2.10 Interpreting and Analysing Market Research Data: 10-minute Pack

AQA 8132 · Calculators not allowed · about 10 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions in the spaces provided. Use the data supplied in each question prompt. No calculator is allowed. Show any simple working where asked.

1 Bean & Bite's survey also asked how customers usually pay. The pie-chart data is: cash 30%, card 55%, mobile pay 15%.
State the percentage of customers who use card payments.

(Total for Question 1 is 1 mark)

2 Bean & Bite recorded preferred drink type in the 100-customer survey: coffee 62, tea 22, cold drinks 16.
Calculate the difference in number of customers who prefer coffee compared with tea.

(Total for Question 2 is 2 marks)

3 Bean & Bite asked customers what time of day they usually visit. Results from 100 respondents: morning 40, lunch 30, afternoon 20, evening 10.
Explain two things these figures suggest about the cafe's target market and busiest trading periods. Use data in your answer.

(Total for Question 3 is 4 marks)

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Mark scheme · 2.10 Interpreting and Analysing Market Research Data: 10-minute Pack

Question 1

55% cao	**B1**

Answer: 55%

Question 2

62 - 22 seen	**M1**
40 cao	**A1**

Answer: 40 customers. Working: 62 - 22 = 40.

Question 3

identifies morning and lunch as busiest periods, e.g. morning 40 and lunch 30	**B1**
explains that the target market includes commuters or morning customers because 40% visit in the morning	**B1**
identifies afternoon/evening are quieter, e.g. only 20 and 10 respondents	**B1**
explains consequence, e.g. cafe should focus staffing and promotions on morning and lunch to match demand	**B1**

Answer: The data shows morning (40) and lunch (30) are busiest, so the target market likely includes commuters or workers buying breakfast and lunch. Afternoon (20) and evening (10) are much quieter, so the cafe should prioritise staffing and promotions for morning and lunch trade.

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