

Market research

1 Choose the correct option in italics to complete the excerpt from a report.

We carried out primary ¹*research / market / promotion* on our ²*target / objective / goal* audience and now plan to arrange further feedback. The next stage will use a combination of both online ³*assessments / surveys / evaluations* and focus ⁴*panels / teams / groups*. In order to carry this out as cost effectively as possible, the sample ⁵*amount / quantity / size* will be small. In addition, ⁶*primary / secondary / minor* research will also be carried out using existing data available on the internet.

2 Complete the meeting notes with the words in the box. There is one extra word.

analysis customer satisfaction in-depth qualitative
quantitative researchers respondents tester

Action points

- Select a product ¹_____ group to use the updated app and report back on new features.
- Contact any ²_____ who have not yet returned their surveys from batch 1. Check whether they need any assistance in answering questions.
- Create a batch ³_____ questionnaire to identify whether there was a positive reaction to the new app from the target audience.
- Brief the ⁴_____ about the level of detail required when questions are answered in the ⁵_____ interviews.
- Arrange a meeting to discuss the findings from the data ⁶_____ and agree the best method of communicating the information.
- Add details to the report explaining why ⁷_____ research methods are being used in the second part of the study (as the client wishes to use statistics).

3 Complete the words for these definitions.

- 1 Another term for secondary research: d _ _ _ _ research
- 2 To measure or assess how people feel about a product: g _ _ _ _
- 3 The effect that something is likely to have: i _ _ _ _
- 4 To collect data or information from a range of sources: g _ _ _ _
- 5 To introduce a new product into the market: l _ _ _ _
- 6 Describing a realistic plan that has a chance of succeeding: v _ _ _ _