


**Forrester Research, Inc.****FORR NASDAQ****Advertising / Marketing**

Market Capitalization USD:

**\$737.78 mm****CONCERN LEVEL: LOW**

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less. 
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

**CEO: George F. Colony****Age: 58****CEO Since: 1983**

	2009	2010	2011
<b>Base Salary</b>	\$320,000	\$350,000	\$367,500
<b>Discretionary Bonus</b>	\$0	\$0	\$0
<b>Annual Cash Incentive</b>	\$145,500	\$232,050	\$88,200
<b>Benefits and Perquisites</b>	\$10,394	\$10,394	\$10,439
<b>TOTAL ANNUAL COMPENSATION</b>	<b>\$475,894</b>	<b>\$592,444</b>	<b>\$466,139</b>
<b>Increase in Post-Retirement Benefits</b>	\$0	\$0	\$0
<b>Stock Option Awards</b>	\$0	\$0	\$0
<b>Stock Awards</b>	\$0	\$0	\$0
<b>TOTAL COMPENSATION</b>	<b>\$475,894</b>	<b>\$592,444</b>	<b>\$466,139</b>
<b>Median of Other Named Executive Officers Total Compensation</b>	\$576,326	\$734,155	\$624,320
<b>Value Realized on Exercise of Stock Option</b>	\$0	\$0	\$0
<b>Value Realized on Vesting of Stock</b>	\$0	\$0	\$0
<b>TOTAL REALIZED EQUITY COMPENSATION</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>

Proxy Date: 26 Mar 2012

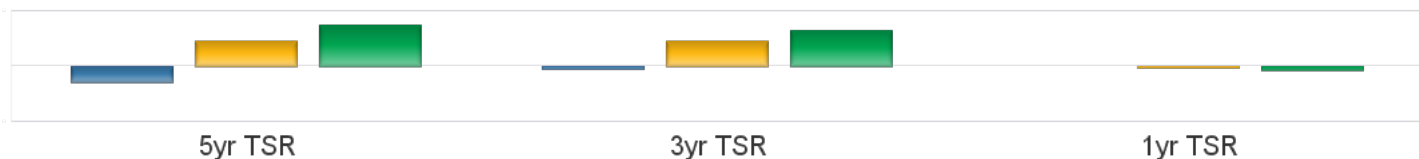
Annual Meeting Date: 8 May 2012

Equity Reserves: 24.89%

Stock Option Run Rate: 1.64%

### Performance Comparison

■ S&P500 ■ Industry ■ FORR



### Peer Comparisons (TRBC) =Advertising / Marketing

#### Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
<b>FORR</b>	<b>Forrester Research, Inc.</b>	<b>\$475,894</b>	<b>\$592,444</b>	<b>\$466,139</b>	<b>\$737,781,940</b>
LAMR	Lamar Advertising Company	\$2,530,579	\$2,913,708		\$1,582,068,590
VCLK	ValueClick, Inc.	\$1,034,692	\$1,434,911	\$1,574,125	\$1,231,502,206
ARB	Arbitron Inc.	\$3,253,214	\$4,662,162		\$900,398,863
VCI	Valassis Communications, Inc.	\$3,948,846	\$15,239,827	\$4,724,633	\$882,798,110
NCMI	National CineMedia, Inc.	\$2,885,218	\$4,231,522	\$3,275,384	\$800,297,540
SCOR	comScore, Inc.	\$1,865,129	\$6,564,232		\$537,483,902

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

#### Pay Peer Group

Peer group not disclosed.

#### Performance Peer Group

NA

### COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Robert M. Galford	Chairman	59	Male	16	Outside Related
Gretchen Teicharaeber	Member	58	Female	7	Outside
Michael H. Welles	Member	57	Male	16	Outside Related