

## What's Wrong With This Questionnaire?

This hypothetical questionnaire is to be conducted with the general population in an area of a city that has a high percentage of lower income households.

The purpose of the survey is to evaluate the effectiveness of a media campaign, which includes radio, television, and print PSAs.

The PSAs profiled existing physical activity programs in a specific geographical area. They portrayed the programs as fun, relaxed, and informal, and contained the message that the programs listed were free or inexpensive.

The program was developed in response to an evaluation of existing physical activity programs which revealed that the average household income of participants was significantly higher than the average for the community.

The objectives of the campaign are:

1. To increase awareness of free or low-cost physical activity programs in the community.
2. To increase the use of existing physical activity programs that are free or low-cost by families and individuals with an annual household income of \$25,000.00 or less.

**This questionnaire contains several common errors. Please review the questionnaire and note the errors. We will discuss the errors together.**

# Questionnaire to Critique

Hello, my name is (INSERT YOUR NAME). I am calling to ask a few questions about advertising that has recently been conducted promoting low-cost and free physical activity programs in your community. Can I interview you now?

IF YES, CONTINUE

IF NO, THANK AND TERMINATE

Q.1 What is your annual household income?

\$ \_\_\_\_\_ .00

Q.2 Do you feel that the physical activity programs in your community are too expensive for you to participate in?

YES            1  
NO             2

Q.3 Recently, the local Public Health Unit ran a series of PSAs promoting existing physical activity programming in your community. The PSAs ran across all media types and were in low to moderate rotation for the past month. The content was upbeat, including a catchy sound track, and focused on free and low-cost activities. Do you recall seeing or hearing any PSAs of this nature?

YES            1  
NO             2

Q.4 Are you currently a member of a gym or fitness club, or do you participate in any regular physical activity program?

YES            1  
NO             2

Q.5 Please tell me what regular physical activity you participate in.

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Q.6 What was the media source that carried the PSA that you saw or heard?

- RADIO 1
- TV 2
- WEEKLY NEWSPAPER 3
- DAILY NEWSPAPER 4

Q.7 How would you rate the quality of the PSA(s) that you saw or heard? How much did you like them?

- Excellent
- Good
- Fair
- Poor
- Terrible

Q.8 Would you say that the PSA that you saw increased your likelihood to participate in local physical activity programming?

- YES 1
- NO 2

Q.9 Did the media coverage that you saw or heard increase your awareness of free or low-income fitness and recreation opportunities in your community?

- YES 1
- NO 2

Q.10 Please tell me your name and address so we can send you some more information about fitness and recreation opportunities in your community.

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