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FOR IMMEDIATE RELEASE – September 5, 2007

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**BURKE, INC. RECEIVES HIGHEST OVERALL SATISFACTION SCORE
FOR U.S. MARKETING RESEARCH FIRMS**

Industry-Wide Survey Indicates Burke Clients Highly Satisfied

Cincinnati, OH (September 5, 2007): For the second year in a row, Burke, Inc. received the top overall client satisfaction score in its category in the 2006 Survey of Market Research Supplier Quality and Value study, recently released by joint sponsors Prevision Corporation and *INSIDE RESEARCH*.

The 2006 Survey of Market Research Supplier Quality and Value study used weighted responses collected through phone interviews with buyers of marketing research to determine its results. According to Larry Gold, Editor of *INSIDE RESEARCH*, over 60% of the respondents were vice presidents or directors of medium to large marketing research departments. The 2006 estimated purchasing power of these respondents totals \$2 billion in outside marketing research services, which represents nearly 22% of all U.S. marketing research spending.

Burke was the top rated marketing research supplier among those having a broader client base on the overall aggregate Quality/Value rating. Burke received the highest average scores on Overall Satisfaction, Satisfaction with Analytical Skills, Satisfaction with Communication Skills, and Value for the Money among this group. Summary results of the study were published in *INSIDE RESEARCH*, with a more detailed summary to come in an upcoming issue of the industry publication.



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“Burke has a deep commitment to providing the very highest quality and value in all of our research and educational endeavors,” said Dr. Michael Baumgardner, President and CEO, Burke, Inc. “Once again, the results of the Prevision/Inside Research Study are gratifying since they indicate that our clients have recognized our ability to deliver on these commitments.”

For more information regarding the Prevision Study, please contact Tim Davidson at tdavidson@previsionsurveys.com.

Founded in 1931, Burke is an independent, full service marketing research and decision support company. Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques, & leading edge technology to provide decision support solutions to companies across all major industry sectors. A 100% employee-owned company, Burke is also the industry leader in marketing research and consumer insights education through the Burke Institute, which has trained more than 70,000 participants from 10,000 companies, through more than 3,000 public and in-house customized marketing research seminars in 39 different countries. Burke is headquartered in Cincinnati, Ohio, with regional offices in California, Colorado, Georgia, Indiana, Massachusetts, North Carolina, New Jersey, Nevada, and Texas.

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