Name _____ Date _____ Class _____

Chapter 29 Conducting Marketing Research

Section 29.2 The Marketing Survey

Green Marketer Activity: Convincing the Green Consumer

Directions The National Geographic Society publishes the "Greendex," an annual international survey of consumers' environmental attitudes and behaviors. Locate the Web site of the Greendex. First, scan the questionnaire to see how the questions are structured and then answer the following questions.

1. What kinds of questions are asked (yes/no, multiple choice, fill-in-the-blank, level of agreement, etc.)?

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2. Fill out the questionnaire and calculate your score. How does your score compare to the average U.S. score? How does the combined U.S. Greendex compare to those of other nations?

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3. Do you think the survey is accurate? Write a paragraph with your observations.

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