

Sample Survey Template

Why Do I Need A Survey Template?

The purpose of the survey template is to help gather and organize the feedback collected on the Business Walk. An additional community crafted question can add value to the walk and the overall feedback of the survey

Note to Scribe: Please include your name and contact details on the survey. You may be contacted for clarification of notes if required.

Scribe Name:

Scribe Contact Information:

Email Address:

Phone Number:

Steps to Take

1. Ask to speak with the owner or manager in charge

2. Introduction & exchange business cards

Script: “Hi I’m [insert name] from [insert the organization you represent] participating in the [insert lead partner] Business Walks. Do you have five minutes to answer 3 [adjust number accordingly] questions about your business? Your answers will remain confidential and will be used to assist the business community.

3. Record the following responses

Name of Business:

Business District:

Person Interviewed/Position:

i) Please rate the current state of your business: Slow/Poor | Fair/Steady | Good/Increasing

ii) Out of the options provided, what do you like MOST about doing business in the area?
(choose one)

- Location
- Affordability
- Clientele
- Other – please specify
- Business friendly local government
- Availability of talented labour
- Cost of doing business

iii) What can be done to help your business thrive?

iv) [Insert Optional Community Specific Question]

4. Scribe - *AFTER* leaving the business, complete the following:

Based on your judgement, complete the following as required. Should this business be revisited to provide assistance?

- No
- Yes, within:
 - 30 days
 - 60 days
 - 90 days