Writing Good Questions
A QUESTIONNAIRE IS ONLY AS GOOD AS THE QUESTIONS IT ASKS
Calvin and Hobbes

by Bill Watterson

Graphic violence in the media.


Does it cause violence? Well, that's hard to prove.

The trick is to ask the right question.
PREFERRED BY
TV SERVICEMEN
2 TO 1

"Is that necessarily good?"
Plan What to Measure

- What information is required?
- Who are appropriate target respondents?
- What data collection method will be used to survey respondents?
Preface: Open-ended versus Close-ended Questions
Close-ended Questions

Advantages
- Communication skills of respondent less critical
- Speedy response
- Easier to answer
- Data quickly coded & entered
- Easier to analyze
- Less-skilled or no interviewer needed

Disadvantages
- Can’t obtain in-depth response
- Poor at providing new insights
- Harder to write
- Answer may not fully reflect respondent’s attitude
- Categories hint at right answers
One of the advantages of a multiple-choice question format is that it permits the researcher to convey the range of legitimate responses with greater clarity. This advantage, however, must be weighed against the potential suggestion bias.

(Copyright, 1974, G. B. Trudeau/Distributed by Universal Press Syndicate)
Low and high sets of categories used to ask students how many hours they 1) studied and 2) watched television each day, and the results (Rockwood, Sangster, and Dillman, 1997).

<table>
<thead>
<tr>
<th>Version A (low) Categories</th>
<th>Version B (high) Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than .5 hour per day</td>
<td>Less than 2.5 hours</td>
</tr>
<tr>
<td>.5–1 hour</td>
<td>2.5–3 hours</td>
</tr>
<tr>
<td>1–1.5 hours</td>
<td>3–3.5 hours</td>
</tr>
<tr>
<td>1–2 hours</td>
<td>3.5–4 hours</td>
</tr>
<tr>
<td>2–2.5 hours per day</td>
<td>4–4.5 hours</td>
</tr>
<tr>
<td>More than 2.5 hours</td>
<td>More than 4.5 hours</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reported Hours/Day</th>
<th>Version A (low)</th>
<th>Version B (high)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mail</td>
<td>Telephone</td>
</tr>
<tr>
<td>Studying:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.5 hours or more</td>
<td>23%</td>
<td>42%</td>
</tr>
<tr>
<td>Less than 2.5 hours</td>
<td>77%</td>
<td>58%</td>
</tr>
<tr>
<td>Watching Television:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.5 hours or more</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Less than 2.5 hours</td>
<td>83%</td>
<td>83%</td>
</tr>
</tbody>
</table>
Open-ended Questions

**Advantages**

- Wide range of responses
- Encourages response
- Good for probing

**Disadvantages**

- Biased by respondent articulateness
- Interviewer bias
- Hard to record answers
- Coding inconsistency
- Hard/costly to code
- Reduced cross-study comparability
- Tabulating complexity
- Costly
Guidelines for Writing Good Questions

1. Write specific questions only after you have thoroughly thought through your research questions. Write the research questions down.

2. When you are working on the questionnaire, constantly refer to your research questions.

3. For each question you write, explain how the information obtained from responses will help in answering your research questions.
“So, Raymond ... Linda tells us you work in the security division of an automobile wreckage site.”
Be Clear and Precise

(A) How many cups of coffee do you drink in a typical work day?

(WRITE IN NUMBER)

(B) How frequently do you drink coffee? *(Record choice below.)*

<table>
<thead>
<tr>
<th>Extremely often</th>
<th>Very often</th>
<th>Not too often</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Avoid vague quantifiers when more precise estimates can be obtained.

**Problem:**

26. How often did you attend religious services during the past year?

- Never
- Rarely
- Occasionally
- Regularly

**Revision:**

26. How often did you attend religious services during the past year?

- Not at all
- A few times
- About once a month
- Two to three times a month
- About once a week
- More than once a week
Ambiguity in question wording

In the course of a study on consumption activities, the following two questions were asked of a sample of consumers.

