

Sociology 101

Assignment 2: Public Opinion Survey

To: Research Assistant

From: Town Manager

Date: 9/2/17

Re: Need public opinion data For Bucksport Bay Futures

Our town leaders want to gather public opinion about who we should invest our time and resources for economic development. Prepare three questions that you feel will provide insight from respondents before you create the survey.

These can take a couple forms:

- Short Answer (Open ended text answer - requires content analysis)
- Paragraph (Open ended text answer - requires content analysis)
- Multiple choice (Select one answer - easiest to analyze)
- Checkbox (Select all that apply - tricky to analyze)
- Linear Scale (Good for attitudinal questions – Likert Scales)

Deliverables:

- 1) Please prepare a short memo to recommend a process for sampling the area population.
- 2) Please prepare a short (3- 5 question) survey that can be distributed electronically.
 - a. Be sure to name the survey and include your initials
 - b. Send the survey to me (jimfisher101@gmail.com) so that I can review it

Bonus

- Include a couple demographic variables that will produce interesting analyses.
- Test your survey with a few of your colleagues and report your findings in your memo.

Prepare the survey using [Google Forms](#). [From Google Drive select New (more) Forms]