

Market research

Plan, ask, count and explain what you find.



NAME _____ CLASS _____ DATE _____

LEARNING GOAL

Find out what customers think before you sell.

SUCCESS CRITERIA

- ☐ I can write a clear research question.
- ☐ I can design a fair survey question.
- ☐ I can tally results and explain what they suggest.

1 Plan your research

Start with an idea you could really sell: a product or a service. Your **research question** is what you need to find out, for example whether people would buy it.

MY PRODUCT IDEA

I WANT TO KNOW

TARGET CUSTOMERS

AGE AND PLACE

PRICE I MIGHT CHARGE

2 Primary or secondary?

Write one way you could gather **each** kind for your idea.

- **Primary research:** you collect it yourself, for example a survey or interviews.
- **Secondary research:** someone else has already published it, for example a report or a website.

PRIMARY

SECONDARY

3 Make it fair

Tick all five

A fair survey gives results you can **trust**. Tick each rule once your plan follows it.¹

- ☐ No leading questions: do not hint at the answer you want.
- ☐ Anonymous: no names, so people can be honest.
- ☐ Ask enough people for the result to mean something.
- ☐ Ask people from your target group, not only friends.
- ☐ Ask permission before you start, and let people say no.

HOW MANY PEOPLE

CHOSEN FROM

¹ Ask only about the product and what people buy or like. Never ask about home life, health or other private matters.



01

Closed: a short set of answers, such as Yes, Maybe, No.

QUESTION

TYPE

☐ Closed ☐ Multiple choice ☐ Rating scale ☐ Open

02

Multiple choice: three or four answers to pick from.

QUESTION

TYPE

☐ Closed ☐ Multiple choice ☐ Rating scale ☐ Open

03

Rating scale: for example 1 (low) to 5 (high).

QUESTION

TYPE

☐ Closed ☐ Multiple choice ☐ Rating scale ☐ Open

04

Open: people answer in their own words.

QUESTION

TYPE

☐ Closed ☐ Multiple choice ☐ Rating scale ☐ Open

05

Mix the types. Keep every question short and neutral.

QUESTION

TYPE

☐ Closed ☐ Multiple choice ☐ Rating scale ☐ Open

Worked example

Each stroke is one answer; every fifth crosses the four before it. **Percentage = answers ÷ total × 100.**

"Would you buy a reusable water bottle with our school logo for £6?" **Survey of 40 students (invented for this sheet).**

ANSWER	TALLY	TOTAL	PERCENTAGE
Yes	HHH HHH HHH HHH HHH I	26	$26 \div 40 = 0.65 = 65\%$
Maybe	HHH III	8	$8 \div 40 = 0.2 = 20\%$
No	HHH I	6	$6 \div 40 = 0.15 = 15\%$
All	Every answer counted once	40	$65 + 20 + 15 = 100\%$



1 My tally

Use a question from page 2. Write the answers people could give. Keep every response **anonymous**.

MY QUESTION _____

ANSWER	TALLY	TOTAL	PERCENTAGE (WORKING)
All			should be 100%

2 My bar chart

Write a scale up the left. Label **both axes**. Write each answer under its bar, then draw and shade the bars.

UP AXIS _____

ACROSS AXIS _____

3 What I found

Use numbers from your tally. Say what the results **suggest**, not just what they are.

The most popular answer was...

This suggests that...

One thing I did not expect was...
