



Stage 3: Conducting market research

Learning Objectives:

- To design and conduct a survey
- To present data in a pictogram

Stage Overview:

In this stage, the children are introduced to the idea of market research as an engaging and meaningful context for Maths learning. Through this, they learn how to design a simple survey to understand their potential pizzeria customers' preferences and construct a pictogram to display their findings.

Materials needed:

- Tally chart template
- Squared paper

Presentation notes:

Slide 2: Introduction to market research	<ul style="list-style-type: none"> - Display the power point slides and use questioning to introduce market research and how we can use it to help us find out what our pizzeria customers might like to eat when they visit. - Explain that we are going to conduct a survey and record our results using a tally chart. To do this we simply ask lots of people who we want to come to our pizzeria which of our pizza topping ideas they prefer. - By asking our customers what they would prefer, we can make a product that they are more likely to buy and be happy with. - To display our results, we will learn all about pictograms.
Slide 3: The question	<ul style="list-style-type: none"> - Ask the children to think about what question we should ask our customers to help us serve what they like in our pizzeria. - For example: what is the most popular pizza topping in Year 2/ KS1/ our school?
Slide 4: Topping choosing	<ul style="list-style-type: none"> - Lead a discussion about all the different ingredients that could be used as pizza toppings and make a list for the children to refer to. - In their business groups, ask the children to choose three or four flavours pizza toppings that they would like to ask customers about. - Give them some ideas to get them started using their responses from the previous stage of the project.
Slide 5: Tally charts	<ul style="list-style-type: none"> - The children should draw a tally chart to record their findings before collecting their data (or use the tally chart template). - Explain that tally charts are a useful way of collecting survey answers because we can use our counting in 5s skills to add up the total number of answers for each choice. - Model how to record their results in a tally chart and count in fives to find their totals using the power point.

Practical activity: Collecting data	<ul style="list-style-type: none"> - Give children the opportunity to collect answers from as many children as possible from a range of year groups. - Allow time for group members to feedback their findings and draw conclusions about the most popular pizza topping with their pizzeria customers.
Slide 6: Drawing a pictogram	<ul style="list-style-type: none"> - Explain that a pictogram is a useful way of showing our findings from our survey. - Share the power point to talk the children through each stage of drawing a pictogram and share top tips for drawing one. - Model each step of how to construct a pictogram. - Ask the children to construct a pictogram to display their market research results.
Slide 7: Conclusion	<ul style="list-style-type: none"> - Ask the children to write a sentence to explain what their market research showed.

Links to the National Curriculum:

Subject	Topic	Objective
Design and Technology	Design	- Design purposeful, functional, appealing products for themselves and other users based on design criteria.
Maths	Statistics	- Interpret and construct simple pictograms, tally charts, block diagrams and simple tables.
	Number & Place Value	- Count in steps of 2, 3, and 5 from 0, and in tens from any number, forward and backward.