Training Course on Household Surveys
Part II: Survey Organisation

A Presentation to DCP Research Assistants, Students and other Participants
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Presentation Outline

• Planning household surveys
• Questionnaire design
• Constructing a questionnaire
• Implementing the survey
• References
• Project Team
• Questions
Planning a Household Survey

- Identify the users/intended beneficiaries of the information to be gathered
- Determine the availability of resources and capacity
- Mapping of stakeholders
- Agree on the objective(s) of the field research
- Establish what policy/research question(s) are you trying to answer?
- Is there secondary information in existence to facilitate sample design?
Questionnaire Design: Structure

The cover letter

The cover letter must have the following details;

• The main objectives and significance of the study
• The research team and its sponsors
• The reasons why the respondent should complete the questionnaire
• Assurance of anonymity and confidentiality
• Requirements for completion such as maximum time, conditions, etc
• Issues related to ethics
The instructions

• How to fill the questionnaire?
• To remind the Ethics
• To request the respondents not to please the researcher.

The purpose of this questionnaire is to understand how the local residents in Trans Mara interact with wildlife and utilize their environment to meet their livelihood needs. Any information you provide will be used anonymously. You do not have to answer any question you do not feel comfortable with and you can stop the interview process at any time. You can ask for clarification on any question at any time. This questionnaire is part of an independent study being conducted by Tobias Nyumba, a PhD student from The University of Cambridge in the U.K. We would be very grateful if you could participate. Thank you for your cooperation.
Questionnaire Design: Structure

The main body

- It includes questions
- Be careful with regard to;
  - Content
  - Structure
  - Format
  - Wording
  - Flow

Appendix 11.2: Household Questionnaire

Form No.

NAME OF INTERVIEWER__________________________________________ VILLAGE/ AREA__________________________________________

DATE (D/M/Y):__________ GPS XYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYY XYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYYY START TIME:__________ END TIME:__________

NAME OF RESPONDENT__________________________________________

The purpose of this questionnaire is to understand how the local residents in Tanga are interacting with vitality and utilize their environment to meet their livelihood needs. Any information you provide will be used anonymously. You do not have to answer any question you do not feel comfortable with and you can stop the interview process at any time. You can ask for clarification on any question at any time. This questionnaire is part of an independent study being conducted by Tobias Nyamuka, a PhD student from The University of Cambridge in the UK. We would be very grateful if you could participate. Thank you for your cooperation.

1. GENERAL INFORMATION

1. We are interested in learning about the people who live in your household. Can you please tell us the following about all members of your household?

<table>
<thead>
<tr>
<th>Code</th>
<th>Age</th>
<th>Sex</th>
<th>Relationship to household head</th>
<th>Education Level</th>
<th>Ethnicity</th>
<th>Marital Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td>Respondent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. Do you live here most of the time? □ Yes □ No

If No, where do you live most of the time?________________________

2. HUMAN RESOURCES

3. Can you tell us the two main activities/occupations of household members in the last 12 months? (See the table below for reference)

<table>
<thead>
<tr>
<th>Code</th>
<th>Main activities/occupations</th>
<th>What kind of activities are these?</th>
<th>Where were these activities/occupations</th>
<th>Do these main activities/occupations significantly vary by</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Can you tell us about the education of household members that are currently attending an educational facility?

<table>
<thead>
<tr>
<th>Code</th>
<th>What is the level of education?</th>
<th>What type of educational facility is it?</th>
<th>Where is the educational facility?</th>
<th>What mode of transport is used to go to the educational facility?</th>
<th>Approximately how long does it take to reach the educational facility?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*1 = Less than 5 Years; 2 = 5-10 Years; 3 = 1-2 Years; 4 = More than 2 Years; 5 = Attending boarding school*
Questionnaire Design: The Format

• Start from existing surveys, not from scratch!

