

MARKET RESEARCH

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Researched and compiled by Garry Stephens

TYPES OF MARKET RESEARCH

Market research can be broadly divided into two groups:

- Secondary research: This is information that has already been gathered by government departments, trade organisations, market research companies, etc.
- Primary research: This is material that you will have to gather yourself using market research techniques. Primary research can be further broken down into informal research and formal or planned research.

Normally the secondary research is done first.

SECONDARY SOURCES

The type of secondary sources useful in market research depend on the problems being studied and the industry. Below is a list of commonly used secondary sources.

- Business Enterprise Centres
- Other operations within the industry
- Industry Associations
- Supplies to the industry
- Australian Bureau of Statistics
- The Alexander Business Library in Perth - or your local library.
- Market Research companies.
- Yellow Pages - Australia on Disk.
- Local Authorities.
- Australia Post.
- Institute of Small Business Research
- Universities and TAFE Colleges.
- The Western Australian year book.
- Government organisations ie. Transport, etc.
- Small Business Development Corporation.

PRIMARY RESEARCH

When small businesses carry out primary research, the main focus is often gathering information on the behaviour, attitudes or opinions of their clients or potential clients. However, it may go much wider than this and include gathering information on competition, industry trends and structure, and legal, political and economic factors affecting the business.

The quality of this research will largely determine the reliability and usefulness of the research results.

INFORMAL AND FORMAL RESEARCH

Primary research can be further divided into informal and formal research.

Informal research can be asking your spouse what they think of your logo design, asking friends if they prefer the red or green widget or observing what your competitors are doing. In fact almost every new and existing business is constantly doing informal market research. However, care must be taken when making decisions based on this type of information, as it is seldom reliable or unbiased.

This is not to say that you shouldn't constantly seek opinions and talk to those around you about your products and ideas. However, important decisions should be based on information that is as reliable as possible.

Eventually someone, other than your mum, must think your business idea is OK!!

Formal research puts in place a planning process that increases your chances of getting reliable information.

This material is designed to provide you with the skills and techniques to undertake formal research.

WHEN SHOULD I DO MARKET RESEARCH?

Market research is an ongoing process, with informal research often being conducted on a day to day basis. Formal research is more likely to be undertaken when major decisions are being considered, eg. establishment of business, change of location, introduction of new products/services, change in distribution methods or review of marketing strategies.

STEPS IN MARKET RESEARCH

The steps in conducting formal research, and exercises relating to them, are covered in detail in the following pages.

A list of the 9 steps is provided below, more detail is given in the next chapter:

1. Clarify what you are trying to achieve and how you will use the information to ensure the research is relevant and findings are useable. Quite simply, write down a series of questions that you need answered!
2. Identify secondary sources of information.

3. Identify time, money and people available to do the research to ensure it is within the means of the resources available.
4. Decide who to survey and how many.
5. Identify the best method of collecting the information.
6. Design a well laid out questionnaire which relates to the objectives of the research.
7. Trial run (pilot test) the process and questionnaire before the main survey is conducted - don't use your mum!
8. Conduct the research.
9. Make sense of the information and gain maximum use of it.

The material that follows is designed to guide you through the steps involved in planning and undertaking formal market research.

WHAT ARE MY OBJECTIVES?

The first step is to set clear objectives. If your objectives are vague everything that follows after it will be too.

You may find it useful to write up the overall objectives of the research, then break it down into sub-objectives.

For example, if your overall objective is to increase sales, your sub-objectives may be to get clients' views on your premises and location, products offered, prices charged, why they do or don't buy from you and what improvements they would like to see to your operation.

Exercise 1: Write the objectives and sub-objectives of your research.

WHAT INFORMATION IS ALREADY AVAILABLE?

If the information you require is already available through secondary sources you may not need to undertake a survey yourself.

For example, a publisher of quality children's books already knew from previous orders that their target market was older people (grandparents) and high income earners.

There was no need to conduct a survey to find out where they should concentrate mail drops of their promotion brochures. Australia Post were able to

provide a list of mail drop areas with the required characteristics.

Exercise 2: Identify secondary sources of information. Get any relevant information and organise it into a useable form. This may mean summarising and cataloguing or filing it.

If, after investigating secondary sources you decide that primary research is needed, you will need to plan your survey. As a first step you need to work out how much time and money you can afford, or justify using, on the research.

WHAT TIME AND MONEY SHOULD I SPEND?

