**Writing questions**

**What kind of question would you use to find out each of these kinds of information? Think about how easy it will be for the respondent to answer and how easy it will be for the researcher to analyse.**

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| **Question** | **Open** | **Multiple-Choice** | **Categorical** | **Likert-scale** | **Numerical** | **Ordinal** | **Question** |
| The industry that a respondent works in. |  | X |  |  |  |  | *What industry do you work in?*   1. *Financial d. Government* 2. *Retail e. Other* 3. *Education* |
| A respondent’s favourite supermarket brand. |  |  |  |  |  |  |  |
| The frequency that a respondent buys a certain brand of coffee. |  |  |  |  |  |  |  |
| Whether a respondent thinks the increase in VAT is a good idea. |  |  |  |  |  |  |  |
| Whether a respondent has a car. |  |  |  |  |  |  |  |
| How many years a respondent has smoked for. |  |  |  |  |  |  |  |
| What are respondent’s least favourite household chores. |  |  |  |  |  |  |  |
| How often a respondent goes to the supermarket. |  |  |  |  |  |  |  |
| What factors a respondent would consider when buying a car. |  |  |  |  |  |  |  |
| What is a respondent’s highest level of formal education. |  |  |  |  |  |  |  |
| How much they think they know about the effects of climate change. |  |  |  |  |  |  |  |
| How many living grandparents a respondent has. |  |  |  |  |  |  |  |
| To what extent a respondent likes their boss. |  |  |  |  |  |  |  |
| Whether a respondent listens to digital radio. |  |  |  |  |  |  |  |
| What kinds of goods are a priority for a respondent to buy. |  |  |  |  |  |  |  |