

Resource 1

Look at the resource below, which shares some examples of surveys.

Customer satisfaction survey

This finds out if a customer is happy with their shopping experience and the item they have bought. The information might let a shop know what it is doing well and what it can improve!



Traffic survey

A traffic survey looks at the traffic in an area. It might look at how much traffic there is, what type of traffic it is, journey times etc. It can help people decide if roads or speed limits might need changing.



Favourite TV programme survey

People might be asked to share their favourite TV programmes so we know what to show more of!



After-school club survey

An after-school clubs survey might be sent to parents and children to find out how they feel about the clubs school have on offer or to find out if they will be popular and well-attended.

Patient survey

A patient survey might collect important information such as your contact details, if you have any allergies or it might ask how you feel about the treatment you have received. Both of these can help make sure your visit is as good as it can be.

Can you think of any other examples of surveys?