

ADVERTISING MARKET SURVEY



The following survey can be used as a model for creating your own documentation of student buying power at your school. The results of such a survey can be very persuasive when shown to potential advertisers during an ad sales call.

The yearbook and journalism classes are conducting this survey among students attending our school. The purpose is to provide the staff with information on the buying habits of students for advertising in our school publications. This is especially important since advertising income provides substantial support for these publications. We would appreciate your cooperation in completing this survey.

1. Do you receive an allowance? _____ If so, how much per week? Under \$5 _____ \$5-10 _____ over \$10 _____
2. Do you have a job? _____
If so, how much do you make per week? Under \$20 _____ \$20-40 _____ \$60-80 _____ over \$80 _____
3. Do you have your own charge account (gas, dept. stores, etc.)? _____
4. Do you use your parents' credit cards? _____
5. Do you have a checking account? _____
6. Do you have a savings account? _____
7. How much per week do you save? _____
8. Do you own a car? _____
9. Do you use someone else's car regularly? _____
10. Do you own: a motorcycle _____, a stereo _____, a camera _____, a computer _____?
11. Do you expect to purchase any single item over \$200 in the near future? _____ What item? _____
12. How much do you spend per month on: (include you own money and money from parents)
 - a. Car or transportation expenses (gas, oil, maintenance, etc.) _____
 - b. Car insurance _____
 - c. Gifts (holidays, birthdays, etc.) _____
 - d. Hobbies, recreation _____
 - e. Entertainment, concerts, movies, dates _____
 - f. School supplies _____
 - g. Clothing _____
 - h. CD's, DVD's _____
 - i. Books, magazines _____
 - j. Grooming, hair cuts, cosmetics, health aids _____
 - k. Eating out _____
13. How many times per week do you eat out? _____ Which restaurants do you eat at most?

14. How many times per month do you go to the movies? _____
15. Do you use the coupons you find in newspapers or magazines? Rarely _____ Sometimes _____ Often _____

Thank you for your time!

