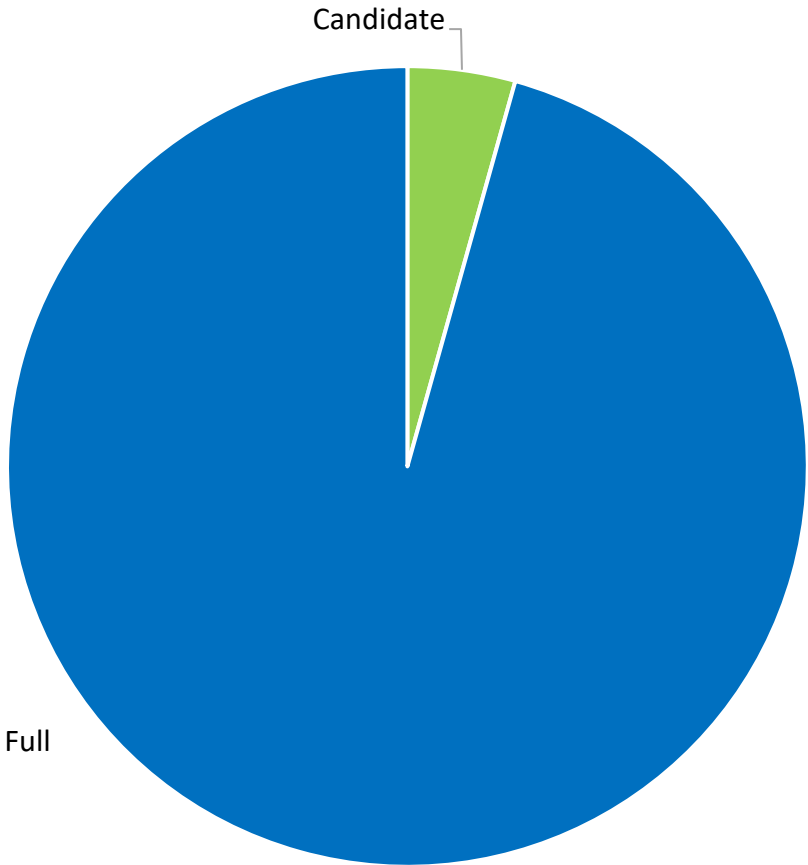


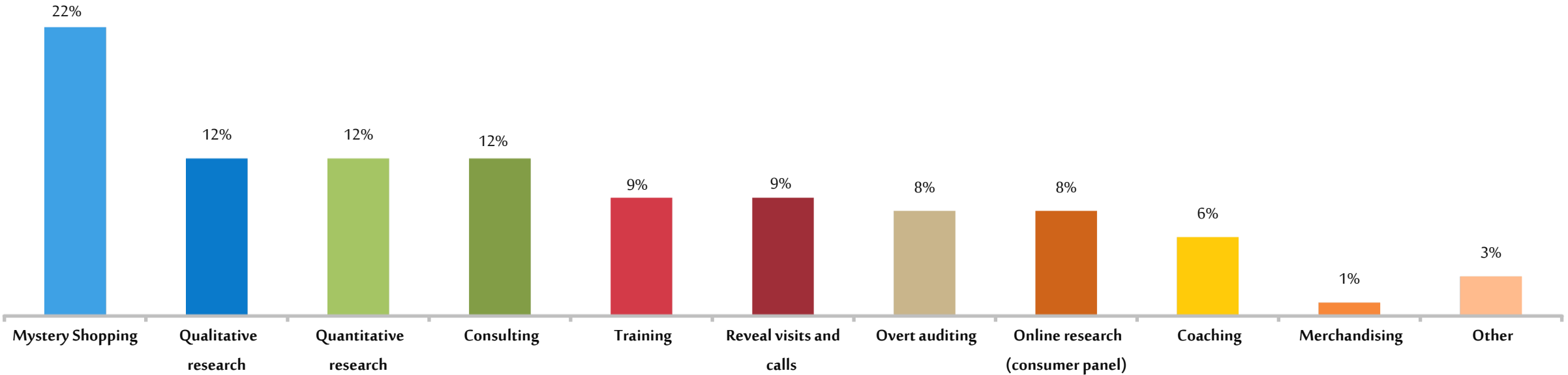
# **MSPA AP Global Survey 2021**

# What Type Of Membership Do You Have?



What Type Of Membership Do You Have?	Frequency	Percent
Candidate	1	4.3%
Full	22	95.7%
<b>Total</b>	<b>23</b>	<b>100.0%</b>

