

Unit 10: People and numbers

Lesson 13 How to make a survey

Learning objectives:

Listening: To listen to opinions in a discussion about a survey.

Speaking: To discuss which survey is the most effective.

Reading: To read a text about how to plan a survey.

Writing: To complete pie charts with the correct survey answers.

Key vocabulary :

Survey

Subject

Topic

Relevant

Airline

Politely

option

Lesson 15 How to make a survey

- What are some things you need to think about when you are planning a survey?

Reading

- 1 Add the titles in the box to the pieces of advice (a–e).

d Asking the questions

a Choosing the topic

b Deciding who to ask

c Writing the questions

e Understanding the results

b

Choose people who will be able to answer your questions. For example, there's no point asking young children about which airline they like the best, but your parents and their friends may have an answer.

a

Think about a subject that you are interested in. It needs to be relevant to you, and the people you're going to ask. Don't make a survey about something no one else knows anything about. They won't be able to answer your questions!

c

Try to keep the questions simple. If possible, make them Yes/No questions, or questions that have limited answers. For example: Which of these fruits do you like the best: banana, apple, grapefruit?

d

When you are doing your survey, ask people politely, and try not to take too long. It's a good idea to tell people how many questions there will be and how long the interview will take.

e

When you have finished, it's a good idea to collect the answers and put them into graphs or pie charts. This is a good way of presenting percentages and fractions, and it will make the results easier to understand.

2 Read the advice again. Are these statements true (T) or false (F)?

- 1 Your survey should be about something you don't know about.
- 2 You should make sure the interviewees know something about the topic.
- 3 Questions with limited answer options are better than open questions.
- 4 You shouldn't tell interviewees how much time the survey will take.
- 5 It's a good idea to present the results in a visual way.

1 F (it should be a subject you are interested in)

2 T

3 T

4 F (it is a good idea to tell people how long the interview will take)

5 T

Speaking

- 3** Look at surveys 1 and 2. With a partner, discuss which you think is the best. Give reasons.

1 What do you like doing? *Abdulla: nothing Mum: tennis Dad: reading*

2 Free time survey

Question	Abdulla	Mum	Dad
1 Which do you prefer: spending time outdoors or indoors?			

1 Match these sentences to the pieces of advice in Coursebook page 181 (a–e).

1 Can I ask you a few questions? It will take about five minutes.

2 I'm interested in technology. Let's do a survey about that.

3 As you can see in this pie chart, a third of people chose bananas.

4 Which do you prefer: watching TV or listening to the radio?

5 We all like sport, so I think our survey should be about that.

6 Nobody we know is interested in baseball.

7 This graph shows that over 50% of people prefer white rice.

8 Our younger brothers and sisters know a lot about toys so we should ask them.

9 Do you have time to answer ten questions for a survey?

10 Please answer Yes or No. Do you like tennis?

1 d

2 a

3 e

4 c

5 a

6 b

7 e

8 b

9 d

10 c