



**THE MRS RESEARCH & INSIGHT INDUSTRY LEAGUE TABLES (UK) 2013
TOP 50 INDIVIDUAL AGENCIES 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	TNS UK	194.140	194.309	191.246	-0.087%	37
2	↑	3	DunnHumby	165.220	146.884	172.102	12.483%	9
3	↓	2	IpsosMORI	162.400	164.200	129.768	-1.096%	39
4	↑	5	Gartner	121.036	112.549	103.568	7.541%	17
5	↑	6	GfK NOP	116.366	112.180	105.417	3.732%	29
6	↓	4	Millward Brown	105.043	125.325	122.869	-16.184%	46
7	↑	8	IMS Health Group	93.231	86.727	87.659	7.499%	19
8	↓	7	ACNielsen	95.119	89.129	87.731	6.721%	21
9	=	9	Wood Mackenzie Research & Consulting	85.120	76.328	65.522	11.519%	10
10	=	10	Euromonitor	74.228	64.833	56.318	14.491%	6
11	=	11	Mintel Group	69.628	64.400	61.129	8.118%	15
12	=	12	Kantar Media	46.784	57.275	49.916	-18.317%	47
13	↑	15	Information Resources	42.417	40.213	38.077	5.481%	26
14	=	14	NatCen	41.508	41.935	41.921	-1.018%	38
15	↑	19	Ebiquity Analytics	39.501	27.937	17.732	41.393%	2
16	=	16	Lightspeed Research	39.335	38.784	33.686	1.421%	32
17	↑	18	Research Now	31.522	30.022	29.460	4.996%	27
18	↓	13	Datamonitor	31.360	45.001	58.024	-30.313%	50
19	↑	21	Double Helix	26.000	23.400	20.194	11.111%	11
20	=	20	GfK Retail & Technology	25.031	23.423	24.145	6.865%	20
21	↑	22	Hall & Partners	25.025	23.135	21.547	8.169%	14
22	↓	17	WorldOne Research	24.549	31.376	34.767	-21.759%	48
23	=	23	Toluna	21.255	19.961	17.801	6.483%	22
24	↑	31	MMR Research Worldwide	20.056	16.599	14.983	20.827%	4
25	=	25	Experian Consumer Insight	19.450	19.250	20.500	1.039%	34
26	=	26	Flamingo Research	19.105	17.535	15.170	8.954%	13
27	↓	24	Frost & Sullivan	18.477	19.427	22.578	-4.890%	42
28	↑	29	The Research Partnership	17.548	16.827	16.122	4.285%	28
29	↑	32	YouGov	17.400	15.700	13.700	10.828%	12
30	↓	27	SPA Future Thinking	17.000	17.290	17.400	-1.677%	40
31	↑	47	Incite Marketing Planning	16.837	10.466	8.077	60.873%	1
32	↓	28	IDC	16.108	17.052	20.016	-5.536%	43
33	↓	30	Cello Health Insight	15.941	16.732	17.203	-4.727%	41
34	=	34	Hay Group Insight	14.950	14.850	14.750	0.673%	36
35	=	35	Confirmit	14.790	13.755	13.860	7.525%	18
36	=	36	Forrester Research	14.735	13.667	13.252	7.814%	16
37	↑	41	ORC International	13.064	11.584	12.178	12.776%	8
38	↑	44	Nielsen Media Research	13.037	10.922	10.714	19.365%	5
39	=	39	Markit Economics	12.750	12.500	12.000	2.000%	31
40	↑	42	BDRC Continental	12.164	11.432	12.451	6.403%	23
41	↓	40	Market Force Information	12.100	12.007	7.351	0.775%	35
42	n/a	--	Quadrangle	11.977	9.893	7.544	21.065%	3
43	↓	38	Maritz Research	11.711	12.526	9.552	-6.506%	44
44	↓	37	Added Value	11.486	12.601	9.539	-8.849%	45
45	=	45	Business Research Group	11.422	10.784	11.355	5.916%	25
46	↓	33	Adelphi International Research	11.342	15.106	18.607	-24.917%	49
47	↑	49	Gallup Organisation	10.885	10.268	10.349	6.009%	24
48	n/a	--	Truth Marketing Strategies	10.840	9.477	8.448	14.382%	7
49	↓	48	The Planning Shop International	10.785	10.419	10.327	3.513%	30
50	n/a	--	2CV	10.103	9.999	11.224	1.040%	33

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