**SURVEY RESPONDENT TEMPLATE**

Before you design any market research surveys it is important to identify the potential customer groups you will need get information from, what sort of information you want from them, and where you will find them. Complete this table and save it in your portfolio.

|  |  |  |
| --- | --- | --- |
| Who will you ask? | What sort of thing do you want to find out from them? | Where will you find them |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |
| 6. |  |  |