TIME allowed will depend on:

- i Time available: Other demands and deadlines for launches etc will influence how much time is available for research.
- i Reliability and quality required: Keep in mind that effective research takes time. To rush the process usually compromises reliability and usefulness of information gathered.
- i The cost of making the wrong decision, or the rewards to be gained from making the right decision. If you are thinking of spending \$40,000 purchasing a coffee shop, you would logically spend more time researching it than if you were spending \$500 setting up a lawn mowing business.

MONEY budgeted for the project will depend on:

- Finance available. For many small business operators, very little money is available to spend on research.
- Who does the research. In this booklet I have assumed a "do it yourself" approach. However, if research is contracted out, market research companies' costs can be quite high. Make sure you get quotes. (Business students will sometimes undertake research projects as a course assignment. Your BEC can put you in touch with the Institute of Small Business Research who will match a University student with your idea).
- The cost of a wrong decision. This has been covered under time allowed above. Where there is a lot of money at risk it is often worth paying for a few hours of supervision from a market research company, university or BEC to check your research plan and questionnaire.

Exercise 3. Work out a budget, time allocation and completion date for your research.

COLLECTING INFORMATION

Before designing the questionnaire it is advisable to decide how information will be collected. Collection methods will influence the wording of some questions. If unsure, discuss options with someone with market research experience.

The main methods of collecting market research data are:

TELEPHONE INTERVIEWS

The benefits of telephone interviews are:

- Many interviews can be conducted in a relatively short period, reducing cost and the time scale of the research.
- No travel is required.
- There is more flexibility than with mail questionnaires as interviewers can pursue unexpected useful comments.
- People are more accessible at night and the security concern of interviewing people in their homes is avoided.
- The disadvantages of telephone interviews are:
 - National research will be more expensive than mail questionnaires due to the cost of STD calls.
 - Making contact with the person you want may prove difficult.
 - People are often reluctant to participate in telephone interviews and untrained interviewers may have difficulty getting cooperation and standing up to rebuttals and abuse.
 - It is easy for bias to creep in if you are researching something you identify quite strongly with ie. your business. You may unconsciously nudge respondents towards the answers you want, rather than unbiased opinions.
 - Respondents will become resistant to long telephone interviews which may lead to poor responses or partial completion of the interview.

If you are going to conduct your own telephone interviews try to get some supervision or training in the early stages. Alternatively it may be useful to get a trained interviewer, or someone not personally involved in the research, to do the telephone work. You obviously will get more accurate results if you ask your potential market segment. Professional market research companies will ensure that you do.

FACE-TO-FACE INTERVIEWS

The advantages of face-to-face interviews are:

- A rapport can be developed between interviewer and respondent which can lead to fuller, more useful information.
- Response rates may be higher if people are approached personally for their assistance.
- Longer questionnaires are more likely to be tolerated in a face-to-face situation than with a telephone or mail questionnaire.

The disadvantages of face-to-face interviews are:

- Generally more time consuming and expensive due to travel time.
- As with telephone interviewing it is easy for bias to creep in if you are conducting research on your own business.

Try to ask people with the same 'client profile' as your potential customers, ie where do they live, how old are they?

MAIL QUESTIONNAIRES

Mail questionnaires should typically include a cover letter, and a stamped, self-addressed envelope.

The advantages of mail questionnaires are:

- Interviewer bias inherent in face-to-face and personal interviews is avoided.
- Takes up less time than interviews and is therefore generally cheaper.

Disadvantages of mail questionnaires are:

- Questionnaires often don't get to the right person.
- No refinement of questionnaires can take place due to unexpected information being presented.
- Response rates may be quite low. Response rates as low as 1-4% are not uncommon.
- Little possibility of clarification of questions if they are not understood by respondent.

FOCUS GROUPS

A focus group can be a good way of providing ideas for product improvement and occasionally identifying the needs for a new product. In brief, a focus group brings together 6 to 15 people, as a sample of your client profile, together to discuss the topic at hand. The process is far less structured than most other market research techniques as it encourages free expression of opinions, attitudes, and ideas.

A facilitator guides the process with a limited number of low-key questions.

The advantages of focus groups:

- Good for generating fresh ideas and uninhibited responses.
- Useful in getting ideas for improving products of evaluating or developing new ones.
- The disadvantages are:
- Skill is required to "loosen up" the group and bring out the quiet ones.
- It can sometimes be difficult coordinating the get together of the necessary number of people. Last minute "no shows" can cause problems.
- Opinions may be influenced by strong, extroverted participants. A good facilitator is required to control this.

