

## TOP 50 U.S. MARKET RESEARCH ORGANIZATIONS

U.S. Rank 2010	U.S. Rank 2009	Organization	Headquarters	Website	U.S. Research Revenue ** (\$ in millions)	Percent Change From 2009***	WW Research Revenue ** (\$ in millions)	Non-U.S. Research Revenue ** (\$ in millions)	Percent Non-U.S. Revenue	U.S. Full-Time Employees
1	1	<b>The Nielsen Co.</b>	New York	Nielsen.com	\$2,407.0	4.5%	\$4,958.0	\$2,551.0	51.1%	9,566
2	2	<b>Kantar*</b>	London & Fairfield, Conn.	Kantar.com	914.7	7.5	3,183.6	2,268.9	71.3	4,135
3	3	<b>IMS Health Inc.*</b>	Norwalk, Conn.	IMSHealth.com	801.0	NC	2,211.6	1,410.5	63.8	1,560
4	5	<b>SymphonyIRI Group</b>	Chicago	SymphonyIRI.com	457.0	2.4	720.0	240.0	33.3	1,198
5	4	<b>Westat Inc.</b>	Rockville, Md.	Westat.com	455.3	-9.4	455.3	--	--	1,964
6	6	<b>Arbitron Inc.</b>	Columbia, Md.	Arbitron.com	390.4	2.8	395.4	5.0	1.3	951
7	7	<b>Ipsos</b>	New York	Ipsos-NA.com	379.6	9.0	1,512.8	1,133.2	74.9	1,246
8	8	<b>GfK USA</b>	New York	GfKamerica.com	290.9	0.6	1,718.0	1,471.1	83.5	877
9	9	<b>Synovate</b>	London	Synovate.com	235.8	9.9	884.8	649.0	73.3	762
10	11	<b>The NPD Group Inc.</b>	Port Washington, N.Y.	NPD.com	173.7	4.8	240.1	66.4	27.7	815
11	--	<b>ICF International Inc.</b>	Fairfax, Va.	ICFI.com	153.2	8.0	200.1	46.9	23.4	1,000
12	10	<b>J.D. Power and Associates*</b>	Westlake Village, Calif.	JDpower.com	147.3	-10.4	231.4	84.1	36.2	459
13	13	<b>comScore Inc.</b>	Reston, Va.	comScore.com	142.0	14.8	175.0	33.0	18.9	673
14	12	<b>Maritz Research</b>	Fenton, Mo.	MaritzResearch.com	140.9	8.6	162.1	21.2	13.1	612
15	15	<b>dunnhumbyUSA LLC</b>	Cincinnati	dunnhumby.com/us/	110.7	26.7	195.0	84.3	43.2	173
16	14	<b>Harris Interactive Inc.</b>	New York	HarrisInteractive.com	93.9	-6.2	166.8	72.9	43.7	443
17	19	<b>Abt SRBI Inc.</b>	Cambridge, Mass.	AbtAssociates.com	86.8	11.2	129.4	42.6	32.9	1,700
18	16	<b>Lieberman Research Worldwide</b>	Los Angeles	LRWonline.com	82.3	11.8	100.8	18.5	18.4	357
19	17	<b>Market Strategies International</b>	Livonia, Mich.	MarketStrategies.com	67.6	2.0	80.7	13.1	16.2	257
20	18	<b>ORC International</b>	Princeton, N.J.	ORCInternational.com	63.9	1.0	98.0	34.1	34.8	243
21	--	<b>Market Force Information Inc.</b>	Louisville, Colo.	MarketForce.com	52.8	17.6	53.1	0.3	0.6	385
22	21	<b>National Research Corp.</b>	Lincoln, Neb.	NationalResearch.com	49.0	4.9	53.8	4.8	8.9	239
23	25	<b>Knowledge Networks Inc.</b>	Menlo Park, Calif.	KnowledgeNetworks.com	48.5	20.6	48.5	--	--	161
24	23	<b>Burke Inc.</b>	Cincinnati	Burke.com	45.4	16.7	50.8	5.4	10.6	205
25	22	<b>MVL Group Inc.</b>	Jupiter, Fla.	MVLgroup.com	45.0	12.8	45.0	--	--	390
26	26	<b>Communispace Corp.</b>	Watertown, Mass.	Communispace.com	43.6	25.6	47.8	4.2	8.8	295
27	--	<b>Vision Critical Communications Inc.</b>	Vancouver, B.C.	VisionCritical.com	43.0	29.9	62.0	19.0	30.6	49
28	27	<b>Directions Research Inc.</b>	Cincinnati	DirectionsResearch.com	37.5	11.3	37.5	--	--	128
29	28	<b>Phoenix Marketing International</b>	Rhinebeck, N.Y.	PhoenixMI.com	35.8	14.0	41.2	5.4	13.1	113

