	Types of data mark scheme:	
1(a)	Given a specific range, continuous data can take any value.	[1]
1(b)	Discrete data can only take specific values.	[1]
1(c)	Quantitative data are measures of values or counts that are expressed as numbers.	[1]
1(d)	Results of qualitative data are expressed as words.	[1]
2(a)	Categorical	[1]
2(b)	Continuous	[1]
2(c)	Discrete	[1]
3(a)	Discrete and qualitative	[1]
3(b)	Discrete and quantitative	[1]
3(c)	Continuous and quantitative	[1]
3(d)	Discrete and qualitative	[1]
3(e)	Discrete and quantitative	[1]
3(f)	Discrete and quantitative	[1]
4(a)	Continuous	[1]
4(b)	Secondary	[1]
	Article; so the data has already been collected by someone else	[1] Reference to others collecting the data
5(a)	Continuous	[1]
5(b)	Primary data	[1]
	You have collected it yourself meaning high level of control over how you collect the data.	[1] Accept any sensible answer.
	Higher level of accuracy/reliability or likely to be more useful in answering the question you have.	[1] Accept any sensible answer.

6	Advantage; takes less time than collecting it yourself	[1] Time aspect must be stated, 'easier' not enough to gain the mark
	e.g. Using an old survey instead of collecting it yourself	[1] Sensible example
	Disadvantage; unsure whether the sample is biased/representative/fair	[1] description of uncertainty of methods used to collect the data
	e.g. Unsure of the age/cultural background etc. of the people in an old survey	[1] Sensible example
7(a)	It may not address the aims	[1] The aims must be central to any research project. Otherwise irrelevant data will be generated.
7(b)	Evaluating new ideas.	[1] New ideas imply we must deal with current trends/interests/fashions, so secondary data is least helpful here.
8(a)	Advantage: Joe can tailor the surveys to suit the aim of his research purposes; data is reliable; can ensure sample not biased etc.	[1] Any of the options listed.
	Disadvantage: Time consuming/ biased sample due to one location	[1] Sensible explanation about biased sample/ time consuming
8(b)	Multiple locations/ times covered	[1] Any suggestion that increases the number of different times or places he collects the data

END