

Surveying Community Attitudes



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Surveying Community Attitudes

A Technical and Procedural Manual for Communities

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TABLE OF CONTENTS

Chapter 1: Introduction	3
Chapter 2: Steps in Organizing a Self-Survey	7
Chapter 3: Constructing the Questionnaire	13
Chapter 4: Survey Distribution and Collection	17
Chapter 5: Tabulation and Analysis	23
Chapter 6: Interpreting Survey Results	26
Chapter 7: Presenting Survey Results	29
Chapter 8: Using Survey Results	30
Appendix A: Sample Community Survey	33
Appendix B: Sample News Releases	41
1. "City Attitude Survey Begins Next Monday"	42
2. "_____ City to Conduct Attitude Survey"	43
3. "To Work on River City Questionnaire"	44
4. "Community Survey Delivery"	45
5. "Attitude Survey Coming Tonight"	46
6. "Attitude Survey Pick-Up Tonight"	47
7. "Survey Being Analyzed"	48
8. "Public Invited to Community Meeting"	49
Appendix C: Sample Letters and Other Information	51
1. Sample Letter to All Community Clubs and Organizations	52
2. Sample Listing of Members of Coordinating Committee	53
3. Sample Agenda for Follow-up Community Meeting	54
4. Sample Listing of Participating Organizations, Clubs, Etc.	55
5. Sample Instruction Sheet for Distribution and Collection Teams	56
Appendix D: How to Conduct a Random Sample Survey	57

The authors wish to acknowledge the following publication, (The Community Survey: Its Use in Development and Action Programs, Iowa State University, November, 1964, by Philip Baumel, Daryl J. Hobbs, and Ronald C. Powers), on which the text of this publication was in part based. We wish to thank its authors for their permission.

Introduction

This publication is designed to assist communities of any size in obtaining accurate and valid assessments of the opinions and attitudes of community residents. This is a highly important and practical activity for any community to undertake. It is the point of view of the authors that in a democratic society, all citizens should have a voice—or an opportunity to express themselves—in determining the direction and priorities for community change and development. The size and complexity of many American communities makes the town meeting impractical. It is also known that only a fraction of the residents of most communities have the time, skill, or inclination to participate in the voluntary organizations found in most communities. Consequently, many communities establish priorities, plan, organize, and attempt to implement community projects with the participation and involvement of a small minority of community residents. Sometimes such projects succeed because community leaders devote a lot of time and effort to insure their success. Many times they fail because community leaders misread or misinterpret public sentiment. This publication describes a method whereby a community can, with relatively small cost, accurately and validly determine the opinions and attitudes of its citizens.

Opinions and attitudes are **facts**. They can be measured and researched. People act on the basis of their opinions and attitudes and those actions are real—they produce real consequences. If opinions and attitudes did not produce real consequences, it is unlikely that political candidates, automobile companies, and detergent manufacturers would spend millions of dollars trying to influence people's opinions and attitudes. Public opinions and attitudes place presidents in the White House, influence Congress to accept or reject proposals, influence foreign policy, and determine the content of television programs. At the community level, the attitudes of community residents determine whether bond issues pass or fail, whether a new parking system succeeds or fails, whether schools consolidate, and to some extent, whether or not industries decide to locate in the community. If community leadership is out of step with the opinions and attitudes of the majority of citizens, their projects often fail or, at best, meet with an apathetic response.

A community attitude self-survey is a method that can be used for determining these important facts. It is something a community can do for itself

with a minimum of outside assistance. If properly done, the advantages are: (1) it involves everyone in the community, not just a few activists; (2) it provides, at one point in time, the criteria for establishing community goals and priorities; (3) it helps educate and inform the entire community about community problems and issues; and (4) it can bring diverse factions of a community together to work on a common project.

The method described in this manual involves extensive use of community volunteers in developing ideas for the questionnaire and in distributing and picking up completed questionnaires. This approach depends on using a self-administered questionnaire with house-to-house distribution. In smaller communities (under 8,000-10,000), a survey of the total adult and teenage population of the community is recommended. In larger communities (over 8,000-10,000), a sampling procedure is recommended that is similar to that employed by national opinion polling organizations. The procedures described in this manual are intended both to maximize citizen involvement in carrying out a survey and to produce a survey which will be a valid and accurate measure of community residents' opinions and attitudes. The more people in a community involved in organizing, developing,

and implementing a survey, the more successful the survey will be, both in the rate of completion and the actions taken following the survey.

Emphasis is placed on following rather exact procedures **and** on achieving the highest possible rate of return. If a survey, even if well-designed, has only a small rate of return, its value is significantly depreciated. A major reason for conducting a survey is to remove speculation about the community's attitudes and opinions. If there is only a 30 percent return on a survey, it is impossible to be conclusive about what community residents really think. There is no way to know whether the 30 percent is representative of the community or not. In Chapter 4, procedures are described for obtaining the highest possible rate of return. In communities planning to survey the entire population, the rate of return should exceed 80 percent. In communities conducting a sample survey, the rate of return should exceed 95 percent. With proper organization and planning, such rates of return are not difficult to achieve.

In order to present an overview of the methods and procedures, a brief summary is included of the major steps and the sequence in which they occur. Much more detailed information on each of these steps can be found on the pages indicated.

THE COMMUNITY ATTITUDE SELF-SURVEY: AN OUTLINE AND SUMMARY

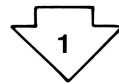
QUESTIONS	RECOMMENDATIONS	PAGE REFERENCE
1. SURVEY ORGANIZATION	The following steps are recommended:	
How should a community survey effort be organized?	1. Identify a sponsoring group.	7
	2. Identify community groups, organizations, and other interested individuals who could be involved.	7
	3. Hold a public meeting with representatives of all interested community groups present during which:	8
	a) the level of community commitment is determined,	9
	b) a steering committee is elected and work committees are appointed,	9
	c) ideas for the questionnaire are solicited,	9
	d) a target date for the follow-up community meeting is set, and	10
	e) organizational meeting of steering committee is held.	10
	4. Determine the survey methodology to be employed.	10
2. METHOD		
A. Scope of the Survey	It is recommended that:	10
How much and what kind of information will be sought?	A wide variety of information be sought including as many of the question topics submitted by the community as feasible.	9
Should the survey seek any factual information in addition to attitudes and opinions? Are there any specific kinds of information which would be helpful in analyzing the results, such as specific areas of the community? Rural vs. in-town attitudes, etc.?	Some pertinent personal or demographic information be included such as age of respondent, educational level, sex, length of residence, section of town, etc.	10
B. Method	It is recommended that:	11, 17-19
How will the questionnaire be distributed?	The questionnaire be distributed door-to-door by community volunteers.	17, 18
How will the questionnaire be administered?	The questionnaire be self-administered, that is, each respondent completes their own questionnaire.	17
Is the community too large to try to reach every household?	If the community is smaller than 8,000-10,000, the total population over 18 be included. (High school students may also be included.) If the community is larger than 8,000-10,000 serious consideration should be given to sampling.	11
If sampling is decided upon what method might best suit your community?	A random sample be drawn following the guidelines in Appendix D.	57-63
C. Geographic Area to be Covered		11
Should the survey include only those people within the city limits or should outlying areas also be included?	Depending upon the purposes for which a survey is undertaken, some communities may be concerned only with the incorporated city limits; others will want to include the surrounding area that looks to the town for services and institutions such as health and education facilities.	11
If outlying areas are to included, should they be covered in person—as in town—or by mail?	It is recommended that: Although the personal delivery and pick-up is preferable over mail surveys, the citizens must decide which method to use based upon available human resources and financial constraints.	11 11
How far out from town should the survey be taken?	In some cases, particularly in smaller towns in rural areas, the survey is taken to the half-way point between communities—or to that point where rural residents consider the next community their center of activity.	11
D. Question Ideas		13-14
Where do ideas for questions come from?	It is recommended that: Ideas be: a) solicited from community citizens and organizations; and b) taken from questionnaires used in other communities. As many people as possible be involved in developing ideas for questions.	9-11, 13 10
Who writes the questions and puts together the questionnaire?	The steering committee write the questions following the ideas above and put together the questionnaire with the assistance of resource persons from the Extension Service or State Division of Community Development.	9-11
	5. Review other community attitude questionnaires.	11
	6. Prepare a rough draft of the questionnaire.	11
	7. Hold a follow-up community meeting.	11

3. QUESTIONNAIRE FORMAT AND CONSTRUCTION	It is recommended that:	
Will there be adequate funds available for a printed questionnaire, or will mimeographed pages suffice?	If at all possible, a printed questionnaire be used.	11
What should the format of the questionnaire be?	The format follow the sample questionnaire in Appendix A to facilitate ease in answering, readability, and tabulation.	33-40
Should the questionnaire be structured or unstructured, i.e., have closed-end or open? end questions?	Most questions be closed-end with options provided for the respondent, but that a few open-ended questions also be included.	15-16
How long should the questionnaire be?	The questionnaire not exceed five to six typewritten pages or 30 minutes completion time.	14
How should the questions be worded?	The questions be simply stated, easily understood, and involving only one major idea; that they be as brief as possible while still communicating the idea; that they not be stated in such a way that a particular answer is implied.	14
How should the questions be ordered?	The first few questions be easy to answer, attention-getting and non-controversial; that questions pertaining to the same subject matter be grouped together; that questions involving more thought and/or personal information be located near the end of the questionnaire; that questions which use the same form or type of questions be grouped together.	15
Should the questionnaire be pre-tested?	The questionnaire be pretested with 5-10 persons, noting problems in interpretation, readability, wording, etc.	16
4. QUESTIONNAIRE DISTRIBUTION AND COLLECTION	It is recommended that:	
How will the questionnaire be distributed and collected?	The questionnaire be distributed door-to-door by community volunteers with Monday evening distribution and Thursday evening pick-up.	17-19
5. TABULATION AND ANALYSIS	It is recommended that:	
Will the survey results be tabulated by hand or by computer?	The closed-end questions be tabulated by computer and that the open-ended questions be tabulated by hand. If a community wishes to do any or all analysis by computer, it makes use of the resource persons identified herein.	23-25 8
6. INTERPRETATING SURVEY RESULTS	It is recommended that:	
How should survey results be interpreted?	Care be taken in interpreting survey results so as not to overemphasize "insignificant differences"; that "no opinion" and "no-response" categories be taken into account.	26-28
7. PRESENTING SURVEY RESULTS	It is recommended that:	
How should survey results be presented?	The results of the survey be published or announced as soon as the data is available and the results be presented at an open community meeting.	29
8. USING SURVEY RESULTS	It is recommended that:	
How can survey results be used?	An action committee(s) and/or a community improvement organization be formed to direct community projects as indicated by the survey results, and that a community survey be conducted every three to five years to identify new projects and modify and/or evaluate other projects as changing conditions dictate.	30-31

STEPS IN ORGANIZING A SELF-SURVEY

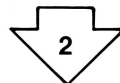
Effective organization and broad citizen participation are the keys to most successful community attitude surveys. The elements involved in organizing special community projects such as building a swimming pool or conducting a fund drive are also common to organizing community surveys. One aspect of organizing for such a survey which may differ, however, from special or single purpose projects is the attempt to cover all parts of community life and involve representation from as many interests as possible.

The following steps should be considered if community-wide cooperation and participation are to be insured before, during, and after the survey is completed.



STEP ONE: Identification of A Sponsoring Group. *It is important that communities undertaking a community survey have a sponsoring group take major responsibility for the work. The sponsoring group may be organized specifically for the purpose of doing the survey, or it may be an existing organization. Frequently, such groups as the chamber of commerce, lions club, federated women's clubs, industrial development commission, businessmen's association, or others are willing to serve as sponsor.*

It is important to select a sponsoring group that is widely recognized and respected in the community and that can commit time, leadership, and other resources to insure the survey's success. Any group which may be seen by the people as having a special interest may fail to receive the necessary widespread community support. Sometimes two organizations such as the chamber of commerce and league of women voters may join together to provide the leadership and organizational nucleus for a survey.



STEP TWO: Identification of Community Groups, Organizations, and Other Interested Individuals Who Could Be Involved. *The sponsoring group(s) should plan for and attempt to involve as many organizations, groups, key leaders, and interests*

as possible. This is important not only to reinforce the idea that this is a community-wide survey but also to provide as many ideas and issues to be included in the survey as possible. If only businessmen are involved, they may overlook issues important to senior citizens, churches, schools, or other special interests in the community. Furthermore, the more people that have been involved in doing the survey, the more likely they are to be interested in the results when it is completed. The following is suggested as criteria to use in contacting groups and individuals to participate in developing the survey:

1. Include groups which have available resources needed in conducting the survey. Important resources are meeting rooms, finances, clerical assistance, volunteers, expertise in organization and survey work, printing, and publicity.
2. Include groups which represent the area and population to be surveyed. If rural areas are to be sampled, then rural representatives should be included.
3. Include mass media—radio, TV, newspapers—since they can be of great assistance in publicity and printing.
4. Include groups and organizations which may be expected to act on results of the survey, such as county and city officials, park board, special districts, businessmen's organizations, schools, churches, social service organizations, health service providers, police, fire district representatives, and others.
5. Include service and social organizations, such as lions club, chamber of commerce, rotary club, optimist club, federated women's clubs, boy scouts, girl scouts, league of women voters, homemaker clubs, kiwanis, and many others that exist within the community.
6. Include groups which represent special interests such as senior citizens, youth groups, labor organizations, ethnic groups, religious groups, VFW, american legion, etc.



STEP THREE: Hold A Public Meeting With Representatives From All Interested Community Groups.

As soon as a sponsoring group has been identified—and there is a general commitment to doing a community survey—a public meeting should be called, specifically inviting interested individuals and representatives from each of the groups identified above. This public meeting has several purposes:

1. to discuss the intention to do a survey, obtaining feedback from the community about its enthusiasm to proceed;
2. to describe in some detail a procedure for conducting a survey;
3. to solicit cooperation from individuals and organizations in obtaining ideas for a questionnaire and their subsequent assistance in distribution, pick-up, and analysis; and
4. if the time and situation seem right, to elect a representative steering committee to later construct a first draft of a questionnaire and to propose other procedures for completing the survey.

With regard to such a public meeting, *the time and place of the public meeting should be announced in local media and advertised as open to all.* (See sample news article in Appendix B.) Also, an attempt should be made to have **representatives from a majority of existing community organizations in attendance.** Telephone calls from key members of the sponsoring group are the best way to obtain such attendance and cooperation. This is a very important step in the survey process. The effectiveness of the overall survey will be greatly influenced by the attendance and interest generated at this first community meeting.

An agenda for the first meeting might include the following items:

1. **CALL TO ORDER**—The meeting should be chaired by a member of the sponsoring group. This person should be someone who is widely known and respected in the community.
2. **PURPOSE OF MEETING**—The temporary chairperson, or someone selected by him/her should explain why and how interest in a community survey has developed.
3. **VALUE OF A SURVEY**—A knowledgeable person from the community or a resource person should explain the value of doing a community survey. This discussion should include what a survey can accomplish, how it will be done, and an estimate of the cost. Communities can complete their own survey with little or no outside assistance. However, there are many resource persons in the state who can provide free technical and organizational assistance. Resource persons may be obtained through the Missouri Division of Community Development or the University of Missouri Extension Service.
4. **PLAN OF ACTION**—In completing a general plan for the survey, the meeting should then be devoted to a discussion of involvement of the community in various key steps in questionnaire construction, distribution, analysis, and use.



