

The purpose of your survey is to gather information about

- (1) what people consider to be the most important factors in quality of life
- (2) how committed people are to supporting quality of life around the world



## Step 1: Formulate Questions

- Decide what you want to find out about on this topic.  
Do you want to know if Canadians are aware of world quality-of-life issues such as AIDS or child poverty? Do you want to know what Canadians think about the importance of education in quality of life? Do you want to know if Canadians are willing to sacrifice certain luxuries in their lives if it means supporting a better quality of life for others in the world?
- Develop a set of 10 to 12 clear questions about the topic.  
Write clear, multiple-choice answers. (Answers with a range of three to five options from "strongly disagree" to "strongly agree" are often the easiest to total and compare.) Here are some examples:
  - *Access to affordable education is the most important key to improving worldwide quality of life.*
  - *Citizens in Canada should be doing more to support a better worldwide quality of life for people in the world.*
  - *The biggest issue faced in improving worldwide quality of life is lack of adequate health care.*
  - *Poverty in the world is something that can be overcome.*

Remember: it is harder to interpret answers from open questions. If you decide to include open-ended questions, do not include more than one, and make sure it is clearly stated and appears at the end of your survey. Here is an example of an open-ended question:

*What do you think is the most important thing Canadians can do to support better worldwide quality of life?*

## Step 2: Gather and Record Data

- Develop a system for recording your answers, and decide how many people you will interview.

Try to interview a minimum of 20 people, and be sure that you have, if possible, a variety of cultural backgrounds and ages represented in your sample. Do not try to influence the answers.

## Step 3: Analyze Data

- Prepare a chart that shows the total responses for each question.

Describe the general patterns you have observed, and ask yourself what this data tells you (e.g., *Many of the Canadians surveyed do not believe that health care is one of the most important issues in worldwide quality of life. This may be because, in Canada, we generally have access to quality health care, so we do not see it as an important issue. Or it may be that Canadians are not aware of serious health care issues elsewhere in the world.*)

## Step 4: Present and Reflect on Data

- Prepare a summary report, including your own reflections and theories, to share with your peers.

