

TOP 50 U.S. MARKET RESEARCH ORGANIZATIONS

U.S. Rank 2013	U.S. Rank 2012	Organization	Headquarters	Website	U.S. Research Revenue** (\$ in millions)	Percent Change From 2012 ***	W.W. Research Revenue** (\$ in millions)	Non-U.S. Research Revenue** (\$ in millions)	Percent Non-U.S. Revenue	U.S. Full-time Employees
1	-	Nielsen Holdings N.V.	New York & Netherlands	Nielsen.com	\$3,194.3	3.7%	\$6,045.0	\$2,850.4	47.2%	11,814
-	1	Nielsen Holdings N.V.	New York & Netherlands	Nielsen.com	2,724.5	3.3	5,569.0	2,844.2	51.1	10,832
-	6	Arbitron Inc.	Columbia, Md.	Arbitron.com	469.8	5.8	476.0	6.2	1.3	982
2	2	Kantar*	London & Fairfield, Conn.	Kantar.com	952.6	1.3	3,363.7	2,411.1	71.7	4,030
3	8	IMS Health Inc.	Norwalk, Conn.	IMSHealth.com	935.0	6.9	2,544.0	1,609.0	63.2	2,340
4	3	Ipsos	New York	Ipsos-NA.com	574.1	0.4	2,274.0	1,700.1	74.8	1,690
5	4	Westat Inc.	Rockville, Md.	Westat.com	563.7	14.3	582.5	18.8	3.2	2,044
6	5	Information Resources Inc.	Chicago	IRIWorldwide.com	504.0	3.8	845.1	341.4	40.4	1,350
7	7	GfK USA	Nuremberg, Germany	GfK.com	334.5	2.2	1,985.5	1,651.0	83.2	1,047
8	11	comScore Inc.	Reston, Va.	comScore.com	202.7	10.5	286.9	84.2	29.3	790
9	9	The NPd Group Inc.	Port Washington, N.Y.	NPD.com	202.3	5.5	287.7	85.4	29.7	910
10	15	Symphony Health Solutions	Horsham, Penn.	SymphonyHealth.com	196.5	-2.4	198.7	2.2	1.1	548
11	13	J.D. Power and Associates*	Westlake Village, Calif.	JDPower.com	172.9	-0.6	258.3	85.4	33.1	494
12	10	ICF International Inc.	Fairfax, Va.	ICFI.com	172.0	-10.0	225.3	53.3	23.7	908
13	12	Abt SRBI Inc.	New York	AbtSRBI.com	155.7	-1.1	172.8	17.1	9.9	1,064
14	14	Maritz Research	Fenton, Mo.	MaritzResearch.com	138.9	-9.8	177.6	38.7	21.8	564
15	16	dunnhumbyUSA LLC	Cincinnati	dunnhumby.com/us	121.5	2.9	462.0	340.5	73.7	263
16	-	Decision Resources Group	Burlington, Mass.	DecisionResources.com	108.0	2.4	150.3	42.2	28.1	397
17	17	Harris Interactive Inc.	Rochester, N.Y.	HarrisInteractive.com	86.1	0.9	139.7	53.6	38.4	279
18	22	ORC International	Princeton, N.J.	ORCInternational.com	82.0	-6.1	123.0	41.0	33.3	278
19	19	National Research Corp.	Lincoln, Neb.	NationalResearch.com	73.2	8.1	80.0	6.8	8.5	350
20	18	Lieberman Research Worldwide	Los Angeles	LRWonline.com	68.0	-6.7	100.3	32.3	32.2	399
21	20	Market Strategies International	Livonia, Mich.	MarketStrategies.com	66.3	-1.1	66.6	0.3	0.5	284
22	21	Communispace Corp.*	Boston	Communispace.com	62.9	6.1	77.2	14.3	18.5	392
23	25	Burke Inc.	Cincinnati	Burke.com	54.4	12.6	61.5	7.1	11.5	212
24	23	Vision Critical Communications Inc.	Vancouver, B.C.	VisionCritical.com	51.5	3.9	91.1	39.6	43.5	90
25	29	Rentrak Corp.	Portland, Ore.	Rentrak.com	50.1	36.5	65.8	15.7	23.9	201

