



Stage 6: Conducting market research



Learning Objectives:

- To design and conduct a survey
 - To draw a bar chart

Market research is used to gather information about consumers' needs and preferences.

We can use it to find which food product our potential customers would prefer.

Why do you think we need this information?

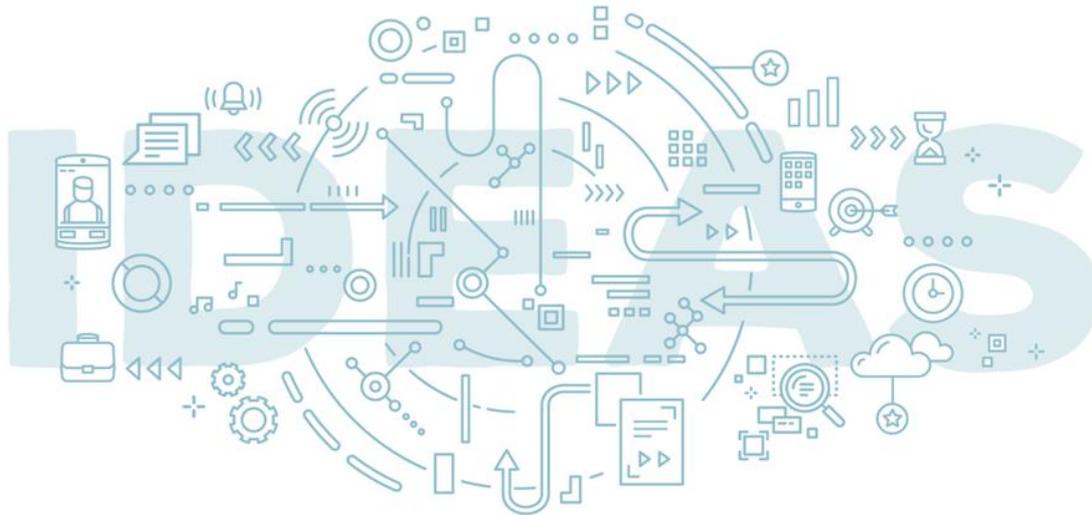


Market Research

Think: What sort of questions should we ask?

How could we record our results?

How could we display our results?





Market Research

For our survey, we need to ask a closed, multiple-choice question. This is short question that can only be answered by selecting one of the possible answers.

For example, which animal do you prefer? Dogs, cats or horses?

Not, "what is your favourite animal?" This is an open question as it could have a wide range of answers.

By asking our participants to choose the food product option they would like the most out of your ideas, we will be able to decide if people will want to buy our products or not. This will help us make a final decision about what to make.



Task 1: collecting data

Write your research question. For example: Which healthy lunch product is the most popular with your family?

Ask as many people as possible and record your results using a tally chart.

A tally chart uses gates to make recording and counting up easier

Product	Tally	Frequency
Onigines		4
Family dodger		7
Chocolate brownies		4
Coconut cream		7
Apple		2



