

Name: _____ Date: _____

Cooking Up Success

In your job as Director of Market Research for the Snacks Stat! Corporation, you have asked your staff to conduct a market survey to determine whether or not to produce Carrot Taco Bites, a tasty, all-natural snack developed by your test kitchen. Your staff surveyed 30 randomly selected individuals from the local town, population 1,500. Here are the results:



Participant Number	Do You Like This Snack?	How Many Would You Buy per Week for \$1?	How Many Would You Buy per Week for \$2?
1	Y	1	0
2	Y	2	2
3	N	0	0
4	Y	1	0
5	N	0	0
6	N	0	0
7	N	0	0
8	Y	3	3
9	Y	3	0
10	N	0	0
11	Y	2	0
12	Y	2	0
13	Y	1	0
14	N	0	0
15	Y	1	0
16	Y	1	1
17	N	0	0
18	Y	2	0
19	N	0	0
20	Y	2	2
21	N	0	0
22	Y	3	1
23	N	0	0
24	Y	3	0
25	Y	2	0
26	N	0	0
27	N	0	0
28	Y	2	0
29	Y	1	1
30	Y	2	0

KEY: Y = YES N = NO

Work the Math

Record your responses on separate paper.

- Summarize the results of your survey using a table, graph, or other effective method.
- Based on the results of your survey, how many people in town (population 1,500) would you predict will like Carrot Taco Bites? Explain your thinking.
- How much should the company charge for Carrot Taco Bites? Explain your thinking.
- How many Carrot Taco Bites would you suggest the company produce each week? Explain your thinking.
- The company is considering increasing the sample size to 60. Identify an advantage and a disadvantage that would result.
- What additional information might the company want to obtain via a survey about the public's response to Carrot Taco Bites before offering the product for sale?