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Geoffrey Setewe DRH, MPH

Construction and Pretesting

Questionnaires and Questionnaire Survey Module
appropriate tools
Assist you to collect good quality data using

Make you a "better constructor of questionnaires"
construction and pretesting
Introduce you to the basics of questionnaire

Focus of the Session
Basic Survey Process

Steps:

1. Deciding on a mechanism
2. Drawing a sample
3. Designing the questionnaire
4. Fielding a survey and collecting the data
5. Analysis
6. Reporting
To be or not to be representative

Selection:

- Mail
- In-person
- Internet
- Telephone

Modalities for collecting data:

Step 1: Deciding on a mechanism
Who is included in your sample?

Step 2: Drawing a sample - WHO?

- Doctors, nurses, health professionals, caregivers
- Elders
- Youth
- Africans, Coloureds, Indians, Whites
- Subgroups and oversamples
- Telephones
  - In telephone surveys, always „...in households with
    - Specific health districts
    - Voters (registered, likely, swing voters)
    - Adults, non-elderly, kids, Gating adults
    - The Public

-
Determining Sample Size

Step 2: Drawing a sample – How Many?
Calculating Response Rates

- What else is going on in the world
- Oversamples
- Interviewer expertise
- Length of field period (callback #)
- Length of interview
- Design of interview / Topic

Function of:

Step 2: Response Rates
Step 3: Designing the questionnaire

It's all about the questions...

- Effect of a given word
- Balance in question wording
- Don’t know answers – offered or volunteered?
- Using scales
- Question order
- Pretesting and cognitive testing
For government to set up a hotline

Very Important

Somewhat Important

Not too Important

Not at all Important

33%

13%

11%

To have a hotline

3%

5%

21%

43%

70%

How important do you think it is for the government to help when they have problems with their medical aid? How important do you think it is for a hotline to be set up which people can call to get telephone number help when they have problems with their medical aid?

The Effect of One World

Step 3: Questionnaire design
OSS or provision of an immediate 50% salary increase for doctors?

Under this plan, would you favor an opposition plan for an
improve the salaries of doctors and to prevent brain-drain. One
proposals to give doctors an OSS to increase their pay packets.

OR:

to better-paying countries?

Support action to increase salaries of doctors and prevent brain-drain
because they can no longer afford to live on low salaries. Would you
Public sector doctors are being forced out of medicine by low salaries

Which is a leading question?

Balance in Question Wording

Step 2: Questionnaire design
Did you happen to vote in the elections in 2009?

* vote for her?*

control laws, would that make you more likely to

If you heard that MP X supported stricter smoking

against sex workers?

Do you support the government taking action

What's wrong with these questions?

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Balance in questioning wording

Step 3: Questionnaire design
Step 3: Questionnaire design
Balance in question wording

Bad questions, improved:

- Do you support or oppose the government taking action against sex workers?

- If you heard that MP X supported stricter smoking control laws, would that make you more likely to vote for her, less likely to vote for her, or wouldn’t it make much difference?

- Did you happen to vote in the elections in 2009, or not?
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>Cost of medical aid</td>
</tr>
<tr>
<td>14%</td>
<td>Helping the poor with the medical aid</td>
</tr>
<tr>
<td>18%</td>
<td>Lowering the cost of health care for future generations</td>
</tr>
<tr>
<td>27%</td>
<td>Increasing access to health care for all South Africans</td>
</tr>
<tr>
<td>27%</td>
<td>Helping PLWHA get access to ARVs</td>
</tr>
<tr>
<td>12%</td>
<td>TB, Malaria, HIV/AIDS</td>
</tr>
<tr>
<td>15%</td>
<td>Artemisinin</td>
</tr>
<tr>
<td>15%</td>
<td>Provision of ARVs</td>
</tr>
<tr>
<td>10%</td>
<td>Chronic conditions</td>
</tr>
<tr>
<td>7%</td>
<td>RX coverage for seniors</td>
</tr>
</tbody>
</table>

What do you think is the most important government to deal with? Which of the following do you think is the most important problem in health or health care for the population?

Open-ended or closed-ended?

Step 3: Questionnaire design
Do you favour or oppose the government offering provinces money or "vouchers" to send their patients to private hospitals? If you have an opinion, you heard enough about that. Do you favour or oppose the government offering provinces money or "vouchers"?
<table>
<thead>
<tr>
<th>Issue</th>
<th>Percent Saying “Very Important”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introducing a National Health Insurance</td>
<td>53%</td>
</tr>
<tr>
<td>Improving the state of public hospitals</td>
<td>64%</td>
</tr>
<tr>
<td>Africans covered by medical aid</td>
<td>74%</td>
</tr>
<tr>
<td>Increasing the number of South Africa workers</td>
<td>81%</td>
</tr>
<tr>
<td>Increasing the salaries of health care workers</td>
<td>81%</td>
</tr>
<tr>
<td>Helping PLWHA to get ART</td>
<td>27%</td>
</tr>
<tr>
<td>Percent saying “Most Important” is most important</td>
<td>19%</td>
</tr>
<tr>
<td>Percent saying “somewhat important, not too important, or not important at all”</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Kaiser Family Foundation Health Poll Report

Now, I’m going to read you some different health care issues. As I read each one, please tell me how important you think it is for the President and Congress to deal with this issue: very important, somewhat important, not too important, or not important at all. Please read each issue only once.

Using scales – getting to "the most"
To what age do you think girls should wait before having sexual intercourse?
To what age do you think boys should wait before having sexual intercourse?

Questions that could bias one another:

Decide when it would be best to "split" the sample to ask two different questions. What do you think are the two most important health care issues for the government to address?

Candidate's position on HIV/AIDS: In making your choice, in considering whether or not to vote for a political candidate, how important is the candidate's position on HIV/AIDS?

Future questions:

Pay attention to how one question might influence answers to other questions.

Taking the nation's general priorities into account, first (e.g., most important problem)

How questions can affect one another

Step 3: Questionnaire design
Focus groups

Cognitive testing

Pre-testing

Testing the Questionnaire

Step 3: Questionnaire design
## Section B: Establishment-based sex workers

<table>
<thead>
<tr>
<th>Code</th>
<th>Coding Category</th>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hotel</td>
<td>What is the type of establishment where you operate?</td>
</tr>
<tr>
<td>2</td>
<td>Bar</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Restaurant</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Brother</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Flat/Apartment</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Other (Specialy)</td>
<td></td>
</tr>
</tbody>
</table>
Pilot-test the questionnaire with two of your colleagues and make corrections as suggested.

- Female = 2
- Male = 1

Indicate codes for each question e.g., Agree/Disagree/Unsure etc.

- Indicate coding categories e.g., Yes/No, True/False, etc.
- Use several (sub)headings for each section e.g.

Develop a questionnaire for this study.

- Identify a study which you plan to conduct in the next 3 months.

**Exercise**