



**For Immediate Release
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Contact:

Mary Rownd
American Marketing Association
312-542-9088
mrownd@ama.org

**Marketing researchers' U.S. income drops for the first time in
more than two decades**

*AMA also reports marketers want more from their
research firms during recession*

Chicago (July 1, 2009) – The American Marketing Association (AMA) today announces that 2008 U.S.-based revenues for marketing researcher firms fell for the first time in two decades. The marketing research business last year saw its first drop in inflation-adjusted income in more than 20 years, and the outlook indicates an additional decline in 2009, reports the AMA's *Marketing News* magazine in its annual Marketing Research Issue, due out June 30, 2009.

"Marketing research obviously was not immune from the forces buffeting the overall U.S. economy last year but research firms are responding by more closely partnering with clients to produce information they can use to get through these tough economic times," said Nancy Costopolos, chief marketing officer for the AMA.

As revenues came under pressure, U.S. employment in research firms fell as well last year to 34,150 people from 35,443 in 2007. Research industry revenue totaled \$18.7 billion in 2008 compared with \$17.6 billion in 2007, reports the *Marketing News* June 30th issue, which features the annual Honomichl ranking of the top 50 research firms in the United States. That 1.6% nominal growth turns into a 2.2% decline when adjusted for inflation, reports Jack Honomichl, president of the Marketing Aid Center in Barrington, Ill., and compiler of the annual rankings. Looking to revenue expectations for this year, Honomichl writes "early indicators suggest that they probably will be grim."

The Nielsen Co., with nearly \$4.6 billion in research revenue, heads up the annual rankings, followed by the Kantar Group, which has twin headquarters in London and Connecticut, with revenues of \$3.6 billion. Twenty-four of the top 50 research firms had revenue declines or gains lower than 2008's rate of inflation, the Honomichl report finds. Eight companies made one or more acquisitions last year while 32 reported revenue from abroad. International research revenues are becoming a larger and larger slice of overall revenues for the industry, having surpassed domestic revenues in 2003.

MARKETERS WANT MORE FROM RESEARCH FIRMS

Marketers are looking to their outside research firms for more insights, more innovative thinking and more behavioral and attitudinal data on their customers as reported in this same Marketing Research Issue of *Marketing News*.

One of this month's feature stories in *Marketing News* – titled "More for the Money" – reports that research firms have to be willing to partner with their customers and get to know their "buyers' companies and industries thoroughly", in addition to providing data. This can mean offering advice even when not working on a specific research project, according to marketers interviewed for the piece.

Marketing News has featured the annual Honomichl ranking of the top 50 U.S. marketing research firms for more than 30 years. It will also feature a special report on the top 25 international research firms, which Honomichl also compiles, in its Aug. 30, 2009 issue. For the AMA Honomichl podcast, visit <http://tinyurl.com/nblobk>.

For more information on *Marketing News*' Research Issue and the Honomichl rankings, please contact Mary Rownd, director of marketing for the AMA at 312-542-9088 or mrownd@ama.org. For more information on the American Marketing Association, please visit www.MarketingPower.com.

About the Honomichl Top 50 Report

The Honomichl Top 50 business report 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.

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