OTHER METHODS of collecting market research information include test marketing and observation.

Test marketing is a valuable, and under-utilised, method of market research. In many cases the most reliable ways to check out demand is by putting an advertisement in the local newspaper, distributing flyers, opening a stall at the local market or directly approaching potential clients. This "suck it and see" approach is most useful when the business can be inexpensively started eg. service business or other businesses with low start up costs.

Observation can also be a valuable market research technique. It can be used to gauge reaction to products, display techniques, promotion techniques, etc. For example, assume you are wanting to evaluate mail drops to box holders as a way of promoting your service. You are also wanting to test the reaction to two different types of flyers you have designed.

A useful exercise would be to arrange a drop of say 500 of each of the two brochures at a local post office and observing what people do with your flyers as they clear their mail.

You may want to measure how many of each flyer style go in the bin, how many are read to the post office and how many are taken away with the rest of the mail. Market research, like any aspect of marketing, ideally should be able to be monitored.

Factors that influence the choice of information collection methods are:

- Nature of the questions. Face-to-face interviews are generally best for long or complex questionnaires. Telephone interviews may be useful for sensitive issues.
- Response rates. A number of factors influence response rates. However, face-to-face

interviews generally get a better response rate than telephone or mail questionnaires.

- Money available: For the small business operator telephone interviewing is often cheaper than other options if he or she can do it themselves without bias.
- Time available: Telephone interviews are usually the quickest method of gathering information.
- Nature and location of people of interest. For example, geographically isolated people, eg. farmers, will be expensive and difficult to survey on a face-to-face basis.

Exercise 4. Decide which method of gathering information you will use in your survey.

WHO DO I SURVEY?

To begin with you must decide what kind of people are relevant to your survey, how many of them you can survey, and how you will select them. This process is known as sampling. The steps involved, and terminology used, are explained below.

DECIDE WHAT PEOPLE ARE RELEVANT

In market research terminology this is called identifying your survey population, the population being the entire group from which you would ideally like to get information. In the case of political polls it is all eligible voters. In the case of business research it may be all existing and potential users.

In the case of a self-employment resource centre, it could be all people considering entering, or already in, self-employment in the area.

WORK OUT SAMPLE SIZE

Complex mathematical formulas have been developed that help professional market researchers work out how many people they need in their interview group to get a certain level of sampling accuracy.

It is beyond the scope of this booklet to go through these formulas and for most small business researchers it is not essential.

More detailed information on sampling theory is available through universities, libraries and publications from the BEC.-

In general, factors to consider in working out sample size are:

- Time and money available. Interviewing 100 people will obviously be more costly and time consuming than interviewing 50.

- The required accuracy of the results. In general, the more people you survey, the more reliable the information will be.
- The proportion of the population with the attributes being measured. For example, if you are surveying reaction to a dandruff control shampoo, you may need to survey a large number of people before you get a large enough sub-group of sufferers to be useful.
- The expected level of non-response. With mail questionnaires in particular response rates may be very low. This means that a large sample size is needed. It also means you need to consider whether the nature of non-respondents is different from the nature of respondents. Follow up phone calls to non-respondents can clarify this.

Exercise 5. Work out either:

(a) How many people you wish to survey ie. request information from; and/or

(b) How many respondents you need.

(If you get a low response rate you may need to increase your sample size).

SELECT GROUP TO BE SURVEYED (SAMPLE)

Because it is normally not possible or practical to survey the entire population, an interview group, or sample, is selected which should have similar characteristics to the population.

Selection of the interview group may be from:

- A list of people, eg. a telephone book, an electoral roll, a database list or a members list.
- People doing a certain thing, or in a certain place, eg. people passing a shopping mall, children arriving at a swimming pool, residents living in a certain suburb.

Considerable care must be taken in selecting a representative interview group so that its views, opinions and behaviour will reflect the views, opinions and behaviour of the whole population.

For example, it may be tempting for the manufacturer of fuller figure garments to interview a group of weight watchers. However this group's buying behaviour and opinions may not be typical of buyers in general. People on committed weight programmes may buy clothes more frequently than normal as their old clothes no longer fit them. They may buy different colours and fabrics as their self image changes.

All or any of these factors may mean their behaviour or views may not be reliable in gauging the behaviour or views of larger-sized people in general.

