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## For the Record: Ownership of Australian Public Opinion Polling and Market Research Companies

By Gary Morgan & Michele Levine, Directors of Roy Morgan Research Ltd publisher of ABIX

1. **Roy Morgan Research Ltd** – Australian based with operations also in New Zealand, Indonesia, US and UK – 81.5% owned by Gary Morgan and family, 13.3% Michele Levine (CEO) and 5.2% present & former employees/consultants. <http://www.roymorgan.com>
2. **Nielsen** – US based multinational valued at about \$US17b – at present for sale with 8.4% owned by hedge fund Elliott Management – throughout the world conducts retail audits, net ratings and TV ratings.  
<https://www.cnbc.com/2019/04/05/nielsen-acquisition-advent-goldman-apollo-considering.html>
3. **Ipsos** – French owned multinational conducts The Age/SMH Poll, recently purchased four divisions from GFK.  
<https://www.ipsos.com/en-au/ipsos-world>
4. **YouGov** owners of **Galaxy** – a major UK based public opinion and social research company.  
<https://today.yougov.com/about/about>  
<https://mumbrella.com.au/yougov-acquires-galaxy-research-489774>
5. **Newspoll** – public opinion polls conducted by **YouGov** and published in The Australian.
6. **Essential Poll** – conducted by Essential Media Communications the holding company is The Essential Research and Communications Group Pty Ltd. The shares are held equally by Peter Lewis & James Douglas but **the shares are not beneficially held (owner not known)**. Conduct Robo-Polling; clients as published include Shop Distributive & Allied Employees Association Nat Branch, United Firefighters' Union of Australia-Victorian Branch and Federal Australian Education Union.  
<https://www.essentialmedia.com.au/our-history>
7. **uComms/ReachTEL Poll** – three equal shareholders of UComms are ACTU secretary Sally McManus, CFMMEU national secretary Michael O'Connor and James Stewart, a former executive of ReachTEL who conducted Robo-Polling.  
<https://www.abc.net.au/news/2019-04-10/political-polling-company-ucomms-ties-to-unions-cfmmeu-and-actu/10945798>
8. **ReachTEL** – users of low-cost Robo-Polling. ReachTEL is a wholly owned subsidiary of Equifax, a NYSE listed data and analytics company.  
<https://www.reachtel.com.au/about>
9. **DBM Consultants** – conducts customer satisfaction surveys for all major Australian bank covering both business customers and personal customers – controlled and 51% owned by an ultimate holding Chinese company – Shanghai Illuminera Marketing Strategy Consulting Co Ltd.  
<https://www.dbmconsultants.com.au/who-we-are>
10. **ORC International Pty Ltd trading as Engine Asia Pacific** – US based corporation recently awarded by Federal Government Tourism Research tender (Contract Notice View – CN3566082) for \$18,950,385.20 (not lowest) to collect personal information on overseas tourist visiting Australia (Per year: 1.4 million Chinese spending \$10.4b).  
<https://enginegroup.com/apac>

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11. **The Social Research Centre** owned by the Australian National University.  
<https://www.srcentre.com.au>
12. **Emma** conducted by NewsMediaWorks – supplier of media information from surveys conducted by IPSOS & Nielsen – NewsMediaWorks is majority owned and controlled by News Corp.  
<https://www.emma.com.au/about>
13. **GFK** – German multinational research company – conducts Australian commercial radio ratings.  
<https://www.gfk.com/en-au>
14. **Kantar Group** includes **Taylor Nelson** – owned by **WPP**, the world's largest multinational advertising agency based in the UK.  
<http://www.tnsglobal.com/office/australia-1>
15. **IRI** – US based multinational – conducts mainly retail research.  
<https://www.iriworldwide.com/en-AU>
16. Most **major advertising agencies** and **accounting firms** conduct surveys for their clients, they usually sub-contract the field work.

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#### **About Roy Morgan**

Roy Morgan is the largest independent Australian research company, with offices in each state of Australia, as well as in the United States, Indonesia and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan has over 70 years' experience in collecting objective, independent information on consumers.