



INNOVATION | COLLABORATION | EDUCATION

Market Research Survey

A market research survey is used to collect data from potential customers. It is a valuable tool for all entrepreneurs and is a simple way to gather information.

The most important part of a market research survey is how you analyze the data. It's very important to ask questions that will help you make decisions for your business.



Key to success

In person is always best

Surveying potential customers in person is always the most useful, with direct contact you can dive deeper and use open ended questions to gather feedback.

Key to success

Online surveys are the next best thing

It's easy to conduct market research online. Using an online survey is an affordable (free) and reliable way to gather information from your target markets

Key to success

Survey as many people
you don't know as possible

Surveying friends and family can create biased results. If you are doing this in person go to a public place and survey people you don't know. If your survey is online try to get friends to post your survey for their friends to reach more people you may not be connected to.

Key to success

Analyze the data and understand bias

There are a variety of factors that lead to bias in primary market research, however for the purpose of your survey please know that there will be some bias and please consider that in your market research results.

Key to success

Collect as many responses as possible

The more responses you have the better. A combination of in person and online response will be the best and provide you with the most relevant data.

Reading #1



The screenshot shows the Harvard Business School logo at the top left, followed by the text "HARVARD | BUSINESS | SCHOOL". Below this is a teal banner with the text "WORKING KNOWLEDGE" in large red letters and "Business Research for Business Leaders" in smaller white text. Underneath the banner is a navigation bar with "Topics", "Sections", and "Browse All" options. The main content area features the date "14 FEB 2011" and the category "RESEARCH & IDEAS" in small blue text. The article title "Clay Christensen's Milkshake Marketing" is prominently displayed in bold black font, followed by the author "by Carmen Nobel". A horizontal line separates the title from the introductory paragraph, which states: "About 95 percent of new products fail. The problem often is that their creators are using an ineffective market segmentation mechanism, according to HBS professor **Clayton Christensen**. It's time for companies to look at products the way customers do: as a way to get a job done."

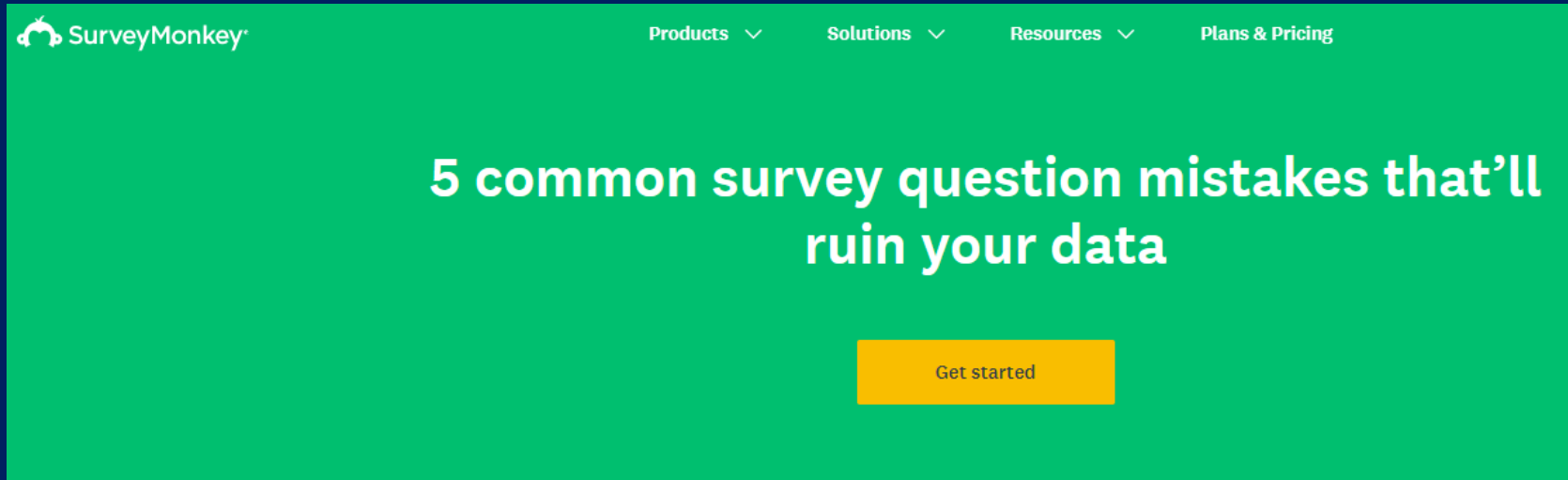
Market research is
IMPORTANT!

