

MARKETING RESEARCH PROJECT

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SURVEY OF MARKETING

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TABLE OF CONTENTS

STATEMENT OF PURPOSE.....	1
SCOPE.....	2
QUESTIONNAIRE.....	3
QUESTION ONE.....	4
QUESTION TWO..	5
QUESTION THREE.....	6
QUESTION FOUR.....	7
QUESTION FIVE.....	8
QUESTION SIX.....	9
QUESTION SIXA.....	10
QUESTION SEVEN.....	11
QUESTION EIGHT.....	12
QUESTION NINE.....	13
QUESTION TEN.....	14
QUESTION ELEVEN.....	15
QUESTION TWELVE.....	16
CONCLUSION.....	17
RECOMMENDATION.....	18

STATEMENT OF PURPOSE

The purpose of this survey is to find out if many people know what a Frisbee flying disc is, and if so, do they play with one? To find out if they own any Frisbee flying discs and if they have a favorite style. Also, to see if cost played a big factor in buying a disc- would they remember how much the last one that they bought cost? And finally, if color played any part in the picking out of a disc and if they feel there is a market for a new disc.

SCOPE

The survey consisted of 72 surveys that were handed out at totally random times on random days to whoever would be nice enough to fill one out. Sex played no part in the distribution. Almost all of the surveys were filled out by college students, since I handed them out on campus. They were distributed from November 14th to December 1st.

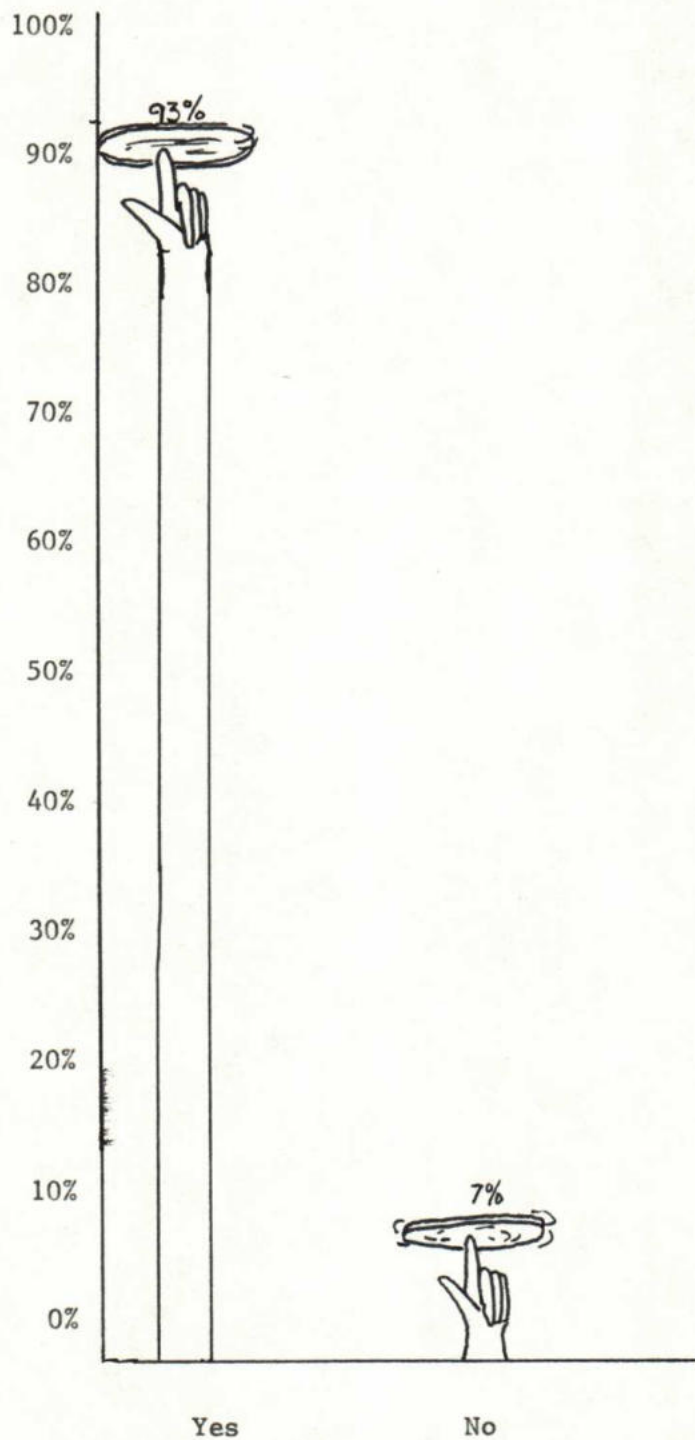
FLYING DISC SURVEY

(please circle)

- 1) ARE YOU A PHYSICALLY ACTIVE PERSON? YES NO
- 2) DO YOU KNOW WHAT A FRISBEE FLYING DISC IS? YES NO
- 3) HAVE YOU EVER PLAYED WITH A FRISBEE FLYING DISC? YES 12
- 4) HOW OFTEN WOULD YOU SAY THAT YOU PLAYED WITH A FRISBEE?
NEVER SOMETIMES ALL THE TIME
- 5) ON A SCALE OF ONE TO FIVE, RATE YOURSELF: 1 2 3 4 5
- 6) DO YOU OWN A FRISBEE? YES NO IF SO, HOW MANY 1 2-4 None
- 7) DO YOU REMEMBER HOW MUCH THE LAST FRISBEE THAT YOU BOUGHT COST? YES NO
- 8) IF SO, HOW MUCH? _____
- 9) DO YOU HAVE A FAVORITE SIZE OR STYLE OF FRISBEE DISC? YES NO
- 10) IF SO, WHAT IS IT? 119gram 141gram 165gram Super Pro Other
- 11) DOES COLOR PLAY ANY PART WHEN YOU ARE PICKING OUT A NEW DISC? YES NO
- 12) DO YOU THINK THAT THERE IS A MARKET FOR A NEW DISC? YES NO

