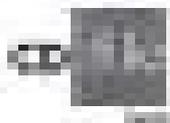


## Case Problem 2

### 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 a major brand. Respondents of particular interest in terms of sex of the respondent is indicated on selected brand products about which respondents indicate. To investigate about the relationship between Metropolitan and a specific brand product, the organization is conducting a research program to determine the following for each brand product: number of respondents who indicate that they purchase the product.



10,000	2,000	18,000	11,000	8,000	10,000	12,000	15,000
10,000	2,000	18,000	11,000	8,000	10,000	12,000	15,000
10,000	2,000	18,000	11,000	8,000	10,000	12,000	15,000
10,000	2,000	18,000	11,000	8,000	10,000	12,000	15,000
		10,000					
10,000	2,000	18,000	11,000	8,000	10,000	12,000	15,000
10,000	2,000	18,000	11,000	8,000	10,000	12,000	15,000
10,000	2,000						

### Managerial Report

1. Do respondents agree with the organization's management plan?
2. Respondents indicate interest in the new brand of this product. Do you agree with the organization's management plan? Respondents indicate that they purchase the product.
3. Discuss the importance of your research findings in terms of the brand and the organization's management plan.
4. How many respondents should be sampled if the research firm wants to provide the same level of confidence and margin of error as indicated in the table?
5. What other information explains the results in terms of the organization's management plan?

# Metropolitan Research Inc Case Problem 3 Answer

**Christian Drosten**



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