

Sampling strategy and administration of an on-site survey at Macha's lake: a case study on water quality

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Discussion Workshop

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Research objectives

Willingness to pay for an improvement of water quality of an eutrophicated water body

Target population

- Local households
- Selected area – 2 villages of total 4585 inhabitants
- Polluters and users
- Target sample size of 250-300





Pre-tests

- Adopted and modified questionnaire
 - 12 personal interviews by 2 interviewers
 - Field notes
 - shortening the questionnaire
 - modification of the **scenario**
 - modification of the cards



Pilot survey – sampling

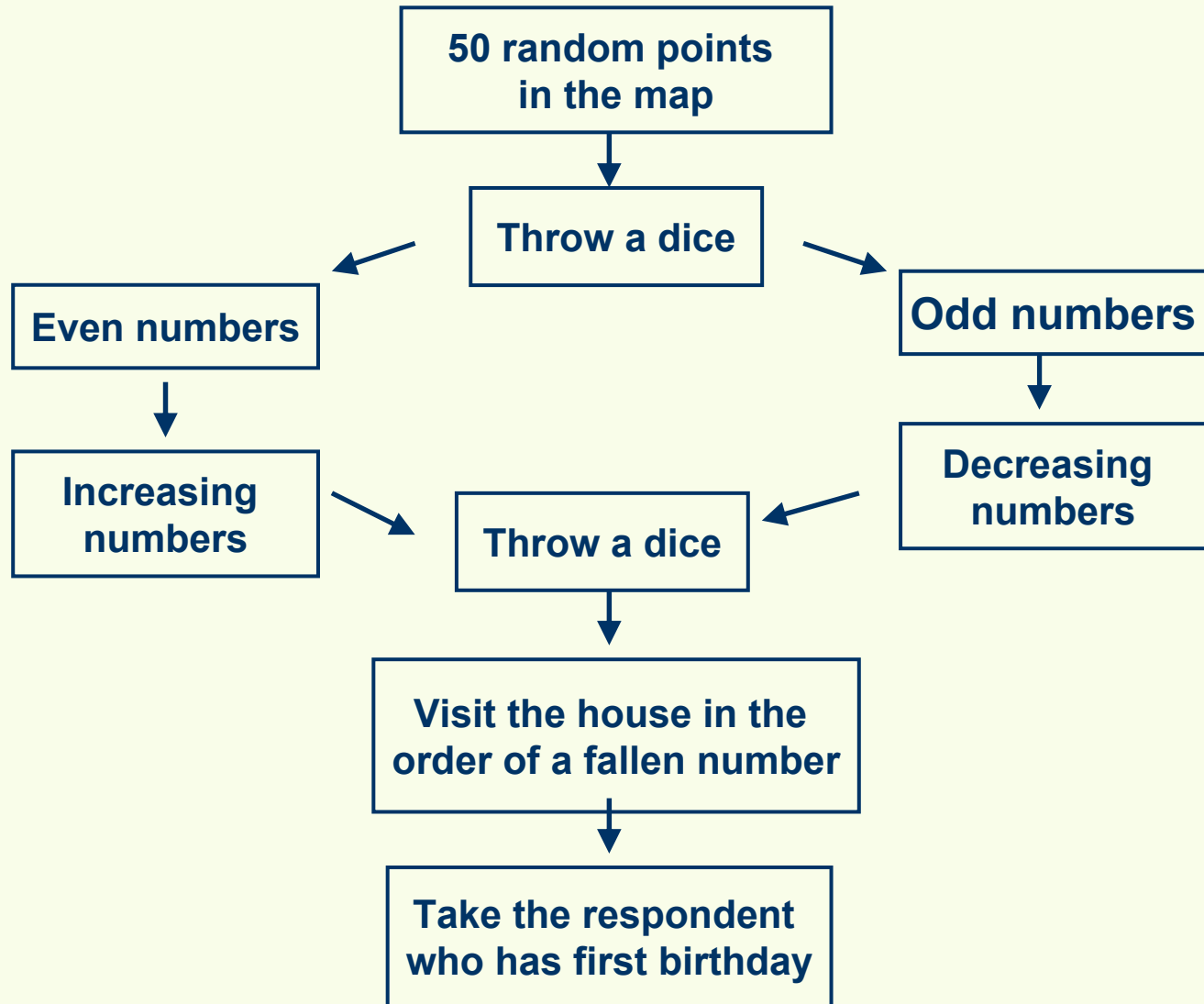
- 4 interviewers
- Data collection in 3 days
- Average 4 interviews per day / interviewer
- Total population of 4585 inhabitants
- 2 villages
 - Doksy – 4 041
 - Staré Splavy – 544

