

TERMS IN MARKET RESEARCH

Match the words and phrases with the definitions.

- 1 quantitative
- 2 product tester
- 3 impact
- 4 respondent
- 5 gauge
- 6 researcher
- 7 qualitative
- 8 gather
- 9 viable
- 10 data analysis

- a measure how people feel about something or the effect that something is likely to have on them
- b used to describe something that is realistic and therefore may succeed
- c someone who tries out something new to determine how well it performs
- d a person whose job is to study a particular subject to find out new things about it
- e relating to the quality or standard of something rather than the quantity
- f the effect or influence that an event, situation, etc. has on someone or something
- g relating to research where the results can be shown in the form of numbers, percentages, etc.
- h someone who answers a set of questions, especially in a survey
- i careful examination of something in order to understand it better
- j collect or accumulate over a period of time