



Market Survey Template - Field Research

conducted for

East coast

Conducted on

28 Feb 2019 12:14 PM

Prepared by

Jane Augustine

Location

1023 Fitzwater St, Philadelphia, PA 19147, USA

Completed on

28 Feb 2019 12:21 PM

Score

1/2.0 - 50.00%

Inspection - 1/2 50.00%

Question	Response	Details
Feedback Form		Score (1/2) 50.00%
Instruction to field researcher: Greet the respondent and ask "do you have a minute to answer a quick survey about online shopping."		
To which age group do you belong?	45-54	
Do you make online purchases?	Yes	
What do you usually buy online? (select those that apply)	Office supplies, Others	
Please describe "Others"	Supplements	
If an item you plan on buying is available at a physical store, would you prefer buying at a physical store or making your purchase online?	Physical store	
Why not purchase online?	I really prefer to see something for my self first before I buy it.	
What can help make you more inclined to make purchases online?	Only if it's not in any store near me and if I trust the website. The site where I buy my supplements was recommended to me by a friend.	
Completion		
We appreciate your time!		
(optional) Customer's name and signature	Mark Lee	