Consumer Survey

A Complete the survey. Then compare your answers in pairs.

THANK YOU FOR AGREEING TO ANSWER THIS SURVEY. PLEASE ANSWER THE QUESTIONS BY SELECTING ONE OF THE OPTIONS BELOW.

A) PRICE B) IMAGE (EVERYONE GOES THERE OR HAS THIS) C) QUALITY D) GOOD SERVICE

1 DO YOU ALWAYS HAVE YOUR HAIR CUT IN THE SAME PLACE?
IF SO, WHY?
YES NO
A B C D

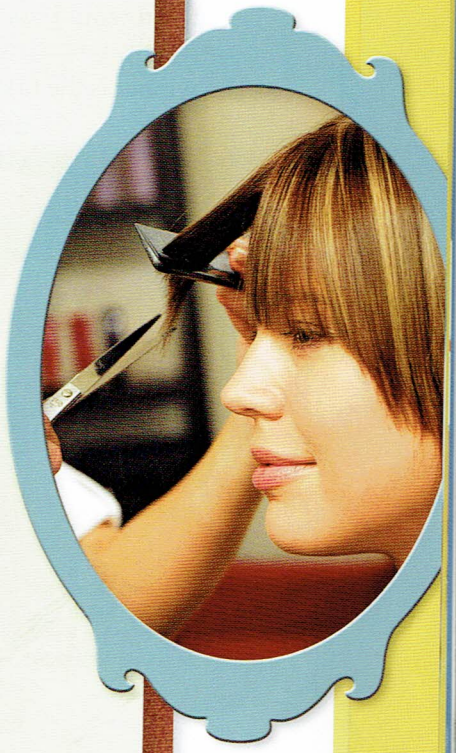
2 DO YOU ALWAYS SHOP IN THE SAME STORES?
IF SO, WHY?
YES NO
A B C D

3 DO YOU ALWAYS EAT IN THE SAME RESTAURANTS?
IF SO, WHY?
YES NO
A B C D

4 DO YOU HAVE A CAR?
IF SO, WHY DID YOU BUY THE CAR YOU HAVE?
YES NO
A B C D

5 DO YOU GO TO A GYM?
IF SO, WHY DO YOU GO TO THAT PARTICULAR GYM?
YES NO
A B C D

6 IN GENERAL, DO YOU PAY ATTENTION TO ADVERTISEMENTS?
IF SO, WHAT IS IT THAT MOST ATTRACTS YOU TO A NEW PRODUCT OR SERVICE?
YES NO
A B C D



B Work in groups. Answer these questions.

1 Do most people in the group usually use the same products or services?
2 Name some of the products or services you usually use. Do you use similar ones?
3 What is the main reason why the people in your group use certain products or services?
4 Do most people in the group pay attention to ads? Why?

SCORE YOURSELF!

Score 1–5 for the items below. Score 5 for things that are easy and 1 for things that are difficult.

I can talk about which chores I do myself and which things I have someone else do.	5	4	3	2	1
I can make polite complaints and respond to complaints about products and services.	5	4	3	2	1
I can make recommendations about where to buy things or get things done.	5	4	3	2	1
I can describe certain products or services and explain why I use them.	5	4	3	2	1