

Stage 3 Lesson 1:

Data Collection



What is a relevant question?

To get quality data from a survey, it is important to ask effective and relevant questions. Your questions should be easy to understand, specific, clear, use simple words, and be about your pizza business.

Data and questions can be **qualitative** (e.g., how it tastes) or **quantitative** (e.g., number of slices, size of pizza).

Qualitative questions describe qualities and can be organized by categories. They might start with:

- How do you feel ...
- Which best describes ...
- What is most important ...

Quantitative questions are about quantity, are numerical, and can be measured. They might start with:

- How many ...
- How often ...
- How would you rate ...



Survey questions need to be reliable. Discuss the questions in [this document](#). Are they reliable or unreliable?

Stage 3 Lesson 1:

Data Collection



Let's generate some questions together.