

**Unit 6**  
**Move Toward Independence**

**Building Academic Skills**  
*Math*

**COMPARE PRICES**

Consumers face hundreds of decisions in the marketplace each time they shop. Selecting the brand of product to buy is one such decision. Knowing what brands others choose may be of interest to you as a consumer. Advertisers and producers rely on data from market research. Information on product sales and consumer preferences helps them make sound business decisions. One tool for market research is the survey.

**Directions:** Use the survey form below. Write in a type of product and four well-known brand names of the product. Survey twenty people — at different stores, if possible — about which brand is their favorite. Use your results to determine the percentage of people surveyed who chose each brand.

PRODUCT SURVEY					
Type of Product:					
Person Surveyed	Brand #1:	Brand #2:	Brand #3:	Brand #4:	(Other Brands)
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					
15.					
16.					
17.					
18.					
19.					
20.					
<b>Percentage</b>					