

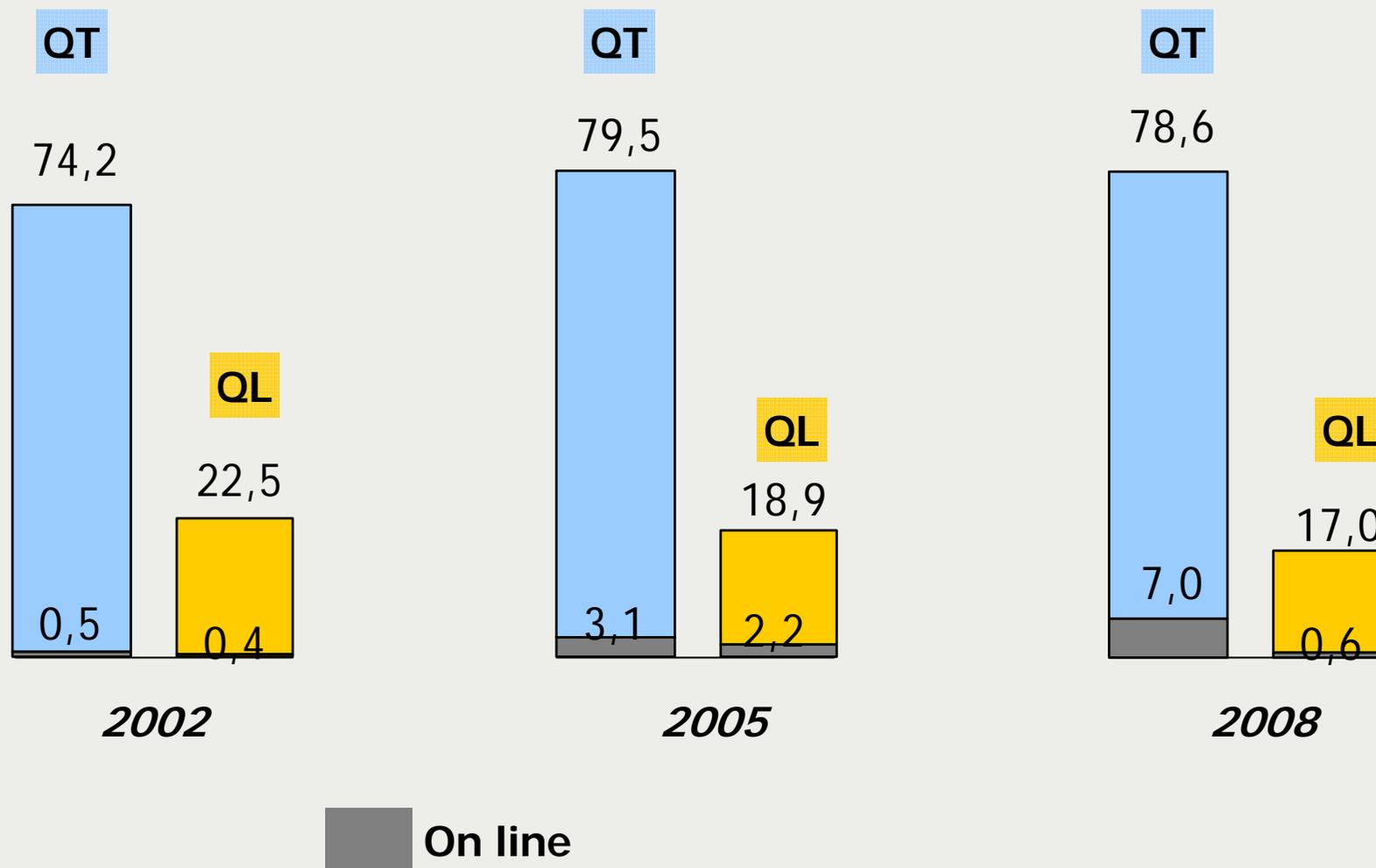
A. Claudio Bosio
Centro Studi e Formazione Assirm