An old article, but
very much on point

<https://hbswk.hbs.edu/item/clay-christensens-milkshake-marketing>

Reading #2

Avoid these mistakes!

A screenshot of a SurveyMonkey webpage header. The background is a solid green color. At the top left is the SurveyMonkey logo. To the right of the logo are four navigation links: 'Products', 'Solutions', 'Resources', and 'Plans & Pricing', each with a small downward-pointing chevron icon. In the center of the page, the title '5 common survey question mistakes that'll ruin your data' is written in white, bold, sans-serif font. Below the title is a bright yellow rectangular button with the text 'Get started' in black, sans-serif font.

SurveyMonkey

Products Solutions Resources Plans & Pricing

5 common survey question mistakes that'll ruin your data

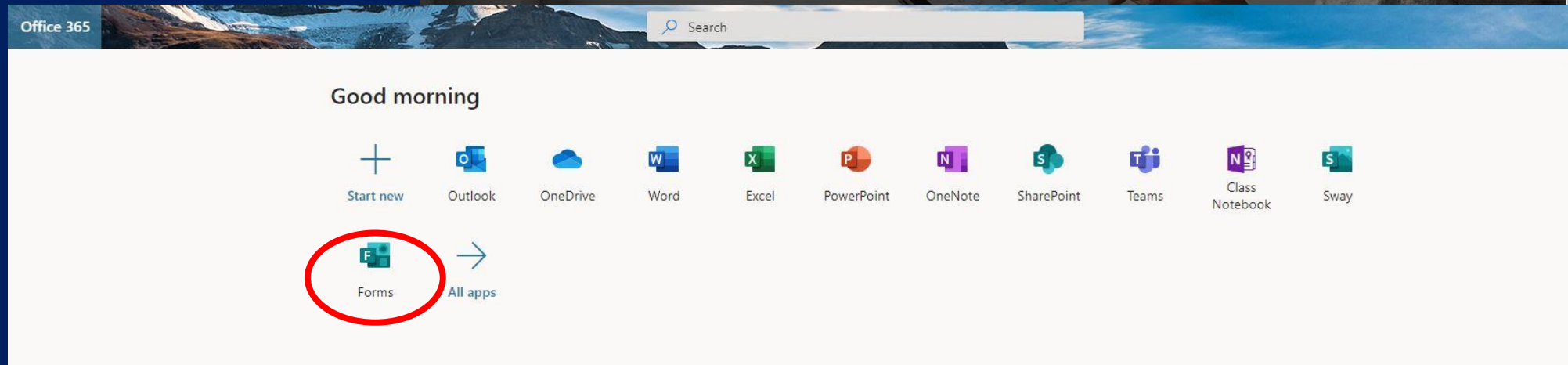
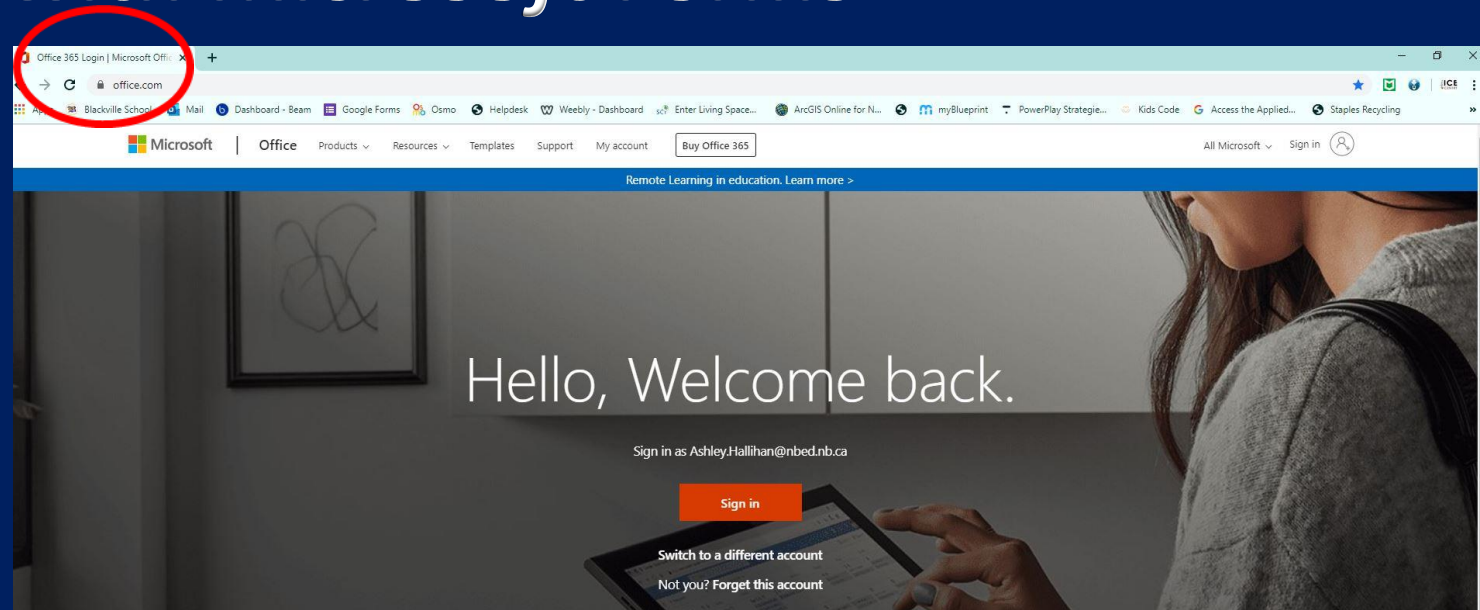
Get started