I. Are you a physically active person?

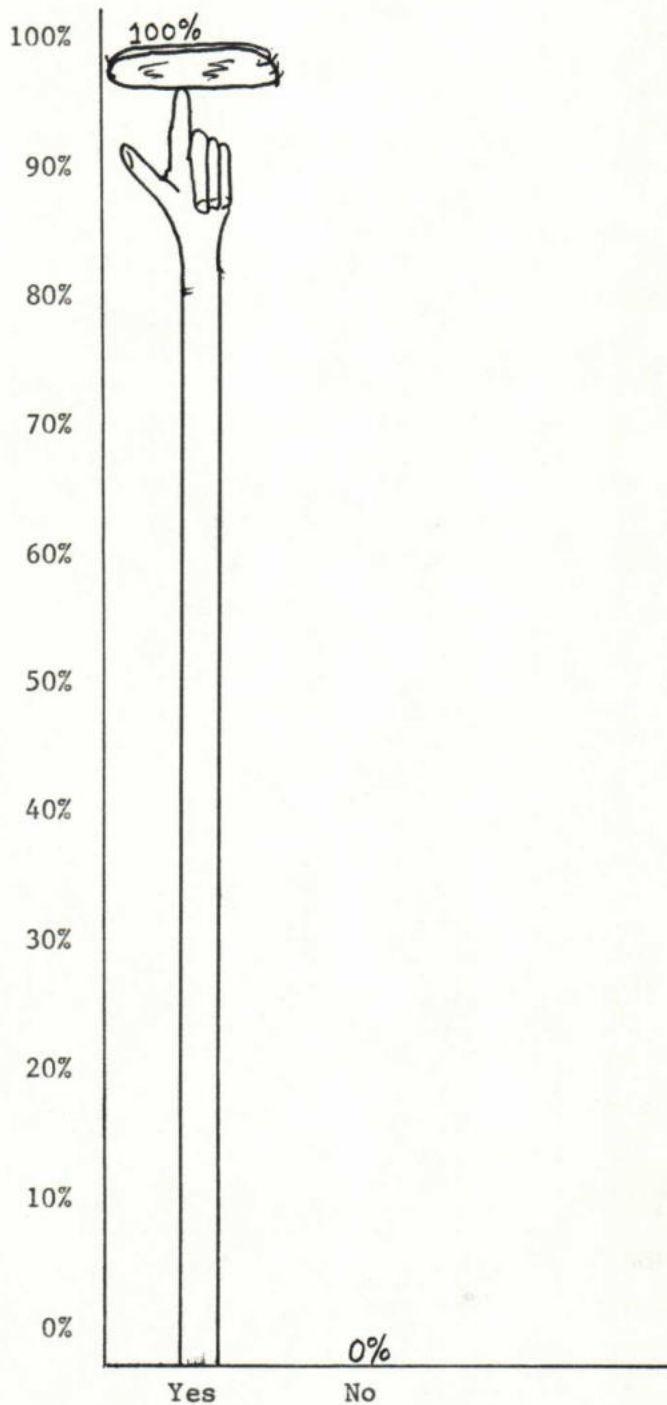
Yes or no



Apparently the students at Dixie are pretty active physically.

2. Do you know what a Frisbee flying disc is?

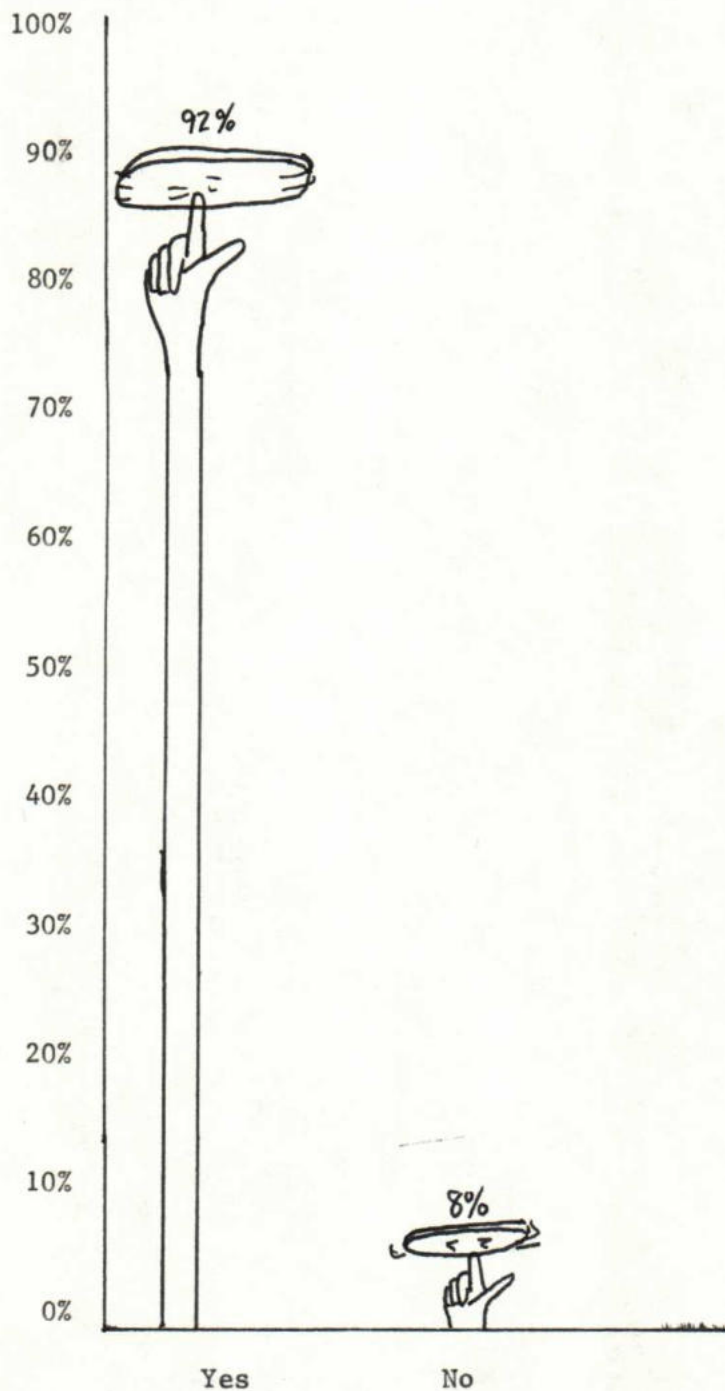
Yes or no



In this case, name recognition is perfect.