Sampling strategy

- Random walk
- No remuneration
- Separate questionnaire for refusals and non-contacts



Sampling strategy – Random walk



Pilot survey - difficulties

- Selected sample quickly exhausted
 - Short streets
- Difficulties with access into the block houses
- General unwillingness to let interviewers into the houses
- Last item of the sampling strategy had to be omitted
- Necessary to limit the day time for collecting
 - Weekends: 10am – 11,30am/ 1,30pm – 7pm
 - Working days: 4pm – 7pm
- Participation rate
 - high number of refusals (69 % of questioned) and non-contacts



Consequences for the data collection (1)

- Change of the sampling strategy
 - Random sampling
 - List of household from the CSO
- Expanding the area
 - 9 other villages at the catchments' area
 - Increase in target population by 1389
 - Radius of about 12km
- Informative letters to the municipal authorities
- Leaflets on the municipal call sheets
- Restriction of the data collection on weekends



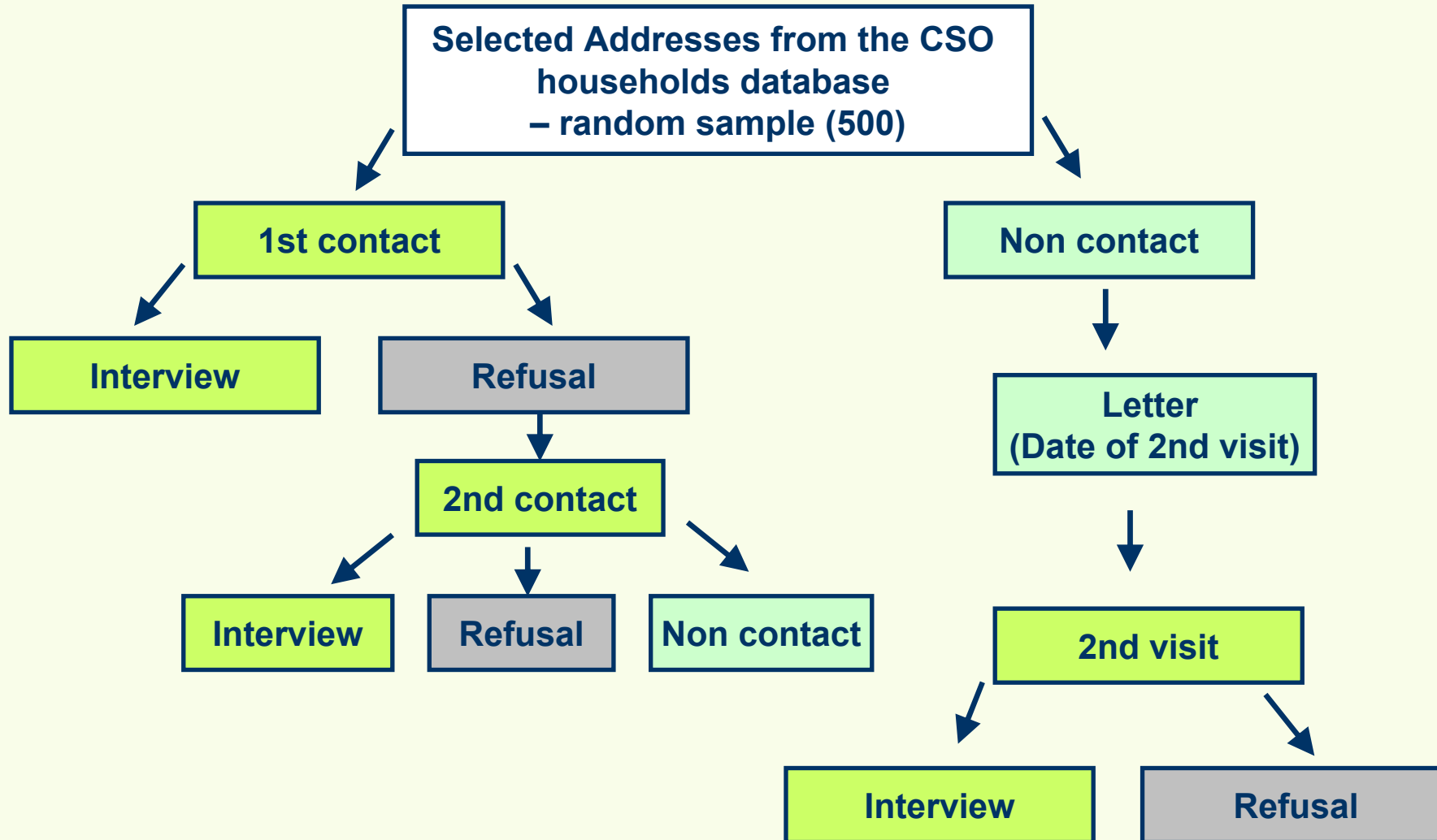


Consequences for the data collection (2)

