

Class Market Survey

Instructions: Using this form, survey one class in the school to determine possible school-based business ideas. (Arrange with the teacher the best time for the survey). You may wish to do the survey by show of hands or redesign the questionnaire for each student to fill out separately. After combining responses for one or more classes, discuss your suggestions for products and services that your school "market" could use.

- A. How many in the class are: Male_____ Female_____
- B. How many in the class are age 12_____, 13_____, 14_____, 15_____, 16_____, 17_____, 18+_____?
- C. Number in immediate family (including self)? 2_____, 3_____, 4_____, 5_____, 6_____, 7_____, 8+_____
- D. Do you work? Yes_____ No_____
- E. How many (of the class) like to do each of the following in your spare time?
Reading_____, Play music_____, Sports_____, Watch TV_____,
Drive cars_____, Talk on the phone_____, Dance_____, Go for
walks_____, Fix things_____, Sew_____, Cook_____,
Exercise_____, Crafts_____, Paint or draw_____, Baby-sit_____,
Write stories_____ (Many other ideas can be added here)
- F. What products or services would you like to be able to purchase at school that cannot currently be bought there?

Now, based on the information you have collected, list the products that you believe would sell best to students in your school. Give reasons for each choice. Discuss the possibilities of selling these products or services in your school.

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