STEP THREE: A. Determine The Level Of Community Commitment. During the initial public meeting, it should be determined whether there is sufficient interest and commitment on the part of the community in order to proceed. If there is a lack of interest, it would be wise to postpone a survey rather than the sponsoring group or organization attempting to do it on its own.

If sufficient commitment is present, the following steps should be taken.



STEP THREE: B. Elect A Steering Committee And Appoint Work Committees. If it is decided to proceed with plans for a community survey, it will be necessary to elect a steering committee before the end of the initial public meeting. *It will be a responsibility of this steering committee to put together a first draft of a questionnaire.* This committee should be composed of no more than five to seven members and should be primarily a work committee; a larger membership usually makes the job more difficult.

There are several methods of choosing a steering committee; the most effective choice will depend on the community, the intensity of feeling about the survey, and the number of people attending the community meeting. **Balloting** is recommended in most situations rather than either recommendations from the floor or simply have the sponsoring group appoint the membership. The reason for recommending a balloting procedure is to avoid the appearance of "railroading" the composition of the steering committee. This is particularly important where there are different "factions" within a community. It should be realized as well that the steering committee is important and that it will have considerable influence on the eventual composition of the questionnaire. Consequently, the community must recognize the leadership role of the steering committee if the survey is to be a success. A fair and impartial selection process can help insure community trust.

It is advisable as well to select some work committees for various related tasks. Work committees that might be considered include: Publicity, questionnaire distribution and collection, tabulation and interpretation, finance, and a post-survey action committee(s) responsible for initiating community projects identified by the survey. Once these committees are appointed, the elected chairperson of the sponsoring group should work closely with them to assist in meeting schedules and keeping everyone informed.

The publicity committee has a key role in determining the success or failure of the community survey. It is impossible to reach everyone in the community through group meetings and organi-

zations. Thus, it becomes the responsibility of the publicity committee to keep the public informed on the survey's progress and how they may become involved. The publicity committee should develop a well-coordinated publicity plan to include news releases to radio, newspapers, TV, and other media such as store flyers, church bulletins, store-front signs, posters, etc. The community should be kept informed at all stages of the survey from initial organization to the final analysis. (This subject will be dealt with further in Chapter 4.)

Plans for financing of the survey may be the responsibility of the sponsoring group or organization, of the steering committee, or of a specially chosen finance committee. The amount of financing required for a survey will depend on a number of decisions made about the method and scope of the survey, i.e. whether it will be printed or mimeographed, how long the questionnaire will be, whether a computer system will be used in the analysis, how large the population to be surveyed, is and so forth. If a committee other than the steering committee is made responsible for estimating costs and determining sources of funding, it will be necessary to work closely with the steering committee as many decisions made by that group (length of the questionnaire, use of computer, etc.) will influence the cost. Ways of estimating costs are included in the chapters on questionnaire construction, sampling, and analysis. Because the procedure recommended in this publication makes extensive use of community volunteers, the cost of doing this kind of survey is usually quite low—a few hundred dollars for the typical small community.

Work of other committees mentioned above will be discussed in the following chapters.



STEP THREE: C. Solicit Question Ideas. A procedure recommended for generating ideas for the questionnaire is as follows:

1. Assuming there is extensive representation from various organizations and sectors of the community in attendance at the first public meeting, the need for **obtaining ideas from as many different interests** in the community as possible should be explained.
2. Individuals and heads of organizations should be asked to discuss the survey project at the next meeting of their organizations and to **encourage their organizations' members to submit question ideas.** A workable procedure is to have individual organization members submit their ideas to the representative who attended the public meeting or directly to the community survey steering committee. (To be discussed below.)
3. It should be emphasized that ideas for questions are being solicited to obtain broad

representation. There is, however, no guarantee that any specific suggestion will be used or that the wording of any proposed question will be used as submitted.

4. **A deadline for submission of ideas should be set** so that questionnaire construction can proceed. Many communities find that at least a month from the time of the first public meeting is needed in order for most community organizations to have at least one meeting to discuss the survey and to solicit ideas for questions.

The ideas submitted through this process serve as the raw material for the steering committee in constructing the questionnaire. Using the above procedure, one relatively small town in Missouri received more than 900 ideas or suggestions for questions. There were many duplications, but the important point is that a lot of people in the community played a part in putting together the questionnaire by submitting their ideas.

5. A decision also needs to be made concerning **where the suggested questions should be delivered**. It usually works well to have them turned in at some convenient public place such as the city hall, the Chamber of Commerce office, or the public library. This decision should definitely be made **before the meeting is adjourned**.

Reference was made above to having newspaper and other media coverage preceding the public meeting. After the public meeting has been held and the above decisions made, **it is recommended that there be follow-up newspaper or other media coverage soliciting additional ideas for questions** from interested community residents who are not necessarily active in community groups and organizations. The media announcements should solicit question ideas and should report the deadline and the place to deliver proposed questions. Generally, free news coverage proves to be inadequate, therefore, there may be the need for small amounts of money to purchase advertisements.

The entire procedure as outlined above is intended to obtain the broadest possible input from the community rather than to limit it to a few. Therefore, the follow-up media announcements and stories should generate additional ideas for questions as well as sustain interest in the developing survey. (See sample news stories in Appendix B.)



STEP THREE: D. Set A Target Date For The Follow-up Community Meeting. Before the public meeting is adjourned, *a target date should be set for a follow-up community meeting*. The purpose of the follow-up meeting would be to review a first

draft of a questionnaire prepared by the steering committee, to elect any remaining work committees, to set up time schedules, to establish boundaries, and to devise a plan for distribution and pick-up of questionnaires. Since at least a month will be allowed for ideas for questions to be submitted and at least a month (probably several meetings) will be required by the steering committee to complete a first draft, *the date for the follow-up meeting should be set for approximately two months after the initial public meeting*.



STEP THREE: E. Hold Organizational Meeting Of Steering Committee. *Following adjournment of the initial public meeting, the selected steering committee should hold a brief organizational meeting.* Members of the steering committee should at this time meet with members of the sponsoring organization(s) and with resource persons to determine their method of operation. A chairperson of the group may also be chosen at this time to take responsibility for calling the meetings of the steering committee, to arrange for meeting locations, etc.



STEP FOUR: Determine The Survey Method To Be Used. At this point, the steering committee, taking into account the desires of the community expressed at the public meeting, must make several decisions which will further dictate how the survey project is carried out. *These decisions should be reached prior to the following community meeting.* One of these decisions will deal with the **Scope Of The Survey**. How much and what kind of information will be sought? Will the survey seek some information about characteristics of the population such as shopping behavior or labor force information, etc.? Are there any specific kinds of information which would be helpful in analyzing the results, such as identification of specific areas of the community? Rural vs. in-town attitudes?

It is recommended that *the community survey include some questions concerning characteristics of respondents* such as section of town, age, length of residence, etc. This kind of information makes cross tabulation possible, and thus, makes the results more meaningful and useful. For this kind of information, the authors recommend using closed-end questions with several optional answers of which one is to be selected. The sample questionnaire in Appendix A (Questions 55-67) provides an example on how this information can be obtained. But, care must be taken in every case to make sure that the questions used are appropriate for your community.

Another decision concerns **Method**. How will the questionnaire be distributed? Is the community too large to try to reach every household? Would it then be better to use a sample of the total population? If sampling is decided upon, what method might best suit your community? *It is recommended that questionnaires be distributed and collected by community volunteers (See Chapter 4) It is also recommended that serious consideration be given to random sampling if your community is in or above the 8,000 to 10,000 population range. (See Appendix D for sampling procedure.)*

The Geographic Area To Be Covered must also be considered. Very often this decision depends on manpower available for travel. If outlying areas are to be included, should they be covered in person—as in town—or by mail? Also, how far out from town should the survey be taken? In some cases, particularly in smaller towns in rural areas, the survey is taken to the half-way point between communities—or to that point where rural residents consider the next community their center of activity for shopping, church, etc. Some surveys may be concerned only with the incorporated city limits; others will want to include the surrounding area that looks to the town for services and institutions such as health and education facilities.

A satisfactory way to define the outer boundaries is to have three groups of persons in the retail or service businesses use a county highway map to show the territory served by their businesses. A comparison of the three maps can then be made and final boundaries agreed upon. (It will still be desirable to publish in the local paper that people beyond the boundary may obtain copies of the questionnaire at a given location if they desire to participate.)

Another decision is the **Format Of The Questionnaire**. Will there be adequate funds available for a printed questionnaire, or will mimeographed pages suffice? Is the questionnaire to be carried by the local newspaper with extra copies reproduced as needed for nonsubscribers?

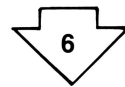
If at all possible, a printed questionnaire is recommended. The general appearance of this document says something about the community. If the questionnaire is attractive and well-designed, the residents are more likely to take it seriously, and therefore, to complete it carefully and conscientiously.

Another decision which should be considered early is **Whether Questionnaire Results Will Be Tabulated By Hand Or By Computer**. *It is recommended that open-ended questions be tabulated by hand and closed-end questions be tabulated by computer.* If computer service is available either locally or through a university, cost must be determined and the questionnaire designed for ease in transferring the responses to keypunch cards (See Appendix A).

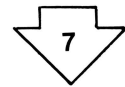
Considerable discussion may be necessary in reaching a consensus concerning these matters, a decision reached before work on the survey can proceed. The remainder of this manual is designed to help you work through these and other questions and arrive at some appropriate decisions.



STEP FIVE: Review Other Community Attitude Questionnaires. Another duty of the steering committee to be performed prior to the follow-up meeting is to collect sample survey questionnaires used in other cities. Resource persons can be of assistance in providing such sample questionnaires. From these, applicable questions can be extracted for potential use in the community survey.



STEP SIX: Prepare A Rough Draft Of The Questionnaire. Upon receipt of the suggested question topics from the organization representatives and other interested individuals, the steering committee can begin to prepare a first draft of the questionnaire, incorporating applicable questions from other community surveys.

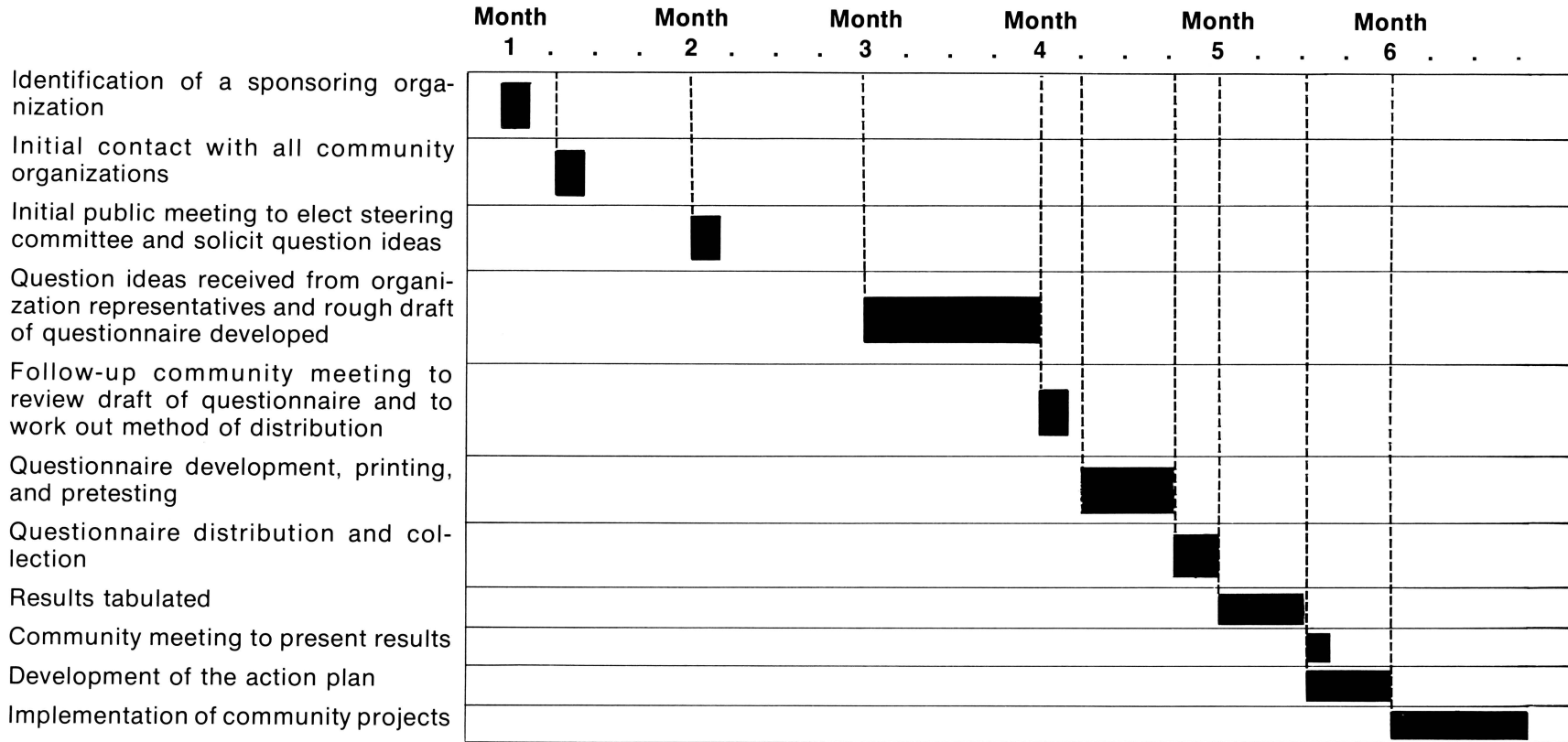


STEP SEVEN: Hold A Follow-up Community Meeting. The purpose of such a follow-up meeting, again including organization representatives and other interested individuals, is to review the first draft of the questionnaire prepared by the steering committee, to set up a time schedule (See Figure 1), and to devise a plan for distribution and collection of questionnaires.

If these seven steps have been carried out carefully and diligently, the steering committee should be ready for final construction of the questionnaire and the community should be well on its way to conducting a successful attitude survey.

Figure 1

Community Survey Recommended Timetable



Constructing the Questionnaire

Constructing a survey questionnaire which will accomplish the desired objectives is perhaps the most critical and time-consuming step in the survey process. Among points to be considered are:

1. The process used to identify the select ideas or topics for questions:
2. The form in which questions should be asked to obtain best results; and
3. The length and scope of the questionnaire.

DEVELOPING IDEAS FOR QUESTIONS

There are two main sources of ideas and content for community survey questionnaires: (1) Ideas volunteered and proposed by community citizens and organization representatives, and (2) surveys used in other communities.

Although there are several methods that could be employed to obtain ideas for questions from the community, a procedure is recommended that has worked well for many Missouri communities. This approach (as outlined in Chapter 2, pp. 9-10) places emphasis on broadening the base of community involvement and participation. It is a simple fact that community residents will be more interested in the survey results and feel some incentive to act on them if they have been a part of the process of conducting the survey.