Le Ricerche Online in Italia e nel Mondo: lo stato e le prospettive

Milano, 10 Novembre 2009



I NUMERI: IN ITALIA



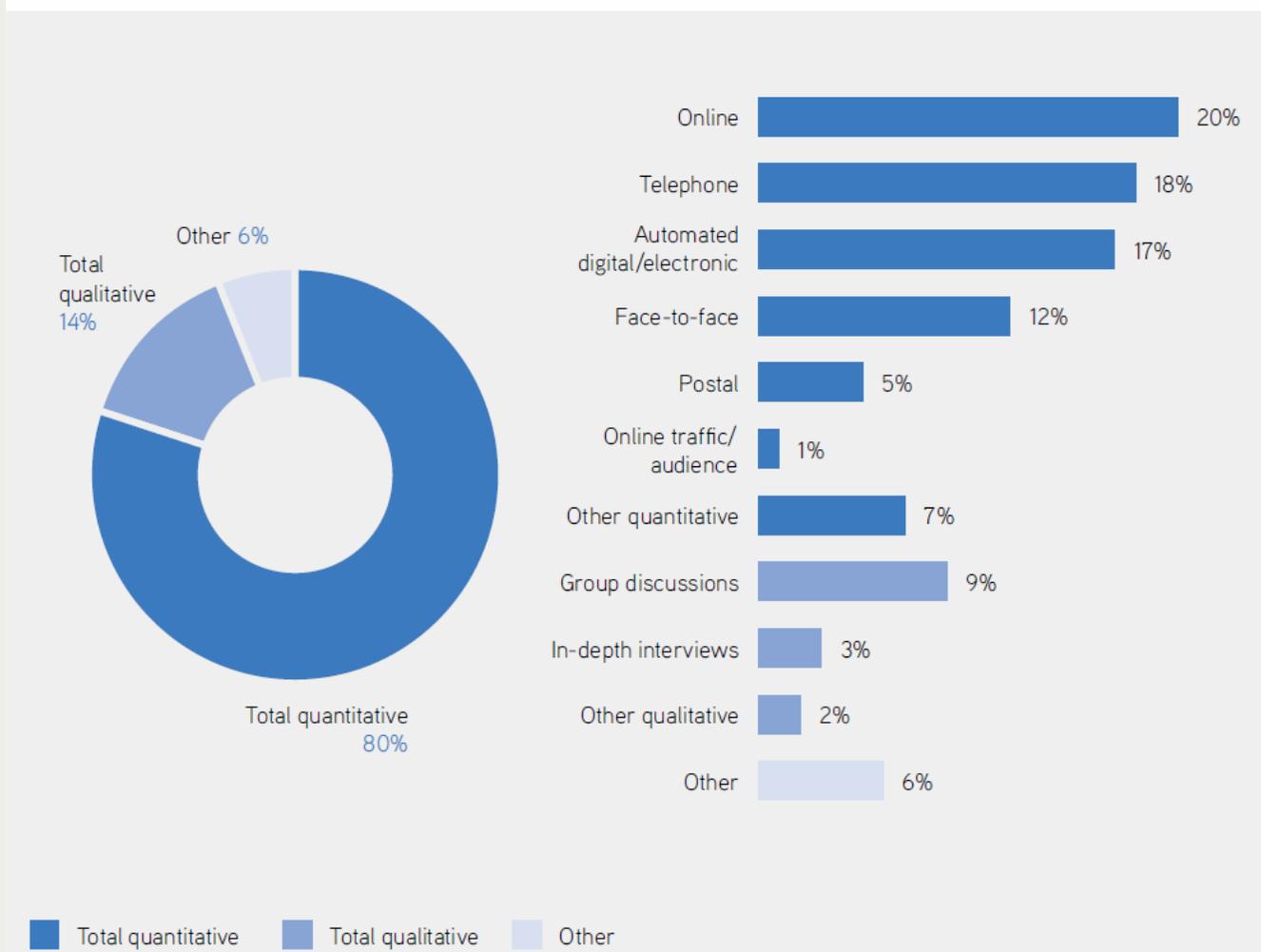
I NUMERI: NEL MONDO

“USING THE INTERNET AS A HIGH-SPEED,
LOW COST CHANNEL TO RUN SURVEYS
HAS BECOME A MAINSTREAM RESEARCH
TOOL IN MANY OF THE MORE MATURE
RESEARCH MARKETS”^(°)

