**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**The Marketing Survey**

**Marketing 1 – Ch. 9.1**

**Directions: Design a Marketing Survey for the Product or Service that you are writing your Marketing Plan about. This is a separate assignment, but will also become part of your overall Marketing Plan, included in your Appendix. Please survey at least 5 different people, and include the results of your survey in your Appendix as well. Your survey should have at least 5 questions to include a minimum of 1 of each of the following questions: (100 points)**

1. **Forced Response Question – Yes / No**
2. **Forced Response Question – Multiple Choice (A, B, C, D)**
3. **Forced Response Question – Rating Scale (1-10)**
4. **Forced Response Question – Level of Agreement (Strongly Agree, Agree, Mildly Disagree, Strongly Disagree)**
5. **Open Ended Question – Opinion Based**