

NAPCS Product List for NAICS 54191: Marketing Research and Public Opinion Polling

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Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product
			Can	Méx	US	Title	Definition	
54191	1					Marketing research and public opinion polling services	<p>Gathering, analyzing, and interpreting information about consumers, market niches, and the effectiveness of marketing programs for goods and services; and about public opinion on various issues. May be based on the collection and analysis of primary data, or on the analysis of already existing secondary data. Various data collection methods may be used.</p> <p>Includes:</p> <ul style="list-style-type: none"> • media research services. • statistical sampling and survey design services sold separately. • data collection services for marketing research and public opinion surveys, by methods other than telephone, sold separately. <p>Excludes:</p> <ul style="list-style-type: none"> • telephone-based data collection and polling services sold separately are in product 2.1, Telephone-based data collection and polling services. • consulting services on marketing strategies. • scientific research and development services. • advertising services. 	541910 54161
54191	1.1					Marketing research services	<p>Gathering, analyzing, and interpreting information about consumers, market niches, and the effectiveness of marketing programs for goods and services.</p> <p>Includes:</p> <ul style="list-style-type: none"> • specifying the information required to address the issues. • identifying existing secondary sources or designing the method for primary collection of the information. • contracting out or implementing primary data collection processes. • analyzing the primary or secondary information and communicating the findings. <p>Excludes:</p> <ul style="list-style-type: none"> • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design services. • telephone-based data collection and polling services sold separately are in product 2.1, Telephone-based data collection and polling services. 	541910 541420 541810 511110 531

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54191	1.1.1	X				Marketing research services, conducted by telephone	Using telephone methods to collect data about consumers, market niches, and the effectiveness of marketing programs for goods and services; and analyzing and interpreting the results. Includes: • services using automated telephone surveys without live interviewers (Interactive Voice Response (IVR)). Excludes: • analysis and interpretation services of existing secondary marketing data, without any primary data collection, are in product 1.1.9, Marketing research services, nec. • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design services. • telephone-based data collection and polling services sold separately are in product 2.1, Telephone-based data collection and polling services. • media audience research services are in product 1.1.6, Media audience research services.	541910
54191	1.1.2	X				Marketing research services, conducted over the Internet	Using the Internet to collect data about consumers, market niches, and the effectiveness of marketing programs for goods and services; and analyzing and interpreting the results. Excludes: • analysis and interpretation services of existing secondary marketing data, without any primary data collection, are in product 1.1.9, Marketing research services, nec. • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design services. • telephone-based data collection and polling services sold separately are in product 2.1, Telephone-based data collection and polling services. • media audience research services are in product 1.1.6, Media audience research services. • marketing research data collection services online, sold separately, are in product 1.4, Data collection services for market research and public opinion surveys, except by telephone.	541910

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54191	1.1.3	X				Marketing research services, conducted by mail	<p>Using mail survey methods to collect data about consumers, market niches, and the effectiveness of marketing programs for goods and services; and analyzing and interpreting the results.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • analysis and interpretation services of existing secondary marketing data, without any primary data collection, are in product 1.1.9, Marketing research services, nec. • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design services. • telephone-based data collection and polling services sold separately are in product 2.1, Telephone-based data collection and polling services. • media audience research services are in product 1.1.6, Media audience research services. • marketing research data collection services by mail, sold separately, are in product 1.4, Data collection services for market research and public opinion surveys, except by telephone. 	541910
54191	1.1.4	X				Marketing research services, conducted using focus groups	<p>Using focus groups to collect data about consumers, market niches, and the effectiveness of marketing programs for goods and services; and analyzing and interpreting the results. Focus groups consist of a limited number of participants led by a moderator.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • analysis and interpretation services of existing secondary marketing data, without any primary data collection, are in product 1.1.9, Marketing research services, nec. • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design services. • telephone-based data collection and polling services sold separately are in product 2.1, Telephone-based data collection and polling services. • media audience research services are in product 1.1.6, Media audience research services. • marketing research services using other face-to-face methods such as door-to-door, mall intercepts, and mystery shopping are in product 1.1.5, Marketing research services, conducted using face-to-face methods other than focus groups. 	541910

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54191	1.1.5	X				Marketing research services, conducted using face-to-face methods other than focus groups	<p>Using face-to-face methods, other than focus groups, to collect data about consumers, market niches, and the effectiveness of marketing programs for goods and services; and to analyze and interpret the results.</p> <p>Includes:</p> <ul style="list-style-type: none"> • door-to-door interviews, mall intercept interviews, mystery shopping, and usability tests. <p>Excludes:</p> <ul style="list-style-type: none"> • analysis and interpretation services of existing secondary marketing data, without any primary data collection, are in product 1.1.9, Marketing research services, nec. • telephone-based data collection and polling services sold separately are in product 2.1, Telephone-based data collection and polling services. • media audience research services are in product 1.1.6, Media audience research services. • data collection services for marketing research, sold separately, using other face-to-face methods are in product 1.4, Data collection services for marketing research and public opinion surveys, except by telephone. 	541910
54191	1.1.6	X				Media audience research services	<p>Collecting, measuring, and analyzing data on audience size and demographics for a specific media market, including television, radio, Internet, motion picture, and print media.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • analysis and interpretation services of existing secondary media research data, without any primary data collection, are in product 1.1.9, Marketing research services, nec. • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design services. • telephone-based data collection and polling services sold separately are in product 2.1, Telephone-based data collection and polling services. 	541910