3. Have you ever played with a Frisbee flying disc?

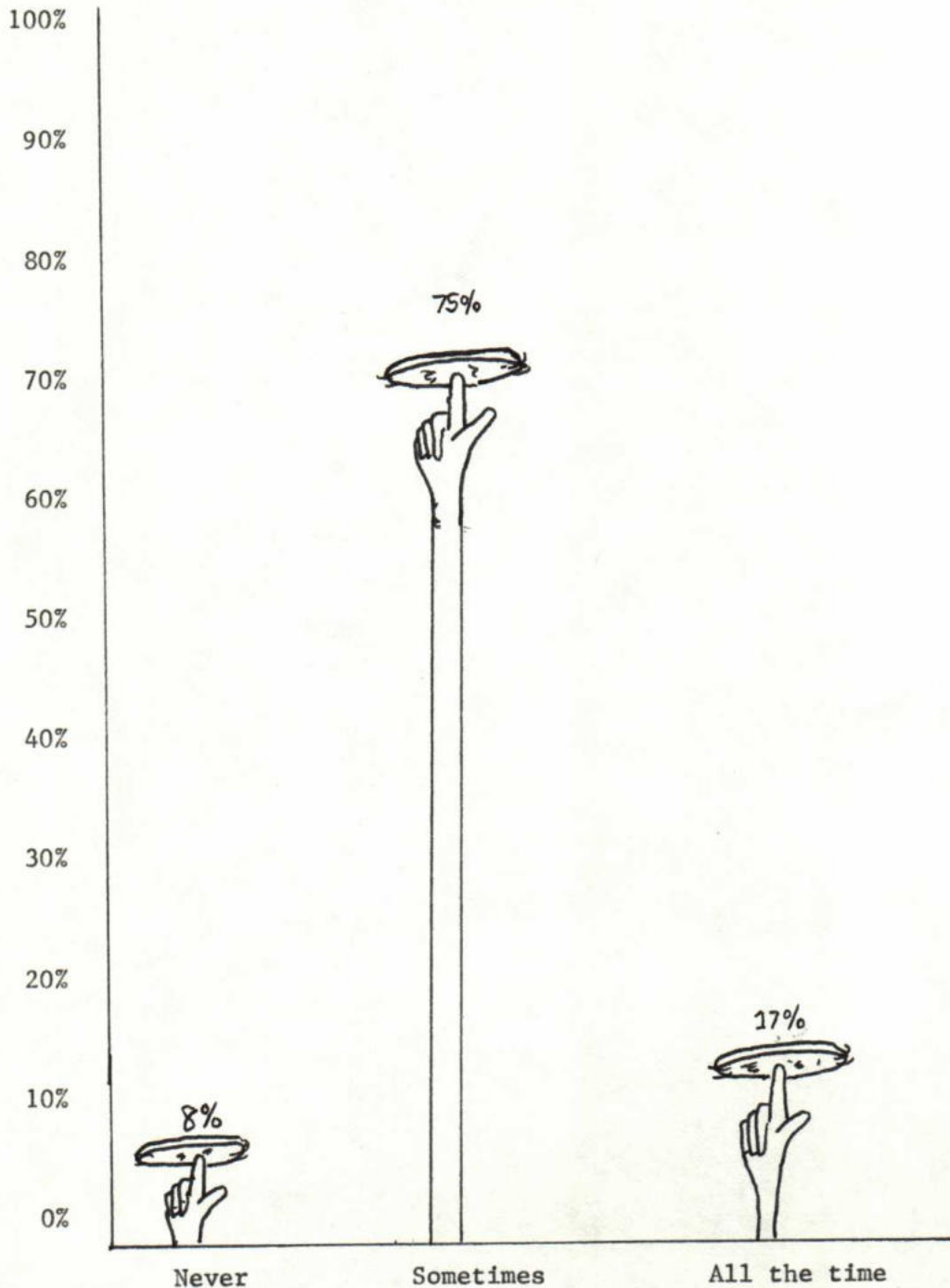
Yes or no



Quite a high percentage have used a Frisbee.