The second major source of question ideas—reviewing questionnaires used in other communities—serves several purposes. It not only saves time and takes advantage of work previously done, but it is usually found that if another similar community has recently completed a survey, at least half of the content is directly applicable to any other community. There are, after all, only a limited number of ways in which people can be asked if they are satisfied with the local water system, the local police force, the local fire department, and so forth. Although the objectives of a survey may be the same for different communities, for example to determine the attitudes of the public toward various community services and issues, it is quite probable that the specific issues will vary from community to community. *Consequently, questionnaires from other communities can be used as one source of ideas but each community will want to “custom tailor” its own questionnaire.* For illustration purposes, a number of questions and a format for questions is included in Appendix A which can be used directly if a community chooses, or used as a guide in constructing its own questionnaire.

Once the ideas for questions have been received from all interested organizations and individuals, it will then be a big task (hopefully, if a lot of ideas have come forth) of the steering committee to read the ideas offered and to proceed to:

1. Categorize all ideas according to content as a way of determining obvious duplications, e.g, put all questions about planning and zoning together;
2. determine the frequency with which various ideas are suggested; and
3. eliminate ideas or proposed questions which pertain to individuals or are of interest to a very small segment of the community.

Following these steps, the committee will then be in a position to group together questions both from the community and from other questionnaires into broad categories. At this point, and prior to any attempt to refine wording, it will be necessary for the committee to begin to make some decisions about which questions (or types of questions) to include and which to eliminate. This can be a difficult task because limitations in the length of a questionnaire will usually make it impossible to use all good ideas.

LENGTH

The *procedure recommended involves asking people to complete the questionnaire on their own (self-administered)*; therefore, it must be kept relatively simple, easy to read, and brief enough to discourage people from chucking it in the waste basket. The question then becomes one of how long is too long. There is no simple and satisfactory answer to that question. As a rule of thumb, *the questionnaire should be one which the average person can complete in less than 30 minutes or about five to six typewritten pages of rather easily answered questions.* The number of questions to be included will depend on the format used, their order, the complexity of questions asked, and other variables. While it is desirable to obtain answers to as many relevant questions as possible, remember that any questionnaire must be limited in length and scope.

WORDING

Up to this point, only question *ideas* have been dealt with. The next task is to translate the ideas into a question form which will effectively assess the opinions or attitudes of each member of the community. This is not a difficult task if you keep a few basic points in mind. Questions included in the survey should:

1. **Be simple, clearly stated, and easy to answer.** Long, involved questions tend to confuse the person completing the questionnaire, and

he/she may place a different interpretation on the question than intended.

2. **Contain only one major idea.** The following is an illustration of the kind of double-barreled question to avoid:

To increase availability of downtown parking, parking meters should be installed on Main Street and businessmen should be prohibited from parking on Main Street. (<i>Poor Question</i>)	YES	NO	NO OPN
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Regardless of how a person answers this question, it is not clear how he/she feels about parking meters. He/she may favor parking meters, but oppose prohibiting businessmen from parking on Main Street; or he/she may be opposed to parking meters, but favor prohibiting businessmen from parking on Main Street. A simple solution to this problem is to divide the question into two questions.

3. **Be as short as possible and still communicate the idea.** It is usually desirable to include as a part of the question the reason why a change should be made. In the example above, the introductory phrase—"To increase availability of downtown parking"—was added to indicate why parking meters might be installed or why businessmen should be prevented from parking on Main Street. To merely state the question, "Businessmen should be prohibited from parking on Main Street", might result in a different reaction than qualifying the question by indicating why such a move might be made. Including the reason for such a change results in the respondent reacting to the statement as a method of solving a parking problem and not as a reaction for or against businessmen.
4. **Should not be stated in such a way that a particular answer is implied by the question.** Avoid "loaded" questions or those which either cannot be answered simply or which seem to call for a particular response. The following are examples:
 - a. When did you stop running stop signs?
 - b. You do approve of planning and zoning, don't you?
 The first question cannot be answered. The second practically begs for a "yes" answer.

To aid in constructing a questionnaire, Appendix A includes a topical listing of some questions which have been asked in several community surveys.

ORDERING QUESTIONS

Not only is it important to carefully word questions, but the order or arrangement of questions can insure obtaining better results and more complete answers. Important considerations in ordering questions are:

1. The first few items should be easy to answer, attention-getting, and non-controversial.
2. Questions pertaining to the same subject matter such as all those regarding education should be grouped together to avoid jumping from one thought to another. The respondent should feel that the progression of questions is natural and that there is an easy transition from subject to subject.
3. Questions involving more thought and/or asking for more personal information should be located toward the end of the questionnaire.
4. Questions which use the same form or style of questioning (such as those requiring "yes", "no" or "no opinion" answers) should be grouped together as much as possible.

RESPONDENT CHARACTERISTICS

In most community surveys, it is desirable not only to have a general expression of opinion, but also to be able to show "what kind of person" was for or against a particular issue. For this reason, *it is recommended that some questions be included to determine personal and/or social characteristics of the persons completing the questionnaire.* Questions 55-67 in Appendix A show the types of information which may be useful in cross-tabulation of survey results. Such cross-tabulation will not only indicate what percentage of respondents were in favor of or opposed to a particular issue, but will also indicate the sex, educational level, age, length of residence in the community, etc. of those responding "yes," "no," or "no opinion" to each question. This additional information can be of great assistance in interpreting such responses as opposition to a bond issue, need for a swimming pool, and others.

STRUCTURED AND UNSTRUCTURED QUESTIONS

The style or form of questions is probably as important as the way questions are worded. Generally, questions included in a questionnaire can be categorized as "structured" or "unstructured." A **structured** question is one with several possible answers—the respondent simply checks the choice he/she thinks is the best answer. The major advantages of structured questions are:

1. They are easy to answer and require little time. Returns on questionnaires using structured questions are higher than when unstructured questions are used.
 2. Structured questions are easy to tabulate and analyze. Tabulation consists of determining the number of respondents checking each answer listed on the questionnaire.
 3. Structured questions usually bring out the best responses. For example, it is usually sufficient to know if a person is "over 65". It is seldom important to know his/her exact age.
- The main disadvantage of the structured question is that the respondent is "forced" to select one answer. Valuable information may be missed.

Following are examples of structured questions:

a. To increase availability of downtown parking, would you favor installing parking meters on Main Street?	YES	NO	NO OPN
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. How many years have you lived in River City?			
___ Less than 5 years			
___ 5-10 years			
___ 10 or more years			
___ All my life			

The **unstructured** question is one in which the respondent is asked a direct question and is expected to write an answer. This kind of question can be used most profitably when you want any or all suggestions. Following are some examples of unstructured or "open-end" questions:

a. What has been done in River City in the past five years of which you are most proud?	_____

b. What would you say are the five most pressing needs in River City at this time?	_____

The major disadvantages listed for the unstructured questions are the opposite of the major advantages listed for the structured questions:

1. Unstructured questions require more thought and time for the respondent to answer. Consequently, the completion rate on unstructured questions is inclined to be lower than for structured questions.
2. Tabulating responses to unstructured questions can be very difficult and time-consuming. In addition, it is important to have persons with some skill in interpreting free-response questions assist in the coding and analysis of the questions if the main findings are to

be extracted from the mass of responses.

3. Use of computer in tabulating responses to unstructured questions is not feasible.

Thus, for most community surveys, *it is recommended that most of the questions included in the questionnaire be structured or closed-end.*

It is highly desirable, however, to include one or two unstructured questions near the end of a community survey to give the respondent an opportunity to suggest improvements or offer opinions not specifically requested in the main part of the questionnaire. In addition, improvements quite often are suggested and complaints raised which have been overlooked completely by the planners and designers of the survey. Two unstructured questions which have been used in many community surveys can be found in Appendix A (questions 68 and 69).

PRE-TESTING THE QUESTIONNAIRE

Although the planners and designers of the survey may have carefully prepared the questions and designed the questionnaire, there is always a chance that some questions will be interpreted differently than the designers intended. For this reason, it is important to pre-test the questions by asking 5-10 persons to complete the questionnaire and to note any problems encountered with it. On the basis of the pre-test responses, questions

may be dropped or modified if there is some difficulty in interpreting them in their present form.

Upon making the modifications or deletions indicated by the pre-test, the questions are now in their final form.

SUMMARY

The major points to consider when constructing a questionnaire are:

1. Involve as many people as possible in developing ideas for questions.
2. Prepare simple, easily understood questions involving only one idea each.
3. To facilitate both answering and analyzing, questionnaires should include mostly structured questions.
4. Questions on a similar topic and of a similar form should be grouped together. The questionnaire should begin with easy-to-answer, non-controversial questions.
5. If possible, the questionnaire should be pre-tested on a group of people to "de-bug" it before actual use.

A poorly constructed or ambiguous questionnaire yields little or no information. A carefully constructed questionnaire can yield good information.

Survey Distribution and Collection

After the questionnaire has been prepared, pre-tested, and the population identified (or sample drawn), the next step in a community survey is to distribute questionnaires. At this stage, **the main objective is to achieve the highest possible rate of return.** As mentioned in Chapter 1, community planning to survey the total population should aim for a return of more than 80 per cent; for communities planning a random sample of the population, the rate of return from the sample should exceed 95 percent. The accuracy of the survey will be significantly impaired unless a high percentage of those designated to receive a questionnaire actually receive, complete, and return it. Consequently, the suggestions and recommendations offered in this section are oriented toward improving the survey's rate of return.

Although there are a number of methods for distributing questionnaires (direct contact, mail, etc.) the highest rate of completion is assured when a personal contact is made and the purpose of the survey and instructions for completing it have been explained to those receiving the questionnaire. Distributing questionnaires by mail or taking interviews by telephone may be appropriate for some kinds of surveys; but for the most part, they are less effective than door-to-door distribution and collection.

VOLUNTEER DISTRIBUTION AND PICKUP

A procedure for distributing questionnaires which has worked well in many communities involves using volunteer workers to contact the designated households, explain the survey and instructions for completing it, and leave blank questionnaires for each person 18 years and over living in the household. **Make sure it is clear when the completed questionnaires will be picked up.**

Asking the respondent to seal the completed questionnaire in a plain envelope (or drop it into a box or paper bag) helps to insure the anonymity of the respondent. *Be sure the respondent understands that he does not have to write his name on either the questionnaire or the envelope.* If the respondent feels that he may be identified, it will probably affect the way he answers many questions.

For the planners of a community survey, the most difficult phase of distributing questionnaires door-

to-door is getting enough volunteer assistance to help with the job. If a particular organization (such as the junior chamber of commerce) is sponsoring the survey as a project, then it is usually not too difficult to line up enough volunteer workers through members of the organization. However, a preferable method and one which has worked very well is to **solicit volunteers through each organization participating in the survey**. As a rule of thumb, two volunteer workers should be able to complete distribution in their allotted section of town in one hour or less.

One of the keys to success in a community survey is proper organization and coordination. *Set a definite date and time to begin distributing questionnaires*. Make an intensive effort to get all the questionnaires distributed, completed, and returned in a relatively short period of time. A three-day interval between distribution and collection has worked best in most communities. If the effort is not coordinated, the completion rate is usually low and completed questionnaires trickle in over an undesirable length of time. For distribution, choose a day of the week and hour when most people are home. It is recommended that **distribution take place in the first part of the week in early evening**, near the mealtime, when most people are home from work. Collection should be three days later at the same time. Distribution on Monday evening and collection on Thursday evening avoids the problem of not finding people at home on weekends. Avoid distribution or collection on church nights. Set definite kick-off and deadline dates and concentrate efforts on getting the job done in this time period.

The rate of return of completed questionnaires can usually be improved if people in the community know about the survey ahead of time. In this respect, some **timely newspaper publicity** ahead of the kick-off date can stimulate interest in the survey project. (See news articles in Appendix B.) Publicizing the survey ahead of time, along with the dates when the questionnaires will be distributed, can serve to alert people that a volunteer will call. Methods of publicity which have worked very well in several communities are: having local grocery stores hand out flyers with each bag of groceries, putting posters in store windows, and having local fire or police officials ride through town making announcements on their bullhorn. (This may, in some cases, be prohibited by city ordinance.)

Since it will require many volunteer workers to distribute and pick up the questionnaires, a *training meeting for the volunteers* a few days in advance of the kick-off date may be helpful in towns larger than 3,000 population. At this meeting, procedures should be discussed and distribution assignments made. Having all workers together for such a training meeting helps insure that all volunteers will follow a uniform set of procedures. An assignment sheet for volunteers is included in Appendix C.

Guide For Instructing Volunteer Workers

A procedure for distributing and collecting completed questionnaires is as follows:

1. *Try to distribute all questionnaires (except to high school students) within the same time periods, such as between 5:30 and 7:00 p.m.* Making the distribution time as short as possible will insure that more people will make an effort to stay home to receive their questionnaires.
2. *If the survey committee has decided that only one questionnaire will be distributed for each household (less preferable), it is important that the head of the household participate in completing the questionnaire.* However, the husband and wife with others over 18 should be encouraged to fill it out together. *If the survey committee has decided that a questionnaire be distributed for each person 18 years and over (more preferable), the volunteers should be instructed to leave a questionnaire for each respondent in the household.* Many communities choose to survey high school juniors and seniors also. This is best done by cooperating with the school in having the students complete the questionnaire during school time either at assembly or during one designated class period. In this case, care should be taken to avoid leaving questionnaires at home for students surveyed in school.
3. *Explain the reason for the survey and identify the originating groups and organizations to the respondent.*
4. *Stress the anonymity of the respondent.* Assure the householder that his/her answers can not be traced to him/her specifically.
5. *Tell the respondent it is important to answer all of the questions.* If the respondent has no opinion on some items, he/she should mark the "no opinion" category, rather than leave it blank.
6. *Explain carefully to each person receiving a questionnaire how to complete the questionnaire and that a response is desired for each of the various items.* If there is any reluctance in filling out the questionnaire because of certain questions, such as those concerning age or income, mention again that the information cannot be traced to any individual. If there is still reluctance, suggest that the respondent leave those particular questions blank, but complete the rest of the questionnaire.
7. *Even after explanation, a few people probably will refuse to fill out a questionnaire.* If so, make an attempt to insure that the individual fully understands the intent and purpose of the survey as well as his/her anonymity as a respondent. If he/she still refuses, thank the

person for his/her time and leave. Using pressure or arguing could do more harm than good in this situation.

8. *Make sure the respondents know when the completed questionnaire will be picked up.* It is also desirable to have the family leave the completed questionnaires in an agreed upon place, such as in the screen door or on the porch, if it is known in advance that they will not be home at the time of the pick up.

An alternate or additional means of conveying such instructions to the respondent is by a cover sheet outlining the purpose of the survey, the organizations involved, pick-up date and time, and any specific directions regarding completion of the questionnaire. A sample cover sheet is included in Appendix A.

MAIL QUESTIONNAIRES

The method just described usually insures a high rate of completion on questionnaires and consequently, greater reliability of survey results. However, it does require the assistance of a fairly large group of volunteer workers: In some situations, it may be desirable to mail questionnaires rather than personally deliver them and pick them up. However, **the rate of return on mail questionnaires seldom exceeds 50 percent.** The undesirable feature of this method is that there is no easy way of determining if those who return questionnaires are representatives of the total community.

