

# 1 Market Research:

Date: \_\_\_\_\_

Name: \_\_\_\_\_

The first step of creating your own musical group, is to find out which styles of music are the most popular amongst some of your friends and family. We can use this information to help us to decide what style of musical group you will make. This is called **market research**. Therefore, your first job is to collect different people's opinions about music, using the table below!

- In the **first column**, record the name of each person that you speak to.
- In the **second column**, record each person's favourite style of music. Some common styles include pop, hip-hop, rap, jazz, disco, rock, country, etc.
- In the **third column**, record each person's favourite singer or group. Examples include Adele, Ed Sheeran, Little Mix, Queen, The Beatles, etc.

A table showing different peoples' favourite style of music

Name of person	Favourite style of music	Favourite singer/group

For this survey, you should aim to speak to at least 5 people.

- 3 of these can be in your household (including yourself!)
- At least 2 must be contacted by a phone call, video chat, a message or similar.

The aim is to check in with people you can't meet up with at the moment. This could be grandparents, other family members, or even your friends!

When you have completed this Market Research, please email a copy to me so I can gather the information together as a Class! [class3@bradworthy.devon.sch.uk](mailto:class3@bradworthy.devon.sch.uk)