

**THE MRS RESEARCH & INSIGHT INDUSTRY LEAGUE TABLE (UK) 2013**  
**THE TABLE OF CONSOLIDATED BUSINESSES RANKED BY TURNOVER**

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Compiled October 2014

2013 Ranking Number	Change on Previous Ranking	2012 Ranking Number	Company Name:	2013 (£m.)	2012 (£m.)	2011 (£m.)	% Change on Previous Year	Growth Ranking
1	=	1	Kantar	430.905	464.346	449.406	-7.202%	79
2	↑	4	Dunnhumby	165.220	146.884	172.102	12.483%	22
3	↓	2	IpsosMORI	162.400	164.200	129.768	-1.096%	64
4	↓	3	Gfk	162.031	157.463	146.827	2.901%	49
5	↑	6	Gartner	121.036	112.549	103.568	7.541%	31
6	↓	5	Nielsen	112.632	107.169	106.262	5.098%	41
7	=	7	IMS Health Group	93.231	86.727	87.659	7.499%	33
8	=	8	Wood Mackenzie Research & Consulting	85.120	76.328	65.522	11.519%	24
9	↑	10	Euromonitor	74.228	64.833	56.318	14.491%	18
10	↑	11	Mintel Group	69.628	64.400	61.129	8.118%	29
11	↓	9	Omnicom/DAS	61.972	61.566	59.730	0.659%	59
12	↑	15	Information Resources	42.417	40.213	38.077	5.481%	38
13	↑	14	NatCen	41.508	41.935	41.921	-1.018%	63
14	↑	16	Ebiquity Analytics	39.501	27.937	17.732	41.393%	2
15	↓	12	Cello Group	36.232	38.147	36.328	-5.020%	71
16	n/a	--	Research Now	31.522	30.022	29.460	4.996%	42
17	↓	13	Datamonitor	31.360	45.001	58.024	-30.313%	86
18	↓	17	Double Helix	26.000	23.400	20.194	11.111%	25
19	=	19	MMR Group	25.346	21.399	19.918	18.445%	15
20	n/a	--	WorldOne Research	24.549	31.376	34.767	-21.759%	84
21	↓	20	BDRC Group	23.194	20.016	17.174	15.877%	17
22	↓	18	Creston Insight	22.151	23.133	25.580	-4.245%	69
23	n/a	--	Toluna	21.255	19.961	17.801	6.483%	34
24	↓	22	Experian Consumer Insight	19.450	19.250	20.500	1.039%	55
25	↓	21	Frost & Sullivan	18.477	19.427	22.578	-4.890%	70
26	↑	29	Chime Communications	18.180	17.800	12.800	2.135%	51
27	↓	25	The Research Partnership	17.548	16.827	16.122	4.285%	45
28	↓	26	YouGov	17.400	15.700	13.700	10.828%	27
29	↓	23	SPA Future Thinking	17.000	17.290	17.400	-1.677%	65
30	↑	35	Incite Marketing Planning	16.837	10.466	8.077	60.873%	1
31	↓	24	IDC	16.108	17.052	20.016	-5.536%	74
32	↓	27	Hay Group Insight	14.950	14.850	14.750	0.673%	58
33	n/a	--	Confirmit	14.790	13.755	13.860	7.525%	32
34	↓	28	Forrester Research	14.735	13.667	13.252	7.814%	30
35	↓	33	ORC International	13.064	11.584	12.178	12.776%	21
36	↓	31	Markit Economics	12.750	12.500	12.000	2.000%	52
37	↓	32	Market Force Information	12.100	12.007	7.351	0.775%	57
38	↑	39	Quadrangle	11.977	9.893	7.544	21.065%	11
39	↓	30	Maritz Research	11.711	12.526	9.552	-6.506%	76
40	↓	34	Business Research Group	11.422	10.784	11.355	5.916%	36
41	↓	37	Gallup Organisation	10.885	10.268	10.349	6.009%	35
42	=	42	Truth Marketing Strategies	10.840	9.477	8.448	14.382%	20
43	↓	36	The Planning Shop International	10.785	10.419	10.327	3.513%	47
44	↑	47	Illuminas	9.768	7.898	7.771	23.677%	7
45	↓	41	comScore	9.750	9.423	8.215	3.470%	48
46	↓	38	TTi Global Research	9.704	10.226	8.083	-5.105%	72
47	↓	43	Firefish	9.538	9.013	7.940	5.825%	37
48	↑	81	Populus Group	9.240	7.741	4.770	19.364%	13
49	↓	46	Brainjuicer	8.859	7.989	8.684	10.890%	26
50	↓	44	Strategy Analytics	8.433	8.222	7.242	2.566%	50

