0 24 months 20.0 12 months 71.4 24 months 14.3	Position satisfying? (%)			Generally	100.0			Position satisfying? (%)			General	y 71.4		
Advancement		OK Sometim	es0.0 N	١o	0.0				OK Som	etimes1	.4.3	No	0.0	
Advancement Index 1.6 (4=Exc. 3=Good 2=Fair 1=Poor) Prospects (%) Excellent 0.0 Good 0.0 O Promoted 40.0 Exec search 20.0 Exec search 20.0 Exec search 20.0 O Exec search 20.0 Exec search	Salary reviewed (%)						_	Salary reviewed (%)						_
Prospects (%) Excellent 0.0 Good 0.0 Fair 60.0 Poron 40.0 Exce Search 20.0 Excellent 14.3 Good 71.4 Fair 14.3 Food 71.4 Fair 71	Advancement					1 Door		A diverse a manual					1 Door\	
Fair 60.0 Poor 40.0 Exec Search(20.0 Mow current job Promoted 40.0 Exec Search(20.0 Mow as acquired (%) Hired by Company 40.00wn Initiative 0.0 Was acquired (%) Hired by Company 40.00wn Initiative 0.0 Was acquired (%) Hired by Company 40.00wn Initiative 0.0 Was acquired (%) Hired by Company 14.30wn Initiative 28.6						1=1001)						1=0001)	
How current job Promoted 40.0 Exec Search 20.0 Hired by Company 40.00 wn Initiative 0.0 Mass acquired (%) Hired by Company 40.00 wn Initiative 0.0 Medical 100.0 Signing Bonus 0.0 Retirement 75.0 Car	prospects (%)							prospects (%)						
was acquired (%) Hired by Company 40.00wn Initiative 0.0 was acquired (%) Hired by Company 14.30wn Initiative 28.6 Benefits received (%) Signing Bonus 0.0 Retirement 75.0 Benefits received (%) Hired by Company 14.30wn Initiative 28.6 Benefits received (%) Signing Bonus 0.0 Retirement 60.0 Retiremen	Ham annuant iah							Ham annuant iah						
Signing Bonus O. Retirement F. Car O. Medical 100.0 Stock 50.0 Dental 100.0 Stock 50.0 Dental 100.0 Stock 50.0 Dental 100.0 Stock 40.0 Dental 100.0 Dental 100.	•							•					20.6	
Car 0.0 Medical 100.0 Medical 100.0 Dental 100.0 Stock 50.0 Dental 100.0 Stock 40.0 Dental 100						0.0							20.0	
Factors important to job (avg ranking, benefits 3.0 Loyalty to Staff4.8 Salary 1.8 Environ./Culture 4.3 Environ./Soc. Resp. 7.4 Training 6.8 Job Security2.3 Salary 2.2 Environ./Culture 2.4 Employer rating Salary 2.3 Environ./Culture 2.4 Employer rating Salary 2.5 Existing Complex 2.5 Existing Complex 2.5 Employer rating Salary 2.5 Environ./Culture 3.0 Employer rating Salary 2.5 Environ./Culture 3.0	Benefits received (%)							Benents received (%)						
to job (avg ranking, 1 = most important) Benefits 3.0 Loyalty to Staff4.8 to job (avg ranking, 1 = most important) Benefits 4.6 Loyalty to Staff4.6 Advancement 2.7 Environ./Soc. Resp. 7.4 1 = most important) Advancement 2.7 Environ./Soc. Resp. 7.4 1 = most important) Advancement 2.7 Environ./Soc. Resp. 2.4 Social Resp. 4.6 Loyalty to Staff4.6 Benefits 1.2 Employer rating Salary 2.3 Environ./Culture 2.4 Loyalty to Staff2.0 Employer rating Salary 2.3 Environ./Culture 2.4 Loyalty to Staff4.6 Employer rating Salary 2.3 Environ./Culture 2.4 Loyalty to Staff4.6 Employer rating Salary 2.3 Environ./Culture 2.4 Loyalty to Staff2.0 Advancement 2.0 Advancement 2.0 Employer rating Salary 2.6 Loyalty to Staff2.0 Advancement 2.0 Employer rating Salary 2.6 Loyalty to Staff2.0		Dental 100).0 S	Stock	50.0				Dental	100.0	Stock	40.0		
1 = most important) Advancement 4.8 Environ./Soc. Resp. 7.4 Training 6.8 Job Security 2.3 1 = most important) Advancement 2.7 Environ./Soc. Resp. Employer rating (avg rating, 1 = best) Salary 2.2 Environ./Culture 2.4 Employer rating (avg rating, 1 = best) Salary 3.2 Employer rating (avg rating, 1 = best) Benefits 3.6 Loyalty to Staff2.0 Employer rating (avg rating, 1 = best) Benefits 3.6 Loyalty to Staff2.0 Employer rating (avg rating, 1 = best) Benefits 3.6 Loyalty to Staff2.0 Employer rating (avg rating, 1 = best) Benefits 3.6 Loyalty to Staff2.0 Employer rating (avg rating, 1 = best) Benefits 3.6 Loyalty to Staff2.0 Employer rating (avg rating, 1 = best) Benefits 3.6 Loyalty to Staff2.0 Chadvancement 2.0 Forward-Looking 3.7 1.7 Training 3.4 Job Security 2.4 Innovation 2.2 Social Resp.2.4 Reputation 2.2 Innovation 3.9 Reputation 1.9	Factors important	Salary 1	l.8 E	nviron./	Culture	4.3		Factors important	Salary	2.0	Environ.	/Culture	3.0	
1 = most important) Advancement 4.8 Environ./Soc. Resp. Training 6.8 Job Security 2.3 Security 2.3 Training 6.8 Job Security 3.8 Secu	to job (avg ranking,	Benefits 3	3.0 L	oyalty to	Staff4.	8		to job (avg ranking,	Benefits	4.6	Loyalty	to Staff4.	6	
Employer rating Salary 2.2 Environ./Culture 2.4 Benefits 1.6 Loyalty to Staff2.8 (avg rating, 1 = best) Benefits 1.6 Loyalty to Staff2.8 (avg rating, 1 = best) Benefits 2.6 Loyalty to Staff2.0 Advancement2.8 Forward-Looking 2.2 Training 2.4 Job Security2.4 Innovation 2.2 Reputation 2.2 Social Resp. 2.4 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 100.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0Job Security 0.0 Environ./Culture 0.0 Other 0.0 Environ./Culture 0.0 Other 0.0 Environ./Culture 0.0 Other 0.0 Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Employer rating Salary 2.3 Environ./Culture 2.4 Employer rating Eavenument 2.4 Employer rating Salary 2.3 Environ./Culture 2.4 Employer rating Employer rating Eavenument 2.0 Environ./Culture 2.4 Employer rating Eavenument 2.4 Employer rating Eavenument 2.4 Employer rating Eavenument 2.4 Employer rating Eavenument 2.4 Employer rating Environ. Pale rating 1.7 Eavenument 2.0 Environ./Culture 2.4 Employer rating 2.6 Eavenument 2.0 Environ./Culture 2.4 Employer rating 2.2	1 = most important)			nviron./	Soc. Res	sp.	7.4	1 = most important)	Advance		7 Environ.	/Soc. Res	sp.	7.2
Employer rating Salary 2.2 Environ./Culture 2.4 Benefits 1.6 Loyalty to Staff2.8 (avg rating, 1 = best) Benefits 1.6 Loyalty to Staff2.8 (avg rating, 1 = best) Benefits 2.6 Loyalty to Staff2.0 Advancement2.8 Forward-Looking 2.2 Training 2.4 Job Security2.4 Innovation 2.2 Reputation 2.2 Social Resp. 2.4 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 100.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0Job Security 0.0 Environ./Culture 0.0 Other 0.0 Environ./Culture 0.0 Other 0.0 Environ./Culture 0.0 Other 0.0 Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Employer rating Salary 2.3 Environ./Culture 2.4 Employer rating Eavenument 2.4 Employer rating Salary 2.3 Environ./Culture 2.4 Employer rating Employer rating Eavenument 2.0 Environ./Culture 2.4 Employer rating Eavenument 2.4 Employer rating Eavenument 2.4 Employer rating Eavenument 2.4 Employer rating Eavenument 2.4 Employer rating Environ. Pale rating 1.7 Eavenument 2.0 Environ./Culture 2.4 Employer rating 2.6 Eavenument 2.0 Environ./Culture 2.4 Employer rating 2.2		Training 6	5.8 J	ob Secu	rity2.3				Training	6.8	Job Sec	urity3.8		
Renefits 1.6 Loyalty to Staff2.8 Cave rating, 1 = best Benefits 2.6 Loyalty to Staff2.0	Employer rating					2.4		Employer rating	Salary				2.4	
Advancement2.8 Forward-Looking 2.2 Training 2.4 Job Security2.4 Innovation 2.2 Reputation 2.2 Social Resp.2.4 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 100.0Advancement 0.0 Need a Change 0.0 Get out of Industry 0.0Job Security 0.0 Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Advancement2.0 Forward-Looking 1.7 Training 2.6 Job Security.0 Training 2.6 Job Security.0 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 20.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 40.0 Get out of Industry 0.0Job Security 20.0 Environ./Culture 20.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Method for seeking Recruitment Agency 2.7 Existing Co		-												
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Innovation 2.2 Reputation 2.2 Social Resp.2.4 Social Resp.2.4 Social Resp.2.4 Social Resp.2.4 Social Resp.2.4 Plan to seek a new job this year? (%) Plan to seek a new job this year? (%) Plan to seek a new job this year? (%) Plan to seek a new job this year? (%) Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 20.0Advancement 0.0 Need a		Training 2			_				Training	2.6				
Social Resp. 2.4 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 100.0Advancement 0.0 New job motivation (%) Salary/Benefits 100.0Advancement 0.0 New job motivation (%) Salary/Benefits 20.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 40.0 Get out of Industry 0.0Job Security 0.0 Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Social Resp. 2.4 Plan to seek a new yes 28.6 No 28.6		_							_					
Plan to seek a new job motivation (%) Salary/Benefits 100.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0Job Security 0.0 Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Plan to seek a new yes 28.6 No 28.6 job this year? (%) New job motivation (%) Salary/Benefits 20.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 40.0 Get out of Industry 0.0Job Security 20.0 Environ./Culture 20.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con-														
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New job motivation (%) Salary/Benefits 100.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0Job Security 0.0 Other 0.0 Environ./Culture 0.0 Other 0.0 Salary/Benefits 100.0Advancement 0.0 Different Part of Ind 0.0 Need a Change 40.0 Get out of Industry 0.0Job Security 20.0 Get out of Industry 0.0Job Security 20.0 Environ./Culture 20.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con-		.000			00.0				.00	20.0		20.0		
Different Part of Ind		Salary/Benet	fits 1	00.0Adv	vanceme	ent	0.0		Salary/F	Renefits	20.0Adv	/ancemen	t 0.0	
Change 0.0 Change 40.0 Get out of Industry 0.0Job Security 0.0 Get out of Industry 0.0Job Security 0.0 Get out of Industry 0.0Job Security 20.0 Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Method for seeking Recruitment Agency 2.7 Existing Con-	(/0/	-						,,,,	-					ì
Get out of Industry 0.0Job Security 0.0 Get out of Industry 0.0Job Security 20.0 Environ./Culture 0.0 Other 0.0 Environ./Culture 20.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Method for seeking Recruitment Agency 2.7 Existing Con-	Change						-	Change				3.0		
Environ./Culture 0.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con- Method for seeking Recruitment Agency 2.7 Existing Con-			dustry O) () (oh S	ecurity	0.0		- Indiago		of Indus	try () () lob	Security	20.0	
Method for seeking Recruitment Agency 3.0 Existing Con- Method for seeking Recruitment Agency 2.7 Existing Con-			-		-									
	Method for seeking						ng Con-	Method for seeking						g Con-
	tacts	2.3	,					tacts	1.3	_				
new job (avg ranking, Job Ads 3.0 Contact Companies 2.3 new job (avg ranking, Job Ads 3.0 Contact Companies	new job (avg ranking,	Job Ads 3	3.0 C	Contact (Compani	es	2.3	new job (avg ranking,	Job Ads	3.0	Contact	Companie	es	3.0
1=most likely) Post Resume 3.8 1=most likely) Post Resume 4.8		Post Resume						1=most likely)	Post Re	sume4.8				

