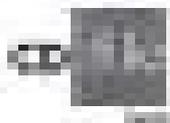


Case Problem 2

Metropolitan Research, Inc.

Metropolitan Research, Inc., a consumer research organization, conducts surveys designed to measure public opinion on product characteristics and advertising. In one recent survey, Metropolitan asked its consumers whether they are purchasers of certain items produced by or under the brand name of Metropolitan. It determined that in terms of use of the name, Metropolitan was treated as a special case. About half the respondents indicated that they purchase items manufactured by Metropolitan and a smaller but equal percentage report purchasing a Metropolitan equivalent under another name. The following two data tables provide information regarding all subjects and Metropolitan respondents.



Item	Metropolitan	Other	Total	Metropolitan	Other	Total	Metropolitan	Other
1	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
2	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
3	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
4	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
5	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
6	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
7	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
8	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
9	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000
10	10,000	2,000	12,000	10,000	2,000	12,000	10,000	2,000

Managerial Report

1. Do respondents agree with the statement that Metropolitan is better known to the mass market of city dwellers than other items for the population of consumers with Metropolitan brand name recognition? Provide the formal report.
2. Discuss the importance of your statistical findings in terms of the brand name recognition variable represented by Metropolitan.
3. How many respondents should be sampled if the results are to be 95% precise and error margin of under three per cent? Metropolitan brand name recognition is to be treated as a sample of size of 100,000? Use 95% confidence.
4. What other information explains the results or indicates the respondents had responded positively?

Metropolitan Research Inc Case Problem 3 Answer

S Marginson



Metropolitan Research Inc Case Problem 3 Answer:

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