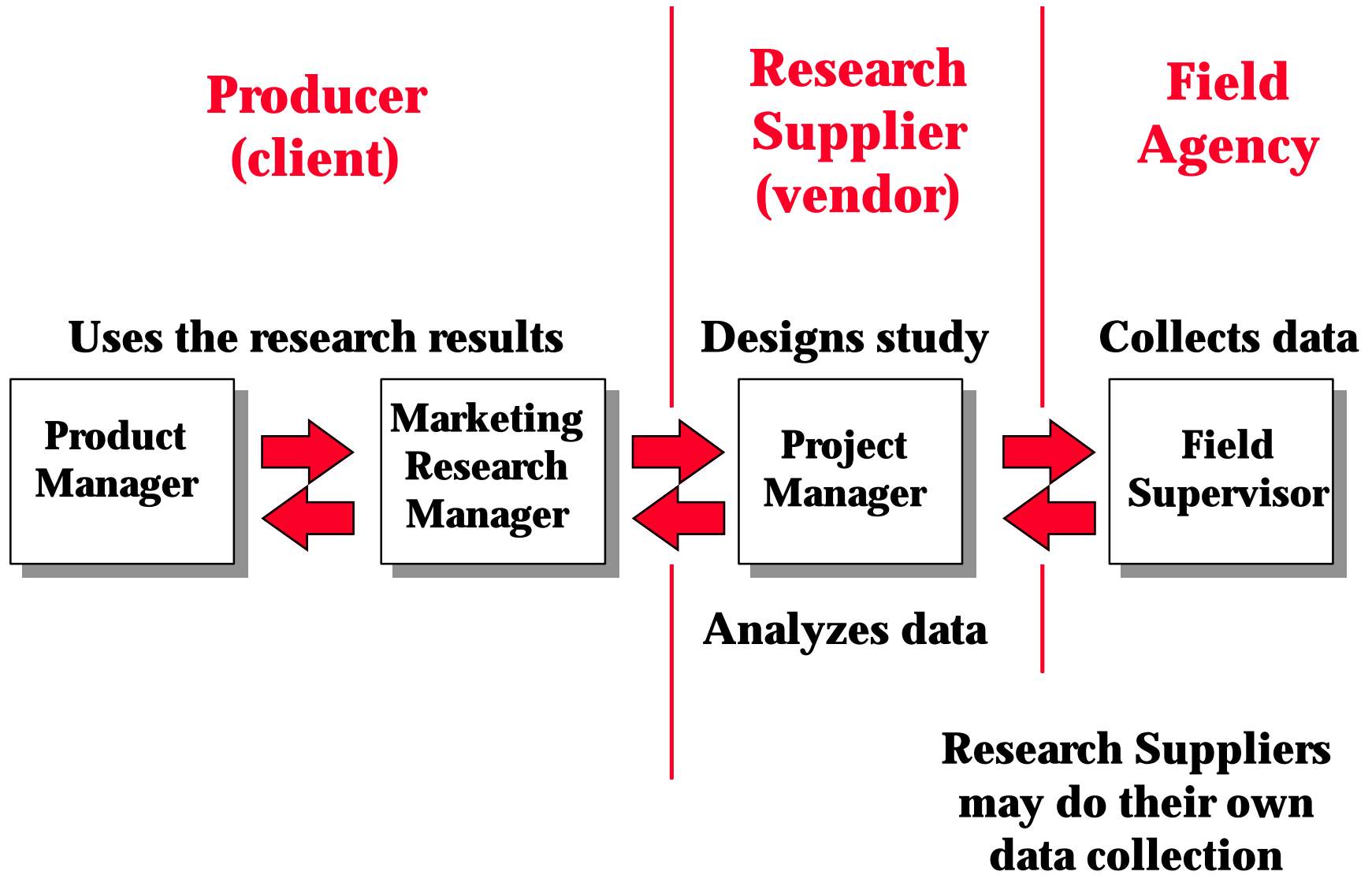


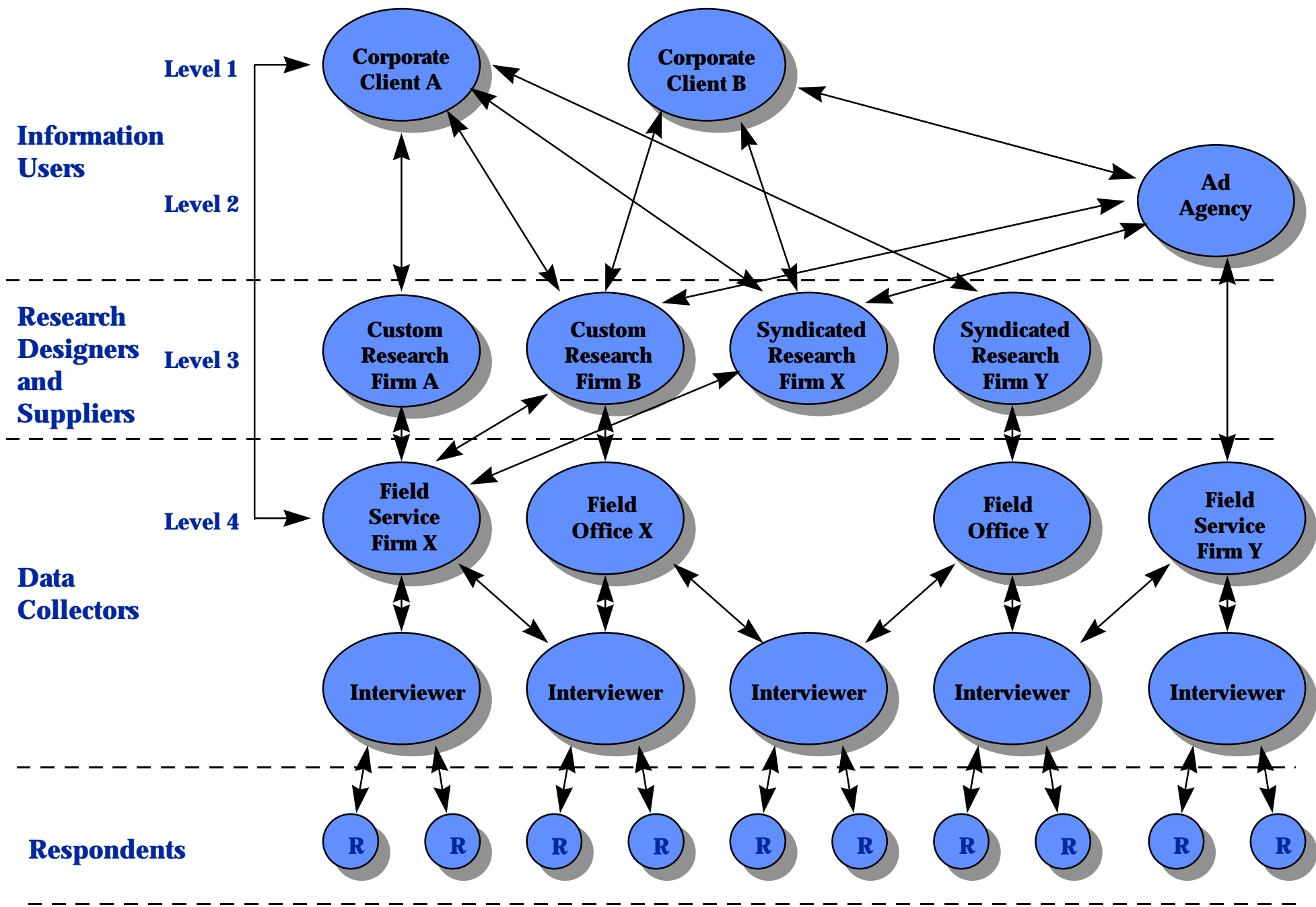
# Typical Flow for Large Research Projects



