

Designing your questionnaire

How will you use the Information?

Before you start writing your questionnaire you need to have a good idea of what you need the information for and how you will use the answers. It is important that the information you gather can be effectively analysed so that the results can be used to inform the decisions made for your organisation. The questionnaire can also be used to promote your organisation within the community and to engage current and future customers with your future plans.

Introducing yourselves and your project

With this in mind you should start your questionnaire with a brief introduction explaining what your organisation does and the purpose of the consultation. You can take this opportunity to explain why their views and opinions are important to enable you to meet the needs of local families. You should ensure that you ask for contact details (including email address) and ask whether respondents would like to be kept up to date on the progress of your plans/project

What will your questionnaire look like?

It is advisable to limit the number of questions to 6 or 7 in order to keep the interest of the respondents. You can always have a targeted follow up questionnaire at a later date if you need more detail. You will need to make a decision on the style of your questionnaire. You can choose either yes/no answers or opinion based questions where respondents are invited to express to what degree they agree/disagree with a statement. These provide easily analysed quantitative answers. You can also ask qualitative questions where respondents are invited to sequence their answers in order of value. Make sure that your questions do not give unrealistic expectations. For example by asking if parents would like weekend or overnight care you will give the impression that this is an option.

The style you adopt may be affected by the way in which you decide to deliver your questionnaire. To some extent this decision will also be affected by who you are trying to reach. If it is only existing customers then your options will be different from if you are trying to access the opinions of the wider community or families who have NOT chosen your service.

Options include

- Survey monkey
- Website/email
- Hard copies direct to parents or in book bags
- Door drop
- In person with clipboard

You will also need to consider how the completed forms are returned to you. It is advisable to ask for a deadline for return and to make the process as easy as possible for the respondents. It can be

very difficult to get a good level of response so you might consider an incentive such as a competition or the opportunity to win a taster session.
You should also explain how the answers will be used and that they will not be shared.

Testing your questionnaire

Ask friends, family and colleagues to fill in the questionnaire and ask for feedback to check that the questions are easy to understand. Then analyse the results to ensure that you have captured the information that you need. If necessary adjust before distribution.

Summary and Analysis

Once you have collected all your responses you need to analyse the results in a meaningful and accessible way. You need to have an understanding of how many responses you need in order to have a meaningful result. Not all respondents who express an interest will subsequently choose to use your service so any results should be viewed conservatively.
You need to include information on how many questionnaires were distributed and how many returned. You then need to list the summary for each question for example - 30 respondents would be interested in a breakfast club. This reflects 40% of respondents.
Keep contact details on database so that you can update recipients with possible follow up and promote future events.

Sample Questions

Below is a list of possible questions. The list is not comprehensive and you should select the most relevant to your plan or write your own. It is NOT intended that you include all these questions or that you only include these questions. We have included a number of different styles to demonstrate some alternatives but would suggest that you chose one style for your document.

1. How many children are in your household and what are their ages?

Please note; it is advisable to include this question in ALL questionnaires as it will always be relevant.

2. Do you currently use childcare and if so please underline all the types of childcare that you use.

Day Nursery	Pre School	Family/Friends	Childminder
After School Club	Breakfast Club	Nanny/Au pair	Holiday Play Scheme

All 3 & 4 year olds are currently entitled to 15 hours funded early education per week for 38 weeks per year or 11.4 hours per week if stretched over 50 weeks per year. This is known as the universal entitlement. From September 2017, working parents of 3 & 4 year olds may be eligible for an additional 15 hours per week if they earn a minimum of £117 per week up to a maximum of £100,000 per year. In a couple both parents must be working. This is known as the extended entitlement or 30 hours.

3. Do you think you will be entitled to the extended 15 hour entitlement Yes/ No

4. If Yes will you be looking for:-

- a) Existing 15 hours per week term time only Yes/ No
- b) Additional 5 hours per week term time only Yes / No
- c) Additional 10 hours per week term time only Yes/ No
- d) Additional 15 hours per week term time only Yes/ No
- e) Additional hours stretched over more than 38 weeks Yes/ No

e) Additional hours but shared with another provider, such as after school club, holiday play scheme or child minder? Yes/ No

f) None of the above ; please give detail

5. Would you prefer to take your funded early education term time only (38 weeks) or stretched over more weeks per year?

Term time only

Year round

(*Note: 30 hours spread over 50 weeks per year would work out at about 22.8 hours / week, whilst 15 hours spread across 50 weeks per year is 11.4 hrs/week)

6. Please indicate which days of the week your child/ren would attend.

Monday	Tuesday	Wednesday	Thursday	Friday
--------	---------	-----------	----------	--------

7. Please indicate what you would be prepared to pay for this service.

Price 1	Price 2	Price 3
---------	---------	---------

8. Please indicate which of the following session times you would prefer.

Option 1	Option 2	Option 3
----------	----------	----------

9. Please rank the following in order of what you value when choosing a childcare setting

Staff qualifications

Access to outdoors

Value for money

Convenience

Ofsted rating

Staff ratios

Family atmosphere

Close to home

Curriculum

10. Would you be prepared to pay for (additional hours/lunch club/early drop off/late pick up)? Yes /No If Yes how much would you be prepared to pay per hour/session?

11. If you answered Yes to previous question how many additional hours/ sessions would you need?

12. Would you expect to need the service immediately/next term/next year?

13. If you currently use childcare what would motivate you to change to our service? Please tick all that apply.

Better value for money
More flexibility

More convenient sessions
Qualified staff

Better value for money
Staff ratios

**14. Please explain to what extent you agree with the following statement.
I would prefer to access my universal entitlement over 3 days.**

Strongly agree	Agree somewhat	Neither agree or disagree	Disagree somewhat	Strongly disagree

15. Which sessions would best meet your needs for 15 hours per week?

- 5 x mornings
- 5 x afternoons
- 2.5 days (All day Monday and Tuesday and Wednesday morning)
- 2.5 days (Wednesday afternoon, all day Thursday and Friday)

16. Which sessions would best meet your needs for 30 hours per week?

- 5 x full days
- 4 x extended days (7.5 hours or more per day)
- Other (please give details)

Thank you for completing this questionnaire. We value your opinion. Please provide your contact details so that we can keep you updated about the progress of this project. Please indicate how you would prefer to be contacted.

- Name**
- Address**
- Landline**
- Mobile**
- Email**