



**EFAMRO Moodindicator  
2023 Q4**

## EFAMRO Moodindicator 2023 Q4:

### Introduction

In Q4 of 2023 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 13 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 193.

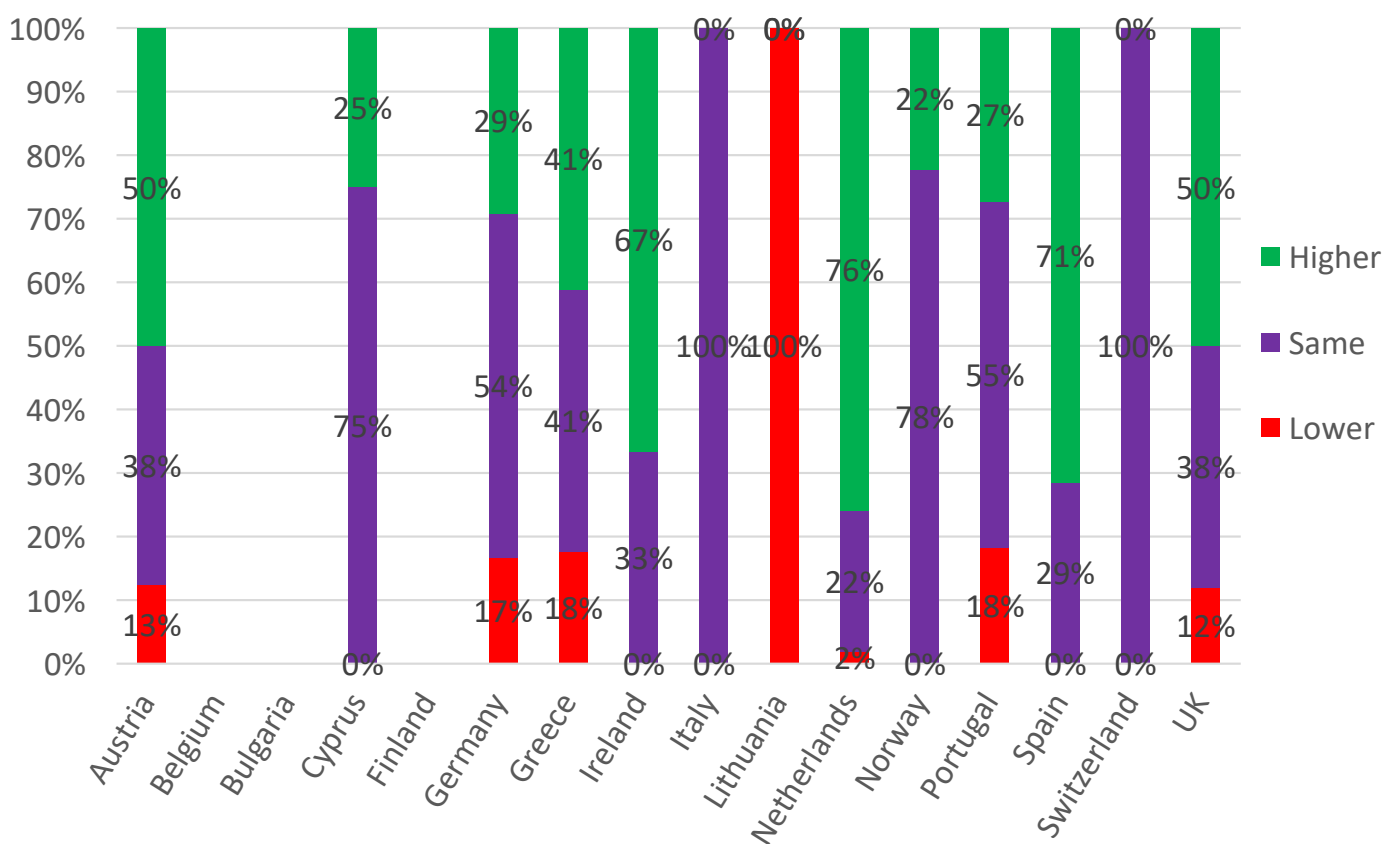
See table below for a detailed response overview.

	2023 Q4	2023 Q2	2022 Q4	2022 Q2	2021 Q4	2021 Q1
Austria	8	10	1	-	-	-
Belgium	-	17	-	-	-	-
Bulgaria	-	1	-	-	2	-
Cyprus	4	3	2	3	-	-
Finland	-	-	-	-	-	1
Germany	24	14	26	28	17	18
Greece	17	12	21	25	-	-
Ireland	6	10	13	15	7	1
Italy *	1	-	-	19	-	-
Lithuania *	1	-	-	-	-	-
Netherlands	54	73	118	43	97	52
Norway	9	7	10	12	1	1
Portugal	11	8	2	16	13	11
Spain	7	24	15	19	18	19
Switzerland *	1	21	9	18	28	7
UK	50	109	64	51	11	12
Total	193	309	281	249	194	122