1. How frequently do you attend movies?
   - Very infrequently
   - Infrequently
   - Frequently
   - Very frequently

2. How much beer do you consume in an average month?
   - Hardly any
   - Not very much
   - Quite a lot
   - Very much

After answering these two questions, sample members were requested to indicate the meaning of each response category in numerical terms. These answers were then tabulated, and are presented below.
### Movie category

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Modal response*</th>
<th>Range*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very infrequently</td>
<td>2</td>
<td>0–12</td>
</tr>
<tr>
<td>Infrequently</td>
<td>12</td>
<td>2–52</td>
</tr>
<tr>
<td>Frequently</td>
<td>26</td>
<td>4–104</td>
</tr>
<tr>
<td>Very frequently</td>
<td>52</td>
<td>12–265</td>
</tr>
</tbody>
</table>

* Measured in movies per year.

### Beer category

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Modal response*</th>
<th>Range*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hardly any</td>
<td>0</td>
<td>0–1</td>
</tr>
<tr>
<td>Not very much</td>
<td>1</td>
<td>0–8</td>
</tr>
<tr>
<td>Quite a lot</td>
<td>4</td>
<td>1–22</td>
</tr>
<tr>
<td>Very much</td>
<td>8</td>
<td>1–40</td>
</tr>
</tbody>
</table>

* Measured in 6-packs per month.

Even casual inspection of the range of responses for each of the questions reveals the wide discrepancies in meanings associated with the various response categories. To reduce the variability in answer category interpretation, quantitative answer categories should be used to reduce question wording ambiguity in questions where factual data are desired.
Responses Should Be Mutually Exclusive and Exhaustive

Which of the following categories best describes your total household income before taxes in 1986? *(Circle one answer only.)*

- Less than $10,000 1
- $10,000–$15,000 2
- $15,000–$25,000 3
- $25,000 or higher 4
Develop response categories which are mutually exclusive.

**Problem:**

7. From which one of these sources did you first learn about the tornado in Derby?
   - Radio
   - Television
   - Someone at work
   - While at home
   - While traveling to work

A revision:

7. From which one of these sources did you first hear about the tornado in Derby?
   - Radio
   - Television
   - Another person

8. Where were you when you first heard about it?
   - At work
   - At home
   - Traveling to work
   - Somewhere else
Use Natural and Familiar Language

The standard question for intoxication read:

In the past year, how often did you become intoxicated while drinking any kind of alcoholic beverage?

Respondents were handed a card containing the following response categories:

- Never
- Once a year or less
- Every few months
- Once a month
- Every few weeks
- Once a week
- Several times a week
- Daily

The alternative procedure allowed respondents to first provide their own word for intoxication through the following question:

Sometimes people drink a little too much beer, wine, or whiskey so that they act different from usual. What word do you think we should use to describe people when they get that way, so that you will know what we mean and feel comfortable talking about it?

The intoxication question then read:

Occasionally, people drink on an empty stomach or drink a little too much and become (respondent’s word). In the past year, how often did you become (respondent’s word) while drinking any kind of alcoholic beverage?

No response categories were offered for either item.
Use Natural and Familiar Language

• Grinder
• Hoagie
• Hero
• Submarine
• Poor Boy
Avoid Leading Questions

Leading questions can take a variety of forms. Consider the question:
What did you dislike about the product you just tried?
The respondent is not given a “way out” if he or she found nothing to dislike. A more suitable way to ask this question would be to first ask:

Did you dislike any aspects of the product you just tried?

_______ Yes __________ No

Certain words and phrases can also induce bias. For example:

Do you think Johnson and Johnson did everything possible in its handling of the Tylenol poisoning situation?

This is a leading question since the use of the phrase *everything possible* can produce biased responses. The issue is whether Johnson and Johnson acted *reasonably* in its handling of the Tylenol poisoning situation.
Avoid Leading Questions

Leading version:
Do you believe that private citizens have the right to own firearms to defend themselves, their families, and property from violent criminal attack?
  Yes  
  No  
  Undecided

Improved version:
Do you believe that a ban on the private ownership of firearms would significantly reduce the number of murders and robberies in your community?
  Yes  
  No  
  Undecided
Avoid Double-barreled Questions

Do you believe that McDonald's has fast and courteous service?

Are you in favor of mandatory seat belt regulations in order to reduce the incidence of automobile fatalities or are you opposed to mandatory seat belt regulations even though this would lead to more automobile fatalities?
Avoid Double-barreled Questions

Problem:

16. Should the city build a new swimming pool that includes lanes for swimming laps that is not enclosed for winter use?

☐ Yes
☐ No

A revision:

16. Should the city build a new swimming pool that includes lanes for swimming laps?

☐ Yes
☐ No

17. Should the city build a new swimming pool that is enclosed for winter use?

☐ Yes
☐ No

Another revision:

16. It has been proposed that the city build a new swimming pool that could include or not include lanes for swimming laps and be enclosed for winter use. Which one of the following do you most prefer?

