1)The day before Christmas is a bad time to do the data scrap. More people may be there on vacation and less inventory may be available because people are using their own homes for the holiday. Choose a time that is not a holiday or reframe the question to popular neighborhoods during Christmas time.

2)Reframe the question to mental health use after 9/11 .

3) Reframe the question to university students reasons to visit pubs because the participants were student .