

Identifying Your Airline's Target Market

Directions: You are going to create a survey, using Google Forms to help identify your airline's target market. Your survey will be distributed to consumers all over the country. You will want to ask questions to better understand the needs of the 64 million people who have never flown on an airplane before. To do so, you will need to generate a series of questions (no less than eight) on your blank Google Form.

Make sure your Google Form meets the following criteria:

- Create a title for your Google Form
- Provide directions to your consumers in the description portion of your Google Form.
- Number each survey question
- At least half of your survey questions should be multiple choice / checkboxes / dropdown / linear scale. People will be much more willing to complete a survey that has pre-selected options to choose from rather than writing their responses.
- E-mail the link to your Target Market Airline Survey to Mr. Stasa scott.stasa@weschools.org when you are complete.

For ideas on topics to formulate your questions around (also available on northbiz.weebly.com):

https://www.rita.dot.gov/bts/sites/rita.dot.gov.bts/files/publications/omnistats/volume_03_issue_03/pdf/entire.pdf

Other areas of demographics that may be of some interest to you may include: (However, the bulk of your survey questions should relate to the airline industry)

- age
- gender
- income level
- education level
- marital status
- size of household
- number of children
- occupation