

4: Drawing up a questionnaire

Before you begin - make sure you know exactly what you want to find out.

Make the questions very clear - especially if people will fill in the questionnaire on their own?

Make the questions quick -
People won't spend long on the questionnaire

Avoid leading questions. They often start with 'don't you think that ... ?' They give you the answer you want to hear but it may not be what people really think.

Is the order of the questions important?

If so work out which should come 1st, 2nd, 3rd ...



Do you need to know -

- How old people are?
- What gender they are?
- How much they earn?
- Are they healthy?

These are sensitive questions so ask them carefully.

Do you want short, sharp answers?
Use **closed questions**. They often have yes/no/don't know answers.

Or more thoughtful answer?
Use **open questions**. You will find out about people's opinions and why they hold them.

Avoid obvious questions. No-one will answer 'Yes' to "Would you be cruel to animals?"

5: Working out survey results

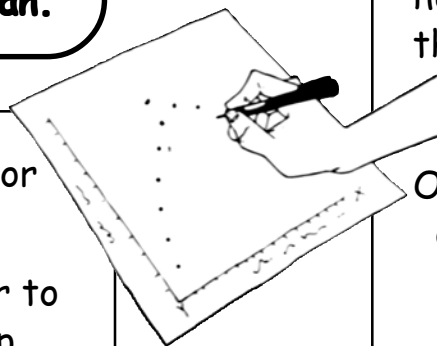
When you have used your questionnaire to carry out a survey, you need to work out just what the answers mean.

Open questions ask people for their opinions and ideas.

Read them carefully in order to decide how to divide them up. Many people come up with fairly standard views so you can put them into separate groups.

Work out how many you have in each group and note any ideas that stand out from the others.

Jot down some good examples of what people were thinking. They will help your report. Sometimes people offer very strange ideas. These can also be noted in order to show the range of answers.



Closed questions are easy. You simply have to add up the number of each different response. Draw up a tally sheet showing the possible answers for each question. Count up how many people gave each answer and put the number in the box.

Question 1: How often do you go swimming?

Once a week or more	Once every two weeks	Once a month	Less often
###	III	###	II

The line drawn across 4 makes it 5. This makes counting easy.

Displaying your results

Very often, you want other people to know your findings so you need to make them as clear as possible. Graphs and charts will help you to do this. Bar charts and pie charts are good ways of showing data.

If you put the results into a spreadsheet, you can choose a wide variety of different sorts of graph to show your evidence. Be careful to choose the one that suits your data.