Care should also be taken to select people as randomly as possible. For example, if you are selecting from a phone book you should select names throughout the phone book, eg. the 10th listing on every 3rd page. To select from one page may mean that you over select certain related families, or ethnic groups, which could mean results are biased (not representative of the whole).

Similarly, if you are a political party surveying voter reaction to a proposed bill banning people under 20 from driving cars, you would need to ensure you have a cross section of age groups similar to the population ie. the voting public. Therefore, you would not seek interviewees outside a youth club or a senior citizens hall.

If you planned to interview individuals on the street or shopping centre you would need to pick a spot where passers-by had similar demographic characteristics (age, income levels, sex, race) and views as the voting public in general.

Exercise 6. Decide how you will select your sample to ensure its results will be similar to your population of interest.

DESIGNING THE QUESTIONNAIRE

The first word of advice is - don't start writing questions until you have completed the above exercises. A common error of novice researchers is to start designing the questionnaire before doing the research planning suggested above. Be absolutely clear about the objectives of your research.

Think carefully about how you ask questions. It is often advisable to ask questions that can be evaluated against statistics available through the Australian Bureau of Statistics.

In developing each question you need to think carefully about the objectives of the research and the respondents. In particular you need to ask:

- Is the question relevant to the objectives of the survey, and will the information gathered be useable?
- Are respondents likely to be willing and able to answer the question?
- Can the question be made easier so respondents can give accurate information?

Below are a list of language pitfalls, question pitfalls and questionnaire pitfalls to guard against.

LANGUAGE PITFALLS

- Difficult to understand questions.
- Educated, complex or technical words or sentences.
- Use of abbreviations that respondents may not understand, eg. "no. of clients" should be "number of clients".
- Undefined terms or concepts, eg. What is your income for year? (No clarification of what we mean by income and no specific year stated). A better wording would be "What is your net business income after expenses but before tax for the year 1 April, 1992 to 31 March, 1993.

QUESTION PITFALLS

- Questions that do not fit with the objectives.
- Questions that are ambiguous ie. could have more than one meaning.
- Questions that are too long or have too many options.
- Unreasonable recall period eg. How many drinks containing alcohol have you had in the last 12 months.
- Double negatives eg. Do you agree or disagree that businesses should not have to pay tax in their first year of business?
- Questions that assume a situation exists. How regularly does the man of the house mow the lawns. (There may be no lawns at the dwelling and if there is they may not be mowed by a man.)
- Leading or biased questions. This is one of the most common errors in "do it yourself" research. Asking "If I offered you a better widget at a cheaper price would you buy it?": leads people to say "yes". Similarly if you asked people "How often do you get drunk?", there may be some social pressure, depending on age and values, to under or over-report.
- Questions that require knowledge of skills respondents may not have, eg. "What is your gross profit margin?".
- Response options that do not cover all possible options, eg. if respondents may not know the answer they may provide a "don't know" option.

QUESTIONNAIRE PITFALLS

- Too long.
- Crowded or untidy appearance.
- Inconsistent use of terms. If the term "business" is used in one question, and "company" in another, respondents may think the words have different meaning.

- The type is hard to read. Mixed upper and lower case is easier to read than solid upper case. Type size should be large enough, and clear enough, for those with poor eyesight to read.
- Instructions that are incorrect or hard to follow. Wording such as "If you answered no to the previous question miss the next three questions" creates confusion.
- Inconsistent layout. If the questionnaire has "no" before "yes" most of the time, respondents may make mistakes if the order is occasionally reversed.
- Layout that is likely to cause recording mistakes. For example, if there is too much space between options and the tick boxes, or if options are squashed up too close, respondents may tick the wrong boxes.
- Layout which is difficult for respondents or interviewers. An example is where interviewers find it hard to distinguish between their instructions, and the parts of the questionnaire they are to read out.
- Sequence of questions that confuse, lead or "threaten" respondents. For example, if personal questions about income level are asked up front, respondents may be put off and not cooperate. If asked towards the end when you already have most of the information needed, the respondent is likely to be feeling more relaxed about sharing this information.

Exercise 7. Design your questionnaire. Check the questionnaire and each question for the pitfalls listed above.

PILOT TESTING

Before launching into the main survey, it is important to do a small trial run of the whole process. This is called pilot testing. By pilot testing you should be able to identify and resolve at least most of the unforeseen problems before the main survey is undertaken. The size of the pilot will depend on the nature of the survey but typically around 10 completed interviews will be enough. If significant problems surface you may need to make the amendments and re-pilot the revised process or questionnaire.