<https://www.surveymonkey.com/mp/5-common-survey-mistakes-ruin-your-data/>

How to create your survey

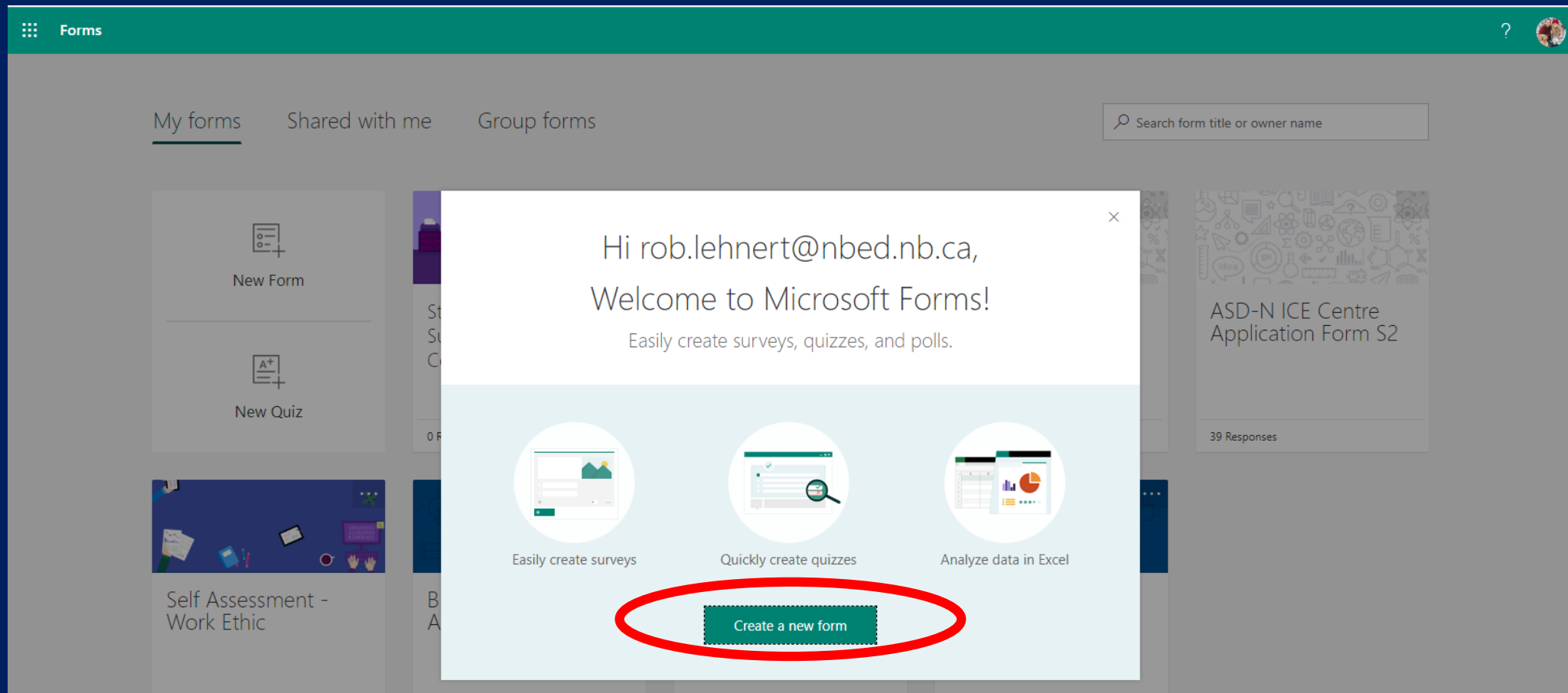
Creating a form (survey) with Microsoft Forms

