

Market researchers use **questionnaires** to assess people's opinions on a whole range of things.

If you were thinking of opening a new hair and beauty salon, you would want to know what your clients wanted – including how they felt about the use of chemicals.

There are lots of ways of asking questions.

Some need a **number** for their answer, some need **ticks**, some ask for your **opinion**.



Cut out the 14 question cards and the 14 response cards.

Match them up in pairs.