

TOP 25 GLOBAL MARKET RESEARCH ORGANIZATIONS											
U.S. Rank 2010	U.S. Rank 2009	Organization	Headquarters	Parent Country	Website	No. of Countries with Subsidiaries/ Branch Offices <sup>1</sup>	Research- only Full-time Employees <sup>4</sup>	Global Research Revenues <sup>2</sup> (US\$ Millions)	Percent Change from 2009 <sup>3</sup>	Revenues From Outside Parent Country (US\$ Millions)	Percent of Global Revenues From Outside Home Country
1	1	<b>The Nielsen Co.</b>	New York	U.S.	Nielsen.com	100	32,900	\$4,958.0	6.5%	\$2,551.0	51.5%
2	2	<b>Kantar*</b>	London & Fairfield, Conn.	U.K.	Kantar.com	80	21,800	3,183.6	3.9	2,387.7	75.0
3	3	<b>IMS Health Inc.*</b>	Norwalk, Conn.	U.S.	IMSHealth.com	74	7,000	2,211.6	0.3	1,410.5	63.8
4	4	<b>GfK SE</b>	Nuremberg	Germany	GfK.com	65	10,546	1,716.2	7.3	1,265.4	73.7
5	5	<b>Ipsos SA</b>	Paris	France	Ipsos.com	67	9,498	1,512.8	8.3	1,383.0	91.4
6	6	<b>Synovate</b>	London	U.K.	Synovate.com	64	5,902	884.8	5.9	776.3	87.7
7	7	<b>SymphonyIRI Group</b>	Chicago	U.S.	SymphonyIRI.com	8	3,600	727.0	4.6	270.0	37.1
8	8	<b>Westat Inc.</b>	Rockville, Md.	U.S.	Westat.com	1	1,964	455.3	-9.4	--	--
9	10	<b>INTAGE Inc.**</b>	Tokyo	Japan	Intage.co.jp	3	1,997	416.2	4.7	12.7	3.1
10	9	<b>Arbitron Inc.</b>	Columbia, Md.	U.S.	Arbitron.com	2	1,113	395.4	2.6	5.0	1.3
11	12	<b>The NPD Group Inc.</b>	Port Washington, N.Y.	U.S.	NPD.com	14	1,135	240.1	5.5	66.4	27.7
12	11	<b>J.D. Power and Associates*</b>	Westlake Village, Calif.	U.S.	JDPower.com	10	730	231.4	-5.4	84.1	36.3
13	14	<b>Video Research Ltd.**</b>	Tokyo	Japan	VideoR.co.jp	3	393	212.0	-1.2	--	--
14	17	<b>IBOPE Group</b>	Sao Paulo	Brazil	IBOPE.com.br	15	2,259	210.8	25.8	38.8	18.4
15	-	<b>ICF International Inc.</b>	Fairfax, Va.	U.S.	ICFI.com	7	1,107	200.1	9.5	46.9	23.4
16	18	<b>comScore Inc.</b>	Reston, Va.	U.S.	comScore.com	18	922	175.0	15.0	32.7	18.7
17	15	<b>Harris Interactive Inc.</b>	New York	U.S.	HarrisInteractive.com	7	853	166.8	-0.6	72.9	43.7
18	16	<b>Maritz Research</b>	Fenton, Mo.	U.S.	MaritzResearch.com	5	743	162.1	4.8	21.2	13.1
19	20	<b>Abt SRBI Inc.</b>	Cambridge, Mass.	U.S.	AbtAssociates.com	37	819	129.4	17.9	42.6	32.9
20	25	<b>Macromill Inc.</b>	Tokyo	Japan	Macromill.com	2	553	115.0	16.2	--	--
21	22	<b>Lieberman Research Worldwide</b>	Los Angeles	U.S.	LRWonline.com	3	368	100.8	14.5	18.5	18.4
22	19	<b>ORC International</b>	Princeton, N.J.	U.S.	ORCInternational.com	6	444	98.0	-1.9	34.1	34.8
23	21	<b>Mediametrie</b>	Paris	France	Mediametrie.com	1	547	92.3	9.4	8.5	9.2
24	23	<b>Cello Research &amp; Consulting</b>	London	U.K.	CelloGroup.co.uk	2	353	84.5	4.8	37.2	44.0
25	24	<b>Market Strategies International</b>	Livonia, Mich.	U.S.	MarketStrategies.com	3	257	80.7	1.7	13.1	16.2
<b>Total</b>							<b>107,803</b>	<b>\$18,759.9</b>	<b>4.9%</b>	<b>\$10,578.6</b>	<b>56.4%</b>

\* Estimated by Top 25 authors. \*\* For fiscal year ending March 2011.

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

2 Total revenues 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.