Exercise 8. Pilot test your research plan and amend the process or questionnaire if necessary.

CONDUCTING THE RESEARCH

After pilot testing, you are ready to do your full survey. Ensure you have a good filing system for storage and retrieval of the information you have gathered.

Exercise 9. Conduct the research and set up filing/retrieval system for storing the information you have gathered.

MAKING SENSE OF THE INFORMATION

Having conducted the research you now need to collate the information, make some sense out of it, write up your findings and make your decision based on the findings.

The process of collating the information in a summarised useable form is called data processing.

Effective data processing involves analysing the questionnaires and summarising the findings so that the results can be easily grasped and understood.

Making sense of the data collected, can be confusing for those new to market research. It is beyond the scope of this booklet to provide information on detailed statistical analysis techniques and, in many cases, this is not necessary. However, some of the basics are covered below.

Most small lousiness research projects can be manually analysed. However, if your project is complex, and you want to do detailed analysis, it may be easier to use the services of someone with a computer and a good grasp of statistical analysis..

Below are some brief pointers for those who decide to do their own data processing.

Data processing generally starts with counting the number of people who respond to a question in a particular way.

Lets look at question 15 on the example questionnaire.

"Remember the Newzgram will include a personal message to your friend or relative overseas. How much space would you want left blank on the four page letter?"

The first step is to make a list of options down the left hand side of the page as shown below, for each question. Next, go through the questionnaires and put a mark corresponding to each questionnaire against the option/s chosen for each question. For ease of counting the marks are usually grouped into lots of five.

Two Pages	IIII IIII IIII III	18
One Page	IIII IIII IIII IIII	20
¹ / ₂ Page	IIII IIII IIII IIII IIII IIII	30

¹ / ₄ Page	IIII IIII IIII IIII IIII IIII IIII IIII	40
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Assume you had 108 respondents, and 18 wanted two pages, 20 wanted one page, 30 wanted half a page and 40 wanted a quarter page. These numbers can be converted into percentages. You can then make comments along the following lines:

"Of the 108 people surveyed, the most popular choice was a quarter page, referred by 37% of respondents. The least popular option was two pages. The survey indicates that people require only a small space for writing their personal message."

You need to be able to see trends and meaning in the figures. If you are having difficulty, get help.

Analysis of open questions, such as question 9 in sample questionnaire, is a little more difficult.

A useful approach is to look through responses, identify general themes, and make a list of these themes down the left hand side of the page. Then proceed in the way explained above for question 13. This should make it easier to see patterns and useful information.

Exercise 10. Analyse your data, write up your research plan, and draw up recommendations and action plan based on findings.

CHECKLIST

Check the list below before you finalise your research plan and questionnaire:

- Have you got clear, written objectives for the research? Are they realistic and achievable?
- Have you checked that information is not available through secondary sources?
- Have you set a budget, time allocation and completion date for your research?
- Have you decided on the size of sample you will survey and the number of respondents you need?
- Have you a plan for selection of sample? Will they provide you with reliable "representative" information?
- Have you weighted up the advantages and disadvantages of information collection methods.
- Have you checked your questionnaire for language, question and questionnaire pitfalls?
- Have you asked other people to read through it and give feedback on potential problem areas?

- Have you pilot tested the research plan? Does it need modifications?
- Have you set up a filing system for storing and retrieving information?
- Have you summarised the results of the research? Does the information make sense to you? Have you written up decisions based on findings and an action plan for implementing them?

TRAPS TO AVOID

Below is a list of traps to be wary of. Try to get others to look over your research plan and questionnaire and check for these traps.

- Vague objectives: All questions should relate back to clearly defined objectives.
- Leading questions: It is very difficult to conduct impartial research for yourself. It is important to ensure your questions don't lead clients to give you the responses you want, rather than what they really feel. In some cases it is preferable if respondents don't know that it is your business idea or they may feel under pressure to be positive.
- Opening lines that put people off: People are more likely to agree to participate if they see some benefit to themselves, are assured it won't take long, or know you are not going to try to sell them something. Higher response rates tend to be gained if you say that you are a student doing a market research exercise.

SAMPLE RESEARCH PLAN

BACKGROUND

Sue, a journalist and keen traveller, developed an idea for a new product called a Newzgram. The product is like an aerogramme, with a host of news items and snippets of interest to Australians overseas. A space is left blank for the buyer to write a personal message to their friend or relative overseas. Sue wanted to gather information about the market for this product and give herself the best possible chance of success. She did this by conducting planned market research. The following is a summary of the research plan, and questionnaire used.