1. Login to Microsoft Office
2. Need to use school email/password...
username@nbss.nbed.nb.ca
3. Select Forms



How to create your survey

4. Select create a new form



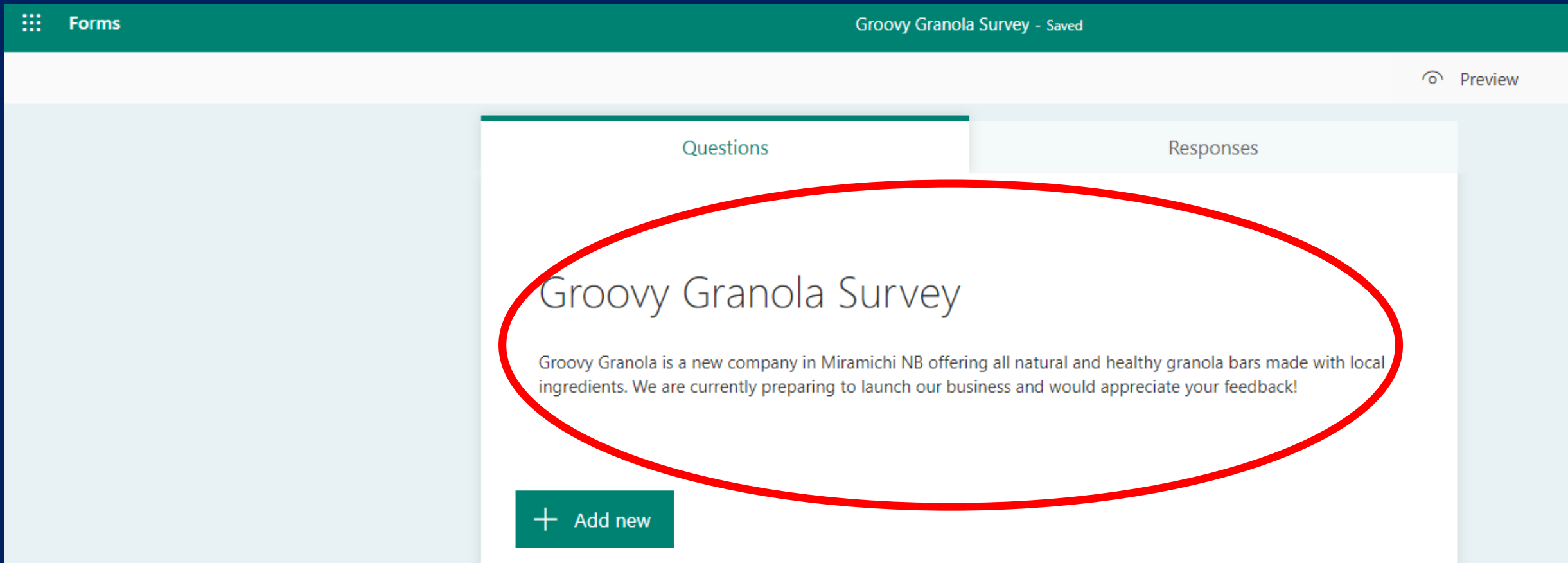
The screenshot displays the Microsoft Forms application interface. At the top, there is a green header with the word "Forms" and a search bar. Below the header, there are navigation tabs for "My forms", "Shared with me", and "Group forms". A search bar is also present with the placeholder text "Search form title or owner name".

