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2010 brings sunnier days for marketing research industry

Turnaround translates to more employees on payrolls

Chicago (August 8, 2011) — Marketing research firms ended 2010 breathing a little easier, reports the American Marketing Association (AMA). After two years of declines, revenue in the commercial marketing, advertising and public opinion research services industry swung upward, according to AMA's *Marketing News* magazine in its annual Marketing Research Issue, published each summer.

At 3.1%, the 2010 increase in research revenue represented a significant turnaround from 2009 and 2008, when revenue dropped 3.3% and 2.2%, respectively. (Before adjusting for inflation, the 2010 gain was 4.7%.)

Also promising was a corresponding rise in employment levels last year: The number of full-time employees at marketing research firms grew by approximately 8.7%.

"This doesn't make up entirely for the personnel cutbacks in 2008 and 2009, but it is a big step in the right direction," says Jack Honomichl, founder of the industry newsletter "Inside Research."

Honomichl compiles an annual ranking of the top 50 research firms in the U.S., featured in the June 30 issue of *Marketing News*. The 2010 industry analysis was based on data from those top 50 firms, with total U.S. research revenue of \$8.5 billion, plus 149 smaller firms — whose data was supplied by the Council of American Survey Research Organizations — with \$755 million in total revenue.

The 2010 revenue growth occurred pretty much across the board, Honomichl notes. Only eight of the top 50 firms saw declines (or not enough growth to cover the inflation rate).

All three top-ranking firms maintained their positions from 2009: 1) The Nielsen Co., with just over \$2.4 billion in U.S. research revenue in 2010, 2) Kantar, with \$914.7 million and 3) IMS Health Inc., with \$801 million. More than half of the total revenue of each of these firms came from outside the U.S. — an indication of the continuing globalization of the industry.

Marketing News has featured the annual Honomichl ranking of U.S. marketing research firms for more than 30 years. Also featured is a report on the top 25 international research firms. Watch for that global report in the Aug. 30, 2011 issue of *Marketing News*.

For more information and to view the Honomichl Reports, please visit www.MarketPower.com/honomichl. For more information on the American Marketing Association, please visit www.MarketPower.com.

About the Honomichl Top 50 Report

The Honomichl Top 50 business report, produced by Jack Honomichl and Larry Gold, covers the top players in the U.S. marketing research industry. Each company profile reviews the organization's leadership, revenues and continuing and new business interests. A chart detailing the top 50 organizations is also included for easy reference.

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong. For more information on the American Marketing Association, please visit www.MarketPower.com.

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