☐ I prefer that no pool be built.
☐ I prefer a pool with lanes for swimming laps and winter enclosure.
☐ I prefer a pool without lanes for swimming laps or winter enclosure.
☐ I prefer a pool with lanes for swimming laps that is not enclosed for winter use.
☐ I prefer a pool enclosed for winter use without lanes for swimming laps.

Still another revision (for specific policy situation):

16. It has been proposed that the city build a new swimming pool that includes lanes for swimming laps, but will not be enclosed for winter use. If the election were held today, would you vote for or against this proposal?

☐ For
☐ Against
A Problem:
6. Please indicate the extent to which each of the following services of our organization are important to you, and for those that are very important, please indicate how frequently you have used that service during the past six months.

<table>
<thead>
<tr>
<th>Service</th>
<th>How Important?</th>
<th>Frequency of use in last six months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer credit</td>
<td>Not</td>
<td>Somewhat</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Very</td>
</tr>
<tr>
<td></td>
<td></td>
<td>_____ Times Used</td>
</tr>
<tr>
<td>Next-day delivery</td>
<td>Not</td>
<td>Somewhat</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Very</td>
</tr>
<tr>
<td></td>
<td></td>
<td>_____ Times Used</td>
</tr>
<tr>
<td>“No questions asked” return policy</td>
<td>Not</td>
<td>Somewhat</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Very</td>
</tr>
<tr>
<td></td>
<td></td>
<td>_____ Times Used</td>
</tr>
</tbody>
</table>

A revision:
6. How often have you used each of these services from our organization during the last six months?

<table>
<thead>
<tr>
<th>Service</th>
<th>Number of times used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer credit</td>
<td></td>
</tr>
<tr>
<td>Next-day delivery</td>
<td></td>
</tr>
<tr>
<td>“No questions asked” return policy</td>
<td></td>
</tr>
</tbody>
</table>

7. Thinking about each of these same services, how important is each of them to you?

<table>
<thead>
<tr>
<th>Service</th>
<th>How Important?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer credit</td>
<td>Not</td>
</tr>
<tr>
<td></td>
<td>Somewhat</td>
</tr>
<tr>
<td></td>
<td>Very</td>
</tr>
<tr>
<td>Next-day delivery</td>
<td>Not</td>
</tr>
<tr>
<td></td>
<td>Somewhat</td>
</tr>
<tr>
<td></td>
<td>Very</td>
</tr>
<tr>
<td>“No questions asked” return policy</td>
<td>Not</td>
</tr>
<tr>
<td></td>
<td>Somewhat</td>
</tr>
<tr>
<td></td>
<td>Very</td>
</tr>
</tbody>
</table>

Ask One Question at a Time
State Alternatives Explicitly

Version A: Would you buy pasta-in-a-jar if available in a store where you normally shop?

Version B: If pasta-in-a-jar and the canned pasta product that you are currently using were both available in the store where you normally shop, would you

(a) buy only the canned pasta product?
(b) buy only the pasta-in-a-jar product?
(c) buy both products?
Questions Should Yield Reliable and Valid Answers

- Relevance
- Memory
  - Omission
  - Telescoping
  - Creation
Provide Appropriate Time Referents

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**Problem:**

4. How many times in the last three years have you gone to see a doctor or other health care practitioner?

__________ Number of visits in last three years

**A revision with shorter time referent:**

4. How many times in the last six months have you gone to see a doctor or other health care practitioner?

__________ Number of visits in last six months

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**Problem:**

11. How many times in last six months have you eaten away from home?

__________ Number of times in last six months

**A revision that uses an estimation strategy:**

11. On average, how many times per week do you eat a meal away from home?

__________ Average number of times per week

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**Problem:**

22. How many times have you played golf so far this year?

__________ Number of times played this year

**Revision to take into account different return dates for questionnaires:**

22. During the last calendar year, 1998, about how many times did you play golf?

__________ Number of times played in 1998
Avoid asking respondents to make unnecessary calculations.

**Problem:**

17. What percent of the nights spent away from home on trips during 1998 were for business reasons?

_________________ Percent of nights away from home spent on business trips

**A revision:**

17. How many nights did you spend away from home on trips of any kind during 1998?

_________________ Number of nights away from home in 1998

18. How many of these nights away from home were because of business trips?

_________________ Number of nights away from home in 1998 on business trips.
Restructuring a question to provide interpretable answers.