In the center, a white dialog box is open, displaying a welcome message: "Hi rob.lehnert@nbed.nb.ca, Welcome to Microsoft Forms! Easily create surveys, quizzes, and polls." Below the message, there are three circular icons representing different features: "Easily create surveys", "Quickly create quizzes", and "Analyze data in Excel". At the bottom of the dialog box, a green button labeled "Create a new form" is highlighted with a red circle.

In the background, there are several form cards. One card is titled "ASD-N ICE Centre Application Form S2" and shows "39 Responses". Another card is titled "Self Assessment - Work Ethic".

How to create your survey

5. Create a title and short description of your business



The screenshot shows a web interface for creating a survey. At the top, there is a green header with a grid icon and the text 'Forms' on the left, and 'Groovy Granola Survey - Saved' on the right. Below the header, there is a 'Preview' button with a magnifying glass icon. The main content area is divided into two tabs: 'Questions' (active) and 'Responses'. The 'Questions' tab displays the survey title 'Groovy Granola Survey' and a short description: 'Groovy Granola is a new company in Miramichi NB offering all natural and healthy granola bars made with local ingredients. We are currently preparing to launch our business and would appreciate your feedback!'. A red oval highlights this text. At the bottom left of the main content area, there is a green button with a plus sign and the text '+ Add new'.

Forms Groovy Granola Survey - Saved Preview

Questions Responses

Groovy Granola Survey

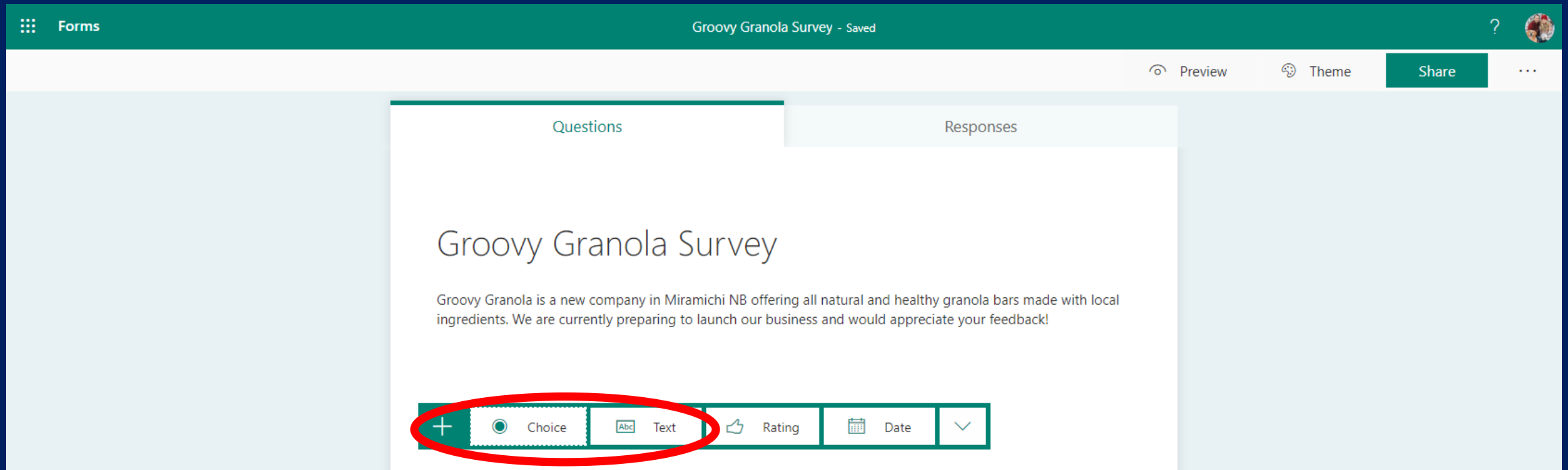
Groovy Granola is a new company in Miramichi NB offering all natural and healthy granola bars made with local ingredients. We are currently preparing to launch our business and would appreciate your feedback!

+ Add new

How to create your survey

6. Choose a choice or text questions

Use choice for multiple choice answers and text for open ended questions.