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30	24	<b>International Commu- nications Research</b>	Media, Pa.	ICRsurvey.com	\$35.4	-2.5%	\$36.2	\$0.8	2.2%	287
31	36	<b>Morpace Inc.</b>	Farmington Hills, Mich.	Morpace.com	32.5	46.4	38.0	5.5	14.5	125
32	32	<b>Lieberman Research Group</b>	Great Neck, N.Y.	LiebermanResearch. com	30.1	19.9	30.1	--	--	106
33	31	<b>Radius Global Market Research</b>	New York	Radius-Global.com	29.2	5.8	30.6	1.4	4.6	92
34	30	<b>Service Management Group Inc.</b>	Kansas City, Mo.	SMG.com	28.5	0.4	29.8	1.3	4.4	155
35	29	<b>MarketCast</b>	Los Angeles	MarketCastOnline. com	27.6	-3.2	32.3	4.7	14.6	50
35	49	<b>Public Opinion Strategies LLC</b>	Alexandria, Va.	POS.org	27.6	135.9	27.6	--	--	31
37	33	<b>Informa Research Services Inc.</b>	Calabasas, Calif.	InformaRS.com	24.9	6.4	24.9	--	--	198
38	35	<b>C&amp;R Research Services Inc.</b>	Chicago	CRresearch.com	23.5	3.1	23.5	--	--	108
38	34	<b>National Analysts Worldwide</b>	Philadelphia	NationalAnalysts. com	23.5	1.3	23.5	--	--	77
40	38	<b>KS&amp;R Inc.</b>	Syracuse, N.Y.	KSRInc.com	22.0	11.7	26.6	4.6	17.3	168
41	37	<b>MarketVision Research Inc.</b>	Cincinnati	MV-Research.com	21.8	0.5	21.8	--	--	96
42	--	<b>The Pert Group</b>	Farmington, Conn.	ThePertGroup.com	21.7	32.3	21.7	--	--	93
43	43	<b>Rentrak Corp.</b>	Portland, Ore.	Rentrak.com	21.3	45.8	31.9	10.6	33.2	117
44	--	<b>Peryam &amp; Kroll Research Corp.</b>	Chicago	PK-Research.com	20.1	31.4	20.1	--	--	110
45	39	<b>Market Probe Inc.</b>	Milwaukee	MarketProbe.com	19.8	8.7	45.7	25.9	56.7	80
46	--	<b>AlphaDetail Inc.</b>	San Mateo, Calif.	AlphaDetail.com	18.6	30.1	18.6	--	--	53
47	40	<b>Q Research Solutions Inc.</b>	Old Bridge, N.J.	QResearchSolutions. com	17.3	9.5	17.5	0.2	1.1	75
48	44	<b>Gongos Research Inc.</b>	Auburn Hills, Mich.	Gongos.com	17.2	30.3	17.2	--	--	93
49	--	<b>Affinova Inc.</b>	Waltham, Mass.	Affinova.com	17.0	26.9	21.3	4.3	20.2	97
50	47	<b>RTi Market Research &amp; Brand Strategy</b>	Stamford, Conn.	RTiResearch.com	16.6	36.1	16.6	--	--	50
<b>Total</b>					<b>\$8,490.8</b>	<b>4.9%</b>	<b>\$18,814.1</b>	<b>\$10,293.2</b>	<b>54.7%</b>	<b>33,217</b>
All other (149 CASRO companies not included in the Top 50)****					\$755.4	3.3%	\$883.6	\$128.2	14.5%	3,345
Total (199 companies)					\$9,246.2	4.7%	\$19,697.7	\$10,421.4	52.9%	36,562

\* Estimated by Top 50 authors.

\*\* 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 149 survey research companies that provide financial information on a confidential basis to the Council of American Survey Research Organizations (CASRO).