

## British Market Research Association - Turnover Summary Year 2004

	Total UK Turnover			Domestic Ranking	International Ranking
	2004	2004 vs 2003 % +/-	Total Ranking		
Year-on-year growth	5.4%			3.0%	12.8%
Estimated Industry size*	£1,288,000,000				
Domestic sector % total				73.1%	
International sector % total					26.9%
TNS plc	£161,437,000	1.2%	1	1	1
NOP World	£80,333,000	5.1%	2	2	3
Synovate	£51,895,000	11.5%	3	6	2
Ipsos (UK) Ltd	£49,423,000	5.1%	4	4	5
MORI (Market & Opinion Research International)	£44,247,000	12.2%	5	3	11
Information Resources	£35,174,000	4.6%	6	5	15
HI Europe Ltd †	£23,500,000	6.8%	7	8	4
Incepta Marketing Intelligence	£20,000,000	2.0%	8	7	7
GfK Martin Hamblin	£15,486,000	-10.9%	9	13	6
ORC International	£12,520,466	0.1%	10	9	12
Marketing Sciences	£7,706,000	5.1%	11	14	13
Lorien Customer Focus	£7,591,021	-6.5%	12	18	10
BMG Research (Bostock Marketing Group)	£7,001,102	7.8%	13	10	43
Quaestor Research & Marketing Strategists Ltd	£6,569,000	22.8%	14	11	36
ESA Market Research Ltd	£6,521,442	8.1%	15	12	25
Flamingo International	£6,257,191	18.0%	16	26	9
RONIN Corporation (UK)	£5,735,588	14.8%	17	63	8
RDSi (including Field Initiatives)	£5,664,993	32.3%	18	17	14
BDRC (Business Development Research Consultants)	£5,306,000	0.3%	19	15	18
Conquest Research Ltd	£4,706,327	16.5%	20	16	20
Accent Marketing & Research Ltd	£3,588,474	37.0%	21	19	26
Maven Management Ltd	£3,216,900	0.2%	22	20	42
Survey & Marketing Services Ltd	£3,200,000	-4.2%	23	22	19
Retail Marketing In Store Services Ltd	£2,362,504	-5.9%	24	21	
FreshMinds	£2,100,000	80.6%	25	24	37
jra research ltd	£2,078,301	4.8%	26	23	
Intrepid Consultants Ltd	£2,055,591	26.7%	27	32	21
Outlook Research	£2,009,162	-3.7%	28	25	34
Perspective	£1,928,979	22.6%	29	28	32
Test Research	£1,863,186	15.0%	30	27	
Kudos Research	£1,785,000	-2.8%	31	61	16
MASMI Europe	£1,597,353	77.5%	32	66	17
Field Management Ltd	£1,597,000	2.9%	33	29	
RBA Research	£1,451,279	-0.7%	34	30	
ace fieldwork ltd	£1,423,012	20.2%	35	34	29

20/20 Research Ltd	£1,410,000	37.3%	<b>36</b>	<b>31</b>	
Product Perceptions Ltd	£1,386,012	-1.3%	<b>37</b>	<b>33</b>	<b>31</b>
BrandDriver	£1,300,000	31.4%	<b>38</b>	<b>44</b>	<b>22</b>
Sample Answers	£1,234,788	4.2%	<b>39</b>	<b>36</b>	<b>27</b>
KGS Ltd	£1,169,000	-23.1%	<b>40</b>	<b>43</b>	<b>24</b>
REACT Surveys Ltd	£1,106,696	-13.7%	<b>41</b>	<b>39</b>	<b>30</b>
Quality Fieldwork & Research Services	£983,489	27.1%	<b>42</b>	<b>35</b>	
SMRC ChildWise	£936,900	9.6%	<b>43</b>	<b>37</b>	
Woodholmes Group	£915,190	-1.5%	<b>44</b>	<b>38</b>	
ph Research Services Ltd	£873,000	-0.5%	<b>45</b>	<b>40</b>	
Databuild	£870,432	1.7%	<b>46</b>	<b>41</b>	
First Surveys	£818,782	27.8%	<b>47</b>	<b>42</b>	
Acuigen Ltd	£798,500	12.0%	<b>48</b>	<b>54</b>	<b>28</b>
Westcombe Business Research Ltd	£760,000	16.9%	<b>49</b>	<b>60</b>	<b>23</b>
Brahm Research	£709,800	25.2%	<b>50</b>	<b>45</b>	
Field Facts ITC	£700,000	0.0%	<b>51</b>	<b>46</b>	
NMG Research	£700,000	32.6%	<b>52</b>	<b>47</b>	
WDG Ltd	£689,924	21.5%	<b>53</b>	<b>51</b>	<b>33</b>
The Cog	£689,000	-9.8%	<b>54</b>	<b>48</b>	
Heawood Research Ltd	£684,000	87.4%	<b>55</b>	<b>49</b>	
Research Quorum	£666,900	1.1%	<b>56</b>	<b>52</b>	<b>35</b>
Launchpad Research	£602,788	13.9%	<b>57</b>	<b>50</b>	
RCU Ltd	£549,000	7.6%	<b>58</b>	<b>53</b>	
IRN Research	£456,120	3.2%	<b>59</b>	<b>58</b>	<b>39</b>
Survey Solutions Ltd	£455,000	27.2%	<b>60</b>	<b>55</b>	
NWA Social and Market Research	£438,000	39.0%	<b>61</b>	<b>56</b>	
QCL Market Research	£437,514	27.2%	<b>62</b>	<b>57</b>	
Feedback Research	£432,000	80.0%	<b>63</b>	<b>59</b>	
Pickersgill Consultancy & Planning Ltd	£355,446	22.2%	<b>64</b>	<b>62</b>	
Lychgate Projects Ltd	£306,546	8.7%	<b>65</b>	<b>64</b>	<b>40</b>
Enterprise Planning & Research Ltd	£258,337	10.5%	<b>66</b>	<b>65</b>	
ACT 2	£202,853	118.3%	<b>67</b>	<b>67</b>	
BCDP	£185,000	0.0%	<b>68</b>	<b>68</b>	<b>41</b>
Makrotest	£173,000	7.5%	<b>69</b>	<b>69</b>	
Aurora Market Research	£125,916	128.4%	<b>70</b>	<b>70</b>	
Spring Research Ltd	£105,811	na	<b>71</b>	<b>71</b>	<b>38</b>

Due to the restrictions of US Sarbanes-Oxley legislation, BMRA members from the WPP group (BMRB International, Millward Brown UK, Millward Brown Ulster, Research International) are not permitted to submit returns of unaudited 2004 results. We have, however, included them in our total industry estimates by applying growth at the average rate of the reporting members.

\* The industry size estimate is based on returns from BMRA members accounting for c. 65% of the Association's turnover.

† Figures provided by HI Europe are indicative figures only