

Market Survey Questionnaire: Sudsy Car Wash

We are interested in knowing what you think about our service. Accordingly, we have prepared a brief questionnaire that we would appreciate you answering while your car is being washed. Your candid criticisms, comments and suggestions are important to us.

Thank you, SUDSY CAR WASH

- 1. Do you live / work in the area? (Circle one or both)
- Why did you choose to come to SUDSY CAR WASH today? (Circle all that apply)
- Close to home
- Close to work
- Convenience
- Good service
- Full-service car wash
- Other
- 3. How did you learn about us? (Circle one)
- Newspaper
- Mailing
- Drove by and stopped
- Recommended by someone
- Received coupon at work
- Other

8.

 How frequently do you have your car washed during the winter (November 1 to April 30)? Please try to estimate.

_____ times per month Other _____

5. How frequently do you have your car washed during spring and summer (May 1 to October 31)?

_____ times per month Other

6. Which aspect of our car wash do you think needs improvement?

7. Our operating hours are 8:30 a.m. to 6 p.m. weekdays & Saturdays and 9 a.m. to 2 p.m. on Sunday. We are closed on Legal holidays. What changes in our operating hours would be better for you?

Weekdays		Saturday	Sunday	
Open 8 a.m.		Open 8 a.m.	Close 3 p.m.	
Close 7 p.m.		Close 7 p.m.	Close 4 p.m.	
Close 8 p.m.		Close 8 p.m.	Close 5 p.m.	
Close 9 p.m.		Close 9 p.m.	No Change	
No change		No change	-	
Approximate age:	Circle one			
Under 25	26-39	40-59	Over 60	

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