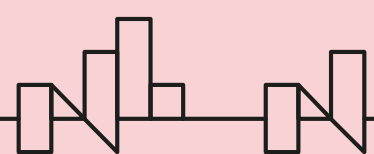


# Surveys for baselines and achievements

# What is a survey?

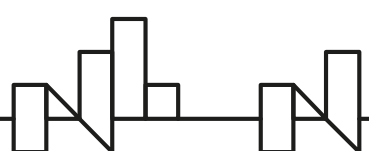


A survey is a **method of gathering information** from people or entities, with the intention of understanding their opinions, experiences, attitudes, beliefs, values, awareness.



# Who conducts a survey?

- ✓ In most cases, **Project promoters (PPs)**
- ✓ If same survey in multiple projects, **Programme/Fund Operator** might need to design the survey and coordinate
- ✓ **National Focal Point** for “Awareness of EEA and Norway Grants”
- ✓ **FMO** for bilateral outcome indicators

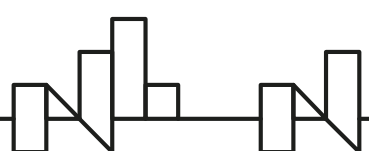


# How often to conduct a survey

In most cases:

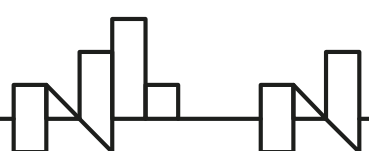
1. At the beginning of the intervention (baseline)
2. At the end of the intervention

*\* Reminder: Annex I of the Programme Agreement (baseline + frequency of reporting) will give you an idea of when a survey is to be conducted*



# How often to conduct a survey

Expected programme results	Indicator	Unit of measurement	Source of verification	Frequency of reporting	Baseline value	Baseline year	Target value
Enhanced police competence in preventing and combating crime, providing security and safeguarding human rights	Police officers' level of knowledge of preventing and combating crime, providing public security, and safeguarding human rights	Scale 1-10	Test results	Annually (APR)	TBD <sup>1</sup>	2019	≥6.5 <sup>2</sup>
	Share of target group with positive perception of police behaviour	Percentage	Survey results	2021, then annually	TBD <sup>3</sup>	2019	(+30%)
Police training centre operational	Capacity usage of the new training centre during the first year of operation <sup>4</sup>	Percentage	Project Promoter's record (records from the reservation system)	Semi-annually	0.0%	N/A	66.0%



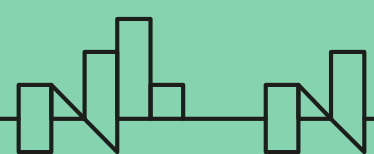


# What is the survey objective?

Know what information you are trying to obtain with your survey:

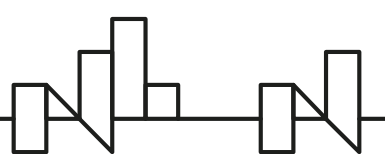
- What **indicators** are you seeking to track with your survey?
- What **questions** are you trying to answer?

Many questions are poor because their objective is not specific enough



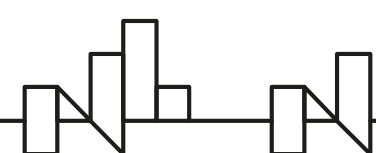
# Indicators that require a survey

- Are there any indicators that require survey in your programme?
- How many?



## Selected indicators that require a survey

- Share of target group showing concern for human rights
- Share of donor partnerships with the Atlantic Observatory which continue after the end of the project
- Number of people with improved ocean literacy skills
- Share of targeted women and girls exhibiting improved understanding of the importance of participation
- Share of professionals in the national support network satisfied with the shared information system

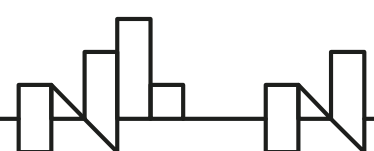




# Indicators with FMO questionnaires

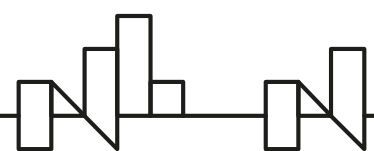
## Bilateral

- Level of satisfaction with the partnership
- Level of trust between cooperating entities in Latvia and Donor States
- Share of cooperating organizations applying the knowledge acquired through bilateral partnership