MEDIA BUYER/F	PLANNER	\$64,	,300	<u> </u>	4.0%	MEDICAL DIREC	TOR	\$	138,40	0	▼18	3.0%
Number of respondents	s				4	Number of respondent	rs					15
Employer	Percent	Market Sec	tor		Percent	Employer	Perce	nt M	larket Sect	tor		Percent
Manufacturer	0.0	Rx Pharmac			100.0	Manufacturer	13		x Pharmac			80.0
Agency	100.0	OTC Pharm		3	50.0	Agency	66	-	TC Pharma			6.7
Media/Publisher - HCP	0.0	Biotechnolo			0.0	Media/Publisher - HCP		-	iotechnolog			26.7
Media/Publisher - Consum		Medical Dev	٠,	ip	50.0	Media/Publisher - Consun			ledical Devi		D	6.7
Media/Publisher - HCP & 0		Diagnostic I			25.0	Media/Publisher - HCP &			iagnostic D			13.3
Service Supplier	0.0	Hospital Pro			25.0	Service Supplier			ospital Pro	- '		6.7
Other	0.0	Dental Prod	-		0.0	Other	13		ental Produ		•	0.0
		Managed C	are		0.0			N	lanaged Ca	ire		13.3
Age	High 5	3 Low	26	Avg.	36.3	Age	High	60	Low	28	Avg.	44.6
Sex	Male 75.	0 Female	25.0			Sex	Male	26.7	Female	73.3		
Years in industry	High 17.	0 Low	1.0	Avg.	7.3	Years in industry	High	27.0	Low	2.0	Avg.	13.1
Years in position	High 12.	0 Low	2.0	Avg.	5.3	Years in position	High	22.0	Low	1.0	Avg.	6.1
Salary (\$000s/yr)	High 75.	0 Low	49.0	Avg.	64.3	Salary (\$000s/yr)	High 2	270.0	Low	50.0	Avg.	138.4
Commission received?	Yes 0.	0 No	100.0			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High 0.	0 Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes 75.	0 No	25.0			Bonus received?	Yes	60.0	No	40.0		
Amount (\$000s/yr)	High 5.	0 Low	1.0	Avg.	3.3	Amount (\$000s/yr)	High	14.6	Low	1.0	Avg.	8.8
Perceived pay						Perceived pay						
vs. peers (%)	More 25.	0 Less	25.0	Same	50.0	vs. peers (%)	More	6.7	Less	46.7	Same	46.7
Employer's gross	<\$5M 0.	0 \$50-\$1	0.00M00			Employer's gross	<\$5M	6.7	\$50-\$10	0M20.0		
US revenue (%)	\$5-\$20M 50. \$20-\$50M 0.		0.0			US revenue (%)	\$5-\$20M \$20-\$50N		>100M	20.0		
Position satisfying? (%)	Thoroughly25 OK Sometime		ly 50.0 No	0.0		Position satisfying? (%)	Thorough OK Some	-	Generally 7 No	y 46.7 0.0		
Salary reviewed (%)	6 months 0. 12 months10					Salary reviewed (%)	6 months 12 month		18 mont 24 mont			
Advancement	Index 2.3 (4:	Exc. 3=Goo	d 2=Fair	1=Poor)		Advancement	Index 2.5	6 (4=E	кс. 3=Good	d 2=Fair 1	l=Poor)	
prospects (%)	Excellent 0.	0 Good	50.0			prospects (%)	Excellent	13.3	Good	46.7		
	Fair 25.	0 Poor	25.0				Fair	20.0	Poor	20.0		
How current job	Promoted 25.	0 Exec Se	earch0.0			How current job	Promoted	1 26.7	Exec Sea	arch26.7		
was acquired (%)	Hired by Comp	oany 0.00wn	Initiative	75.0		was acquired (%)	Hired by (Compar	ny 26.70wr	n Initiative	13.3	
Benefits received (%)	Signing Bonus Car 0. Dental 100.	0 Medical				Benefits received (%)	Signing B Car Dental	onus7. 7.1 78.6	Retireme Medical Stock	78.6 14.3		
Factors important	Salary 1.		/Culture	3.5		Factors important	Salary	2.5	Environ.		2.2	
to job (avg ranking,	Benefits 2.		to Staff4.	_		to job (avg ranking,	Benefits	4.3		o Staff5.1		
1 = most important)	Advancement		/Soc. Re		8.0	1 = most important)	Advancen			/Soc. Res		7.5
1 = most important/	Training 5.		curity6.0	3 ρ.	0.0	1 = most important;	Training	5.9	Job Seci		ρ.	7.5
Employer rating	Salary 2.		/Culture	2.8		Employer rating	Salary	2.1	Environ.		2.1	
(avg rating, 1 = best)	Benefits 2.		to Staff2.			(avg rating, 1 = best)	Benefits	2.0		o Staff2.1		
larg rading, 1 - boot	Advancement		l-Looking			(avg rading, 2 – boot)	Advancen			Looking	2.1	
	Training 2.		curity2.5				Training	2.7	Job Seci	_		
	Innovation 2. Social Resp.2	0 Reputat					Innovation Social Re	2.4	Reputation			
Plan to seek a new job this year? (%)	Yes 50.		50.0			Plan to seek a new job this year? (%)	Yes	53.3	No	26.7		
New job motivation (%)	Salary/Benefit	s 0.0Advs	ancement	0.0		New job motivation (%)	Salary/Be	nefits	25 0Adv	ancemen	37.5	
-	Different Part 0.0		0.0	Need a	a	Change	Different I			12.5	Need a	I
Change	Get out of Indi			0.0		Onange	Get out of		ry 0.0Job S	•	0.0	
Bit all and decided the	Environ./Cultu		Other	0.0	- Car	Made of Co. C.	Environ./(Other	25.0	. 0
Method for seeking	Recruitment A	gency	2.5	Existin	g Cou-	Method for seeking	Recruitme	ent Age	псу	2.4	Existing	3 Con-
tacts	2.8	0 00-1	Comme	ioc	2 5	tacts	2.2	2.0	Contest	Comn	.	2.4
new job (avg ranking, 1=most likely)	Job Ads 2. Post Resume		Compani	les	3.5	new job (avg ranking, 1=most likely)	Job Ads Post Resu	2.8 ume4.2		Companie	:5	3.4

RESEARCH DIR	ECTOR		\$153,0	500	V	2.4%	RESEARCH MAN	NAGEF	₹	\$126,1	.00	▲1 5	5.6%
Number of respondent	ts					24	Number of respondent	ts					14
Employer	Perc	ent l	Market Se	ctor		Percent	Employer	Per	cent	Market Se	ctor		Percent
Manufacturer			Rx Pharma	ceuticals		50.0	Manufacturer		92.9	Rx Pharma			50.0
Agency		8.3 (OTC Pharm	aceuticals	S	16.7	Agency		0.0	OTC Pharn	naceuticals		21.4
Media/Publisher - HCP			Biotechnolo	οgγ		33.3	Media/Publisher - HCP		0.0	Biotechnol	ogy		50.0
Media/Publisher - Consur	ner	0.0	Medical De	vices/Equ	ıip	50.0	Media/Publisher - Consur	ner	0.0	Medical De	vices/Equi	р	21.4
Media/Publisher - HCP &			Diagnostic			16.7	Media/Publisher - HCP &	Consmr.		Diagnostic			7.1
Service Supplier	10		Hospital Pr			4.2	Service Supplier			Hospital Pr	•		7.1
Other	1:		Dental Prod			4.2	Other			Dental Pro		•	0.0
		ı	Managed C	are		8.3				Managed (Care		0.0
Age	High	70	Low	36	Avg.	53.4	Age	High	59	Low	31	Avg.	47.8
Sex	Male	62.5	Female	37.5			Sex	Male	85.7	Female	14.3		
Years in industry	High	40.0	Low	2.5	Avg.	21.7	Years in industry	High	35.0	Low	5.0	Avg.	18.8
Years in position	High	20.0	Low	0.5	Avg.	4.1	Years in position	High	33.0	Low	2.0	Avg.	9.1
Salary (\$000s/yr)	High	250.0	Low	100.0	Avg.	153.6	Salary (\$000s/yr)	High	185.0	Low	80.0	Avg.	126.1
Commission received?	Yes	0.0	No	100.0			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	79.2	No	20.8			Bonus received?	Yes	78.6		21.4		
Amount (\$000s/yr)	High	130.0	Low	0.3	Avg.	30.9	Amount (\$000s/yr)	High	60.0		6.0	Avg.	22.4
Perceived pay							Perceived pay						
vs. peers (%)	More	4.2	Less	45.8	Same	50.0	vs. peers (%)	More	14.3	Less	21.4	Same	64.3
Employer's gross	<\$5M	17.4	\$50-\$1	00M4.4			Employer's gross	<\$5M	0.0	\$50-\$1	0.0M0.0		
US revenue (%)	\$5-\$20N \$20-\$50		>100M	47.8			US revenue (%)	\$5-\$20 \$20-\$5			1 92.9		
Position satisfying? (%)	Thoroug OK Som	hly41.7		lly 45.8 4.2			Position satisfying? (%)	Thoroug	ghly14.3	3 Genera	lly 71.4 No	0.0	
Salary reviewed (%)	6 month 12 mont			oths 4.2			Salary reviewed (%)	6 mont	hs 7.1		nths 7.1		
Advancement	Index 2	.4 (4=E	Exc. 3=God	od 2=Fair	1=Poor)		Advancement	Index 2	2.1 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excellen	t 20.8	Good	20.8			prospects (%)	Excelle	nt 0.0	Good	28.6		
	Fair	33.3	Poor	25.0				Fair	50.0	Poor	21.4		
How current job	Promote	d 21.7	Exec S	earch8.7			How current job	Promot	ed 57.1	Exec S	earch14.3		
was acquired (%)	Hired by	Compa	any 21.70v	vn Initiativ	e 39.1		was acquired (%)	Hired b	y Comp	any 7.10w	n Initiative	21.4	
Benefits received (%)	Signing Car Dental	Bonus1 0.0 69.6					Benefits received (%)	Signing Car Dental	Bonus 3 0.0 70.0				
Factors important	Salary	2.8		./Culture	1.9		Factors important	Salary	2.5		./Culture	3.1	
to job (avg ranking,	Benefits			to Staff4.			to job (avg ranking,	Benefits			to Staff4.		
1 = most important)	Advance			./Soc. Re		6.8	1 = most important)	Advanc			./Soc. Res		6.7
	Training	7.0		curity3.7	эр. 			Training			curity4.3		
Employer rating	Salary	2.4	Environ	./Culture	2.0		Employer rating	Salary	2.0	Enviror	./Culture	2.4	
(avg rating, $1 = best$)	Benefits	2.1	Loyalty	to Staff2.	.4		(avg rating, 1 = best)	Benefits	3 2.0	Loyalty	to Staff2.	8	
	Advance	ment2.	7 Forward	d-Looking	2.0			Advanc	ement2	.9 Forwar	d-Looking	2.7	
	Training	2.8	Job Sec	curity2.2				Training	2.6	Job Se	curity2.6		
	Innovation Social R			tion 2.0				Innovati Social F			tion 1.9		
Plan to seek a new	Yes	41.7		50.0			Plan to seek a new	Yes	50.0		28.6		
job this year? (%)	163	41.7	INO	30.0			job this year? (%)	162	30.0	INO	20.0		
New job motivation (%)	Salary/E Different			ancement 9.1	27.3 Need a	ì	New job motivation (%)		Benefits It Part c		lvancemen 0.0	t 33.3 Need a	
Change	9.1						Change	33.3					
			stry 0.0Job e 18.2	-	9.1 18.2					stry 0.0Job		11.1 0.0	
Mathad for socking				Other 2.4		a Con	Mathad for analying	Environ Recruiti			Other 2.3		r Con
Method for seeking	Recruitm	iciit Age	cricy	۷.4	Existin	5 OUI-	Method for seeking		HEIII AE	ciicy	۷.۵	Existing	OUIF
tacts	1.6 Job Ads	2.2	Conton	Compan	ioc	2.2	tacts	2.0 Job Ads	. 21	Contac	t Componi	00	20
new job (avg ranking, 1=most likely)	Post Res	3.3 ' Namus		t Compani	162	3.3	new job (avg ranking,	Post Re			t Compani	C 3	3.8
LEHIOSI IIKEIVI	1 021 KG	ouiiit4.	_				1=most likely)	i USL KE	sumes.	U			