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54191	1.1.9	X				Marketing research services, nec.	<p>Providing other marketing research services, such as using methods not elsewhere classified, to collect research data and to analyze and interpret the results; or gathering, compiling, analyzing, and interpreting secondary marketing research data.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • media audience research services are in product 1.1.6, Media audience research services. • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design services. • telephone-based data collection and polling services are in product 2.1, Telephone-based data collection and polling services. • data collection services for marketing research and public opinion polling, except by telephone, sold separately, are in product 1.4, Data collection services for marketing research and public opinion surveys, except by telephone. 	541910
54191	1.1.9.1			X		Compilation and analysis of secondary data for marketing research	<p>Gathering, compiling, and analyzing existing (secondary) data for marketing research, and interpreting the results.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • marketing research services that include primary data collection are in products 1.1.1- 1.1.6, or in product 1.1.9.9, depending on method of primary data collection used. • media audience research services are in product 1.1.6, Media audience research services. • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design services. • telephone-based data collection and polling services are in product 2.1, Telephone-based data collection and polling services. 	541910

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54192	1.1.9.9			X		Other marketing research services, nec.	Providing other marketing research services, not elsewhere classified.	541910
54191	1.2	X				Public opinion research and polling services	<p>Conducting research to measure, analyze, and interpret the opinions of the general public concerning different issues and topics such as government and politics, the environment, healthcare, and pop culture. May be based on the collection and analysis of original data or on the analysis of already existing data. Various survey methods may be used, including using focus groups to collect information for public opinion studies.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • statistical sampling and survey design services sold separately are in product 1.3, Statistical sampling and survey design service. • telephone-based data collection and polling services, sold separately, are in product 2.1, Telephone-based data collection and polling services. • data collection services for public opinion polls, sold separately and using methods other than telephone, are in product 1.4, Data collection services for marketing research and public opinion surveys, except by telephone. 	541910

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54191	1.2.1			X		Public opinion research and polling services that include primary data collection	Collecting and analyzing primary data regarding public opinion on various issues, and interpreting the results. Excludes: • analysis and interpretation services of secondary data related to public opinion research, with no primary data collection, are in product 1.2.2, Compilation and analysis of secondary data for public opinion research and polling services. • telephone-based data collection and polling services, sold separately, are in product 2.1, Telephone-based data collection and polling services. • data collection services for public opinion polls, sold separately and using methods other than telephone, are in product 1.4, Data collection services for marketing research and public opinion surveys, except by telephone.	541910
54191	1.2.2			X		Compilation and analysis of secondary data for public opinion research and polling services	Gathering, compiling, and analyzing existing (secondary) data for public opinion research, and interpreting the results. Excludes: • public opinion research and polling services that include primary data collection are in product 1.2.1, Public opinion research and polling services that include primary data collection	541910
54191	1.3	X				Statistical sampling and survey design services	Providing services in the design of statistical samples, survey questionnaires, or survey procedures, sold separately from the analysis or interpretation of data.	541910

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51491	1.4	X				Data collection services for marketing research and public opinion surveys, except by telephone	<p>Providing data collection services related to marketing research and public opinion, by methods other than telephone. May include pilot testing of the survey instruments.</p> <p>Includes:</p> <ul style="list-style-type: none"> • data collection services using personal interviews, mall intercepts, Internet, and mail. <p>Excludes:</p> <ul style="list-style-type: none"> • data collection services provided as part of a market research services package that includes analysis and interpretation of the data are in products under 1.1, Marketing research services, based on the primary method of data collection used. • data collection services provided as part of a public opinion research service package that includes analysis and interpretation of the data are in product 1.2, Public opinion research and polling services. 	541910
54191	2	X				Related products	Other important products provided by establishments classified in NAICS 541910.	541910 others
54191	2.1	X				Telephone-based data collection and polling services	<p>Providing data collection and polling services using the telephone.</p> <p>Includes:</p> <ul style="list-style-type: none"> • conducting telephone interviews, surveys, and market research, on behalf of clients. <p>Excludes:</p> <ul style="list-style-type: none"> • analyzing data collected. <p>Same as product 5.3 on 5614 list.</p>	56142 541910

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54191	2.2			X		Data processing services for marketing research and public opinion surveys	<p>Providing services in the electronic capture and processing of data related to marketing research and public opinion.</p> <p>Excludes:</p> <ul style="list-style-type: none"> • data processing services provided as part of a marketing research services package that includes analysis and interpretation of the data are in products under 1.1, Marketing research services, based on the primary method of data collection used. • data processing services provided as part of a public opinion research services package that includes analysis and interpretation of the data are in product 1.2, Public opinion research and polling services. <p>Subset of product 1.6.1 on 5112 et al list.</p>	541910 541511
54191	2.3	X				Marketing research publications	<p>Publications produced for sale that contain research and analysis on various subjects, including marketing research topics and economic and social trends and issues.</p> <p>Includes parts of product 1.2 on 51112 list and 1.4 on 51113 list.</p>	541910 511120 511130
54191	2.4	X				Published marketing data analysis software	<p>Software published on own-account that is designed to be used to analyze market research information and data.</p> <p>Subset of product 1.9.2 on 5112 et al list.</p>	541910 511210
54191	2.5	X				Other related products	Other related products produced by establishments classified in NAICS 54191.	541910 others