\* 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

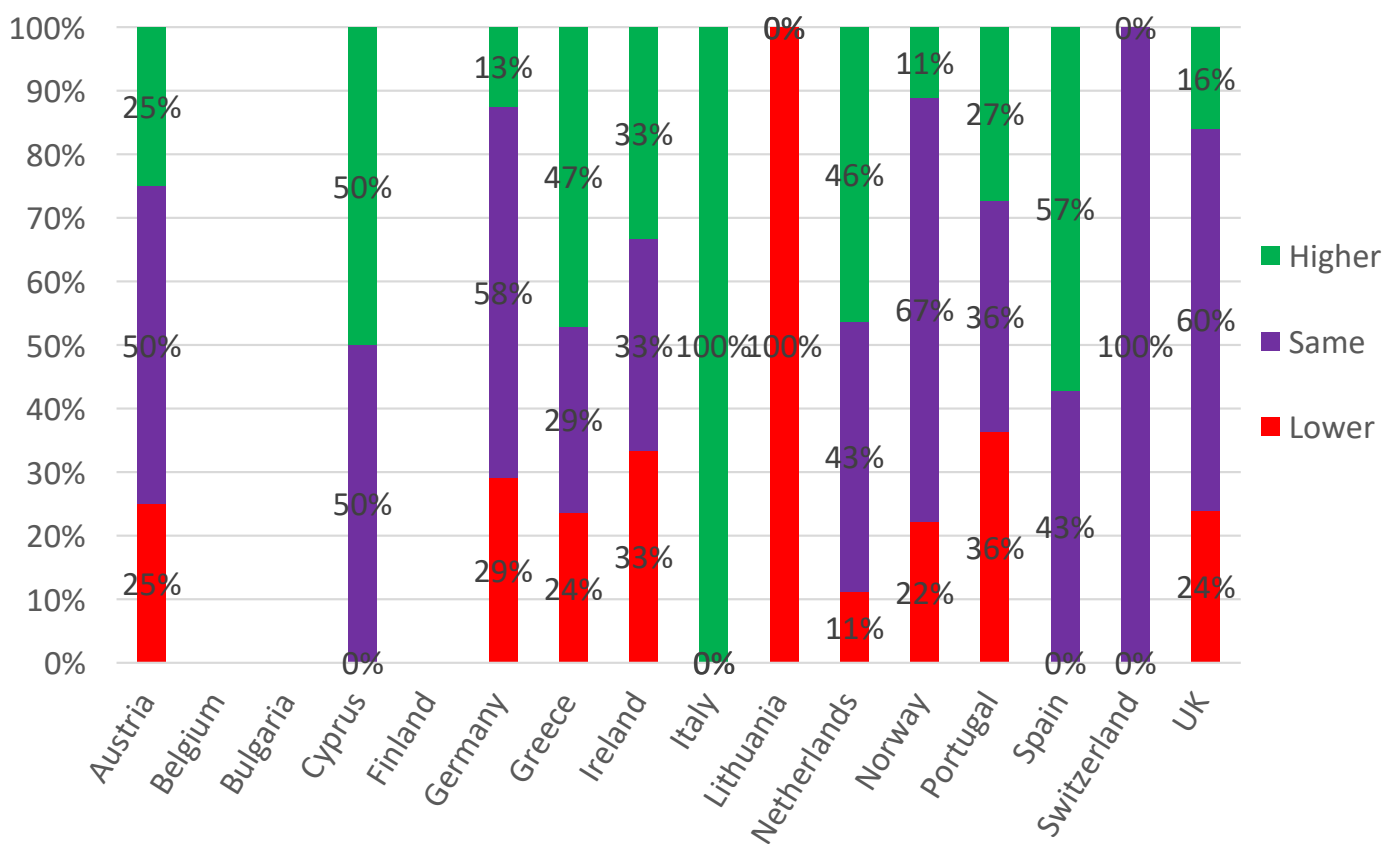


**Table 2: Net positives for business owners' views on their own businesses**

	2021 Q1	2021 Q4	2022 Q2	2022 Q4	2023 Q2	2023 Q4	Variance
Austria	-	-	-	0	30	38	8
Belgium	-	-	-	-	47	-	-
Bulgaria	-	0	-	-	0	-	-
Cyprus	-	-	67	100	67	25	-42
Finland	-100	-	-	-	-	-	-
Germany	-78	35	32	23	21	13	-8
Greece	-	-	56	62	42	24	-18
Ireland	0	57	47	69	30	67	37
Italy	-	-	32	-	-	0	-
Lithuania	-	-	-	-	-	-100	-
Netherlands	-42	66	60	53	47	74	27
Norway	-100	100	67	60	43	22	-21
Portugal	-55	100	56	-50	0	9	9
Spain	74	72	63	33	67	71	4
Switzerland	-71	50	33	11	0	0	0
UK	33	-45	65	33	25	38	13

**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 Q1	2021 Q4	2022 Q2	2022 Q4	2023 Q2	2023 Q4	Variance
Austria	-	-	-	0	40	0	-40
Belgium	-	-	-	-	6	-	-
Bulgaria	-	-100	-	-	0	-	-
Cyprus	-	-	33	50	67	50	-17
Finland	-100	-	-	-	-	-	-
Germany	-67	47	29	-19	21	-17	-38
Greece	-	-	44	38	42	24	-18
Ireland	0	71	40	15	40	0	-40
Italy	-	-	16	-	-	100	-
Lithuania	-	-	-	-	-	-100	-
Netherlands	-35	53	42	20	36	35	-1
Norway	-100	0	67	10	-29	-11	18
Portugal	-55	100	44	-50	0	-9	-9
Spain	47	78	47	47	38	57	19
Switzerland	0	14	-22	22	-14	0	14
UK	-17	-67	45	-8	4	-8	-12

**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)**

	2021 Q1	2021 Q4	2022 Q2	2022 Q4	2023 Q2	2023 Q4
Higher	34%	25%	64%	50%	46%	47%
Same	30%	37%	23%	30%	32%	41%
Lower	37%	38%	10%	18%	19%	11%
Unknown	0%	0%	4%	2%	2%	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)**

	<b>2021 Q1</b>	<b>2021 Q4</b>	<b>2022 Q2</b>	<b>2022 Q4</b>	<b>2023 Q2</b>	<b>2023 Q4</b>
Higher	15%	18%	49%	21%	29%	19%
Same	39%	36%	34%	53%	47%	58%
Lower	46%	47%	11%	25%	19%	23%
Unknown	0%	0%	6%	1%	6%	0%