Research Background, Objectives, Methods, and Firmographics Frequency of qPCR and dPCR Instruments and Consumable Usage **Executive Summary and Implications** The Impact of Digital PCR and Real-time PCR Real-time versus Digital: Does Newer Mean Domination? Frequency of Performing qPCR and dPCR Assays: Real-time versus Digital Influencing Factors on Real-time PCR Selection The Impact of Real-time PCR Influential Factors on Digital PCR Cost Expectations for Real-time PCR Systems Cost Expectations for Real-time PCR Systems by Organization Types Cost Expectations Between Real-time PCR and Digital PCR Recognizing the Need for Improvements in the Real-time PCR Workflow Recognizing Dislikes in Current Real-time PCR Instruments Advantages of Digital PCR Over Real-time PCR Unmet Needs Regarding Digital PCR Reasons to Purchase Digital PCR—Verbatim Comments Summary: The Impact of Digital PCR on Real-time PCR Quantitative (Real-time) PCR Usage Details Outsourcing Details for Real-time PCR Usage Details of Top Used Real-time PCR Brands/Models Mean Number of Real-time PCR Systems Currently Installed Usage Details of Future Bio-Rad Real-time PCR Users Quantitative (Real-time) PCR Applications and Reactions Details Quantitative PCR Applications: Current and Future Anticipated Trend of the Number of Reactions on 2013 Laboratories' 2012 Budget for Real-time PCR Consumables Top Real-time PCR Product Suppliers Used Within the Past Year Overall Experience Ratings of Top Used Real-time PCR Product Suppliers Beliefs/Attitudes Toward Real-time PCR **Digital PCR Usage and Future Intention Details** Usage Details of Digital PCR Brands/Models: Among Current dPCR Users Planned Digital PCR Brands Used: Among Future Users The Frost & Sullivan Story