

1. Suppose you were in a bookstore and saw a book, which you wanted very much but could not afford, displayed on a counter near the door. Would you steal it?
☐ Yes ☐ No

Problem: Social desirability bias, would a respondent answer this question truthfully?

2. Many people these days have come to see marijuana as being far less harmful than tobacco or alcohol and they urge that its use be made legal. Do you agree or disagree with those people?
☐ Agree ☐ Disagree ☐ Don't know

Problem: Leading question. Can emphasize social desirability bias.

3. How much money do you make?
\$ _____

Problem: Open-ended—no qualifiers (e.g., Annual income? Monthly? Weekly?). Can be insensitive to include at the beginning of a survey.

4. Did you watch the Democratic and Republican National Conventions?
☐ Yes ☐ No

If YES, how much attention did you pay to them?

☐ Close attention ☐ Some attention ☐ Little attention

Problem: Double-barreled. What if the respondent watched one but not both of the conventions?

5. Where do you get most of your information about current events in the nation and the world?
☐ Radio ☐ Newspapers ☐ Magazines

Problem: Double-barreled question. In addition, the response categories are not exhaustive.