Best Practices of Data Collection

The QB is a part of a larger process of doing data collection. The following flow chart shows the key aspects of data collection and analysis using the QB. Also consult the Best Practices Material on the QB CD.
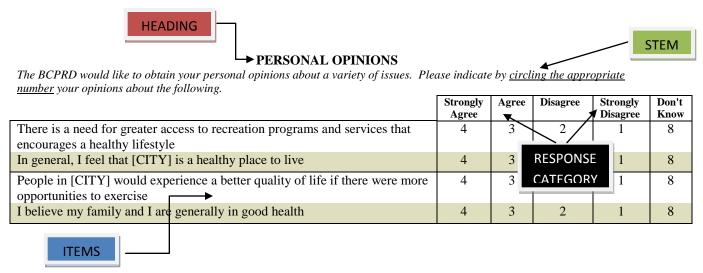
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  ┌──────────────┐      ┌──────────────────────┐      ┌──────────────┐
  │     MLL      │─────▶│ Questionnaire Design │◀─────│ Focus Group  │
  │ QuestionBank │      └──────────────────────┘      │   Meetings   │
  └──────────────┘              │                     └──────────────┘
                                │
                                ▼
                         ┌──────────────┐
                         │   Sampling   │
                         └──────────────┘
                                │
                                ▼
                         ┌──────────────┐            ┌──────────────┐
                         │  Mail Data   │            │  Web-based   │
                         │  Collection  │            │     Data     │
                         └──────────────┘            │  Collection  │
                                │                    └──────────────┘
                                ▼                           │
                         ┌──────────────┐                   ▼
                         │     Data     │            ┌──────────────┐
                         │  Represents  │            │   Data As    │
                         │  Population  │            │   Snapshot   │
                         └──────────────┘            └──────────────┘
                                  \                  /
                                   ▼                ▼
                                ┌──────────────┐
                                │     Data     │
                                │   Analysis   │
                                └──────────────┘
                                       │
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                                ┌──────────────┐
                                │  Report and  │
                                │   Decision   │
                                │    Making    │
                                └──────────────┘
```

Understanding Questions

(When you close this document you will go to the QB Main Menu)

It is important to understand the following terms related to a questionnaire.

A questionnaire is composed of different question sections, where each section is made up of a heading, a stem, a list of items, and specific response categories. These are illustrated below:

HEADING

STEM

PERSONAL OPINIONS

The BCPRD would like to obtain your personal opinions about a variety of issues. Please indicate by circling the appropriate number *your opinions about the following.*

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
There is a need for greater access to recreation programs and services that encourages a healthy lifestyle	4	3	2	1	8
In general, I feel that [CITY] is a healthy place to live	4	3		1	8
People in [CITY] would experience a better quality of life if there were more opportunities to exercise	4	3		1	8
I believe my family and I are generally in good health	4	3	2	1	8

RESPONSE CATEGORY

ITEMS

"Heading" refers to the general heading for the block of questions

"Stem" refers to the directions given to the respondent

"Response category" refers to the different possible responses the respondent can give

"Item" refers to the specific statement to which the respondent is responding

Needs Questions

(When you close this document you will go to the Needs QB)

This section of the QB contains a total of 360 items. They are arranged in alphabetical order. Users can search for specific items using the standard search function described earlier,

The stem for the needs questions is recommended to be:

*"Please indicate by how important you **feel** the following facilities and programs are for the children, teens, adults and seniors in your family. For each item, please also indicate how you think it should be paid for."*

The response category for this stem is recommended to be:

Not Important	Important	Pay by Tax	Pay by Fess

Each respondent must indicate level of importance and method of payment for each item.

A standard format for this question for paper and pencil questionnaires is shown below:

	Not Important	Important	Pay by Tax	Pay by Fess		Not Important	Important	Pay by Tax	Pay by Fess
Baseball Fields	1	2	1	2	Lacrosse Fields	1	2	1	2
Basketball Courts	1	2	1	2	Rollerblading	1	2	1	2
Bike Lanes	1	2	1	2	Running	1	2	1	2
Bike Trails	1	2	1	2	Off-road Biking	1	2	1	2
BMX Biking	1	2	1	2	Public Beach	1	2	1	2
Boating	1	2	1	2	Neighborhood Parks	1	2	1	2
Other _____	1	2	1	2	Other _____	1	2	1	2