**KEEP  
CALM  
AND  
SURVEY  
ON**



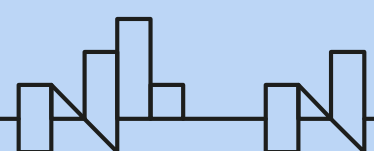
# Target population

**Individuals or entities whose opinions, attitudes, beliefs, values or behaviours you are interested in measuring.**

The individuals or entities targeted by the project/programme.

Some examples:

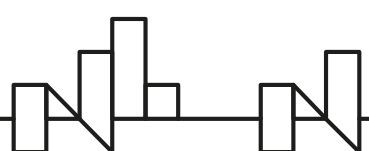
- students in schools implementing gender-equality projects;
- people targeted by an awareness raising campaign;
- training attendees (municipal staff, police officers, etc)
- supported SMEs



# Target population

Who is the **target population** in the following examples?

- Share of target group favourable to human rights
- Share of elderly beneficiaries of tele-care services satisfied with the services provided
- Share of supported SMEs experiencing net annual growth



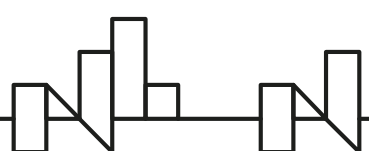


## How to sample the respondents?

If target group is too large to survey all members, the survey is administered to a **sample** of the respondents.

Sample size: Usually **95%** confidence level and **3%** margin of error are sufficient for statistically significant results.

<https://www.checkmarket.com/sample-size-calculator/>



# Survey questions – importance of wording

Two priests, a Dominican and a Jesuit, are discussing whether it is a sin to smoke and pray at the same time.

After failing to reach a conclusion, each goes off to consult his respective superior.

The next week they meet again. The Dominican says “Well, what did your superior say?”

The Jesuit responds, “He said it was all right.”

“That’s funny,” the Dominican replies, “my superior said it was a sin.”

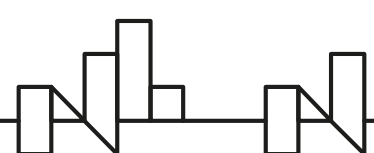
Jesuit: “What did you ask him?”

Reply: “I asked him if it was all right to smoke while praying.”

“Oh,” says the Jesuit, “I asked my superior if it was all right to pray while smoking.”

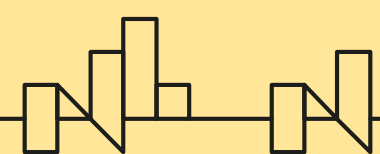


Sudman, S., and Bradburn, N. M., (1983), Asking Questions - A Practical Guide to Questionnaire Design, San Francisco: Jossey-Bass, page 1.



# Survey questions – clarity and brevity

- ✓ Questions should be **short and clear** – not always easy to combine
- ✓ **Avoid ambiguity** in meaning – be as specific as possible in the questions
- ✓ **Avoid providing definitions** – rather, rewrite the question
- ✓ **Break complex topics into separate questions**