4. How often would you say that you played with a Frisbee?

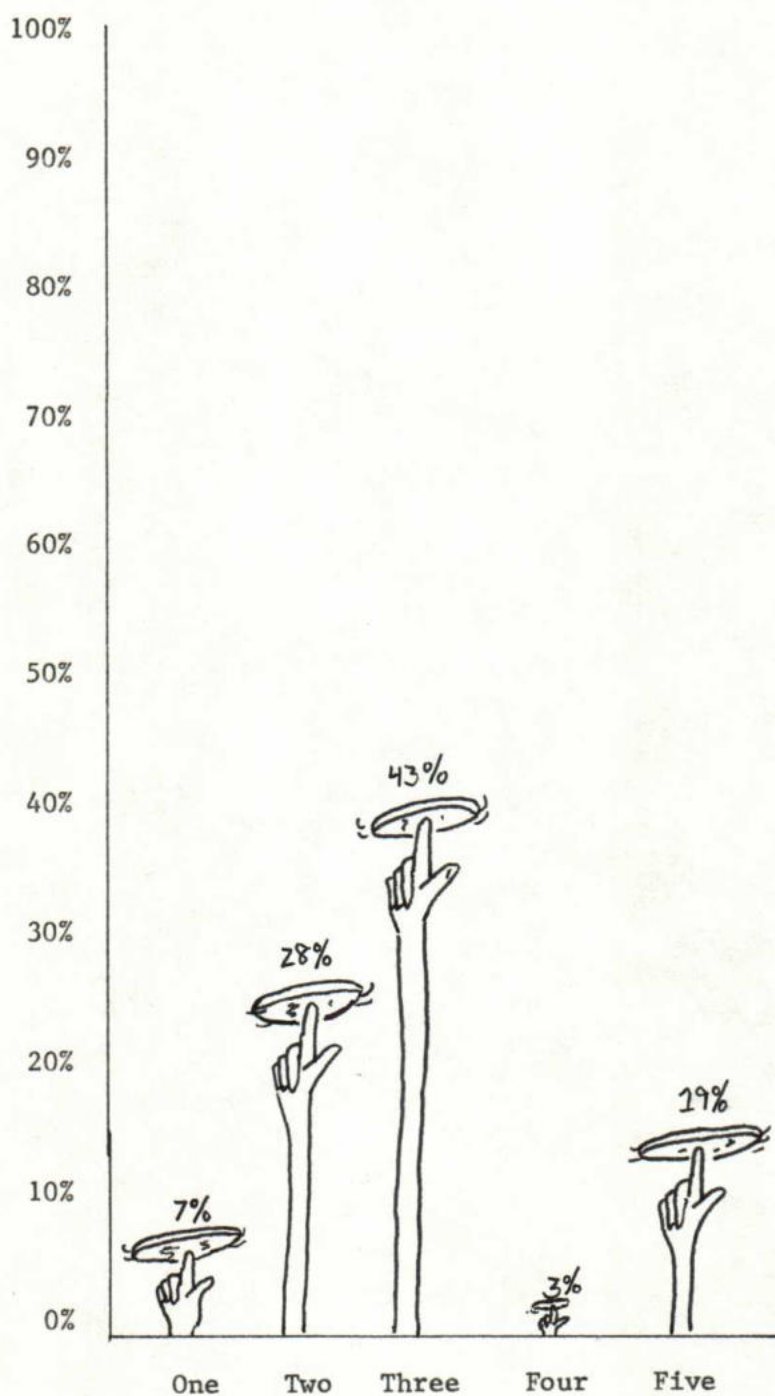
Never, sometimes, or all the time



Most frisbee users only play sometimes (75%), but 17% play all the time.

5. On a scale of one to five, rate yourself.

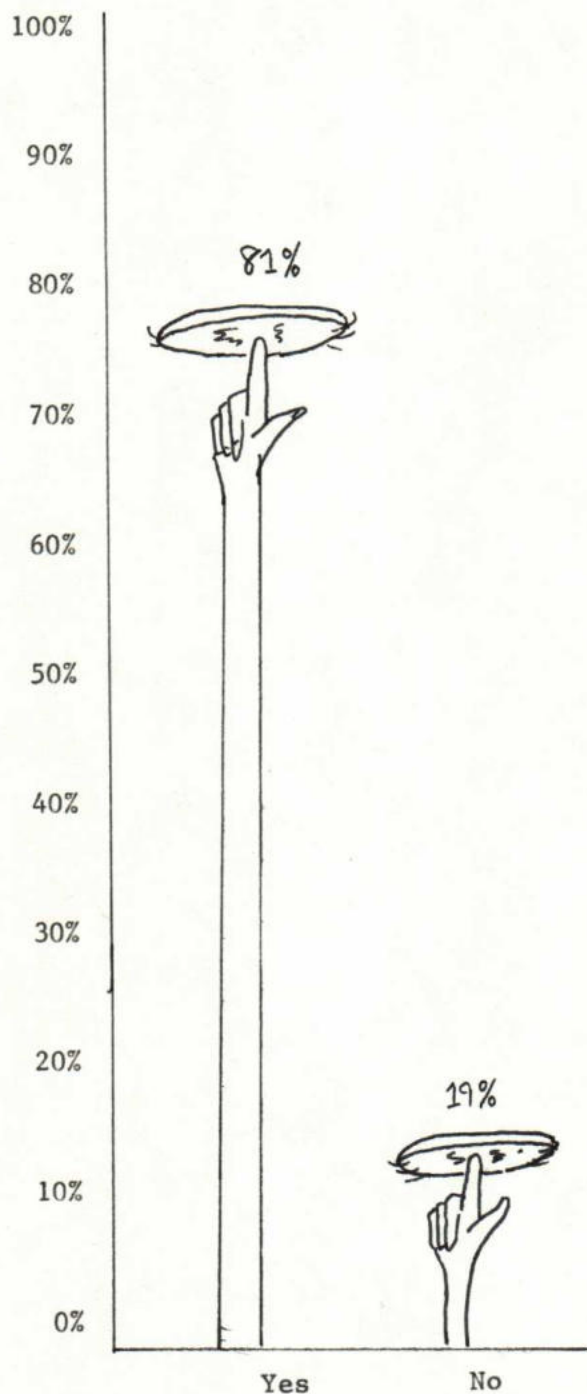
1,2,3,4, or 5



Most players feel that they are of average skill, but 19% feel that they are a five, or the best possible.

