

Top 50 U.S. Market Research Organizations

U.S. Rank		Organization	Headquarters	Website	U.S. Research Revenue ** (\$ in millions)	% Change From 2011 ***	WW Research Revenue** (\$ in millions)	Non-U.S. Research Revenue** (\$ in millions)	% Non-U.S. Revenue	U.S. Full-Time Employees
2012	2011									
1	1	Nielsen Holdings N.V.	New York	Nielsen.com	\$2,651.0	4.0%	\$5,429.0	\$2,778.0	51.2%	10,486
2	2	Kantar*	London & Fairfield, Conn.	Kantar.com	929.4	-4.8	3,338.6	2,409.2	72.2	3,930
3	3	Ipsos	New York	Ipsos-NA.com	590.0	-5.5	2,300.0	1,710.0	74.3	1,996
4	4	Westat Inc.	Rockville, Md.	Westat.com	491.1	-3.1	495.9	4.8	1.0	2,019
5	5	Information Resources Inc. (IRI)	Chicago	IRIworldwide.com	478.7	2.9	763.8	285.1	37.3	1,325
6	6	Arbitron Inc.	Columbia, Md.	Arbitron.com	444.1	6.7	449.9	5.8	1.3	982
7	7	GfK USA	Nuremberg, Germany	GfK.com	330.9	0.5	1,946.9	1,616.0	83.0	1,131
8	8	IMS Health Inc.	Norwalk, Conn.	IMSHealth.com	271.3	-4.0	775.0	503.7	65.0	540
9	9	The NPD Group Inc.	Port Washington, N.Y.	NPD.com	191.8	1.5	272.0	80.2	29.5	875
10	10	ICF International Inc.	Fairfax, Va.	ICFI.com	191.2	7.5	239.7	48.5	20.2	1,152
11	11	comScore Inc.	Reston, Va.	comScore.com	183.4	5.1	255.2	71.8	28.1	813
12	14	Abt SRBI Inc.	Cambridge, Mass.	AbtAssociates.com	157.4	23.5	175.6	18.2	10.4	995
13	13	J.D. Power & Associates*	Westlake Village, Calif.	JDPower.com	156.1	9.5	234.4	78.3	33.4	494
14	12	Maritz Research	Fenton, Mo.	MaritzResearch.com	154.0	-2.5	188.4	34.4	18.3	626
15	-	Symphony Health Solutions	Horsham, Penn.	SymphonyHealth.com	153.5	2.7	-	-	-	500
16	15	dunnhumbyUSA LLC	Cincinnati	dunnhumby.com/us/	118.1	5.1	420.0	301.9	71.9	254
17	16	Harris Interactive Inc.	New York	HarrisInteractive.com	85.3	-8.5	140.7	55.4	39.4	285
18	17	Lieberman Research Worldwide	Los Angeles	LRWonline.com	72.9	-2.7	101.8	28.9	28.4	377
19	20	National Research Corp.	Lincoln, Neb.	NationalResearch.com	67.7	14.0	74.2	6.5	8.8	350
20	18	Market Strategies International	Livonia, Mich.	MarketStrategies.com	62.6	-12.8	64.0	1.5	2.3	234
21	21	Communispace Corp.	Boston	Communispace.com	59.3	6.9	64.8	5.6	8.6	346
22	19	ORC International	Princeton, N.J.	ORCInternational.com	56.5	-13.4	95.9	39.4	41.1	301
23	25	Vision Critical Communications Inc.	Vancouver, B.C.	VisionCritical.com	51.0	6.3	78.4	27.4	35.0	69
24	23	Market Force Information Inc.	Louisville, Colo.	MarketForce.com	50.5	-2.5	65.9	15.4	23.4	327
25	24	Burke Inc.	Cincinnati	Burke.com	48.3	-4.9	54.4	6.1	11.2	214
26	-	Public Opinion Strategies LLC	Alexandria, Va.	POS.org	45.9	194.2	46.0	0.1	0.2	40
27	28	Morpace Inc.	Farmington Hills, Mich.	Morpace.com	43.3	11.6	49.5	6.2	12.5	152
28	27	Directions Research Inc.	Cincinnati	DirectionsResearch.com	38.0	-8.7	38.0	-	-	126

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2012	2011									
29	38	Rentrak Corp.	Portland, Ore.	Rentrak.com	\$36.7	44.0%	\$51.2	\$14.5	28.3%	176
30	-	Perception Research Services	Teaneck, N.J.	PRSresearch.com	33.9	4.0	61.9	28.0	45.2	148
31	38	Affinova Inc.	Waltham, Mass.	Affinova.com	32.2	30.9	39.4	7.1	18.0	163
32	30	Phoenix Marketing International	Rhinebeck, N.Y.	PhoenixMI.com	31.9	-2.7	37.4	5.5	14.7	109
32	35	YouGov	Palo Alto, Calif.	YouGov.com	31.9	2.2	91.9	60.0	65.3	119
34	29	International Communications Research	Media, Pa.	ICRsurvey.com	30.8	-6.7	31.3	0.5	1.6	177
35	36	Informa Research Services Inc.	Calabasas, Calif.	InformaRS.com	29.2	8.6	29.2	-	-	195
36	31	Radius Global Market Research	New York	Radius-Global.com	28.8	-8.6	30.2	1.4	4.6	86
37	34	Service Management Group Inc.	Kansas City, Mo.	SMG.com	28.5	1.1	29.4	0.9	3.1	181
38	40	MarketVision Research Inc.	Cincinnati	MV-Research.com	26.0	13.0	26.0	-	-	105
39	37	National Analysts Worldwide	Philadelphia	NationalAnalysts.com	23.2	-8.7	23.2	-	-	82
40	41	Market Probe Inc.	Milwaukee	MarketProbe.com	21.5	1.4	47.9	26.5	55.3	120
41	43	KS&R Inc.	Syracuse, N.Y.	KSRinc.com	21.0	4.0	26.7	5.7	21.3	209
41	44	The Pert Group	Farmington, Conn.	ThePertGroup.com	21.0	4.5	22.2	1.2	5.4	98
43	-	RDA Group Inc.	Bloomfield Hills, Mich.	RDAGroup.com	19.1	8.5	19.1	-	-	110
44	42	Gongos Research Inc.	Auburn Hills, Mich.	Gongos.com	18.1	-10.8	20.2	2.1	10.4	107
45	-	Leo J. Shapiro & Associates LLC	Chicago	LJS.com	15.6	10.6	15.6	-	-	54
46	49	The Link Group	Atlanta	TLG.com	15.5	-3.1	17.4	1.9	10.9	48
47	47	Chadwick Martin Bailey Inc.	Boston	CMBinfo.com	14.7	-12.5	14.7	-	-	67
48	48	RTi Market Research & Brand Strategy	Stamford, Conn.	RTiResearch.com	13.9	-16.3	13.9	-	-	46
49	-	LRA Worldwide Inc.	Horsham, Penn.	LRAWorldwide.com	13.5	40.6	19.6	6.1	31.1	126
50	-	Kelton	Culver City, Calif.	KeltonGlobal.com	12.9	4.0	14.1	1.2	8.5	41
Total					\$8,693.2	1.7%	\$18,838.4	\$10,298.9	54.7%	33,506
All other (157 CASRO companies not included in the Top 50)****					\$846.5	1.5%	\$1,004.5	\$158.0	15.7%	3,445
Total (207 companies)					\$9,539.7	1.7%	\$19,842.9	\$10,456.9	52.7%	36,951

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