

MARKETING RESEARCH & PUBLIC OPINION POLLING (NAICS 54191)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 54191: Marketing Research & Public Opinion Polling . This industry comprises establishments primarily engaged in systematically gathering, recording, tabulating, and presenting marketing and public opinion data.

Related Industries

- Management Consulting Services
- Marketing Consulting Services
- Accounting Services
- Public Relations Services

U.S. Census Categories

NAICS 54191 – Marketing Research & Public Opinion Polling is 86% comparable to SIC 8732 – Marketing Research & Public Opinion Polling services

Sub-Industries

- Market research and public opinion polling services
- Market research services
- Public opinion polling services
- Media monitoring and analysis services
- Merchandise sales