

# Developing a Survey Tool for Your Business

Dr. Kevin Athearn

Marketing Your DownEast Tourism Business

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# Why survey?

- To better understand your market
- To gain information that will help you make particular business decisions

# Survey Research Steps<sup>1</sup>

1. Establish the need
2. Identify your decision problem(s)
3. Specify your research objectives
4. Choose a survey mode
5. Determine sampling & recruitment plan
6. Design the questionnaire
7. Collect & analyze data

<sup>1</sup>Adapted from Burns, A.C. & R.F. Bush, Basic Marketing Research, Pearson/Prentice Hall, 2005

# 1. Establish the need

- What info is already available?
- What additional info is needed?
- Is a survey the best way?
- Benefits vs. costs?

## 2. Identify Decision Problem(s)

What decisions do you face?

Examples:

- How should I adjust promotion efforts?
- What features of the B&B should I focus on improving?

## 3. Specify Research Objectives

What does the survey attempt to accomplish?

Examples:

To estimate the percentage...

To measure the level of satisfaction...

To describe relationships...

To generate new ideas...

## 4. Survey Mode

Three low-cost contenders:

1. Drop-off survey
2. Mail survey
3. Online survey

# . Sampling & Recruitment Plan

Target population?

Selecting and enlisting participants?

Incentives to participate?

Representative sample?

# 6. Questionnaire Design

question-response format

question wording

questionnaire organization

cover letter or survey introduction

# Questionnaire Design

Question-response format:

- Open-ended
- Categorical
- Metric

# Questionnaire Design

Question wording & format:

Design questions to be good measures

Be specific with clear, concise wording

Avoid vague or double-barreled questions

Easy to follow response formats

# Questionnaire Design

Bad question:

Did you like the food & service?

Better questions:

How satisfied were you with the quality of the breakfast?

How satisfied were you with the courteousness of the staff?

# Questionnaire Design

Bad question:

Did you enjoy your stay at the inn? (yes/no)

Better questions:

How satisfied were you with the comfort of your room? (1-5 scale)

What are some things that could have improved your experience here? (open-ended)

# Questionnaire Design

Bad question:

What's your income? (open-ended)

Better question:

What category best describes your total annual pre-tax household income?

# Questionnaire Design

Questionnaire organization:

Introduction to enlist participation

Shorter is better

Lead with nonthreatening questions

More sensitive questions go last

# 7. Collect & Analyze Data

What to do with the information?

Code data

Summarize data

Identify & analyze relationships

# Summarizing Results

Examples:

Attentiveness of service: 4.5 mean

Comfort: 3.2 mean

54% first learned through Internet search

2% first learned from magazine ad

73% go antiquing

# Data Analysis

Examples:

High income group more likely to attend theater or go antiquing

Low income group more likely to go fishing or hiking

Females less satisfied than males with the room furnishings