My Survey Project

Congratulations you have been selected by the Z&H consulting firm to conduct a survey so that they can better understand what interests their consumers. What you need to do is come up with a seven question survey in which you ask things to 15 consumers (family, friends, students) about their general interests. You will ask each participant all seven questions and find out what interests them. The questions you decide to ask are completely up to you as well as the format. Here are some possible ways to format your questions.

I would suggest using the multiple choice method when developing your survey, however you can do it however you would like.

1. Who is your favorite band/musician?

a. Dave Matthews Band

b. Lil’ Wayne

c. Metallica

d. Bob Marley

You will need to keep track of how many answers you got for each question. I would suggest making a table to show your figures. See example below:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 | P12 | P13 | P14 | P15 | TOTALS |
| Q1 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | A: B: C: D: |
| Q2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | A: B: C: D: |
| Q3 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | A: B: C: D: |
| Q4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | A: B: C: D: |
| Q5 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | A: B: C: D: |
| Q6 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | A: B: C: D: |
| Q7 |  |  |  |  |  |  |  |  |  |  |  |  |  |  | A: B: C: D: |