**Surveys must be valid and reliable in order to be effective. Know what each means.**

Survey questions consist of two types of questions.

* **Open-Ended Questions** will result in respondents construct response

Example: What changes would you make to our product?

* **Forced Choice Questions** will result in Respondents choosing a response from list of answers.
  + - Yes/no questions
    - Multiple choice questions
    - Rating scale questions
    - Level of agreement questions

Example: Do you like our product in the color blue?

**Survey Assignment**

**Begin creating a survey for the company you are rebranding. Your survey should contain the following elements & is due by the start of class tomorrow.** Email: [melissa1.shaffer@cms.k12.nc.us](mailto:melissa1.shaffer@cms.k12.nc.us)

**Survey Title:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your title must reflect the company you are discussing & give insight into what you are researching. Included in this section should be the purpose of why you are conducting your research and how the respondents answers will be used.

Example: **Charlotte Bobcats**

As part of my Strategic Marketing course; I have been asked to evaluate the performance of the customer service of the Charlotte Bobcats. Please take a few minutes to complete the confidential survey.

Your feedback & assistance is greatly appreciated.

**Survey Directions:** The directions for how to complete your survey should be provided. These can be given at the top or restated throughout the survey if you have difficulty explaining certain question types. Included Example:

Example:

Respond to each statement by drawing a circle around the number that indicates the degree to which you agree with that statement. Please be candid in your evaluation and make any additional comments you wish.

For questions 1-8 – Please use the following scale:

**1 2 3 4 5**

**Poor Fair Average Above Excellent**

A**verage**

1. How would you rate the response time of the Police Department to your call for service?

Comments?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1 2 3 4 5

Your survey should consist of any demographical information you wish to obtain. All information should be voluntary & anonymous. You need at least two demographical answers but can ask more if needed.

**The first two questions should be demographical & forced choice in nature**

Gender: Male Female

Age: \_\_\_ Under 18 \_\_\_\_\_ 18-24 \_\_\_\_25-32 \_\_\_\_\_33 – 40

Questions 3 -6 should use a rating scale (On a scale of 1-5, 5 being the best)

Questions 7-9 should be Yes/No Questions

Questions 10-13 should be levels of agreement questions (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

Questions 14 & 15 should be open ended questions.

**This assignment is to get you acquainted with Market Research & Surveys.**

**You can use this exact survey for your paper or can adjust it accordingly to better meet your needs.**

**This is a sample used to indicate your understanding of surveys and does not have to be included in your paper.**

**Survey must be typed & points will be given for formatting, ease of reading, spelling, & grammar.**