



## **BDRC acquires Continental Research, creating 100+ staff research group**

The BDRC Group, the UK's largest independently owned market research agency, today announces its acquisition of Continental Research from its US owners, Arbitron Inc., for an undisclosed sum.

Continental, operating from its offices on the edge of the City in London, is a well established business with more than 40 staff and 2007 turnover close to £7m. Like BDRC it operates principally in the service sector. As well as financial services and travel, both existing strengths for new owner BDRC, Continental has a strong reputation in media / advertising, public sector and technology research. As such this acquisition will both complement and extend the offering of the BDRC Group.

BDRC Chief Executive Cris Tarrant said: "We are delighted that Continental is joining the BDRC family. The agency is well respected with a loyal client base. Continental's staff have extensive research industry experience and we look forward to helping them to develop the business further. We want to continue to provide an excellent service to the clients of both businesses and we can only do this by retaining and supporting excellent people."

Continental's Managing Director, Dave Chilvers commented: "Joining BDRC is a great opportunity for all of us at Continental. I look forward to our working closely with BDRC and creating the synergies that can develop in the larger group. The two companies have strengths in related areas which, properly combined, can really build a world class market research agency".

For BDRC the acquisition of Continental follows on from its 2007 purchase to assume full ownership of data collection and analysis facility Perspective. This recent activity follows the appointment as Chairman of BDRC of Ivor Stocker, the research industry veteran, formerly Chairman of NOP and the trade body BMRA, who has been guiding BDRC in its development strategy.

Following this deal the combined BDRC Group will have more than 100 permanent staff and annual revenues of over £16m.

BDRC, Continental and Perspective will retain their existing offices (in the West End, City, West London and Docklands) as well as their trading styles.

For more information visit [www.bdrc.co.uk](http://www.bdrc.co.uk) and [www.continentalresearch.com](http://www.continentalresearch.com)

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