In situations where representativeness or accuracy is not a consideration, however, the mail questionnaires can be an easy and inexpensive way of gathering information. If, for example, the purpose of a survey is to obtain a list of people who might be interested in residing in senior citizen housing, a mail questionnaire sent to all households in the community could be effective. In such a situation, persons who would be interested in moving into such housing would be most likely to return the completed questionnaires. It is improbable that this method would identify all persons interested in residing in the housing project; but if the objective is to have only a general estimate of the immediate demand for senior citizen housing, without expending a great deal of time, money, and effort, it is an acceptable method.

Similarly, if the purpose of a survey is to get ideas for community improvement and you do not necessarily want opinions from all community residents (or a statistically valid sample thereof), the mail questionnaire method could be quite satisfactory.

As an example, if the city council were seeking suggestions on how to improve the parking problem in a particular community, a simple questionnaire consisting of an invitation to submit ideas for solving the problem could be mailed to all community residents. Here the purpose would be only to get

some good ideas and not to validly measure the community attitude toward a particular solution.

The return rate on mail questionnaires can usually be improved if the questionnaire is limited to a few simple questions and if you enclose a stamped return envelope.

NEWSPAPER AND/OR TELEPHONE SURVEYS

A newspaper or telephone survey can be used when the objective is of the same general type as indicated for the mail questionnaires.

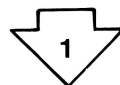
Several communities have achieved good labor survey results from a questionnaire published in a local newspaper. All people interested in employment in a new industry were invited to complete the questionnaire and return it to the community group sponsoring the survey. This technique, however, has worked best where an industry is either thinking about or has decided to move to the town, and you would like a list of potential employees along with some of their characteristics.

A telephone canvass of a community can also provide information if there is interest only in answers to one or two simple questions.

Again, it must be emphasized that surveys conducted by mail, newspapers, telephone, or other methods of mass distribution can be used effectively only when it is NOT necessary to have an unbiased indication of attitude or opinion from the whole community. If the purpose of the survey is to measure some community opinions, attitudes, or characteristics, an inaccurate survey can be worse than no survey at all, since it can lead to erroneous and misleading conclusions. Therefore, a method of distribution should be selected on the basis of the survey objectives.

EXAMPLE OF A DISTRIBUTION AND COLLECTION PLAN

Methods of distribution and collection can vary somewhat depending upon the size of the community. The following is an example of the method used in a large community (about 7,000 population) undertaking a total population survey.



PHASE I - Preliminary Planning

- A. *A list should be compiled of all social, civic, fraternal, and church organizations in the community with the names of the presiding officer.*

B. Approximately three months before questionnaire distribution, *initial contact should be made with each organization* via letter containing the:

1. Announcement of impending survey
2. Sponsor(s) of the survey
3. Invitation to participate
4. Invitation to attend first public meeting with details as to time, date, place, and purpose.
5. If the decision to participate is made, the group is asked to earmark "X" number of volunteers to help in distribution and collection of questionnaires. ("X" is, of course, dependent on the size of the community and the number of groups contacted.)

Sample letters are included in Appendix C.

- C. The returned list of "volunteers" (returned either via mail or preferably at the public meeting) is then filed for future use.
- D. It is essential to have good and constant media exposure. Press and radio saturation is an absolute must.

in the designated areas. The routing directions for the sub-section are typed and attached to the shaded map. We now have the city, the section, and the sub-section translated into a code of River City-1-A, River City-1-B, River City-1-C, etc., and then on to and through sections 2,3,4, etc. It is important to note that this procedure requires an ample amount of time and the actual division and description of the sub-sections are best accomplished by one person rather than by a committee. The copying of many small maps from the large map and the typing can be excellent committee projects.

- C. **Each sub-section should be marked with its population number.** To effectively accomplish this goal requires the skill and knowledge of city engineer, city community development officer, or someone quite familiar with the population of all parts of the city. It is important to have this data so that a team might know ahead of time the approximate number of surveys to take with them. The federal census data, though usually outdated, may be some help.



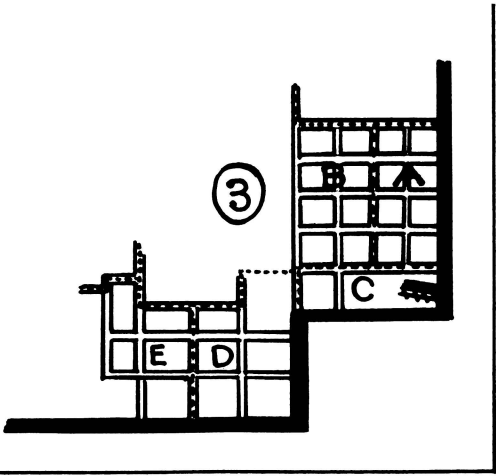
PHASE II - Topographical And Population Scan Of Survey Area

- A. Large maps of the area to be surveyed can usually be obtained from the city or county engineer. The area is then **divided into major sections** based upon some logical criteria, such as housing developments, part of town, inside and outside city limits, etc.—each section being assigned to one large map with one large organization (or several smaller organizations) as overseer, (e.g., the Kiwanis might have section 1, the Lions another and so forth). Remember—It is important that the major sections of town be divided in some logical way, so that each section of town can then become a variable for cross-tabulation, i.e., one can tell how various parts of town responded to each question. (See map on the following page.)
- B. The "sections" (now each outlined on a large area map) are then **divided into smaller sub-sections**. The sub-sections are designed in such a way that a team of two volunteers can cover the area in one hour or less. Each sub-section is described in written form and a small route map of that particular area is prepared. This can be done by using a chamber of commerce-type map and shading

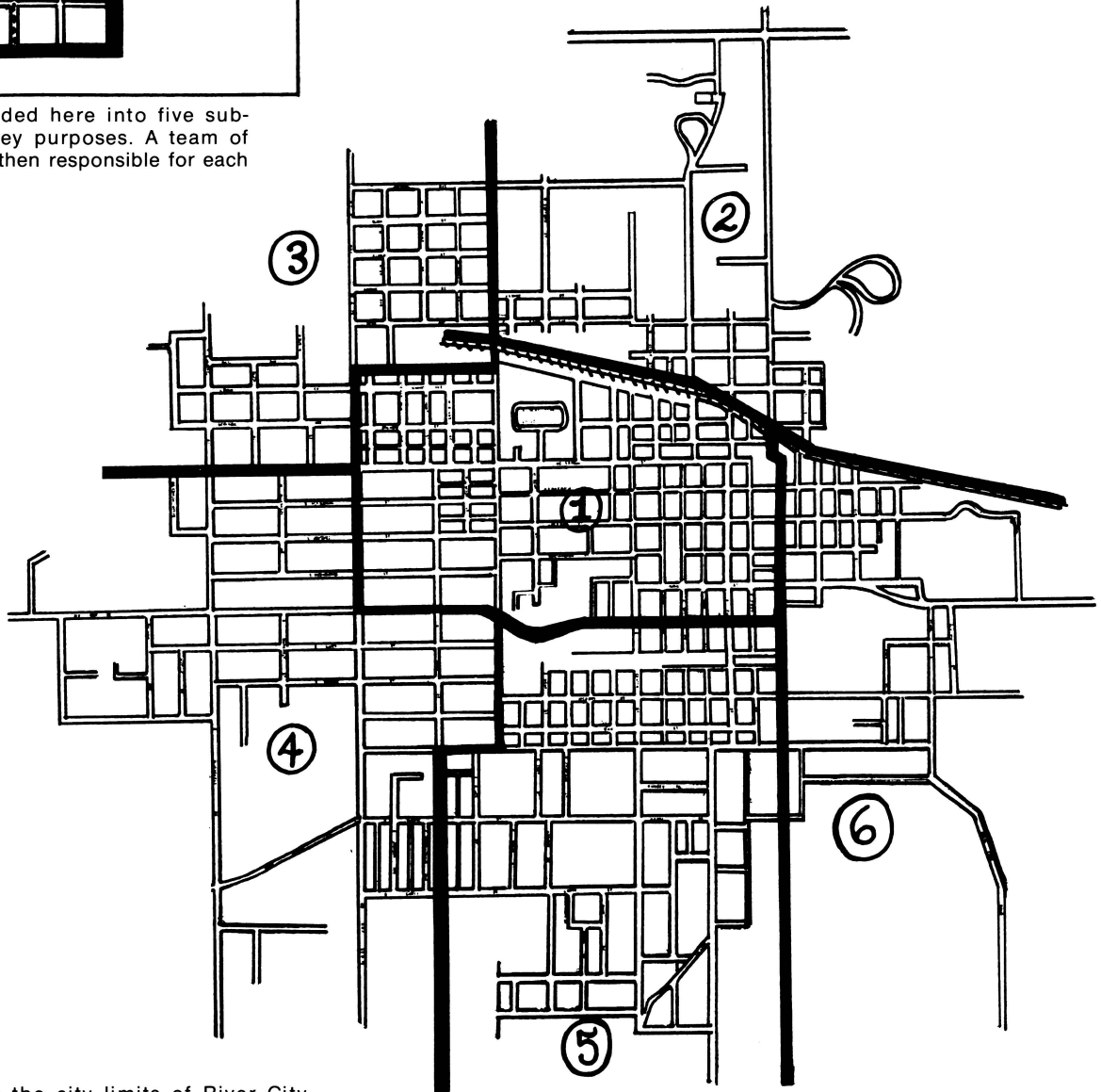


PHASE III - Volunteers

- A. Using the list of volunteers obtained from Phase I, *teams of two people each are assigned, on an arbitrary basis, to a mapped sub-section.*
- B. *Section co-captains are chosen* from the "overseer" organizations and asked to copy team names, section, and sub-section onto a master list.
- C. *A letter of instructions* (See Appendix C) *should be mailed to the volunteers* which includes:
1. The teammate's name, address, and phone number.
 2. The name of the co-captain and phone number.
 3. The number of their section and sub-section.
 4. The general procedure to be followed in delivering and picking up the surveys.
- D. Upon receipt of this letter, many changes may have occurred and some volunteers on the list may no longer be available. It is the responsibility of the Distribution Director (the chairperson of the Distribution and Collection Committee) to match together new teams when necessary. It is good to have a reserve of people to call on in such situations.



Section 3 is divided here into five sub-sections for survey purposes. A team of two volunteers is then responsible for each sub-section.



This map shows the city limits of River City. Sections 1 through 6 represent "knowledgeable" survey boundaries. (Section 1 is center city, low-income apartments and working class homes; Section 2 is "across the tracks", ghetto type housing; Section 3 is the industrial area; Section 4 is predominantly upper-middle and upper class housing; Section 5 is middle class housing; Section 6 includes senior citizen housing, a nursing home, hospital and older homes.

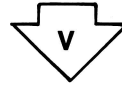
Figure 2: Map of River City



PHASE IV - Distribution

- A. Use a large, well-lighted, centrally-located building for the distribution headquarters.
- B. In the room designated as the distribution center, a table should be set up for each major section of the city—each table should have hanging on the wall behind it the number corresponding to that particular section (in large print) and the corresponding large map (divided into sub-sections). The volunteer then has a point of reference the moment he/she enters the room. Use a small cadre as ushers, direction interpreters, and to assist with map reading.
- C. The volunteer proceeds to the proper table to receive his team's surveys. The surveys should have been counted out earlier in the day (as per the population estimates for each sub-section) and placed in a paper bag, box, or other suitable container. The section and sub-section should be written directly on the bag or container. Attached to it should be a mini-map of the area, the precise written directions for the area the team is to cover, and the phone number of the distribution center to be used in case of emergency.
- D. It is the job of the co-captains (members of the Distribution and Collection Committee) to record (1) who came, (2) how many questionnaires were taken, and (3) how many questionnaires the team came back for. They should also remind the team when to pick up the questionnaires, and to use the same bag or box for collection. The distribution director can simplify the first three steps by preparing a sheet with specific distribution and collection information with blank space for pertinent data. These are important sheets as they can give the first clue as to the return percentage of the survey. It is also the co-captain's responsibility to stay until all the questionnaires are disseminated.
- E. Have a stand-by group of volunteers. Ten percent of the teams simply do not show up and it is necessary to fill in the gaps.
- F. Pray for good weather!

- G. At least two questionnaires should be left at each unattended home. The teams should be made aware that it is unlawful to leave questionnaires in mail boxes.



PHASE V - Collection

- A. Use the same building, room, table arrangement, etc., as used for distribution.
- B. Provide a secondary place, such as the city hall, library, etc., for individuals to pick up and/or return a survey, should they for some reason not receive one.
- C. It is the responsibility of the co-captains to collect the bags from the volunteers, count the contents, and discard blank questionnaires returned from each sub-section.
- D. The bags are placed in specially marked boxes corresponding to the city sections and are then ready for the computer.

GENERAL NOTES

1. It is essential to have good and constant media exposure. Press and radio saturation is an absolute must.
2. Provide two or three phone numbers (through the media) for those people who have difficulty reading or understanding the questionnaire.
3. Don't forget jails, hospitals, nursing homes, and other institutions!

Community surveys have in the past been notorious for their low rates of return, often with a return rate of only 15-20%. If the community has been sufficiently organized for the survey, including mass publicity; if the questionnaire has been carefully constructed, paying attention to wording, length, readability, understandability, and anonymity; and if the above suggestions for distribution and collection have been followed, a return rate of 70-95% can be virtually assured. But, success, like in anything else, is not automatic. *Community distrust of survey leaders, insufficient publicity, a large transient population such as in college or university towns, or poor organization can diminish returns.*

After all questionnaires have been collected, the next step is tabulation of the results.

Tabulation and Analysis

The community attitude self-survey can be tabulated either by hand or by a computer system. The method to be used should be decided early in the organizing effort so that a proper format for the questionnaire can be developed.

A combination of both methods is recommended as outlined below:

1. It is recommended that *where and when possible, the structured questions (closed-end) be analyzed by a computer system*. The reasons for this recommendation are as follows:
 - a. Computer systems are generally available to communities to assist with analysis of their survey results. Many communities have computers and computer analysts who might be willing to work with the survey committee on the analysis. If such community facilities are not available, any of the University of Missouri Extension or Missouri Division of Community Development resource persons can provide access to computer facilities for analyzing surveys. If outside computer facilities are used for analysis, there will usually be a charge for this service. As a general rule, the charge would be approximately 20-25 cents per completed questionnaire, which would include keypunching results on computer cards, analyzing the results, and providing multiple printed reports.
 - b. *Computer analysis of the survey greatly increases the amount of information available to the community*. The reason more information is available is because every answer on the survey can be very quickly, easily, and cheaply broken down on the basis of some important characteristic of the person providing the answer. It was emphasized in the chapter on questionnaire construction that the surveys should include some information about the person who fills it out, such as his/her age, education, how long he/she has lived in the community, etc. A major reason for asking for this information is to be able to determine in the analysis what effect, if any, those kinds of characteristics have on the persons' responses to the questions on the survey.