6. Do you own a Frisbee?

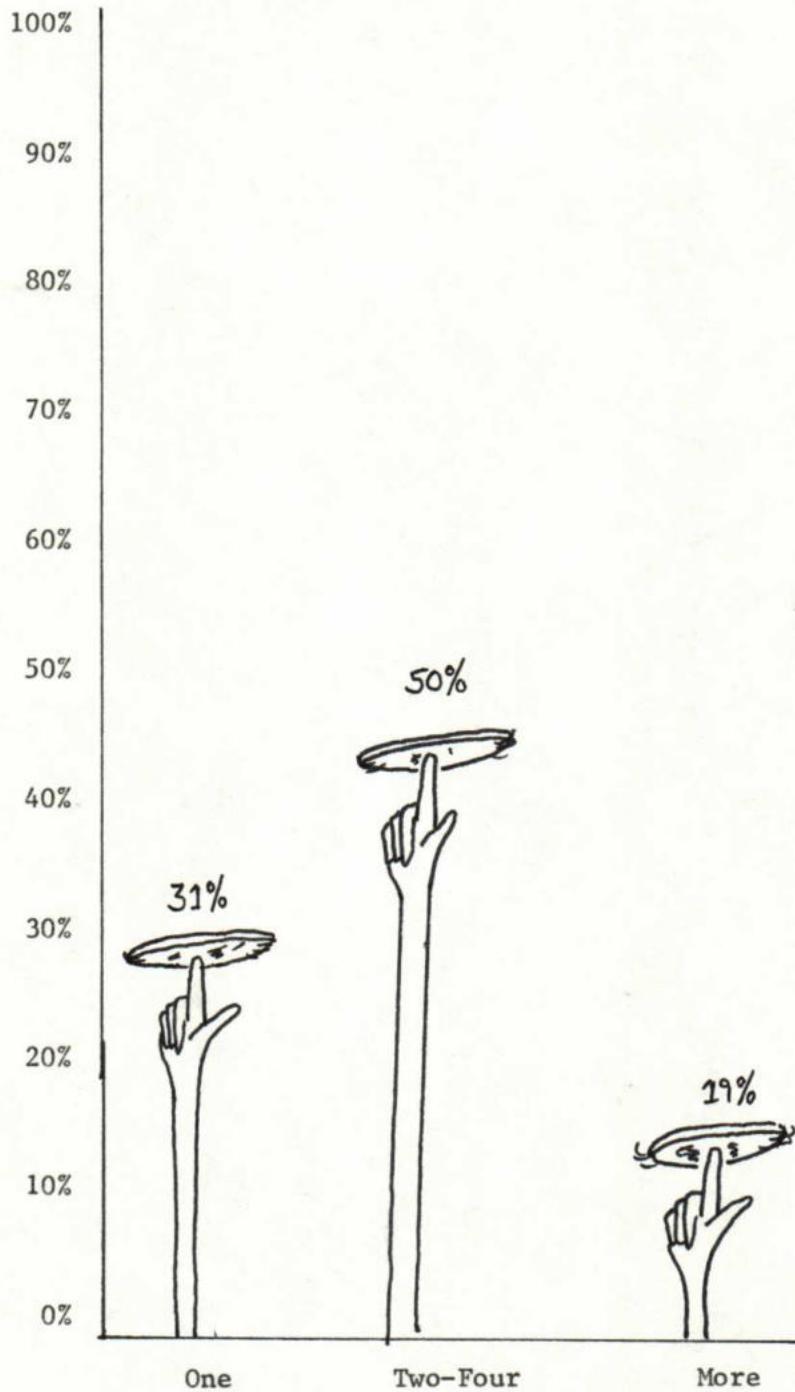
Yes or no



More than 4/5 of the people own a Frisbee.

6a. If so, how many?

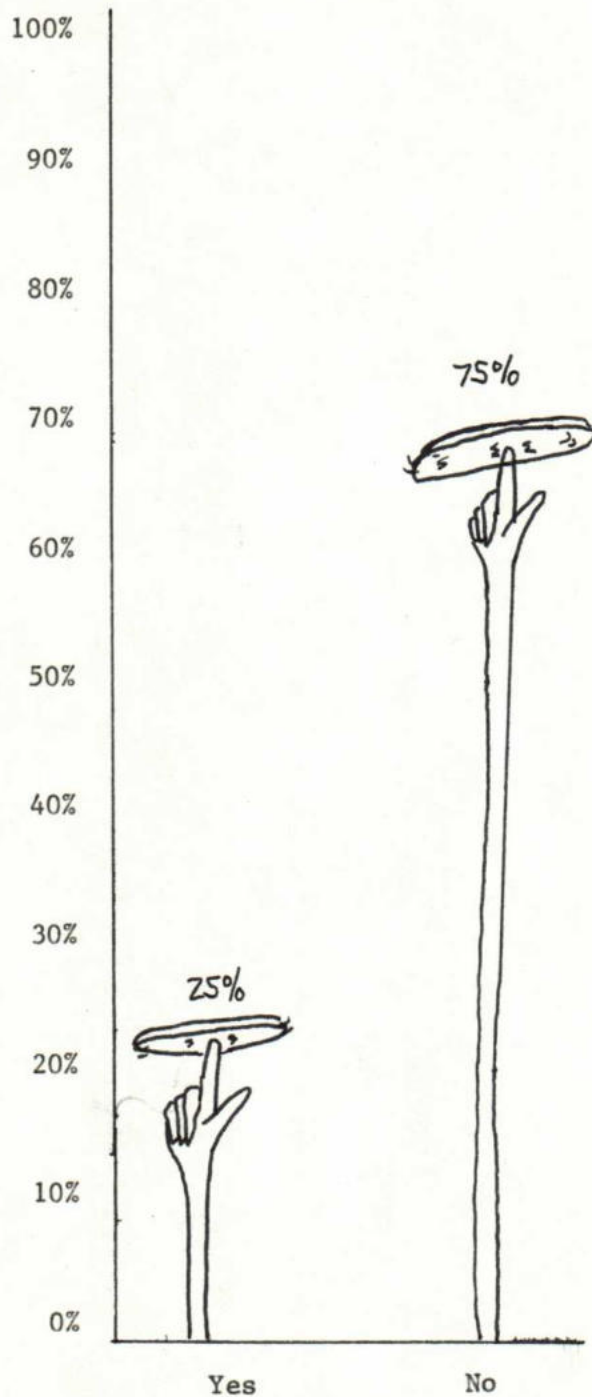
1, 2-4, or more



Most people own two to four frisbees.

