MOA FAIR DATA EXPERTISE CENTER
marketing • research • analytics

Omzetontwikkeling Marktonderzoek in Nederland

jaar	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2013	2014	2015	2016	2017	2018	2019	2020	jaar
										excl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	incl. Nielsen etc	
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	€ 269	€ 294	€ 359	€ 379	€ 405	€ 416	€ 437	€ 453	€ 429	€ 411	in miljoen Euro's total turnover binnen de MOA
index	100%	94%	98%	98%	102%	94%	94%	85%	88%	96%	117%	123%	132%	135%	142%	148%	140%	134%	index 2004 = 100
		-6,1%	4,5%	0,4%	3,5%	-8,0%	0,0%	-9,0%	2,7%	9,3%	22,1%	5,6%	7,2%	2,7%	5,0%	3,7%	-5,3%	-4,2%	growth in comparison to last year
Question 1	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		**Question**
Total turnover	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	Total turnover
jaar	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**		**jaar**
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	€ 269	€ 294	€ 359	€ 379	€ 405	€ 416	€ 437	€ 453	€ 429	€ 411	in miljoen Euro's total turnover binnen de MOA
Question 2	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		**Question**
a. subcontracted to other agencies in the NL	18	19	11	11	10	10	5%	5%	7%	10%	8%	9%	25%	27%	24%	24%	11%	10%	a. subcontracted to other agencies in the NL
b. subcontrated to other agencies outside the NL	6	5	5	4	4	4	6%	5%	3%	5%	4%	4%	3%	4%	4%	5%	8%	15%	b. subcontrated to other agencies outside the NL
c. net value of research conducted by the NL	76	77	84	84	86	86	90%	90%	90%	85%	88%	87%	72%	69%	72%	71%	80%	75%	c. net value of research conducted by the NL
total	100	100	100	100	100	100	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	total
Question 3	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		**Question**
invoiced to national clients	85	85	88	87	85	85	82%	87%	86%	86%	86%	91%	83%	77%	82%	82%	63%	67%	invoiced to national clients
invoiced to clients abroad	15	15	12	13	15	15	14%	12%	14%	14%	14%	12%	11%	12%	18%	18%	26%	29%	invoiced to clients abroad
other/unkmown	0	0	0	0	0	0	4%	1%	0%	0%	0%	0%	6%	11%	0%	0%	10%	4%	other/unkmown
total	100	100	100	100	100	100	100%	100%	100%	100%	100%	103%	100%	100%	100%	100%	100%	100%	total
jaar	**2004**	**2005**	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2013**	**2014**	**2015**	**2016**	**2017**	**2018**	**2019**		**jaar**
in miljoen Euro's total turnover binnen de MOA	€ 307	€ 288	€ 301	€ 302	€ 313	€ 288	€ 288	€ 262	269	€ 294	€ 359	€ 379	€ 405	€ 416	€ 437	€ 453	€ 429	€ 411	net value in miljoen Euro's total turnover binnen de MOA
Question 4	%	%	%	%	%	%	%	%											**Question**
Quantitative - postal	9	10	8	5	7	7	5%	6%	6%	6%	6%	1%	1%	1%	2%	3%	1%	1%	Quantitative - postal
Quantitative - telephone	25	23	19	18	20	20	18%	15%	15%	15%	15%	9%	10%	9%	6%	4%	3%	3%	Quantitative - telephone
Quantitative - face-to-face	13	12	14	11	10	10	10%	9%	9%	9%	9%	8%	7%	7%	5%	6%	6%	7%	Quantitative - face-to-face
Quantitative - online	18	18	22	24	28	28	35%	36%	36%	36%	36%	35%	34%	35%	32%	31%	36%	45%	Quantitative - online
Quantitative - other	9	13	14	15	12	12	7%	9%	11%	11%	6%	14%	28%	29%	37%	38%	26%	22%	Quantitative - other