MedicyPublisher - HCP	RESEARCH ANA	LYST		\$81,80	0	▲1	1.7%	VP CREATIVE D	IRECT	OR	\$19	9,200	_ 1	l.6%
Manifacturer	Number of respondent	ts					15	Number of responden	its					11
Manifacturer	Fmnlover	Percei	nt M	larket Sect	tor		Percent	Fmplover	Perc	ent M	larket Sed	ctor		Percent
Agency														100.0
Media/Publisher - HCP						:								27.3
Media/Publisher - Consumer	• •					,		• .						36.4
Media publisher + HCP & Consm.						in		,				-	n	45.5
Service Supplier	·							•						
Managed Man	•			0	•			,			0		•	18.2
Age				•	_ ′ '						•		•	18.2
March High 62 Low 25 Avg. 37. Age High 60 Low 36 Avg. 38.	Other	26.				p		Other	13				р	18.2
Sear Industry High 30.0 Low 1.0 Avg. 10.7 Vera's in position High 30.0 Low 0.5 Avg. 6.4 Vera's in position High 30.0 Low 2.0 Avg. Avg. Vera's in position High 30.0 Low 2.0 Avg.			M	lanaged Ca	ire		13.3			M	lanaged C	are		36.4
Marchan High 30.0 Low 0.5 Avg. 6.4	Age	High	62	Low	25	Avg.	37.7	Age	High	60	Low	36	Avg.	47.3
Marsin position High 3.0.0 Low 5.0 Avg 6.4 Salary (\$000s/yr) High 12.0.0 Low 5.0 Avg 3.3 Avg Commission received Yes Co.0 No 1.00 Avg 1.0 A	Sex	Male	20.0	Female	80.0			Sex	Male	72.7	Female	27.3		
Salary (\$000s/yr) High 12.0 Low 5.0 Avg. 81.8 Commission received? Ves 6.7 No 93.3 No 0.0 No No No No No No No N	Years in industry	High	30.0	Low	1.0	Avg.	10.7	Years in industry	High	30.0	Low	12.0	Avg.	18.9
Commission received? Yes	Years in position	High	30.0	Low	0.5	Avg.	6.4	Years in position	High	10.0	Low	1.0	Avg.	4.6
Commission received? Yes	Salary (\$000s/yr)	High 1	120.0	Low	50.0	Avg.	81.8	Salary (\$000s/yr)	High	275.0	Low	125.0	Avg.	199.2
Manuant (\$000s/yr)			6.7	No	93.3					0.0	No	100.0		
Bonus received? Yes 46.7 No 53.3 Amount (\$000s/yr) High 16.0 Low 1.0 Avg. 7.3 Amount (\$000s/yr) High 95.0 Low 9.0 Avg. Perceived pay Yes Perceived pay Ye						Ανσ	45.0	Amount (\$000s/vr)					Avø	0.0
Amount (\$000s/yr) High 16.0 low 1.0 Ays 7.3 Amount (\$000s/yr) High 95.0 Low 9.0 Ays Precived pay Perceived pa						7.48.	10.0						7118.	0.0
Perceived pay vs. peers (%) More 26.7 Less 40.0 Same 33.3 Same Perceived (%) S.5 (\$5.0 M 21.4 \$5.0 \$\$1.0 M \$5.0						Λνα	7 2						Λνα	43.2
Note		High	10.0	LOW	1.0	Avg.	7.3		HIGH	93.0	LOW	9.0	Avg.	43.2
Employer's gross CS5M 7.1 S50-S100M14.3 US revenue (%) S55-S20M 2.4 > 100M 50.0 US revenue (%) S55-S20M 2.3 > 100M 18.2 S20-S50M 2.7		Mana	20. 7	1	40.0	C	າາ າ	• •	Mana	27.2		27.2	C	45.5
Us revenue (%) S\$S\$20M 21.4 \$100M 50.0 \$20.5 \$50.0 7.1 \$20.5 \$50.0 7.1 \$20.5 \$50.0 7.1 \$20.5 \$50.0 7.1 \$20.5 \$20.5 \$50.0 7.1 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.5 \$20.						Same	33.3						Same	45.5
Position satisfying? (%)	. , ,	-						. , ,						
Position satisfying? (%)	US revenue (%)			>100W	50.0			US revenue (%)			>1001	18.2		
Salary reviewed (%) 6 months 0.0 18 months 0.0 18 months 0.0 18 months 0.0 12 months 36.4 24 months 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4 36.4	Position satisfying? (%)	Thoroughl	ly46.7		y 26.7			Position satisfying? (%)	Thoroug	hly45.5		-		
Advancement 12 months=86.7 24 months=13.3 3.3 3.4 months=10 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4 3.4		OK Somet	times20	0.0	No	6.7			OK Som	etimes9.	1 No	0.0		
Advancement Index 2.2 (4=Exc. 3=Good 2=Fair 1=Poor) Prospects (%) Excellent 6.7 Good 26.7 Promoted 20.0 Exec search13.3 Was acquired (%) Hired by Company 33.30 m Initiative 33.3 Planefits received (%) Hired by Company 33.30 m Initiative 33.3 Planefits received (%) Signing Bonus 0.0 Retirement54.6 Car 9.1 Medical 54.6 Stock 36.4 Planefits 54.6 Stock 36.4 Planefits Salary 2.7 Environ./Culture 3.4 Loyalty to Staff5.4 Loyalty to Staff5.5 Lemptoranty to Joyalty to Staff5.4 Loyalty	Salary reviewed (%)							Salary reviewed (%)						
Prospects (%) Excellent 6.7 Good 26.7 Fair 46.7 Poor 20.0 Eac Sear-Chil 3.3 Fair 46.7 Poor 20.0 Eac Sear-Chil 3.3 Eac Fair 18.2 Poor 18.2 Eac E	Advancement					1-Poor)		Advancement					1 – Poor)	
Fair 46.7 Poor 20.0 Exec Search13.3 Mod current job Promoted 20.0 Exec Search13.3 Signing Bouls Signing B						1-1 0017							1-1 0017	
Now current job Promoted 20.0 Exec Search13.3 How current job Promoted 27.3 Exec Search0.0 Exec Search13.3 How current job Promoted 27.3 Exec Search0.0 Exec Search13.3 How current job Promoted 27.3 Exec Search0.0 Exec Search0.0 Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Exec Search0.0 Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Mass acquired (%) Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Mass acquired (%) Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Mass acquired (%) Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Mass acquired (%) Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Exec Search0.0 Mass acquired (%) Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Exec Search0.0 Mass acquired (%) Hired by Company 27.30 wn Initiative 27.3 Exec Search0.0 Executive 27.3 Exec Search0.0	prospects (70)							prospects (70)						
was acquired (%) Hired by Company 33.30w Initiative 33.3 was acquired (%) Signing Bonus 0.0 Retirement 54.6 Car 9.1 Medical 54.6 Stock 36.4 was acquired (%) Signing Bonus 0.0 Retirement 72.7 Retirement 72.7 Car 18.2 Medical 72.7 Dental 63.6 Stock 36.4 Stock 36.4 Stock 36.4 Benefits received (%) Packet in portant 54.6 Stock 36.4 Benefits received (%) Signing Bonus 9.1 Retirement 72.7 Retirement 72.7 Car 18.2 Medical 72.7 Dental 63.6 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stock 36.4 Stoc	How oursent ich							Have accurant ich						
Signing Bonus Signing Bon	•												27.2	
Car 9.1 Medical 54.6 Stock 36.4 Dental 54.6 Stock 36.4 Dental 54.6 Stock 36.4 Dental 54.6 Stock 36.4 Dental 63.6				-		33.3					,		27.5	
Pactors important Salary 2.7 Environ./Culture 3.4 Salary 2.7 Environ./Culture 3.4 Salary 3.6 Salary 3.6 Environ./Culture 3.6 Salary 3.6 Salary 3.6 Salary 3.6 Salary 3.6 Salary 3.6 Salary 3.6	Benefits received (%)							Benefits received (%)						
Factors important to job (avg ranking, benefits 4.4 Loyalty to Staff5.4														
to job (avg ranking, 1 = most important) Benefits 4.4 Loyalty to Staff5.4 Environ./Soc. Resp. 5.6 Environ./Soc. Resp. 6.6 Environ./Soc. Resp.														
Advancement		,						•	,			-		
Training	to job (avg ranking,								Benefits	4.7				
Employer rating Salary 2.0 Environ./Culture 2.1 Employer rating Salary 2.2 Environ./Culture 1.8	1 = most important)	Advancem	nent4.5	Environ.	/Soc. Res	sp.	5.6	1 = most important)	Advance	ment4.0	Environ	./Soc. Res	sp.	6.3
Renefits 1.9		Training	4.9						Training	6.1				
Advancement2.5 Forward-Looking 2.1 Job Security2.3 Innovation 2.2 Reputation 1.9 Social Resp.2.3 Reputation 1.9 Social Resp.2.3 No 26.7 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 37.5Advancement 12.5 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0Job Security 25.0 Environ./Culture 12.5 Other 12.5 Method for seeking Recruitment Agency 2.3 Existing Con- Advancement2.2 Forward-Looking 2.2 Job Security 2.2 Job Security 2.2 Job Security 2.2 Job Security 2.5 Neeputation 2.0 Social Resp.2.3 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 20.0Advancement 40.0 Different Part of Ind 0.0 Need a Change 0.0 Change 0.0 Get out of Industry 0.0Job Security 25.0 Environ./Culture 20.0 Other 0.0 Method for seeking Recruitment Agency 3.0 Existing Con-	Employer rating	Salary	2.0	Environ.	/Culture	2.1		Employer rating	Salary	2.2	Environ	./Culture	1.8	
Training 2.1 Job Security 2.3 Innovation 2.2 Reputation 1.9 Innovation 2.5 Reputation 2.0 Social Resp. 2.3 Social Resp.	(avg rating, 1 = best)	Benefits	1.9	Loyalty t	o Staff2.	3		(avg rating, 1 = best)	Benefits	2.3	Loyalty	to Staff1.9	9	
Training 2.1 Job Security 2.3 Innovation 2.2 Reputation 1.9 Innovation 2.5 Reputation 2.0 Social Resp. 2.3 Social Resp.		Advancem	nent2.5	Forward-	Looking	2.1			Advance	ment2.2	Forward	d-Looking	2.5	
Innovation 2.2 Reputation 1.9 Social Resp. 2.3 Reputation 1.9 Social Resp. 2.3		Training	2.1						Training	2.2	Job Sec	curity2.2		
Social Resp. 2.3 Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 37.5Advancement 12.5 Different Part of Industry 0.0Job Security 25.0 Environ./Culture 12.5 Method for seeking Recruitment Agency 2.3 Social Resp. 2.3 Plan to seek a new job motivation (%) Salary/Benefits 20.0Advancement 40.0 New job motivation (%) Salary/Benefits 20.0Advancement 40.0 Different Part of Industry 0.0Job Security 25.0 Environ./Culture 12.5 Method for seeking Recruitment Agency 2.3 Existing Con- Method for seeking Recruitment Agency 3.0 Existing Con-		Innovation	2.2						Innovatio	on 2.5				
Plan to seek a new job this year? (%) New job motivation (%) Salary/Benefits 37.5Advancement 12.5 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0Job Security 25.0 Environ./Culture 12.5 Other 12.5 Method for seeking Recruitment Agency 2.3 Existing Con- Plan to seek a new job motivation (%) plan to seek a new job motivation (%) Salary/Benefits 20.0Advancement 40.0 Different Part of Ind 0.0 Need a Change 0.0 Get out of Industry 0.0Job Security 25.0 Environ./Culture 12.5 Other 12.5 Method for seeking Recruitment Agency 3.0 Existing Con-				.,							.,			
Salary/Benefits 37.5Advancement 12.5 New job motivation (%) Different Part of Industry 0.0 Need a	Plan to seek a new			No	26.7			Plan to seek a new			No	54.6		
New job motivation (%) Salary/Benefits 37.5Advancement 12.5 Different Part of Ind														
Different Part of Ind		Salary/Be	nefits	37 5Adv	ancemen	nt 12 5			Salary/F	Renefits	20 0Ad	vancemen	t 40 0	
Change 0.0 Change 0.0 Get out of Industry 0.0Job Security 25.0 Get out of Industry 0.0Job Security 25.0 Environ./Culture 12.5 Other 12.5 Environ./Culture 20.0 Other 0.0 Method for seeking Recruitment Agency 2.3 Existing Con-	rect job modvadom (70)	-						recw job modvadom (70)	-					
Get out of Industry 0.0Job Security 25.0 Get out of Industry 0.0Job Security 20.0 Environ./Culture 12.5 Other 12.5 Environ./Culture 20.0 Other 0.0 Method for seeking Recruitment Agency 2.3 Existing Con-	Change		art Ur	III U	0.0	NUCU	•	Change		. i uit Ul	ıı ıu	0.0	i vecu a	
Environ./Culture 12.5 Other 12.5 Other 12.5 Environ./Culture 20.0 Other 0.0 Method for seeking Recruitment Agency 2.3 Existing Con-Method for seeking Recruitment Agency 3.0 Existing Con-	Onange		المالية	n, 0 0 1-1- 0	Convilt.	25.0		Onange		of Indese	m, () () -1-	C00::::±:	20.0	
Method for seeking Recruitment Agency 2.3 Existing Con- Method for seeking Recruitment Agency 3.0 Existing Con-				-	-						•	-		
	Mathad for oas liter						- Con	Mothod for coal-in-						, Con
	•		ent Agei	псу	2.3	EXISTIN	g cou-	_		ient Age	псу	3.0	EXISTING	g Con-
tacts 2.7 tacts 1.0			.		_									
new job (avg ranking, Job Ads 2.4 Contact Companies 4.2 new job (avg ranking, Job Ads 3.6 Contact Companies					Compani	es	4.2				Contact	Compani	es	2.9
1=most likely) Post Resume3.4 1=most likely) Post Resume4.4	1=most likely)	Post Resu	ıme3.4					1=most likely)	Post Res	sume4.4				