The following is an illustration of how this information can be used in analysis: In one

Missouri town the question was asked,

“Would you vote in favor of a recreation tax for additional recreation facilities?” A total of 1,818 community residents completed the questionnaire. Their answers to the above question were as follows:

Yes (Vote in favor)	37.8%
No (Vote against)	47.1%
No opinion	15.0%

That information would tell the community leadership that the chances for a favorable vote on such a tax would not be very good. However, the above survey was analyzed by computer and it was possible to break the above answers down by the age of the person who responded. When that was done, the following results were shown:

AGE	% “YES”	% “NO”	NO OPINION
Under 20	26.3%	25.5%	12.3%
20 - 30	55.9%	34.5%	9.6%
30 - 40	50.2%	40.9%	8.9%
40 - 65	34.5%	52.5%	13.0%
Over 65	14.0%	64.0%	22.0%

This table shows that age makes a great difference in how a person feels about such a tax. Persons between 20 and 40 were much more in favor of such a proposal than those over 40. This information could be of great value if a campaign were undertaken to promote such a project. Furthermore, such information could be compared with the percentage of registered voters in each age group, which would yield additional information as to the likelihood of such a tax passing.

In that particular survey, all of the answers were broken down on the basis of age and education of the person answering the questionnaire, how long he/she had lived in the community and whether he/she worked in or out of the community. All of that information was provided to the community for virtually no additional cost because once the information was on computer cards, such analysis was done very quickly and cheaply. To have done the same thing by hand would have taken an inordinate amount of time.

- c. Another basis for the recommendation to use a computer system when possible is the *speed with which results can be reported*. Where communities in Missouri made use of a computer system for analysis,

they have usually been able to provide a complete report to the community within two weeks after completion of the survey. If a long period of time elapses between actually doing the survey and getting the results back, it is obvious that some of the interest and enthusiasm is going to diminish. Therefore, whether the results are tabulated by hand or analyzed by computer, every effort should be made to report the results back to the community as quickly as possible.

- d. Another advantage of using a *computer system* for analysis is that it is *usually more accurate*. When tabulated by hand, there is always the possibility of miscounting or making other inevitable errors. Also, generally speaking, the public tends to be somewhat more confident of results analyzed by computer. No one can be suspicious, for example, that there has been any intentional miscounting, especially with regard to some particularly sensitive issues.
2. It is recommended that *the unstructured or “open-ended” questions be tabulated by hand*. The reasons for this are as follows:
- a. The responses to open-ended questions are not easily converted into a form that can be analyzed by computer. Because of the time-consuming process of analyzing content, sorting, coding, and keypunching open-ended questions in preparation for use of the computer, much of the value of the responses is lost.
- b. Since the open-ended questions are likely to produce responses which go into greater detail than the structured questions, there is considerable value in having committee persons involved with the survey read these responses and become more aware of what people in the community are thinking. Often very good suggestions for community improvements come from these kinds of questions, therefore, much can be gained by going through the process of reading all the responses and organizing them into a report form.
- The committee should be cautious about the use of such responses. Since the questionnaires are filled out anonymously, they often contain derogatory comments about specific persons in the community. The committee tabulating the open-ended responses needs to exercise good judgment in analyzing and reporting the results. This is not, however, meant to convey the impression that responses need to be censored. Quite to the contrary! If, for example, 40 percent of the people in a com-

munity report in the open-ended responses that "the best way to improve the community would be to get rid of the current mayor," that should be reported. However, if someone writes in that "Mayor _____ is an 'expletive deleted'," it is sufficient to treat that as a negative comment about the mayor without reporting the exact quote.

Although it has been recommended that the structured questions be analyzed by computer for the above reasons, a community may still want to tabulate all of the answers by hand. This might be done especially in a very small community where obtaining volunteers is not a problem. However, it should be remembered that when the results are tabulated by hand, the community loses some of the advantages of speed, accuracy, credibility, and additional information that is available as discussed above.

If a community chooses to do the analysis by computer, *it is highly recommended that they make use of some of the resources identified in this manual to provide assistance with the proper format for the questionnaire, specification of the kind of analysis desired from the computer, etc.*

OTHER SUGGESTIONS

In any event, it is suggested that:

1. The structured questions should follow the format of the questions in Appendix A. This format has developed from experience with many Missouri communities which have used the computer in analysis during the past three years. The suggested format greatly facilitates keypunching the responses on a computer card and thus, reduces costs. It is recommended that all questions requiring a simple "yes", "no", or "no opinion" response be grouped together with no other type of question intervening. Again, this is primarily to facilitate keypunching and logical construction.

2. The community should determine early whether it is going to try to obtain a complete survey of all residents in the community or whether it is going to use a sampling procedure as outlined in Appendix D. This is important in order to be able to estimate the number of questionnaires that are likely to be returned. For example, if a town of 3,000 decides to do a community survey of all residents 18 years of age and older, it could estimate that there are about 1,800 persons 18 and above in the community and that it could expect to get a completed questionnaire from 90 percent of them. That would mean 1,620 completed questionnaires. Using 20-25 cents per questionnaire mentioned above, the estimated cost to the community for computer analysis would be about \$325. Given that cost estimate, it would then be necessary to determine whether or not that amount of money could be raised within the community before deciding on the method of analysis.

3. When the computer is used for analysis, it is recommended that all returned questionnaires first be screened in order to eliminate those which are totally blank. There will be a small percentage of such questionnaires returned in every community survey. These should be taken out before the questionnaires are delivered to a computer center for keypunching and analysis. The reason for removing them is to eliminate a problem for the computer center in how to handle such questionnaires and also to avoid paying the cost of handling questionnaires on which there are no responses.

4. When the computer is used for analysis, it is also recommended that at least four copies of the results be obtained by the community with at least two of these being made available at some place such as the public library for use and evaluation by anyone in the community. Later in this publication, we will discuss other methods of making results available to the community.

Interpreting Survey Results

Once a survey is completed and results tabulated, two essential steps remain: (1) interpreting the results and (2) using the findings in community education and/or action programs. Accurate and meaningful interpretation of the results is essential in using the information to best advantage.

In interpreting survey results, keep in mind that an opinion expressed at one point in time is not necessarily a commitment on the part of the respondent to act in a certain way or to support a certain issue if and when it comes to his attention again. Consequently, in interpreting the significance of answers on a community survey, it is usually wise to discount the extent of favorability expressed on certain kinds of issues. For example, a question may seek opinions on the desirability of a school bond issue. Many may favor the general question. However, if this becomes a community issue and more of the specifics concerning the bond issue are learned—such as location, particular schools involved, finances, building plans, etc.—many people who expressed a favorable attitude toward a bond issue in general may be opposed to the specifics. Consequently, as a general rule, **ask specific questions.**

As a further illustration of how the specificity of the question can affect interpretation of results, one Missouri community included in its questionnaire, “Would you like to see other recreational facilities added to the city park such as tennis courts, volleyball, shuffle board, basketball, etc.?” In response to this question, 71 percent indicated they were in favor, 12 percent were opposed to adding recreational facilities to the city park, and the other 17 percent had no opinion.

On the basis of the answers to this question, it would appear that the community was overwhelmingly in favor of adding recreational facilities to the city park. However, the next question asked was, “Would you vote in favor of a recreational tax for additional recreational facilities?” By attaching the additional qualification, a noticeable difference in response resulted. In answer to this second question, the percentage of favorable responses declined from 71 percent to 38 percent while the percentage of those opposed increased from 12 to 47 percent. It is also interesting to note that the percent of “no opinion” responses decreased from 17 to 15 percent. Presumably, these 15 percent were indicating they would need more information, such as amount of recreational tax, specific type of facilities to be added, etc., before they could decide whether they were for or against such additions.

Based on the responses to the second question, it was obvious that some other means than a recreation tax would have to be found to finance any additions to the city park. It would, therefore, have been unwise to act just on the basis of responses to the first question.

As has been mentioned, it is a good plan to try to determine the personal and social characteristics of the persons completing questionnaires. Such information could help determine what kinds of people were in favor of, or opposed to, particular issues (or what kind of people purchase locally as opposed to shopping in other towns and cities). A detailed analysis might be quite beneficial in the case of questions such as the one on recreational facilities. This further analysis of answers on the basis of the age or income of the respondent might reveal differences which could be incorporated into an educational plan designed to increase favorability. Such an analysis might reveal that most of the opposition is among the older people or it could reveal that there is nearly equal opposition (or favorability) among all age groups. Whatever was revealed by this more intensive analysis would be of value in planning an educational program designed to further define the need for the proposed additions and to find an appropriate means of financing them.

“No opinion” Responses

Frequently, many respondents (say 20-30 percent) will respond with a “no opinion” answer to a particular question. In such cases, the high percentage of “no opinion” answers may be interpreted as an indication that the person does not have enough information on the issue raised by the question to know whether he is in favor or opposed. This could be an indication of the need for a community-wide education program to increase the level of information on various issues.

“No response” Responses

This category, although frequently omitted in attitude surveys, is recommended as a means of gaining additional information. It is most easily calculated by adding together the “Yes”, “No” and “No opinion” responses on each question and subtracting the total from 100 percent. This can be done very easily by computer as part of the analysis. This residual percentage when cross-tabulated against respondent characteristics, will allow you to determine what portions of the community by type or characteristic have not responded at all to any particular question. This information could be very beneficial in interpreting favorability or opposition to an issue, when a large number persons did not complete the question. Even though 90 percent of those responding to a question may be in favor, unless you know that 30 percent left the question blank, the results may be misinterpreted.

SIGNIFICANCE OF DIFFERENCES IN RESPONSES

When a community survey is to be used as a basis for determining possible community action programs, the degree of its success will depend in large part on extent of favorableness expressed toward a particular issue or plan. Consequently, it is important to interpret differences in responses correctly.

Is the difference in opinion or response great enough to be a “significant” difference? For example, could a question where 52 percent responded with a “yes” while 48 percent responded with a “no” be considered a “significant” difference? Obviously, such a difference would be significant if it represented the results of an election requiring only a simple majority to win. However, based on the results of a survey, it would be quite risky to interpret such a percentage difference as a “true” or significant difference.

In Appendix D, the statement is made that a sample of opinions is always subject to a certain amount of sampling error. The amount of error can be controlled by using accurate sampling procedures, but it still affects the interpretation and significance of results.

What, then, is a “significant” difference? This will depend on the number of people surveyed, the way the question is asked, and several other factors, but some general guidelines can be developed to aid in interpretation. The following example will help in determining whether or not a difference in percentage points is significant.

Example: Let’s suppose 100 people were questioned about the need for a community day care center. They were asked simply to indicate whether they were “in favor” or “opposed.” Even when the 100 people have been selected by the sampling procedures indicated in Appendix D, one would be on shaky ground to accept anything less than a 60 percent-40 percent split as being a significant difference.* That is, if less than 60 percent expressed a favorable attitude toward the day care center, one could not be very confident that a majority of all community residents were in favor of it. However, let us suppose the same question were asked of 400 people in the same community who were selected by the procedures indicated in Appendix D. If 55 percent expressed favorability out of this larger sample from the same total population, it would indicate (with 95% confidence) that a majority of community residents were in favor of this particular issue. To further illustrate, if we were to ask 1,000 people, then a 54 percent-47 percent split in answers would indicate just as great a confidence that a majority of

*This statement is based on the Chi Square Test at the 5% level of significance.

the community was in favor as a 55 percent-45 percent split when 400 people were asked.

No attempt will be made in this publication to include a detailed set of procedures for assessing the significance of survey results. However, the illustrations used above should provide some guide-

lines for evaluating and interpreting responses on questionnaires so that erroneous or unwarranted conclusions are held to a minimum. If more detailed analysis is desired, consult someone familiar with statistical procedures.

Presenting Survey Results

Once the attitude survey has been conducted and the answers have been tabulated, it is most important to present the results to the community as soon as possible. The presentation of survey results can be given at an open community meeting, released in the local newspaper, announced over the radio, or through a combination of these methods. The intention is to publicize the results widely to reach the participants and the community at large. **It is strongly recommended that the results of the attitude survey be published or announced as soon as the data is available.** If too much time is allowed between the tabulation and presentation of results, citizens can lose interest in the survey and then lose interest in taking action on the results. Presenting the results as soon as possible will give the survey more credibility, for the citizens will realize that this is not “just another survey” where there is no follow-up.

Careful planning is necessary in presenting the survey results. The following steps should be considered before such a presentation is made:

1. It is recommended that the **results be presented at an open community meeting.** Choose a place, publicized ahead of time, where the general public can be present.
2. **A member of the survey committee or a designated representative should present the results at the meeting.** It is recommended that the person chosen not be a controversial figure in the community.
3. **Use visual material** such as overhead transparencies of sufficient size so that they can be seen without strain.
4. **Have sufficient copies of the results** so that interested citizens can receive a copy. Extra questionnaires with the total percentages filled in for each question can be used for this distribution.
5. **Stick to the facts** as they are shown in the report so that no one can challenge the honesty of the presentation.
6. Don't be afraid to **emphasize the importance of the findings.**
7. *Be prepared to answer questions.*
8. *Know the report thoroughly.*

As the results of the survey are presented, issues will surface that can later be ranked in importance and placed in an action plan. The development of this plan based upon the results will allow the community to utilize the attitude survey as a tool in determining directions and priorities.

Using Survey Results

The results of attitude surveys can be utilized in many ways by specific groups within a community. For example, public works needs identified as a priority can be used as significant information for the city council in updating the setting priorities for a comprehensive development plan or capital improvements budget. Survey results can also be documentation for justifying needs for federal or state grant monies. Today, most federal programs require input from citizens as a portion of the application requirements. The HUD Community Development Block Grant Program and General Revenue Sharing Program are two examples requiring such input.

When addressing the need for bond issues, sales tax elections, or expenditures of general revenues, survey results can serve as further support in seeking the necessary financial assistance. Related to this, the survey results can identify potential support or opposition on certain issues, and also show the possible need for increased citizen education on a specific issue within a certain sector of the citizenry.

After the information from the survey has been analyzed and the desires of the community listed in some priority, the post-survey action committee(s) can undertake the job of promoting various improvements or changes. The membership of this informal committee(s) may have been determined at the initial public meeting (as outlined in Chapter 2, p. 9), which builds into the survey exercise some commitment to future action; or the community may choose to organize a community improvement organization at the conclusion of the survey process whose responsibility it will be to direct community improvement projects as suggested by the survey results.

With a broad base of citizen participation having been established through the development of an effective attitude survey steering committee, the community should be well prepared to move forward with solicitation of additional workers and, if appropriate, a more formal organization. This is one way to develop and implement the plan of action prepared from the survey results. To transfer the responsibilities of the attitude survey committee into an organization to implement the action plan, it is recommended that:

1. The broad base of citizen participation remaining from the attitude survey committee should be expanded to become a COMMUNITY

IMPROVEMENT ORGANIZATION. (If a post-survey action committee has been appointed to initiate improvement projects, some communities may wish to, at some point, formalize a long-term organization for directing community projects. In this case, the members of the action committee(s) can form the core membership of a Community Improvement Organization.

2. Officers should be elected and a simple constitution and bylaws should be prepared.
3. The purpose of the organization should enable all interested citizens, clubs, and institutions to pool their combined energies for concerted community-wide action on a continuing basis. One model of such an organizational structure is the Missouri Community Betterment Program.

As in all aspects of community development, there is no one right way of structuring the organization. But there are these guiding principles: (1) That it be organized by the people themselves, drawing on whatever outside professional consultation may be needed; (2) that an effective two-way flow of communications be maintained between all relevant groups; and (3) that all of these operations be mutually supportive and conducted in accordance with local needs as determined by the people in cooperation with their civic leaders and elected officials. If these basic principles are carefully observed, effective community development should be achieved.

