

Camp Letshaveagreattime Critiquing a Survey

Scenario:

You are the Camp Leader for Camp Letshaveagreattime, an overnight summer camp for teenagers. The following survey has been prepared by the marketing representative for your camp and is to be used in surveying parents of prospective campers. Before they send it out, they want you to critique it / approve it in order for it to be more effective.

Assignment:

For each question:

- a. state whether you believe the question is effective or not
- b. state why you believe this to be the case (ie – is there an inherent bias in the question , the question has no purpose, the question is unclear, the question is too personal, etc.).
- c. Re-write the question in a more effective manner

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Camp Letshaveagreattime Parent Survey

1. What is your income?

2. Did you like to go away to overnight summer camps when you were a child ?

3. Would you say you are very much “for” or “against” overnight summer camping for your children?

4. Overnight camping is a great experience for young people. Do you agree ?

5. How many camps mailed literature to you last March ?

6. Do you think it is right to deprive your child of the opportunity to enjoy a summer camping experience ?