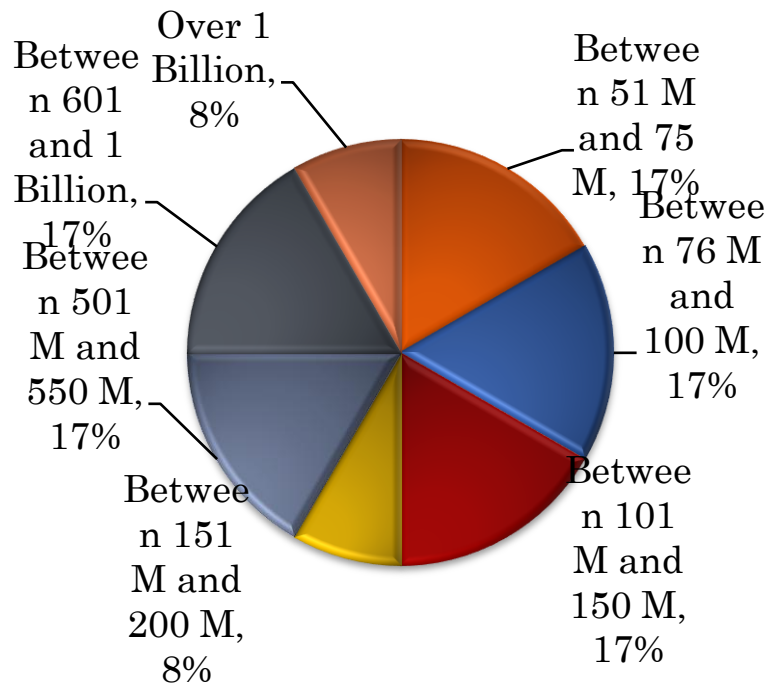




MSRA
INDUSTRY SURVEY
2011

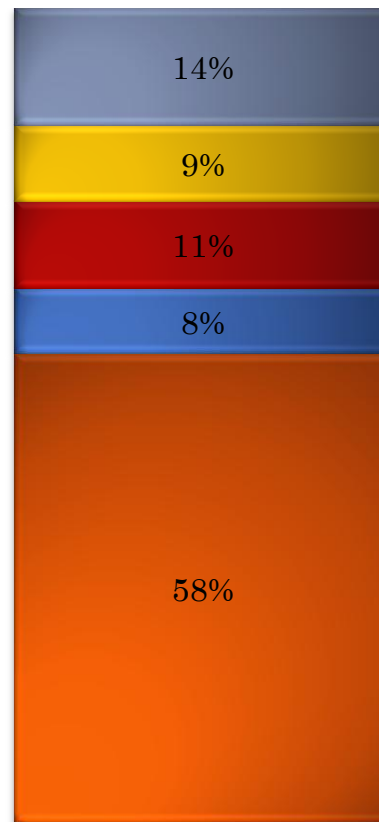


ANNUAL GROSS TURNOVER



	Turnover
Between 51 M and 75 M	2
Between 76 M and 100 M	2
Between 101 M and 150 M	2
Between 501 M and 550 M	2
Between 601 and 1 Billion	2
Between 151 M and 200 M	1
Over 1 Billion	1