• Ask of each question:
  • What is the specific rationale?
  • How will this variable be used in analysis?
  • Is this question redundant or repetitive?
  • Is there any risk of different interpretations?
  • Is it framed as a leading question?
  • Does it contain only a single topic?
  • If multiple, break it up!
Steps in Questionnaire Construction

The process of questionnaire construction goes through a number of interrelated steps;

**Step 1: Preparation**

- Decision for the most suitable type of questionnaire
- Determine the way how it will be managed
- Literature review
- Proper guidance from the experts
Steps in Questionnaire Construction

**Step 2: Constructing the First Draft**
- Formulation of the material
- Implementation of decided method of questionnaire
- Secondary and tertiary questions

**Step 3: Self Critique**
Testing for:
- Relevance
- Symmetry
- Clarity
- Simplicity
- Accordance with the basic rules**
Basic Rules of Questionnaire construction

- Well presented, easy to follow.
- Good response categories
- Clear instructions
- Space for answers
- Relevancy
- Ambiguity
- What not to ask?
- The language

- Logical progression
- Professional appearance
- Print and colors
- The size
- Ethics
Steps in Questionnaire Construction

Step 4: External Scrutiny

- Expert’s inspection and suggestions.
- Addition…
- Deletion…
- Changing…

Step 5: Re-examination and revision

- After changing … Re-examination by the experts.
- Implementation of the final changes.
Steps in Questionnaire Construction

Step 6: Pre-testing
- Selection of the small sample.
- Filling up of the questionnaire.
- Analysis of the data.

Step 7: Revision
- Revision of the minor changes by the researcher himself.
- Revision of the major changes by the help of experts.
Steps in Questionnaire Construction

Step 8: Second Pre-test
- Revised questionnaire filling
- Data analysis
- Adjustments & revision

Step 9: Final Draft Formulation
- Editorial work
- Checking for spelling mistakes.
- Legibility
- Instructions
- Space for responses
- Scaling issues
- General presentation
Open-ended Questions

“allow respondents to answer in their own words, and the researcher to explore ideas that would not otherwise be aired and are useful where additional insights are sought (Salant and Dillman 1994:81”).

• Useful where the researcher is less familiar with the subject area and cannot offer specific response options

Examples

• What were the most important crops planted here in the last season?
• What are you planning to do to address food shortage in your household?
• How exactly did the water shortage addressed?
• What is your favorite approach to agricultural productivity?
Closed-ended Questions: “require the respondent to choose from among a given set of responses (McIntyre 1999:75)”

- **Ordered choices**: examine each possible response independent of the other choices.

- **Unordered choices** compare possible responses and select one

- **Partial closed-ended questions**: compare possible responses and select one, or write in “other”

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63. I am going to read multiple statements. For each statement, please tell me if you: Strongly Agree; Agree; Uncertain/Neutral; Disagree Strongly Disagree.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Uncertain/Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>63.1 Elephants support tourism that brings revenue to the community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>63.2 Elephants support tourism that brings jobs to the local residents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

54. Has crop raiding increased or decreased since you can remember?
- [ ] Increased  
- [ ] Decreased  
- [ ] Stayed the same  
- [ ] Don’t know

61. Who are the current losers as a result of human-elephant interactions in Trans Mara? Please rank them with “1” being the greatest loser and “6” being the least loser.
- [ ] Group ranches/Management committees
- [ ] Mara conservancy
- [ ] Local community
- [ ] Kenya Wildlife Service
- [ ] Trans Mara county Council
- [ ] Other (Please specify)
Implementing a Household Survey

In order for the survey operations to be successfully realized, there is always a need to have a well organized and effective field organization.

- **Equipment and Materials:** Avail well in advance; vehicles, bicycles, folders, clipboards, pencils, pencil sharpeners, notebooks and fuel (for vehicles).

- **Management of survey operations:** judicious, effective and efficient management of activities at various levels; clear and well defined line of command from the survey manager to the interviewer.
Implementing a Household Survey

• **Selection of interviewers***: An interviewer is at the interface with the respondents, representative of the survey organization who is always in contact with the respondent. An interviewer should be capable of effectively communicating with the respondent. He/she should have qualities of enlisting all the information with accuracy within a reasonable given time.

  • **Training of interviewers**: thoroughly trained before being sent into the field. To bring about uniformity in the interviewing procedures of the survey. This is necessary of course to avoid differing interpretations of the definitions, concepts and objectives of the survey by interviewers and hence to minimize interviewer bias.

• **Field supervision******: dedicated, continuous and effective supervision by superior staff that are more experienced and better qualified than interviewers. It cannot be overemphasized that the supervisor is an important link between the data gathering organization and the interviewer.
References


Project Team