



● **primary data** N-UNCOUNT
secondary data N-UNCOUNT

Primary data is information about a subject that is collected at first-hand, for example by means of interviews. **Secondary data** is information about a subject that has already been written or published.

A large number of published books and articles, plus various newspaper reports, are used to supplement his primary data. Secondary data sources – for example, various national and international statistical publications – were used to supplement the main body of information.

● **field research** N-UNCOUNT
desk research N-UNCOUNT

Field research is research that is done in a real, natural environment, for example by interviewing people, rather than in a theoretical way. **Desk research** is research that is done in a theoretical way, by reading what has already been written about a subject.

We must ensure that field research finds its way back into practice, within British industry and commerce. He states that desk research cannot "fulfil the field research role of putting the supplier in direct touch with the consumer."

● **market research** N-UNCOUNT

Market research is the activity of collecting and studying information about what people want, need, and buy.

Saturn carried out extensive market research to decide how to sell its cars. A new all-woman market research company has been set up to find out what women think about major news and issues.

Common Collocations

to conduct market research to do market research
to carry out market research

● **survey** (surveys, surveying, surveyed)

I N-COUNT

If you carry out a **survey**, you try to find out detailed information about a lot of different people or things, usually by asking people a series of questions.

According to the survey, overall world trade has also slackened.

II VERB

If you **survey** a number of people, companies, or organizations, you try to find out information about their opinions or behaviour, usually by asking them a series of questions.

Business Advisers surveyed 211 companies for the report. Only 18 percent of those surveyed opposed the idea.

Common Collocations

to conduct a survey to do a survey
a survey finds a survey shows
a survey reveals a survey says

● **respondent** (respondents) N-COUNT

A **respondent** is a person who replies to something such as a survey or set of questions.

There were more than 300 respondents to the survey.

● **consumer panel** (consumer panels) N-COUNT
focus group (focus groups) N-COUNT

A **consumer panel** is a specially selected group of people who are intended to represent the likely users of a particular product or service. **Consumer panels** try out the product or service and give their opinions on it. A **focus group** is a specially selected group of people who are intended to represent the general public. **Focus groups** have discussions in which their opinions are recorded as a form of market research.

Our consumer panel tasted both homemade chocolate cakes and cakes made from mixes. He put together a business plan and tested it with a focus group.

● **market test** (market tests, market testing, market tested)
test market (test markets, test marketing, test marketed)

III N-COUNT

If a company carries out a **market test**, it asks a group of people to try a new product or service and give their opinions on it. A **test market** is an area or a group of people that tries a new product or service so that its qualities can be evaluated.

The new product performed well in a market test in Las Vegas. From 1983 to 1985, Minneapolis alone served as the test market for 110 products.

IV VERB

If a company **market tests** a new product or service, or if they **test market** it, a group of people are asked to try it and are then asked for their opinions on it.

These nuts have been market tested and found to be most suited to the Australian palate. Adolph Coors Co. said its Coors Brewing Co. unit will test market a new line of bottled water in the West early next year.

● **market-led** ADJ
market-oriented ADJ
market-orientated ADJ

A company that is **market-led**, **market-oriented** or **market-orientated** aims to develop products or services in order to fill gaps in the existing market.

*...moving away from an old-style textiles industry towards international companies that are market-led.
...some market-oriented solutions for the problems of the elderly. Service industries like banking and insurance have also become more market-orientated.*

➔ **market:** Topic 1.4; **product-led:** Topic 5.2

1 U

2 I

3 I



PRACTISE YOUR VOCABULARY

1 Use the terms in the box to complete the paragraph.

primary data desk research market-led field research market research
 consumer panels secondary data surveys market test

A market for a product is the people or organizations who buy it, or an area where it is sold. Companies quick to respond to the needs of a market are _____, or market-oriented. The gathering of information about what consumers want and need, and what makes them buy, is known as _____. There are two ways of collecting information – _____ and _____. Desk research involves the use of _____ and field research involves the collection of _____. Secondary data includes information from sources such as the media or trade associations. Primary data is collected through the use of _____, (i.e. questioning individuals), _____, (i.e. questioning groups of people, for example) or by carrying out a _____ to see how successful the product is before launching it more widely.

2 Match a type of data collected on the left with a research method on the right.

- | | |
|----------------|----------------|
| primary data | field research |
| secondary data | desk research |

3 Which of the following are examples of primary data and which are examples of secondary data?

	Primary	Secondary
i published sales figures	<input type="checkbox"/>	<input type="checkbox"/>
ii reports from the sales force	<input type="checkbox"/>	<input type="checkbox"/>
iii information published by the competition	<input type="checkbox"/>	<input type="checkbox"/>
iv data from telephone interviews	<input type="checkbox"/>	<input type="checkbox"/>
v data from consumer panels	<input type="checkbox"/>	<input type="checkbox"/>
vi focus groups	<input type="checkbox"/>	<input type="checkbox"/>

4 Match the two halves of the sentences.

a A company which is market-oriented	i finding out what customers want and need, and what makes them buy.
b Market research is the process of	ii no-one has yet collected.
c Primary data is information which	iii tries to find out what consumers want before developing a product.
d Secondary data is information which	iv is already available, both inside and outside the organization.
e Carrying out a survey involves	v test marketing.
f New products can be tested on consumer panels. This process is called	vi asking questions of respondents, either by filling in a questionnaire or by interview.