The screenshot shows the Microsoft Forms editor interface. At the top, there is a green header bar with the text "Forms" on the left, "Groovy Granola Survey - Saved" in the center, and a help icon and profile picture on the right. Below the header, there are three buttons: "Preview", "Theme", and "Share". The main content area is divided into two tabs: "Questions" (active) and "Responses". The "Questions" tab displays the survey title "Groovy Granola Survey" and a paragraph of introductory text: "Groovy Granola is a new company in Miramichi NB offering all natural and healthy granola bars made with local ingredients. We are currently preparing to launch our business and would appreciate your feedback!". At the bottom of the question editor, there is a toolbar with several options: a plus sign (+), "Choice" (with a radio button icon), "Text" (with an "Abc" icon), "Rating" (with a thumbs up icon), "Date" (with a calendar icon), and a dropdown arrow (v). The "Choice" and "Text" options are circled in red.

How to create your survey

7. Choose multiple answers or required if applicable

The screenshot shows a survey editor interface for a survey titled "Groovy Granola Survey - Saved". The interface is divided into two main sections: "Questions" and "Responses". The "Questions" section is active, showing a question being edited: "1. What is the maximum price you would pay for one granola bar?". Below the question, there are seven radio button options: "Less than \$1.00", "\$1.00", "\$2.00", "\$3.00", "\$4.00", and "Over \$4.00". At the bottom of the question editor, there are two buttons: "+ Add option" and "Add 'Other' option". At the bottom of the entire editor, there are two toggle switches: "Multiple answers" (which is currently turned off) and "Required" (which is currently turned on). A red oval highlights these two toggle switches.

