

# The Process of Gathering Data from Respondents

## Student Exercise

Evaluate each of the following questions. Evaluate each of the questions for wording and response categories. What problems do you see? What assumptions are being made? How could you improve each question? Simply write your comments and suggestions on the question items themselves.

1. We would like to know if anything you read or saw in *Travel and Travelers* during the past year or two interested you sufficiently to induce you to talk about it or to take any of the following actions: (You may check one or more boxes)

- (1) discussed articles with others \_\_\_\_\_
- (2) visited a country or area \_\_\_\_\_
- (3) decided on or modified a travel plan \_\_\_\_\_
- (4) stayed at a hotel, motel, etc. \_\_\_\_\_
- (5) asked for more information on a product or service \_\_\_\_\_
- (6) bought or ordered a product \_\_\_\_\_
- (7) what else \_\_\_\_\_

2. Please indicate how much of an average issue of *High Walker* you usually read.

- (1) less than half \_\_\_\_\_
- (2) one-half to two-thirds \_\_\_\_\_
- (3) more than two-thirds \_\_\_\_\_

3. Do you think federal control should be decreased or increased in the field of environmental protection and antipollution?

Should be decreased \_\_\_\_\_ Should be increased \_\_\_\_\_

4. Please check your sex.

Male \_\_\_\_\_ Female \_\_\_\_\_

5. Please check the following activities in which you participate, as a private citizen interested in protection of the environment.

- \_\_\_\_\_ Read books and articles on the subject.
- \_\_\_\_\_ Membership in business or professional groups on environment
- \_\_\_\_\_ Membership in conservationists, antipollution, ecology groups
- \_\_\_\_\_ Attend lectures and meetings on subject
- \_\_\_\_\_ Write letters to legislators, newspapers, and government officials
- \_\_\_\_\_ Make speeches, publish articles on subject
- \_\_\_\_\_ Other \_\_\_\_\_

6. Have you bought *The Wall Street Journal* this week?  
\_\_\_\_ Yes \_\_\_\_ No
7. How often do you eat at Burger King?  
\_\_\_\_ Often  
\_\_\_\_ Sometimes  
\_\_\_\_ Very Seldom
8. How familiar are you with Ohio State University?  
Very Familiar 10 9 8 7 6 5 4 3 2 1 Not Very Familiar
9. Where do you buy most of your meat? \_\_\_\_\_
10. How many times during the week do you eat breakfast? \_\_\_\_\_
11. How many long distance calls did you make last month? \_\_\_\_\_
12. How important to you is the amount of chocolate in a chocolate cake mix?  
Not Very Important 10 9 8 7 6 5 4 3 2 1 Very Important
13. What is your marital status?  
\_\_\_\_ Married \_\_\_\_ Widowed \_\_\_\_ Single \_\_\_\_ Divorced
14. What is your residence type?  
\_\_\_\_ House \_\_\_\_ Apartment
15. How important to you is the responsiveness of your account manager?  
\_\_\_\_ Very Important  
\_\_\_\_ Somewhat Important  
\_\_\_\_ Neither Important or Unimportant  
\_\_\_\_ Somewhat Unimportant  
\_\_\_\_ Very Unimportant

16. How would you evaluate your account manager?

- Excellent
- More Than Satisfactory
- Satisfactory
- Less Than Satisfactory
- Poor

17. Please rate the food during your recent hospital stay.

Would you say it

- Greatly Exceeded My Expectations
- Exceeded My Expectations
- Met My Expectations
- Fell Below My Expectations
- Greatly Fell Below My Expectations

18. (To a telecommunications manager at a large firm) Which of the following firms would you most likely consider for your next *Private Line*.

AT&T    MCI    Sprint    WILTEL

19. (A telephone interviewing situation calling a central number and saying...) I would like to talk to the person within your company most knowledgeable or responsible for choosing telecommunication services and equipment. Who is that person?

20. Do you think that the present policy of cutting taxes and reducing government spending should be continued?