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

**Analyzing Market Research Survey 1**

*Directions: Analyze the sample results for Market Research Survey 1, then answer the following questions.*

1. What makes these kids “tick”?

2. What conclusions can you draw about these students’ educational preferences overall?

3. What conclusions can you draw about these students’ learning style preferences overall?

4. Which questions may have yielded inaccurate results? Why do you think this is?

5. A math teacher looks at the results and becomes upset so few students like her subject. What evidence can you give her from the rest of the survey that might make her feel better?

6. A foreign language teacher is determined to increase the number of students who want to do well in his subject. What kind of teaching methods might he use to do this?

7. The principal wants to come up with a list of suggested goals for the student body. What are your suggestions, based on the survey results?

8. What is missing from these results that would be helpful for a teacher wishing to use this survey to shape their instruction?