

# 100 Essential Market Research Acronyms

ANOVA	Analysis of Variance	LOI	Length of Interview / Letter of Intent
APAC	Asia-Pacific	LTV	Lifetime Value
ARPU	Average Revenue Per User	MANOVA	Multivariate Analysis of Variance
B2B	Business to Business	MaxDiff	Maximum Difference Scaling
B2C	Business to Consumer	MROC	Market Research Online Community
CAC	Customer Acquisition Cost	MRX	Market Research
CART	Classification and Regression Trees	N	Population Size
CATI	Computer-Assisted Telephone Interview	n	Sample Size
CAWI	Computer-Assisted Web Interviewing	NA	North America
CBC	Choice Based Conjoint	NDA	Non-Disclosure Agreement
CCPA	California Consumer Privacy Act	NLP	Natural Language Processing
CEO	Chief Executive Officer	NPS	Net Promoter Score
CES	Customer Effort Score	OLFG	Online Focus Group
CFA	Confirmatory Factor Analysis	OOO	Out of Office
CFO	Chief Financial Officer	P&L	Profit and Loss
CHAID	Chi-squared Automatic Interaction Detection	PCA	Principal Component Analysis
CI	Confidence Interval	PR	Public Relations
CIO	Chief Information Officer	PSP	Program for Statistical Program Processing
CLT	Central Limit Theorem	QA	Quality Assurance
CMO	Chief Marketing Officer	QC	Quality Control
CPI	Consumer Price Index	QDA	Quality Data Analysis
CRM	Customer Relationship Management	QRE	Questionnaire
CSAT	Customer Satisfaction	R&D	Research and Development
CTA	Call to Action	RFI	Request for Information
CTR	Click-Through Rate	RFP	Request for Proposal
CX	Customer Experience	RFQ	Request for Quotation
DCE	Discrete Choice Experiment	ROI	Return on Investment
DCM	Discrete Choice Modeling	ROW	Rest of World
DEI	Diversity, Equity and Inclusion	SD	Standard Deviation
DEMO	Demographics	SEM	Structural Equation Modeling
EMEA	Europe, Middle East, and Africa	SEO	Search Engine Optimization
EOD	End of Day	SLA	Service Level Agreement
EOM	End of Month	SMB	Small and Medium-sized Businesses
EOY	End of Year	SMR	Social Media Research
ETA	Estimated Time of Arrival	SOW	Statement of Work
EX	Employee Experience	SPSS	Statistical Package for the Social Sciences
F2F	Face-to-Face	SRS	Simple Random Sampling
FAQ	Frequently Asked Questions	Sugging	Selling Under the Guise of Research
FG	Focus Group	SWOT	Strengths, Weaknesses, Opportunities, Threats
FYI	For Your Information	TAM	Total Addressable Market
GDPR	General Data Protection Regulation	TCO	Total Cost of Ownership
GEO	Geography	TURF	Total Unduplicated Reach and Frequency
HB	Hierarchical Bayes	UI	User Interface
HHI	Household Income	USP	Unique Selling Proposition
HOH	Head of Household	UX	User Experience
IDI	In-Depth Interview	VOC	Voice of Customer
IHUT	In-home Usability Test	WFH	Work From Home
IR	Incidence Rate	WIP	Work in Progress
KPI	Key Performance Indicator	WOM	Word of Mouth
LATAM	Latin America	YTD	Year to Date