

## Survey Assignment

### **The Situation:**

The Arts committee of the Student Activities Council has contracted your group of market research professionals to create a survey to gauge your target market's attitudes towards potential arts/culture related events within our high school.

### **Your Task:**

Individually or with a partner, you will design a survey with the objective of researching the viability of an arts/culture event in our school community. Some possible event ideas could include:

- An acoustic "Coffee House" open-mike performance
- A "Battle of the Bands" or "American Idol" style competition, with "celebrity" judges
- A "Greatest Hits" CD release party of recordings of bands/acts within our school
- A one-act student written/directed play festival
- A Broadway-style musical
- A "So You Think You Can Dance" style dance showcase/competition
- A formal "ball," with exhibition ballroom dancing
- A gallery exhibition of student art work, with a silent auction for charity
- An arts and crafts show, open to the local community, with vendors renting tables
- A spoken-word/poetry slam
- A fashion show
- A multicultural exhibition of art, music and dance

For each issue, you must come up with a "focus" or "objective" for the survey (i.e. – "what is it you really want to find out?"). Once you've created and stated this focus, the survey should be trying to accomplish this task by asking questions that are effective in determining the following:

1. Do people have an interest in this type of event?
2. What are people's current expectations/experience with this kind of event?
3. What about this event would they like/dislike?
4. What would draw them to attend this event?
5. What would they be willing to pay to attend this event?
6. When would be the optimal time/date to host such an event?

Your questionnaire should include 15 – 20 questions that effectively questions your intended target about your objectives.

## RUBRIC

<b>Area</b>	<b>Categories</b>	<b>Level</b>
<b>Thinking/ Inquiry</b>	<ul style="list-style-type: none"><li>✓ Focus of survey is relevant</li><li>✓ Questions are necessary and relevant towards reaching objective of survey</li><li>✓ Questions are written in an unbiased method</li><li>✓ Survey layout is organized and attractive</li></ul>	
<b>Knowledge/ Understanding</b>	<ul style="list-style-type: none"><li>✓ Includes 15 – 20 relevant questions</li><li>✓ Objective / focus of survey is clearly stated</li><li>✓ 5 different styles of questions are used</li><li>✓ Contains balance of open and closed ended questions</li><li>✓ Contains a variety of open ended question types</li><li>✓ Contains a variety of closed ended question types</li><li>✓ Questions use “funneling” method (general to specific)</li></ul>	