7. Do you remember how much the last Frisbee that you bought cost?

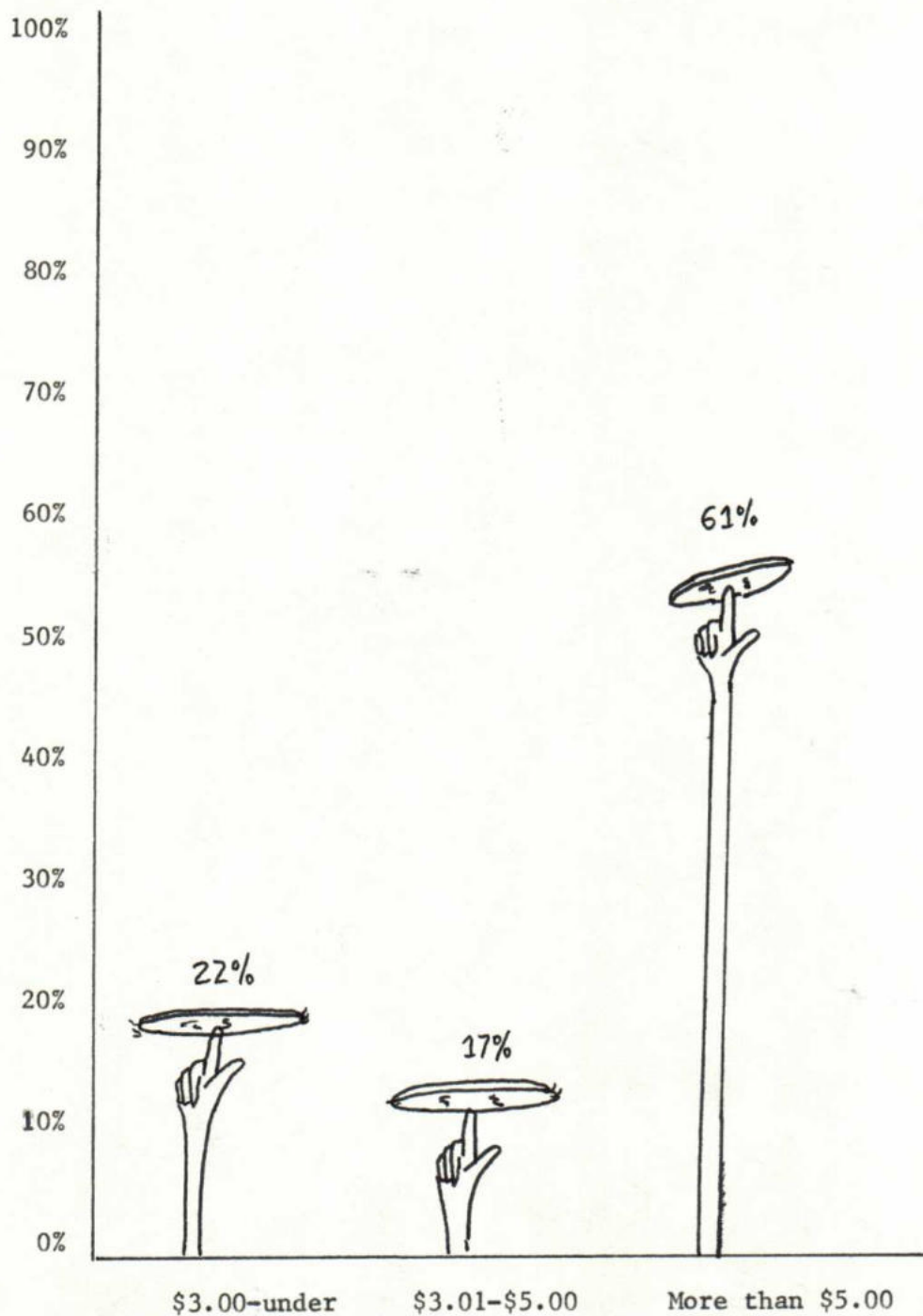
Yes or no



Most people (3/4) did not remember how much that last Frisbee that they bought cost.

8. If so, how much?

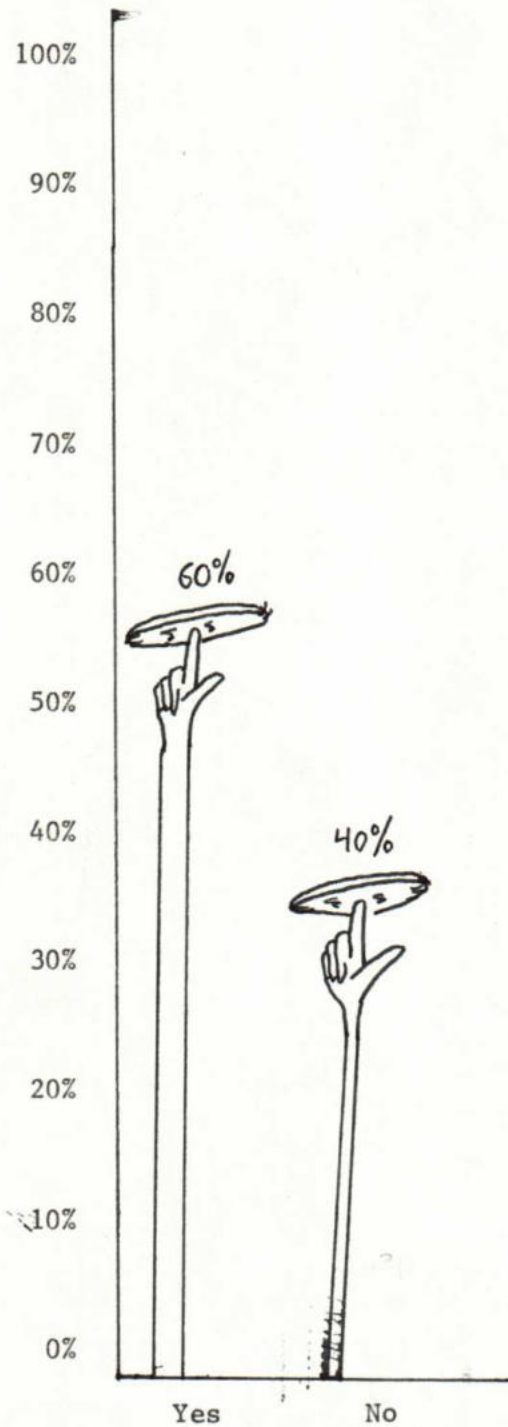
\$3.00-under, \$3.01-\$5.00, More than \$5.00



Most Frisbees that people purchased cost them over five dollars.

