**Activity 1- Leading questions.**

Shopping questionnaire.

1. Most Welsh people prefer to purchase good manufactured in Wales. Do you prefer to purchase good made in Wales?
2. People who shop at Jack Wills have a happy life. How do you feel about shopping at Jack Wills?
3. The best please to live in Colwyn Bay. How do you feel about Colwyn Bay?
4. Most people will pay around £120 for a pair of shoes, how much would you spend on a pair of shoes?
5. Red cars are more popular that blue cars, what car would you prefer to drive?

For each question above re-write it to be more appropriate.

**Activity 2- Suitability of questions**

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| --- | --- | --- |
| **Original Question** | **Problem** | **Re-written question** |
| Have you ever taken illegal drugs? | Primary research should not ask the participant to admit to illegal activities. | What do you think about current drugs laws in the UK? |
| Have you committed a crime that you didn’t get caught for? |  |  |
| Have you had underage sex? |  |  |