

Section 3.2 Effective Surveys

- Give an example of each survey question type below that would relate to an electronics company.
 - Dichotomous
 - Multiple Choice
 - Rating Scale
 - Completion
 - Open-ended
- A survey included this question:

“What choices would you like for lunch in the cafeteria?”

 - deli sandwiches Y/N
 - pasta Y/N
 - salad bar Y/N
 - other _____”

What could be changed or added to make the question more inclusive?
- The marketing department of a large grocery store will be sending a customer service survey to all customers on their mailing list. Write two four-question surveys for the company, one following the principles of surveying and the other breaking the rules.
- “Mayor Royce stated last week, only three months before the next election, that he plans to finally increase salaries for city employees. He made similar claims two years ago but never followed through. Do you think he can be trusted this time?” Describe the bias in the above question. Rewrite the question to eliminate the bias.
- “Ace Manufacturing has applied to the S.M.C.C. for NC820 recognition under code 17/A. Do you think they should get approval?” Describe any problems in the above question.
- The following survey was handed out to every tenth customer at a coffee shop. Analyse the survey design for honest responses and bias. Make any changes that would improve the survey.
 - What is your age? _____
 - Are you female or male? _____
 - How many cups of coffee do you drink in a day?
Less than 2____ 3 to 5____ More____
 - Rate each beverage from extremely dislike (1) to extremely enjoy (5).

Beverage	Rating				
Regular coffee	1	2	3	4	5
Black tea	1	2	3	4	5
Green tea	1	2	3	4	5
Hot chocolate	1	2	3	4	5
Latte	1	2	3	4	5
Cappuccino	1	2	3	4	5
Espresso	1	2	3	4	5
 - How do you like the service at our shop?

