

**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 a competing brand? What factor is most influential in purchase decisions? Analyze and report the study results on the blank sheet of paper below.

1. What is your favorite performance beverage?

Gatorade  
BodyArmor  
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 \_\_\_\_\_?

Yes  
No

4. How much would you be willing to pay for a 20 oz. bottle of a good performance beverage?

\$1-2  
\$2 or more

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

Brand name  
Price  
Package design  
Taste/flavors  
Performance impact / Nutritional value



STUDENT ACTIVITY

# MARKET RESEARCH QUESTIONS

LESSON 4.6: MARKET RESEARCH

NAME: \_\_\_\_\_

SECTION: \_\_\_\_\_

DATE: \_\_\_\_\_