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so many fake sites. this is the first one which worked! Many thanks

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Market Research: Industry Overview

Market research can fall under of two main types of research: quantitative and qualitative. Quantitative research deals strictly with statistics and numerical values. Qualitative research deals with lenient methodologies, using Bayesian and Semantic solutions, which produce subjective metrics dependent on how the market researcher perceives the intent of the respondent. There are five primary types of qualitative research: depth interviews, focus groups, projective techniques and random probability sampling, all of which require the manipulation of unstructured data and can be radically improved using Correlation Technology.

As of 2011, the market research industry annual worldwide revenue was an estimated \$33.5B, with the top five complementers accounting for 41.2% (\$13.9 billion) of revenue. Industry revenue in the United States is estimated to be \$11.2 billion, with the top five controlling 43% (\$4.8 billion) of the market. The market research industry grew 2.9% worldwide, compared to 3.1% in 2010. The top 50 companies profiled in one industry report are estimated to control 96% (\$32.9B) of the worldwide revenue. The same 50 control 82% (\$9.2B) of the US market. These numbers are estimated for revenues generated by research only, excluding government contracts on non-profit organizations. Total US market research revenue, when adjusted for these omissions, totals \$15.3B USD.



These complementers are comprised of various client-side advertising and marketing firms which rely on their vendor-side research agency branches to collect and analyze data. Vendors, either internal or outsourced, gather raw respondent information through the use of open-end questions, and process it into an analytical corpus. Analytical branches draw insights which are then presented to the client.

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