An uninterpretable combination of closed-ended ordered and unordered categories:

6. Which of these five statements best describes this dean:
   - Innovative but lacking leadership qualities
   - About the same on innovation and leadership qualities
   - Stronger on leadership than innovation
   - A born leader
   - A real innovator

Revision—Ordered categories for each concept:

6. To what extent has the dean demonstrated strong leadership qualities?
   - All of the time
   - Most of the time
   - Some of the time
   - Seldom
   - Never

7. To what extent has the dean demonstrated an ability to innovate?
   - All of the time
   - Most of the time
   - Some of the time
   - Seldom
   - Never

Revision—Unordered categories that achieve head-to-head comparison of concepts:

6. Which one of the following do you feel best describes the dean?
   - A strong leader
   - A strong innovator
   - Both a strong leader and innovator
   - Neither a strong leader nor innovator
Avoid specificity that exceeds respondent’s potential for having an accurate ready-made answer.

**Problem:**

12. About how many books have you read for leisure during the past year?

   ___________ Number of books

**A revision:**

12. About how many books have you read for leisure during the past year?

   □ None
   □ 1-2
   □ 3-5
   □ 6-10
   □ 11 or more

**Another revision with more appropriate categories for a population of heavy readers:**

12. About how many books have you read for leisure during the past year?

   □ Less than 10
   □ 11-25
   □ 26-50
   □ 51-75
   □ 76 or more
Example of Order Bias

Shown below are the relative overall brand ratings of 60 respondents who evaluated three brands of analgesics (Bufferin, Excedrin, and Tylenol) where the order of rating was varied. For each of the six possible pairings each brand was evaluated monadically. Scores were normed to sum to 100 for interpretation purposes.

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tylenol</td>
<td>10</td>
<td>Tylenol</td>
</tr>
<tr>
<td>Bufferin</td>
<td>60</td>
<td>Bufferin</td>
</tr>
<tr>
<td>Excedrin</td>
<td>30</td>
<td>Excedrin</td>
</tr>
<tr>
<td>Bufferin</td>
<td>35</td>
<td>Excedrin</td>
</tr>
<tr>
<td>Excedrin</td>
<td>30</td>
<td>Tylenol</td>
</tr>
<tr>
<td>Tylenol</td>
<td>35</td>
<td>Bufferin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tylenol</td>
</tr>
</tbody>
</table>

It is clear from the preference ratings that the brand rated immediately following Tylenol received relatively higher scores. Thus the order in which the brands of analgesics were presented to the respondent may have affected the ratings given.
<table>
<thead>
<tr>
<th>Problem</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norm of evenhandedness, a value-based effect.</td>
<td>Yes answers to “Should a Communist reporter be allowed to report on visit to America as they saw it?” increased significantly when respondents were first asked whether American reporters should be allowed to report on the Soviet Union as they saw it; a sense of fairness had been invoked. (Hyman and Sheatsley, 1950)</td>
</tr>
<tr>
<td>Anchoring, a cognitive-based effect.</td>
<td>Student agreement with general statement, “Cheating at universities throughout the United States is widespread problem,” decreases significantly when asked after registering extent of agreement or disagreement with a similar statement about their university, because of increase in “No opinion” to second question. (Sangster, 1993)</td>
</tr>
<tr>
<td>Addition (carryover) effect.</td>
<td>Percent choosing “very happy” for answer to question, “How would you say things are these days?” increases significantly if asked after question, “How would you describe your marriage?” using the same categories; because of carryover of marriage evaluation to the second, more general question. (Schuman and Presser, 1981)</td>
</tr>
<tr>
<td>Subtraction effect.</td>
<td>Percent indicating they feel the economic situation is getting better in the state was significantly higher when that question was asked prior to question about economic situation in their community; because of subtracting out information on which first question was based. (Mason, Carlson, and Tourangeau, 1994)</td>
</tr>
<tr>
<td>Increased positiveness of summary items when asked after specific items on same subject.</td>
<td>Respondents give higher ratings to the question, “How would you rate the overall quality of life in your community?” when asked after several rating questions about more specific domains of community life. (Willits and Saltiel, 1995)</td>
</tr>
</tbody>
</table>
Other Guidelines
Avoid bias from unequal comparisons.