total Quantitative	74	76	76	73	77	77	75%	76%	77%	77%	72%	73%	86%	83%	82%	82%	72%	80%	total Quantitative
Qalitative	11	11	11	10	9	9	11%	11%	10%	10%	11%	15%	11%	12%	14%	14%	21%	18%	Qalitative total
groupdiscussions							2%	2%	2%	0%	0%	6%	4%	5%	5%	5%	4%	3%	groupdiscussions
in-depth interviews							2%	2%	2%	0%	0%	6%	4%	4%	4%	4%	4%	4%	in-depth interviews
unknown							8%	8%	6%	0%	0%	3%	3%	3%	5%	5%	13%	11%	unknown
Desk-research, secondary analysis etc.	15	14	13	16	14	14	14%	14%	13	13	17	17%	12%	14%	21%	21%	18%	22%	secundary research
total	100	100	100	100	100	100	100	100	100	100	100	104%	109%	109%	117%	117%	111%	120%	total
											77%	82%	74%	70%	73%	69%	66%	77%	active data collection
											23%	21%	26%	28%	25%	29%	21%	19%	passive datacollection
																		3%	Datascience, combination of passive e& active
											1%	0%	0%	2%	2%	2%	13%	0%	unknown
											100%	103%	100%	100%	100%	100%	100%	100%	total
Question 6	%	%	%	%	%	%	%	%		schattingen									**Question**
ad-hoc research	45	43	42	34	34	34	42%	46%	44%	44%	15%	21%	15%	16%	12%	15%	17%	19%	ad-hoc research consumers
													6%	7%	11%	11%	8%	9%	ad-hoc research NON-consumers
omnibus surveys	2	1	1	1	1	1	7%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	omnibus surveys
panel research	31	30	31	35	34	34	27%	31%	30%	30%	28%	27%	16%	11%	6%	6%	17%	23%	panel research consumers
													4%	4%	1%	1%	4%	5%	panel research NON-consumers
other continuous research	18	18	17	18	21	21	14%	13%	13%	13%	3%	5%	15%	17%	16%	16%	19%	18%	other continuous research consumers
																		4%	other continuous research consumers
other types of research	5	9	9	12	11	11	9%	8%	12%	12%	30%	33%	43%	44%	53%	51%	34%	23%	other types of research including analyticss
total	100	100	100	100	100	100	100%	100%	100%	100%	75%	87%	100%	100%	100%	100%	100%	100%	total
																			Question
total manufactoring												30%	30%	25%	22%	22%	31%	32%	FMCG
manufactoring -Durables										unknown		2%	4%	3%	3%	3%	5%	9%	Durables
manufactoring - Pharmaceutical + HC										unknown		1%	4%	4%	4%	4%	2%	4%	Pharmaceutical + Healthcare
manufactoring - Automotive										unknown		1%	1%	2%	2%	2%	1%	2%	Automotive
Financials										5%		5%	6%	6%	4%	4%	9%	8%	Financials
																		3%	ICT/teeleecominteerneet mail
Media										3%		3%	6%	6%	2%	2%	8%	6%	Advertising & Media
Utilities										2%		2%	2%	2%	2%	2%	5%	3%	Utilities
Public sector	6	8	8	7	8	8	6%	6%	6%	5%	6%	6%	7%	7%	7%	7%	10%	11%	Public sector
																		3%	retail
																		3%	transsport & leisure
services										5%		10%	16%	18%	8%	8%	14%	3%	other services
B-t-B										9%		9%	6%	6%	8%	8%	0%	6%	other B-t-B
Other - unknown										19%		21%	14%	14%	21%	21%	4%	8%	Other
												10%	4%	8%	17%	17%	11%		unknown
secundary research										17%		17%	12%	14%	21%	21%	18%	22%	secundary research
														46	38	38	62%	70%	consumer research
														20	26	26	18%	19%	non-consumer research
														21	23	23	9%	6%	other
														13	13	13	10%	4%	unknown
														19	14	10	11%	8%	data coll. By interviewer
														15	15	15	34%	42%	self completion
														37	35	31	30%	17%	electronic
														15	17	25	6%	6%	other
														14	19	19	19%	27%	unknown