

Questionnaire

A pre-prepared list of questions which a sample of the population is asked. Their answers are recorded to be analysed later.

Focus group

A group of individuals are asked to comment or give opinions on a product or idea and detailed responses are recorded.

Back data

Existing company information, which can be used to make a decision or forecast future trends.

Annual Abstract of Statistics

Data collected by the government on all areas of public and business life.

Bank of England quarterly inflation report

A report which gathers business and economic data from the past three months, which it publishes for use by business.

Observation

Watching and recording the activities of a business or individual to identify actions.

Consumer panel

A group of consumers taste or sample a product and their views are discussed and recorded.

Benchmark data

One business uses information from another business to help it reach decisions.

Local government reports

Documents produced by the local council on the local economy, to provide business and the community with information.

Company report

A legal requirement for a Public Limited Company is to publish data about its activities in the previous year.

Head/foot count

An observation to record the number of people passing a particular place or using a business.

Trial

A product is used and opinions and views are recorded on the experience.

Census

Data collected by the government every 10 years, which is published for public and business use.

Financial times

A newspaper which records the workings of stock markets and financial markets from the previous day.

Other method
(please specify)

Other method
(please specify)