new job (avg ranking,

1=most likely)

Job Ads 3.8

Post Resume4.6

Contact Companies

3.2

new job (avg ranking,

1=most likely)

Job Ads

Post Resume4.0

3.1

CREATIVE DIREC		\$145,6		· -	5.7%	ASSOC. CREATI			Ψ 1	,	, 10	
Number of respondent	'S				7	Number of respondent	ts					1
Employer	Percent	Market Se	ctor		Percent	Employer	Perc	ent l	Market Se	ctor		Percen
Manufacturer	0.0	Rx Pharma	ceuticals		85.7	Manufacturer		0.0 F	Rx Pharma	ceuticals		83.3
Agency	100.0	OTC Pharm	naceuticals	6	0.0	Agency	10	0.0	OTC Pharm	naceuticals		33.3
Media/Publisher - HCP	0.0	Biotechnolo	ogy		57.1	Media/Publisher - HCP		0.0 E	Biotechnolo	ogy		50.0
Media/Publisher - Consun	ner 0.0	Medical De	vices/Equ	ip	42.9	Media/Publisher - Consur	mer	0.0	Medical De	vices/Equi	р	50.0
Media/Publisher - HCP &		Diagnostic			28.6	Media/Publisher - HCP &				Device/Eq		8.3
Service Supplier	0.0	Hospital Pr			28.6	Service Supplier				oducts/Eq	•	16.7
Other	0.0	Dental Prod	, ,		0.0	Other			•	ducts/Equi	•	0.0
	0.0	Managed C			14.3	0.1.01			Managed C		Ρ	8.3
							10.1					
Age	High 60		31	Avg.	46.9	Age	High	70	Low	33	Avg.	44.4
Sex	Male 42.9			_	16.0	Sex	Male	66.7	Female			10.0
Years in industry	High 29.0		10.0	Avg.	16.3	Years in industry	High	33.0	Low	6.0	Avg.	12.8
Years in position	High 10.0		1.5	Avg.	5.3	Years in position	High	8.0	Low	1.0	Avg.	2.5
Salary (\$000s/yr)	High 290.0		75.0	Avg.	145.6	Salary (\$000s/yr)	High	211.0	Low	50.0	Avg.	138.3
Commission received?	Yes 0.0) No	100.0			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High 0.0) Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes 85.	7 No	14.3			Bonus received?	Yes	58.3	No	41.7		
Amount (\$000s/yr)	High 25.0) Low	1.2	Avg.	7.1	Amount (\$000s/yr)	High	22.0	Low	3.0	Avg.	8.8
Perceived pay						Perceived pay						
vs. peers (%)	More 0.0) Less	71.4	Same	28.6	vs. peers (%)	More	25.0	Less	58.3	Same	16.7
Employer's gross	<\$5M 28.0	5 \$50-\$1	00M28.6			Employer's gross	<\$5M	0.0	\$50-\$1	0.0M00		
US revenue (%)	\$5-\$20M 28.0		14.3			US revenue (%)	\$5-\$201		>100N			
	\$20-\$50M 0.0						\$20-\$50					
Position satisfying? (%)	Thoroughly28. OK Sometimes		lly 57.1 14.3			Position satisfying? (%)	Thoroug OK Som	-		lly 50.0 No	0.0	
Salary reviewed (%)	6 months 0.0) 18 moi	nths28.6			Salary reviewed (%)	6 month	s 0.0	18 mor	nths16.7		
	12 months71.	4 24 moi	nths 0.0				12 mont	hs75.0	24 mor	nths 8.3		
Advancement	Index 2.1 (4=	Exc. 3=Go	od 2=Fair	1=Poor)		Advancement	Index 3	.0 (4=E	xc. 3=Go	od 2=Fair	1=Poor)	
prospects (%)	Excellent 14.3		14.3			prospects (%)	Excellen		Good	16.7		
F F	Fair 42.9		28.6			p (·)	Fair	41.7	Poor	0.0		
How current job	Promoted 42.5		earch0.0			How current job	Promote			earch8.3		
was acquired (%)	Hired by Comp			42.9		was acquired (%)			ny 8.30wr		50.0	
Benefits received (%)	Signing Bonus			72.3		Benefits received (%)			.0 Retirem		30.0	
Deficition received (70)	Car 0.0		I 100.0			Delicitis received (70)	Car	0.0	Medica			
			0.0					66.7	Stock	16.7		
Fastava immantant				2.0		Footows immediate	Dental				2.2	
Factors important	Salary 2.0		-	2.9		Factors important	Salary	2.1		./Culture	2.3	
to job (avg ranking,	Benefits 4.		to Staff4.		C 0	to job (avg ranking,	Benefits			to Staff4.		6.0
1 = most important)	Advancement5		./Soc. Res	sp.	6.9	1 = most important)	Advance			./Soc. Res	sp.	6.9
	Training 6.3		curity3.6				Training			curity3.7		
Employer rating	Salary 2.4		./Culture			Employer rating	Salary	2.3		./Culture	2.0	
(avg rating, 1 = best)	Benefits 2.4		to Staff2.			(avg rating, 1 = best)	Benefits			to Staff2.		
	Advancement2		d-Looking	2.0			Advance			d-Looking	2.2	
	Training 2.		curity2.3				Training	3.2		curity2.0		
	Innovation 2.0		tion 2.0				Innovatio		Reputa	tion 2.3		
	Social Resp.3.	1					Social R	esp.3.1				
Plan to seek a new job this year? (%)	Yes 14.3	3 No	42.9			Plan to seek a new job this year? (%)	Yes	0.0	No	25.0		
New job motivation (%)	Salary/Benefit	s 0.0Adv	ancement	0.0		New job motivation (%)	Salary/E	Senefits	25.0Ad	lvancemen	t 25.0	
	Different Part		50.0	Need a	a		Different			0.0	Need a	
Change	0.0					Change	0.0					
	Get out of Indu	ıstry 0.0Job	Security	0.0			Get out	of Indus	try 25.0Jo	b Security	0.0	
	Environ./Cultu	re 50.0	Other	0.0			Environ.,	/Culture	0.0	Other	25.0	
Method for seeking tacts	Recruitment A	gency	1.8	Existin	g Con-	Method for seeking tacts	Recruitn	nent Age	ency	2.8	Existing	g Con-
lacto	1.5	Contac			2.2	iduis	C.1		Contac			

