



We are opinion pollsters

Collecting and analysing data

In this unit you will:

- 1 Decide on the topic for your survey.
- 2 Write questions for your survey.
- 3 Create your survey.
- 4 Collect the data from your survey.
- 5 Use your data to create charts and graphs.
- 6 Present the results of your survey.

Word bank

chart

data

graph

opinion

questions

rating scale

research

survey

Good survey design

Look at the survey questions below. Which questions are good survey questions? Which questions are bad survey questions? Why?

1. What is your full name and address?

2. What is your age? Tick the correct box.

- | | | |
|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> 0–10 | <input type="checkbox"/> 11–20 | <input type="checkbox"/> 21–30 |
| <input type="checkbox"/> 31–40 | <input type="checkbox"/> 40+ | |

3. What is your favourite fruit?

- | | |
|--------------------------------|---------------------------------|
| <input type="checkbox"/> Apple | <input type="checkbox"/> Banana |
|--------------------------------|---------------------------------|

4. Why don't you like homework?

5. What do you like most about school?

6. 'Girls are better at maths than boys.'
Circle the option you agree with.

- | | |
|---------------------|------------|
| a Strongly agree | b Agree |
| c Do not know | d Disagree |
| e Strongly disagree | |