

## 2013 Top 25 Global Research Organizations

Rank		Organization	Headquarters	Parent Country	Website	No. of Countries With Subsidiaries/Branch Offices <sup>1</sup>	Global Research Revenue <sup>2</sup> (US\$ millions)	Percent Change From 2011 <sup>3</sup>	Revenue From Outside Home Country (US\$ millions)	Percent of Global Revenue From Outside Home Country	Research-only Full-time Employees <sup>4</sup>
2012	2011										
1	1	Nielsen Holdings N.V.	New York	U.S.	Nielsen.com	100	\$5,429.0	4.0%	\$2,778.0	51.2%	34,000
2	2	Kantar*	London & Fairfield, Conn.	U.K.	Kantar.com	80	3,338.6	0.8	2,409.2	72.2	22,000
3	3	Ipsos SA	Paris	France	Ipsos.com	85	2,301.1	-1.0	2,144.1	93.2	15,927
4	4	GfK SE	Nuremberg	Germany	GfK.com	68	1,947.8	3.1	1,363.5	70.0	12,678
5	6	IMS Health Inc.	Parsippany, N.J.	U.S.	IMSHealth.com	74	775.0	NC	503.7	65.0	2,580
6	5	Information Resources Inc.	Chicago	U.S.	IRIworldwide.com	8	763.8	2.4	285.1	37.3	4,035
7	8	INTAGE Inc.**	Tokyo	Japan	Intage.co.jp	7	500.3	8.7	13.2	2.6	2,465
8	7	Westat Inc.	Rockville, Md.	U.S.	Westat.com	8	495.9	-2.2	4.8	1.0	2,019
9	9	Arbitron Inc.	Columbia, Va.	U.S.	Arbitron.com	3	449.9	1.7	5.8	1.3	1,292
10	10	The NPD Group Inc.	Port Washington, N.Y.	U.S.	NPD.com	13	272.0	2.5	80.2	29.5	1,230
11	13	comScore Inc.	Reston, Va.	U.S.	comScore.com	22	255.2	8.9	71.8	28.1	1,139
12	11	Video Research Ltd.**	Tokyo	Japan	VideoR.co.jp	2	250.2	4.0	-	-	389
13	12	IBOPE Group	Sao Paulo	Brazil	IBOPE.com.br	14	246.8	19.4	57.1	23.1	3,024
14	15	ICF International Inc.	Fairfax, Va.	U.S.	ICFI.com	6	239.7	9.5	48.5	20.2	1,250
15	14	J.D. Power & Associates*	Westlake Village, Calif.	U.S.	JDPA.com	8	234.4	8.5	78.3	33.4	738
16	18	Macromill Inc.	Tokyo	Japan	Macromill.com	3	197.8	15.5	15.6	7.9	594
17	16	Maritz Research	Fenton, Mo.	U.S.	MaritzResearch.com	5	188.4	1.5	34.4	18.3	818
18	19	Abt SRBI Inc.	Cambridge, Mass.	U.S.	AbtAssociates.com	36	175.6	-4.7	18.2	10.4	1,523
19	-	Symphony Health Solutions	Horsham, Penn.	U.S.	SymphonyHealth.com	2	153.5	2.7	-	-	500
20	17	Harris Interactive Inc.	New York	U.S.	HarrisInteractive.com	5	140.7	-9.8	55.4	39.4	550
21	23	Lieberman Research Worldwide	Los Angeles	U.S.	LRWonline.com	3	101.8	12.9	28.9	28.4	389
22	20	Médiamétrie	Paris	France	Mediametrie.com	1	100.4	-3.0	12.0	12.0	561
23	-	Nikkei Research Inc.	Tokyo	Japan	Nikkei-r.co.jp	2	97.5	43.7	-	-	185
24	21	ORC International	Princeton, N.J.	U.S.	ORCInternational.com	6	95.9	-5.6	39.5	41.2	507
25	22	YouGov plc	London	U.K.	YouGov.com	10	91.9	2.0	67.1	73.0	477
<b>Total</b>							<b>\$18,843.2</b>	<b>2.6%</b>	<b>\$10,114.4</b>	<b>53.7%</b>	<b>110,870</b>

\* Estimated by Top 25 authors.

\*\* For fiscal year ending March 2013.

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

<sup>2</sup> Total revenues that include nonresearch activities for some companies are significantly higher. This information is given in the individual company profiles.

<sup>3</sup> 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.

<sup>4</sup> Includes some nonresearch employees.