



# Unit 8

## According to our survey

### Get ready to write

- Companies and other organizations often carry out surveys. What kind of organization might include the following questions in their surveys?

a

Are you generally very satisfied, satisfied or dissatisfied with the punctuality of the service?

b

The shelves are always well stocked.

Agree ☐ Not sure ☐ Disagree ☐

c

Were all the rental charges explained clearly to you? YES / NO

- What other questions might be included in each organization's survey? Think of one more question for each organization.

d

Thinking about Departure services, please tell us if standards were **Above** expectations, **Met** expectations or were **Below** expectations in these categories:

Check-in \_\_\_\_\_

Baggage screening \_\_\_\_\_

Queuing for security \_\_\_\_\_

e

Which of the following best describes your circumstances? Are you ...

- 1 Registered unemployed and receiving benefit?
- 2 Not registered unemployed but claiming benefit?
- 3 In work – not claiming benefits?
- 4 In work (less than 16 hrs) – claiming benefits?

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### Did you know ...?

*Paid surveys* are online surveys where people who provide information are rewarded either by a cash payment or by being entered into a competition. However, there are also online survey scams where customers are falsely promised rewards in exchange for information. In one of these, the fraudulent organization collects and sells the information to interested companies but then closes their website without rewarding the people who provided the information. If you complete a survey, try and make sure you know it is for a reputable company.

### A report

#### Look at an example

- 1 Read the report of a customer satisfaction survey on the opposite page and find the answers to these questions.

- a Who were the customers in this survey?
- b What, from the point of Fly-U-There, is the most important information to come out of the survey?
- c What changes might improve the Fly-U-There service for two groups of dissatisfied customers?









### Focus on ... reduced relative clauses

Compare the underlined sections of these two sentences. How are they different?

- The article, which was written by a university professor, proves that human activity is causing climate change.
- The article, written by a university professor, proves that human activity is causing climate change.

The relative clause in the first sentence, which contains a passive verb, is shortened to a participle phrase in the second sentence (the relative pronoun 'which' and the auxiliary verb 'was' have been omitted). These phrases are sometimes called 'reduced relative clauses' and are common in written English.

- Study the following extracts from the report. Underline the parts which could be expanded to form relative clauses, then rewrite the extracts with complete relative clauses.
  - According to a recent customer satisfaction survey, carried out by an independent market research organization, ...  
.....
  - Customers interviewed during a flight seemed more satisfied than those who returned written questionnaires.  
.....
  - Customers, asked for their views on relations with staff, commented favourably on the friendliness, ...  
.....
- Rewrite these sentences using reduced relative clauses.
  - Most people who were questioned said they were very happy with the service.  
.....
  - The questions, which were chosen at random, focused mainly on people's experiences over the last four weeks.  
.....
  - The results which were produced by the survey show that only a small minority are seriously dissatisfied.  
.....
  - The service, which was introduced last year, faced serious problems in its early stages.  
.....

### Plan



- 5 You are going to write a report of a survey of supermarket customers. Look at the results of the survey, in which customers were asked whether they agreed or disagreed with these six statements about the supermarket itself. Then complete a–c below.

Statement	Agree	Disagree	Not sure
The shop is well laid out.	22%	69%	9%
Signs are clear and informative.	60%	25%	15%
The store is clean and tidy.	45%	45%	10%
The store has a pleasant shopping atmosphere.	61%	28%	11%
The store is easy to move about in.	17%	66%	17%
There is a sufficient number of checkouts.	9%	86%	5%

### 4,500 customers took part in this survey

- Complete these statements.
  - 28% of customers felt the store did not have a pleasant shopping atmosphere.
  - 22% of customers .....
  - A very large majority of customers .....
  - 69% of customers .....
  - Only 5% of customers .....
  - Equal numbers of customers .....
- Which two areas or services are customers most satisfied with?  
.....
- Which two areas or services are customers least satisfied with?  
.....



## Write

### 6 Write your report, using the example on page 41 as a model. Write 200–220 words.

- Use information from the supermarket survey on page 42. Choose the information you think is most important.
- Use formal language and incorporate reduced relative clauses where appropriate.
- Try to include some of the verbs from Exercise 4.
- Give your paragraphs clear sub-headings.

## Learning tip

Check your report to make sure that you are not assuming that the reader already has knowledge on this subject.

## Check

### 7 Read through your report carefully, checking these points.

- Is your language appropriately formal?
- Have you included the essential information?
- Are your paragraph sub-headings clear?

### 8 Write the final version of your report, making any necessary corrections and improvements.

## Class bonus

- Compare your report with the reports of other students. Have you selected and reported on the same 'essential information'?
- Discuss this statement in pairs or groups:  
Customer surveys are just a gimmick to make us think that companies care about what we think. Their real motive is to persuade us to buy more of their products.

## Extra practice 1

Complete these report sentences using your own ideas.

- According to a recent report carried out in my country, a significant majority of adults .....
- Nearly a quarter of all supermarket customers questioned prefer .....
- An increasing number of residents of my city/town believe that .....
- Over 50% of school students asked for their views on relations with their teachers said .....
- Only a small minority of people in my country believe that the government .....

## Extra practice 2

You are going to write a report of a customer survey carried out in your town.

- Choose an organization you know something about. It could be a local company, a supermarket, a train service, etc.
- Make a list of the three or four criteria by which you think this organization should be judged. For example, if you choose a transport service, one of your criteria could be 'punctuality'. Look back at the report in Exercise 5 and think of your own ideas related to your chosen organization.
- From your own experience/knowledge, give scores out of 20 for the criteria you have listed, e.g. Punctuality 17.
- Write your report in 150–200 words.

## Can-do checklist

Tick what you can do.

I can write a report in clear sections and include appropriate sub-headings.

I can incorporate reduced relative clauses into my writing.

Can do

Need more practice