



THE MRS RESEARCH & INSIGHT INDUSTRY LEAGUE TABLE (UK) 2012

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Compiled October 2013

2012 Ranking No:	Change on Previous Ranking	2011 Ranking No:	Company Name:	2012 £'000,000	2011 £'000,000	2010 £'000,000
1	-	1	Kantar	414.875	405.554	419.746
2	↑	4	IpsosMORI	164.200	129.768	127.742
3	-	3	GfK	157.463	146.827	127.628
4	↓	2	Dunnhumby	146.844	172.102	133.424
5	-	5	Nielsen	120.000	118.262	117.147
6	-	6	Gartner	112.549	103.568	104.186
7	-	7	IMS Health Group	86.727	87.659	86.972
8	↑	9	Wood Mackenzie Research & Consulting	76.328	65.522	51.256
9	↓	8	Omnicom/DAS	65.776	65.333	53.670
10	↑	12	Euromonitor	64.833	56.318	43.528
11	↓	10	Mintel Group	64.400	61.129	55.924
12	↑	13	Cello Research & Consulting	49.135	54.942	53.942
13	↓	11	Datamonitor	45.001	58.024	57.800
14	↑	15	NatCen	41.909	41.921	40.240
15	↑	16	Information Resources	40.213	38.077	33.664
16	↑	22	Ebiquity	27.900	17.732	15.040
17	↑	19	Double Helix	23.400	20.194	16.438
18	↓	17	Creston Insight	23.133	25.580	27.839
19	↑	21	MMR Group	21.399	19.918	17.123
20	↑	24	BDRC Group	20.016	17.174	16.248
21	↓	18	Frost & Sullivan	19.427	22.578	21.351
22	↑	30	Experian Consumer Insight	19.250	20.500	16.248
23	-	23	SPA Future Thinking	17.290	17.400	17.400
24	↓	20	IDC	17.052	20.016	16.936
25	-	25	The Research Partnership	16.827	16.122	11.951
26	↑	28	YouGov	15.700	13.700	12.100
27	↓	26	Hay Group Insight	14.850	14.750	14.500
28	↑	29	Forrester Research	13.667	13.252	11.338
29	↑	32	Chime Insight & Engagement	13.600	12.100	10.300
30	↑	39	Maritz Research	12.526	9.552	6.888
31	↑	33	Markit Economics	12.500	12.000	10.500
32	↑	38	Market Force Information	12.007	7.351	9.671
33	↓	31	ORC International	11.584	12.178	11.945
34	-	34	Business Research Group	10.784	11.355	10.304
35	↑	43	Incite Marketing Planning	10.466	8.077	7.400
36	-	36	The Planning Shop International	10.419	10.327	4.541
37	↓	35	Gallup Organisation	10.268	10.349	10.555
38	↑	42	Lorien Connect	10.226	8.083	8.355
39	↑	46	Quadrangle	9.893	7.544	6.401
40	↓	27	Harris Interactive	9.772	14.718	18.340
41	↑	47	Comscore	9.700	8.215	6.534
42	↓	41	Truth Marketing Strategies	9.477	8.448	6.568
43	↑	44	Firefish	8.900	8.000	6.300
44	-	--	Strategy Analytics	8.222	7.242	n/a
45	-	45	PwC International Survey Unit	8.100	8.000	7.900
46	↓	40	Brainjuicer	7.989	8.684	7.806
47	↑	57	Illuminas	7.898	7.771	9.739
48	-	48	Network Research & Marketing	7.636	7.240	6.179
49	-	--	Defaqto	7.345	7.820	7.862
50	↓	37	Nunwood Group	7.338	9.803	9.857

% Change on Previous Year	Growth Ranking
2.3%	42
26.5%	10
7.2%	34
-14.7%	74
1.5%	46
8.7%	30
-1.1%	59
16.5%	16
0.7%	51
15.1%	19
5.4%	37
-10.6%	70
-22.4%	79
0.0%	55
5.6%	35
57.3%	2
15.9%	18
-9.6%	68
7.4%	33
16.5%	15
-14.0%	73
-6.1%	66
-0.6%	57
-14.8%	76
4.4%	39
14.6%	21
0.7%	52
3.1%	41
12.4%	23
31.1%	6
4.2%	40
63.3%	1
-4.9%	61
-5.0%	62
29.6%	7
0.9%	50
-0.8%	58
26.5%	11
31.1%	5
-33.6%	81
18.1%	14
12.2%	24
11.3%	26
13.5%	22
1.3%	48
-8.0%	67
1.6%	45
5.5%	36
-6.1%	65
-25.1%	80



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51	↑	78	ABA Market Research	6.928	6.316	6.300
52	↑	60	Promar International	6.356	5.480	5.204
53	↑	55	IFF Research	6.342	6.037	6.954
54	↓	53	The Leadership Factor	6.300	6.300	6.100
55	↑	56	Conquest Research	6.050	5.950	5.900
56	↑	61	R L Polk	5.970	5.323	5.038
57	↓	50	Simpson Carpenter	5.895	6.628	4.706
58	↓	52	HPI Research	5.830	6.582	6.425
59	↓	58	Jigsaw Research	5.600	5.850	6.008
60	-	--	NPD Group	5.435	4.987	3.791
61	↓	54	BMG Research	5.267	6.175	6.707
62	↑	76	Accent	5.104	3.850	4.576
63	↑	72	B2B International	5.100	4.000	3.800
64	↑	67	eDigitalResearch	5.060	4.402	3.800
65	-	65	Grass Roots Measurement	4.900	4.500	4.800
66	↑	73	Basis Research	4.819	3.997	3.049
67	↑	69	Kadence International	4.800	4.697	4.124
68	↓	64	Incomes Data Services	4.700	4.650	4.703
69	↓	68	FreshMinds Research	4.690	4.990	4.203
70	↓	59	RDSi	4.675	5.718	5.491
71	↑	79	MM-Eye	4.295	3.455	2.917
72	↓	71	Join The Dots	3.990	4.008	3.500
73	↓	63	Northstar Research Partners	3.976	4.954	3.826
74	↓	66	Optimisa Research	3.964	4.404	5.733
75	↑	77	Aequus Research	3.800	3.750	3.655
76	↓	74	RSMB Television Research	3.750	3.950	3.940
77	-	--	Fertecon	3.630	3.362	3.137
78	-	--	Mesh Planning	3.360	2.540	1.250
79	↑	83	Discovery Research	3.235	3.233	3.029
80	↓	62	38th Floor	3.126	2.467	n/a
81	-	--	Populus Group	3.027	2.790	2.512

% Change on Previous Year	Growth Ranking
9.7%	27
16.0%	17
5.1%	38
0.0%	54
1.7%	44
12.2%	25
-11.1%	71
-11.4%	72
-4.3%	60
9.0%	28
-14.7%	75
32.6%	3
27.5%	8
14.9%	20
8.9%	29
20.6%	13
2.2%	43
1.1%	49
-6.0%	64
-18.2%	77
24.3%	12
-0.4%	56
-19.7%	78
-10.0%	69
1.3%	47
-5.1%	63
8.0%	32
32.3%	4
0.1%	53
26.7%	9
8.5%	31

TOTAL 2266.788 2194.124 2040.504

Adjustment for organisations in the 2011 League Table which were acquired this year by other entities within the Table 55.738

Adjustment for organisations included in the 2011 League Table but ineligible this year 12.601 26.881

Those in *italics* are estimated or partially estimated figures.
The full league table will be updated as further figures are clarified.
Those marked '--' are new entrants.