

Learning Objective:	Surveys & Questionnaires	Name:	
		Date:	

Do NOW Activity:

- 1 **Work out** $\pounds 23.49 + \pounds 7.82$
- 2 **Evaluate** 2^6
- 3 **Solve** $5x - 1 = 34$
- 4 **Round** 56354 correct to 1 significant figure
- 5 **Work out** $-7 + 9$

PRIOR KNOWLEDGE CHECK:

1. I can find multiples and factors

THE MAIN EVENT

Facts

The questions in a survey must have the following features:

- 1) Be very **specific** question (e.g. give a time frame, units of measure). It must not be vague.
- 2) Give options to tick.
 - i) Options should be **specific** and **not vague**;
 - ii) Options should **not overlap**;
 - iii) Options should **cover all possible cases (exhaustive)**.
- 3) Should **not** be a **leading in nature**
e.g. Don't you agree that Maths is the best subject?
- 4) Should not make the interviewee feel **uncomfortable** unless you ask their permission, in advance, and they agree to answer.
e.g. How much do you earn a year?
e.g. Who did you vote for in the last election?

WORKED EXAMPLE #1:

Gary wants to find out how much time teenagers spend listening to music.

He uses this question on a questionnaire.

How many hours do you spend listening to music?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1 to 5	5 to 10	10 to 20	Over 20

a) Write down **two** things wrong with this question.

1. *no time period.*

2. *boxes overlap.*

You could also have mentioned: no '0' option

b) Design a better question for Gary's questionnaire to find out how much time teenagers spend listening to music.

How many hours do you spend listening to music per week?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
0	1-3	4-6	7+

PRACTICE #1:

Q1. The manager of a department store has made some changes. She wants to find out what people think of these changes.

She uses this question on a questionnaire.

"What do you think of the changes in the store?"

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Excellent	Very good	Good

(a) Write down one thing that is wrong with this question.

This is another question on the questionnaire.

"How much money do you normally spend in the store?"

A lot

Not much

(b) Write down one thing that is wrong with this question.

Q2. The local council is planning to build a new swimming pool. The councillors want to get the views of the local people. Councillor Smith suggests taking a sample from the people who attend the local sports centre.

a) Explain why this would not be a good sample.

The council decided to use a questionnaire to find out how often people would use the swimming pool.

b) Design a question the council could use on their questionnaire.

Q3. Gordon is going to open a restaurant. He wants to know how often people eat out at a restaurant. He designs a questionnaire.

He uses this question on a questionnaire.

How often do you go to a restaurant?

Never

Sometimes

Often

a) Write down two things that are wrong about this question.

1.....

2.....

b) Design a suitable question Gordon could use to find out what **type** of restaurant people like.