**Problem:**

19. Which one of the following do you feel is most responsible for recent outbreaks of violence in America’s schools?
   - Irresponsible parents
   - School policies
   - Television programs

A revision:

19. Which one of the following do you feel is most responsible for recent outbreaks of violence in America’s schools?
   - The way children are raised by parents
   - School policies
   - Television programs

Another revision (simplest form):

19. Which one of the following do you feel is most responsible for recent outbreaks of violence in America’s schools?
   - Parents
   - Schools
   - Television

Still another revision (retaining more complex descriptions):

19. To what extent do you feel that the way children are raised by parents is responsible for recent outbreaks of violence in America’s schools?
   - Completely responsible
   - Mostly responsible
   - Somewhat responsible
   - Not at all responsible

And so forth for the remaining concepts.
State both sides of attitude scales in question stems.

Problem:

14. To what extent do you agree with this statement: “It's easier for people to find work in this community than it was about one year ago.”

☐ Strongly agree
☐ Somewhat agree
☐ Somewhat disagree
☐ Strongly disagree

A revision:

14. To what extent do you agree or disagree with this statement: “It's easier for people to find work in this community than it was about one year ago.”

☐ Strongly agree
☐ Somewhat agree
☐ Somewhat disagree
☐ Strongly disagree

Another revision, to avoid acquiescence:

14. Do you feel it is easier, the same, or more difficult for people to find work in this community than it was about one year ago?

☐ Easier
☐ The same
☐ More difficult
Ask questions as complete sentences.

Problem:

30. Number of years lived in Idaho

_________________ Years

31. Your city or town

_________________ City or Town

32. Your county

_________________ County

A revision:

30. How many years have you lived in Idaho?

_________________ Years

31. In what city or town do you live?

_________________ City or Town

32. In what Idaho county do you live?

_________________ Idaho County
Problem:

8. To what extent do you agree or disagree with this statement: “Living in rural places is better for a person’s emotional health.”
   - Strongly agree
   - Somewhat agree
   - Undecided
   - Somewhat disagree
   - Strongly disagree

A revision that distinguishes meaning of undecided from neutral:

8. To what extent do you agree or disagree with this statement: “Living in rural places is better for a person’s emotional health.”
   - Strongly agree
   - Somewhat agree
   - Somewhat disagree
   - Strongly disagree
   - Undecided

Another revision to allow both neutral and no opinion responses:

8. To what extent do you agree or disagree with this statement: “Living in rural places is better for a person’s emotional health.”
   - Strongly agree
   - Somewhat agree
   - Neither agree nor disagree
   - Somewhat disagree
   - Strongly disagree
   - No opinion
Asking Sensitive Question

Respondent randomly selects one of two questions—one innocuous and one sensitive—to answer

Questions:  Last digit of SS# odd?
            Sensitive question?

n=1000

If 300 ‘yes’ answers, then 50 of 500 (10%) answered ‘yes’ to sensitive question
Problem:

38. What was this person’s total income from all sources in 1999?

_________________ Total income for 1999

A revision:

38. Which of the following broad categories best describes this person’s total income from all sources in 1999?

- $10,000 or less
- $10,001 to $20,000
- $20,001 to $35,000
- $35,001 to $50,000
- $50,001 to $100,000
- $100,001 or more

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Problem:

26. Have you ever shoplifted something from a store?

- Yes
- No

A revision:

26. Have you ever taken anything from a store without paying for it?

- Yes
- No
Poor Questions
### A poorly designed questionnaire

<table>
<thead>
<tr>
<th>Questions</th>
<th>Potential Respondent Reaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Please state your exact income. $ ____</td>
<td>Do you mean take-home pay? Annual or monthly? Should I include interest on my savings account? What business of yours is my exact income?</td>
</tr>
<tr>
<td>2. Kindly check your marital status.</td>
<td>Really, I'm not either. I'm legally separated from my spouse.</td>
</tr>
<tr>
<td>single _______ married _______</td>
<td>I live in Chicago. I'm not sure which I should check.</td>
</tr>
<tr>
<td>3. Kindly check the region of the United States in which you live.</td>
<td>I'm 32. I'm not sure if that is young or middle-aged.</td>
</tr>
<tr>
<td>south _______ west _______</td>
<td>I'm not rich but I'm not poor either. I guess I'm in the middle class.</td>
</tr>
<tr>
<td>east _______ north _______</td>
<td>What is a transverse-mounted motor?</td>
</tr>
<tr>
<td>4. Kindly check your age group.</td>
<td></td>
</tr>
<tr>
<td>young ________________</td>
<td></td>
</tr>
<tr>
<td>middle-aged ____________</td>
<td></td>
</tr>
<tr>
<td>elderly _______________</td>
<td></td>
</tr>
<tr>
<td>5. Kindly check your social class.</td>
<td></td>
</tr>
<tr>
<td>upper ________________</td>
<td></td>
</tr>
<tr>
<td>middle ________________</td>
<td></td>
</tr>
<tr>
<td>lower ________________</td>
<td></td>
</tr>
<tr>
<td>6. Do you think transverse-mounted motors in cars help to promote fuel</td>
<td></td>
</tr>
<tr>
<td>efficiency?</td>
<td></td>
</tr>
<tr>
<td>yes _______</td>
<td></td>
</tr>
<tr>
<td>no ________________</td>
<td></td>
</tr>
<tr>
<td>7. Does your present car have any foreign-made components?</td>
<td></td>
</tr>
<tr>
<td>yes _______</td>
<td></td>
</tr>
<tr>
<td>no ________________</td>
<td>Which car do you mean? I own two. I don't know if either has any foreign-made parts. Both are Fords but maybe some parts were imported.</td>
</tr>
<tr>
<td>Questions</td>
<td>Potential Respondent Reaction</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>8. If you were to be involved in a collision with another car would you</td>
<td>What a leading question! I'd be a fool to say no the way this question is stated.</td>
</tr>
<tr>
<td>rather be in a heavy car than in a small unsafe car?</td>
<td></td>
</tr>
<tr>
<td>yes __________</td>
<td></td>
</tr>
<tr>
<td>no __________</td>
<td></td>
</tr>
<tr>
<td>9. Don't you think air bags should be required equipment on all new cars</td>
<td>Again, how could I possibly say no?</td>
</tr>
<tr>
<td>since they make for safer cars and save lives?</td>
<td></td>
</tr>
<tr>
<td>yes __________</td>
<td></td>
</tr>
<tr>
<td>no __________</td>
<td></td>
</tr>
<tr>
<td>10. Would you buy a car made in a foreign country if it meant a layoff</td>
<td>Here's another leading question. I don't want to be the cause of somebody's losing a job.</td>
</tr>
<tr>
<td>for another American autoworker?</td>
<td></td>
</tr>
<tr>
<td>yes __________</td>
<td></td>
</tr>
<tr>
<td>no __________</td>
<td></td>
</tr>
<tr>
<td>11. Next time you buy a car will you buy for mileage, safety, or</td>
<td>I just bought a new car last month. I have no idea what I'll be looking for when I buy a</td>
</tr>
<tr>
<td>appearance? (check one)</td>
<td>new one perhaps two years from now. I'll probably consider all three factors, plus price.</td>
</tr>
<tr>
<td>mileage __________</td>
<td></td>
</tr>
<tr>
<td>safety __________</td>
<td></td>
</tr>
<tr>
<td>appearance __________</td>
<td></td>
</tr>
<tr>
<td>12. Would you buy a cheap American-made car?</td>
<td>What does “cheap” mean? A low-priced or a poorly made car?</td>
</tr>
<tr>
<td>yes __________</td>
<td></td>
</tr>
<tr>
<td>no __________</td>
<td></td>
</tr>
</tbody>
</table>
Hamburger Stand Questionnaire
(How Not To Do It)

1. How much money do you make? ______
2. How many hamburgers do you sell in a typical month? ______
3. How many hamburgers does your nearest competitor sell in a typical month? ______
4. Do you get a lot of complaints about your hamburgers being greasy? ______
5. Do you put any foreign substances in your hamburgers? ______
6. Do you and your wife have marital problems relating to your work? ______
7. What is your age? (Check one)
   (a) Under 30 ______
   (b) 30–55 ______
   (c) 55–65 ______
   (d) 65–over ______
8. How many years in this business? (Check one)
   (a) 5–10 years ______
   (b) 10–15 years ______
   (c) 15 years or more ______