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2014 U.S. Marketing Research & Public Opinion Polling Industry-Capital & Expenses Report

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Abstracts

The 2014 U.S. Marketing Research & Public Opinion Polling Industry-Capital & Expenses Report, published annually by Barnes Reports, contains timely and accurage industry statistics, forecasts and demographics.

The report features 2014 current and 2015 forecast estimates on the cost of materials, capital expenditures, inventories, rentals, and other expenses nationally and for all 50 U.S. States and up to 900 metro areas. Expenses categories include materials used, payroll, human resources benefits, health insurance, retirement/pension plans, advertising, taxes, depreciation, electricity, fuels, equipment, repair/maintenance, and software. Capital expenditures include building, machinery, vehicles, and computer equipment. The report also includes industry definition, a breakdown by establishments size and industry size estimates (establishments, sales and employment).

Barnes Reports' Capital & Expenses reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix.

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