3.5

Contact Companies

ART DIRECTOR		\$6	0,300		₹29	9.9%	ART SUPERVISO	DR	\$1	.02,700)	▲10	0.0%
Number of respondent	ts					4	Number of respondent	ts					3
Employer	Perc	ent l	Market Se	ctor		Percent	Employer	Per	cent	Market Se	ctor		Percent
Manufacturer			Rx Pharma			75.0	Manufacturer			Rx Pharma			100.0
Agency	10		OTC Pharm	aceuticals	5	50.0	Agency	10	0.00	OTC Pharm	naceuticals		66.7
Media/Publisher - HCP			Biotechnolo	οgγ		25.0	Media/Publisher - HCP			Biotechnol	ogy		33.3
Media/Publisher - Consur	ner	0.0	Medical De	vices/Equ	iip	50.0	Media/Publisher - Consur	ner	0.0	Medical De	vices/Equi	р	33.3
Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/Ed	quip	0.0	Media/Publisher - HCP &				Device/Ed	•	66.7
Service Supplier			Hospital Pr	-		0.0	Service Supplier		0.0	Hospital Pr	oducts/Eq	uip.	33.3
Other		0.0	Dental Prod	ducts/Equ	ip	0.0	Other		0.0	Dental Pro	ducts/Equi	р	0.0
		1	Managed C	are		0.0				Managed (Care		33.3
Age	High	34	Low	25	Avg.	30.3	Age	High	59	Low	25	Avg.	38.3
Sex	Male	50.0	Female	50.0			Sex	Male	33.3	Female	66.7		
Years in industry	High	5.0	Low	1.0	Avg.	2.6	Years in industry	High	34.0	Low	3.0	Avg.	15.3
Years in position	High	4.0	Low	1.0	Avg.	2.6	Years in position	High	12.0	Low	3.0	Avg.	6.3
Salary (\$000s/yr)	High	87.0	Low	42.0	Avg.	60.3	Salary (\$000s/yr)	High	115.0	Low	90.0	Avg.	102.7
Commission received?	Yes	0.0	No	100.0			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	75.0	No	25.0			Bonus received?	Yes	100.0	No	0.0		
Amount (\$000s/yr)	High	6.0	Low	1.5	Avg.	3.8	Amount (\$000s/yr)	High	12.0	Low	3.0	Avg.	6.7
Perceived pay							Perceived pay						
vs. peers (%)	More	0.0	Less	75.0	Same	25.0	vs. peers (%)	More	0.0	Less	0.0	Same	100.0
Employer's gross	<\$5M	0.0	\$50-\$1	0.0M00			Employer's gross	<\$5M	0.0	\$50-\$1	00M33.3		
US revenue (%)	\$5-\$20N \$20-\$50		>100M	0.0			US revenue (%)		M 33.3 OM 0.0	>100N	1 33.3		
Position satisfying? (%)	Thoroug OK Som	•		lly 50.0 0.0			Position satisfying? (%)		ghly66.7 netimes(lly 33.3 0.0		
Salary reviewed (%)	6 month 12 mont			oths 0.0 oths50.0			Salary reviewed (%)		hs 0.0 nths100.	18 moi 0 24 moi	nths 0.0		
Advancement	Index 3	.0 (4=E	xc. 3=God	od 2=Fair	1=Poor)		Advancement	Index 3	3.0 (4=E	xc. 3=Go	od 2=Fair	l=Poor)	
prospects (%)	Excellen	t 0.0	Good	100.0			prospects (%)	Excelle	nt 33.3	Good	33.3		
	Fair	0.0	Poor	0.0				Fair	33.3	Poor	0.0		
How current job	Promote	d 0.0	Exec S	earch50.0)		How current job	Promot	ed 0.0	Exec S	earch0.0		
was acquired (%)	Hired by	Compa	ny 0.00wr	n Initiative	50.0		was acquired (%)				vn Initiative	33.3	
Benefits received (%)	Signing Car Dental	Bonus5 0.0 50.0	0.0Retirem Medica Stock				Benefits received (%)	Signing Car Dental	Bonus0 0.0 66.7	.0 Retiren Medica Stock			
Factors important	Salary	5.0		./Culture	2.0		Factors important	Salary	4.7		./Culture	1.0	
to job (avg ranking,	Benefits			to Staff5.			to job (avg ranking,	Benefits			to Staff4.		
1 = most important)	Advance			./Soc. Re		6.0	1 = most important)		ement4.		./Soc. Res		6.0
I = most important,	Training	6.0		curity4.3	3 ρ.	0.0	1 = most important,	Training			curity4.3	φ.	0.0
Employer rating	Salary	2.5	Environ	./Culture	1.5		Employer rating	Salary	2.0	Enviror	./Culture	1.7	
(avg rating, 1 = best)	Benefits	2.5	Loyalty	to Staff2.	.0		(avg rating, 1 = best)	Benefits	s 1.3	Loyalty	to Staff2.	C	
	Advance	ment2.	5 Forward	d-Looking	2.3			Advanc	ement1.	3 Forwar	d-Looking	1.7	
	Training	2.3	Job Sec	curity1.5				Training	g 2.0	Job Se	curity2.0		
	Innovatio			tion 1.8					ion 1.3		tion 1.0		
Plan to seek a new	Social R Yes	esp.∠.0 25.0	No	50.0			Plan to seek a new	Yes	Resp.1.7 0.0	No	100.0		
job this year? (%)	res	23.0	INO	50.0			job this year? (%)	ies	0.0	INO	100.0		
New job motivation (%)	Salary/E Different			vancemer 0.0	nt 50.0 Need a	a	New job motivation (%)	Differer	Benefits nt Part of		ancement 0.0	0.0 Need a	
Change	0.0	of Indus	try 0.0Job	Sacurity	0.0		Change	0.0	of Indus	try 0.0Job	Sacurity	0.0	
	Environ.,			Other	0.0				./Culture		Other	0.0	
Method for seeking tacts	Recruitm 2.0			2.0	Existing	g Con-	Method for seeking tacts		ment Ag		2.5	Existing	g Con-
new job (avg ranking,	Job Ads	3.5	Contac	t Compani	ies	2.5	new job (avg ranking,	Job Ads	s 3.5	Contac	t Compani	25	3.5
1=most likely)	Post Res					2.0	1=most likely)		esume4.		- compani		0.0
most intoly/	1 001 110	,a,,,,,,,,,						. 031110	, Jui 110 T.	-			

GROUP COPY SU	JPERVIS	OR	\$105	5,000	▼2:	3.9%	COPY SUPERVIS	SOR		\$102,5	UO	V	1.5%
Number of respondent	s					3	Number of respondent	ts					4
Employer	Percen	t M	arket Sec	tor		Percent	Employer	Pero	ent	Market Se	ctor		Percent
Manufacturer	0.0) R:	x Pharmac	euticals		100.0	Manufacturer		0.0	Rx Pharma	ceuticals		100.0
Agency	100.0	0	TC Pharm	aceuticals	6	0.0	Agency	10	0.0	OTC Pharn	naceuticals		0.0
Media/Publisher - HCP	0.0) Bi	iotechnolo	gy		0.0	Media/Publisher - HCP		0.0	Biotechnol	ogy		25.0
Media/Publisher - Consum	ner 0.0) M	edical Dev	ices/Equ	ip	33.3	Media/Publisher - Consun	ner	0.0	Medical De	evices/Equi	р	0.0
Media/Publisher - HCP & 0	Consmr. 0.0) D	iagnostic I	Device/Ed	quip	0.0	Media/Publisher - HCP &	Consmr.	0.0	Diagnostic	Device/Eq	uip	0.0
Service Supplier	0.0) H	ospital Pro	ducts/Eq	Juip.	0.0	Service Supplier		0.0	Hospital Pr	roducts/Eq	uip.	0.0
Other	0.0) D	ental Prod	ucts/Equi	ip	0.0	Other		0.0	Dental Pro	ducts/Equi	р	0.0
		M	anaged Ca	are		0.0				Managed (Care		0.0
Age	High	65	Low	46	Avg.	56.0	Age	High	47	Low	26	Avg.	34.5
Sex		33.3	Female	66.7			Sex	Male	0.0		100.0		
Years in industry		35.0	Low	15.0	Avg.	23.3	Years in industry	High	16.0		3.0	Avg.	6.5
Years in position		12.0	Low	1.0	Avg.	5.3	Years in position	High	4.0		1.0	Avg.	1.8
Salary (\$000s/yr)		20.0	Low	90.0	Avg.	105.0	Salary (\$000s/yr)	High	118.0		87.0	Avg.	102.5
Commission received?	Yes	0.0	No	100.0			Commission received?	Yes	0.0		100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0		0.0	Avg.	0.0
Bonus received?		0.00	No	0.0			Bonus received?	Yes	50.0		50.0		
Amount (\$000s/yr)	High	8.0	Low	5.0	Avg.	6.0	Amount (\$000s/yr)	High	10.0	Low	3.5	Avg.	6.8
Perceived pay	Mana	0.0		CC 7	C	22.2	Perceived pay	Maua	25.0	1	25.0	C	E0.0
vs. peers (%) Employer's gross	More <\$5M	0.0	Less \$50-\$10	66.7	Same	33.3	vs. peers (%) Employer's gross	More <\$5M	25.0		25.0 100M0.0	Same	50.0
US revenue (%)	\$5-\$20M (>100M	0.0			US revenue (%)	\$5-\$20I					
	\$20-\$50M		>100W	0.0			OS Tevenue (70)	\$20-\$5	OM100.	0	0.0		
Position satisfying? (%)	Thoroughly OK Someti		General 0 No	ly 66.7 0.0			Position satisfying? (%)	Thoroug OK Som	-		ally 0.0 No	0.0	
Salary reviewed (%)	6 months 12 months		18 mon 24 mon				Salary reviewed (%)	6 month 12 mon			nths25.0 nths 0.0		
Advancement	Index 2.3				1=Poor)		Advancement				od 2=Fair	1=Poor)	
prospects (%)	Excellent	0.0	Good	66.7			prospects (%)	Exceller	nt 25.0	Good	50.0		
	Fair	0.0	Poor	33.3				Fair	25.0	Poor	0.0		
How current job	Promoted	0.0	Exec Se	arch0.0			How current job	Promote	ed 50.0	Exec S	earch25.0		
was acquired (%)	Hired by Co	ompar	ıy 66.70w	n Initiative	e 33.3		was acquired (%)	Hired by	/ Compa	any 25.00v	wn Initiative	0.0	
Benefits received (%)	Signing Bo						Benefits received (%)			.0 Retiren			
	Car	0.0	Medical					Car	0.0		al 100.0		
		66.7	Stock	33.3	1.0			Dental	100.0		100.0	2.2	
Factors important	Salary	2.7		/Culture	1.3		Factors important	Salary	4.3		n./Culture	3.3	
to job (avg ranking,	Benefits	3.7		to Staff4.		7.0	to job (avg ranking,	Benefits			to Staff2.		
1 = most important)	Advanceme Training	ents./ 4.7	Job Sec	/Soc. Res uritv6.7	sp.	7.3	1 = most important)	Advance Training			n./Soc. Res curity3.0	sp.	5.5
Employer rating	Salary	2.3		/Culture	2.0		Employer rating	Salary	1.8			1.5	
(avg rating, 1 = best)	Benefits	1.7		to Staff2.			(avg rating, 1 = best)	Benefits			to Staff1.		
	Advanceme	ent2.3		l-Looking			, , ,	Advance	ement1.	5 Forwar	d-Looking	1.5	
	Training	2.3	Job Sec					Training	2.3		curity1.5		
	Innovation	2.0	Reputat	ion 1.7				Innovati	on 1.8	Reputa	tion 1.5		
	Social Resp	0.2.7						Social F	Resp.2.0)			
Plan to seek a new	Yes	66.7	No	33.3			Plan to seek a new	Yes	0.0	No	75.0		
job this year? (%)	Calau /Dau	-61-	EO 044		+ 0 0		job this year? (%)	Cala/	764-	0 0 4 4		0.0	
New job motivation (%)	Salary/Ben			vancemen		Changa	New job motivation (%)	Salary/l Differen			ancement		
0.0	Different Pa	art or i	iriu	0.0	iveed a	Change	Change	0.0	l Part 0	i iliu	0.0	Need a	1
0.0	Get out of				0.0		Gliange	Get out		stry 0.0Job		0.0	
Mathad for sociens	Environ./Co			Other 2.0	0.0 Existin	r Con	Mathad for eaching	Environ. Recruitr			Other	100.0 Existing	r Con
Method for seeking tacts	Recruitmer 2.5	ıt Agel	icy	2.0	∟XISUN	R COIL	Method for seeking tacts	1.0	nent Ag	спсу	3.5	∟XISUN	g COIF
new job (avg ranking,	Job Ads	3.5	Contact	Compani	29	3.5	new job (avg ranking,	Job Ads	2.5	Contac	t Compani	20	3.0
1=most likely)	Post Resur		Joniaci	Jonipaili			1=most likely)	Post Re			.c oompani		5.0

