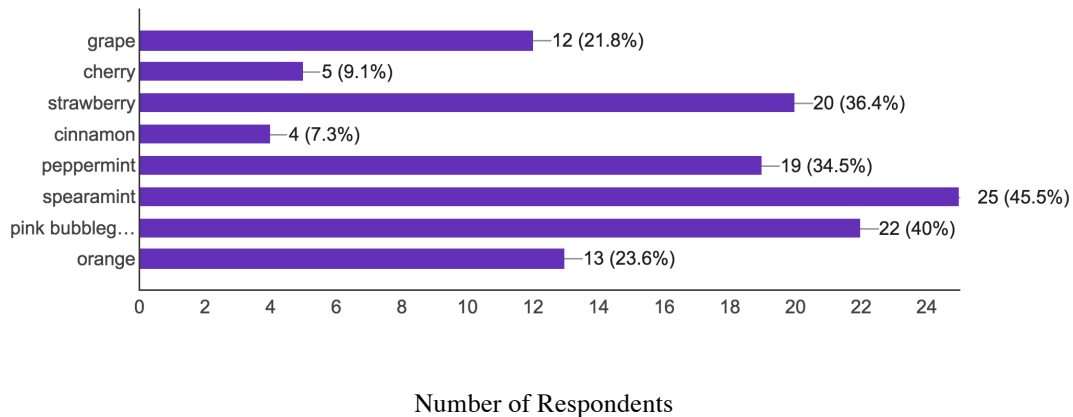


Section 2 – Survey Results

In order to better understand the needs and wants of our customers, a survey was sent out to students at a local charter school. Eighty students received the survey. Fifty-six students returned the survey. The survey asked ten questions that focused on the type of ingredients and flavors best suited for a new gum. Out of the fifty-six respondents, twenty were girls and thirty-six were boys. The average age of the respondents was twelve.

Question 1 - Results

What are your two favorite flavors of gum?



Flavor Preference	Number of People	Percentage
grape	12	21.8%
cherry	5	9.1%
strawberry	20	36.4%
cinnamon	4	7.3%
peppermint	19	34.5%
spearmint	25	45.5%
Pink bubblegum	22	40%
orange	13	23.6%

Question 1 - Discussion

Spearmint was the most popular flavor of gum with over 45% of the respondents choosing it as one of their favorite flavors. Pink bubblegum was a close second with 40% of the respondents choosing it as one of their favorite flavors. Strawberry and peppermint were also highly preferred flavors. Given the results, we will most likely make three

flavors of gum, spearmint, pink bubblegum and strawberry. We may also want to include spearmint, but that may be a special seasonal flavor.

Question 2 - Results

Chart

Table

Question 2 - Discussion

Question 3 - Results

Chart

Table

Question 3 - Discussion