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# Training Course on Household Surveys Part II: Survey Organisation

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

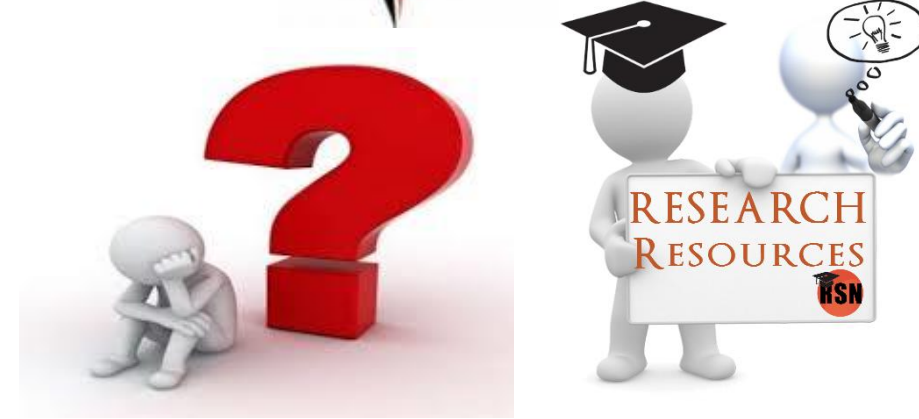
- Planning household surveys
- Questionnaire design
- Constructing a questionnaire
- Implementing the survey
- References
- Project Team
- Questions





# 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?



## Case Study A: Conflict over Resources in Trans Mara District, Kenya (Based on Nyumba 2018)

Trans Mara District covers approximately 2,900 km<sup>2</sup> in the ASALs of Narok County, south-western part of Kenya between lat 0° 50' and 1° 50' South and long 34° 35' and 35° 14' East. Approximately 520 km<sup>2</sup> is covered by the Mara Triangle accounting for 20% of the area of TM, and about 32% of the Masai Mara National Reserve. TM has five administrative divisions of Lolgorian, Kilgoris, Pirrar, Keivan and Kirindon, with 32 locations and 58 sub-locations. The dominant topographical feature is the Siria Escarpment which plays a significant role in the distribution of wildlife in the area because of the existence of natural corridors along and up its length. It also directs the flow of the Mara River. Existing



resource practices in TM are dependent on seasonal climatic changes which influence the migration of both wildlife and pastoralists. The medium temperature ranges from 14.8° C to 20.3° C; highest temperatures. Rainfall pattern is bimodal with long rains between February/June and short rains between November/December, and an annual mean rainfall of 1500mm with a north-south gradient.

# 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

Appendix 11.2: Household Questionnaire

Form No. \_\_\_\_\_

NAME OF INTERVIEWER \_\_\_\_\_ VILLAGE/ AREA \_\_\_\_\_

DATE (D/M/Y): \_\_\_\_\_ GPS X□□□□□□□ Y□□□□□□□

START TIME: \_\_\_\_\_ END TIME: \_\_\_\_\_

NAME OF RESPONDENT \_\_\_\_\_

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 instructions

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

### Appendix 11.2: Household Questionnaire

Form No. \_\_\_\_\_

NAME OF INTERVIEWER \_\_\_\_\_ VILLAGE/ AREA \_\_\_\_\_

DATE (D/M/Y): \_\_\_\_\_ GPS X□□□□□□□ Y□□□□□□□

START TIME: \_\_\_\_\_ END TIME: \_\_\_\_\_

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# 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 X:UUUUUUU Y:UUUUUUU

START TIME: \_\_\_\_\_ END TIME: \_\_\_\_\_

NAME OF RESPONDENT \_\_\_\_\_

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#### 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?

Code	Age (years)	Sex 1. M 2. F	Relationship to household head	Education Level	Ethnicity	Marital status
1.	Respondent					
2.						
3.						

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 please tell us the two main activities/occupations of household members in the last 12 months? (Use the table below for reference)

Code	Main activities/occupations		What kind of activities are these?		Where were these activities/occupations		Do these main activities/occupations significantly vary by
	First	Second	First	Second	First	Second	
1							
2							

Main Activity/Occupation		Main Activity/Occupation		Kind of Activity/Occupation	
Agricultural		Professional			
1	Farmer	14	Administrative/Clerical	1	Self Employed
2	Farm laborer	15	Doctor	2	Unpaid family work
3	Herder	16	Health worker	3	Regular work for cash
Artisanal		17	NGO Worker	4	Occasional work for cash
4	Carpenter	18	Religious worker	5	Daily wage labor
5	Cobbler	19	Soldier	6	Food for work
6	Hand crafts	20	Teacher	7	Community work
7	Goldsmith	Home Worker		8	Education/training
Non-Agricultural		21	Housewife	9	Non-work activities
8	Construction laborer	22	House help		
9	Manual worker	Commercial			
10	Factory/mill worker-Skilled	23	Business		
11	Factory/mill worker-unskilled	24	Hotel		
Transport		25	Petty trader		
12	Mechanic	Not in labor force			
13	Driver	26	Studying		
		27	Disabled/Sick		

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

Code	What is the level of education so far?	What type of educational facility is it?	Where is the educational	What mode of transport is used to go to the educational facility?	Approximately how long does it take to reach the educational
1					
2					

\*1=Less than 30mins; 2= 30-60mins; 3=1-2hrs; 4=More than 2hrs; 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

# Types of Survey Questions

## 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?

# Types of Survey Questions

**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”

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

Statement		Strongly Agree	Agree	Uncertain/Neutral	Disagree	Strongly Disagree
63.1	Elephants support tourism that brings revenue to the community					
63.2	Elephants support tourism that brings jobs to the <u>local residents</u>					

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

- McIntyre, L. J. (1999). *The practical skeptic: Core concepts in sociology*. Mountain View, CA: Mayfield Publishing.
- Nyumba, T. O. (2018). *Are Elephants Flagships or Battleships? Understanding Impacts of Human-Elephant Conflict on Human Wellbeing in Trans Mara District, Kenya*. Doctoral thesis, University of Cambridge, UK.
- Salant, P., and Dillman, D. A. (1994). *How to conduct your own survey*. New York: John Wiley and Sons.



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# Project Team



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# Questions?

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