Tabulation of survey data represents the beginning of an action phase. After the survey has been completed and the results disseminated and widely discussed, the community improvement organization (or action committee(s)) should use this information in preparing action plans to resolve issues identified by the community. In order to mobilize the citizenry for this effort, the committee must assess available resources and insure maximum participation by all interested persons.

In developing an action plan for community development, it is important to determine what projects should be undertaken to best satisfy the needs of the community. This requires continued citizen input in order to insure that the project implemented will do the job. Some other suggestions in developing an action plan are:

1. Service groups should be taken into account when programs are selected. For example, if citizens indicated on the survey that improvements to the downtown business district should be made, the local chamber of commerce would be the likely group to direct a project addressing this need.
2. The citizen groups that are assigned to a project should be given adequate responsibility, authority, and resources to be successful in their endeavor.

3. Scientific problem-solving techniques should be used to identify several solutions from which the best can be selected. The first option is not always the best solution.
4. The action plan should always include a time table.
5. Feedback and evaluation should be built into the program to insure that projects remain "on track." One way this can be done is through periodic media reports which keep the community informed as to the status of projects as well as the citizen action groups involved in the program. If projects are not on schedule, reasons should be given for the delay. Special recognition should be given to those groups having done outstanding work.

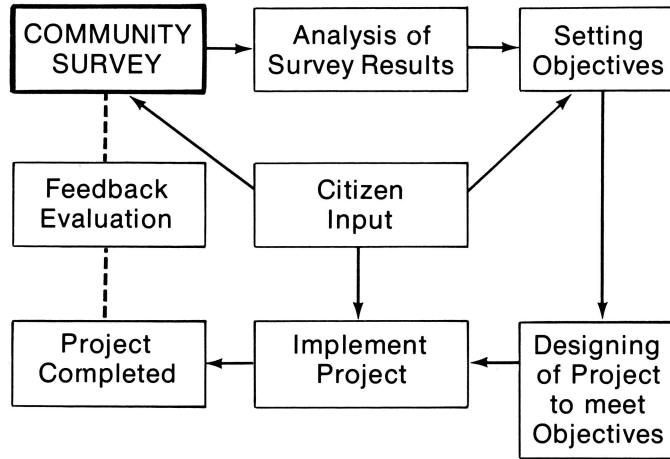
A graphic illustration of the process of establishing programs and projects might look like Figure 3.

There is reason for conducting surveys on a regular basis. Follow-up surveys can be used to evaluate projects and document successes. This will allow for the determination of how effective the programs have been in meeting the problems and needs expressed by the community. As an example, a particular community survey might reveal that a large number of people expressed a need for improvements in the city's parks. A project to beautify the parks was undertaken and completed in two years. However, a follow-up survey the next year indicated that the community still felt park improvements were needed. This would indicate that the first project was not enough or not of the right type and more detailed study in this area should be undertaken.

Any community is constantly evolving, and over a period of time the problems and needs of its citizens may change. For this reason, **it is recommended that a community attitude survey be conducted every three to five years to identify new projects and modify old ones as changing conditions dictate.**

And remember—a fairly common failing in community surveys is to end up with a neatly bound volume of facts and figures which collects dust. Just going through the exercise of a community survey may serve some purpose, but the real objective is to provide information for decision-making about needed improvement programs and projects. If the survey results are to be of benefit to the community, the findings must be disseminated and used to instigate community action programs.

Figure 3: Graphic Representation of Community Development Process



SAMPLE COMMUNITY SURVEY

SAMPLE NEWS RELEASES

1. "City Attitude Survey Begins Next Monday"
2. " _____ City to Conduct Attitude Survey"
3. "To Work on _____ City Questionnaire"
4. "Community Survey Delivery (date) "
5. "Attitude Survey Coming Tonight"
6. "Attitude Survey Pick-Up Tonight"
7. "Survey Being Analyzed"
8. "Public Invited to Community Meeting"

(Date)

City Attitude Survey Begins Next Monday

Volunteers for the (sponsoring groups) will distribute some (number) questionnaires to (city) area residents 18 years of age and over between the hours of 5 and 7 p.m. on Monday, (date).

Residents will be asked to complete the forms and have them ready to be picked up by the volunteers during the same time period on Thursday evening, (date).

The Attitude Survey is made up of some sixty-eight questions under headings of retail facilities and services, churches, education, industry, health services, financial institutions and miscellaneous. The questionnaires will not ask for names and will not be signed.

Residents have been asked to be completely honest in answering the various questions which will be of the utmost value in planning future directions of the community.

The questionnaire has been compiled by a steering committee with assistance from University Extension personnel.

If residents are not at home when the volunteers come on Monday, the questionnaires will be left either in the door or at the home of a neighbor.

All (city) High School students, both residents and non-residents of the (city) area, will also complete the forms.

It is emphasized that there are no right and wrong answers. Residents have been urged to be sincere in marking their answers and to fill out the entire form.

Residents who do not plan to be home when the questionnaires are collected should leave them with a neighbor or attach them to their doors somehow.

The questionnaires will be distributed to areas presently using city services (including outlying areas). The town has been divided into areas to be covered by different groups of volunteers.

The volunteers will meet at (county) County Library before 5 p.m. on Monday to pick up their questionnaires. On Thursday, they will again congregate at the Library after picking up the questionnaires.

The data will be processed by computer and the results compiled for use by community leaders in shaping the future of (city).

A number of meetings have been held in preparation for the survey.

Among questions to be asked are: Are you in favor of parking meters in (city)? Do you think we need a swimming pool? Do you feel athletics are over-emphasized in the public schools? Do you feel the efforts being made to gain new industry are adequate?

All questions have three possible answers—No, Yes, and No Opinion. Residents should be sure to check one block on each question and complete the entire form.

###

(Date)

(CITY) To Conduct Attitude Survey

(City) Park and Recreation Board in a meeting on (day) , (date) , decided to conduct an attitude survey of the city. The last survey was made in (year). Of the many priorities that were identified by citizens at that time, most have been accomplished. It is time for the thoughts and attitudes of citizens to establish priorities again. A survey is the best approach.

The improvements can be seen, but for those who may have forgotten, or for the benefit of new residents who do not realize the accomplishments that have been made, the following priorities were listed in the (year) survey: City government strengthened, planning and zoning, streets and lighting, adequate supply of approved water, waste disposal, beautification, mini-parks established, clean-up of vacant lots, natural gas, library, maintain AAA schools, strong financial condition of city, industry, Welcome Wagon, recreation, nursing home, and a motel.

Looking over the needs that were identified by (city) citizens, all but two have been accomplished.

The new city park has not been completed, but work is being done. Lighting is being installed, tennis courts are in use, and hopefully, the swimming pool will be funded.

The Park Board chairman, (name) , appointed a steering committee to work with him. The committee is composed of (name), (name) , (name) , (name) , (name) , and (name) . (Name) , Community Development Specialist with the University of Missouri Extension Service, will serve in an advisory capacity and assist in making this survey.

The steering committee met again on (day) , (date) , to outline a plan for the survey.

A meeting of representatives of all civic clubs, churches, schools, businesses, organizations, agencies, and interested citizens will be held at the (county) County Library, (date) , at (time) to select questions to be used and to construct the survey questionnaire.

A Park Board spokesman said, "This survey will be made for the city so we can continue to progress as much in the next ten years as we have in the past ten."

###

(Date)

Volunteers To Work On River City Questionnaire

A group of from 75 to 100 volunteers is expected to turn out Tuesday night at the Community Center to help distribute the community attitude survey questionnaire for (city) and (county) County.

The Chamber of Commerce is sponsoring the survey in order to find out what improvements the citizens of (city) feel are needed.

Interest has been running high, according to (name), executive director of the (city) Chamber of Commerce. (name) encourages anyone interested in helping to come join the spirited group expected tomorrow at (time) p.m. at the center.

###

(Date)

Community Survey Delivery (date)

Community survey questionnaires will be distributed to (city) residents (day), (date) , between the hours of 5 and 7 p.m.

The questionnaire is being used to conduct an opinion and attitude survey of (city) residents.

This survey will provide an opportunity for (city) residents to voice their opinion about many functions and activities of their community.

It is hoped that the results of this survey will provide information for the use of community groups, government, and institutions in program planning.

Members of the various clubs and service organizations will be distributing the questionnaires door-to-door between 5 and 7 p.m. on Monday, (date) .

The organizations conducting the survey ask that you complete the questionnaire and have it ready to pick up on Thursday, (date) , between 5 and 7 p.m.

If you do not plan to be home Thursday evening, please leave the questionnaire where it can be picked up by those collecting the completed forms.

If you do not receive a questionnaire form on Monday evening, you can pick one up at the (place) , (place) , or (place) .

###

(Date)

Attitude Survey Coming Tonight

(City) 's community attitude survey, prepared by a large group of area citizens with the help of University Extension specialists, will be distributed tonight.

The questionnaires, designed to help determine the direction of the city's future growth, will be delivered to each (city) household by a group of some 270 volunteers. Delivery time will be between 5:45 and 7:30 p.m.

The questionnaires will be picked up at the same time on Thursday evening.

When the volunteers find no one at home tonight, two questionnaires will be left in the door. Those who do not receive a questionnaire (anyone age 18 or older is eligible to fill one out) may pick up one at the (city) Area Chamber of Commerce office, (address) .

Questionnaires that are not picked up may be mailed or brought to the Chamber office.

Anyone having difficulty with the questionnaire can call (phone) from 8:00 a.m. to 8:00 p.m. tomorrow through Thursday.

The survey is sponsored by the Chamber and the City of (city) .

###

(Date)

Attitude Survey Pick-up Tonight

Volunteers for the City Park and Recreation Board distributed questionnaires to (city) area residents 18 years of age and over between the hours of 5 and 7 p.m. on Monday, (date). Residents have been asked to complete the questionnaires and have them ready to be picked up by the volunteers during the same time period today (Thursday), (date).

The Attitude Survey is made up of some sixty-eight questions under title headings of retail facilities and services, churches, education, industry, health services, financial institutions, and miscellaneous. The questionnaires will not ask for names and will not be signed.

(City) Mayor (name) has urged residents to be completely honest in their answering of the various questions which will be of the utmost value in planning the future direction of the community.

The questionnaire has been compiled by a steering committee with assistance from University Extension personnel.

If residents are not at home when the volunteers come around on Monday, the questionnaires will either be left in the door or at the home of a neighbor.

(City) High School seniors, both residents and non-residents of the (city) area, were asked to complete the forms during school hours on Wednesday.

It is emphasized that there are no right or wrong answers.

All questions have three possible answers—No, Yes, and No Opinion. Residents should be sure to check one block on each question and complete the entire form.

###

(Date)

Survey Being Analyzed

The (city) Park and Recreation Board held a regular session Thursday evening.

The Attitude Survey was discussed, and it was noted that a good percentage were filled out and returned. The surveys are now being analyzed with the aid of computers as to the yes, no, and no opinion questions and by a panel of volunteers on the written comments. (name of company or place) is making the computerized analysis.

Results are expected to be returned within the week.

The Park Board expressed appreciation to the residents who were so cooperative and helpful during the survey and to the many volunteers who distributed and gathered up the survey forms.

Results of the survey will be used in planning of future activities by local government subdivisions.

###

(Date)

PUBLIC INVITED TO COMMUNITY MEETING

The (city) Chamber of Commerce has invited all interested citizens to attend a public meeting tomorrow evening at 7:30 p.m. at the High School Lunchroom to hear the results of the community survey.

The survey was sponsored by the Chamber of Commerce in an effort to find out what the citizens of (city) feel should be improved in their town. The community responded to the survey with 270 volunteers who helped distribute and collect the questionnaires door-to-door.

The questionnaire forms were sent to (place) for computer analysis and other volunteers helped organize and rank the comments section.

(Name of resource person) , from (Area Extension Service/University/or other resource group) , will be on hand to present the findings of the survey. (Name) , from the Division of Community Development in Jefferson City will discuss how the survey and its findings relate to the Community Betterment Program.

The president of the (city) Chamber of Commerce, (name) , urges all (city) residents to come to the community meeting and take part in shaping (city) for the future.

###

**SAMPLE LETTERS TO COMMUNITY VOLUNTEERS
AND OTHER INFORMATION**

1. Sample Letter to All Community Clubs and Organizations
2. Sample Listing of Members of Coordinating Committee
3. Sample Agenda for Follow-up Community Meeting
4. Sample Listing of Participating Organizations, Clubs, Etc.
5. Sample Instruction Sheet for Distribution and Collection Teams

River City Community Survey

(Its Purpose and Importance)

Every community which has a desire to grow, prosper, and improve the quality of life for its citizens must continually make a self-appraisal of its "haves and have nots" in all facets of Community Betterment Programs. These community activities normally cover Human Resources; Economic Development; Government Organization, Management, Intergovernmental Relations; Community Services and Community Facilities.

It has been proven that the best method of community self-appraisal is through a program of citizen participation. One of the first positive working tools for use in planning community goals, objectives, and setting priorities on projects to be accomplished, is the Community Survey. This survey questionnaire (when completed individually by our fellow citizens) is designed to obtain the collective thoughts of our citizens and transfer these thoughts into a working document for the development of an overall Community Development Plan for River City.

More specifically, our survey questionnaire must be broad enough in content to obtain a general consensus of individual citizen opinions which will identify those community activities they believe to be major problem areas; and where planned improvements will be in the best public interest. We should appreciate the need for some rather pointed questions which are required to obtain adequate citizen opinion in the five general areas of community activities as stated in our first paragraph above.

It is recognized that no three or more people will ever fully agree on the exact wording of the questions to be included in the Community Survey; such agreement is not the key objective of this project. The objective is to have meaningful questions which when answered by our citizens will provide basic information and establish a trend for measuring principal community problems, and will also identify those areas our citizens believe to be assets to community life.

We appreciate the outstanding cooperation you and your organization have given River City and the River City Chamber of Commerce as together we continue our cooperation and work for the future of River City and the wellbeing of all its citizens.

Our very special thanks to _____, _____, _____ and the University of Missouri Extension Service for their cooperation and expertise in the total development of this River City Survey.

Mayor
River City

President
River City Chamber of Commerce

Executive Vice President
River City Chamber of Commerce

Chairman
Project Coordinating Committee

SAMPLE LISTING OF MEMBERS OF COORDINATING COMMITTEE:

Community Survey Coordinating Committee

Co-Sponsors:

**CITY GOVERNMENT OF RIVER CITY
RIVER CITY AREA CHAMBER OF COMMERCE**

ORGANIZATION	REPRESENTATIVE'S NAME
Rotary Club	_____
Optimist Club	_____
JayCees	_____
Chapter AAUW	_____
Park Board	_____
Planning & Zoning Commission	_____
Mayor's Comm. for Business Improvement	_____
Lions Club	_____
League of Women Voters	_____
Ministerial Alliance	_____
University Coterie	_____
Area Chamber of Commerce	_____
Saturday Club	_____
Community Development Corporation	_____
River County Memorial Hospital	_____
Local Banks	_____
School Board of Education	_____
Board of Realtors	_____
Gardeners of Ozark Hills	_____
Elks Club	_____
Kiwanis Club	_____
* Committee Chairman	_____

The above twenty-one members of the Coordinating Committee are a representative cross-section of our participating organizations, service clubs, other interested groups, and individuals who have joined together in this community project. A complete listing of all organizations that are participating will be available at the next planning meeting. The date is to be announced later.

