



INTERNATIONAL BUDGET PARTNERSHIP
Open Budgets. Transform Lives.

Developing a Survey Questionnaire

Designing a Questionnaire

Components of a Questionnaire:

1. Investigator information
2. Demographics
3. Lead-in / introduction
4. Filter / qualifier questions
5. The body of the questionnaire

** Note: this design is based on a CRC questionnaire.*



1. Investigator Information

- Information gathered in this part include:
 - name of investigator
 - date of interview
 - interview start time
 - interview end time



2. Lead-in / Introduction

- Provides the main information about the survey to the person answering the questions (respondent) at the start of the interview
- Investigator introduces him/herself, explains purpose of interview, and begins to create a relationship with the respondent
- Important step: conveys the purpose and nature of the interview



3. Filter / Qualifier Questions

- Determine respondent's suitability to respond to the survey
- First qualifier determines if respondent meets basic conditions to complete the survey (i.e., has he/she used the service/facility?)
- *Example:* for a survey on public hospitals:
 - “Have you, or anyone in your family, visited a public hospital in the past one year?”
 - Yes [continue with interview]
 - No [end interview]



4. Demographics

- Before asking questions about a service, gather demographic information on the respondent
- Demographic questions gather basic information about respondent and/or respondent's household
 - *Example:* “What is your annual household income?”
- Other demographic questions ask about age, education level, size of household, gender, etc.



5. Body of Questionnaire

- Captures feedback related to survey objectives
- Includes different types of questions:
 - **Warm-up questions** help activate the respondent's memory on a topic
 - Used at the beginning of a sequence of questions
 - *For example:* “For what reason did you visit the maternal health clinic?”
 - **Specific questions** capture detailed information about the respondent's experience
 - *For example:* “Did you have to make any payments related to the delivery?”
 - *Common categories of specific questions include:* ease of access, usage, reliability, quality, corruption, and satisfaction



Writing Questions & Answers

- Questions should elicit feedback on areas of service delivery as experienced by users
- Tips for writing questions and answers:
 - a. Consider if an open or closed-ended question is more suitable
 - b. Decide on the most suitable way to evaluate each aspect of service delivery
 - c. Where necessary, include time frames to collect relevant responses
 - d. Specify units
 - e. Select an appropriate scale



a. Open or Close-Ended Questions

- **Closed-ended questions:** answer options are provided to the respondent
 - Research is required to ensure that relevant answer options are provided
- **Open-ended questions:** no answer options
 - Drawbacks: ambiguous responses may make it difficult to aggregate the responses; also difficult to compare responses across users



b. Suitable Way to Evaluate

- Where standards for service exist, ask specific questions to check whether standards are being met
 - **Example:** If the service provider of drinking water has committed to provide water once a day, then include a specific question to ask whether service is provided as required.

b. Suitable Way to Evaluate (cont.)

- **Create Standards:** When standards do not exist, decide a suitable way to evaluate the quality of service delivery
 - **Example:** If you want feedback on the accessibility of the health centers, what is the best way to evaluate accessibility?
 - **Option 1:** How long does it take to travel to the health center that you most regularly visit? Follow-up: And what is your mode of transportation?
 - **Option 2:** What is the distance (in kms) to the health center that you most regularly visit?
 - Both options provide useful information, so you need to decide the type of feedback that would be more useful given the purpose of the survey and the local context

c. Include Time Frames

- To avoid collecting outdated information, specify a time frame
 - **For example:** Do you only want feedback from people who have used a service in the last year?
 - Or, do you only want feedback on satisfaction with staff behavior, if someone has interacted with staff in the past year?

d. Specify Units

- If you ask a distance-related question, or any other question where the unit of information (e.g., distance in kms, weight in kgs, time in minutes, etc.) affects the respondent's answer, make sure it is included in the question
- This applies to responses to open-ended questions as well



e. Appropriate Answer Scales

- There are multiple types of answer scales that are commonly used to collect feedback
- Type of answer scale used affects the interpretation and presentation of findings
- Large scales allow for more nuanced responses, while simple scales provide findings that are easy to convey