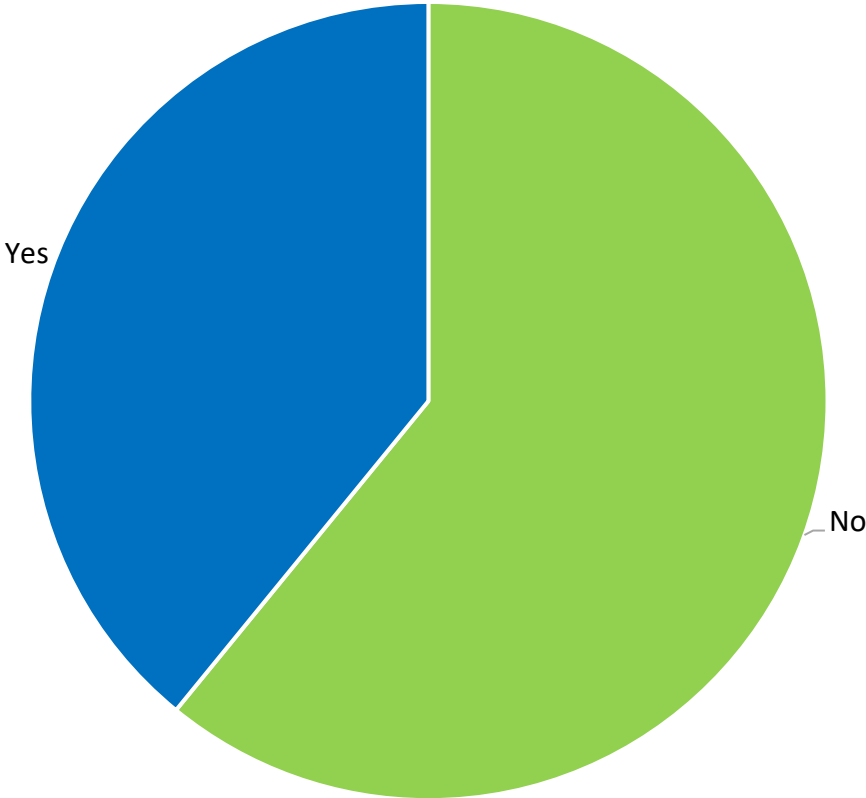
# Please Indicate Which Types Of Services Your Company Provides. Please Select All That Apply:



Please indicate which types of services your company provides. Please select all that apply:	Frequency	Percent
Mystery Shopping	23	22%
Qualitative research	12	12%
Quantitative research	12	12%
Consulting	12	12%
Training	9	9%
Reveal visits and calls (mystery shoppers gives feedback to employee at the end of evaluation)	9	9%
Overt auditing	8	8%
Online research (consumer panel)	8	8%
Coaching	6	6%
Merchandising	1	1%
Other	3	3%
<b>Total</b>	<b>103</b>	<b>100%</b>

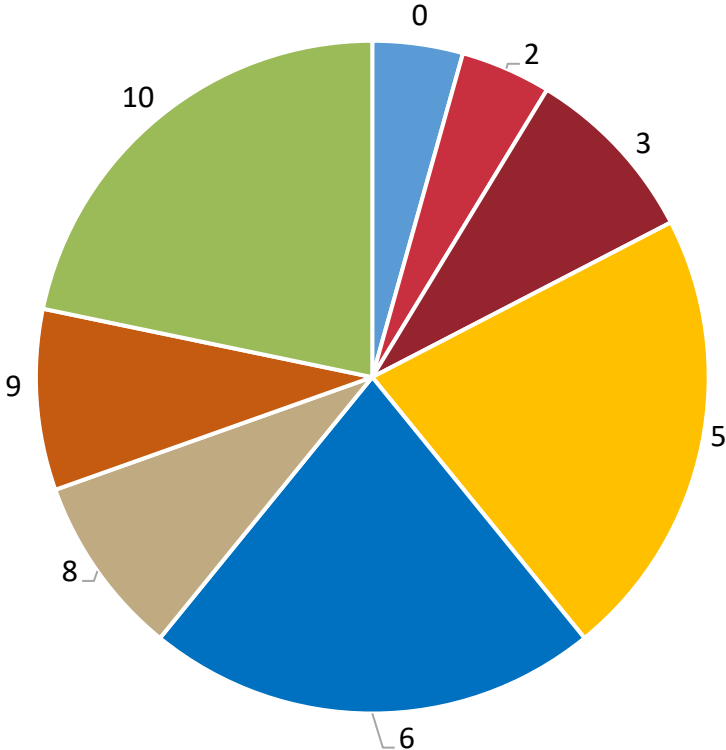
# Was Support Available To Your Business From Your Government In 2020?

