

ASKING QUESTIONS...

Team #: _____ Students Absent: _____

What is wrong with the following survey questions. What would be a better way of framing these questions? (10 points; 30 minutes)

1.) How far would you be willing to drive for dinner and a movie?

Less than 5 miles

6-10 miles

11-15 miles

More than 15 miles

What's wrong?

Correct it:

2.) What is your age?

18-25 years

25-35 years

35-50 years

over 50 years

What's wrong?

Correct it:

3.) How many flavors does Ben&Jerry's icecream offer in the USA market?

Less than 25

26-50

more than 50

What's wrong?

Correct it:

4.) How frequently do you listen to radio?

Never

Rarely

Sometimes

Often

Always

What's wrong?

Correct it:

5.) Do you smoke? (Hint: Sensitive question)

YES

NO

What's wrong?

Correct it:

6.) What brand of tablet do you own?

Samsung Galaxy

Apple iPad

Google Nexus

What's wrong?

Correct it:

7.) Don't you think the Congress is spending too much money?

Yes

No

Undecided

What's wrong?

Correct it:

8.) What was your AGI last year? _____

What's wrong?

Correct it:

9.) How much did you spend last year for life insurance ? _____ (write 0 if none)

What's wrong?

Correct it:

10.) I am satisfied with your food and service quality.

Strongly Agree

Agree

Disagree

Strongly Disagree