



**EFAMRO Moodindicator
2024 Q2**

EFAMRO Moodindicator 2024 Q2:

Introduction

In Q2 of 2024 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 14 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 273.

See table below for a detailed response overview.

	2024 Q2	2023 Q4	2023 Q2	2022 Q4	2022 Q2	2021 Q4
Austria	17	8	10	1	-	-
Belgium *	2	-	17	-	-	-
Bulgaria *	1	-	1	-	-	2
Cyprus *	1	4	3	2	3	-
Finland	-	-	-	-	-	-
Germany	34	24	14	26	28	17
Greece	18	17	12	21	25	-
Ireland	6	6	10	13	15	7
Italy	-	1	-	-	19	-
Lithuania *	2	1	-	-	-	-
Netherlands	63	54	73	118	43	97
Norway	9	9	7	10	12	1
Portugal	8	11	8	2	16	13
Spain	24	7	24	15	19	18
Sweden *	1	-	-	-	-	-
Switzerland	-	1	21	9	18	28
UK	87	50	109	64	51	11
Total	273	193	309	281	249	194

* 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

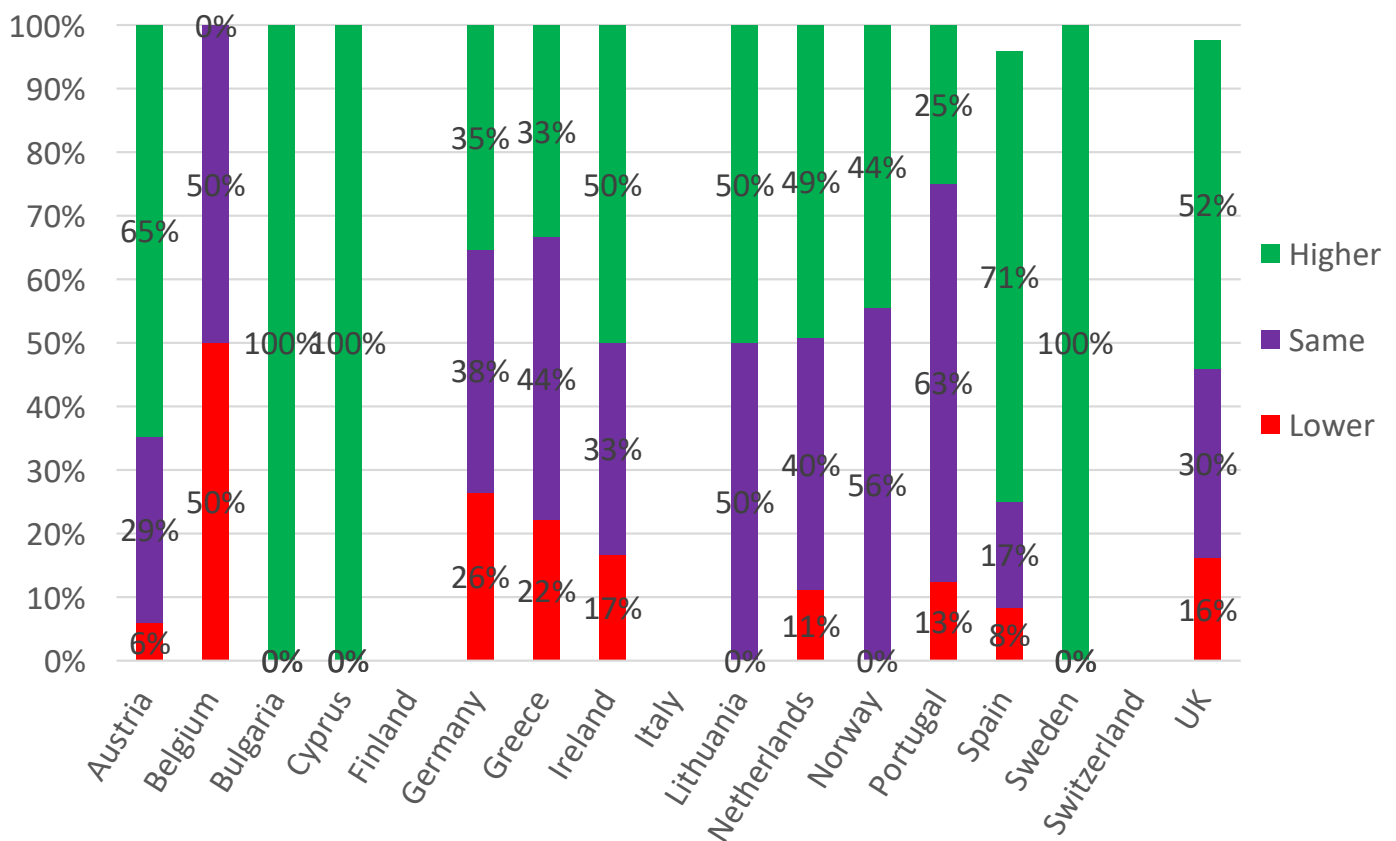


Table 2: Net positives for business owners' views on their own businesses

	2021 Q4	2022 Q2	2022 Q4	2023 Q2	2023 Q4	2024 Q2	Variance
Austria	-	-	0	30	38	59	21
Belgium	-	-	-	47	-	-50	-
Bulgaria	0	-	-	0	-	100	-
Cyprus	-	67	100	67	25	100	75
Finland	-	-	-	-	-	-	-
Germany	35	32	23	21	13	9	-4
Greece	-	56	62	42	24	11	-13
Ireland	57	47	69	30	67	33	-34
Italy	-	32	-	-	0	-	-
Lithuania	-	-	-	-	-100	50	150
Netherlands	66	60	53	47	74	38	-36
Norway	100	67	60	43	22	44	22
Portugal	100	56	-50	0	9	12	3
Spain	72	63	33	67	71	63	-8
Sweden	-	-	-	-	-	100	-
Switzerland	50	33	11	0	0	-	-
UK	-45	65	33	25	38	36	-2

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?