As co-sponsors of this community project we want to again express our appreciation to all the civic-minded volunteers who have given their time and talent to making this Community Attitude Survey a most meaningful working tool for the future planning of our programs and toward improving the quality of life for all our citizens.

Your interest and participation has been most rewarding and will assure the final success of the Community Survey.

Community Survey Planning Meeting

Community Hall, Tuesday, September 9th, 7:30 p.m.

—Co-Sponsors—

CITY GOVERNMENT OF RIVER CITY

RIVER CITY AREA CHAMBER OF COMMERCE

AGENDA

- 1. Welcome Honorable _____, Mayor of River City
- 2. Meeting Guidelines _____, Program Chairman
- 3. Recap of Project _____, Program Chairman
- 4. Individual Workshop On Draft Survey Questionnaire Remarks _____, Project Coordinator

COFFEE BREAK

- 5. Initial Organization Of Distribution and Collection Teams _____, Program Chairman
- 6. Target Dates _____, Community Development Specialist, Extension Service University of Missouri

(OR)

_____, Community Betterment Specialist, Division of Community Development

- 7. Items:
 - 1. Survey to Printers.
 - 2. Distribution of Survey.
 - 3. Collection of Survey.
 - 4. Tentative time of print-out from computer.

- 8. Closing Remarks _____, President River City Area Chamber of Commerce

Adjourn

SAMPLE LISTING OF PARTICIPANTING ORGANIZATIONS, CLUBS, ETC.:

River City Community Attitude Survey Project

Listing of participating organizations, clubs, government agencies and other local groups, and their representatives:

UNIVERSITY OF MISSOURI EXTENSION SERVICE	Co-sponsors	RIVER CITY AREA CHAMBER OF COMMERCE
<i>ORGANIZATION, GROUP, CLUB, AGENCY</i>		<i>REPRESENTATIVE'S NAME</i>
Representative Local Banks	**	_____
Rotary Club	*	_____
Optimist Club	*	_____
Kiwanis Club	*	_____
Lions Club	*	_____
River City Area Chamber of Commerce	*	_____
JayCees	*	_____
Elks Club	*	_____
Mayor's Commission for Bus. Improvement	*	_____
Planning & Zoning Commission	*	_____
Community Development Corporation	*	_____
School Board of Education	*	_____
League of Women Voters	*	_____
Park Board	*	_____
Ministerial Alliance	*	_____
River County Memorial Hospital	*	_____
Coterie	*	_____
Saturday Club	*	_____
Gardeners of Ozark Hills	*	_____
Board of Realtors	*	_____
Area Chamber of Comm. (Women's Div.)		_____
River County Action City		_____
Junior Club		_____
JayCee Wives		_____
VFW Auxiliary		_____
DAR		_____
Panhellenic		_____
Board of Public Works		_____
River County Historical Society		_____
Girl Scouts		_____
River County Red Cross		_____
River County Hospital Auxiliary		_____
American Legion Auxiliary		_____
Planned Parenthood		_____
Public Library		_____
Area VoTech School		_____
Superintendent of Schools		_____
Boy Scouts		_____
American Legion		_____
Bicentennial Commission		_____
Mayor's Blue Ribbon Committee		_____
Civic Club		_____
Senior Citizens		_____

**Denotes the Elected Chairman of the Coordinating Committee

*Denotes member of the Coordination Committee (which is made up of a "representative cross-section" of all above participating groups.)

SAMPLE INSTRUCTION SHEET FOR DISTRIBUTION AND COLLECTION TEAMS

River City Community Survey

Greetings,

Your personal interest as expressed in being a volunteer for this important community project is most worthy and also very much appreciated. Our Steering Committee has decided to have all volunteers paired in two-member teams to make the distribution easier and more enjoyable.

Your team assignment is: _____ (name) _____ (phone)
_____ (name) _____ (phone)

SECTION: _____

SUB-SECTION: _____

Your map and instructions will be issued at TABLE # _____ in the Community Hall.

Your Co-Captains are: _____ (name) _____ (phone)
_____ (name) _____ (phone)

Please follow these brief instructions which will assist you and lend to the orderly completion of the distribution and collection of the Community Surveys.

1. Please contact your other team member and make mutual plans to report to Community Hall on Tuesday evening at 5:30 p.m. on (date) ; and again after you and your partner have made your assigned area survey collection on Thursday evening, (date) .
2. As an accurate accounting of all surveys is important, you are asked not to take a copy as a "keep-sake." One of our teams will call at your home and leave a copy for your personal use.
3. Please *do not trade or borrow surveys* from any other team. If you need more copies, please return to Community Hall and get them from your assigned section leaders.
4. Do *not* deliver surveys to any university dormitory or fraternity. Students living in University housing will be included in the University Plan.
5. *Ask the person answering the door how many persons 18 and older live at that residence and then give them that number of surveys.*
6. Please remind the occupant that you will be back to pick up the completed survey at about the same time on Thursday evening, (date) .
7. Do *not* leave surveys in mailboxes. If no one is home, leave two surveys between the doors or door handle, etc. _____.
8. If you are in an area that has apartments or multiple dwellings, be sure you get to all the doors. Upstairs back apartments are easily missed!
9. Be sure to tell the occupant that phone numbers will be published in the paper and over the radio. If he/she has difficulty reading, understanding, or answering the survey, they should call that number for assistance.
10. Bring all undelivered surveys back *to your table* in the Community Hall before you go home on Tuesday evening.

REMINDER ON COLLECTION OF SURVEYS: When you collect the surveys, it is not necessary to come to the Community Hall until you have made your "rounds."

How To Conduct A Random Sample Survey

HOW TO CONDUCT A RANDOM SAMPLE SURVEY

REASONS FOR SAMPLING

One method of determining the attitudes or shopping behavior of a particular group of people is to include every member of the group in the study. If a church leader, for example, wishes to obtain the opinion of his members concerning a certain question, he would get the most accurate reflection of opinion by polling each member of the congregation. This is called a “total population survey.”

A study of all the members of a group the size of a church usually does not pose serious problems. However, as the size of the population (the group to be studied) increases, it becomes impractical, if not impossible and sometimes unnecessary, to include every member of the population in the study.

In conducting a community attitude survey in towns with a population of 8,000-10,000 or less, it is recommended that surveys be distributed to each household for every person 18 years or over. This allows for the opportunity to get the broadest possible representation from the community and still conduct a survey of manageable proportions.

In the case of a city with a population of more than 8,000-10,000 or a large rural area such as a trade area or county, complete coverage would be more expensive, difficult, and time-consuming. If the total cost of such a study were calculated and weighed against the benefits of the study, the idea would probably be dropped. Fortunately, the analysis of a small but carefully selected sample or portion of the total population will yield information almost as accurate as if the entire population had been studied.

Therefore, the *purpose of sampling is to obtain accurate and precise information at a minimum cost of time and money.*

METHODS OF SAMPLE SELECTION

There are two basic methods of sample selection:

1. Arbitrary sampling:

Examples: Sidewalk interviewing,

Giving a questionnaire to each person entering the county courthouse,

Permitting the interviewer to select the persons he wishes to interview.

The basic problem with arbitrary sampling is that only certain types of people tend to be on the sidewalk or in the courthouse at interview time, or the interviewer tends to select those persons who are easiest to interview. Unless you are only interested in what the people coming into the courthouse on Tuesday think about the new carpet, the survey is likely to be biased and unreliable—you cannot generalize to what the entire community thinks about the new carpet.

2. Random Sampling:

The essential feature of random sampling is that every member of the population has an equal or known chance of being included in the sample. If the survey results are to be representative of the entire population, as in a community attitude survey, some type of random sample should be utilized. However, the rules for obtaining a random sample must be followed closely if unbiased results are desired. There are several different ways in which random sampling can be done, but some are much better than others—

Example 1: Select every 10th name in the phone book. (*Poor*)

Example 2: Select every 5th house on the street. (*Poor*)

Example 3: Get a list of all addresses in the area you are surveying and use a random number table to draw your sample. (*Best*)

There are several objections to the first two examples. Not every person has a phone (or even a listed number) and selecting every fifth house on the street could over-represent certain types of residents, such as those in affluent neighborhoods, and under-represent low income people, simply because of the visibility of larger homes over small apartments or clustered housing.

A preferable method, therefore, is using a random number table to draw your sample.

SELECTING THE TOWN SAMPLE

The first step in drawing a sample is to define the area to be studied. The exact area to be studied depends on the purpose of the survey. In a community survey, for example, which is intended to reach those people within the city limits, the recommended procedure is as follows:

1. Obtain a list of addresses of all households in the town. This list can usually be obtained from a city directory, a city plat map, or from the city clerk or the local gas or electric company. Commercial or professional establishments, schools, churches, and other institutions should be eliminated from the list.
2. The remaining residential addresses (households) should be numbered consecutively beginning at 0001 and ending with the last household. For example, if there were a total of 1,995 residential households, then the households would be numbered from 0001 to 1995. Likewise, if there were 995 households in the town, the households would be numbered from 001 to 995.
3. A sample of households can then be selected from this list on the basis of numbers drawn from a table of random numbers. (See Table 1)

HOW TO USE THE RANDOM NUMBER TABLE

Illustration: Suppose a list of 5,000 addresses has been compiled comprising all the households in River City, a city of 13,500, and it has been determined that a sample of 370 households is required to make it a representative survey. (A method of determining sample size will be covered a little later.) Use the random number table shown on page 64 and arbitrarily select any point on the table. It makes no difference where one starts in this table—it is random.

For example, one might choose to start at Row 00 and Column 05. The five digit number at this point is 22662. Since there are 5,000 addresses, (a four-digit number), look at only the first four digits of the column, or 2266. Reading down the column, select each four-digit number between 0001 and 5000 as it appears in the random number table.

If the same number is drawn from the table twice, ignore the repeated number and go to the next number in the table. If the number occurs between 0001 and 5000 and has not appeared before, that number becomes part of the sample of 370 numbers or households. If a number larger than 5000 is selected, it is also ignored and another number is selected from the table.

At the bottom of the table, start a new set of four-digit numbers by shifting one column to the right. Using the starting point mentioned above, this would be 2662. Continue this procedure until 370 different numbers between 0001 and 5000 are drawn. Then select those addresses from the list of households whose numbers correspond to each of the four-digit numbers taken from the table of random numbers.

If a list of addresses is not available, it will be necessary to make a complete tour through the city and make a map, marking an X for each household. These X's (households) are numbered consecutively and the sample is then selected in the same manner as above.

SELECTING THE RURAL SAMPLE

If it is decided to include some part of the rural area (outside the city limits) in the survey, such as a trade area or even an entire county, also use the household as the survey unit. In the event a complete list of both farm and non-farm rural households is available for the community, a rural sample can be selected from this list in the same manner as the town sample was selected. However, it is usually difficult to obtain a list of both farm and non-farm rural households, therefore, it is often necessary to draw rural samples from county maps. (The Missouri Highway Commission has copies of all county maps showing the location of rural households. Some counties will also have plat maps from other sources.)

Each black square on these maps represents a household. (See legend of each map for other occupied dwellings.) **One procedure for drawing a sample of households is to divide the entire area under study on the map into clusters of five households.**

Figure 1 shows how one township has been divided. The entire area is divided into townships and then into clusters of five households, using some combination of complete, half, or quarter section lines, or using intersecting roads as cluster boundaries. The method chosen should be dependent on the accessibility of the households. Do not cluster by section, for instance, if there were few roads making access to houses difficult. It would be preferable in that case to divide the township into clusters of five households (See Figure 1) with roads forming some of the cluster boundaries. For purposes of convenience, it may be necessary to occasionally form a cluster with four or six households. However, most clusters should contain five households. It should also be remembered that for every cluster containing six households, there should be one containing only four households. It may be necessary in sparsely populated areas, in areas with concentrated housing, or in areas where roads and rivers run crooked, to ignore section lines and/or road boundaries and form clusters of five households in the most convenient "shape" possible. (See Sections 6, 8, 17.)

After the area is divided into clusters, the clusters should be numbered consecutively. A sample of clusters is then selected by using the table of random numbers and all houses are surveyed which fall within the chosen clusters' boundaries.

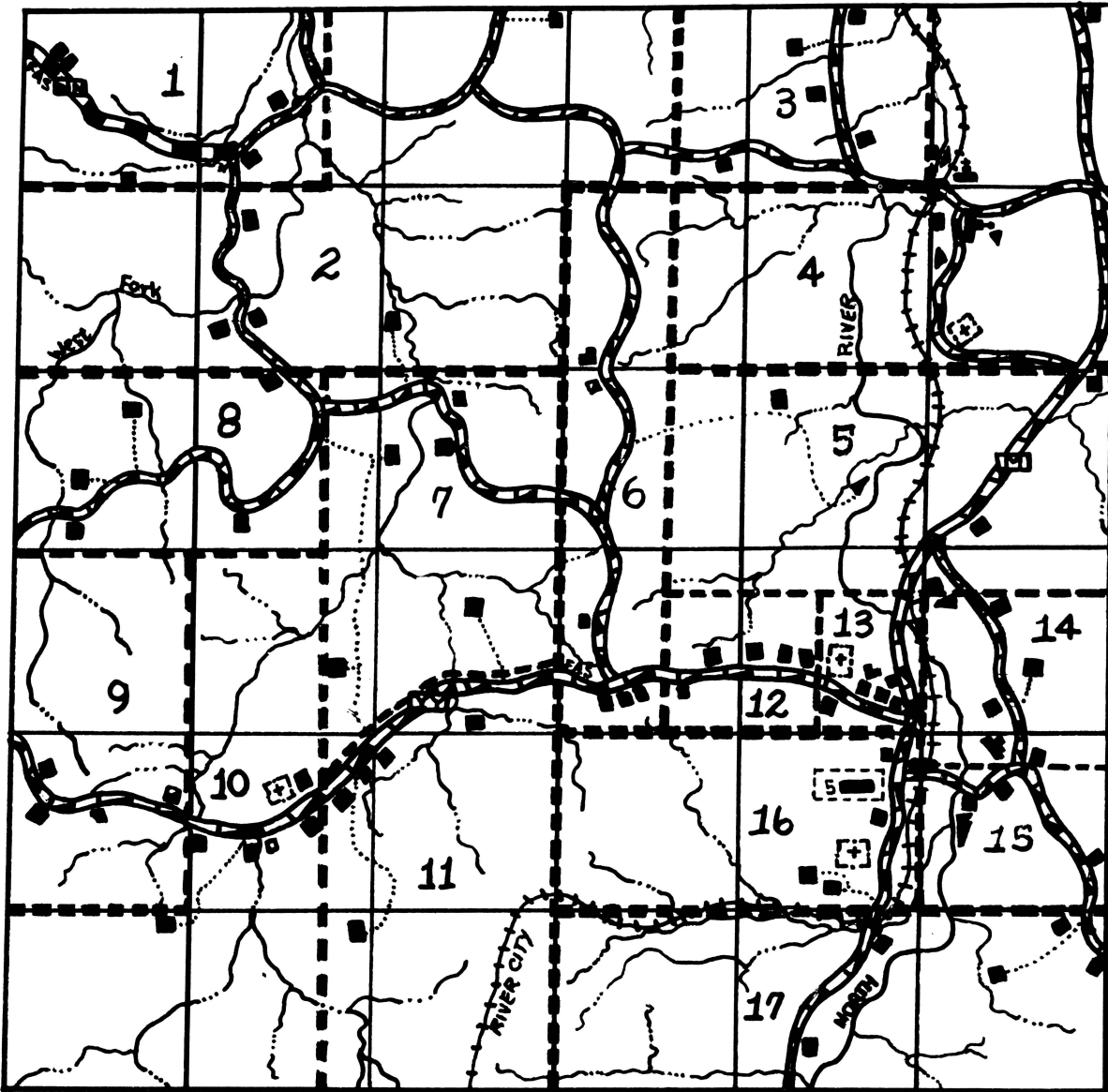


Figure 4: Sample Township—Clusters Drawn Along Road Lines

When dividing the entire study area into clusters, **make sure every part of the rural area is in a cluster.** Failure to include a part of the area in clusters would result in a biased sample, since the excluded households would have no chance of being selected.

