

# Design and Tally Questionnaire

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Task: Develop a 10 questions survey using the Likert Scale.

Objective: I can prove, using results of the survey, that your new business is needed in your town.

Process:

- Discuss “Why a questionnaire?”
- Businesses conduct marketing research to **prove a hypothesis** such as:
  - Should we open this store?
  - Is there a need for this store?
  - Do we need a new location?
  - Are the products meeting the customer’s needs?
- Discuss Likert Scale (file attached)
- Model format of questionnaire using Microsoft Word.
- Use Price, Promotion, Place and Product concepts in questions
- Distribute surveys to target market

## Example:

### Thomison Bakery Questionnaire

Age \_\_\_\_\_ Gender \_\_\_\_\_

Answer the following questions by circling one the answer that best fits your need.

Strongly Agree=SA      Strongly Disagree=SD      Neutral=N  
Agree=A      Disagree=D

- |                                   |    |   |   |   |    |
|-----------------------------------|----|---|---|---|----|
| 1. I visit a bakery once a week.  | SA | A | N | D | SD |
| 2. I order decorated cakes often. | SA | A | N | D | SD |

## Business Focus: Designing a Marketing Survey

If you want to design an effective marketing survey, there are a few guidelines to follow. **First**, have a clear objective in mind. For example, are you trying to find out if there might be a market for a new product? Or, are you trying to find out what people in a certain area think about an existing product? If you have a clear objective, your survey is less likely to be cluttered up with unnecessary questions.

**Second**, keep the questions simple. Use short sentences that are clear and to the point rather than long rambling ones that could confuse the reader. **Third**, use questions with **quantifiable** answers rather than ones with open-ended responses. To illustrate, suppose that you wanted to find out if the packaging of a new product is attractive. You could ask a question phrased any of the three ways shown below:

**#1: The packaging of this product is very attractive.** (Circle the best answer)

|          |            |               |            |          |
|----------|------------|---------------|------------|----------|
| STRONGLY | MODERATELY | NEITHER AGREE | MODERATELY | STRONGLY |
| AGREE    | AGREE      | NOR DISAGREE  | DISAGREE   | DISAGREE |

**#2. The packaging of this product is \_\_\_\_.** (Select the number that fits best)

VERY ATTRACTIVE 1 --- 2 --- 3 --- 4 --- 5 --- 6 --- 7 VERY UNATTRACTIVE

**#3. Describe the attractiveness of this packaging:** \_\_\_\_\_

Question #1 is based on a **Likert scale**, and has only five responses. To analyze the results, the researcher only needs to take a frequency distribution of the answers. (Example: 10% selected "strongly agree," 25% selected..., etc.) Question #2 is based on a bipolar adjective differential. The differences between it and the Likert are only technical, but both forms are widely used in research. One difference is that the former has five categories whereas the latter has seven—although the latter could have five or three responses from which to choose. After the survey is given, the responses are tallied and an overall average is computed. (Example: The average score was 5.6 on question #1.) Question #3 is open ended and, consequently, much more difficult to summarize for a large number of surveys. Sometimes researchers alternate the answers so that "strongly agree" or "very attractive" appears on the left for one question, and then on the right for the next. This forces everyone to read the question carefully before selecting an answer.

**Fourth**, keep the marketing survey instrument short. People value their time and do not want to waste it on long and rambling questionnaires. Perfectly useful questionnaires can be devised with as few as 10 or 15 questions.

**Fifth**, administer the survey to a **random sample**, not just your friends and relatives (and rule out individuals that are outside your target market). In addition, it is best to administer the survey at approximately the same time for everyone. A survey given on Friday afternoon is likely to provide different results than one administered on Monday morning. Simple rules, but ones that work!

# Tally Questionnaire

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## Tally Your Responses

Determine the percentage of responses for each question. For example if you used a Likert Scale (SA, A, N, D, SD) then make a chart like below and determine the % of respondents that SA with question 1, A with question 1, N for question 1, D with question 1, SD with question 1.

| Question # | SA    | A     | N     | D     | SD    |
|------------|-------|-------|-------|-------|-------|
| 1          | 6-30% | 7-35% | 2-10% | 2-10% | 3-15% |
| 2          | 3-15% | 9-45% | 5-25% | 3-15% | 0     |
| 3          | 2-10% | 210%  | 2-10% | 8-40% | 8-40% |
| 4          |       |       |       |       |       |
| 5          |       |       |       |       |       |
| 6          |       |       |       |       |       |
| 7          |       |       |       |       |       |
| 8          |       |       |       |       |       |
| 9          |       |       |       |       |       |
| 10         |       |       |       |       |       |

# Write a Marketing Research Report

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Task: Understand how your product/service fits into the market.

Objective: I can develop a marketing research report based on survey results.

Process: **Write Marketing Research Report**

## **Write Marketing Research Report:**

1. **Restate** the goal for your survey.  
Businesses conduct marketing research to **prove a hypothesis** such as:  
Should we open this store?  
Is there a need for this store?  
Do we need a new location?  
Are the products meeting the customer's needs?
2. **Discuss** the demographics of the people surveyed.
3. **Define** your target market.
4. **Summarize** the top 4-5 discoveries from your survey that support your goal.  
Example: If your goal was to prove that traffic in your store would be improved by relocating your existing store then a finding from your survey might be:
  - Seventy percent of the questionnaire respondents stated that they agree that the parking for the current store is insufficient.
  - From the customer survey it was found that 50% of the customers would visit the store more if the location was moved to Nashville Road.
  - In a recent survey of customers. . . .
  - Over half of the people surveyed
5. The **conclusion** of this report should indicate the answer to the question posed in the goal for the survey. Write an analysis of what question or goal you answered.

## Example Marketing Research Report

A marketing survey of 20 potential customers was conducted. The findings prove that Thomison Bakery would be a profitable venture. Sixty percent of the respondents were female in the age range of 25-35 years old and visit a bakery at least twice a month. Seventy percent of the respondents have children and have ordered specialty cakes for their children in the past. Thomison Bakery's target market includes females with children.

write about fact 1

fact 2

fact 3

fact 4

fact 5

Thomison Bakery will be a successful venture. The findings in the survey indicate that there is a need for a Bakery on Campbell Lane. Customers want specialty cakes at competitive prices and would use value advertisements in the Daily News promoting products. Thomison Bakery is a sound investment.