

## **Top 50 U.S. Market Research Organizations**

### **U.S. Rank 2008:**

1. The Nielsen Co.
2. Kantar Group
3. IMS Health Inc.
4. Westat Inc.
5. IRI
6. Arbitron Inc.
7. GfK USA
8. Ipsos
9. Synovate
10. Maritz Research
11. J.D. Power and Associates
12. The NPD Group Inc.
13. Opinion Research Corp.
14. Harris Interactive Inc.
15. comScore Inc.
16. Market Strategies International
17. Lieberman Research Worldwide
18. OTX
19. Burke Inc.
20. Abt Associates SRBI Inc.
21. Knowledge Networks Inc.
22. MVL Group Inc.
23. Phoenix Marketing International
24. National Research Corp.
25. Directions Research Inc.
26. ICR/Int'l Communications Research
27. MarketCast
28. Lieberman Research Group
29. Communispace Corp.
30. Data Development Worldwide
31. Public Opinion Strategies
32. Service Management Group
33. National Analysts Worldwide
34. Morpace Inc.
35. Informa Research Services Inc.
36. C&R Research
37. MarketVision Research Inc.
38. Market Probe Inc.
39. KS&R Inc.
40. Iconoculture Inc.
41. Bellomy Research Inc.
42. Q Research Solutions Inc.

43. The Link Group
44. RDA Group Inc.
45. CMI
46. Savitz Research Companies
47. Chadwick Martin Bailey Inc.
48. Gongos Research Inc.
49. RTi Market Research & Brand Strategy
50. Roger Green & Associates Inc.