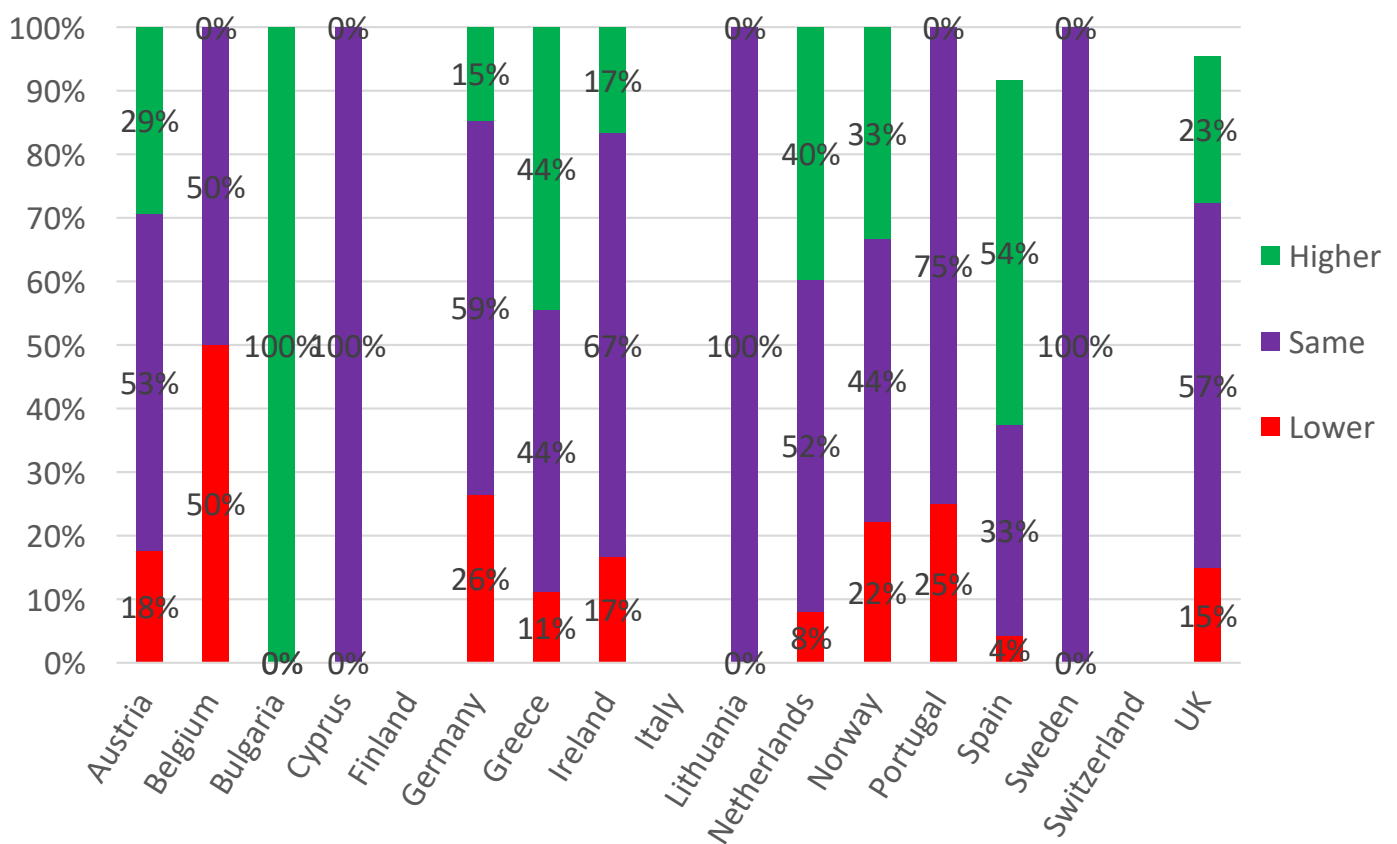


Table 4: Net positives for national research markets

	2021 Q4	2022 Q2	2022 Q4	2023 Q2	2023 Q4	2024 Q2	Variance
Austria	-	-	0	40	0	12	12
Belgium	-	-	-	6	-	-50	-
Bulgaria	-100	-	-	0	-	100	-
Cyprus	-	33	50	67	50	0	-50
Finland	-	-	-	-	-	-	-
Germany	47	29	-19	21	-17	-12	5
Greece	-	44	38	42	24	33	9
Ireland	71	40	15	40	0	0	0
Italy	-	16	-	-	100	-	-
Lithuania	-	-	-	-	-100	0	100
Netherlands	53	42	20	36	35	32	-3
Norway	0	67	10	-29	-11	11	22
Portugal	100	44	-50	0	-9	-25	-16
Spain	78	47	47	38	57	50	-7
Sweden	-	-	-	-	-	0	-
Switzerland	14	-22	22	-14	0	-	-
UK	-67	45	-8	4	-8	8	16

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)

	2024 Q2	2023 Q4	2023 Q2	2022 Q4	2022 Q2	2021 Q4
Lower	17%	11%	19%	18%	10%	38%
Same	32%	41%	32%	30%	23%	37%
Higher	49%	47%	46%	50%	64%	25%
Unknown	2%	0%	2%	2%	4%	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)

	2024 Q2	2023 Q4	2023 Q2	2022 Q4	2022 Q2	2021 Q4
Lower	16%	23%	19%	25%	11%	47%
Same	57%	58%	47%	53%	34%	36%
Higher	23%	19%	29%	21%	49%	18%
Unknown	3%	0%	6%	1%	6%	0%