

TOP 25 GLOBAL RESEARCH ORGANIZATIONS

Rank		Organization	Headquarters	Parent Country	Website	No. of Countries With Subsidiaries/Branch Offices ¹	Global Research Revenue ² (US\$ millions)	Percent Change From 2013 ³	Revenue From Outside Home Country (US\$ millions)	Percent of Global Revenue From Outside Home Country	Research-Only Full-time Employees ⁴
2013	2012										
1	1	Nielsen Holdings N.V.	New York & Netherlands	U.S.	Nielsen.com	100	\$6,045.0	4.0%	\$2,850.4	47.2%	36,700
-	1	<i>Nielsen Holdings N.V.</i>	<i>New York</i>	<i>U.S.</i>	<i>Nielsen.com</i>	<i>100</i>	<i>5,569.0</i>	<i>3.9</i>	<i>2,844.2</i>	<i>51.1</i>	<i>35,400</i>
-	9	<i>Arbitron Inc.</i>	<i>Columbia, Va.</i>	<i>U.S.</i>	<i>Arbitron.com</i>	<i>3</i>	<i>476.0</i>	<i>5.8</i>	<i>6.2</i>	<i>1.3</i>	<i>1,300</i>
2	2	Kantar*	London & Fairfield, Conn.	U.K.	Kantar.com	100	3,389.2	1.6	2,436.6	71.9	22,800
3	5	IMS Health Holdings Inc.	Danbury, Conn.	U.S.	IMSHealth.com	76	2,544.0	6.1	1,609.0	63.2	10,000
4	3	Ipsos SA	Paris	France	Ipsos.com	86	2,274.2	0.8	2,116.9	93.1	15,536
5	4	GfK SE	Nuremberg	Germany	GfK.com	74	1,985.2	0.8	1,389.6	70.0	12,940
6	6	Information Resources Inc.	Chicago	U.S.	IRIWorldwide.com	8	845.1	4.1	341.4	40.4	4,635
7	8	Westat Inc.	Rockville, Md.	U.S.	Westat.com	6	582.5	17.0	18.8	3.2	2,044
8	-	dunnhumby Ltd.	London	U.K.	dunnhumby.com	24	453.7	8.8	347.0	76.5	715
9	7	INTAGE Holdings Inc.**	Tokyo	Japan	Intage.co.jp	8	435.5	6.5	24.2	5.6	2,527
10	10	The NPD Group Inc.	Port Washington, N.Y.	U.S.	NPD.com	14	287.7	5.4	85.4	29.7	1,282
11	11	comScore Inc.	Reston, Va.	U.S.	comScore.com	23	286.9	15.7	84.1	29.3	1,166
12	15	J.D. Power and Associates*	Westlake Village, Calif.	U.S.	JDPA.com	8	258.3	2.5	85.4	33.1	738
13	13	IBOPE Group	Sao Paulo	Brazil	IBOPE.com.br	16	231.1	3.4	51.7	22.4	3,296
14	14	ICF International Inc.	Fairfax, Va.	U.S.	ICFI.com	6	225.3	-6.0	53.3	23.7	908
15	13	Video Research Ltd.**	Tokyo	Japan	VideoR.co.jp	2	204.0	-0.3	-	-	414
16	19	Symphony Health Solutions	Horsham, Penn.	U.S.	SymphonyHealth.com	2	198.7	-1.3	2.2	1.1	548
17	16	Macromill Inc.	Tokyo	Japan	Macromill.com	3	184.7	10.6	20.1	10.9	864
18	17	Maritz Research	Fenton, Mo.	U.S.	MaritzResearch.com	5	177.6	-6.0	38.7	21.8	757
19	18	Abt SRBI Inc.	Cambridge, Mass.	U.S.	AbtAssociates.com	41	172.8	-1.6	17.1	9.9	1,138
20	-	Decision Resources Group	Burlington, Mass.	U.S.	DecisionResources.com	5	150.3	4.2	42.2	28.1	625
21	20	Harris Interactive Inc.	New York	U.S.	HarrisInteractive.com	5	139.7	-0.7	53.6	38.4	542
22	24	ORC International	Princeton, N.J.	U.S.	ORCInternational.com	4	122.0	-0.8	40.1	32.9	494
23	22	Médiamétrie	Paris	France	Mediametrie.com	1	106.1	2.0	14.9	14.0	705
24	25	YouGov plc	London	U.K.	YouGov.com	10	101.4	6.0	71.3	70.3	524
25	21	Lieberman Research Worldwide	Los Angeles	U.S.	LRWonline.com	3	100.3	-1.5	32.3	32.2	412

TOTAL

\$21,501.3

3.4%

\$11,826.3

55.0%

122,310

* Estimated by Top 25 author.

** For fiscal year ended March 2014.

1 Includes countries that have subsidiaries with an equity interest or branch offices, or both.

2 Total revenue that include nonresearch activities for some companies are significantly higher. This information is given in the individual company profiles.

3 Rate of growth from year to year has been adjusted so as not to include revenue gains or losses from acquisitions or divestitures. See company profiles for explanation. Rate of growth is based on home country currency and excludes currency exchange effects.

4 Includes some nonresearch employees.