



**THE MRS RESEARCH & INSIGHT INDUSTRY LEAGUE TABLES (UK) 2014**  
**TOP 50 INDIVIDUAL AGENCIES RANKED BY TURNOVER**  
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2014 Ranking Number	Change on Previous Ranking	2013 Ranking Number	Company Name:	2014 (£m.)	2013 (£m.)	2012 (£m.)	% Change on Previous Year	Growth Ranking
1	↑	9	Wood Mackenzie Research & Consulting	227.421	212.804	190.820	6.869%	21
2	↓	1	TNS UK	195.334	194.140	194.309	0.615%	33
3	↓	2	Dunnhumby	191.553	165.220	146.884	15.938%	8
4	↓	3	IpsosMORI	165.200	162.400	164.200	1.724%	29
5	↓	4	Gartner	138.487	121.036	112.549	14.418%	9
6	↑	8	ACNielsen	<i>101.534</i>	95.119	89.129	6.744%	22
7	↓	6	Millward Brown	101.101	105.043	125.325	-3.753%	37
8	↓	5	GfK NOP	94.096	116.366	112.180	-19.138%	47
9	↑	10	Euromonitor	88.295	74.228	64.833	18.951%	5
10	↑	11	Mintel Group	74.940	69.628	64.400	7.629%	18
11	↑	15	Ebiquity	68.452	64.046	52.919	6.879%	20
12	=	12	Kantar Media	52.730	48.784	57.275	8.089%	17
13	n/a	--	Precise Media Monitoring	50.886	42.270	39.039	20.383%	3
14	n/a	--	Informa Telecoms & Media	42.104	18.336	19.433	129.625%	n/a
15	↓	13	Information Resources	39.107	42.417	40.213	-7.803%	41
16	↓	7	IMS Health	36.167	39.295	40.615	-7.960%	42
17	↓	16	Lightspeed Research	35.869	39.335	38.784	-8.811%	44
18	↓	17	Research Now	34.463	31.522	30.022	9.330%	14
19	↓	14	NatCen	34.154	41.508	41.935	-17.717%	45
20	↑	21	Hall & Partners	27.727	25.025	23.135	10.797%	12
21	↓	19	Double Helix	<i>27.500</i>	<i>26.000</i>	<i>23.400</i>	5.769%	23
22	↓	18	Datamonitor	24.848	31.360	45.001	-20.765%	48
23	↑	26	Flamingo Research	24.044	19.105	17.535	25.852%	2
24	↓	20	GfK Retail & Technology	23.828	25.031	23.423	-4.806%	39
25	↑	28	The Research Partnership	21.017	17.548	16.827	19.769%	4
26	↓	23	Toluna	20.991	21.255	19.961	-1.242%	35
27	↓	24	MMR Research Worldwide	20.200	20.056	16.599	0.718%	32
28	↓	22	WorldOne Research	20.164	24.549	31.376	-17.862%	46
29	↓	25	Experian Consumer Insight	<i>19.645</i>	<i>19.450</i>	<i>19.250</i>	1.003%	31
30	↓	29	YouGov	19.400	17.400	15.700	11.494%	11
31	↓	27	Frost & Sullivan	18.824	18.477	19.427	1.878%	27
32	↓	30	SPA Future Thinking	16.896	16.515	17.288	2.307%	26
33	↑	35	Confirmit	16.354	14.790	13.755	10.575%	13
34	↓	33	Cello Health Insight	16.228	15.941	16.732	1.800%	28
35	↑	36	Forrester Research	16.080	14.735	13.667	9.128%	15
36	↓	34	Hay Group Insight	<i>15.000</i>	<i>14.950</i>	<i>14.850</i>	0.334%	34
37	↓	32	IDC	14.790	16.108	17.052	-8.182%	43
38	↑	43	MaritzCX	13.727	11.711	12.526	17.215%	7
39	↓	38	Nielsen Media Research	13.671	13.037	10.922	4.863%	24
40	n/a	--	comScore	<i>13.500</i>	12.911	9.423	4.562%	25
41	↓	40	BDRC Continental	13.155	12.164	11.432	8.147%	16
42	↓	39	Markit Economics	<i>12.950</i>	<i>12.750</i>	<i>12.500</i>	1.569%	30
43	↓	31	Incite Marketing Planning	12.620	16.837	10.466	-25.046%	49
44	↑	45	Business Research Group	12.230	11.422	10.784	7.074%	19
45	n/a	--	Populus Group	12.187	9.240	7.741	31.894%	1
46	↓	37	ORC International	12.119	13.064	11.584	-7.234%	40
47	↓	41	Market Force Information	<i>11.550</i>	11.878	12.007	-2.761%	36
48	↓	42	Quadrangle	11.509	11.977	9.893	-3.907%	38
49	↑	50	ZCV	11.359	10.103	9.999	12.432%	10
50	n/a	--	Firefish	11.237	9.538	9.013	17.813%	6

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