Country	Yes
Australia	5
China	2
Indonesia	1
Vietnam	1



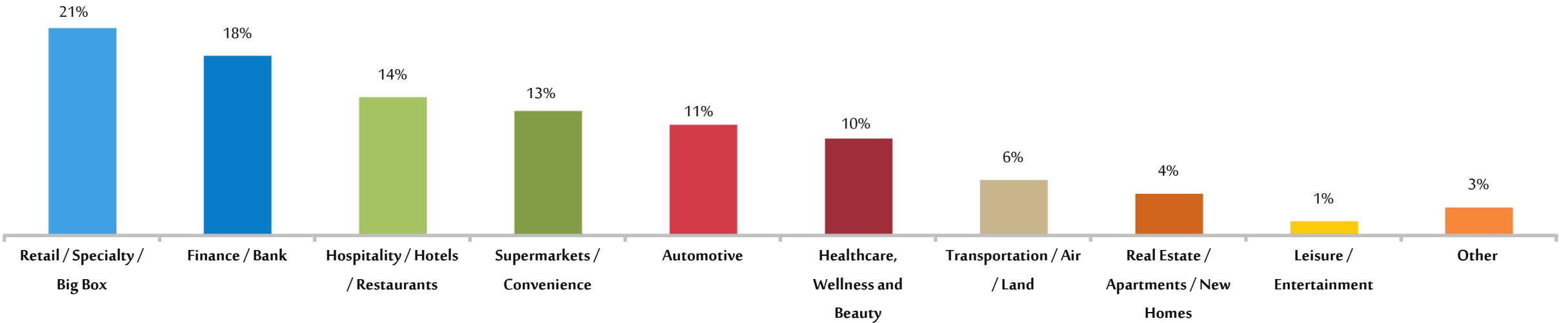
Was support available to your business from your government in 2020?	Frequency	Percent
No	14	60.9%
Yes	9	39.1%
<b>Total</b>	<b>23</b>	<b>100.0%</b>

# Overall Satisfaction With Your MSPA Region



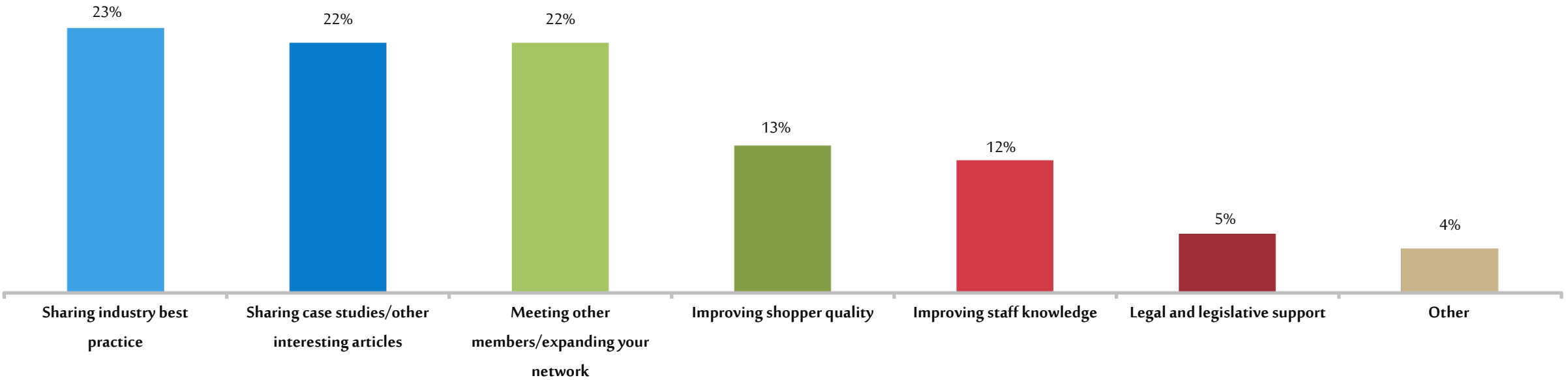
Please rate from 0 to 10 (where 10 is the best grade) your overall satisfaction with your MSPA region, based on its value to your business in 2020:	Frequency	Percent
0	1	4.3%
2	1	4.3%
3	2	8.7%
5	5	21.7%
6	5	21.7%
8	2	8.7%
9	2	8.7%
10	5	21.7%
<b>Total</b>	<b>23</b>	<b>100.0%</b>

