

The **Little Theatre Company** is thinking of opening a theatre in your local area. The theatre has heard various rumours from the local people:-

1. Most people don't go to the theatre
2. People go to the cinema more than the theatre
3. People wouldn't pay much to go to the theatre
4. People wouldn't travel far to go to the theatre
5. It's only musicals that people would come and see
6. Old women would come but young men wouldn't



TASK 1 QUESTIONS

Your task is to read these rumours and turn them into suitable questions that can go on a questionnaire (i.e. a data collection form). Remember to use closed, open and multiple choice questions appropriately.

1. Most people don't go to the theatre

What data are you collecting?
How will frame your question?
How will you find out if the rumour is true?

2. People go to the cinema more than the theatre

What data are you collecting?
How will frame your question(s)?
How will you find out if the rumour is true?

3. People wouldn't pay much to go to the theatre

What data are you collecting?
How will frame your question?
How will you find out if the rumour is true?

4. People wouldn't travel far to go to the theatre

What data are you collecting?
How will frame your question?
How will you find out if the rumour is true?

5. It's only musicals that people would come and see

What data are you collecting?
How will frame your question?
How will you find out if the rumour is true?

6. Old women would come but young men wouldn't

What data are you collecting?
How will frame your question(s)?
How will you find out if the rumour is true?

TASK 2 DATA COLLECTION FORM

Using your questions from Task 1, you now need to create a suitable data collection form for the Little Theatre Company. To get high marks you will need: make it user-friendly; have prompts telling the user what to do; good design and layout; have an appropriate logo

TEACHER RESOURCE - SAMPLE DATA COLLECTION FORM

Little Theatre Company Data Collection Form

SAMPLE

GENERAL QUESTIONS

- Gender? M/F
- Age? (<10, 11-16, 17-25, 26-35, 36-45...)
- Where do you live? _____
- How often do you go to the cinema? (0/1/2/3... times a year)
- How often do you go to the theatre? (0/1/2/3... times a year)
- Which one do you prefer? cinema/theatre (circle one)

THEATRE QUESTIONS

- Which theatres have you been to? _____
- How far will you travel ? (<1, 2, 3... miles)
- How do you prefer to travel? (walk/bus/car...)
- How much are you willing to pay? (£2/£3/£4/...)
- What type of show do you prefer? (Comedy/Drama/Musical/Action)