



Press Release

Confirmit Annual Market Research Software Survey Now Available

Reveals Continuing Growth in Web Research and Strong Focus on Mixed-Mode for New Software Purchases

New York, NY and Oslo, Norway - February 27, 2009: The 2008 Confirmit Market Research Software Survey, carried out by meaning ltd, highlights a number of key trends and expectations across the MR industry that provide detailed insight for software users and developers for the year ahead.

Due for publication in March 2009, the survey confirms that Web-based research has continued to grow in the last three years, while the use of paper-based research continues to decline. The use of CATI has remained consistent over the past three years, and the industry predicts a gradual rather than dramatic change in dialing habits (from manual to predictive) over the coming year.

The use of mixed-mode research has seen a 'modest but steady rise', and, importantly, the survey shows that 88% of respondents now consider multi-mode data collection to be essential, very important or moderately important when choosing a new data collection tool.

Pat Molloy, Chief Strategy Officer at Confirmit, comments: "This survey is a very useful benchmark for any Market Research organization or department, as well as for companies such as ours that need to ensure our software delivery is in line with our customers' needs and expectations.

"The trends in mixed-mode and telephone-based research in particular are very much in line with our experiences over the past year and our focus for 2009. The launch of the Confirmit Horizons platform in January is the culmination of our own evaluation of market needs, and delivers the exact mixed-mode, on-demand platform that the industry is looking for."

While the survey demonstrates a number of positive trends in software and technology usage and growth, it also highlights the continued challenge facing the industry of declining response rates. 57% of survey respondents cited this issue as one of their three major challenges, while 25% said it was the most important challenge for technology to address.

The future technology requirements of MR organizations also include better tools to automate the production of charts and PowerPoint decks, with 74% of respondents stating this as one of their wishes.

Molloy summarizes: "The survey clearly shows the need for the next generation of MR software to focus on more sophisticated functionality for capturing data using a mixture of collection methods, and analysis tools that can more clearly and simply turn this data into usable insight.

"By combining these offerings and delivering them via a sophisticated and secure on-demand platform, software providers can support MR agencies' efforts to maximize response rates by appealing to a wider range of respondents, and demonstrate that action can be directly linked to responses, through better analysis tools."

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About Confirmit

Confirmit is the world's leading SaaS software vendor for Customer Feedback, Employee Feedback, and Market Research applications. The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Barcelona, Kuwait City, Madrid, Milan, Santiago, Sydney, and Tokyo.

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include British Airways, Countrywide Financial, Credit Suisse, Dow Chemical, Experian, GlaxoSmithKline, Halifax Bank of Scotland, Intrawest, Ipsos, Nielsen, The NPD Group, Safeco Insurance, Statoil Hydro, Symantec, and Virgin Media.

Visit www.confirmit.com for further information.

About meaning ltd

meaning is a consulting company which provides a range of advisory and facilitation services in the application of technology in the workplace, in the management of change and in leadership within organizations.

meaning is the specialist independent source of support for software dedicated to market research, survey research, data collection and analysis. Operating as a totally independent consulting company, we do not develop software products ourselves, but help a wide variety of clients to get the very best out of the software that they use.

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