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26	27	Morpace Inc.	Farmington Hills, Mich.	Morpace.com	48.7	13.5	55.6	6.9	12.4	177
27	24	Market Force Information Inc.	Louisville, Colo.	MarketForce.com	45.3	9.9	60.8	15.5	25.5	257
28	28	Directions Research Inc.	Cincinnati	DirectionsResearch.com	37.8	-0.5	37.8	-	-	127
29	30	Perception Research Services	Teaneck, N.J.	PRSresearch.com	36.8	8.6	55.8	19.0	34.1	145
30	34	SSRS	Media, Pa.	SSRS.com	36.7	19.2	37.5	0.8	2.1	185
31	-	MetrixLab USA Inc.	San Francisco	MetrixLab.com	36.5	10.0	65.1	28.6	43.9	104
32	31	Affinova Inc.	Waltham, Mass.	Affinova.com	34.8	8.1	45.4	10.7	23.6	197
33	35	Informa Research Services Inc.	Calabasas, Calif.	InformaRS.com	32.8	12.3	32.8	-	-	176
33	37	Service Management Group Inc.	Kansas City, Mo.	SMG.com	32.8	11.9	36.6	3.8	10.4	218
35	32	YouGov	Palo Alto, Calif.	YouGov.com	31.1	-2.5	101.5	69.6	68.6	124
36	36	Radius Global Market Research	New York	Radius-Global.com	30.3	-4.5	31.5	1.2	3.8	97
37	38	MarketVision Research Inc.	Cincinnati	MV-Research.com	30.1	15.8	30.1	-	-	115
38	32	Phoenix Marketing International	Rhinebeck, N.Y.	PhoenixMI.com	29.9	-6.3	34.1	4.5	13.2	110
39	-	MarketCast	Los Angeles	MCast.com	26.8	20.7	34.8	8.0	23.0	50
40	39	NAXION	Philadelphia	NaxionThinking.com	23.7	2.2	23.7	-	-	80
41	43	RDA Group Inc.	Bloomfield Hills, Mich.	RDAGroup.com	20.8	8.9	20.8	-	-	127
42	40	Market Probe Inc.	Milwaukee	MarketProbe.com	20.5	-4.6	44.7	24.2	54.1	90
43	44	Gongos Inc.	Auburn Hills, Mich.	Gongos.com	20.1	12.9	22.6	2.5	11.1	122
44	41	KS&R Inc.	Syracuse, N.Y.	KSRinc.com	19.8	-5.7	22.4	2.6	11.6	177
45	46	The Link Group	Atlanta	TLG.com	19.6	26.5	23.3	3.7	15.9	52
46	41	The Pert Group	Farmington, Conn.	ThePertGroup.com	18.3	-12.9	23.2	4.9	21.1	86
47	-	Bellomy Research	Winston-Salem, N.C.	BellomyResearch.com	18.0	25.9	18.0	-	-	108
48	48	RTi Market Research & Brand Strategy	Stamford, Conn.	RTiResearch.com	17.3	24.5	17.3	-	-	50
49	50	Kelton Global Group	Culver City, Calif.	KeltonGlobal.com	17.2	33.3	19.9	2.7	13.6	50
50	47	Chadwick Martin Bailey Inc.	Boston	CMBinfo.com	16.7	13.6	16.7	-	-	64
Total					\$9,825.6	3.7%	\$15,531.6	\$8,900.3	57.3%	35,826
All other (146 CASRO companies not included in the Top 50)****					\$836.0	3.1%	\$998.9	\$162.9	16.3%	3,302
Total (196 companies)					\$10,661.6	3.6%	\$16,530.5	\$9,063.2	54.9%	39,128

* Estimated by Top 50 author.

** U.S. and WW revenues may include nonresearch activities for some companies that are significantly higher, as well as revenues from other MR companies. See individual company profiles for details.

*** 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.

**** Total revenues of 146 survey research companies that provide financial information on a confidential basis to the Council of American Survey Research Organizations (CASRO).