

Business

What's Wrong With This Survey?

This survey was done by Masters Students in the US and it has a lot of problems with it. Look at the survey and write down the side what you think is wrong with it.

Drinking Water Perception Survey

11 If a bottle of water costs you three times more, would you continue buying it?

12 If not, what would you do?

I will drink regular tap water

I will drink filtered tap water

Other, please specify

13 Are you aware of the steps used to process a generic bottle of mineral water?

14 Do you believe that bottled water can be more expensive than oil?

15 When travelling overseas, do you find it easy to find your preferred bottled water brands?

If no, please explain.

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20 How much importance do you give to drinking water on daily basis?
Select 1(low)-10(high)

1 2 3 4 5 6 7 8 9 10

21 How concerned are you that there may be water problems, including water shortages, around the world? Select 1(low)-10(high)

1 2 3 4 5 6 7 8 9 10

22 Please specify any global water issues or concerns you are aware of?

23 Have you taken any steps to help alleviate any water problems around the world? Please specify

24 Thank you for your participation. Please share any additional comments related to bottled water, tap water, and global water issues.

2. How would you make sure you do not repeat their mistakes?

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Teacher's Notes

The key points are that the survey has:

- Some very leading questions. It is very obvious what the bias of the survey is and encourages people to give what they perceive to be the moral answer.
- Some odd vocabulary such as a "generic" bottle of water. This question is very misleading, because there are a number of methods of processing water for bottling. There is plenty of other vocabulary that could be simplified.
- Lacks Brand Names - If you want to talk about such a branded product such as Mineral water then you need to name the brands
- Assumed knowledge - In question 11 it assumes you know the cost of a bottle of water.
- Where is overseas? The location of the user is assumed, but it could well be a false assumption.

Thanks to Portigal Consulting for originally highlighting this survey:

<http://www.portigal.com/blog/>