SENIOR COPYW	RITER	\$84,1	00	A :	1.4%	COPYWRITER		\$43,	800		₹46	5.3%
Number of respondents	\$				4	Number of respondent	:s					4
Employer	Percent	Market Sec	tor		Percent	Employer	Perc	ent M	larket Sed	ctor		Percent
Manufacturer	25.0	Rx Pharmac	euticals		75.0	Manufacturer	(0.0 R:	x Pharma	ceuticals		100.0
Agency	75.0	OTC Pharm	aceuticals		25.0	Agency	10	0.0	TC Pharm	aceuticals		25.0
Media/Publisher - HCP	0.0	Biotechnolo	gy		0.0	Media/Publisher - HCP			iotechnolo	gy		50.0
Media/Publisher - Consum		Medical Dev		р	50.0	Media/Publisher - Consun				vices/Equi	р	25.0
Media/Publisher - HCP & C		Diagnostic I			0.0	Media/Publisher - HCP &				Device/Eq		25.0
Service Supplier	0.0	Hospital Pro		•	0.0	Service Supplier			_	oducts/Eq		0.0
Other	0.0	Dental Prod	, ,	•	0.0	Other			•	lucts/Equi	•	0.0
		Managed C			0.0				anaged C			25.0
Age	High !	55 Low	23	Avg.	41.3	Age	High	51	Low	26	Avg.	37.3
Sex	Male 50	.0 Female	50.0			Sex	Male	50.0	Female	50.0		
Years in industry	High 30	.0 Low	2.0	Avg.	18.3	Years in industry	High	15.0	Low	2.0	Avg.	9.5
Years in position	High 30	.0 Low	0.5	Avg.	9.4	Years in position	High	2.0	Low	1.0	Avg.	1.7
Salary (\$000s/yr)	High 122	.5 Low	60.0	Avg.	84.1	Salary (\$000s/yr)	High	75.0	Low	21.0	Avg.	43.8
Commission received?	Yes 0	.0 No	100.0			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High 0	.0 Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes 50	.0 No	50.0			Bonus received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High 9	.0 Low	4.5	Avg.	6.8	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Perceived pay						Perceived pay						
vs. peers (%)	More 50	.0 Less	25.0	Same	25.0	vs. peers (%)	More	25.0	Less	25.0	Same	50.0
Employer's gross	<\$5M 25	.0 \$50-\$10	00M25.0			Employer's gross	<\$5M	0.0	\$50-\$1	00M25.0		
US revenue (%)	\$5-\$20M 0 \$20-\$50M25		25.0			US revenue (%)	\$5-\$20N \$20-\$50		>100M	0.0		
Position satisfying? (%)	Thoroughly25 OK Sometime		ly 0.0 No	50.0		Position satisfying? (%)	Thoroug OK Som	hly 0.0 etimes75		lly 25.0 No	0.0	
Salary reviewed (%)	6 months 0					Salary reviewed (%)	6 month 12 mont			ths 0.0 ths33.3		
Advancement	Index 1.8 (4	=Exc. 3=Goo	d 2=Fair	1=Poor)		Advancement	Index 2	.0 (4=E)	кс. 3=God	od 2=Fair	1=Poor)	
prospects (%)	Excellent 25	.0 Good	0.0			prospects (%)	Excellen	t 0.0	Good	25.0		
	Fair 0	.0 Poor	75.0				Fair	50.0	Poor	25.0		
How current job	Promoted 0	.0 Exec Se	arch0.0			How current job	Promote	d 25.0	Exec Se	earch0.0		
was acquired (%)	Hired by Con	pany 25.00w	n Initiative	75.0		was acquired (%)	Hired by	Compan	y 0.00wr	Initiative	50.0	
Benefits received (%)	Car 0	s0.0 Retirem	100.0			Benefits received (%)	Car	0.0		100.0		
	Dental 100		0.0	0.5			Dental	100.0	Stock	0.0	0.5	
Factors important	Salary 1		/Culture			Factors important	Salary	2.3		./Culture		
to job (avg ranking,			to Staff6.			to job (avg ranking,	Benefits			to Staff4.		
1 = most important)		.8 Job Sec	/Soc. Res urity3.8		7.5	1 = most important)	Advance Training	ment6.0 5.0		./Soc. Res curity5.3		6.0
Employer rating			/Culture	3.0		Employer rating	Salary	2.5		./Culture	2.0	
(avg rating, $1 = best$)			to Staff2.	3		(avg rating, 1 = best)	Benefits			to Staff2.	5	
	Advancemen		l-Looking	2.3			Advance	ment2.8		d-Looking	2.3	
	Training 3	.0 Job Sec	urity1.8				Training	2.8	Job Sed	curity2.5		
	Innovation 2	.5 Reputat	ion 1.5				Innovatio	on 2.5	Reputat	ion 2.3		
	Social Resp.2	2.3					Social R	esp.2.3				
Plan to seek a new job this year? (%)	Yes 25	.0 No	75.0			Plan to seek a new job this year? (%)	Yes	50.0	No	25.0		
New job motivation (%)	Salary/Benef Different Part		dvanceme 0.0	nt Need a	0.0	New job motivation (%)	Salary/E Different	Benefits Part of I		vancemen 33.3		Change
Change	0.0					0.0						_
-	Get out of Inc Environ./Cult	lustry 0.0Job ure 0.0	Security Other	0.0				of Industi /Culture	ry 0.0Job 0.0	Security Other	0.0	
Method for seeking	Recruitment		2.3	Existing	g Con-	Method for seeking		nent Agei		1.0	Existin	g Con-
tacts	2.0					tacts	3.7					
new job (avg ranking, 1=most likely)	Job Ads 3 Post Resume		Companie	es	3.0	new job (avg ranking, 1=most likely)	Job Ads Post Res	2.7 sume3.0	Contact	t Compani	es	4.7

