

Lesson 54: Market Research

By Xandra

1. Dialogue

First, repeat after your tutor. Then, practice each role.

Taro is doing market research for ABC Company, and he has set up a survey booth in a shopping mall. Mr. Robinson happens to be passing by.

Taro: Hello. I'm Taro from ABC Company. I just want to ask a few questions for a company survey.

Mr. Robinson: Oh, I'm sorry. But I don't have time to take a survey.

Taro: It will only take 5 minutes, sir. **In exchange for** your participation, you will receive a bagful of ABC products.

Mr. Robinson: Alright. Five minutes then.

Taro: Okay, for the first question, what 's your name and your occupation?

Mr. Robinson: I'm Jack Robinson. I'm a retired teacher.

Taro: I see. Do you drink tea or coffee?

Mr. Robinson: I prefer coffee in the morning, and I drink tea in the afternoon.

Taro: What brand of coffee do you drink?

Mr. Robinson: I always buy it from a coffee shop across from my apartment.

Taro: What about the tea? What flavor and brand do you prefer?

Mr. Robinson: I like green tea. I buy the tea leaves from the market. I don't think it has a brand.

2. Today's Phrase

First, repeat after your tutor. Then, make a few sentences using Today's phrase.

1. Jack lost my bicycle last month. He bought me a new bike, **in exchange for** the one he lost.
2. The criminals demanded \$1 million **in exchange for** the kidnap victim.
3. Bill Gates has donated a lot of money to Africa. **In exchange for** his generosity, the African president declared Bill Gates as an honorary citizen.

* **in exchange for ~ / ~と引き換え**[交換]に

3. Your Task

You are doing market research for cosmetic products. You have already collected the data from the customers. Your boss (=your tutor) called and wants a quick report. The data shows that: 1) 25% of the responders prefer strawberry-scented lipstick, 2) 80% of the responders don't use lip gloss, 3) 38% of the responders prefer an American brand of makeup. Give this information to your boss.

4. Let's Talk

Are company surveys helpful in improving products? Why do you say so?

What would convince you to participate in a company survey?

What are the do's and don'ts when participating in a company survey?

5. Today's photo

Describe the photo in your words as precisely as possible.



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