

2012 APRC Conference
Seoul, Korea

KORA

- Activities and Topics 2012 -

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President of KORA
CEO of Millward Brown Korea

About KORA



KORA (Korea Research Association)

- Founded in 1992
 - 20th anniversary in 2012 (Planning to have the ceremony on Nov. 28th)
- No. of member : 42 companies
 - Corporate members only
 - 2,690 Total full time employees (excluded interviewers)
- President : Mr. JeongHoon Kim
 - 10th President (2011-2012)
 - CEO of Millward Brown Korea
- Market Size : USD 411 Mil (2011)

Activities and Topics



■ Active Social & Election Polls

- General Election in April and Presidential Election in December
- General trend of dual frame RDD sampling using both home phone and mobile
 - Minimum 20% CPI increase effect compared to existing home phone directory(DB)
- Cheap ARS phone survey is also active
 - Strong disapproval by KORA due to risky of low data quality and lack of credibility

■ Effectivation of Privacy policies by Government strictly

- Close supervision on Respondent information, FGD Participants information, Respondent lists
- Frequent audit and inspection by clients against Agency's management system

Activities and Topics



■ Seeking for Research Service Quality Certification System

- In the process of preparing Quality certification system in local level working with Government(National Statistics Office), Korean Statistical Society, The Korean Association for Survey Research and so on.
- ISO 20252 Introduction to all KORA member (only Millward Brown Korea is the company certificated so far in Korea.)

■ Tough Price Competition

- Global Pricing Index (by ESOMAR report) : Korea ranked 25th with Index 118 (Japan ranked 4th with Index 222; Australia 11th with Index 154)
- Research budget cutting by clients due to uncertain economic situation and unreasonable price-cut request
- Frequent price dumping among agencies against competing for contracts

Thank you



Korea
Research
Association