



Composing Market Survey Questions

How do I find out
what I want to know?





I want to make \$200,000 per year

- \$20 product
- \$4.00 Profit (rule of 5ths)
- Need to sell 50,000 units per year
- 336 Million People in the US
- Need to capture 0.015% of the population each year
- What are you waiting for?



What do you need to know?

- Primary
 - Who wants it?
 - How much will they pay?
 - How many do they want?
- Secondary
 - Where do they get information?
 - Where do they buy?
 - What color, size, features?



Choose only one or two

- Focus on the question
 - Too many questions will cause them to give up.
 - It can confuse them.
 - It can confuse you.
- Keep it short
 - Nobody wants to waste time doing surveys.
 - Let them know how long it will take.
 - Assure them no personally identifiable data will be collected.
 - Provide some sort of compensation for their time.



Three Question Categories

- Demographics
 - Used to expand the scope of your survey
- Qualifying
 - To determine if respondent will provide accurate data
- Data
 - What you want to know



Demographics

- Demo
 - Greek origin - for people
- Graph
 - Greek origin – drawn or written
- Demographics
 - The statistical data of a population, especially those showing average age, income, education, etc.



Demographics

- Tie to general data you can access for free.
 - US Census Tutorials
<https://www.census.gov/data/what-is-data-census-gov.html>
 - Much information can be found through a plain text search.



Demographics

- Sample Demographic Form

Attendee Demographic Information

All information is kept confidential. No personally identifiable information is affiliated with any of the data. The demographic information below will help inventors with their market analysis.

Ticket Number _____ Save your ticket for drawing and to show to exhibitors.

My Age Group:	Ethnicity: (up to 2)	Marital Status:	Children Ages: (circle as many as necessary)	Level of Education:	Family Income:
5-17	White	Married	0-6yrs	<High School	\$0-20K
18-20	Black	Widowed	7-17yrs	High School	21K-40K
21-24	Hispanic	Divorced	18 or older	Some College	41K-60K
25-34	Asian	Separated	None	Coll. Associate	61-80K
35-44	Am. Indian	Never Married		Coll. Bachelors	81K-100K
45-54	Pacific	Gender:	Home:	Post Grad	>100K
55-64	Other	Male	Own		How did you hear of the Faire?
65-74		Female	Rent		_____
75+					Zip Code _____



Demographics

- This allows you to expand your results to a larger population.
- Multiply your results by the matching demographic data in the Census area of interest.
- Caution
 - These are statistics and are averages.
 - A minimum valid test sample is about 100. Less than that has very large variance.

<http://youtu.be/5416oRqykJw>



Qualifying Question

- Why Qualify?
 - To determine if the respondent will give a valid answer.
 - Improve precision of demographic
 - Reveal new applications for your product



Qualifying Question Examples

- Pet Products
 - Do you own a pet?
 - Yes No
 - Do you own a:
 - Dog Cat Ferret Goldfish Other: _
 - Do you purchase products for a:
 - Dog Cat Ferret Goldfish Other: _



Qualifying Question Examples

- Kitchen Products
 - Do you cook?
 - Yes No
 - How frequently do you cook from scratch?
 - Daily 2X/wk 4x/wk 6x/wk
 - I frequently prepare: (select up to two)
 - Eggs beef chicken vegetables none



Qualifying Question Examples

- Outdoor Products
 - Do you drive to recreational areas?
 - Yes No (exclusionary)
 - Do you take supplies and or equipment for outdoor recreation?
 - Yes No (exclusionary)
 - I take these supplies: (select as many as you would like)
 - Food Drink Chairs Towels Toys None Other _____



Perception Questions are More Reliable

- They remove special situation considerations:
 - Just lost my job
 - Recent death in family
 - Saving for college
 - Just replaced the refrigerator
 - I don't have any legs
 - Just broke up a relationship
 - My car broke down



Perception Based Questions

- Do you think someone would...?
- What price would you expect to see for a ____ at a grocery store?
- Do you see someone purchasing a ____ as a gift? Yes No
- A golfer would expect to pay ____ for a...
 <\$5 \$5-8 \$8-10 \$10-15 \$>15
- A woodworker would likely pay ____ More for Feature X.
 <\$5 \$5-8 \$8-10 \$10-15 \$>15



Use Scales for Responses

- It makes data processing easier
- Easy for respondent to understand
- Strongly Agree Strongly Disagree
5 4 3 2 1
- There is no real need for more than 5 categories.
- Same responses to questions could indicate the respondent was not really considering the questions.



Avoid “Bracketing” Your Answer

- Bracketing is placing focus on the result you want by placing your response in the middle.
- Shift your expected result off center
- Provide outlier options
- Keep it broad



Provide Responses in Columns

- Columns make it easier to read
 - Apples
 - Oranges
 - Grapefruit
 - Pears
- Rows are slower and lead to first or last choice
 - Apples Oranges Grapefruit Pears



Plan for “No Response”

- None of the above
- Other _____
- Undecided
- This applies mostly to sensitive or poorly designed questions
- It is better to know why the question is unanswered.



Data

- Provide an area for comments.
 - You never know what you might learn.
 - Usually at the end
- TEST TEST TEST!!!
 - Make sure you test your survey with strangers.
 - Do the questions make sense to those unfamiliar with the product?



Presentation

- Have a prominent sign showing the reward for doing the survey.
- Include the time of the drawing.
- Have several clipboards and plenty of pencils at ready.
- Apps for smart tablets are available <https://www.quora.com/What-are-some-free-online-survey-tools-that-have-no-time-limits-or-restrictions-on-responses-per-user>



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Market Analysis Information

All information is kept confidential. No personally identifiable information is affiliated with any of the data. The information below will help inventors with their market analysis.

Evaluator Number _____ Save your ticket for raffle and to show to exhibitors.

Do you like *the associated activity*?

Yes

No

Do you know someone else who does...

Activity1

Activity2

Activity3

None of these

Rate the importance of *the product feature* to that person? 5 = most, 1 = not at all

5

4

3

2

1

How much more do you think a person type would pay for *the product with new feature*?

>\$60

50-59

30-49

20-29

6-19

<5

What should someone would expect pay for *this device* to give as a gift?

>\$200

150-199

100-149

50-99

25-49

<25

My own interests:

Activity1

I own gear for:

Activity1

Activity2

Activity3

None of these

I use this type of *gadget*:

Type1

Type2

Type3

Other _____ None

My Gadget cost:

>\$250

150-200

100-149

50-99

25-49

<25



Further Reading

- Questionnaire Design by Ian Brace

<https://www.amazon.com/Questionnaire-Design-Structure-Material-Effective/dp/0749467797>

- Will It Sell? By James White

<http://www.inventcf.com/books.php>

- Sample Questionnaire

- <https://www.inventcf.com/resources/Documents/ICCF%20Market%20Data%20Sheet.doc>



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