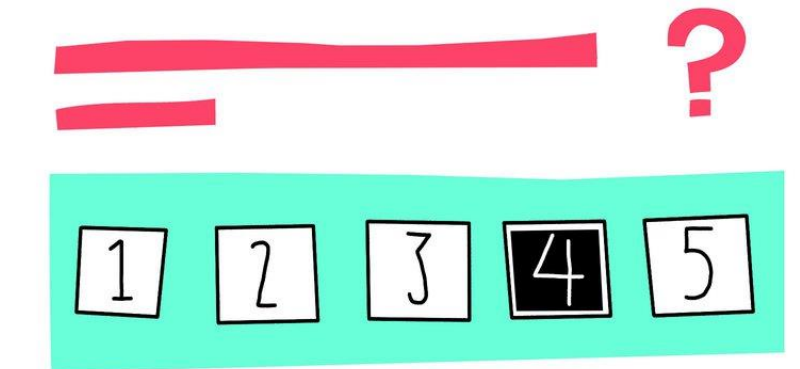
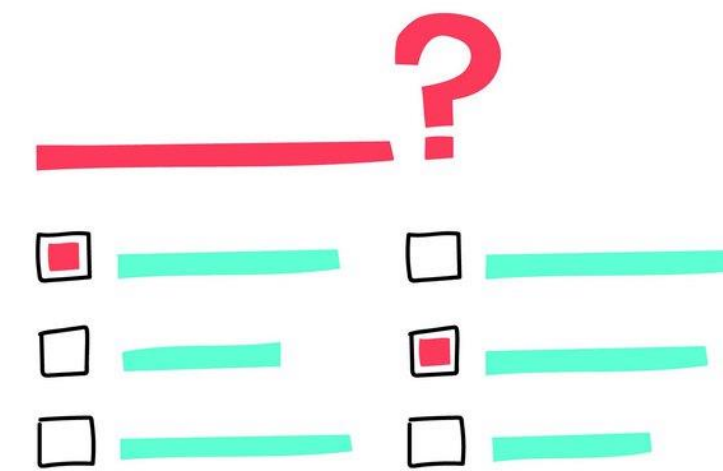
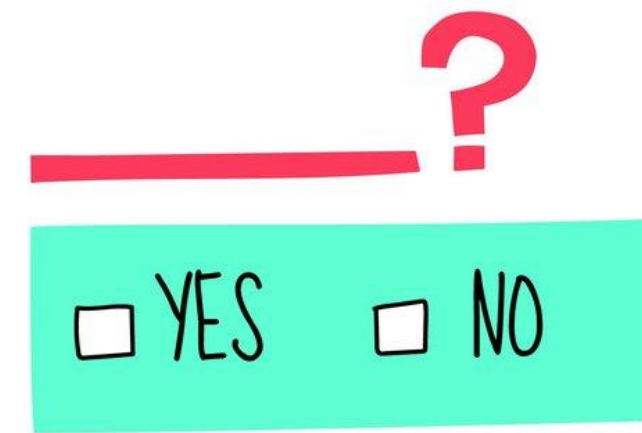




# Survey questions – types of questions

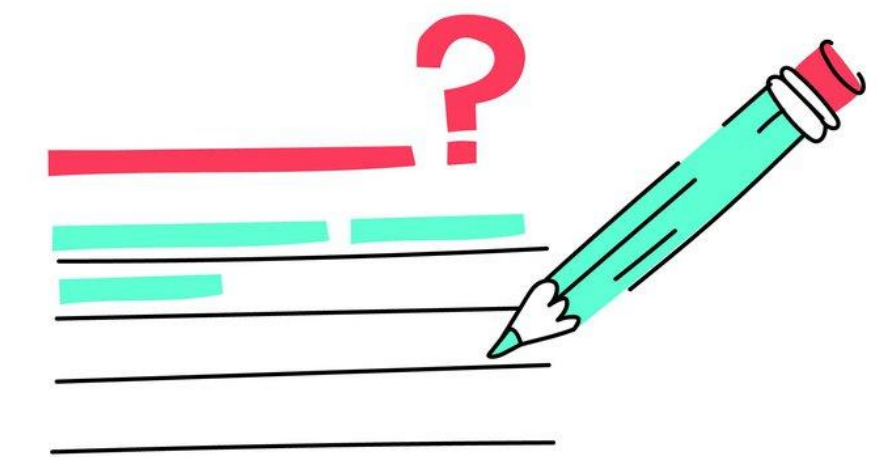
- **Closed-ended**

- Binary (Yes/No)
- Multiple choice
- Scale
- Ranking
- Etc.



