**Activity: Poor Questions**

Discuss and critically appraise each of the following questions if they were used on a questionnaire. Most have just one main problem but one or two have a couple of main problems. Don’t spend too long on each – a maximum of 30 seconds to 1 minute. If you actually try to answer the questions, the problem with some of them should be obvious.

1. On a scale of 1 to 10, how great is our hard-working customer service team?
2. What percentage of your annual salary do you spend on petrol?
3. How often do you exercise twice a day?
4. Was the product easy to find and did you buy it?
5. On a scale of 1 to 5, was the facility not unclean?
6. What was the state of the cleanliness of the room?
7. [Taken from a real student questionnaire.]

If students were to receive more discount, where would be most appropriate?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Restaurants |  | Supermarkets |  | Bars |  |

1. [Taken from the same student questionnaire.]

How much money do you spend per week on alcohol, if any?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| £0 |  | £10-20 |  | £20-30 |  |
| £30-40 |  | £40-50 |  | £50+ |  |

1. Are you thinking of booking a family holiday for this summer?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Yes |  | No |  | Not Sure |  |

1. Wouldn’t you agree that the government’s decision to re-classify Cannabis as a Class B drug is the right one?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Yes |  | No |  | Not Sure |  |

1. How would you rate our service?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Excellent | Very Good | Good | Undecided | Poor |

1. Have you ever stolen stationery from work for home use?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Yes |  | No |  | Not Sure |  |

1. How satisfied were you with how the presenter taught the session today?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1 | 2 | 3 | 4 | 5 |
| Very dissatisfied | Dissatisfied | Neutral | Satisfied | Very satisfied |

1. Rank the following television channels in the order that you watch them, indicating the most watched channel with a 1 and the least watched channel with a 10.

|  |  |
| --- | --- |
| **Channel** | **Rank** |
| BBC1 |  |
| BBC2 |  |
| BBC3 |  |
| BBC4 |  |
| ITV1 |  |
| ITV2 |  |
| ITV3 |  |
| ITV4 |  |
| Channel 4 |  |
| Five |  |
| Sky One |  |
| Virgin 1 |  |
| Sky Sports 1 |  |
| Sky Movies Premier |  |

1. A real example from a car rental company’s after sales questionnaire

