

**Unit 4****Lesson 4.7 – Market Research**
Marketing Applications**STUDENT ACTIVITY****Instructions**

Assume the role of the marketing department for a sports drink company and implement a survey for the purposes of market research for your company. Distribute the survey below to as many classmates at your school as possible, making sure that no student fills out more than one.

After distributing the survey and gathering the results, take the time as a class to organize the data and draw some conclusions from the information. For example, what percentage of the student population prefers Gatorade? How many students have heard of Body Armor? What factor is most influential in purchase decisions?

1) What is your favorite performance beverage?

Gatorade
Propel
Vitaminwater
PowerAde
Other _____

2) What is your favorite brand of bottled water?

Dansani
Aquafina
Arrowhead
SmartWater
Other _____

3) Have you ever heard of a performance drink called Gleukos?

Yes
No

4) Have you ever heard of a performance water called Body Armor?

Yes
No

5) What factor influences your purchase decision most regarding bottled waters and performance beverages?

Brand name
Price
Package design
Taste/flavors
Performance impact