Forms Groovy Granola Survey - Saved Preview

Questions Responses

1. What is the maximum price you would pay for one granola bar?

Less than \$1.00

\$1.00

\$2.00

\$3.00

\$4.00

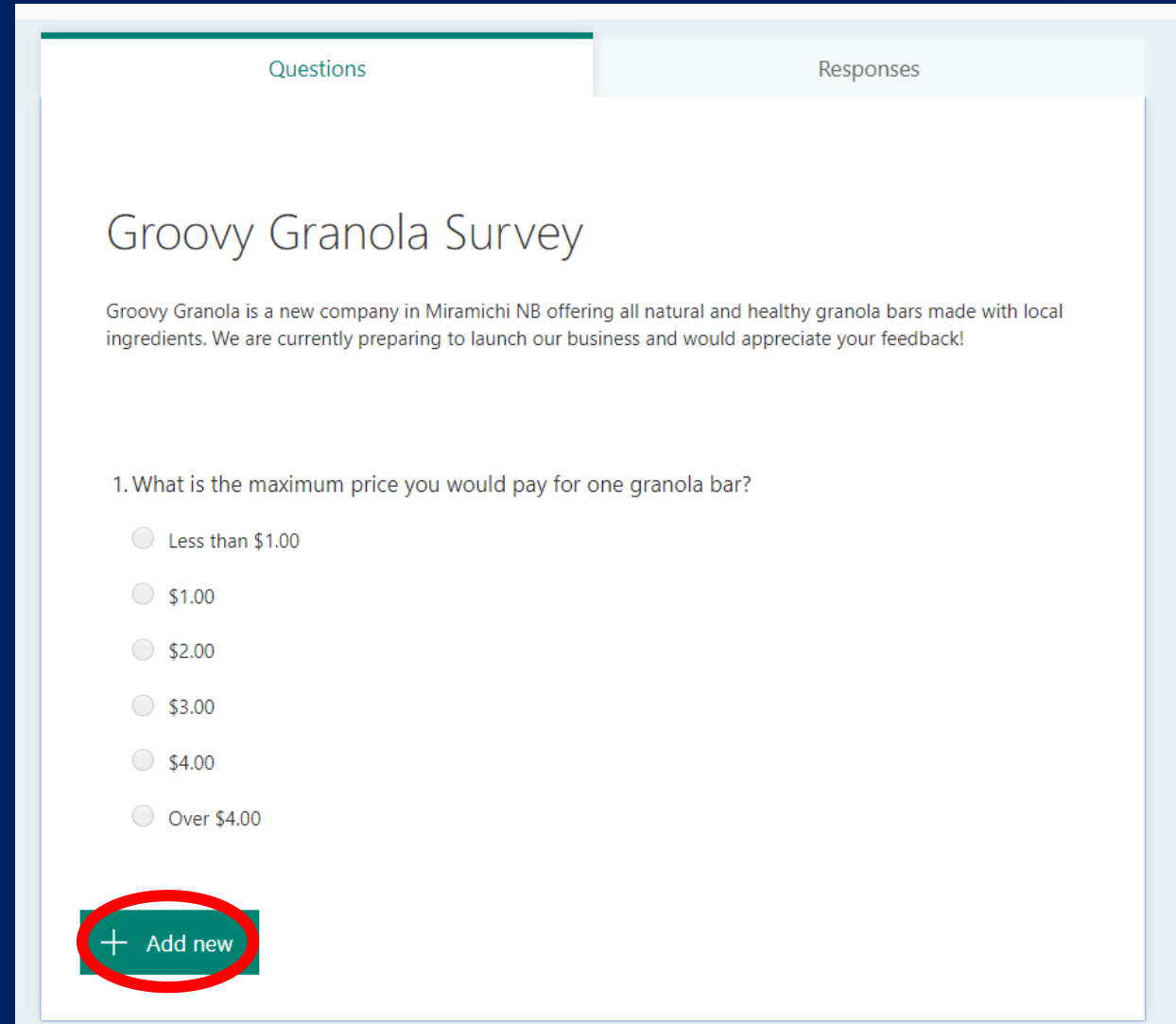
Over \$4.00

+ Add option Add "Other" option

Multiple answers Required ...

How to create your survey

*Now add all
your questions
to the survey!*



The screenshot shows a survey creation interface with two tabs: 'Questions' (active) and 'Responses'. The survey title is 'Groovy Granola Survey'. Below the title is a description: 'Groovy Granola is a new company in Miramichi NB offering all natural and healthy granola bars made with local ingredients. We are currently preparing to launch our business and would appreciate your feedback!'. A single question is listed: '1. What is the maximum price you would pay for one granola bar?'. The question has six radio button options: 'Less than \$1.00', '\$1.00', '\$2.00', '\$3.00', '\$4.00', and 'Over \$4.00'. At the bottom left, there is a green button with a white plus sign and the text '+ Add new', which is circled in red.

Questions Responses

Groovy Granola Survey

Groovy Granola is a new company in Miramichi NB offering all natural and healthy granola bars made with local ingredients. We are currently preparing to launch our business and would appreciate your feedback!

