

***Activity: Comparison of Data Collection Methods***

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_\_\_

***Directions:*** *Provide* ***(2)*** *advantages and* ***(2)*** *disadvantages for each type of data collection method listed below. Then, answer the questions provided (in complete sentences). Assignment is worth* ***30 points.***

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| **Data Collection Method** | **Advantages (2)** | **Disadvantages (2)** |
| Focus Group |  |  |
| Mystery Shopper |  |  |
| Online Survey |  |  |
| Personal Interview |  |  |
| Questionnaire – Paper Survey |  |  |
| Telephone Survey |  |  |

**Question(s):**

1. Based on your comparison above of different data collection methods, which one would you chose to market research your popcorn business development? Why?
2. Which data collection method do you think would be the **most** expensive? Why?
3. Which data collection method do you think would be the **least** expensive? Why?