

Demand Group Project

You will be assigned one of the topics below so that you can estimate the demand in your community for a particular product or service or to examine the relationship between demand and other factors.

Survey Topics

1. Demand for a certain business
2. Demand for a particular service
3. Demand for a product
4. Effect of price changes on demand
5. Effect of income on demand
6. Effect of tastes and preferences on demand

Cooperative Group Process

1. Individually create at least five survey questions for your assigned topic.
2. Meet as a group and share your questions.
3. Prepare a written proposal describing your survey, who it will measure, what segment of the population you want to survey, and where you will do the actual survey.
4. Decide if you will orally ask questions or if respondents will fill out a form.
5. Create a one-page survey.
6. Get teacher approval of your survey.
7. Each member of the group will survey at least 25 people.
8. Calculate survey results and prepare a report.
9. Share your results with the whole class.