



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)
2. 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
4. 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	
8. Approximate age: Circle one

Under 25	26-39	40-59	Over 60
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