CHAPTER **5** | **Feasibility and Business Planning**

SOFTWARE ACTIVITY	*Database Application*

OBJECTIVE: Evaluate customer responses to a questionnaire.

Practice Situation

The Acme Model Company recently completed a marketing research survey. The purpose of the survey was to learn about customers' opinions and attitudes toward the firm. The customers' responses were all recorded in a database. The questions to which customers responded are as follows.

How would you rate the service in this store?

    a. Excellent
    b. Above Average
    c. Average
    d. Below Average
    e. Poor

Please indicate your age category:

    a. 21 and under
    b. 22–35
    c. 36–45
    d. 46–55
    e. over 55

On the printout below, you will find the responses to these three questions.

Customer	**Age Category**	**M/F**	**Question #1 Response**
1	A	M	A
2	B	F	A
3	A	M	B
4	A	M	A
5	E	F	A
6	D	F	D
7	E	F	E
8	A	M	B
9	B	M	A
10	A	M	A
11	E	F	E
12	D	F	B
13	A	M	A
14	B	M	A
15	C	M	A