

73. Qualitative and quantitative data

1. Missing words

Businesses carry out research to find out data about the market and the needs of the _____ within it. This is to help improve the _____ of the decisions they take. Market research can be used to collect either quantitative or qualitative data. Quantitative research gathers large quantities of data so that calculations can take place, such as what _____ of chocolate lovers like peanuts? This means that lots of people will be asked to fill in a _____ in which the questions have Yes/No answers. Qualitative research is more in-depth, involving smaller groups of consumers, perhaps as part of a _____ group. **Words from: percentage, customers, focus, questionnaire, quality**

2. Key words

Match the definitions on the left to the correct definition on the right:

Definitions	Key terms
1. In-depth research into the reasons behind customers' behaviour	a) Closed questions
2. Information that is gathered first hand and is for a specific purpose.	b) Focus group
3. The process of gathering and analysing data on a firm's market	c) Market research
4. A small number of people who are brought together for a detailed group discussion about their views on a firm and its products	d) Open questions
	e) Primary research
	f) Qualitative data
	g) Quantitative data
	h) Secondary research

3. Quantitative or qualitative findings?

Results	Quantitative or qualitative?
1. 82% of households have shopped at Tesco in the last month	1.
2. Many parents feel guilty when buying ready-meals	2.
3. 62% of 15-24-year-olds go to the cinema frequently	3.
4. Most owners of diesel cars think that their exhaust emissions are no worse than petrol cars	4.
5. Some iPhone owners love to place it where others can see	5.
6. More people like blue packaging than like red	6.

4. Multiple choice questions

4.1 Which **two** of the following statements about qualitative data are not accurate?

- Qualitative data is collected from a desk, e.g. by using Google
- Qualitative data is often collected using informal group discussions
- An example of qualitative data is '75% of guests were satisfied with the service they received'
- The quality of qualitative data depends to a large extent on the way it is interpreted
- The quality of qualitative data can be affected if one person dominates the group discussion

4.2 Which **two** of the following statements about quantitative data are accurate?

- Quantitative data is easy to analyse
- Quantitative data is collected using in-depth interviews
- An example of quantitative data is '80% of people questioned have tried an Innocent smoothie'
- Quantitative data is collected to find out the reasons for customers' behaviour