PROD./TRAFFIC	AGER	\$79	9,300	A ;	2.6%	PUBLISHER		\$200	▲10.5%				
Number of respondent	s					3	Number of respondent	:s					1
Employer	Perce	ent IV	larket Sed	ctor		Percent	Employer	Per	cent	Market Se	ctor		Percent
Manufacturer			x Pharma			66.7	Manufacturer			Rx Pharma			0.0
Agency	66	5.7 0	TC Pharm	aceuticals	3	33.3	Agency		0.0	OTC Pharr	naceuticals	3	0.0
Media/Publisher - HCP	33	3.3 B	iotechnolo	gy		33.3	Media/Publisher - HCP		0.0	Biotechnol	ogy		100.0
Media/Publisher - Consun			ledical De	0,	ip	0.0	Media/Publisher - Consun	ner			evices/Equ	ip	0.0
Media/Publisher - HCP &			iagnostic			0.0	Media/Publisher - HCP &				Device/Ed		0.0
Service Supplier			lospital Pro	-		0.0	Service Supplier			_	roducts/Eq		0.0
Other			ental Prod			33.3	Other				ducts/Equi		0.0
			lanaged C		,	33.3				Managed (,	0.0
Age	High	68	Low	50	Avg.	59.3	Age	High	36	Low	36	Avg.	36.0
Sex	Male	33.3	Female	66.7			Sex	Male	100.0	Female	0.0		
Years in industry	High	30.0	Low	2.0	Avg.	13.0	Years in industry	High	3.0	Low	3.0	Avg.	3.0
Years in position	High	7.0	Low	1.0	Avg.	3.0	Years in position	High	3.0	Low	3.0	Avg.	3.0
Salary (\$000s/yr)	High	98.0	Low	65.0	Avg.	79.3	Salary (\$000s/yr)	High	200.0	Low	200.0	Avg.	200.0
Commission received?	Yes	0.0	No	100.0			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes	33.3	No	66.7			Bonus received?	Yes	0.0		100.0		
Amount (\$000s/yr)	High	5.0	Low	5.0	Avg.	5.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Perceived pay							Perceived pay						
vs. peers (%)	More	33.3	Less	66.7	Same	0.0	vs. peers (%)	More	0.0	Less	100.0	Same	0.0
Employer's gross	<\$5M	0.0		00M33.3			Employer's gross	<\$5M	0.0		0.0M0.0		
US revenue (%)	\$5-\$20M		>100M				US revenue (%)	\$5-\$20			И 100.0		
(,	\$20-\$50							\$20-\$5					
Position satisfying? (%)	Thorough OK Some		General .0 No	ly100.0 0.0			Position satisfying? (%)	Thoroug			ally 0.0	0.0	
Salary reviewed (%)	6 month	s 0.0		ths33.3			Salary reviewed (%)	6 mont			nths 0.0		
	12 mont			ths 0.0				12 mor			nths100.0		
Advancement	Index 2.		xc. 3=Goo		1=Poor)		Advancement	Index 2			od 2=Fair	1=Poor)	
prospects (%)	Excellent		Good	33.3			prospects (%)	Excelle	nt 0.0	Good	0.0		
	Fair	33.3	Poor	33.3				Fair	100.0	Poor	0.0		
How current job	Promote			earch0.0			How current job	Promot			Search0.0		
was acquired (%)			ny 0.00wn		33.3		was acquired (%)			any 0.00w		100.0	
Benefits received (%)	Signing E	Bonus0.0	0 Retirem	ent33.3			Benefits received (%)	Signing	Bonus	0.0 Retirer	nent 0.0		
	Car	0.0	Medical	66.7				Car	0.0	Medica	al 100.0		
	Dental	66.7	Stock	33.3				Dental	0.0	Stock	0.0		
Factors important	Salary	2.5	Environ	./Culture	2.7		Factors important	Salary	1.0	Enviro	n./Culture	5.0	
to job (avg ranking,	Benefits	2.0	Loyalty	to Staff3.	3		to job (avg ranking,	Benefits	3 2.0	Loyalty	to Staff7.	0	
1 = most important)	Advance	ment5.7	' Environ	./Soc. Res	sp.	5.3	1 = most important)	Advanc	ement8	.0 Enviro	n./Soc. Res	sp.	6.0
	Training	7.5	Job Sec	curity5.0				Training	3.0	Job Se	curity4.0		
Employer rating	Salary	2.0	Environ	./Culture	1.7		Employer rating	Salary	3.0	Enviro	n./Culture	4.0	
(avg rating, 1 = best)	Benefits	1.7	Loyalty	to Staff2.	0		(avg rating, 1 = best)	Benefits	3.0	Loyalty	to Staff4.	0	
	Advance	ment2.0	Forward	d-Looking	1.3			Advanc	ement4	.0 Forwar	d-Looking	4.0	
	Training	2.3	Job Sec	curity2.0				Training	4.0	Job Se	curity3.0		
	Innovatio	n 2.0	Reputat	ion 1.7				Innovati	on 3.0	Reputa	ition 3.0		
	Social Re	esp.2.3						Social F	Resp.4.0)			
Plan to seek a new	Yes	0.0	No	33.3			Plan to seek a new	Yes	100.0	No	0.0		
job this year? (%)							job this year? (%)						
New job motivation (%)	Salary/B			ancement	0.0		New job motivation (%)	Salary/	Benefits	0.0Adv	/ancement	0.0	
	Different	Part of	Ind	0.0	Need a	a		Differer	it Part o	f Ind	0.0	Need a	а
Change	0.0						Change	0.0					
	Get out of Environ.		ry 0.0Job 0.0	Security Other	0.0			Get out Environ		stry 0.0Job e 0.0	Security Other	100.0 0.0	
Method for seeking	Recruitm		ncy	4.0	Existin	g Con-	Method for seeking	Recruit			3.0	Existin	g Con-
tacts	1.0						tacts	5.0					
new job (avg ranking, 1=most likely)	Job Ads Post Res	2.0 sume3.0		Compani	es	5.0	new job (avg ranking, 1=most likely)	Job Ads Post Re			t Compani	es	2.0

AD SALES MANAGER		\$	5108,20	00	▲19	9.7%	ADVERTISING S	ALES	EXEC	:. \$166	5,000	▲15 !	5.4%					
Number of respondents	\$					3	Number of respondent	s					1					
Employer	Percen	nt M	arket Sec	tor		Percent	Employer	Perc	ent	Market Se	ctor		Percent					
Manufacturer	0.0		C Pharmac			100.0	Manufacturer			Rx Pharma			0.0					
Agency	33.		TC Pharma			66.7	Agency			OTC Pharm			0.0					
Media/Publisher - HCP	33.		otechnolog			33.3	Media/Publisher - HCP			Biotechnolo			0.0					
Media/Publisher - Consum			edical Dev	,,	ip	66.7	Media/Publisher - Consun			Medical De	0,	D	0.0					
Media/Publisher - HCP & 0			agnostic D			66.7	Media/Publisher - HCP &			Diagnostic			0.0					
Service Supplier	0.0		ospital Pro			33.3	Service Supplier			Hospital Pr	•	•	0.0					
Other	0.0		ental Produ		•	0.0	Other			Dental Prod			0.0					
		M	anaged Ca	ire		0.0				Managed C	are		0.0					
Age	High	39	Low	26	Avg.	34.0	Age	High	57	Low	57	Avg.	57.0					
Sex	Male	66.7	Female	33.3			Sex	Male	100.0	Female	0.0							
Years in industry	High	9.0	Low	1.0	Avg.	5.2	Years in industry	High	4.0	Low	4.0	Avg.	4.0					
Years in position	High	5.5	Low	1.0	Avg.	3.7	Years in position	High	4.0	Low	4.0	Avg.	4.0					
Salary (\$000s/yr)	High 1	95.0	Low	50.0	Avg.	108.2	Salary (\$000s/yr)	High	166.0	Low	166.0	Avg.	166.0					
Commission received?	Yes	33.3	No	66.7			Commission received?	Yes	100.0	No	0.0							
Amount (\$000s/yr)	High	55.0	Low	55.0	Avg.	55.0	Amount (\$000s/yr)	High	25.0	Low	25.0	Avg.	25.0					
Bonus received?	Yes 1	0.00	No	0.0			Bonus received?	Yes	0.0	No	100.0							
Amount (\$000s/yr)	High	14.8	Low	5.0	Avg.	9.9	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0					
Perceived pay							Perceived pay											
vs. peers (%)	More	0.0	Less	33.3	Same	66.7	vs. peers (%)	More	0.0		0.0	Same	100.0					
Employer's gross		33.3	\$50-\$10				Employer's gross	<\$5M	0.0		0.0M00							
US revenue (%)	\$5-\$20M \$20-\$50M	0.0 1 0.0	>100M	33.3			US revenue (%)	\$5-\$20N \$20-\$50			1 100.0							
Position satisfying? (%)	Thoroughly OK Somet	•	Generally O No	y100.0 0.0			Position satisfying? (%)	Thoroug OK Som	,	.0 Genera 0.0 No	lly 0.0 0.0							
Salary reviewed (%)	6 months 12 months		18 mont 24 mont				Salary reviewed (%)	6 month			nths 0.0 nths100.0							
Advancement	Index 3.0	(4=Ex	c. 3=Good	d 2=Fair	1=Poor)		Advancement			Exc. 3=Goo	od 2=Fair	1=Poor)						
prospects (%)	Excellent	33.3	Good	33.3			prospects (%)	Excellen	t 0.0	Good	0.0							
	Fair	33.3	Poor	0.0				Fair	0.0	Poor	100.0							
How current job	Promoted	33.3	Exec Se	arch0.0			How current job	Promote	d 0.0	Exec S	earch0.0							
was acquired (%)	Hired by C		,		0.0		was acquired (%)	Hired by	Compa	any 0.00wr	n Initiative	100.0						
Benefits received (%)	Signing Bo Car	0.0) Retireme Medical	ent50.0 50.0			Benefits received (%)	Signing Car	Bonus0 0.0	0.0 Retirem Medica								
	Dental 1	0.00	Stock	50.0				Dental	0.0	Stock	0.0							
Factors important	Salary	2.0	Environ.,	/Culture	2.7		Factors important	Salary	1.0	Environ	./Culture	5.0						
to job (avg ranking,	Benefits	7.3	Loyalty t	o Staff4.	3		to job (avg ranking,	Benefits	4.0	Loyalty	to Staff6.	О						
1 = most important)	Advancem	ent2.7	Environ.,	/Soc. Res	sp.	7.0	1 = most important)	Advance	ment3.	0 Environ	./Soc. Res	sp.	7.0					
	Training	4.7	Job Seci	urity5.3				Training	8.0	Job Se	curity2.0							
Employer rating	Salary	2.0	Environ.,				Employer rating	Salary	2.0	Environ	./Culture	1.0						
(avg rating, 1 = best)	Benefits	2.0	Loyalty t				(avg rating, $1 = best$)	Benefits			to Staff2.							
	Advancem		Forward-		1.7			Advance			d-Looking	2.0						
	Training	2.0	Job Seci	urity1.7				Training	2.0	Job Se	curity2.0							
	Innovation	2.3	Reputati	on 1.7				Innovatio	on 2.0	Reputa	tion 1.0							
	Social Res							Social R	esp.1.0)								
Plan to seek a new job this year? (%)	Yes	33.3	No	33.3			Plan to seek a new job this year? (%)	Yes	0.0	No	100.0							
New job motivation (%)	Salary/Ber	nefits	100.0Ac	lvanceme	ent	0.0	New job motivation (%)	Salary/E	Benefits	0.0Adv	ancement	0.0						
	Different P			0.0	Need a			Differen			0.0	Need a						
Change	0.0		0.01.		0.0		Change	0.0			0 :-	0.0						
	Get out of Environ./C			Security Other	0.0			Get out Environ.		stry 0.0Job e 0.0	Security Other	0.0						
Method for seeking	Recruitme	nt Ager	псу	3.3	Existing	g Con-	Method for seeking	Recruitn	nent Ag	ency	3.0	Existing	g Con-					
tacts	1.0						tacts	1.0										
new job (avg ranking,	Job Ads Post Resu	3.7	Contact	Compani	es	4.0	new job (avg ranking, 1=most likely)	Job Ads Post Re			t Compani	es	5.0					