9. Do you have a favorite size or style of Frisbee Disc?

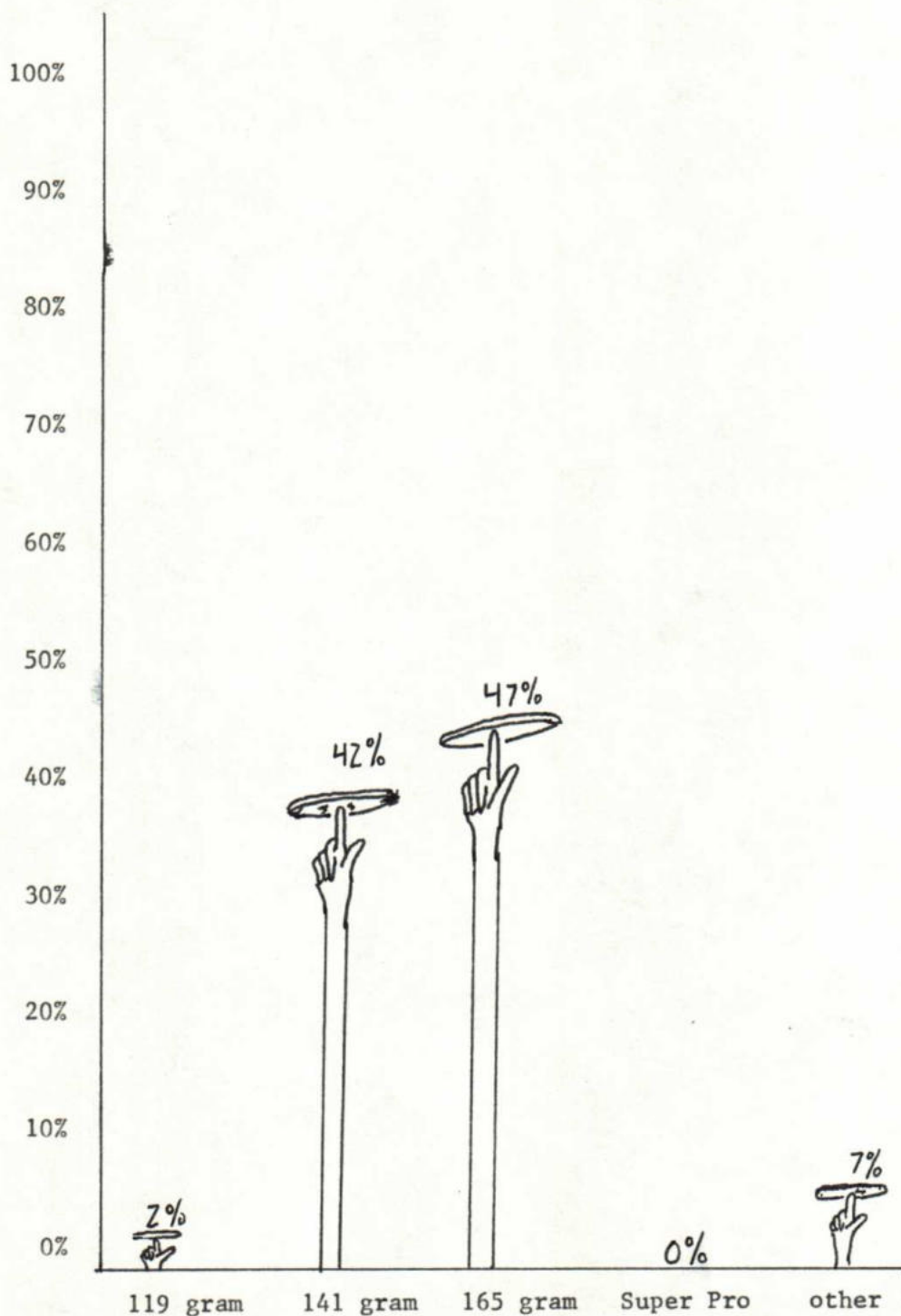
Yes or No



Most people have a favorite size or style of Frisbee disc.

