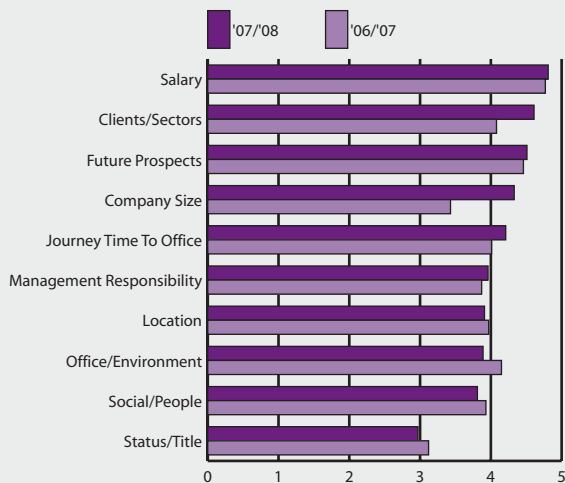


Recruitment Survey Results

Each year, Resources Group undertakes a survey of applicants to understand what factors are important when making a career move. This year, the survey was conducted between September and November 2008 via our website www.resourcesgroup.com. In total we received 433 responses (nearly 50% up from last year) across all research specialisations from Qualitative Specialists through to Project Managers, Statisticians and Operations, and across all levels.

Question 1. In general how important are the following when considering a new role? (5 = very important, 1 = not at all important)



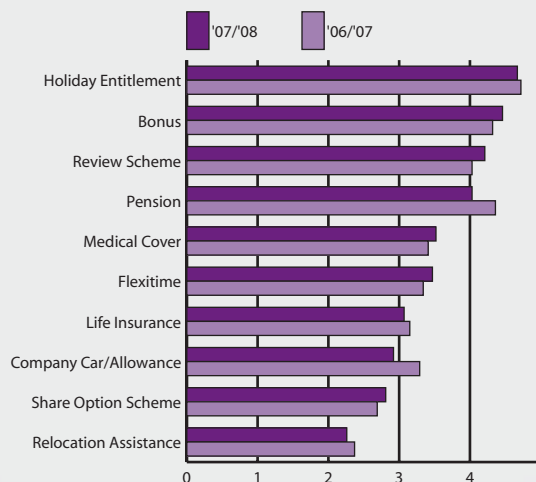
Base: 433

Salary, perhaps unsurprisingly, remains firmly at the top of the most important factors when considering a new role and applicants are clearly, keen to maximise their value. However, there are some interesting differences when compared to survey in Spring/Summer 2007, which was also "pre-credit crunch". The most striking difference is that clients/market sectors seem to have leapt in importance from 4.08 to 4.61 this year. It could be assumed that this may be due to perceived stability/security of market sectors. Future prospects also scored highly therefore indicating that people are still keeping a keen eye on the long term, whilst journey time and the office location also score well.

Company size has also appeared to increase in importance, though it was not probed as to whether this meant a preference for larger or smaller companies. Anecdotal evidence from the scores of interviews that we have undertaken in the last six months has also shown an interesting trend on this topic. More junior applicants have often cited a slight preference for larger companies due to perceptions of greater stability, prospects or larger clients, while the more senior people (RM/AD upwards)

seem to be more open-minded and appear to have fewer preconceptions regarding company size. Our own experience has shown that there is no real correlation between company size and the extent to which a role may or may not be "secure" as there are so many unique factors and variables to consider.

Question 2. When considering a package how would you rate the following in terms of importance? (excluding base salary) (5 = very important, 1 = not at all important)



Base: 433

When it comes to which package benefits (excluding basic salary) are important in an offer, holiday entitlement continues to be the most important consideration. 25 days is the standard starting point in the UK and in our experience this tends not to be an issue unless it is conspicuous by its absence. Interestingly, company bonus has now taken second place. The review scheme of a position/offer has also appeared to increase in its perceived importance, therefore perhaps correlating with applicant's interest in longer-term prospects as previously mentioned.

To conclude, financial returns are still the most important factors although applicants are paying increasing attention to clients/market sectors and longer term prospects.

China, North Africa, Eastern Europe And South America: The New Boom Markets!

Whilst the recruitment marketplace in the UK, Europe and Australasia are proving to be resilient to the economic climate, they are not exactly booming. However, that is not to say that nowhere is - quite the contrary in fact as Resources Group has noticed a big increase in vacancies in Central and South America, North Africa, China, Middle East and Eastern Europe.

These markets have been growing very well in recent years and the need for staff in these rapidly growing and emerging markets is perhaps overlooked or not realised. Specifically, in recent months we have received a good stream of vacancies in Mexico, Chile, Ecuador and Peru, while in North Africa, Egypt and Morocco are crying out for Researchers from Research Manager to Director Level.

In Eastern Europe, it is the same picture, with a need for skilled agency- trained staff for local and regional positions based in Prague, Budapest, Warsaw and Moscow.

Vacancies in these locations are usually with leading Research Agencies who need to recruit to cope with the

growth of business as clients need more research and insight into these emerging markets.

Both qualitative and quantitative specialists from any part of the consumer sector are eagerly sought after and with the exception of Central and South America, local language skills are not required as business is conducted in English.

China also continues to be insatiable with opportunities in Beijing and Shanghai and one of our clients in China reported recently that if they could have 30 Researchers from SRE to Director level they would take them all!

So, whether you are a Research Manager, or Senior Director, qualitative or quantitative, if you are looking to make an exciting move and realise your true sense of adventure, why not consider something really different and be at the forefront of researching a new and developing market? It could provide a good boost to your career and could perhaps give you something to reflect on with satisfaction later in life!



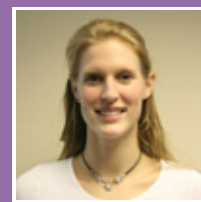
Refer A Friend & Receive £400!

Resources Group values personal recommendations very highly. If you refer an individual to us, for whom we successfully find a new position, we will send you £400 as a token of our appreciation.

Please see our website for conditions.

Appointments & Promotions

Gemma Hughes moves within the business and joins the Research Team. Gemma will focus on market research, information and intelligence appointments.



Resources Group T: 020 7242 6321 F: 020 7831 7121 E: info@resourcesgroup.com W: www.resourcesgroup.com

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