EDITOR	\$75	5,800		▼14	4.4%	MEDICAL WRITE	\$75,300				2.3%	
Number of respondent	S				10	Number of respondent				9		
Employer	Percent	Market S	ector		Percent	Employer	Perce	ent N	/larket Se	ctor		Percent
Manufacturer	0.0		aceuticals		90.0	Manufacturer			Rx Pharma			66.7
Agency	80.0	OTC Phar	maceuticals	5	40.0	Agency	55		OTC Pharm	naceuticals		22.2
Media/Publisher - HCP	0.0	Biotechno	ology		30.0	Media/Publisher - HCP			Biotechnolo	ogy		11.1
Media/Publisher - Consum	ner 10.0	Medical D	evices/Equ	ip	30.0	Media/Publisher - Consun	ner C			vices/Equi	р	33.3
Media/Publisher - HCP & (Consmr. 0.0		c Device/Ed	•	20.0	Media/Publisher - HCP &	Consmr. 11			Device/Eq		0.0
Service Supplier	0.0	Ü	Products/Ed		0.0	Service Supplier	11		_	oducts/Eq	•	33.3
Other	10.0		oducts/Equi		0.0	Other	22			ducts/Equi		0.0
		Managed			20.0			N	Managed C		22.2	
Age	High	68 Low	24	Avg.	40.0	Age	High	61	Low	25	Avg.	39.3
Sex	Male 30).0 Fema	le 70.0			Sex	Male	33.3	Female	66.7		
Years in industry	High 25	5.0 Low	1.0	Avg.	9.2	Years in industry	High	38.0	Low	1.0	Avg.	13.1
Years in position	High 14	I.O Low	1.0	Avg.	6.3	Years in position	High	25.0	Low	0.5	Avg.	5.3
Salary (\$000s/yr)	High 115	5.0 Low	37.5	Avg.	75.8	Salary (\$000s/yr)	High	120.0	Low	41.0	Avg.	75.3
Commission received?	Yes C).0 No	100.0			Commission received?	Yes	0.0	No	100.0		
Amount (\$000s/yr)	High C).0 Low	0.0	Avg.	0.0	Amount (\$000s/yr)	High	0.0	Low	0.0	Avg.	0.0
Bonus received?	Yes 30).0 No	70.0			Bonus received?	Yes	55.6	No	44.4		
Amount (\$000s/yr)	High 7	7.0 Low	0.5	Avg.	4.2	Amount (\$000s/yr)	High	10.0	Low	1.0	Avg.	4.9
Perceived pay						Perceived pay						
vs. peers (%)	More 10	0.0 Less	40.0	Same	50.0	vs. peers (%)	More	0.0	Less	37.5	Same	62.5
Employer's gross	<\$5M 10).0 \$50-\$	100M30.0			Employer's gross	<\$5M	12.5	\$50-\$1	0.0M00		
US revenue (%)	\$5-\$20M 40 \$20-\$50M 0		M 20.0			US revenue (%)	\$5-\$20M \$20-\$50		>100N	1 37.5		
Position satisfying? (%)	Thoroughly50 OK Sometime		rally 40.0	0.0		Position satisfying? (%)	Thorough OK Some			lly 33.3 11.1		
Salary reviewed (%)	6 months 0).0 18 m	onths 0.0			Salary reviewed (%)	6 months	0.0	18 mor	nths 0.0		
Advancement	Index 2.5 (4			1-Poor		Advancement				od 2=Fair	1 – Poor)	
prospects (%)	Excellent 20		40.0	1 – 1 001)		prospects (%)	Excellent		Good	50.0	1-1 001)	
prospects (70)	Fair 10		30.0			prospects (70)	Fair	37.5	Poor	12.5		
How current job	Promoted 20		Search10.0)		How current job	Promoted			earch37.5		
was acquired (%)	Hired by Con					was acquired (%)				n Initiative	37.5	
Benefits received (%)	Signing Bonu			00.0		Benefits received (%)			0 Retiren		07.0	
Zenenia received (10)		0.0 Medic	al 100.0			Belleting received (70)	Car Dental	0.0 62.5		1 100.0		
Factors important			on./Culture	2.9		Factors important	Salary	2.8		./Culture	1.9	
to job (avg ranking,			ty to Staff4.			to job (avg ranking,	Benefits	3.5		to Staff3.		
1 = most important)	Advancemen		on./Soc. Re		6.5	1 = most important)	Advancer			./Soc. Res		6.5
I = most important)			ecurity3.7	sp.	0.5	1 = most important)	Training	6.1		curity6.1	·μ.	0.5
Employer rating				2.1		Employer rating	Salary	2.3			1.9	
(avg rating, 1 = best)	-		ty to Staff2.			(avg rating, 1 = best)	Benefits	1.9		to Staff2.		
(avg rating, 1 = best)	Advancemen	,	rd-Looking			lang rating, 1 - best	Advancer				1.9	
			ecurity2.2	1.,			Training	2.5		curity2.3	1.5	
	Innovation 1	8 Reput	ation 2.0				Innovatio Social Re	n 2.0	Reputa	tion 1.6		
Plan to seek a new job this year? (%)	Social Resp.: Yes 30).0 No	30.0			Plan to seek a new job this year? (%)	Yes	25.0	No	62.5		
New job motivation (%)	Salary/Benef	fits 60 04	Advancemer	nt 20 0		New job motivation (%)	Salary/B	enefite	50 040	lvancemen	t 0 0	
	Different Par		0.0	Need a	a		Different			0.0	Need a	
Change	0.0	ducto 20 0	oh Coo			Change	50.0	المرا ا	Industry 0.0Job Security			
	Get out of Ind	-							-		0.0	
Method for seeking	Environ./Cult Recruitment		Other 2.7	0.0 Evietin	g Con-	Method for seeking	Environ./ Recruitm			Other 2.4	0.0 Existing	r Con
tacts	2.4					tacts	1.3					
new job (avg ranking,			ct Compani	ies	3.9	new job (avg ranking,	Job Ads	3.6		t Compani	es	2.8
1=most likely)	Post Resume	3./				1=most likely)	Post Res	urne4.8)			

CONSULTANT	\$123,800					0.2%	OTHER	\$136,400					8.8%	
Number of respondent	s					21	Number of respondents					2		
Employer	Pero	ent	Market Se	ctor		Percent	Employer	Per	cent	Market Se	ctor		Percent	
Manufacturer	1	4.3	Rx Pharma	ceuticals		71.4	Manufacturer		37.8	Rx Pharma	ceuticals		63.6	
Agency		4.3	OTC Pharn		S	19.1	Agency		28.9	OTC Pharm		;	16.0	
Media/Publisher - HCP		0.0	Biotechnol			19.1	Media/Publisher - HCP		0.4	Biotechnol		•	28.0	
Media/Publisher - Consun			Medical De	0,	ıin	23.8	Media/Publisher - Consun	ner	0.4	Medical De	0,	in	32.0	
Media/Publisher - HCP &			Diagnostic			14.3	Media/Publisher - HCP &		0.9	Diagnostic			10.7	
Service Supplier			Hospital Pr	-		14.3	Service Supplier	0011311111.	5.3	Hospital Pr	-		8.4	
Other			Dental Pro	-		4.8	Other		26.2	Dental Pro			3.6	
Otilei	7		Managed (μρ	14.3	Oulei		20.2	Managed C	þ	8.0		
Age	∐iah	78		26	Λισ	48.0	A.c.o.	∐iah	75		22	Λυσ	45.5	
Age Sex	High Male	42.9			Avg.	46.0	Age Sex	High Male	46.2			Avg.	43.3	
Years in industry	High	32.0) Low	1.0	Avg.	15.4	Years in industry	High	45.0		1.0	Avg.	15.6	
Years in position	High	11.0		1.0	Avg.	4.2	Years in position	High	35.0		0.5	Avg.	4.4	
Salary (\$000s/yr)	High	250.0		60.0	Avg.	123.8	Salary (\$000s/yr)	High	400.0		20.0	Avg.	136.4	
Commission received?	Yes	4.8		95.2	7.1.6.	120.0	Commission received?	Yes	3.1		96.9	7.00	100	
Amount (\$000s/yr)	High	60.0		60.0	Avg.	60.0	Amount (\$000s/yr)	High	100.0		0.6	Avg.	25.8	
Bonus received?	Yes	28.6		71.4	7,146.		Bonus received?	Yes	74.7		25.3	7178.	25.0	
Amount (\$000s/yr)	High	15.0		2.0	Avg.	7.4	Amount (\$000s/yr)	High	150.0		0.2	Avg.	25.6	
Perceived pay	111811	10.0	LOW	2.0	7.48.		Perceived pay	111811	100.0	2 2011	0.2	7.48.	20.0	
vs. peers (%)	More	9.5	Less	47.6	Same	42.9	vs. peers (%)	More	13.8	B Less	44.6	Same	41.5	
Employer's gross	<\$5M	52.4		100M4.8	Odific	72.5	Employer's gross	<\$5M	12.0		.00M14.3	Ouric	71.0	
US revenue (%)	\$5-\$201						US revenue (%))M 12.4					
	\$20-\$50								50M16.6					
Position satisfying? (%)	Thoroug OK Som	ghly33.	3 Genera	ally 52.4 No	0.0		Position satisfying? (%)	Thorou	ighly32.	4 Genera	ally 53.3 No	3.1		
Salary reviewed (%)	6 month			nths 0.0	0.0		Salary reviewed (%)		ths 2.7		nths 7.2	0.1		
	12 mon	ths71.4	4 24 mo	nths23.8				12 mo	nths81.	5 24 moi	nths 8.6			
Advancement	Index 2	.8 (4=	Exc. 3=Go	od 2=Fair	1=Poor)	Advancement	Index	2.5 (4=	Exc. 3=Go	od 2=Fair	1=Poor)		
prospects (%)	Exceller	nt 23.8	3 Good	42.9			prospects (%)	Excelle	ent 12.4	Good	39.1			
	Fair	23.8	B Poor	9.5				Fair	32.4	Poor	16.0			
How current job	Promote	ed 9.5	Exec S	Search14.3	3		How current job	Promo	ted 32.4	Exec S	earch11.1			
was acquired (%)	Hired by	/ Comp	any 14.30	wn Initiativ	e 61.9		was acquired (%)	Hired b	y Comp	any 15.60v	wn Initiative	32.9		
Benefits received (%)	Signing	Bonus	22.2Retiren	nent33.3			Benefits received (%)			L6.7Retiren				
	Car 11.1 Medical 55.6							Car	5.9					
	Dental	44.4	l Stock	11.1				Dental	75.3		37.1			
Factors important	Salary	3.3	B Enviror	n./Culture	1.6		Factors important	Salary	2.6	5 Enviror	n./Culture	2.9		
to job (avg ranking,	Benefits			, to Staff4	.1		to job (avg ranking,	Benefit	s 4.1		to Staff4.	7		
1 = most important)	Advance			n./Soc. Re		6.2	1 = most important)		ement4		./Soc. Re		6.6	
, , , ,	Training			curity5.6				Training			curity4.1			
Employer rating	Salary	2.2		n./Culture	1.9		Employer rating	Salary			n./Culture	2.1		
(avg rating, 1 = best)	Benefits			to Staff2			(avg rating, 1 = best)	Benefit			to Staff2.			
(88,	Advance			d-Looking			(ement2		d-Looking			
	Training			curity2.6				Training			curity2.1			
	Innovati			tion 1.7					tion 2.2		tion 2.0			
	Social R								Resp.2.					
Plan to seek a new	Yes	33.3		57.1			Plan to seek a new	Yes	32.9		35.1			
job this year? (%)	.00	00.0		07.12			job this year? (%)	.00	02.0		00.1			
New job motivation (%)	Salary/E	Benefits	50.0Ac	dvanceme	nt 25.0		New job motivation (%)	Salary	/Benefits	33.0Ac	dvancemer	nt 22.0		
, , , , , , , , , , , , , , , , , , , ,	Differen			0.0	Need	а		-	nt Part o		5.5	Need a	1	
Change	0.0						Change	5.5						
- 0-		of Indu	stry 0.0Job	Security	0.0				t of Indu	stry 0.0Job	Security	7.3		
	Environ.			Other	12.5				ı./Cultur		Other	11.9		
Method for seeking	Recruitr			2.8		ng Con-	Method for seeking		tment Ag		2.5	Existin	g Con-	
tacts	1.9		501103	2.0	LAISHI	.6 0011	tacts	2.0		501103	2.0	_AIJUII	0 0011	
new job (avg ranking,	Job Ads	3.5	Contac	t Compan	nies	2.9	new job (avg ranking,	Job Ad	s 3.1	Contac	t Compani	e s	3.5	
1=most likely)	Post Re			Jonnpan		2.5	1=most likely)		esume3		. Compani	-	5.5	
z-most arely)	1 031 110	Juilled					==most iinoiy	1 031 11	SSUITES					