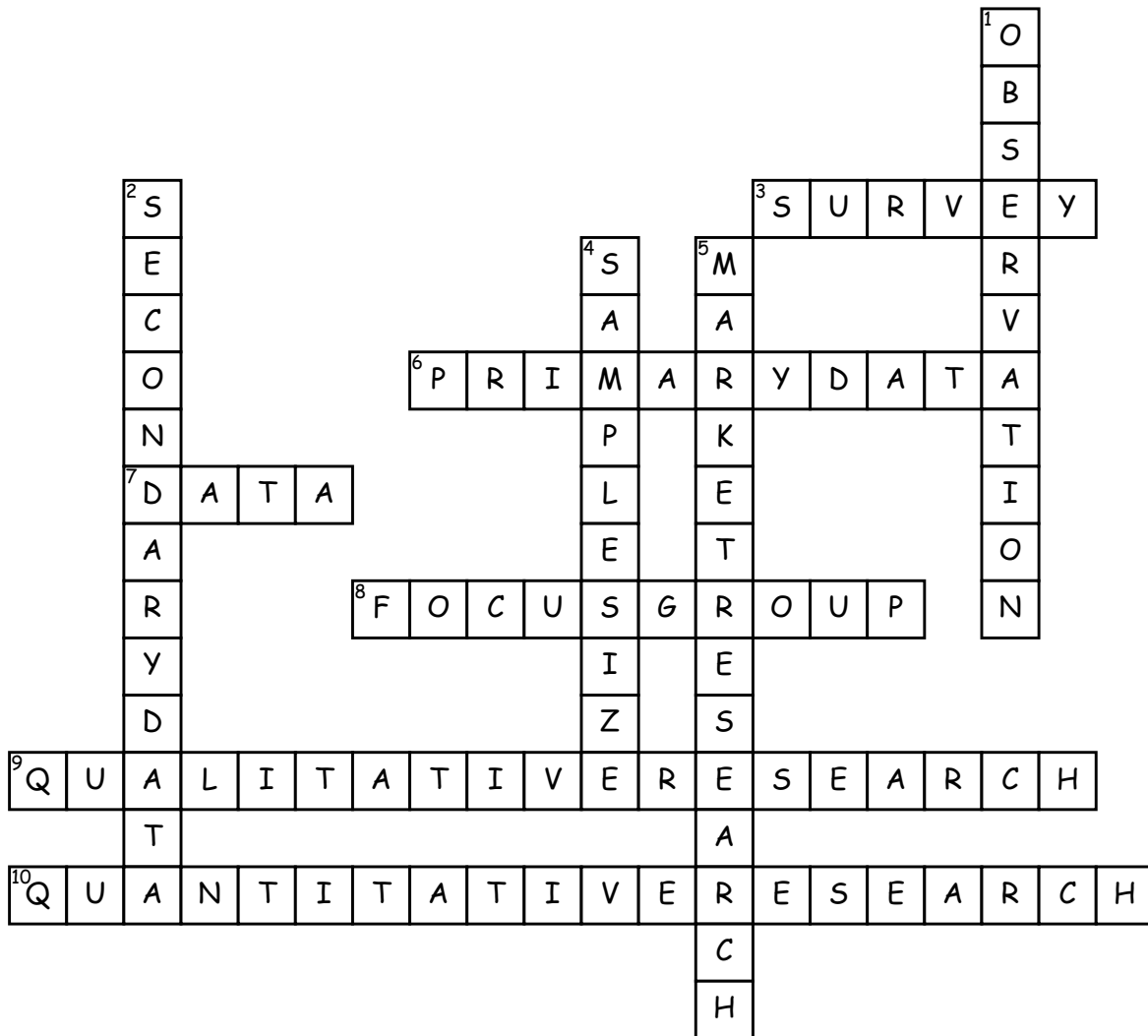


Name: _____

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