**Table 3.1 General Categories of Institutions Involved in Marketing Research**

<b>INSTITUTIONS</b>	<b>ACTIVITIES, FUNCTIONS, AND SERVICES</b>
Level 1. Corporate Marketing Research Departments	Marketing research departments in firms such as Kraft, General Foods, or Procter & Gamble.
Level 2. Ad Agency Research Departments	Marketing research departments in advertising agencies such as J. Walter Thompson, Young and rubicam, or Foote, Cone and Belding
Level 3. Custom or Ad Hoc Research Firms	Marketing research consulting firms such as Market Facts, Data Development, or MARC, which do customized marketing research projects addressing specific problems for individual clients
Level 4. Syndicated Service Firms	Marketing research data gathering and reporting firms like A.C. Nielsen, Arbitron, or Information Resources Incorporated, which collect data of general interest to many firms but for no one firm in particular; anyone can buy the data they collect; prominent in the media audience field and retail sales data
Level 5. Field Service Firms	Collect data only, on a subcontract basis for corporate marketing research departments, ad agency research departments, custom research firms, or syndicated research firms.
Specialized Service Firms*	Provide specialized support service to the marketing research industry, such as SDR in Atlanta, which provides sophisticated quantitative analysis.
Others*	Governmental agencies, university research bureaus, individual university professors, database providers, and others