REVENUE SOURCE BY REGION



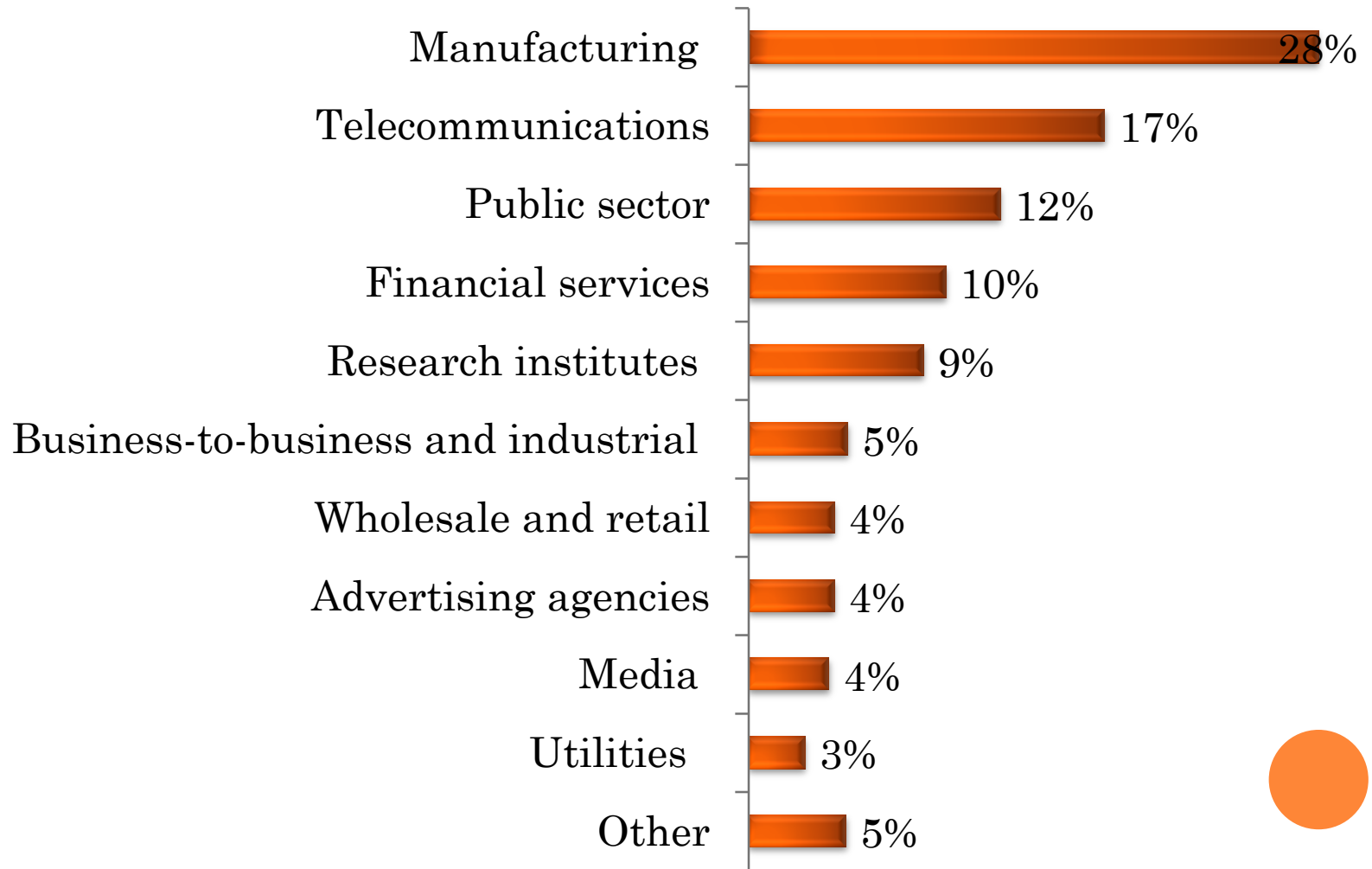
- Rest of Africa
- Eastern Africa
- Tanzania
- Uganda
- Kenya

