



F12-test Pilot Surveys (Foundation): Test Pack

EDEXCEL 1ST0 · Calculator allowed · about 15 minutes

Total Marks

Name: _____ Date: ____ / ____ / ____

Answer ALL questions. Show all your working.

1 A pilot survey can check many things before the main survey takes place.

(a) Which of these is NOT a typical reason for carrying out a pilot survey? **(1)**

- ☐ A) To check that the questions are clearly worded
- ☐ B) To check how long the questionnaire takes to complete
- ☐ C) To make sure the final results match what the researcher wants to find
- ☐ D) To check that the response options do not overlap

(b) Give a reason why the statement in option C would not be a valid reason for carrying out a pilot survey. **(1)**

(Total for Question 1 is 2 marks)

- 2 A pilot questionnaire for a supermarket includes the question shown below.

Draft pilot questionnaire - Question 4

"Don't you agree that our new self-service checkouts are much faster and more convenient than the old checkouts?"

☐ Yes ☐ No

- (a) State the type of problem with this question. (1)
- (b) Explain why this is a problem for the pilot survey. (1)
- (c) Rewrite the question so that it is no longer leading. (2)

(Total for Question 2 is 4 marks)

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- 3 A national retailer plans to survey 5000 customers about a new loyalty scheme. Before the main survey, it runs a small pilot survey with 40 customers.

Discuss the benefits and limitations of using a pilot survey in this situation.

(Total for Question 3 is 3 marks)

4 A local council pilots a questionnaire about a proposed new cycle path. It is sent to 40 residents, of whom 24 respond. One of the questions asks: "Don't you think a new cycle path would be a great improvement to our town?"

(a) Work out the response rate for this pilot survey, as a percentage. **(2)**

(b) Identify the problem with the quoted question. **(1)**

(c) The council now plans the main survey, sending the questionnaire to all 6000 residents. Recommend two changes the council should make before doing so, referring to your answers to parts (a) and (b). **(2)**

(Total for Question 4 is 5 marks)

Mark scheme · F12-test Pilot Surveys (Foundation): Test Pack

Question 1

- (a) **B1** C cao
- (a) **Answer: C) To make sure the final results match what the researcher wants to find**
- (b) **B1** a pilot survey should test the process objectively, not be used to force a particular result, oe
- (b) **Answer: A pilot survey should be used to test and improve the survey method fairly, not to steer the results towards an answer the researcher wants.**

Question 2

- (a) **B1** it is a leading question cao
- (a) **Answer: It is a leading question.**
- (b) **B1** it encourages/pushes the respondent towards a particular answer (agreeing), so the results would be biased and not reflect people's true opinions
- (b) **Answer: The question is worded to push people towards agreeing, so the answers would not reflect what customers really think, they are biased.**
- (c) **B1** question no longer contains wording that suggests an expected answer
- (c) **B1** question remains clear and answerable, e.g. offers a genuine comparison or opinion scale
- (c) **Answer: e.g. "How do the new self-service checkouts compare with the old checkouts?" with response options such as Much better, Better, About the same, Worse, Much worse.**

Question 3

- **B1** a clear overall judgement is given (e.g. the pilot is worthwhile, even though it has some limitations), rather than only listing points
- **B1** a benefit is explained, e.g. testing on 40 customers first can uncover unclear questions or a low response rate cheaply, before the expense of surveying all 5000 customers
- **B1** a limitation is explained, e.g. 40 customers is a very small sample compared with 5000, so the pilot might not reveal every problem that could occur in the full survey
- **Answer: Running a pilot survey is worthwhile. It lets the retailer find and fix problems, such as unclear questions or a low response rate, on a small, low-cost group of 40 customers before spending time and money surveying all 5000. However, because 40 is a very small sample compared with 5000, the pilot might not reveal every problem, such as rarer issues, that could still occur in the full survey.**

Question 4

- (a) **M1** 24/40, oe
- (a) **A1** 60% cao
- (a) **Answer: 60%**
- (b) **B1** it is a leading question cao
- (b) **Answer: It is a leading question.**
- (c) **B1** recommends rewording the leading question identified in part (b) to remove bias
- (c) **B1** recommends action to improve the response rate found in part (a) (60%), e.g. sending reminders, or offering more than one way to respond (online and paper), before surveying all 6000 residents
- (c) **Answer: The council should reword the leading question so it no longer suggests the expected answer, and should take steps to improve on the 60% pilot response rate, for example by sending a reminder or offering both online and paper versions, before sending the survey to all 6000 residents.**