

## ***Market Research Services***

### **1. What does market research services (CPC 86401) cover?**

Under the United Nations Provisional CPC classification, market research services (CPC 86401) covers investigation services designed to secure information on the prospects and performance of an organization's products in the market. This includes market analysis (size and other characteristics of a market) and analysis of consumer attitudes and preferences, which may utilize personal interviews, telephone and mail surveys, historical data, etc. Economic and social intelligence services which are not related to the merchandised products, such as industry analysis, econometric modelling, demographic analysis, etc., are also covered.

### **2. Is public opinion polling services covered by market research services under CEPA?**

Public opinion polling services is not covered by market research services.