



The Schools Challenge

Market research Ask your audience



How attractive is your offer?

You might think your idea is the best thing since sliced bread. But will other people? How do you know that your enterprise will be successful?

Ask the audience!

If you want to find out what your target audience really thinks, you'll need to do some market research. You're aiming to find out:

- If they like the idea of your business
- What price they'd be willing to pay for your activity
- If you can sell enough to cover your costs and make a profit
- What other activities they'd be interested in

Your challenge is to design a market research questionnaire that will help you get the answers to those questions – but without being biased in your questioning.

To give you a clearer idea of what that means, look at questions one and two below.

1. What activities in the funfair do you enjoy most?
2. Which of these two rides do people of your age go on? – Zeus or Argo?

Question 1 – is an open question and allows the interviewee to give you an honest response.

Question 2 – is biased because it only gives a restricted choice – forcing an answer for one or the other

Market research - How to do your research

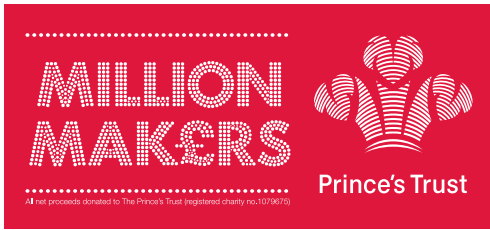
When you're approaching people, smile, be warm and friendly. You'll have to be quite brave too – some people might be 'too busy' to talk to you. Don't take it personally! Here's an opening line to try, but adapt it or try out a few of your own until you find what works best...

"Hello, we're running a mini hot-air balloon contest in a few weeks' time and we're doing some market research to see if people like the idea. Would you mind helping me by answering a few quick questions?"

Example of a market research questionnaire

1. Would you be interested in making your own hot-air balloon and flying it in a contest?
No? Go to questions 2, 3 and 4
Yes? Go to questions 5, 6 and 7
2. If no, can you give a reason?
3. What activity would you be interested in having on a charity day instead?
4. How much would you be prepared to pay for that activity?
(a) 25p (b) 50p (c) £1.00?
- Now thank the respondent for their time and wish them a good day**
5. If yes, would you like to do this on your own or with a friend?
6. If yes – what price would you pay to enter the contest?
7. Which of these three prices is nearest to what you would pay
(a) 25p (b) 50p (c) £1.00?
8. Which prize would you like to win out of the following:
(a) Photo and article in the weekly newsletter
(b) A certificate of merit
(c) A medal

Now thank the respondent for their time and wish them a good day



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Market research Data capture sheet

Design a data capture sheet like the one below to record your answers.

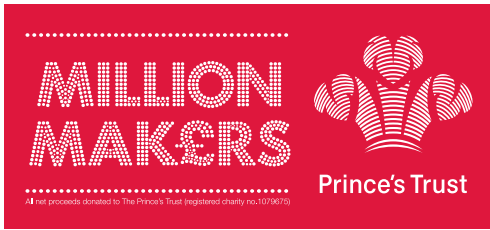
**Example of a data capture sheet:
Hot-air balloon contest questionnaire results**

Question	Respondent 1	Respondent 2	Respondent 3
Name/class/male/female	Joe West/7t2/m	Georgie Hall/8t4/f	Fred Gee/9t1/m
1	no	yes	yes
2	No good at craft		
3	Scalextric		
4	(a) 25p		
5		with friend	on my own
6		40p	60p
7		50p	50p
8		(b) A certificate of merit	(c) A medal

Hints

Remember, you'll need to question at least 20 to 30 people to get a real feel for who your customers are and what they want. Break times and lunchtimes are ideal for catching them, so split your team up and each of you ask as many people as possible. Make sure you get a good range of males and females from each year group.

Why not test your top two ideas this way? Split your team into two and run both market research campaigns simultaneously.



The Schools Challenge



Collating the data



Deliver all your data to your chairperson, who should then complete a quick analysis of the results using a tally chart for each question you asked. Or you could put your results into a graph like the one below.