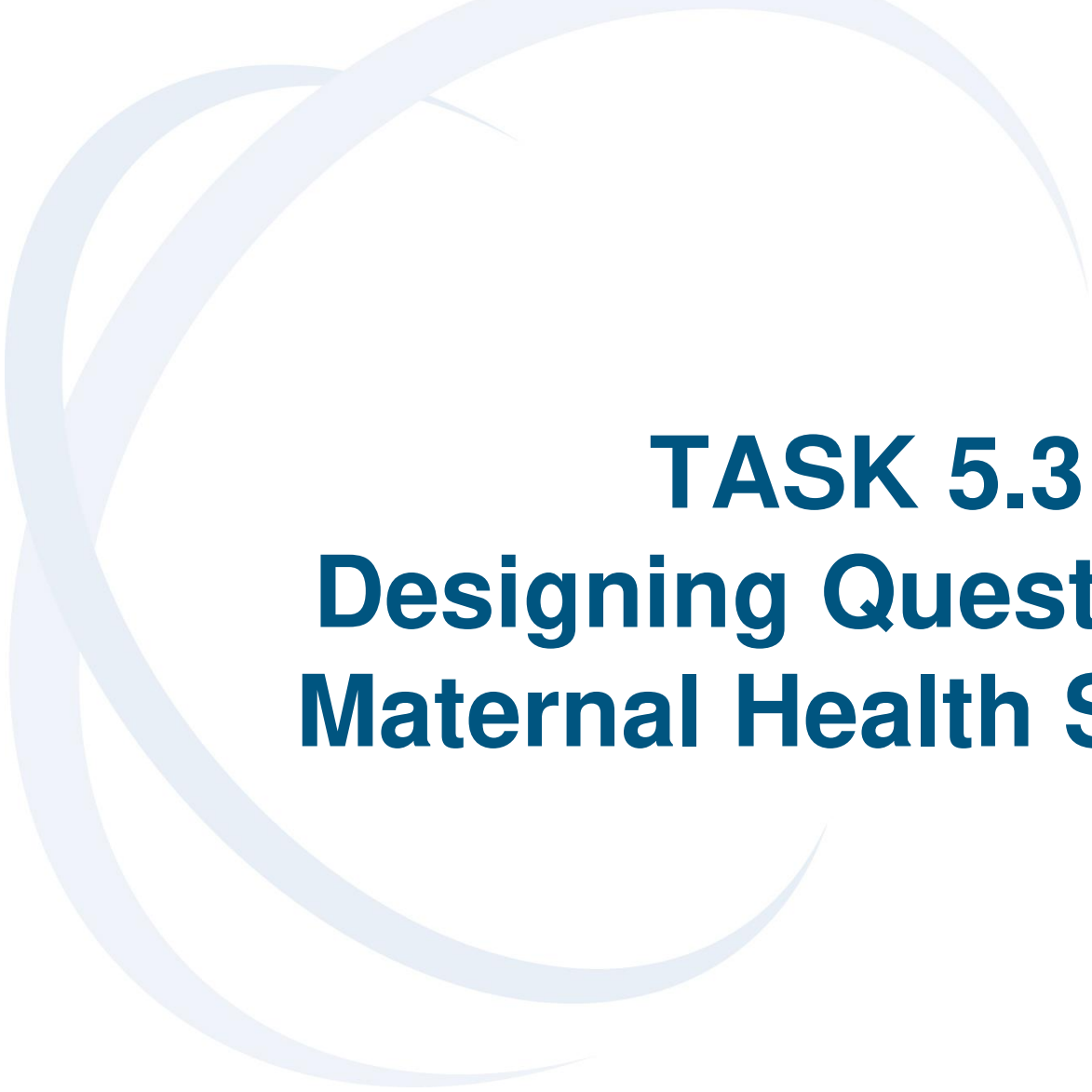
e. Appropriate Answer Scales (cont.)

- **Example:** In PAC's third Bangalore Citizen Report Card, a simple scale was used:
 - Were you satisfied or dissatisfied with the quality of health services provided at the hospital facility?
 - Satisfied (ask next question)
 - Dissatisfied (skip next question)
 - How satisfied were you?
 - Partly satisfied
 - Fully satisfied

Things To Keep In Mind...

- Research the details of service delivery to ensure questions and answer options are precise and accurate
- Make sure the questionnaire covers all of your survey objectives
- Make sure the questionnaire is not too long (only include necessary questions)
- Keep language simple
- Avoid too many open-ended questions
- Avoid double-barreled and leading questions





TASK 5.3:

Designing Questions on Maternal Health Services



INTERNATIONAL BUDGET PARTNERSHIP
Open Budgets. Transform Lives.