

PROJECT CONTEXT

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 of a 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 on paper then transfer responses to an online survey software.

Target sample size will be 300 completes at 5 beaches.

Analysis will be for all beaches then comparison by beach. Particular interest is to understand the profile of the beach users and their motivations. Finally, there is an interest to determine the overall awareness of the Blue Flag program and if the program has resonance with beach users.

Questionnaire Design Critique

CAIP Exam Prep Seminar

Beach User 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.

General Comments:

1. Questionnaire needs flow and should be reorganized for flow under the following sections:

-Their Beach Visit

-The Beach Experience

-Blue Flag Program

-Profile

2. Will the questionnaire meet all the intended objectives? One Blue Flag program question would not be sufficient. Here are a series of questions to fulfil the objective.

ABOUT BLUE FLAG BEACHES

1. How aware are you that this beach is a Blue Flag beach?

Not Aware

Somewhat Aware

Very Aware

Blue Flag is an internationally recognized eco-label, awarded to beaches that are clean, safe, sustainably managed and have great water quality. Beaches have to meet 33 strict criteria and are awarded on an annual basis by an independent jury. (OPPORTUNITY FOR ED STAFF TO TALK ABOUT BF PROGRAM)

2. Have you visited other Blue Flag beaches in Canada or in other countries?

No

Yes

Unsure

3. Did you check about the water quality at this beach before visiting?

No, did not check

Checked on the municipal web site

Checked on Public Health web site

Checked on Blueflag.ca

Checked on the information board/signage at the beach

4. Now that you know a little bit about the Blue Flag program, how important will the Blue Flag be in your selection of a beach in the future?

Not important at all

Somewhat unimportant

Somewhat important

Very Important

5. Municipalities must apply annually for the Blue Flag. How important is it that the municipality maintains its Blue Flag designation?

Not important at all

Somewhat unimportant

Somewhat important

Very Important

3. Move questions related to profile to the end of questionnaire: Q1, 2, 7, 8 & 9.

1. Into which of the following age categories do you fall?

- < 25
- 25-44
- 44-64
- 65+

Not mutually exclusive and not sensitive enough scale particularly for younger audience.

2. What is the highest level of education you have attained?

- Elementary school
- Secondary school
- Trade school
- Technical school certification
- University/college graduate

Too sensitive for post-secondary categories

3. How many people are with your group today?

Should use closed-ended ordinal scale

4. How many children under the age of 18 are with you today?

Should use closed-ended ordinal scale

5. Are you a:

- Permanent resident _____
- Seasonal resident
- Reside outside of community

Not clear the definition of seasonal resident, which community?

6. How far away is your permanent residence from this beach?

_____ Km

What is reason for the question? It would be best to provide distance categories such as <40 km, 40-100 km and >100 km to identify tourists vs local users

7. What is your postal code

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8. Where is your permanent residence?

- Canada
- Other country

9. What is your gender?

- Female
- Male

Not collectively exhaustive for current society

10. How many nights are you staying in this area? (ONLY FOR SEASONAL & VISITORS)

- Only staying for the day
- One night
- 2-3 nights
- 3-7 nights
- 7-14 nights
- 14+ nights

Not mutually exclusive and too many categories

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

Not collectively exhaustive...Friends and family, what kind of parks?

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?

Too vague, poor validity, need to determine reason for question then modify

14. How did you get to the beach today?

- Walking
- Car
- Bicycle
- Public transport
- Other (please state)

Collectively exhaustive..what about boat access

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)

16. We would like your feedback about the quality of the facilities at this beach. For the following facilities please rate the importance that these aspects or facilities at this beach are to your beach experience where 1 is very unimportant and 5 is very important.

*Poor validity-measure should be satisfaction and each attribute needs a quality eg. parking availability
 Not collectively exhaustive...need Not applicable
 Is the list of attributes complete and double barreled for garbage and recycling, water quality & cleanliness*

Cleanliness of washrooms/change rooms	1	2	3	4	5
Environmental education information	1	2	3	4	5
Vehicle parking	1	2	3	4	5
Bicycle stand & lock up	1	2	3	4	5
Food concession stands	1	2	3	4	5
Children’s play equipment	1	2	3	4	5
Picnic area/tables	1	2	3	4	5
Designated swimming area	1	2	3	4	5
Garbage & recycling containers	1	2	3	4	5
Beach & facility accessibility access (e.g. wheelchair)	1	2	3	4	5
Water quality & Cleanliness of beach	1	2	3	4	5

17. Were you aware that this beach is a Blue Flag beach?

- YES
- NO

Need more sensitivity & needs more thought about measures about the Blue Flag program

18. How would you rate your overall experience at this beach today, on a scale of 1 to 5 where 1 is Excellent and 5 is Poor?

- 1 EXCELLENT
- 2
- 3
- 4
- 5 POOR

Not sensitive enough of a scale, inconsistent anchoring of end positions

19. How likely are you to return to this beach this season? (DECIDE ON SCALE DIRECTION)

- Very unlikely
- Somewhat unlikely
- Very likely

20. How likely are you to return to this beach next year?

- Very likely
- Somewhat likely
- Very unlikely

Need scale direction consistency and balanced scale

21. How much did you spend during this visit including your travel, food & beverage, shopping.....

\$ _____

This question provides no rationale for the respondent and does not fit any of the research objectives.

Please provide your name and email for the newsletter.

Name: _____

Email: _____

Need to ask permission and let them understand your privacy guidelines

ACCEPT THE COMPLETED DRAW CARD, GIVE THEM A BIG SMILE AND THANK THEM FOR SHARING THEIR IDEAS!