

Develop your MARKET RESEARCH Questionnaire/Survey

Five Steps of Primary Research:

Step 1: Determine the Research Question

Step 2: Select the Research Method

Step 3: Collect the Data.

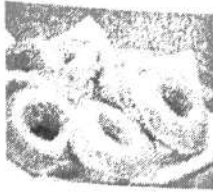
Step 4: Analyze the Data

Step 5: Draw Conclusions

For a product of your choice, your focus is to start developing a survey for your market research. See instructions below:

- Develop a survey with at least 15 well thought -out questions
 - Make a cover sheet
 - Use a catchy title (appropriate for your target market)
 - State the purpose of the research
 - Provide instructions for the participant to follow
 - Thank participants, at the end
- What to ask?
 - Use at least 3 demographical questions
 - Use at least 4 psychographic questions
 - Use at least 5 behavioral questions
 - Use at least 1 geographic question
- Ask for comments
 - Make a place where research participants can put comments

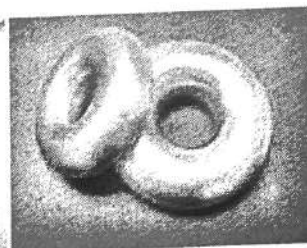
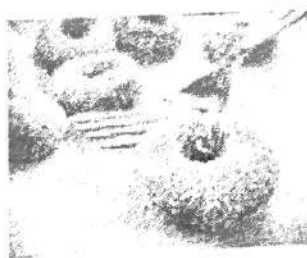
SUBMIT ONE COPY PER TEAM! GOOD LUCK!



CRAVIN' GLAZE THESE DAYS?



Please complete the following survey honestly and to the best of your ability. All of the information you provide will be useful in drawing accurate conclusions to the research study at hand. Your information will remain confidential. Thank you for taking the time to participate in this study.



TASTE TEST

1. After tasting the donuts, please describe the quality of each donut.
Rank each category from 1 to 5 with 5 being the best and 1 the worst.

	Orange	Blue	Yellow
Color of surface <i>(Pleasing golden brown as opposed to pale or dark brown)</i>	_____	_____	_____
Tenderness <i>(Easily broken as opposed to crumbly or too tough)</i>	_____	_____	_____
Flavor <i>(Pleasing with no aftertaste, as opposed to an aftertaste)</i>	_____	_____	_____

2. Please rank the donuts you just tasted by writing the napkin color (orange, blue, and yellow) in the blanks.

Most Favorite _____

Second Favorite _____

Least Favorite _____

3. Based on the quality of these donuts, which do you perceive to be the most expensive?
- ☐ Donut A
 - ☐ Donut B
 - ☐ Donut C
 - ☐

OPINIONS

4. How often do you eat glazed donuts per month?
- ☐ >than 5 times
 - ☐ 3-5 times
 - ☐ 1-2 times
 - ☐ Never
5. When are you most likely to eat a glazed donut? (Check all that apply)
- ☐ Morning
 - ☐ Mid-day
 - ☐ Evening
 - ☐ Late-night
6. Do you eat glazed donuts as a meal and/or snack?
- ☐ Meal
 - ☐ Snack
 - ☐ Both

7. Of the following glazed donut providers, of which have you...

	Heard	Tasted
Kroger's Bakery	_____	_____
Krispy Kreme	_____	_____
Dunkin Donuts	_____	_____
Emerson's	_____	_____
Wal-Mart Bakery	_____	_____
Other: _____	_____	_____

8. Are you a brand loyal consumer who purchases the same brand of glazed donuts?

- ☐ Yes
- ☐ No (Skip to Question 10)

9. If you answered yes to the above question, which brand do you purchase?

10. How much are you willing to pay for one glazed donut?

11. Do you shop at a franchise or an independently owned bakery for donuts?

- ☐ Franchise
- ☐ Independently owned bakery
- ☐ No preference

12. Do you perceive an independently owned bakery to provide better quality donuts than a franchise?

- ☐ Yes
- ☐ No

13. What year are you?

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior

14. What is your gender?

- ☐ Female
- ☐ Male

15. Please feel free to provide any additional comments pertaining to this survey below:

Thank you for your time and cooperation!