Revenue Source

*Base n=10
Companies*



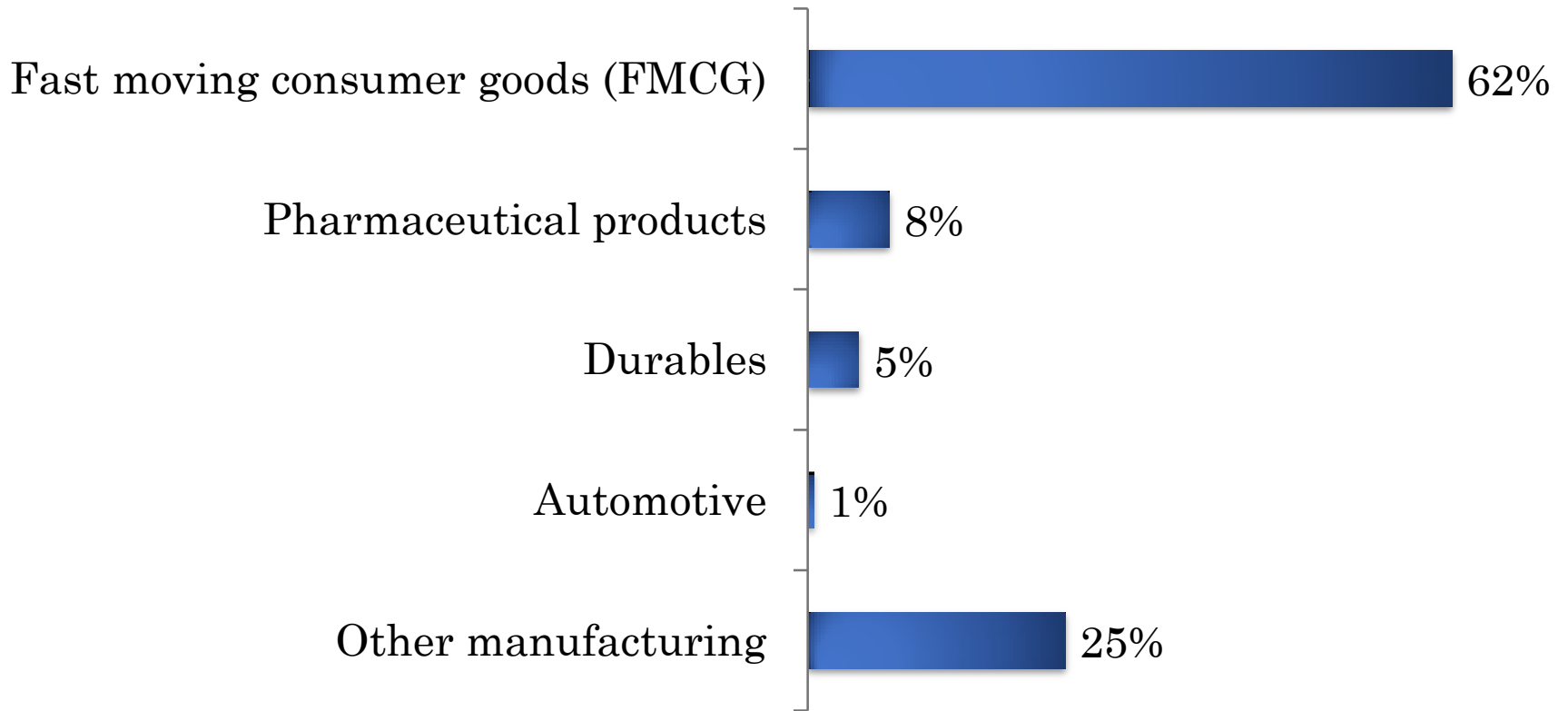
SOURCES OF TURNOVER – CLIENT TYPE



*Base n=10
Companies*



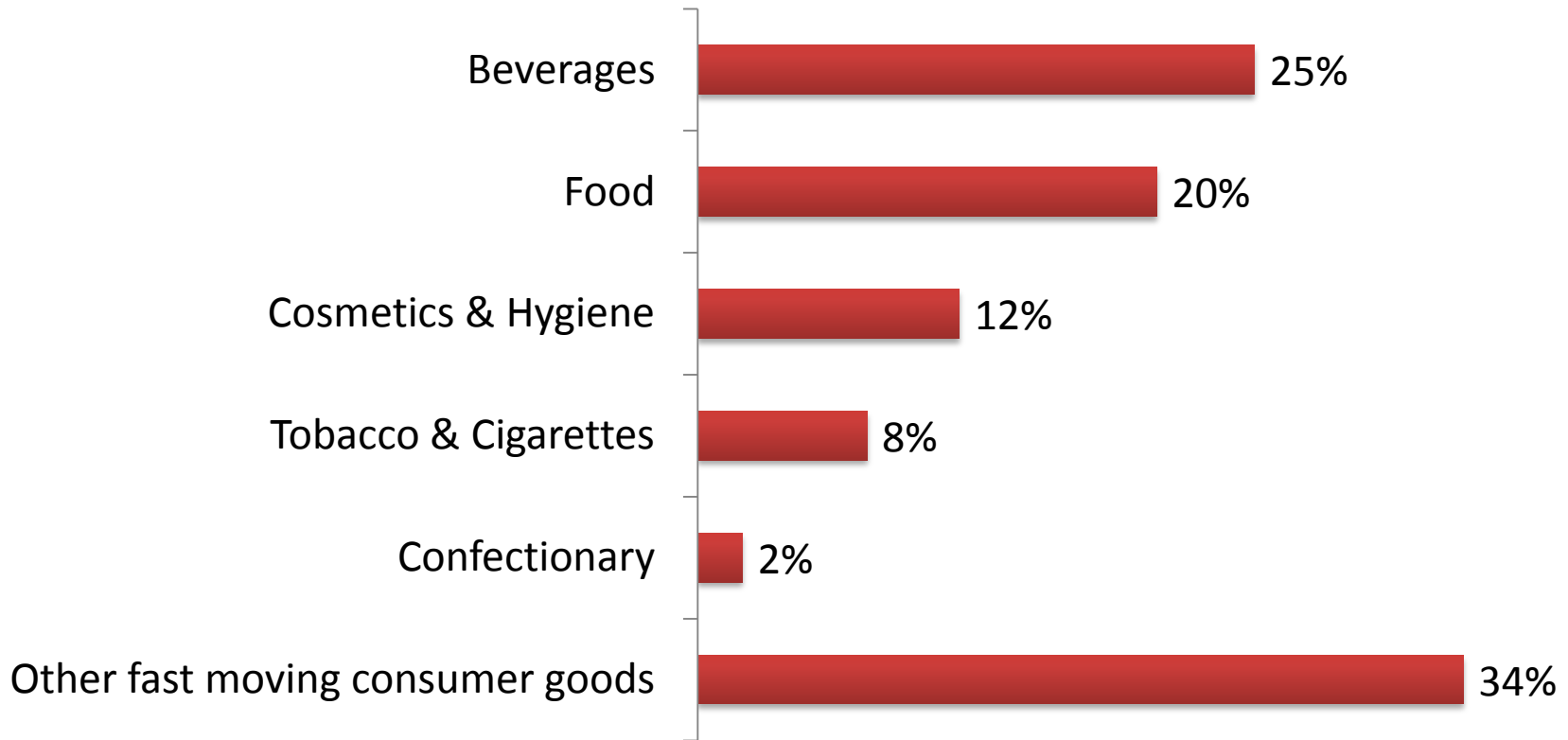
SOURCES OF TURNOVER - MANUFACTURING



*Base n=10
Companies*



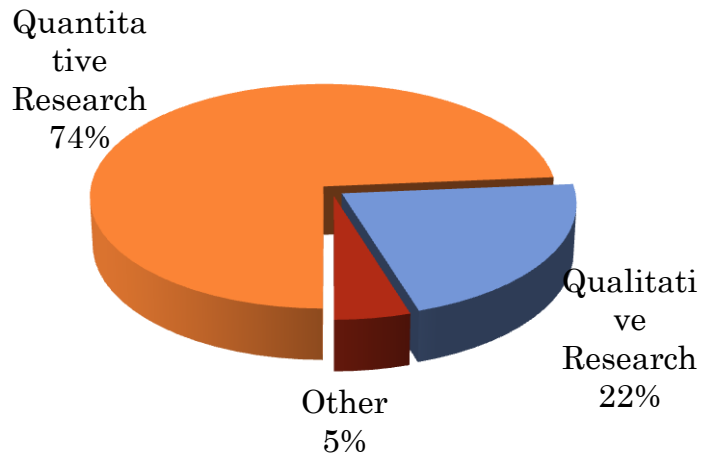
