

# Market Research, Business Intelligence and Opinion Polling Industry (U.S.): Analytics, Extensive Financial Benchmarks, Metrics and Revenue Forecasts to 2022, NAIC 541910

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# **Abstracts**

Market Research, Business Intelligence and Opinion Polling Industry (U.S.): Analytics, Extensive Financial Benchmarks, Metrics and Revenue Forecasts to 2022, NAIC 541910

Vital industry-specific data including metrics, benchmarks, historic numbers, growth rates and forecasts that will save countless hours of research.

#### Key Findings:

Market Research, Business Intelligence and Opinion Polling Industry (U.S.) to reach \$31 billion by 2022.

Market Research, Business Intelligence and Opinion Polling Industry, including Average EBITDA, Operating Ratios and Sales per Employee.

#### Core Benefits to Customer:

- 1) Comprehensive overview of an industry's financial results, ratios, vital statistics and metrics in one package
- 2) Complete benchmarking of the industry and its top companies
- 3) Deep industry and company financials



## This Plunkett Analytics Report Features:

- 1) Historical data
- 2) Revenue forecasts, growth rates and CAGR
- 3) Operating ratios
- 4) Complete data for benchmarking a company to its industry and to specific leading companies
- 5) Benchmarking this industry to all U.S. industries
- 6) Deep profiles and financial histories/operating ratios for up to ten top U.S.-based companies

Pages: 63

Statistical Tables Provided: 33

Charts Provided: 21 Geographic: US

# Designed to benefit:

Analysis and Financial Modeling

**Investment Professionals** 

Lenders

M&A Advisors

**Appraisers** 

Consultants

Similar reports are available from Plunkett Research for nearly all U.S. industries.

"Plunkett Research has built a solid reputation providing industry analysis and research in a diverse spectrum of areas—energy and utilities, finance and investment, health care and biotechnology, and engineering and research to name a few." American Reference Books Annual

#### Key Data:



# **Industry Summary**

Revenues historical through 2014

Revenues projected through 2022

Employee Count 2007-2014

Annual Growth Rate 2014

CAGR 2006 through 2014

CAGR 2015 through 2022

Top U.S. Companies

# Employment and Establishments

Number of Firms 2007-2014

Number of Establishments 2007-2014

Employees, 2007-2014

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Sales per Employee

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Revenue Compared to All Industries

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Market Capitalization

**Employees** 

Revenue

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3-Year Income Growth

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Return on Equity

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Companies Profiled:



Nielsen Holdings NV

IMS Health Holdings Inc

IHS Inc

Gartner Inc

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Forrester Research Inc

Harris Interactive Inc

National Research Corporation

Rentrak Corp



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