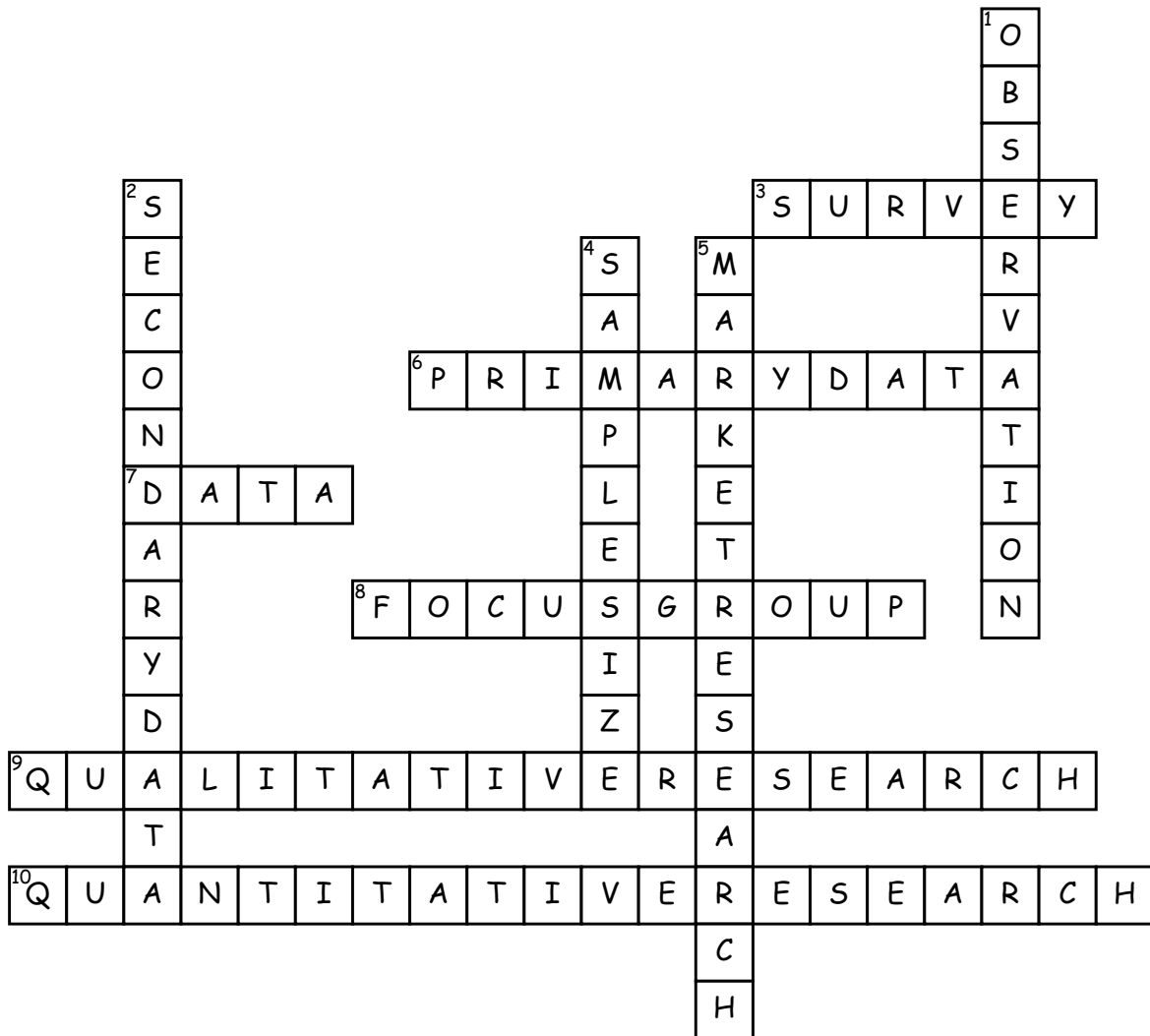


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Market Research



**Across**

- 3. A series of questions asked to a select and representative group of people to obtain quantitative data
- 6. Facts collected for the first time for the problem under study
- 7. Facts discovered in the market research process
- 8. A small group of 8-15 people who provide qualitative data through their opinions about a business, its product, or other issues under the direction of a discussion leader
- 9. Research that is used to discover consumer info whose validity can then be assessed with quantitative research questions

- 10. Research often used to answer questions about quantities and amounts using a large sample of consumers

**Down**

- 1. An information-gathering technique that involves watching people by using other people or by using a camera
- 2. Facts that have been collected previously for a purpose other than the problem being studied
- 4. The number of people questioned for a survey
- 5. The process of gathering, recording, analyzing, and reporting info. regarding customers or potential customers