- **Open-ended** (no answer options provided – text box provided)

- **Not 'suitable'** for collecting data on most indicators





## 4. Developing survey questions

### 1. Please indicate all the things you measure

- Pulse rate
- Metabolism
- Blood pressure
- Temperature
- Galvanic skin response
- Breathing
- Perspiration
- Pupil dilation
- Adrenaline
- Other

Please rank the following factors in order of importance to you in your work, where 1 is most important and 5 is least important:

	1	2	3	4	5
Pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Benefits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Career opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Supportive colleagues	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>I believe this product was a good value</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

# Survey questions – general guidelines

**Do NOT ask more than one question at a time**

E.g. Do you consider the court staff efficient and polite?

a. Yes

b. No

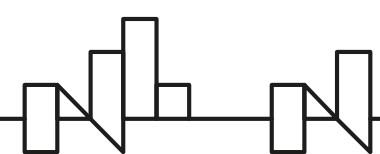
**Avoid question and answer category mismatch**

E.g. Are you familiar with waste separation rules in your municipality?

a. A little

b. Moderately

c. A lot

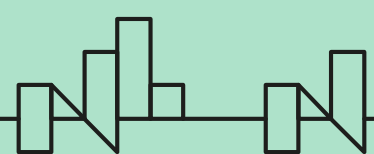


# Survey questions – general guidelines

In scales: provide a descriptor for each point on the scale

In scales, careful with middle category – it rarely has a real meaning

Use “do not know” ONLY if it’s possible the respondent has no opinion

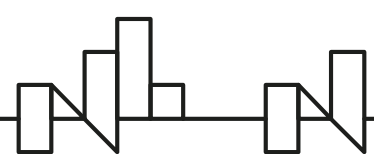


# Survey length – how many questions?

The more questions you ask, the less time your respondents spend, on average, answering each question.

**When your respondents begin “speeding” through a survey—the quality and reliability of your data can suffer.**

Question Count	Average Seconds Spent Per Question*	Total Survey Completion Times
1	75	1 min 15 sec
2	40	2 min
3-10	30	2 - 5 min
11-15	25	5 - 7 min
16-25	21	7 - 9 min
26-30	19	9 - 10 min





# Survey questions – let's practice

In small groups, critique the following questions:

Actual Questionnaire from UK Housing Association which has been shortened

## Community Development Survey

1. Please tell us the ages of residents living in your household.

NUMBER

Adults aged 60 plus

Adults 26 to 59 years

Adults 16-25 years

Young people aged 11-25 years

Children aged 5-10 years

Children under 5

2. How happy are you with the area you live in?

Very satisfied

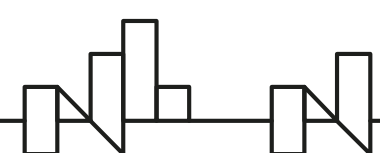
Fairly satisfied

Neither satisfied nor dissatisfied

Fairly unsatisfied

Very unsatisfied

Don't know



# Modes of survey administration

- Interview



- Telephone



- Online



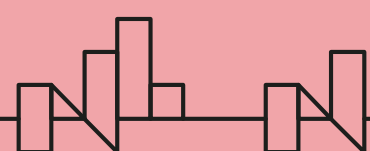
- Paper and pencil



# From indicator to results

For a survey-based indicator in your programme, define:

- Target population
- Question(s) (might be only 1)
- Demographics (age, gender, etc.)
  
- Mode of administration
- Calculate sample size

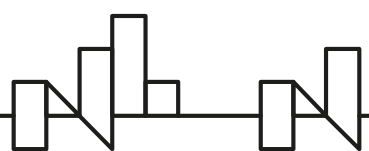


# Reporting survey results to FMO

		2020					2021				
Indicator	Unit of measurement	Projects report to PO/FO				PO/FO reports to FMO	Projects report to PO/FO				PO/FO reports to FMO
		P001	P002	P003	P004	Total	P001	P002	P003	P004	Total
Share of target group favourable to gender equality	Numerator	789	360			1149	789	360		413	1562
	Denominator	1100	560			1660	1100	560		570	2230
	Percentage	71.73	64.29			69.22	71.73	64.29		72.46	70.04

**Numerator:** Number of respondents favourable to gender equality

**Denominator:** Total number of respondents





# Summary

- 1) Define the purpose of the survey
- 2) Formulate survey questions and answer categories - be clear, concise, unambiguous
- 3) Define target population (and determine the sample size)
- 4) Determine the mode of administering the survey
- 5) Administer the survey and collect data
- 6) Analyse responses
- 7) Aggregate
- 8) Report to FMO

