

# Factors Affecting Data Collection



### Literacy Link

A *survey* is used to collect opinions and/or information.

### Literacy Link

An advertising claim gives information about the performance of a product or service. The claim is designed to encourage you to buy. The claim may be true, false, or a little of both.

### Literacy Link

*Ethics* involves judgments of right and wrong. For example, cheating on a test is wrong.

A Super Food employee provides samples of Bob Brat Sausages to customers between 5:00 p.m. and 5:30 p.m. for one day.

Store employees asked customers who buy Bob Brat Sausages the following question.

Did you buy Bob Brat Sausages because they are delicious, quick to prepare, or both delicious and quick to prepare?

The table shows the results from the survey.

Bob Brat Sausages	
Delicious	
Quick to prepare	
Both delicious and quick to prepare	

A few weeks later, a store flyer made this advertising claim.

**Over 90% of shoppers love Bob Brat Sausages because they taste great and save time!**

What factors might have influenced the survey responses? How accurate do you think the advertising claim is? Explain.

## Market Research: Factors Affecting Data Collection

### Explore Factors That Affect Survey Responses

1. From the store's point of view, did Super Foods promote Bob Brat sausages well? Explain.
2.
  - a) Did the survey ask a fair question? Explain your reasoning.
  - b) Did the survey sample represent the whole population of shoppers? Explain.
3. Some people who read the flyer said the advertisement was misleading. Do you agree with them? Explain why or why not. Discuss your ideas with your group.

### Reflect and Check

4. Imagine you are hired as the store's public relations consultant.
  - a) What factors do you need to address to make the data collected about the sausages more accurate?
  - b) Develop a survey question you would ask about Bob Brat Sausages. Who would you ask?

### Link the Ideas

Several *influencing factors* affect how data are collected or how responses are obtained.

These include:

- *bias*: Does the question show a preference for a specific product?
- *use of language*: Is the question presented in such a way that people understand what is being asked?
- *ethics*: Does the question refer to inappropriate behaviour?
- *cost*: Does the cost of the study outweigh the benefits?
- *time and timing*: Does the time the data were collected influence the results? Is the timing of the survey appropriate?
- *privacy*: Do people have the right to refuse to answer? Are the responses kept confidential?
- *cultural sensitivity*: Might the question offend people from different cultural groups?

## Market Research: Factors Affecting Data Collection

### Key Ideas

- Survey questions should be worded so they are free from factors influencing the responses.

The survey questions ask about purchases made at a school cafeteria.

1. Do you buy food at the school cafeteria? YES NO
2. If you responded NO, what reason best explains why you do not buy food at the cafeteria? Circle one.
  - A The quality of the food is poor.
  - B I do not like the food choices.
  - C The cafeteria is in an inconvenient location.
  - D The prices are too high.
  - E Other (Please explain.) \_\_\_\_\_

- Influencing factors include bias, use of language, ethics, cost, time and timing, privacy, and cultural sensitivity.

Which box shows better survey questions? Why?

1. In the past year, how many times did you buy food items at the cafeteria? \_\_\_\_\_

1. In the past week, did you buy any food items at the cafeteria? YES NO
2. If you responded YES, how many times did you buy each of the following food items?  
soup or salad \_\_\_\_\_ main course \_\_\_\_\_ drink \_\_\_\_\_ snack \_\_\_\_\_

**Part 1 – Use a combination of this document, the document “Connect – Factors Influencing Data Collection” and the internet to answer the following questions.**

1. What is market research?

2. What are we referring to when we talk about a “market”?

3. Who does market research?

4. Why would a business do market research?

## Market Research: Factors Affecting Data Collection

5. What are seven influencing factors that affect how data is collected? What does each mean?

Definition	Example
1.	
2.	
3.	
4.	
5.	
6.	
7.	

6. What kind of questions do you ask when performing market research? What information might you be looking for?

## **Market Research: Factors Affecting Data Collection**

7. List two internet sites that provide statistics used in market research. What information were they giving?

8. Define the following terms:

a) Demographics

b) Market Segmentation

c) Target Market

d) Trend

e) Supply and Demand

f) Leading Questions

**Next Steps: Read over the examples attached.**

**Complete "Show You Know" from the attached examples.**

**Complete Worksheet 11.1 – Factors Affecting Data Collection**