

# Bibliography

## Section 1: Introduction to Market Research

### Chapter 1: The basics of Market Research

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## Section 3: Completing the Market Research process

### Chapter 9: Turning data into findings

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## Chapter 10: Report & communicating findings

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As Section 1, Chapter 1 (i)

*(iv) Career opportunities within the market research industry*

As Section 1, Chapter 1 (ii)

## Footnotes

- 1 For example on questionnaires, audio/video/digital/CCTV tapes, transcripts, hand-written notes containing personal data, recruitment/sampling/research records.
- 2 See p. 71 for a description of hall tests.
- 3 BMRA survey of methods used by market research agencies
- 4 BMRA survey of methods used by market research agencies
- 5 BMRA survey of methods used by market research companies
- 6 Social grade or social class is a term used mainly in the UK where the occupation of the respondent is used to position them in terms of income, education and to some extent, lifestyle.
- 7 BMRB International runs an on-going piece of research called Target Group Index (TGI) where recruits complete a questionnaire about their reading and shopping habits and their lifestyles. The survey is based on a sample size of 25,000 interviews per annum. The TGI collects information on over 4,000 brands in 500 product areas for those people of 15 or more in age. Media owners and media buying agencies can pay for TGI data to form a snapshot of the person who buys a particular magazine or newspaper and target promotions and advertising accordingly. BMRB is part of the KMR Group, an integrated global research, information and software group.