Instructions: You are to complete this project outside of class. See our course schedule for the due date...late papers will be penalized 30%. Presentation counts...make sure your work is presented neatly. See me if you are unsure about neatness. For this project there will be three pages submitted...this one page that I have provided (used as a cover sheet), one page for your survey, and one page for your paragraphs. All pages submitted must be stapled.

Pretend that a marketing company has hired you to write a survey about people’s grocery shopping habits. Specifically, they want to gather data that would allow them to analyze:

- Income vs. Expenditures (monthly)
- Payment method vs. Who is the primary shopper
- Education level vs. Importance of product type (organic, locally grown, or economical)
- Gender vs. Preference for type of product (name brand or store brand)
- Family size vs. Frequency of shopping

1) Write and format a survey that would gather the required information. Assume that an individual will be handed the survey and asked to fill it out. Use the minimum number of questions, that is, do not include extraneous questions. Think carefully about how to word and format the questions...avoid ambiguity and be careful about asking for sensitive information. (20 points)

2) The marketing company knows that executing this survey at different locations/stores will result in different responses for many of the variables. Suppose this survey is going to be executed at Safeway and at Whole Foods. Identify two of the ten variables that you think would have significantly different responses at each location. Write a paragraph for each variable explaining why you would anticipate a significant difference and what you expect the difference to be. (10 points)

3) The marketing company plans to hand out the survey and let an individual fill it out (as opposed to asking the questions and recording the responses). Identify two inherent drawbacks that are associated with this method of gathering data. Write a paragraph for each drawback explaining why it’s a drawback for this method of gathering data and is not (or is less of) a drawback if the questions are read and responses are recorded. (10 points)

Suggestions:

- Consider searching online for “tips for writing surveys”
- Consider getting help from the Writing Center (Room 1060W)
- **Definitely** do a “test run” of your survey on a few friends or family members to see if your questions “work”
- You will have the option of turning in a rough draft of your **survey** (no paragraphs) a week before it is due. While not required, this is an excellent opportunity to improve your grade on this project