^(°)Esomar, *Global Market Research 2009*

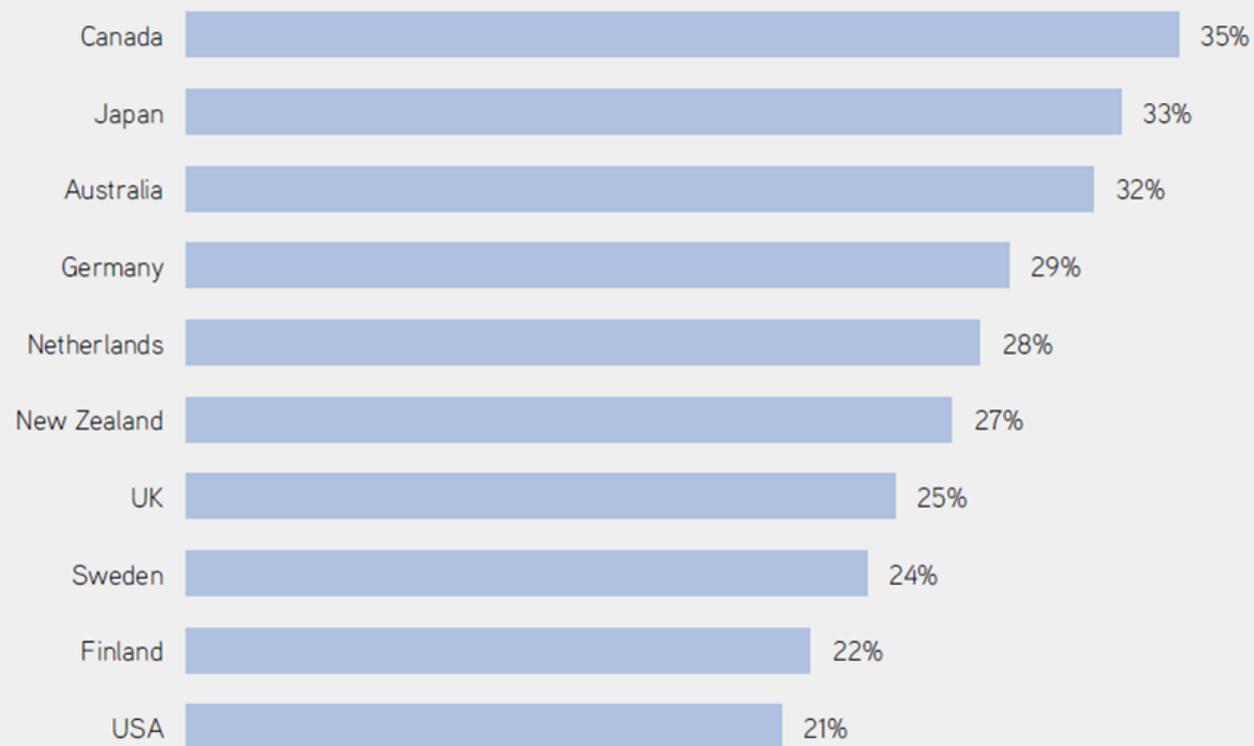
SPESA PER TIPO DI METODOLOGIA

Spend by research method 2008



PAESI CON MAGGIOR SPESA % PER ONLINE RESEARCH

Top 10 countries with highest online research spend as a percentage of total spend 2008



Online research only, excluding online traffic/audience measurement.

OLTRE I NUMERI: **A** INTERNET SI CONFRONTA CON LA “RICERCA CLASSICA”



OLTRE I NUMERI: **B** INTERNET RIMODELLA IL MONDO E LE POSSIBILITÀ DELLA RICERCA

- ✓ FORUM
- ✓ CHAT
- ✓ BLOG
- ✓ WEB COMMUNITIES
- ✓ SOCIAL NETWORKS
- ✓ ...