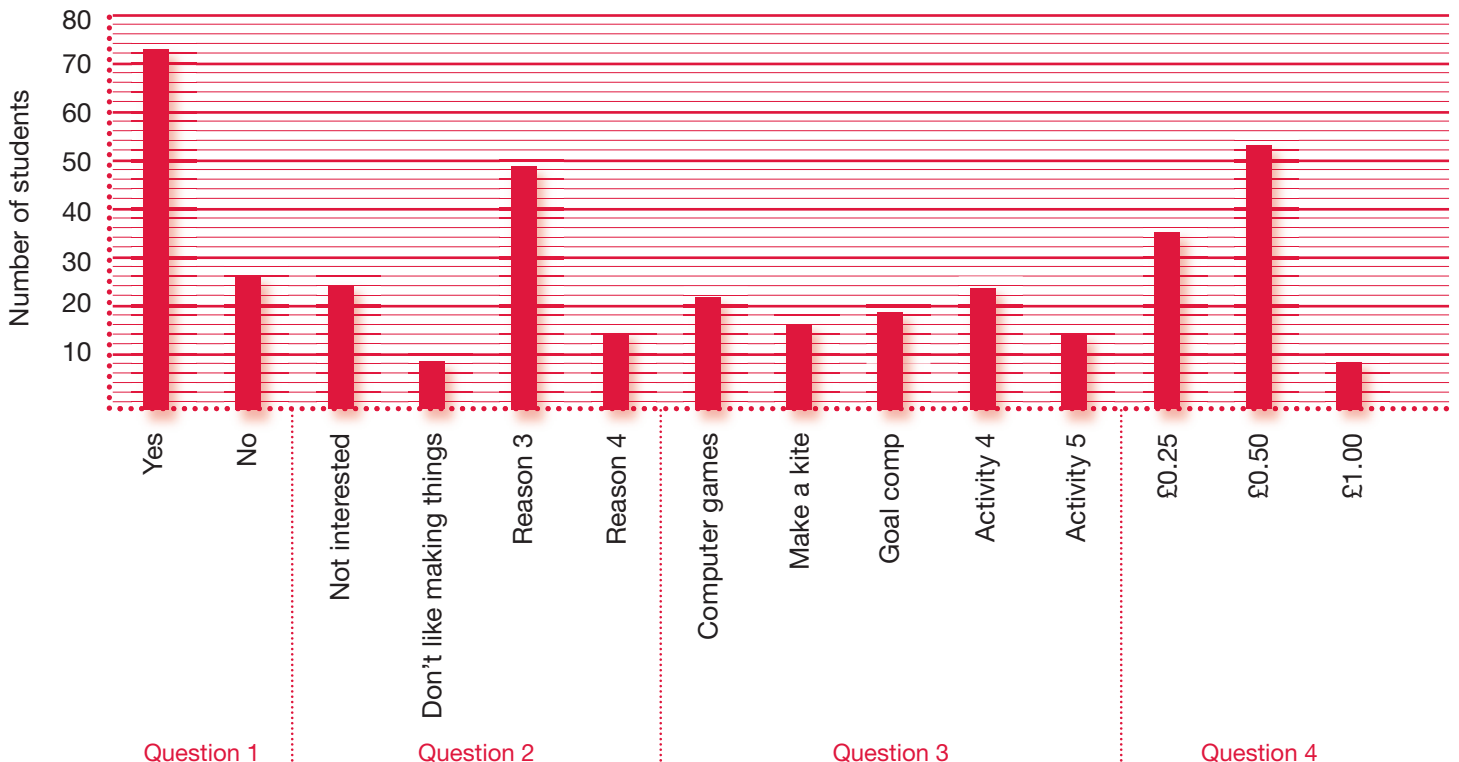
If you get a positive result of 50%, that means only half the people questioned were interested in your activity. Is that good enough to go ahead? It means you may not cover your costs.

You really need a positive response of at least 75%. That would mean 30 out of 40 people saying YES, we think your idea rocks!

Of course, if your idea got the thumbs up from only 50% of people, you could always make changes to your plan. Forget the balloons, use kites instead? Whatever you decide, you'll need to question your potential customers again.

Or you could just drop the idea completely and choose an alternative from your original list.

Example of a graph





Collating the data



Example of a tally chart

Question	Sub Question		Tally	Total Tally
1	Would you be interested in making your own hot-air balloon and flying it in a contest?	Yes		
		No		
2	If no, can you give a reason?			
	Not interested			
	Don't like making things			
	Reason 3			
	Reason 4			
3	What activity would you prefer instead?			
	Computer games			
	Make a kite			
	Football goal competition			
	Activity 4			
4	How much would you be willing to pay?	£0.25		
		£0.25		
		£0.25		