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### **...As new agency asks what research is worth Comrecon launches qual study into the value created by MR**

AUSTRIA-- A new agency is seeking input from market research buyers on the value of research – and how to measure it.

Charlotte Hager, who founded Comrecon in May this year, is leading the qualitative study into 'Value creation through market research'.

She told *Research*: "I get the feeling that in Austria, market research is something you turn to when the roof's on fire. You wait for the alarm, then you quickly do a research study, and it's not really thought through. We want to know how businesses assess the importance of market research in the value creation chain."

Before setting up Comrecon, Hager worked with Karmasin and Gallup, and as a media planner with Vizeum.

The firm plans to speak to at least 50 Austrian and German firms for the study and hopes to make the results public before the end of the year.

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