- Cards with the Charles University logo
- Leaflet about the research aims
- **Reward CZK 50** for the respondents
- Increase of the interviewers number
- Letters for those not being at home
 - Extra visit
- If refusing because of lack of time
 - Trying to arrange a new date



Data collection – Recording form



Data collection

- 7 interviewers
- Data collection in 2 weekends
- Average 6,5 interviews per day and interviewer
 - Increase compared to 4 in the pilot survey

Difficulties

- Problems in the small villages
 - House numeration - unordered
 - Access into the houses

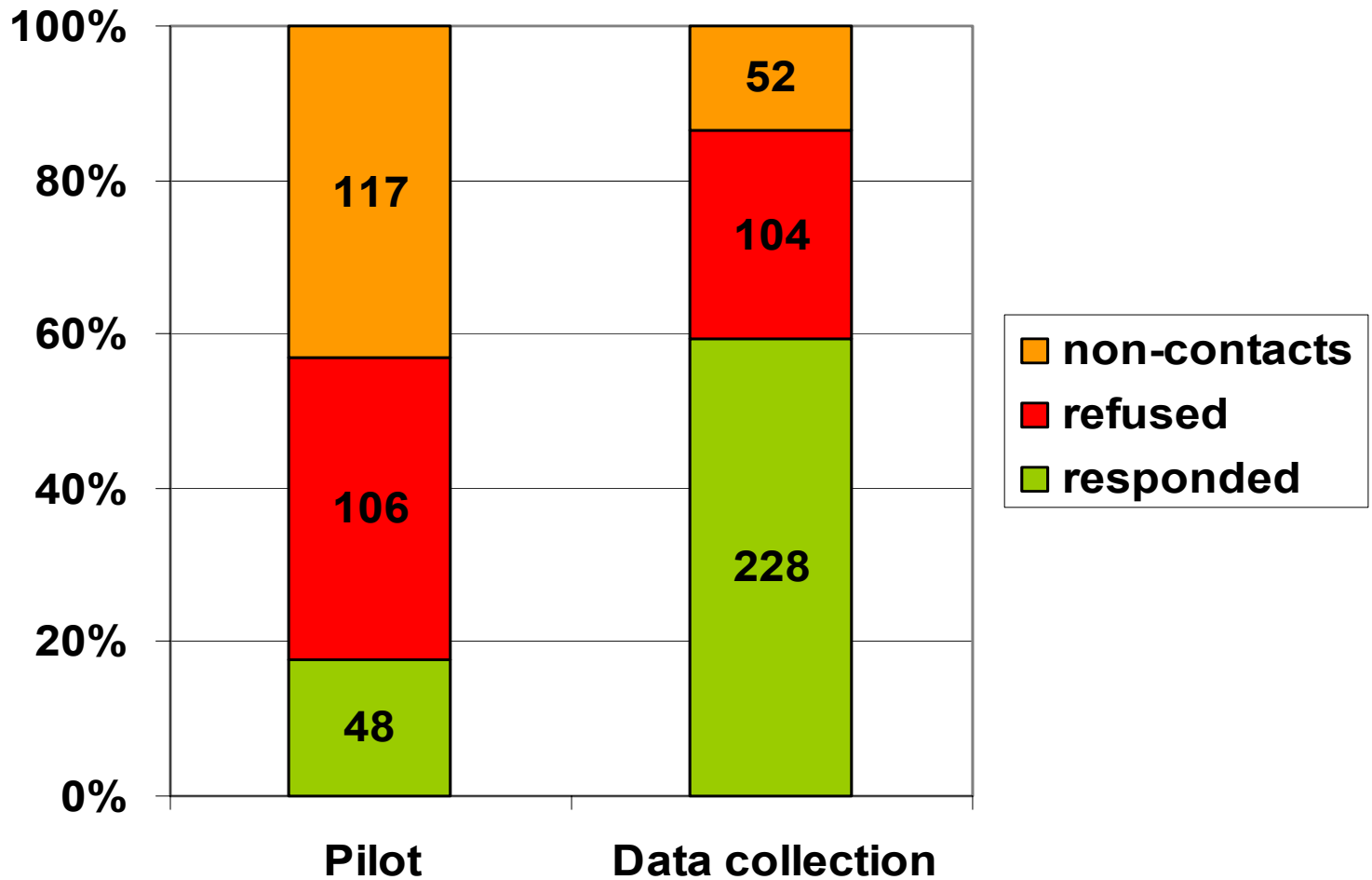


Data collection - Refusals

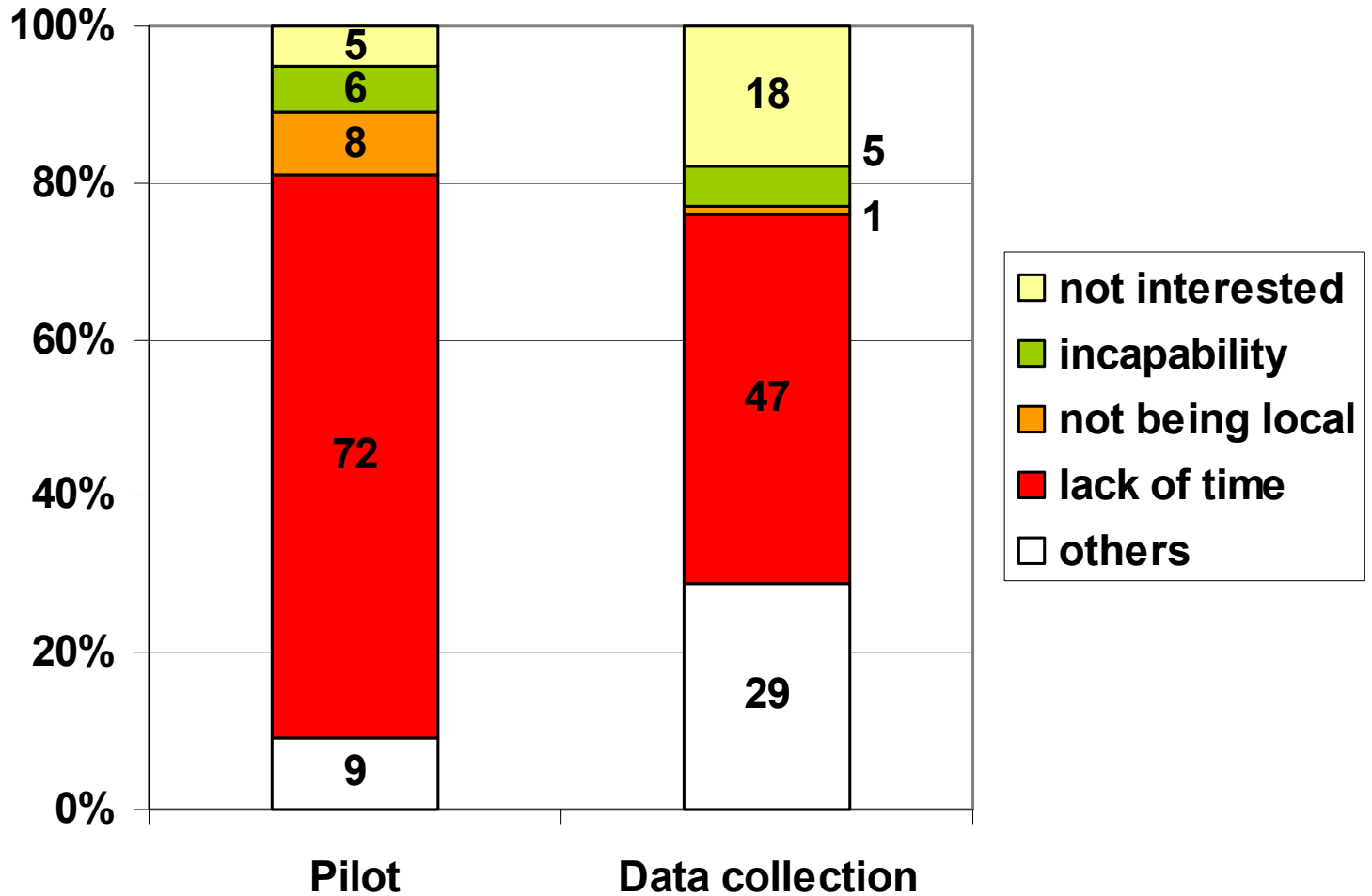
	Pilot survey	Data collection
Age group 46 – 60	46%	34,5%
Female	65%	59,6%
Economic status – middle	67%	55,7%



Response / refusal rate



Refusal motives



Recommendations

- Households identification
- Inquiry dissemination before the survey
 - Local authority, notice board
- Remuneration
- Increase in credibility of the research team



Thank you for your attention

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