Boogle subsidizes new employee hybrid cars. Toyota, Honda, Ford, and various other manufacturers are offering discounted prices if Boogle selects their brands. New employee will be able to purchase the selected car at a fifty percent discount.

Due to the many brands available, Boogle decide to hired professionals (You) to do the market research to help make the choice. The final decision could be any of the brands along with a specific model, which should appeal to most new employee. The focus of this analysis should be on consumers (new employees). It would make sense to break the analysis into two consumer groups: e.g. female and male etc.

The final results of this project will provide an analysis of the choices Boogle has. A recommendation along with analysis is expected. In order to help gather data, design a survey containing relevant questions to determine which features are important to Boogle’s employees. Distribute your surveys to at least ten people. (For our class project, they do not need to be employees of Boogle.) Some factors of interest could include price, performance, design and etc. The results of the survey should then be entered into a MS Access database.

Your survey should be no more than a page long to make it easy for people to fill in. It should include people’s names and can include other personal information if you think it would help analyze the results.

**Assignment requirements**

- ✓ Provide a hard copy of your survey.
- ✓ Print out the tables generated in Access.
- ✓ Generate a report in Access and print it out.

*Email your questions to swu@soe.ucsc.edu.*