



## Sample Survey Questions

Develop a survey with a description and rendering of your top 3 designs. Then you will administer this survey to as many people within your target market as possible. The data collected in this survey will be used to determine the key elements of the product you will be producing. Listed below are a list of sample questions for you to start with. Turn in one blank survey per group then every member of the group must administer the survey and report the results.

- 1) If any which of the following products would you buy?
- 2) How much would you expect to pay for this product?
- 3) What color would you like?
- 4) How many would you buy?
- 5) Suggestions or changes for this product