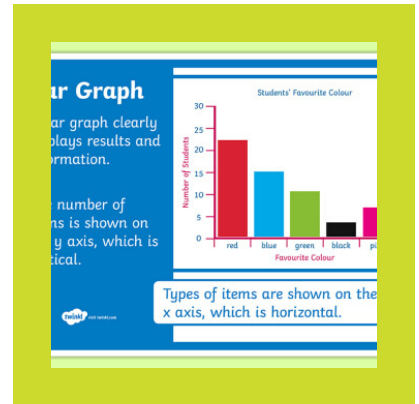


# The Marketing Challenge

## Option 4

Carry out a market research survey to see how much interest there is in your Big Idea.

Present your results in a graph.



### Top Tips

**You need to think about the following:**

- Will your survey be online (send a link via text, or email, or social media), or will you ask the questions directly using pen and paper (face-to-face, by phone, by video chat)?
- What is the goal of your survey - what do you want to know (more about your customers; their opinions about the issue you've chosen; their needs; their opinions about your Big Idea; etc.)?
- Write your survey questions (think about this carefully, connect them to the goal of your survey)
- Test them on a family member
- Send out the survey
- Collect responses
- Put the responses into a graph and analyse the responses - what do they tell you? What have you learned from the responses and how can you use that information?

### Inspiration

Tips on creating your survey can be found here:

[www.surveygizmo.com/resources/blog/10-tips-for-crafting-good-survey-questions/](http://www.surveygizmo.com/resources/blog/10-tips-for-crafting-good-survey-questions/)

Information about collecting data through surveys can be found here (look at pages 4,5 and 6):

[www.bbc.co.uk/bitesize/guides/zy9frwx/revision/4](http://www.bbc.co.uk/bitesize/guides/zy9frwx/revision/4)

If you are not sure how to represent the data you have collected help can be found here (look through all the pages, 1-9):

<https://www.bbc.co.uk/bitesize/guides/zrg4jxs/revision/1>

### Next Steps

- **Complete the challenge**
- **Upload your work to your team page on:**  
**[www.solutionsfortheplanet.co.uk/big-ideas](http://www.solutionsfortheplanet.co.uk/big-ideas)**
- **Update your business plan and PowerPoint with new information**