10. If so, what is it?

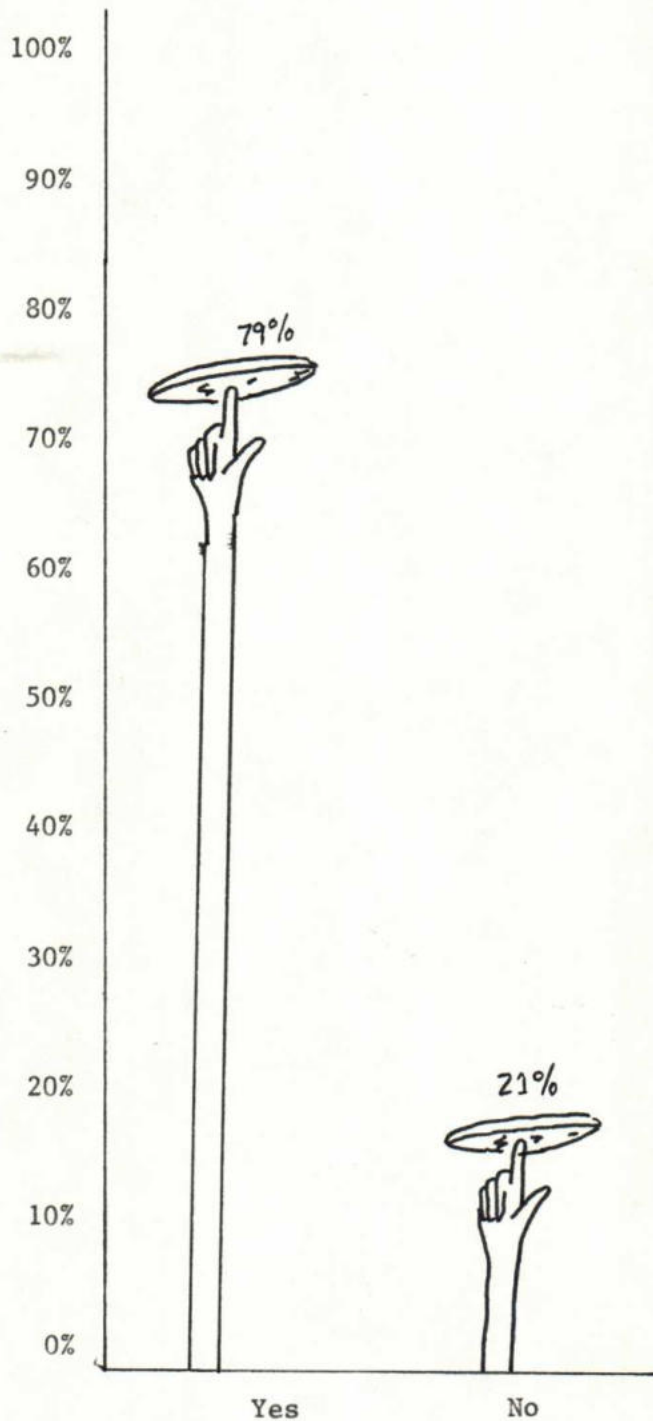
119 gram, 141 gram, 165 gram, Super Pro, other



Most people prefer either a 141 gram or a 165 gram disc.

11. Does color play any part when you are picking out a disc?

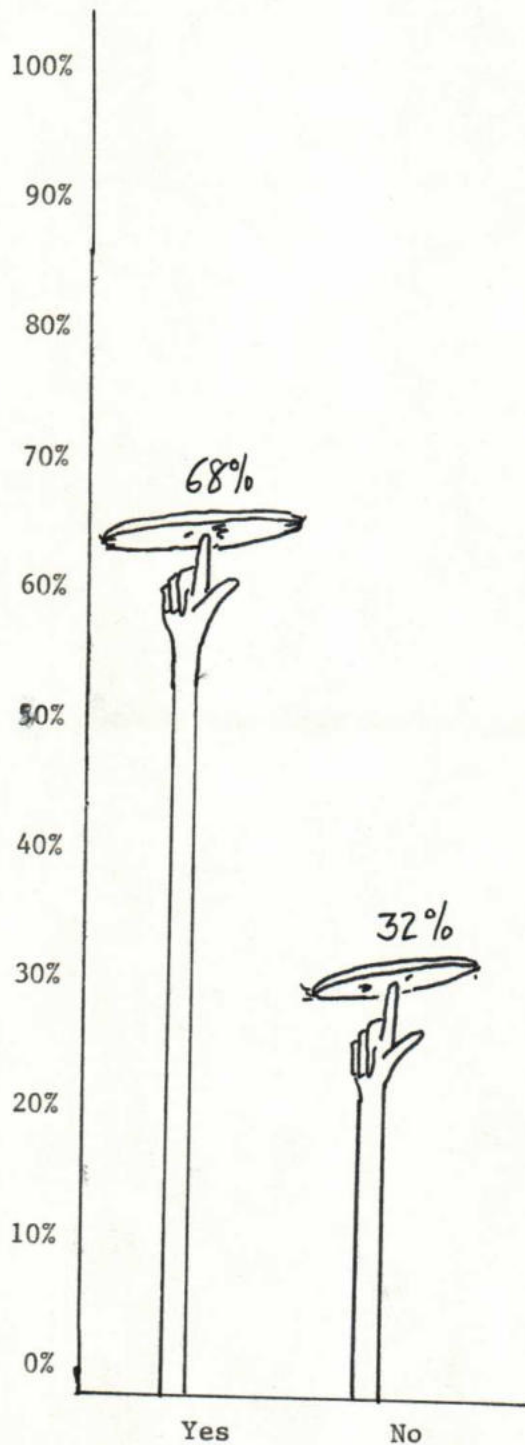
Yes or no



Color plays a part for most people when that are picking out a disc.

12. Do you think that there is a market for a new disc?

Yes or No



Most people think that there is a market for a new disc.

CONCLUSION

Most of the students at Dixie College are physically active and all interviewed knew what a Frisbee flying disc was. Most of them (92%) have played with a Frisbee, with 75% considering themselves "sometime" players. Most thought they were average players. (51% gave themselves either a two or a three on a scale of five.) 81% said that they owned a Frisbee, and of those, 50% owned from two to four. Only a quarter of those interviewed could remember the price of the last Frisbee that they bought. Of those that could remember, over \$5.00 was by far the most popular answer (61%). 60% have a favorite style of disc, with the 141 gram and 165 gram discs being the most popular. Almost 80% said color plays a part in picking out a disc, with 2/3 feeling that there is a market for a new disc.

RECOMMENDATION

A mass distributed new disc would do rather well on the market. The name Frisbee has been completely saturated, however. I believe that this isn't a problem, though. It has become a generic name to describe all brands of flying discs. Flying discs are very popular to use and own. Prices could range fairly high (over five dollars) and still be competitive. Discs similar to Whamo's 141 gram and 165 gram molds would be the most successful. A variety of bright and stimulating colors would most certainly boost sales.