



# Top Research Firms, 2017

Organization	Type of Research	U.S. (\$ Millions)	Total (\$ millions)
<b>Nielsen</b> www.nielsen.com	The global leader in providing services in marketing and consumer information, TV and other media measurement, online intelligence, mobile measurement, trade shows, and business publications. Has multiple divisions, including Nielsen Claritas, Nielsen BASES, and Scarborough Research.	\$3,600	\$6,300
<b>QuintilesIMS</b> www.imshealth.com/	The merger of IMS Health, a leading global information and technology services company, and Quintiles, the world's largest provider of product development and integrated healthcare services, creates a leading information and tech-enabled healthcare service provider with global scale and reach, and a full suite of end-to-end clinical and commercial offerings.	\$1,400	\$3,300
<b>Kantar</b> http://www.kantar.com	Kantar is home to some of the worlds leading research brands, including Kantar Millward Brown, Kantar TNS, Kantar Media, Kantar Worldpanel, Kantar Added Value and Kantar Futures. Collectively, they offer the most complete view of consumers – the way they live, shop, vote, watch and tweet – in over a hundred countries worldwide.	\$ 994	\$3,894
<b>IRI</b> IRworldwidel.com	A leader in delivering powerful market and shopper information and predictive analysis to the CPG, retail, and over-the-counter healthcare industries.	\$ 641	\$1,026
<b>IPSOS</b> ipsos.com	Explores market potential and market trends, tests products and advertising, studies audiences and their perceptions of various media, and measures public opinion trends around the globe.	\$ 568	\$1,968
<b>Westat Inc.</b> westat.com	Recognized as one of the foremost research and statistical survey organizations United States, it provides services to agencies of the U.S. Government, as well as businesses, foundations, and state and local governments.	\$ 501	\$ 512
<b>GfK</b> Gfk.com	Provides both custom and syndicated research, as well as research based consulting, and analytical customer-relationship management (CRM) services	\$ 310	\$1,710
The NPD Group, Inc NPD.com	Provides market information and advisory services, using sales tracking and consumer panels, and are known as the industry authority for market size and trends.	\$ 259	\$ 341
<b>ICF</b> www.icf.com	Provide both government and commercial clients with research services, but are especially noted for their regulatory policy expertise.	\$ 164	\$ 224
<b>Wood Mackenzie</b> www.woodmac.com	Provide research services to energy companies.	\$ 133	\$ 443
<b>MaritzCX</b> www.maritzcx.com	Specializes in providing customer insights, including surveys and mystery shopping.	\$ 129	\$ 170
<b>LRW</b> www.lrw.com	A research consultancy that operates on three continents. Known for its Pragmatic Brain Science Institute.	\$ 103	\$ 144
<b>Burke Inc</b> www.burke.com	This full-service research firm is noted for its use of advanced analytical techniques and technology to provide decision support services to manufacturing and service companies. Burke is also known for providing research and consumer insights education through the Burke Institute, which has trained participants through public and in-house customized research seminars worldwide.	\$ 71	\$ 79.9
<b>Radius Global</b> www.radius-global.com	Provides both quantitative and qualitative research to commercial clients; also offers omnibus surveys.	\$ 33	\$ 34

Sources: The research profiles are provided by each company's website. The revenue information is provided by "The 2017 AMA Gold Top 50 Report," Marketing News, June 2017, downloaded November 3, 2017 (<https://www.ama.org/publications/MarketingNews/Documents/2017-top-50-gold-report-article.pdf>).