



CERTIFIED ANALYTICS AND INSIGHTS  
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*CAIP Canada*  
*Exam Prep Seminar:*  
*Survey Design: Critique*

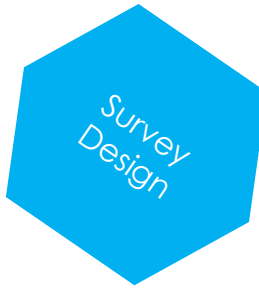
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MAY 2020



*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 a total of 300 completes among 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?



# Blue Beach Critique

- Many common mistakes
  - Not mutually exclusive
  - Too many categories, therefore not validated
  - Not collectively exhaustive, but also has there been enough thought into how the information would be used
  - Profile questions in the wrong place and question which characteristics would be most useful
- Most important: Will the questionnaire meet the client's objectives??
- Unlikely to have a whole questionnaire to critique due to exam time constraints; however, exercise helps to demonstrate the fundamentals of survey design



water, clean coasts, safety  
and access for all

*operated by Foundation for Environmental Education*

# *What Did You Take Away?*

- Fundamentals to design an effective questionnaire
- Recognize different type of questions
- Recognize common wording errors and make improvements
- Understand design considerations
- Opportunity to apply this learning





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# *What's Up Next?*