SOURCES OF TURNOVER - FMCG



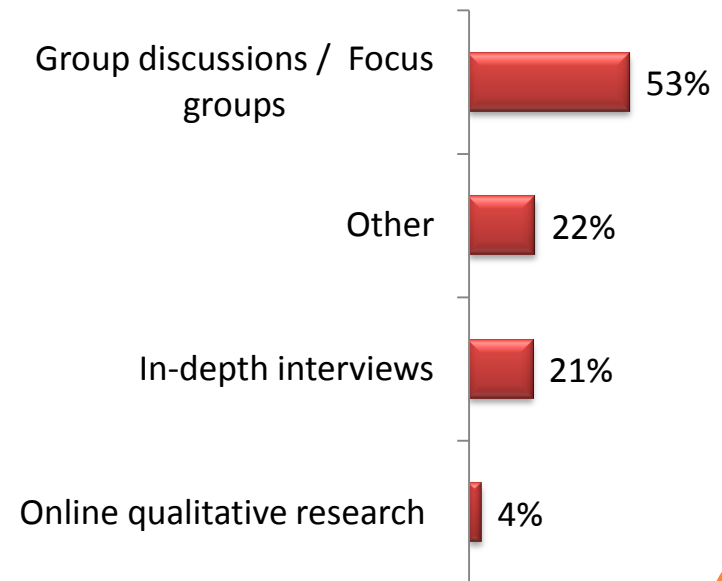
*Base n=10
Companies*



SPEND BY RESEARCH METHODOLOGY



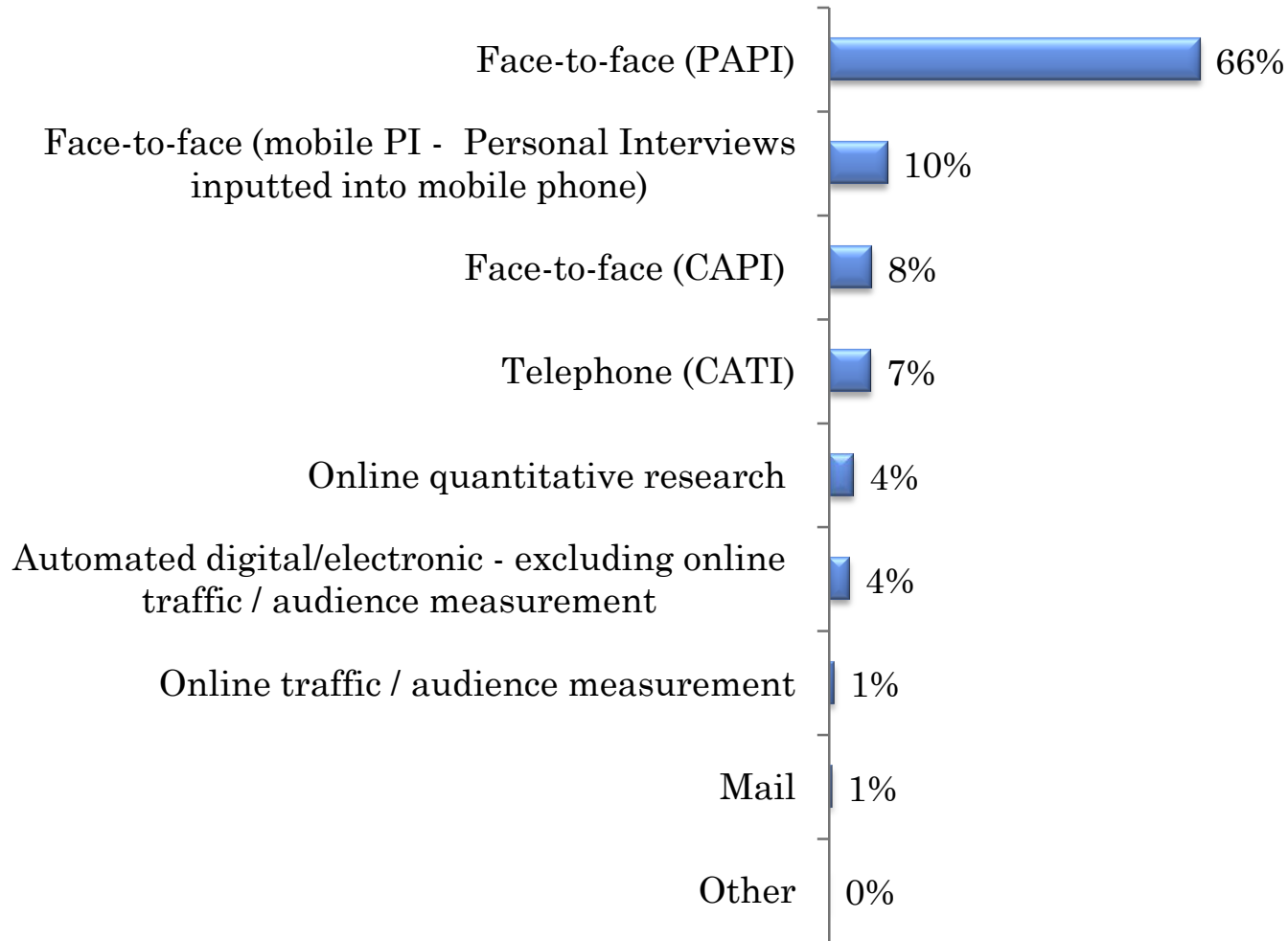
Qualitative Research



*Base n=10
Companies*



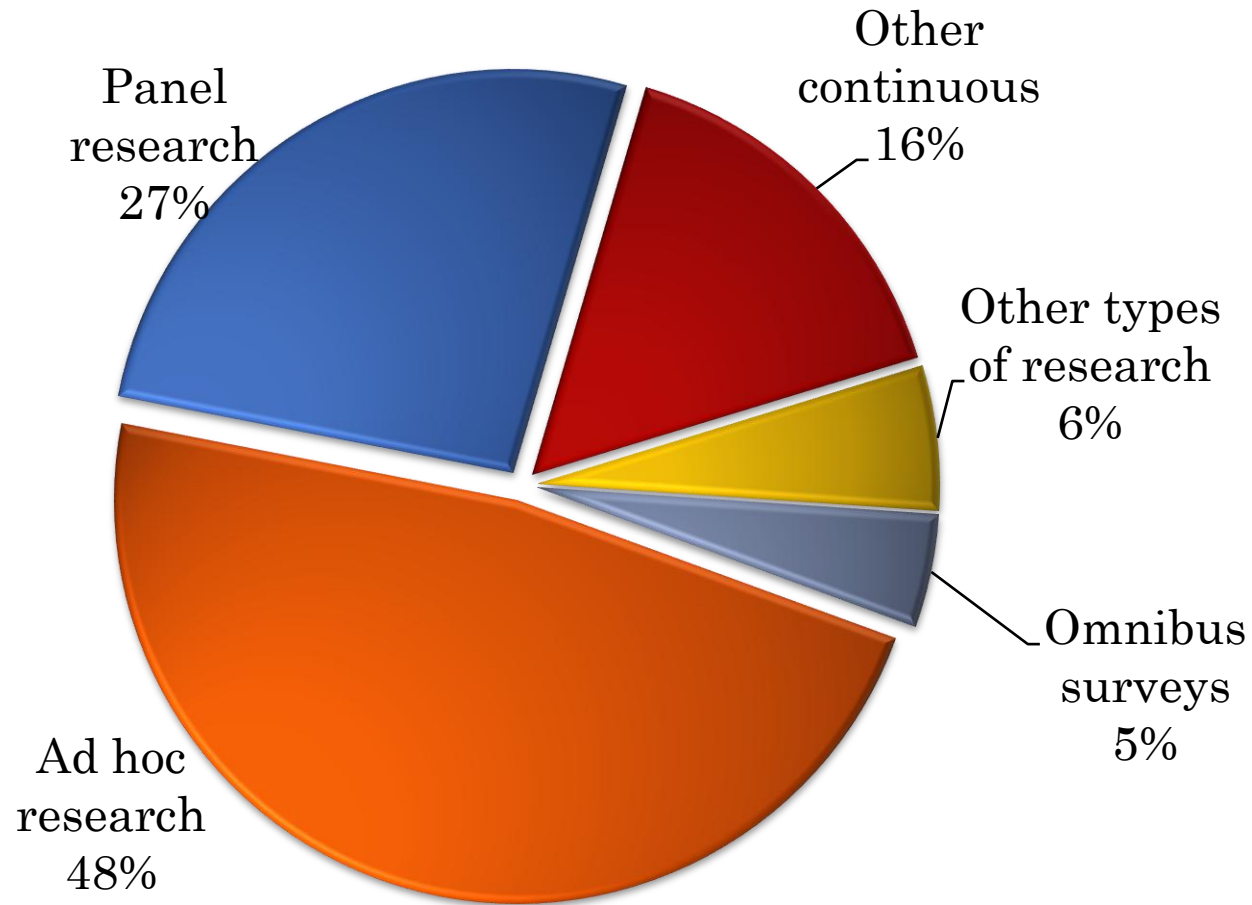
QUANTITATIVE RESEARCH



*Base n=10
Companies*



SPEND BY RESEARCH DESIGN



*Base n=10
Companies*

SPEND BY RESEARCH PROJECT TYPE



*Base n=10
Companies*



NUMBER EMPLOYEES

Company	Full time/Permanent	Part time	Interviewers	Others
Millward Brown East Africa	44	4	102	4
GFK Retail & Technology	14	20	0	0
SBO Research	25	12	118	5
Consumer Options	15	10	40	0
Ipsos Synovate	210	10	300	0
Strategic Pr & Research	12	25	140	0
Nielsen Kenya	84	10	200	2
TNS RMS East Africa	83	11	300	5
Research Solutions Africa Limited	27	0	155	0
Infotrak Research & Consulting	40	15	300	100
Consumer Insight	45	17	250	0