\* These organizations typically operate at Levels 1, 2, or 3

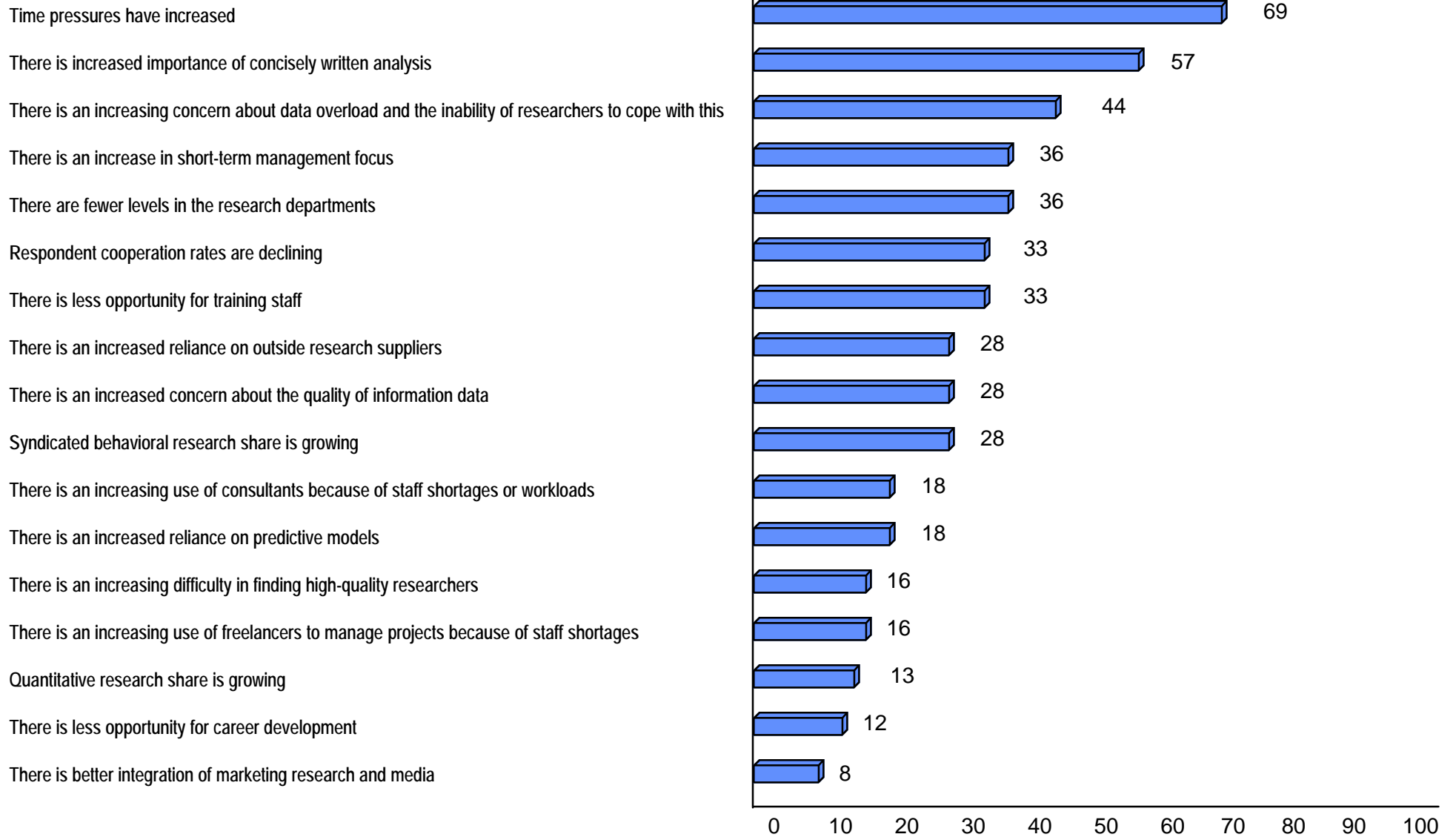


**FIGURE 3.1 The Marketing Research Industry**

**FIGURE 3.2**

## Marketing Research Department Managers' Perceptions of How the Research Industry has Changed during the 1980s and 1990s

Percent saying agree completely



**TABLE 3.3****Top 30 U.S. Research Organizations in 1993**

<b>1993 RANK</b>	<b>ORGANIZATION</b>	<b>HEADQUARTERS</b>	<b>TOTAL RESEARCH REVENUES (MILLIONS)</b>	<b>PERCENT REVENUES FROM OUTSIDE U.S.</b>
1	D&B Marketing Information Services	Cham, Switzerland	\$1,868.3	61.0%
2	Information Resources, Inc.	Chicago, IL	334.5	15.0
3	The Arbitron Co.	New York, NY	172.0	
4	Walsh International/PMSI	Phoenix, AZ	115.4	34.4
5	Westat, Inc.	Rockville, MD	113.1	
6	Maritz Marketing Research, Inc.	St. Louis, MO	74.4	
7	The NPD Group	Port Washington, NY	66.0	23.8
8	NFO Research, Inc.	Greenwich, CT	51.9	
9	Elrick & Lavidge, Inc.	Atlanta, GA	47.1	
10	Market Facts, Inc.	Arlington Heights, IL	45.6	
11	The MARC Group	Las Colinas, TX	44.7	
12	Walker Group	Indianapolis, IN	38.1	1.9
13	Abt Associates, Inc.	Cambridge, MA	36.4	
14	MRB Group	London, England	35.0	
15	The National Research Group, Inc.	Los Angeles, CA	34.5	15.0
16	NOP Information Group	Livingston, NJ	33.0	
17	Intersearch Corp.	Horsham, PA	32.2	
18	The BASES Group	Covington, KY	31.0	5.0
19	Millward Brown, Inc.	Naperville, IL	29.0	
20	Opinion Research Corp.	Princeton, NJ	26.6	27.9
21	Burke Marketing Research	Cincinnati, OH	26.1	2.9
22	Roper Starch Worldwide, Inc.	Mamaroneck, NY	24.9	4.0
23	J.D. Power & Associates	Agoura Hills, CA	24.5	
24	Creative & Response Research Svcs.	Chicago, IL	23.8	
25	Research International USA	New York, NY	22.7	30.4
26	Louis Harris and Associates, Inc.	New York, NY	22.0	68.2
27	Chilton Research Services	Radnor, PA	22.0	
28	Mercer Mgt. Consulting/Decision Research	Lexington, MA	20.7	
29	Yankelovich Partners	Westport, CT	20.1	8.0
30	ASI Market Research	Stamford, CT	17.5	

SOURCE: "The Honomichl 50," *Marketing News* (June 6, 1994), p. H4.