

8 The questions below were taken from a survey. Use the words in brackets (and the correct tense) to complete them.

- How many calls _____ (you / make) per day with your mobile phone?
 1–3 a day 3–5 a day 6+ a day
- When _____ (you / buy) your phone?
 less than 2 years ago 2–3 years ago more than 3 years ago
- What _____ (convince) you to buy the phone you currently have?
 price features other _____
- Why _____ (you / want) to buy a new phone now?
 old one doesn't work want more features
 want the latest model other (please specify) _____
- _____ (you / ever / buy) a mobile phone for someone else?
 yes no
- _____ (anyone / ever / give) you a mobile phone as a gift?
 yes no

Now ask your partner the questions and note his /her answers. How could a mobile phone manufacturer use this information?

USEFUL PHRASES

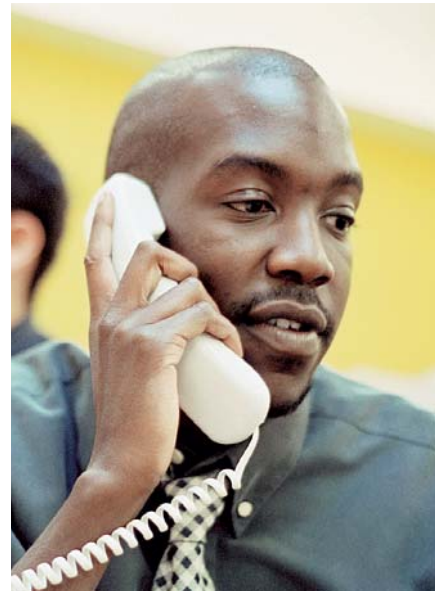
Asking questions

- Could I ask you how much you would pay for the phone?
- How important are the following features to you?
- What other features are important to you?
- How often would you ...?
- Can you tell me more about that?
- When did you last ...?
- Have you ever used / purchased a ...?
- What would you like / be willing to ...?

9 Work with a partner to decide on a market research plan for 'your' company, a budget airline. Use the profiles in the partner files to decide on methods and to brainstorm survey questions.

PARTNER FILES

Partner A File 2, p. 62
 Partner B File 11, p. 63



10 Gregory has presented the following summary of results. Read it through and match the headings to the sections.

Appendices • Major findings • Purpose • Secondary findings

Inside the Market

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Executive summary

_____ 1
 To decide what the demand is for a child-specific mobile phone, to see what features are important to the target market and to gauge interest in the product.

_____ 2
 It is very important to restrict the numbers that can be dialled and to include a headset. A tracking system is somewhat important. Potential customers are willing to pay up to 100 GBP for such a product. Respondents with children or with close relatives who have children are very interested in buying such a product. Parents are very concerned about the possible health dangers of children using mobile phones.

_____ 3
 Design and size are unimportant, but the product should be durable.

_____ 4

- 1) Demographics
- 2) Tabulated survey information
- 3) Selected comments

Now decide whether the sentences below are true or false. Correct the false statements.

- a One goal of the survey was to see how interested people are in a mobile phone for children.
- b Parents want their children to be able to dial any number.
- c People without children are also interested in buying mobile phones for children.
- d Parents think that mobile phones might be harmful to children.
- e Respondents said they want the phone to be small and last a long time without breaking.