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Market Research

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| **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 |