Sue also gained useful general information on Australians travelling overseas from the Bureau of Statistics (Secondary Source). Specific information gained included number of Australians travelling for longer than three months, and age, sex categories and primary destinations of these travellers.

OBJECTIVE

To gain a better understanding of the demand and target market/s for Newzgrams and guide marketing decisions regarding price, distribution and nature of the product.

SURVEY TYPE

A telephone survey will be used with respondents randomly picked from the Perth phone book. For example, every third to top name on the second column of every second page will be telephoned. If the number chosen is a business, the next name on the page will be called.

Telephone surveying has been chosen, taking into account limited time and money available, and the need to get the survey completed quickly. An acknowledged weakness of this method is the inability to show a sample of the product to respondents to get feedback.

SAMPLING

The target market for Newzgrams is all people who communicate with, or write to, close Australian friends or relatives overseas. One hundred people who fit the target market will be interviewed. Four call backs will be made if the phone is unanswered/engaged or if the required person is unavailable.

An acknowledged weakness of this sample is the bias in favour of city dwellers with phones.

QUESTIONNAIRE

Hi, my name is Sue. I'm doing a new business investigation to test the market acceptance of a new product. Could I ask you a few questions on a potential new product I'm investigating? It's a brief survey which will only take 4 - 5 minutes. (If not convenient, request an appointment to call back.)

FILTER QUESTIONS

1. Do you have any close friends or relatives travelling or living overseas?
Yes (Go to question 2)
No (Thanks for your time, that's all I need to know.)
2. Are they Australian?
Yes (Go to question 3)
No (Thanks for your time, that's all I need to know).
3. Are they likely to be overseas more than two months?
Yes (Go to question 4)
No (Thanks for your time, that's all I need to know).
4. Do you personally write letters or communicate with them while they are overseas?
Yes (Go to Product Information)
No (Go to question 5)
5. Does someone else in your household write or communicate with them?
Yes (Go to question 6)
No (Thanks for your time, that's all I need to know).
6. Can I speak to that person?
Yes (Go back to Introduction)
No (Get person's name and ask for the best time to call back).

PRODUCT INFORMATION

This survey is about a new product, called Newzgram, which is sent to friends and relatives overseas. It is a four page letter designed in much the same way as an aerogramme. It will contain a summary of the latest news from throughout Australia on topics specially selected to interest Australians living or travelling overseas.

The Newzgram, which will be produced fortnightly, will also include a blank space for you to write your own personal message to your friend or relative overseas.

7. How interested would you be in sending this product to friends and relatives overseas. (State options below).

Very Interested Quite Interested So-So Interested Not Very Interested Not at all Interested

8. What do you like about the product? _____

9. What do you dislike about the product? _____

10. What price would you expect to pay for one Newzgram? \$ _____

Market Research

11. If the product was on sale for \$1.95, would you rate your chances of buying one as: (tick one)

Very Likely Quite Likely Possibly Unlikely Definitely Not

12. If the product was on sale for \$1.65, would you rate your chances of buying one as:

Very Likely Quite Likely Possibly Unlikely Definitely Not

13. If the product was on sale for \$1.25, would you rate your chances of buying one as:

Very Likely Quite Likely Possibly Unlikely Definitely Not

14. Assuming you were happy with the quality and price of the Newzgram, about how often would you be likely to buy one?

Once Only Six Monthly Three Monthly Monthly Fortnightly

15. Remember the Newzgram will include a blank space for you to write your own personal message to your friend or relative overseas. How much space would you want left blank on the four page letter.

Two Pages One Page Half Page Quarter Page

16. In which of the following places would you expect to find this product for sale? (Tick if named).

Post Office Travel Agent News Agency Supermarket

Other; (please specify) _____

17. How many times have you visited the following places in the last month. (Record Number)

Post Office Angus & Robertson News Agency Big W Coles or K-mart

18. I'm going to read you a number of age groupings. Please stop me when I reach the one applying to you.

Under 20 21 to 35 36 to 50 51 to 65 65 plus

19. Finally, I'm going to read a number of personal income categories. Please stop me when I reach the one applying to your personal annual income before tax.

Under \$10,000 \$10,000 to \$19,999 \$20,000 to \$39,999

\$40,000 to \$49,000 \$50,000 to \$59,000 Over \$60,000

20. Record sex: Male Female

That's all I need to ask you. Thank you for your time.