1.4 Pilot Surveys (Foundation): 30-minute Pack

EDEXCEL 1ST0 · Calculator allowed · about 30 minutes

Total Marks

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Show all your working.

1 A pilot survey about recycling found this problem: "Everyone in the pilot chose the same response box."

(a) Explain what the problem suggests about the questionnaire.

(b) State what should be done before the main survey.

(Total for Question 1 is 2 marks)

2 A survey question asks: "How often do you use mobile phone use in lessons?" with response boxes 'never', 'sometimes', 'often'.

(a) Explain why these response boxes are not good.

(b) Suggest an improvement.

(Total for Question 2 is 2 marks)

3 A survey question asks: "How often do you use a new sports centre?" with response boxes 'never', 'sometimes', 'often'.

(a) Explain why these response boxes are not good.

(b) Suggest an improvement.

(Total for Question 3 is 2 marks)

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4 A survey about recycling includes the question "How much money does your family earn each year?" with an empty box for the answer.

(a) Give one reason why many people may not answer this.

(b) Suggest how the question could be changed to make people more willing to answer.

(Total for Question 4 is 2 marks)

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5 A pilot survey about school lunches was given to 10 people and took 90 minutes in total to complete.

(a) Work out the mean time per person.

(b) Estimate the total time needed to survey 150 people, in minutes.

(c) Give one reason for carrying out a pilot survey.

(Total for Question 5 is 4 marks)

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6 A student writes this question for a survey about cycling to school:

"Do you agree that cycling to school is clearly excellent and that everyone should support it?"

(a) Give one reason why this is a poor question.

(b) Write a better question.

(Total for Question 6 is 3 marks)

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7 A survey asks: "Do you think a local park is cheap and also good quality?"

(a) Explain why this is a poor question.

(b) Suggest how to fix it.

(Total for Question 7 is 2 marks)

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8 A pilot survey about homework found this problem: "Pilot respondents said they did not understand a technical term."

(a) Explain what the problem suggests about the questionnaire.

(b) State what should be done before the main survey.

(Total for Question 8 is 2 marks)

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9 A survey question asks: "How often do you use recycling?" with response boxes 'never', 'sometimes', 'often'.

(a) Explain why these response boxes are not good.

(b) Suggest an improvement.

(Total for Question 9 is 2 marks)

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10 A survey asks how many hours per week people spend on school lunches. The response boxes are: 2 to 4, 4 to 6, 6 to 8.

(a) Explain what is wrong with these response boxes, giving a value that could go in two boxes.

(b) Write down a better set of three response boxes starting from 2.

(Total for Question 10 is 3 marks)

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11 A pilot survey about a school trip found this problem: "The pilot took 40 minutes, far longer than planned."

(a) Explain what the problem suggests about the questionnaire.

(b) State what should be done before the main survey.

(Total for Question 11 is 2 marks)

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12 A survey question asks: "How often do you use a new cinema?" with response boxes 'never', 'sometimes', 'often'.

(a) Explain why these response boxes are not good.

(b) Suggest an improvement.

(Total for Question 12 is 2 marks)

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13 A survey asks how many hours per week people spend on mobile phone use in lessons. The response boxes are: 0 to 3, 3 to 6, 6 to 9.

(a) Explain what is wrong with these response boxes, giving a value that could go in two boxes.

(b) Write down a better set of three response boxes starting from 0.

(Total for Question 13 is 3 marks)

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Mark scheme · 1.4 Pilot Surveys (Foundation): 30-minute Pack

Question 1

identifies the likely issue: the options may not suit the question **B1**

changes the questionnaire: change the response boxes **B1**

Answer: the options may not suit the question, so change the response boxes

Question 2

the words are vague (different people read 'sometimes' and 'often' differently) **B1**

give time periods or numbers, e.g. 0 times, 1 to 2 times, 3 or more times per week **B1**

Answer: (a) the response words are vague; (b) use numbers of times per week

Question 3

the words are vague (different people read 'sometimes' and 'often' differently) **B1**

give time periods or numbers, e.g. 0 times, 1 to 2 times, 3 or more times per week **B1**

Answer: (a) the response words are vague; (b) use numbers of times per week

Question 4

personal or sensitive question, so people may refuse or give false answers **B1**

use response boxes with ranges (e.g. under 20 000, 20 000 to 40 000, over 40 000) or make the survey anonymous **B1**

Answer: (a) the question is personal and sensitive; (b) use income ranges or make the survey anonymous

Question 5

90 / 10 **M1**

9 minutes **A1**

1350 minutes **B1**

to test the questions / check they are understood / estimate time and cost before the full survey **B1**

Answer: (a) 9 minutes; (b) 1350 minutes; (c) to test the questions before the full survey

Question 6

it is a leading question (it pushes the respondent towards one answer) **B1**

a neutral wording with no persuasion **M1**

includes a range of response options (closed) or is clearly open and unbiased **A1**

Answer: (a) leading question; (b) e.g. What is your opinion of cycling to school? (very good, good, neutral, poor, very poor)

Question 7

it is a double question (asks two things at once, so the answer is unclear) **B1**

ask two separate questions, one about cost and one about quality **B1**

Answer: (a) double-barrelled question; (b) split into two separate questions

Question 8

identifies the likely issue: the language is too complex **B1**

changes the questionnaire: use simpler wording **B1**

Answer: the language is too complex, so use simpler wording

Question 9

the words are vague (different people read 'sometimes' and 'often' differently) **B1**

give time periods or numbers, e.g. 0 times, 1 to 2 times, 3 or more times per week **B1**

Answer: (a) the response words are vague; (b) use numbers of times per week

Question 10

the boxes overlap, e.g. 4 fits in two boxes **B1**

a set of non-overlapping classes with no gaps **M1**

e.g. 2 to 3, 4 to 5, 6 to 7 (or inequalities) **A1**

Answer: (a) the boxes overlap, for example 4 fits in two boxes; (b) non-overlapping boxes such as 2 to 3, 4 to 5, 6 to 7

Question 11

identifies the likely issue: the questionnaire is too long **B1**

changes the questionnaire: shorten it **B1**

Answer: the questionnaire is too long, so shorten it

Question 12

the words are vague (different people read 'sometimes' and 'often' differently) **B1**

give time periods or numbers, e.g. 0 times, 1 to 2 times, 3 or more times per week **B1**

Answer: (a) the response words are vague; (b) use numbers of times per week

Question 13

the boxes overlap, e.g. 3 fits in two boxes **B1**

a set of non-overlapping classes with no gaps **M1**

e.g. 0 to 2, 3 to 5, 6 to 8 (or inequalities) **A1**

Answer: (a) the boxes overlap, for example 3 fits in two boxes; (b) non-overlapping boxes such as 0 to 2, 3 to 5, 6 to 8

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