

Popcorn Survey

Approach: Group

Level: Year 4 and year 8

Focus: Planning a product marketing survey.

Resources: Individual and team worksheets.

Questions/instructions:

Imagine that your team is going to set up a popcorn factory in your school to help raise funds for a school trip. Before you start to make popcorn, you need to have good information. You need to know about the kind of popcorn people might want to buy, and the best way to sell it. You would need to get your information from the people who might buy the popcorn, so you will need to think of questions to ask them.

To start off, each person in your team will do some thinking on your own. On your own, make up a list of the things that you think might make people want to buy your popcorn. See how many things you can think of. I'll give you each a piece of paper to write your list of things on. You can have two or three minutes to do this.

Give each student an answer sheet and supervise independent work.

You've each had a chance to think about things that might make people want to buy the popcorn you will make at your factory. It would be a good idea to make up a list of questions, or a survey, so that you can get information from quite a few people; information that would help you to decide what kind of popcorn to make, and how you would sell it.

It's time to work as a team now. First, each person is to tell the others the things they thought of that might cause people to want to buy your popcorn. After that, your team is to make up a set of questions, or a

survey, that you will use to find out information that will help you decide what kind of popcorn to make, and how you would sell it. You can plan and write your questions on this paper, and you can have about 10 minutes to make up your survey. After that you can try out your survey on me, and ask me your questions. Let me know when you are finished.

Give out team answer sheet. Allow up to 10 minutes.

Now you can try out your survey by asking me your questions. I'll tell you what my answers would be.

% responses
y4 y8

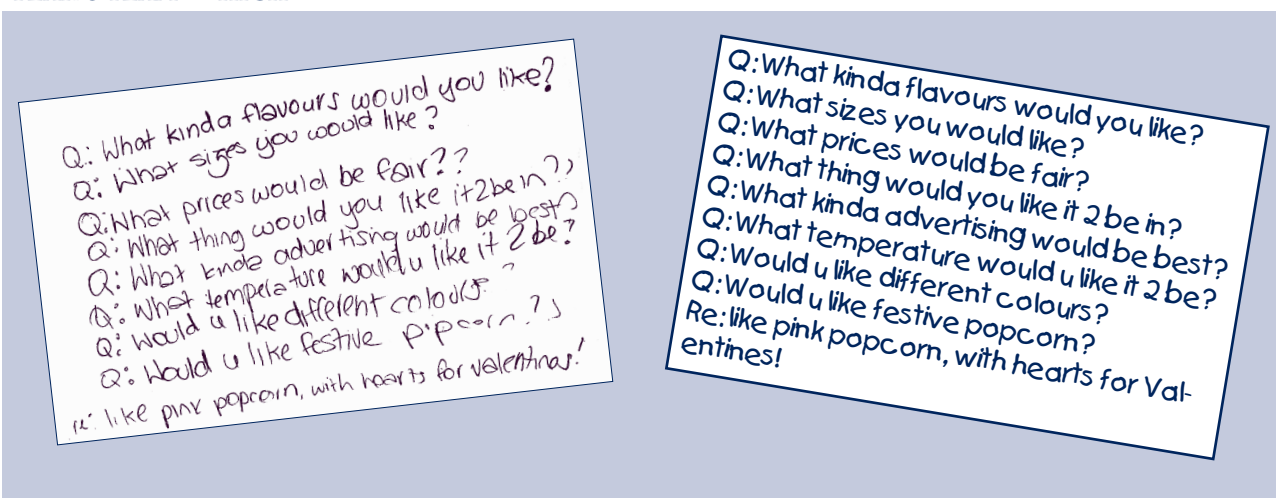
Questions developed

do you like popcorn?	15	13
what kind do you like? (general question)	28	15

Preferences

piece size/shape	8	11
colour	26	19
flavour(s) (including butter, salt)	75	87
temperature (hot, cold)	12	24
packaging	21	44
quantities	25	47
pricing	33	74
promotional name/logo	2	13
advertising options	21	45
appropriate sales outlets	7	24

YEAR 8 TEAM — HIGH



Commentary:

Year 8 groups were much more likely than year 4 groups to address packaging, advertising and sales issues.

YEAR 8 TEAM — HIGH

- *What flavours do you like on your popcorn?
- *Do you like the idea of having a popcorn kernal as a mascot?
- *What sort of packaging do you like?
- *Would you buy our popcorn for \$2 if it was 250 grams?
- *Would you like your popcorn food coloured?
- *Do you think if we work really hard after shop hours we deserve the left overs?
- *Where is a good place to sell our popcorn?
- *When is a good time to sell popcorn?
- *Do you like hot, warm or cold popcorn?

1. What flavoured popcorn would you like?
 - Caramel
 - Butter
 - Honey
 - Coloured
 - Plain
 - Salted
2. How much do you think it should cost: \$1.50 - \$2.00
3. Do you think we should give out a can of lemonade and a bag of M and M's with each purchase? (drawing of lemonade can, and pack of M&M's with yes alongside)

YEAR 8 TEAM — MID

What kind would you like?
 How many money will you give us?
 What size would you like?
 Would you like our small pack of \$5.00.

- * What are your favourite flavours?
- * Whats a resonable price?
- * Whats size bags?
- * What brands?
- * How much fat should be in it?
- * Whats the average you would buy in a week?

- * Which flavours would you buy?
- * What price do you think popcorn should sell for?
- * What size would you prefer?
- * What other things would you sell with it?
- * Would you buy it if you tasted it?
- * Would you buy it if it was in a flash bag?
- * Would you buy it if we were fund-raising for something?

YEAR 4 TEAM — HIGH

1. What kind of popcorn do you like.
2. How much do you want to pay for the popcorn.
3. What flavour do you want it to be.
4. What shape do you want it to be.
5. What colour do you want it to be.
6. How much do you want us to put in the packet.
7. Would you like it in a box?
8. Do you want any butter or salt.
9. Do you want it cold, warm, hot.
10. Do you want it to be delivered to you house.

Should we make it all different kinds of flavors and shapes?
 Would it be better if we made it ourselves?
 Should we make different size boxes different prices?
 Should it be served as quickly as possible or should we just not mind.
 Should the bags and containers be able to be recycled.
 Should we make it

Why kind of popcorn do you like?
 Would you like it coloured?
 Do you want butter and salt?
 Do you like your popcorn hot or cold?
 Do you want your popcorn burnt?
 How much popcorn would you like.
 Do you want it in a container?
 Do you want it in a plastic bag?
 Do you want none or do you want some.

YEAR 4 TEAM — MID

Would you like it colourful?
 Would you like it a little soft or hot on it.
 Would you like it in a bag to take home
 Would you like a little icing sugar.

ask them what colour they like
 do they like plain popcorn.
 would you pay \$1.00 for large size
 Huge size \$2.00