

2014 Top 25 U.S. Research Organizations

The marketing research industry consists of several hundred research firms, ranging from small, one-person operations to large corporations having operations in multiple countries. The following table lists the top 25 U.S. research firms and their annual revenues for the years 2013 & 2014.

2014 Top 25 U.S. Research Organizations

US Rank		Organization	Headquarters	Global Research Revenue (USD Mn.)	Research Revenue Earned Outside US (USD Mn.)	Percent of Total Research Revenue Earned Outside US
2014	2013					
1	1	Neilson Holdings N.V.	New York	\$6,288.0	\$2,873.0	45.7%
2	2	Kantar	New York	\$3,785.0	\$2,821.0	74.5%
3	3	IMS Health Inc.	Danbury, Conn.	\$2,600.0	\$1,638.0	63.0%
4	4	Ipsos S.A.	New York	\$2,219.0	\$1,669.0	75.2%
5	6	IRI	Chicago	\$954.0	\$421.0	44.1%
6	5	Westat Inc.	Rockville, Md.	\$517.4	\$16.1	3.1%
7	7	GfK USA	New York	\$1,755.9	\$1,405.9	80.1%
8	8	comScore Inc.	Reston, Va.	\$325.2	\$96.3	29.6%
9	9	The NPD Group Inc.	Port Washington, N.Y.	\$292.1	\$77.1	26.4%
10	11	J.D. Power and Associates	Westlake Village, Calif.	\$268.6	\$92.2	34.3%
11	12	ICF International Inc.	Fairfax, Va.	\$213.2	\$59.9	28.1%
12	14	Maritz Research (Now MaritzCX)	Fenton, Mo.	\$174.0	\$46.5	26.7%
13	13	Abt SRBI Inc.	New York	\$139.1	\$11.9	8.6%
14	15	dunnhumbyUSA	Cincinnati	\$481.4	\$354.8	73.7%
15	16	Decision Resources Group	Burlington, Mass.	\$163.0	\$45.8	28.1%
16	18	ORC International	Princeton, N.J.	\$126.1	\$42.3	33.5%
17	19	National Research Corp.	Lincoln, Neb.	\$87.1	\$7.2	8.3%
18	20	Lieberman Research Worldwide	Los Angeles	\$113.5	\$35.8	31.5%
19	25	Rentrak Corp	Portland, Ore.	\$92.1	\$17.4	18.9%
20	21	Market Strategies International	Livonia Mich.	\$70.0	\$1.2	1.7%
21	22	Communispace Corp.	Boston	\$80.0	\$16.5	20.6%
22	—	AlphaImpactRx	Horsham, Pa.	\$62.0	\$0.0	0.0%
23	24	Vision Critical Communications Inc.	New York	\$94.7	\$39.1	41.3%
24	23	Burke Inc.	Cincinnati	\$60.5	\$6.0	9.9%
25	26	Morpace Inc.	Farmington Hills, Mich.	\$58.1	\$8.8	15.1%
Total				\$21,020.00	\$11,802.80	56.2%
Industry Total				\$22,756.80	\$12,124.10	53.3%

Source: Diane Bowers and Michael Brereton (2015), "The 2015 AMA Gold Top 50 Report," *Marketing News*, June, pp. 36-93.

According to Diane K. Bowers, the president of CASRO and the author of *The 2015 AMA Gold Top 50 Report*, the U.S. marketing research industry is becoming more worldly and cosmopolitan, and as such, is incredibly important to both national and international economies. Just the top 10 companies in 2014 as shown in the above table represent 92% of the revenues brought in from international ventures, and 75% of the total revenues of the market research industry domestically. Neilson Holdings N.V., the top ranked company, takes in over one-third of the industry's total revenues alone, and just under one half of this revenue is estimated to come from foreign operations (giving Neilson one-fourth of the total non-U.S. research revenues).

Regarding the performance of the U.S. marketing research industry overall, the total revenues in 2014 represents a 3.2% growth over 2013. After adjusting for worldwide inflation, the real growth was 1.6%. This is down from 2.1% real growth in 2013. Bowers notes that the decline in growth in the industry is expected, given the recency of the Great Recession and that the U.S. research industry tends to lag behind other industries in recovering from economic upheaval.

Further, 24 out of the Top 25 firms reported income from outside the United States in 2014. To elaborate, \$11.8 billion or 56% of the Top 50 firms' total revenue came from outside the U.S. Therefore, it is important to understand that while focus on U.S. performance is necessary, cognizance of the global research industry potential is essential for success as well.

For more information, please see Diane Bowers and Michael Brereton (2015), "The 2015 AMA Gold Top 50 Report," *Marketing News*, June, pp. 36-93.