1. What is the maximum price you would pay for one granola bar?

- Less than \$1.00
- \$1.00
- \$2.00
- \$3.00
- \$4.00
- Over \$4.00

+ Add new

How to create your survey

8. Adjust your settings to open the survey to the public.

9. Select the three dots in the top right corner

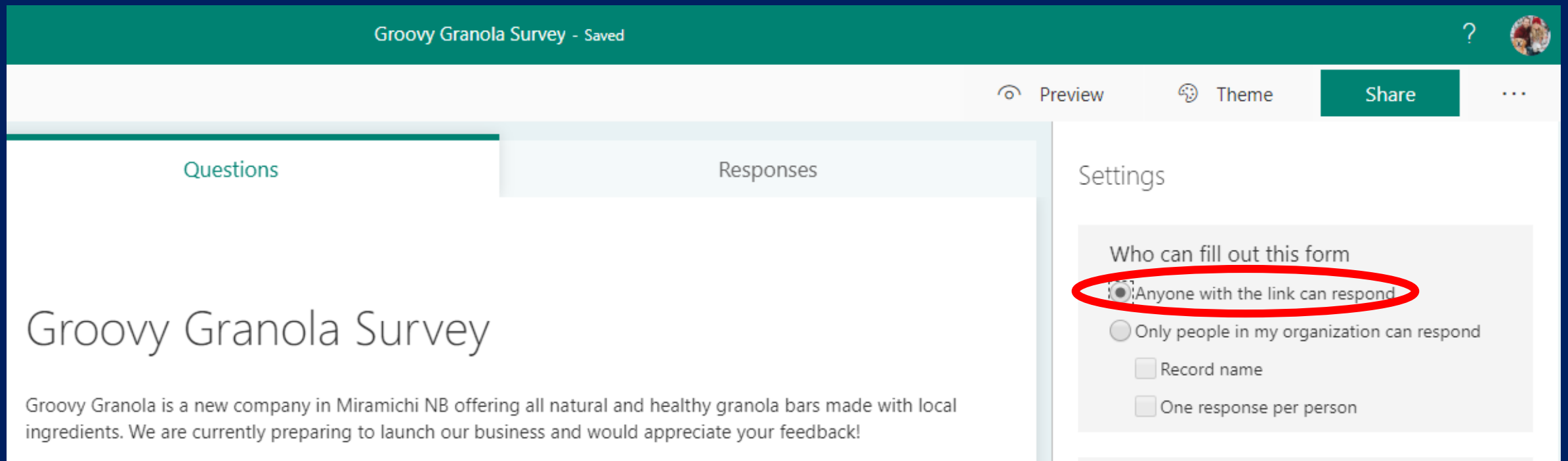
10. Select Settings

The image displays two side-by-side screenshots of a survey editor interface for a survey titled "Groovy Granola Survey". The survey content is identical in both, featuring a description and a multiple-choice question: "1. What is the maximum price you would pay for one granola bar?" with options: "Less than \$1.00", "\$1.00", "\$2.00", "\$3.00", "\$4.00", and "Over \$4.00".

The top navigation bar includes "Preview", "Theme", "Share", and a three-dot menu icon. In the left screenshot, the three-dot menu icon is circled in red. In the right screenshot, the "Settings" option in the dropdown menu is circled in red.

How to create your survey

11. MAKE SURE you have the settings set to “Anyone with the link can respond”



The screenshot shows a survey creation interface for "Groovy Granola Survey - Saved". The top navigation bar includes "Preview", "Theme", "Share", and a help icon. The main content area is divided into "Questions" and "Responses" tabs. The "Questions" tab is active, displaying the survey title "Groovy Granola Survey" and a description: "Groovy Granola is a new company in Miramichi NB offering all natural and healthy granola bars made with local ingredients. We are currently preparing to launch our business and would appreciate your feedback!". On the right, the "Settings" panel is open, showing the "Who can fill out this form" section. The option "Anyone with the link can respond" is selected and circled in red. Other options include "Only people in my organization can respond", "Record name", and "One response per person".

Groovy Granola Survey - Saved

Preview Theme Share

Questions Responses

Groovy Granola Survey

Groovy Granola is a new company in Miramichi NB offering all natural and healthy granola bars made with local ingredients. We are currently preparing to launch our business and would appreciate your feedback!

Settings

Who can fill out this form

- Anyone with the link can respond
- Only people in my organization can respond

Record name

One response per person

How to create your survey

12. Share the survey with me by sending the link to the survey (Ashley.Hallihan@nbed.nb.ca)

The screenshot shows the Microsoft Forms editor interface. At the top, a green header bar contains the text "Groovy Granola Survey - Saved" and a user profile icon. Below the header, a navigation bar includes "Preview", "Theme", and "Share" (which is circled in red). The main content area is split into two tabs: "Questions" (active) and "Responses". The "Questions" tab displays the survey title "Groovy Granola Survey" and a description: "Groovy Granola is a new company in Miramichi NB offering all natural and healthy granola bars made with local ingredients. We are currently preparing to launch our business and would appreciate your feedback!". Below the description is a question: "1. What is the maximum price you would pay for one granola bar?" with three radio button options: "Less than \$1.00", "\$1.00", and "\$2.00". On the right side, a "Send and collect responses" panel is visible. It includes a dropdown menu set to "Anyone with the link can respond" and a text box containing the URL "https://forms.office.com/Pages/Respon" with a "Copy" button circled in red. Below the text box are icons for sharing via OneDrive, Teams, Code, and Email. Further down, there are sections for "Share as a template" (with a button "Get a link to duplicate") and "Share to collaborate" (with a button "Get a link to view and edit").

How to create your survey

Please create your survey and share the link with Mr. Hallihan

*Once I have reviewed the survey
you may share with the public!*

Tips for posting your survey

- ***Post with a picture with the link!***
 - *This will attract more attention to the post*
 - *Use a picture of your product if possible*
- ***Ask friends and family to share or post individually***
 - *This will expand your reach and hit customers you do not know*
- ***Post on multiple platforms, Instagram, Facebook, email etc***
 - *This will expand your reach*

Questions?

If you have any questions or run into any issues please send me an email!

Ashley.Hallihan@nbed.nb.ca