

4 Look at these other methods for assessing available information and collecting new information about your customers. Sort them into the correct category. Can you add any more to the table?

desk / field research

purchasing information

feedback forms

email surveys

~~opinion polls~~

panel surveys

pre-testing

sales statistics

<i>Sources of available data</i>	<i>Collection of new data</i>
<i>sales statistics</i>	<i>opinion polls</i>