Task 2: drawing a bar chart



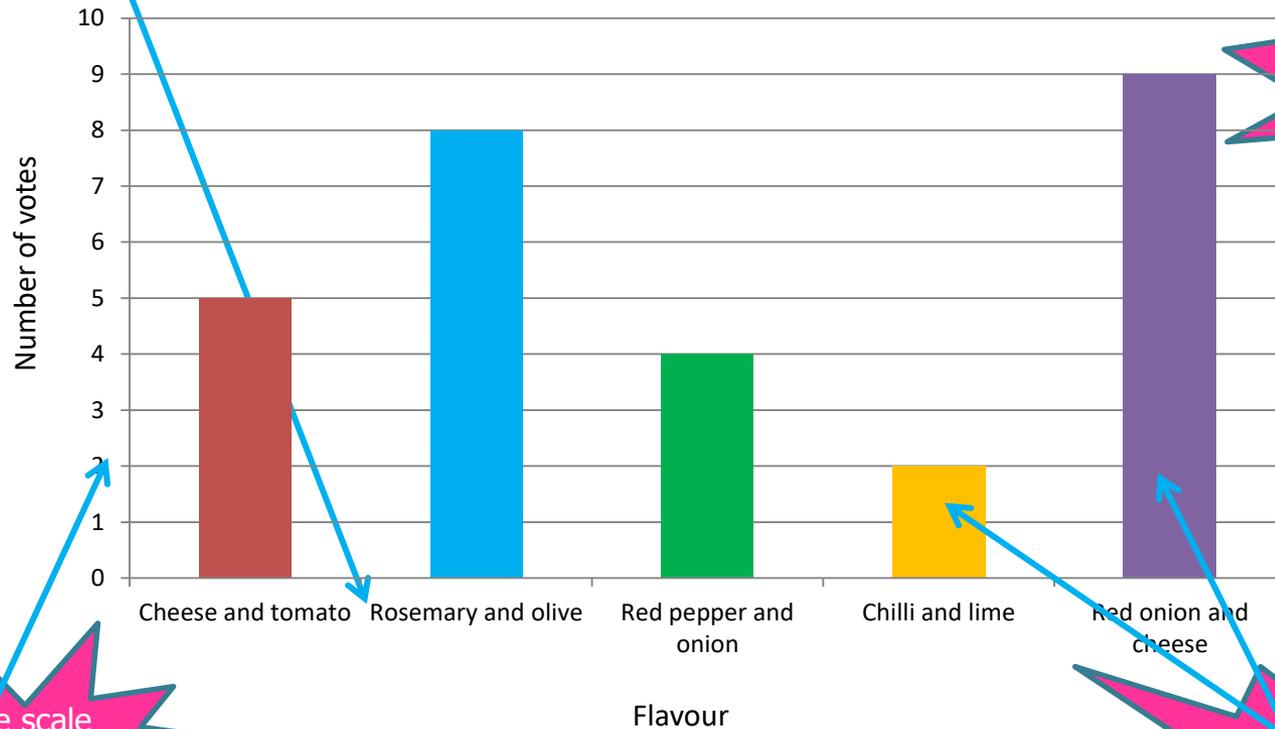


Task 2: drawing a bar chart

- All bars have equal widths.
- There is a gap between each bar.
- Bars can be drawn horizontally or vertically.
- When deciding on a scale, look at the data you have collected to see how large your range is.
- Your scale should go up in regular intervals.
 - Remember to use a ruler!
- A bar chart is used to display discrete data.

Spaces between bars

What title should we give this bar chart?



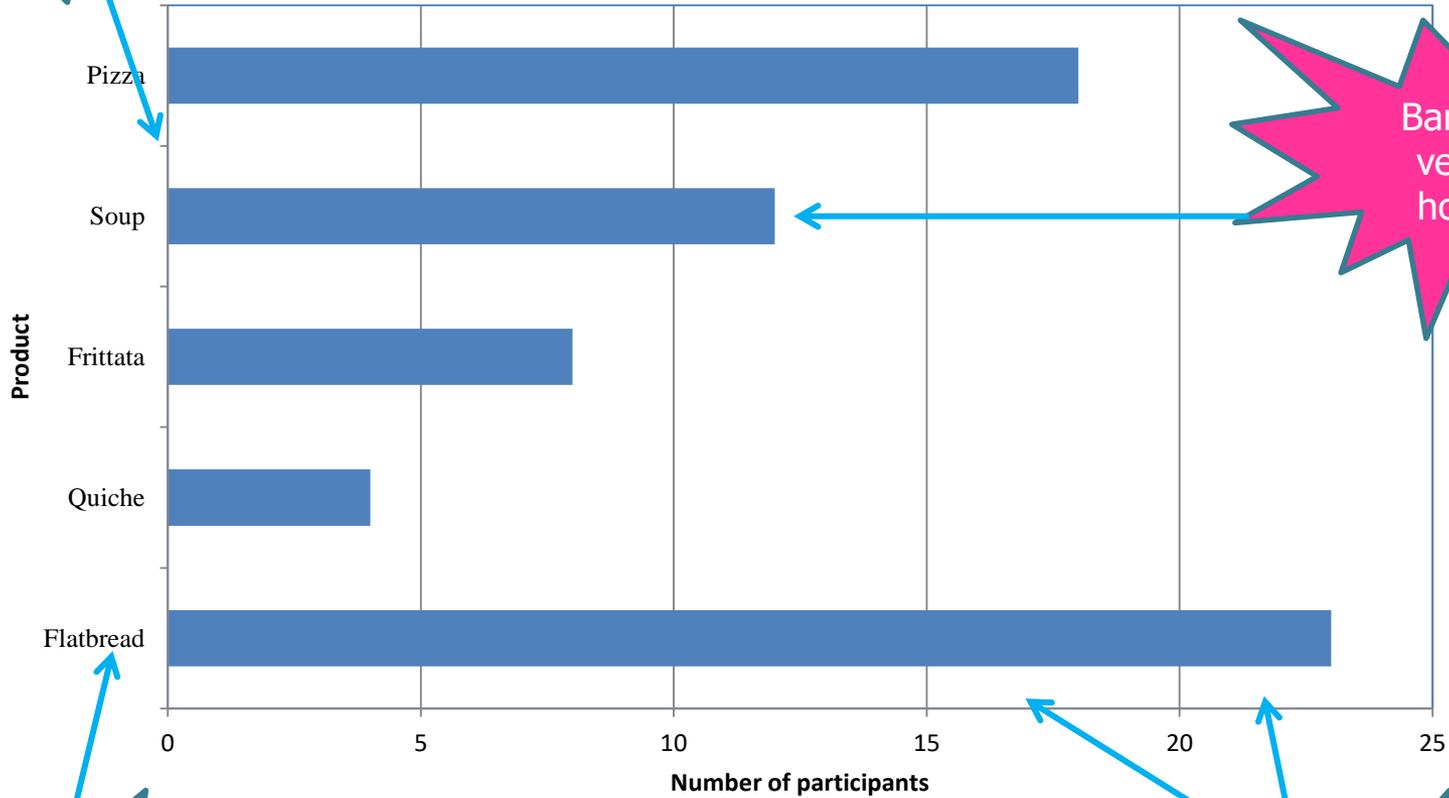
Bars can be vertical or horizontal

The scale increases in regular intervals

Discrete categories

What title should we give this bar chart?

Spaces between bars



Bars can be vertical or horizontal

Discrete categories

The scale increases in regular intervals

Task 3: making your final decision

Discuss your results with your family and make a final decision about the healthy lunchtime food product that you would produce.

You may choose the most popular product from your market research or you may wish to appeal to a specific group of participants (this is called a **niche market**).

