**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Analyzing Market Research Surveys**

*Directions: Analyze the two market research surveys attached to this sheet using the following questions. Be ready to discuss your reactions in class.*

1. Examine each survey:

* Highlight what you believe are the TWO best questions on each survey, and explain why you believe they are good questions in the margin.
* Put an “X” next to ONE question on each survey that you believe is poorly constructed, and explain why in the margin.
* Place a “?” next to ONE question on each survey that you believe would not yield helpful information to the market research team.

2. What kind of information would you get from Market Research Survey 3? How would this information be helpful to a media organization?

3. What kind of information would you get from Market Research Survey 4? How would this information be helpful to a media organization?

4. Describe the strengths and weaknesses of Market Research Survey 3.

5. Describe the strengths and weakness of Market Research Survey 4.

6. Describe any type of bias you think might be present in the surveys and how the surveys could be adapted to eliminate bias.