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CERTIFIED ANALYTICS AND INSIGHTS
PROFESSIONALS OF CANADA

*CAIP Canada
Exam Prep Seminar:
Questionnaire Design:
Critique*

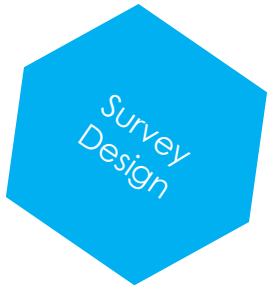
ROBERT A. G. WONG, CAIP, FCRIC

MAY 2020



*Questionnaire
Critique Time*

Questionnaire Critique



Blue Beaches

- Blue Beach program is an internationally recognized eco-label certification of public beaches around the world. The Blue Flag program is relatively new in Canada. There are over 3,500 Blue Flag Beaches in the world and 16 Blue Flag beaches in Ontario.
- The following is a client's draft paper questionnaire. The intent is to interview beach users over the summer months from June to August. Outreach coordinators will approach beach goers and conduct this interview using a mobile survey app.
- Target sample size will be 300 completes at 5 beaches.
- Analysis will be for all beaches then comparison by beach. There are two areas of interest to the client: What is the profile of the beach users? What is the overall awareness of the Blue Flag program and if the program has resonance with beach users?



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Beach Survey

- Review and critique the questionnaire
- This is a two-step critique:
 - Identify the issue/problem
 - Then demonstrate your understanding by correcting the question

11. What type of accommodation are you staying in while visiting the area?
 Own season residence/cottage
 Rented cottage
 Motel/hotel
 Bed & breakfast
 Park
 Other

12. What was your prime reason for visiting the beach today?
 Water-based activities
 Beach related activities
 Relaxation
 Nature study/viewing
 Festival/event
 Other: _____ please specify

13. How important is going to the beach as part of your trip?

14. How did you get to the beach today?
 Walking
 Car
 Bicycle
 Boat
 Public transport
 Other (please state)

15. Which of the following activities have you done or intend to do as part of your visit(s) to the beach?
 Sunbathing
 Walking
 Swimming
 Nature interpretation
 Water sports (paddle boarding, kayaking, etc.)
 Boating/sailing
 Attending a festival/event
 Enjoying scenic views
 Playing with your children
 Bird watching
 Eating/dining in the community
 Shopping in the community
 Other (record activity)

Beach Survey

Beach: _____ Interviewer: _____ Date: _____
 Hi. My name is _____. Today, we are talking with people about their experience at < BEACH NAME>. This is part of a larger study that includes other beaches in southern Ontario. The questions will take a few minutes and we are interested in your personal opinions. Thanks for your personal opinions.

1. Into which of the following age categories do you fall?
 < 25
 25-44
 44-64
 65+

2. What is the highest level of education you have attained?
 Elementary school
 Secondary school
 Trade school
 Technical school certification
 University/college graduate

3. How many people are with your group today?

4. How many children under the age of 18 are with you today?

5. Are you a:
 Permanent resident _____
 Seasonal resident _____
 Reside outside of community _____

6. How far away is your permanent residence from this beach?
 _____ Km

7. What is your postal code

8. Where is your permanent residence?



*Now check out CAIP L3.3 for
Discussion & Feedback*

What's Up Next?

