SECTION 17-1 Opinion Surveys

An opinion survey can help you determine how well a product is received by the buying public.

Rate of Particular Response = \( \frac{\text{Number of Times Particular Response Occurs}}{\text{Total Number of Responses}} \)

1. The registrar's office conducted a survey on the Student Orientation and Registration (SOAR) program. The 380 students surveyed were asked to choose one answer for this question, "If you consult a counselor, why?" The choices and number of responses received for each were:
   - 95 a. Counselor understands situation.
   - 146 b. Counselor helps me with registration.
   - 82 c. Counselor gives good advice.
   - 57 d. Counselor makes referrals for special situations.

   What is the rate of each response?

2. Your company has decided to conduct an opinion survey to find out how well the new Kitten cat food is selling. The responses were as follows:

<table>
<thead>
<tr>
<th>Response</th>
<th>Under 20</th>
<th>20-30</th>
<th>31-40</th>
<th>Over 40</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely</td>
<td>78</td>
<td>44</td>
<td>84</td>
<td>117</td>
</tr>
<tr>
<td>Probably</td>
<td>64</td>
<td>40</td>
<td>61</td>
<td>94</td>
</tr>
<tr>
<td>Possibly</td>
<td>51</td>
<td>28</td>
<td>74</td>
<td>106</td>
</tr>
<tr>
<td>No</td>
<td>28</td>
<td>18</td>
<td>38</td>
<td>75</td>
</tr>
</tbody>
</table>

   a. What percentage of consumers in the 20–30 group gave a “No” response, compared to the total number of responses?

   b. What percentage of total responses was in the 31-40 age group?

   c. What percentage of consumers gave a “Definitely” or “Probably” response?

   d. If 70 percent of “Probably” and “Definitely” responses is needed for the new product to succeed, what do you advise Kitten cat food to do?

3. Park's Auto Service conducted a mail survey of all its clients. It asked the question, "If you do not bring your car back to our garage for service, why?" The responses were as follows:
   - 22 Moved away from vicinity
   - 17 Disliked quality of service
   - 34 Service charges too high
   - 39 Crowded service area
   - 63 Location not convenient
   - 15 Some other reason

   What is the percent of each response?