



**EFAMRO Moodindicator
2022 Q4**

EFAMRO Moodindicator 2022 Q4:

Introduction

In Q4 of 2022 EFAMRO conducted a new wave of the EFAMRO Moodindicator. Research agencies, that are members of their national trade association, were asked about the business outlook from the perspective of both their own organisation and their domestic market. In this wave, respondents from 11 European countries participated.

The sample base and response rates are relatively small in some countries and the questions differ slightly (as a result of historic benchmarking). However, the results give a good indication of the development of the European research industry, particularly when comparing the results to the results of the previous waves. The overall base for the results is 281.

See table below for a detailed response overview.

	2022 Q4	2022 Q2	2021 Q4	2021 Q1	2020 Q4	2020 Q1
Austria *	1	-	-	-	-	-
Bulgaria	-	-	2	-	2	4
Cyprus *	2	3	-	-	-	-
Finland	-	-	-	1	1	1
Germany	26	28	17	18	24	13
Greece	21	25	-	-	-	-
Ireland	13	15	7	1	11	8
Italy	-	19	-	-	16	11
Netherlands	118	43	97	52	61	68
Norway	10	12	1	1	1	5
Portugal *	2	16	13	11	11	10
Spain	15	19	18	19	16	17
Switzerland	9	18	28	7	5	5
UK	64	51	11	12	12	14
Total	281	249	194	122	160	156

* Minimal response, results are indicative

Table 1: Business owners views on their own

Thinking about the year ahead do you think your research revenues will be higher than, lower than, or about the same as last year

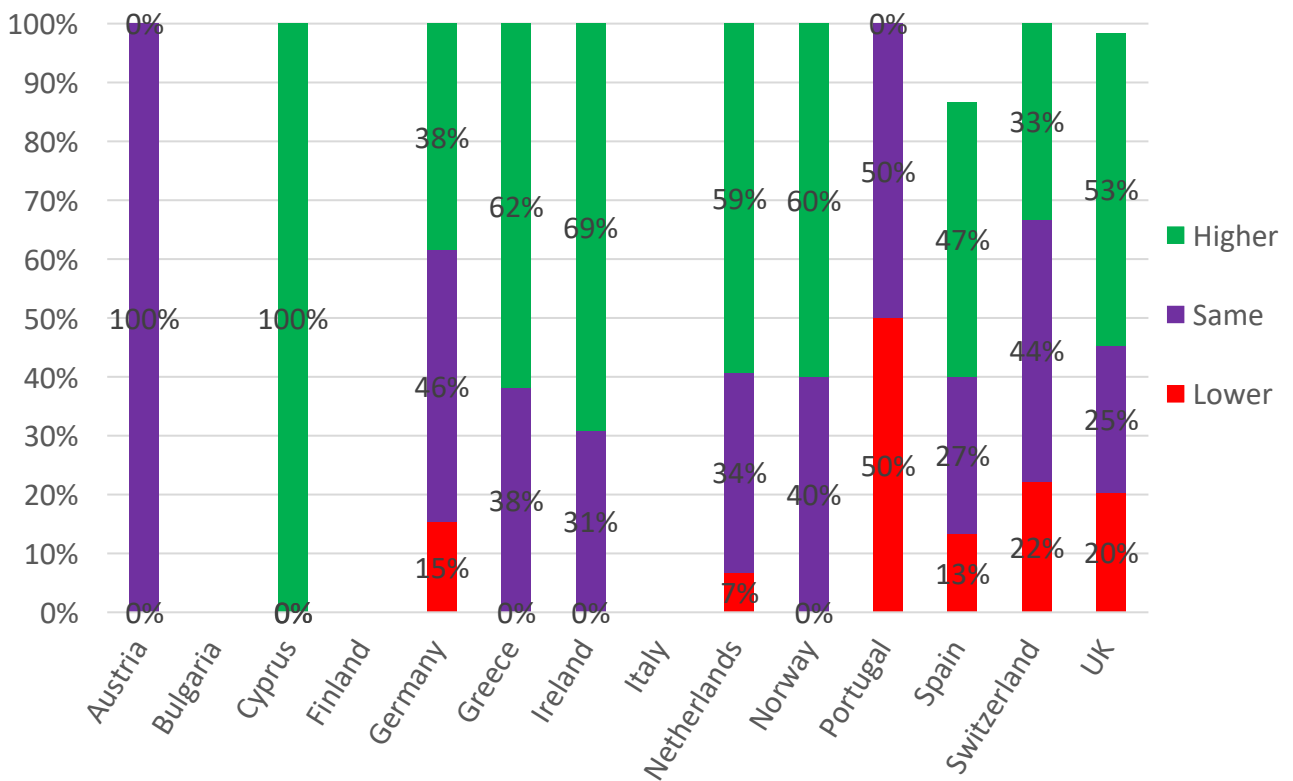


Table 2: Net positives for business owners' views on their own businesses

	2020 Q1	2020 Q4	2021 Q1	2021 Q4	2022 Q2	2022 Q4	Variance
Austria	-	-	-	-	-	0	-
Bulgaria	50	0	-	0	-	-	-
Cyprus	-	-	-	-	67	100	33
Finland	-100	-100	-100	-	-	-	-
Germany	-23	-38	-78	35	32	23	-9
Greece	-	-	-	-	56	62	6
Ireland	-100	9	0	57	47	69	22
Italy	-73	-69	-	-	32	-	-
Netherlands	-68	-38	-42	66	60	53	-7
Norway	0	-100	-100	100	67	60	-7
Portugal	-90	9	-55	100	56	-50	-106
Spain	-76	-88	74	72	63	33	-30
Switzerland	-60	-60	-71	50	33	11	-22
UK	21	-25	33	-45	65	33	-32

Table 3: National research markets

Looking at the research industry in your country overall, what are your expectations for growth over the next 12 months?