# Top 3 Industries - 2021



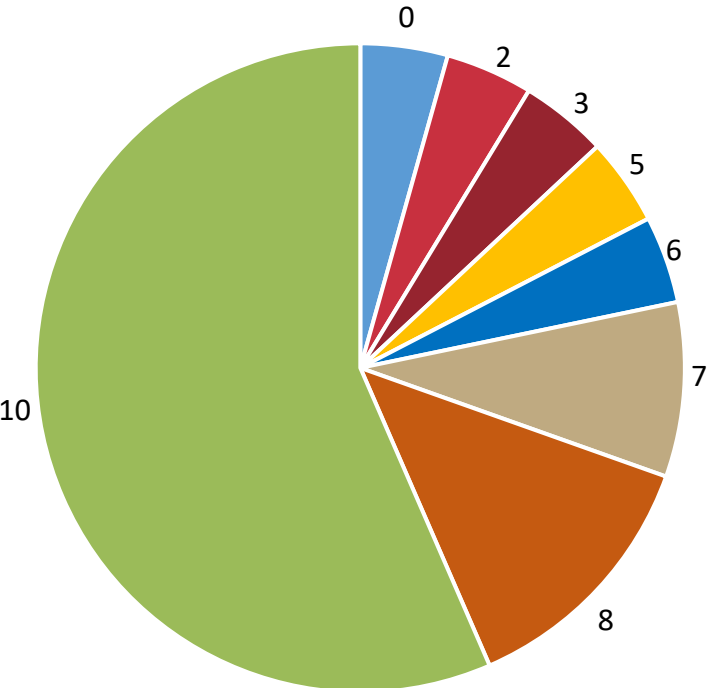
Thinking about 2021, please select the top three industries your company will likely perform the most mystery shopping services for: (Note to surveyor – Please only select 3 from the list)	Frequency	Percent
Retail / Specialty / Big Box	15	21%
Finance / Bank	13	18%
Hospitality / Hotels / Restaurants	10	14%
Supermarkets / Convenience	9	13%
Automotive	8	11%
Healthcare, Wellness and Beauty	7	10%
Transportation / Air / Land	4	6%
Real Estate / Apartments / New Homes	3	4%
Leisure / Entertainment	1	1%
Other	2	3%
<b>Total</b>	<b>72</b>	<b>100%</b>

# Which Are The Areas In Which More Support From MSPA Would Be Helpful In 2021? Please Choose All That Apply:



Which are the areas in which more support from MSPA would be helpful in 2021? Please choose all that apply:	Frequency	Percent
Sharing industry best practice	18	23%
Sharing case studies/other interesting articles	17	22%
Meeting other members/expanding your network	17	22%
Improving shopper quality	10	13%
Improving staff knowledge	9	12%
Legal and legislative support	4	5%
Other	3	4%
<b>Total</b>	<b>78</b>	<b>100%</b>

# Likelihood To Continue Your Membership In 2022



Please rate from 0 to 10 (where 0 is very unlikely and 10 is very likely) your likelihood to continue your membership in 2022:	Frequency	Percent
0	1	4.3%
2	1	4.3%
3	1	4.3%
5	1	4.3%
6	1	4.3%
7	2	8.7%
8	3	13.0%
10	13	56.5%
<b>Total</b>	<b>23</b>	<b>100.0%</b>