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51	↓	45	PwC International Survey Unit	8.200	8.100	8.000	1.235%	54
52	↓	40	Harris Interactive	7.358	9.772	14.718	-24.703%	85
53	↓	51	ABA Market Research	7.298	6.928	6.316	5.341%	39
54	↓	49	Defaqto	7.092	7.345	7.820	-3.445%	68
55	↑	56	R L Polk	7.084	5.971	5.323	18.640%	14
56	↑	63	B2B International	6.540	5.101	4.000	28.210%	5
57	↑	61	BMG Research	6.223	5.267	6.175	18.151%	16
58	↑	64	eDigitalResearch	6.213	5.061	4.402	22.762%	10
59	↓	48	Network Research & Marketing	6.209	7.636	7.240	-18.688%	83
60	↓	57	Simpson Carpenter	6.188	5.895	6.628	4.970%	43
61	↓	52	Promar International	6.150	6.356	5.480	-3.241%	67
62	↓	55	Conquest Research	6.100	6.050	5.950	0.826%	56
63	↑	66	Basis Research	6.074	4.819	3.997	26.043%	6
64	↓	54	The Leadership Factor	5.900	6.300	6.300	-6.349%	75
65	↓	58	HPI Research	5.850	5.830	6.582	0.343%	60
66	↓	50	Nunwood Consulting	5.800	6.609	7.494	-12.241%	82
67	↓	60	NPD Group	5.713	5.435	4.987	5.115%	40
68	↓	62	Accent	5.603	5.104	3.850	9.777%	28
69	↓	53	IFF Research	5.574	6.342	6.037	-12.110%	81
70	↓	59	Jigsaw Research	5.201	5.601	5.851	-7.142%	78
71	↓	65	Grass Roots Measurement	5.135	4.900	4.500	4.796%	44
72	=	72	Join The Dots	4.903	3.991	4.008	22.851%	9
73	↑	74	Optimisa Research	4.879	3.964	4.404	23.083%	8
74	↓	68	Incomes Data Services	4.710	4.700	4.650	0.213%	62
75	↓	69	Freshminds Research	4.700	4.690	4.990	0.213%	61
76	↓	67	Kadence International	4.674	4.800	4.697	-2.625%	66
77	↑	78	Mesh Planning	4.582	3.361	2.540	36.328%	4
78	↓	73	Northstar Research Partners	4.551	3.976	4.954	14.462%	19
79	↓	71	M-M Eye	4.458	4.295	3.455	3.795%	46
80	↓	70	RDSi	4.180	4.675	5.718	-10.588%	80
81	↓	77	Fertecon	4.065	3.630	3.362	11.983%	23
82	↓	76	RSMB Television Research	3.800	3.750	3.950	1.333%	53
83	↓	80	Tonic Insight	3.781	3.126	2.467	20.953%	12
84	↓	75	Aequus Research	3.600	3.800	3.750	-5.263%	73
85	n/a	--	Trinity McQueen	3.398	2.437	2.316	39.434%	3
86	↓	79	Discovery Research	3.010	3.235	3.233	-6.955%	77
<b>TOTAL OF TABLE</b>				2454.535	2393.911	2300.275		

Those in *italics* are estimated or partially estimated figures  
Those marked '--' are new entrants