

Market Research Survey Template

This template was adapted from the Food For Thought Cafe market research survey conducted at Portland State University. You should modify it according to your most pressing concerns and the community landscape you are working in.

Tips for conducting market research with surveys: You may also want to try making an online survey with these questions instead of or in addition to paper surveys. Try to reach as close to a random sample of students as you can by sending it to random email addressed from your campus' database or asking your student government to help you access a large and broad base of recipients.

[insert name of your co-op here if you have one]: A New [Café/Market] Concept

Hello. We are a student group proposing a new [cafe/grocery market] on campus and would like to ask you a few questions. It will take about five minutes. Your feedback will be instrumental in helping decide the future direction of our campus food choices. Please select only one answer, unless otherwise specified. Thanks!

Are you a... student faculty member staff visiting scholar not affiliated with the university

What is your major/department? _____

What is your age group?

Under 18 18-23 24-29 30-35 36-45 46-55 56+

What is your gender? **Male** **Female** **not identified w/a particular gender**

Where do you live? campus dorms sorority fraternity student co-op off campus

How satisfied are you with current food options around campus?

Very Satisfied *Somewhat Satisfied* *Somewhat Dissatisfied* *Very Dissatisfied*

How satisfied are you with...

Hours of food service Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

Quality of food service Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

Value for your money Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

Atmosphere Very satisfied Somewhat satisfied Somewhat dissatisfied Very dissatisfied

I purchase food at [insert name of a food court or eatery on campus]

Never Less than once a month Once or twice a month 1 to 3 times a month
1 to 3 times a week 4 to 6 times a week 7 or more times a week

I purchase food at [insert name of another food court or eatery on campus]

Never Less than once a month Once or twice a month 1 to 3 times a month
1 to 3 times a week 4 to 6 times a week 7 or more times a week

I purchase food from cafes/restaurants near campus

Never Less than once a month Once or twice a month 1 to 3 times a month
1 to 3 times a week 4 to 6 times a week 7 or more times a week

Which cafes/restaurants near campus do you regularly eat at?

When I eat on or near campus I usually spend...

Under \$3 \$3 to \$5 \$5 to \$7 more than \$7

On a scale of 1 to 5, how important are the following?

1 = very important (VI) **2** = somewhat important (SI) **3** = indifferent (I)
4 = Not important (NI) **5** = very unimportant (VU)

Livable wages for employees	1	2	3	4	5
Supporting the local economy	1	2	3	4	5
Organic and sustainable products	1	2	3	4	5
Reduced packaging, recycling	1	2	3	4	5
Atmosphere (art, music, culture, etc.)	1	2	3	4	5
Convenient, nearby location	1	2	3	4	5
Affordable food	1	2	3	4	5
High quality food	1	2	3	4	5
Student ownership of the cafe	1	2	3	4	5

Vegetarian Food	1	2	3	4	5	
Vegan Food	1	2	3	4	5	
A place to buy basic groceries on campus		1	2	3	4	5
A place to study	1	2	3	4	5	
A place to hang out with friends		1	2	3	4	5
A place to listen to live music/poetry		1	2	3	4	5
Seasonal menu		1	2	3	4	5

If there was a new café on/near campus featuring organic, locally grown food, how often would you eat there?

Daily Weekly Rarely

What kinds of items would you like to see at the new café? (check all that apply)

Hot dishes (stir fry, pasta, etc.) Sandwiches Soups/ Stews
 Green Salads Breakfast Pastries Bagels
 Pasta Salads Dessert Burritos Other

How often would you like the menu to change?

Daily Weekly Rarely

Would you go to this new café? (check all that apply)

weekdays	8 am to 11am	weekends	8 am to 11am
	11:01am to 2pm		11:01am to 2pm
	2:01pm to 5pm		2:01pm to 5pm
	5:01pm to 8pm		5:01pm to 8pm
	8:01pm to 10pm		8:01pm to 10pm
	10:01pm to midnight		10:01pm to midnight
	Never		Never

Do you have any comments or suggestions about the proposed [café/market]?

Thank you for taking the time to complete this survey!
If you have any questions or want to get involved, please feel free to contact us!

[insert an email, website and/or phone number]