Baseline Data Collection: Quantitative Data

Steps for designing a quantitative study

1. Identify your target population
2. Choose a survey data collection method
3. Determine your sample size
4. Develop a method for sampling respondents
5. Design your data collection tool
6. Train your data collectors
7. Clean and analyze your data

Training survey data collectors

Survey data collectors should be trained to
- Appropriately and politely introduce themselves and the project;
- Identify individuals who are eligible for an interview
- Locate a safe and private space to conduct interviews;
- Understand basic technical concepts covered in the tool;
- Ask questions exactly as written in the tool;
- Protect the confidentiality of respondents;
- Operate the data collection equipment and keep it safe and in good working order;
- Understand protocols for personal and community safety.

Tips for developing survey tools

1. Include demographic questions at the beginning of your survey, which may include: 1) age, 2) gender, 3) ethnicity, 4) religion, 5) highest grade completed, 6) literacy, 7) functional difficulties;
2. If you are using standardized tools, do not change the order, wording or number of questions that are used to measure an indicator;
3. Think about the logic of your survey;
4. Where appropriate, include "other" response options;
5. Ensure that your questions ask only one question at a time;
6. Avoid asking too many questions.

Tips for including "other" as a response option

It is a good idea to include an "other" response option to your survey question as it will allow your respondent to respond using an answer that you may not have thought to include on your survey. Here are some considerations for using "other" response options:

1. Think about where it is appropriate to include "other" response options; Including "other" for every question can result in a lot of time-consuming data cleaning work;
2. Seek local input when you are developing question response options; this will reduce the need for "other" response options;
3. Train your data collectors to use "other" only when they are certain that no other response option is appropriate;
4. Always include a space for the data collector to specify what the "other" response is.

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