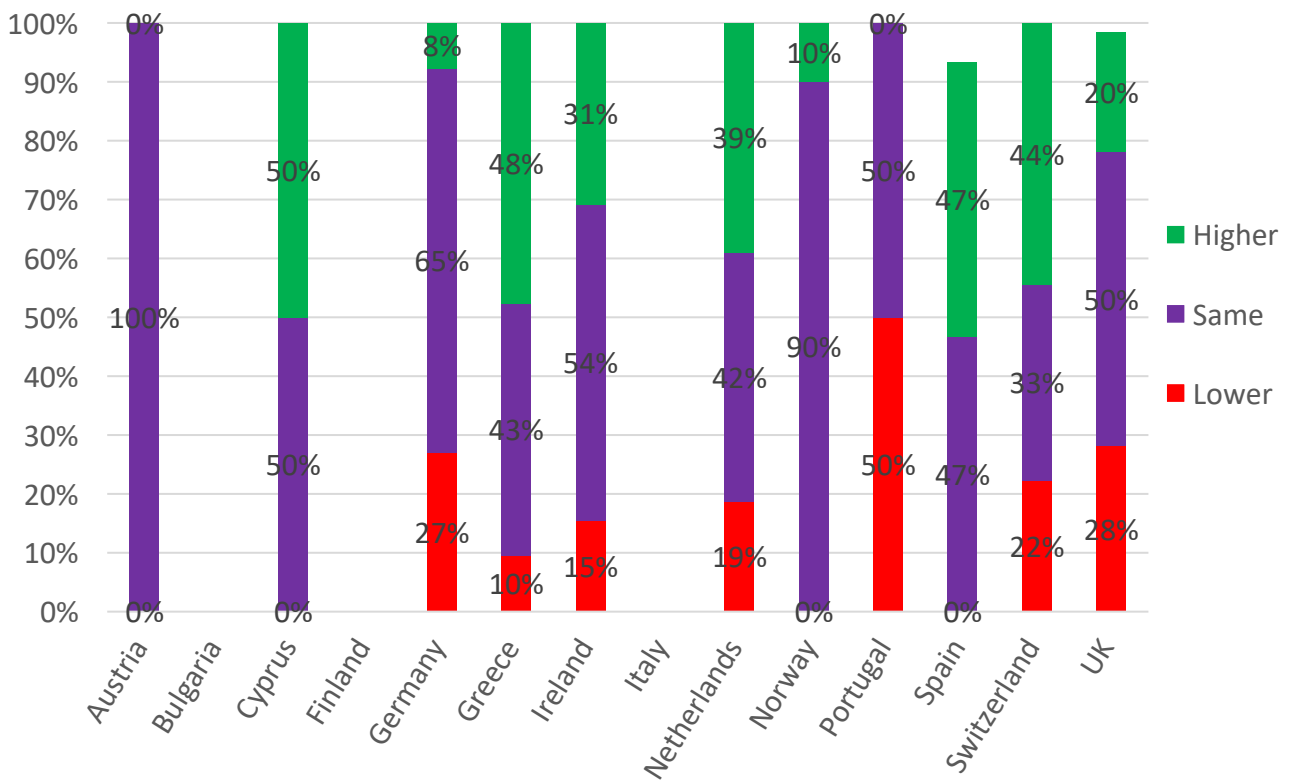


Table 4: Net positives for national research markets

	2020 Q1	2020 Q4	2021 Q1	2021 Q4	2022 Q2	2022 Q4	Variance
Austria	-	-	-	-	-	0	-
Bulgaria	-100	-100	-	-100	-	-	-
Cyprus	-	-	-	-	33	50	17
Finland	-100	-100	-100	-	-	-	-
Germany	-62	4	-67	47	29	-19	-48
Greece	-	-	-	-	44	38	-6
Ireland	-100	9	0	71	40	15	-25
Italy	-45	-31	-	-	16	-	-
Netherlands	-91	-21	-35	53	42	20	-22
Norway	-100	0	-100	0	67	10	-57
Portugal	-100	9	-55	100	44	-50	-94
Spain	-44	-81	47	78	47	47	0
Switzerland	-60	0	0	14	-22	22	44
UK	-29	-75	-17	-67	45	-8	-53

Table 5: Thinking about the year ahead do you think your research revenues will be higher than, lower than, or about the same as last year (Market total weighted)

	2022 Q4	2022 Q2	2021 Q4	2021 Q1	2020 Q4	2020 Q1
Lower	18%	10%	38%	37%	57%	31%
Same	30%	23%	37%	30%	18%	42%
Higher	50%	64%	25%	34%	25%	27%
Unknown	2%	4%	0%	0%	0%	0%

Table 6: Looking at the research industry in your country overall, what are your expectations for growth over the next 12 months? (Market total weighted)

	2022 Q4	2022 Q2	2021 Q4	2021 Q1	2020 Q4	2020 Q1
Lower	25%	11%	47%	46%	61%	50%
Same	53%	34%	36%	39%	28%	45%
Higher	21%	49%	18%	15%	12%	6%
Unknown	1%	6%	0%	0%	0%	0%