

TERMS IN MARKET RESEARCH

6A Complete the sentences with the words in the box to make collocations used in the video.

customer desk focus in-depth launch online sample target

- 1 Today it is very common to use _____ **surveys**.
- 2 Although _____ **groups** are small, it is possible to use them to predict reactions from target customers.
- 3 Market research can help a company to find out about the level of _____ **satisfaction**.
- 4 One method in **primary research** is to hold _____ **interviews** with potential customers.
- 5 **Secondary research** is also known as _____ **research** because it makes use of data that can be found on the internet or in printed form.
- 6 Finding out what competitors are doing is helpful when a company plans to _____ a **product**.
- 7 The main goal of both primary and secondary research is to determine the _____ **audience** and decide how best to communicate with them.
- 8 If a company needs to find a way to make research more affordable, they can consider making the _____ **size** smaller.