County maps are sometimes not up to date. When the interviewing begins, it may be found that there are actually less than five, or more than five, occupied households in some cluster areas. **Interview all households in selected clusters** to avoid bias. Furthermore, the maps may not show new housing developments or trailer parks at the edge of towns. It is usually most logical in terms of the kinds of questions asked in community surveys to include the town fringe (those areas which have a much higher population density than the rural areas and which are adjacent to a city) as part of the urban area and code all questionnaires with a number referring to the particular fringe area from which the questionnaire was collected. The other option is to exclude them altogether, if only the responses of the people living within the city limits are desired. The inclusion of these fringe areas in a rural sample would result in a very large number of households in a given cluster and thus could over-represent those areas. In the event a section is selected which includes urban or small town households within the county but outside the major city, all urban or small town households are eliminated from the clustered area. Remember: Interview all rural households within the cluster only. Other towns within the sample area should be handled in the same way as in "Selecting the Town Sample."

SAMPLE SIZE

The number of households to be included in the sample depends on the number of households in the area, the desired precision of the results and the objectives of the study.

To determine sample size:

1. Estimate the number of households in the area to be studied. Determine the number of town households by numbering the lists obtained from the city clerks or from the utility companies or by counting the number of X's marked on the maps prepared by driving around the towns.
2. Estimate the number of rural households in the following manner: Using the census data, subtract the town population from the total population of the area being surveyed. The remainder should be an estimate of the total rural population. (If you use townships as boundary lines, population statistics will be much easier to find.*) Divide the total rural population by the average size of rural households, again taken from census or other data, to obtain an estimate of the number of rural households. In the event the average size of rural households is unknown, use a rough figure of four members per household. The sum of the town and rural households will provide an estimate of the total number of households in the survey area.

Once the number of households in the area is estimated, determine the degree of precision wanted in the results. As a rule of thumb, select a sample size that will let one estimate a percentage figure within plus or minus five percent of the true figure. There is then a probability of being right 95 percent of the time or more. Table 2 shows the number of households needed to obtain answers of this precision for several population sizes.

3. Decide the number of households in the sample which should come from the towns and from the rural area. As a rule, the percent of town and rural households in the sample should be the same as the percent of town and rural households in the total population.

If a total of 1,000 households are included in the town and rural area to be sampled and 300 of those are located in rural areas, then about 30 percent of the households should be drawn from the rural area and 70 percent from the town or towns.

If an analysis of sub-areas is planned, separate samples must be drawn from each sub-area. In a county-wide survey, it may be desirable to analyze the trade area around two or more towns. In this case, separate samples must be drawn for each town. The sample size of each sub-area should be determined in the same manner as a sample for the total area as a single unit. The sample size for each sub-area will be smaller than a sample for the total area.

A practical example of how to draw a random sample follows.

EXAMPLE

HOW TO DRAW A RANDOM SAMPLE: EXCERPT FROM RANDOM NUMBER TABLE AND STEP BY STEP EXPLANATION OF ITS USE

	00-04	05-09	...	
00	54463	22662	...	Example Problem: River City is planning to do a county-wide survey with an estimated 18,000 households in the county. Because of the kinds of questions they are interested in, i.e., annexation, planning and zoning, etc., it is important to them to be able to separate the responses of the in-town residents from the out-county residents. And because of the size of the county (18,000 households), they have decided to use a random sampling technique rather than try to survey every household in the entire county.
01	15389	85205	...	
02	85941	40756	...	
03	61149	69440	...	
04	05219	81619	...	
05	41417	98326	...	
06	28357	94070	...	
07	17783	00001	...	
08	40950	84820	...	
09	82995	64157	...	
10	96754	17676	...	
..	Let's take the in-town portion of the survey as an example:

*U.S. Population Census which is done every 10 years reports the populaiton for all minor civil divisions (townships).

STEP ONE: Secure a reliable list of all addresses in the survey area and number the list of addresses consecutively.

By getting a list of addresses of all the electric company customers within the city limits, they are confident that they have an accurate, up-to-date, and complete list of all the 5,000 households in the city.

The list looks like this:

Number Consecutively	Addresses
0001	412 Elm Street
0002	3023 Oak Street
0003	593 Maple Street
.
.
.
4999	214 Pine Street
5000	1057 Cedar Street

STEP TWO: Choose any starting place in the Random Number Table:

For example:

Row 00 and Column 05-09 — 22662

STEP THREE: Select the number of digits needed to include the total number of households in the sample.

There are 5000 households in the city and from the table on page 68, it is ascertained that a sample of 370 is necessary in order to have a statistically valid random sample. Therefore, use only a three-digit column in the random number table: 226.

STEP FOUR: With one person reading the random number table and one or more persons handling the numbered lists of addresses, the person reading the table then proceeds to call out the numbers in order, reading down the column in the table, excluding repeated numbers and numbers larger than the total number of households in the survey area.

The person reading the number table would say:

“2266”
 “4075”
 “0001”
 etc.

The reader disregards the second number appearing in the table—8520—because it is larger than 5000 the total number of households in the town. Likewise, the following numbers—6944, 8161, 9832, and 9407 are disregarded.

ALSO

If “2266,” for instance, appears a second time elsewhere in the table, the repeated number is then disregarded.

* * * * *

As the first number in the table is read—2266—the person handling the list finds the address numbered 2266 and rennumbers it #1. The next number read—4075—is then found and the address corresponding to that number is rennumbered #2, etc., until the sample size (370) is reached.

(See Table 3 for Sample Address List.)

The persons handling the numbered lists of addresses proceed to rennumber the lists in the order in which the reader calls out the numbers. This procedure is continued until the sample has been drawn.

STEP FIVE: After the reader has gone through the entire table and still does not have enough numbers to equal the sample size, it is necessary to go back to the original starting point in the table, shift one column to the right, and proceed as before until the sample size is reached. Remember: Exclude any repeated numbers and numbers larger than your total population.

If, for instance, the reader has gone through each column of the table and has only reached the 209th number, it is necessary to go back to the original starting point—2266—and shift one column to the right, so that he continues with:

“2662”

“0756”

“1619”

etc.

—Until 370 numbers have been called.

THE SAMPLE IS NOW DRAWN!

Table 1*
Random Number Table
Ten Thousand Randomly Assorted Digits

	00-04	05-09	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-99
00	54463	22662	65905	70639	79365	67382	29085	69831	47058	08186	59391	58030	52098	82718	87024	82848	04190	96574	90464	29065
01	15389	85205	18850	39226	42249	90669	96325	23248	60933	26927	99567	76364	77204	04615	27062	96621	43918	01896	83991	51141
02	85941	40756	82414	02015	13858	78030	16269	65978	01385	15345	10363	97518	51400	25670	98342	61891	27101	37855	16235	33316
03	61149	69440	11286	88218	58925	13638	52862	62733	33451	77455	86859	19558	64432	16706	99612	59798	32803	67708	15297	28612
04	05219	81619	10651	67079	92511	59888	84502	72095	83463	75577	11258	24591	36863	55368	31721	94335	34936	02566	80972	08188
05	41417	98326	87719	92294	46614	50948	64886	20002	97365	30976	95068	88628	35911	14530	33020	80428	39936	31855	34334	64865
06	28357	94070	20652	35774	16249	75019	41145	05217	47286	76305	54463	47237	73800	91017	36239	71824	83671	39892	60518	37092
07	17783	00015	10806	83091	91530	36466	39981	62481	49177	75779	16874	62677	57412	13215	31389	62233	80827	73917	82802	84420
08	40950	84820	29881	85966	62800	70326	84740	62660	77379	90279	92494	63157	76593	91316	03505	72389	96363	52887	01087	66091
09	82995	64157	66164	41180	10089	41757	78258	96488	88629	37231	15669	56689	35682	40844	53256	81872	35213	09840	34471	74441
10	96754	17676	55659	44105	47361	34833	86679	23930	53249	27083	99116	75486	84989	23476	52967	67104	39495	39100	17217	74073
11	34357	88040	53364	71726	45690	66334	60332	22554	90600	71113	15696	10703	65178	90637	63110	17622	53988	71087	84148	11670
12	06318	37403	49927	57715	50423	67372	63116	48888	21505	80182	97720	15369	51269	69620	03388	13699	33423	67453	43269	56720
13	62111	52820	07243	79931	89292	84767	85693	73947	22278	11551	11666	13841	71681	98000	35979	39719	81899	07449	47985	46967
14	47534	09243	67879	00544	23410	12740	02540	54440	32949	13491	71628	73130	78783	75691	41632	09847	61547	18707	85489	69944
15	98614	75993	84460	62846	59844	14922	48730	73443	48167	34770	40501	51089	99943	91843	41995	88931	73631	69361	05375	15417
16	24856	03648	44898	09351	98795	18644	39765	71058	90368	44104	22518	55576	98215	82068	10798	86211	36584	67466	69373	40054
17	96887	12479	80621	66223	86085	78285	02432	53342	42846	94771	75112	30485	62173	02132	14878	92879	22281	16783	86352	00077
18	90801	21472	42815	77408	37390	76766	52615	32141	30268	18106	80327	02671	98191	84342	90813	49268	95441	15496	20168	09271
19	55165	77312	83666	36028	28420	70219	81369	41943	47366	41067	60251	45548	02146	05597	48228	81366	34598	72856	66762	17002
20	75884	12952	84318	95108	72305	64620	91318	89872	45375	85436	57430	82270	10421	05540	43648	75888	66049	21511	47676	33444
21	16777	37116	58550	42958	21460	43910	01175	87894	81378	10620	73528	39559	34434	88596	54086	71693	43132	14414	79949	85193
22	46230	43877	80207	88877	89380	32992	91380	03164	98656	59337	25991	65959	70769	64721	86413	33475	42740	06175	82758	66248
23	42902	66892	46134	01432	94710	23474	20423	60137	60609	13119	78388	16638	09134	59880	63806	48472	39318	35434	24057	74739
24	81007	00333	39693	28039	10154	95425	39220	19774	31782	49037	12477	09965	96657	57994	59439	76330	24596	77515	09577	91871
25	68089	01122	51111	72373	06902	74373	96199	97017	41273	21546	83266	32883	42451	15579	38155	29793	40914	65990	16255	17777
26	20411	67081	89950	16944	93054	87687	96693	87236	77054	33848	76970	80876	10237	39515	79152	74798	39357	09054	73579	92359
27	58212	13160	06468	15718	82627	76999	05999	58680	96739	63700	37074	65198	44785	68624	98336	84481	97610	78735	46703	98265
28	70577	42866	24969	61210	76046	67699	42054	12696	93758	03283	83712	06514	30101	78295	54656	85417	43189	60048	72781	72606
29	94522	74358	71659	62938	79643	79169	44741	95437	39038	13163	29287	56852	69727	94443	64936	08366	27227	05158	50326	59566

	00-04	05-09	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-99
30	42626	86819	85651	88678	17401	03252	99547	32404	17918	62880	74261	32592	86538	27041	65172	85532	07571	80609	39285	65340
31	16051	33763	57194	16752	54450	19031	58580	47629	54132	60631	64081	49863	08478	96001	18888	14810	70545	89755	59064	07210
32	08244	27647	33851	44705	94211	46716	11738	55784	95374	72655	05617	75818	47750	67814	29575	10526	66192	44464	27058	40467
33	59497	04392	09419	89964	51211	04894	72882	17805	21896	83864	26793	74951	95466	74307	13330	42664	85515	20632	05497	33625
34	97155	13428	40293	09985	58434	01412	69124	82171	59058	82859	65988	72850	48737	54719	52056	01596	03845	35067	03134	70322
35	98409	66162	95763	47420	20792	61527	20441	39435	11859	41567	27366	42271	44300	73399	21105	03280	73457	43093	05192	48657
36	45476	84882	65109	96597	25930	66790	65706	61203	53634	22557	56760	10909	98147	34736	33863	95256	12731	66598	50771	83665
37	89300	69700	50741	30329	11658	23166	05400	66669	48708	03887	72880	43338	93643	58904	59543	23943	11231	83268	65938	81581
38	50051	95137	91631	66315	91428	12275	24816	68091	71710	33258	77888	38100	03062	58103	47961	83841	25878	23746	55903	44115
39	31753	85178	31310	89642	98364	02306	24617	09609	83942	22716	28440	07819	21580	51459	47971	29882	13990	29226	23608	15873
40	79152	53829	77250	20190	56535	18760	69942	77448	33278	48805	63525	94441	77033	12147	51054	49955	58312	76923	96071	05813
41	44560	38750	83635	56540	64900	42912	13953	79149	18710	68618	47606	93410	16359	89033	89696	47231	64498	31776	05383	39902
42	68328	83378	63369	71381	39564	05615	42451	64559	97501	65747	52669	45030	96279	14709	52372	87832	02735	50803	72744	88208
43	46939	38689	58625	08342	30459	85863	20781	09284	26333	91777	16738	60159	07425	62369	07515	82721	37875	71153	21315	00132
44	83544	86141	15707	96256	23068	13782	08467	90469	93842	55349	59348	11695	45751	15865	74739	05572	32688	20271	65128	14551
45	91621	00881	04900	54224	46177	55309	17852	27491	89415	23466	12900	71775	29845	60774	94924	21810	38636	33717	67598	32521
46	91896	67126	04151	03795	59077	11848	12630	98375	52068	60142	75086	23537	49939	33595	13484	97588	28617	17979	70749	35234
47	55751	62515	21108	80830	02263	29303	37204	96926	30506	09808	99495	51434	29181	09993	97588	28617	17979	70749	35234	
48	85156	89689	95493	88842	00664	55017	55539	17771	69448	87530	26075	31671	45386	36583	93459	48599	52022	41330	60651	91321
49	07521	56898	12236	60277	39102	62315	12239	07105	11844	01117	13636	93596	23377	51133	95126	61496	42474	45141	46660	42338
50	64249	63664	39652	40646	97306	31741	07294	84149	46797	82487	32847	31282	03345	89593	69214	70381	78285	20054	91018	16742
51	26538	44249	04050	48174	65570	44072	40192	51153	11397	58212	16916	00041	30236	55023	14253	76582	12092	86533	92425	37655
52	05845	00512	78630	55328	18116	69296	91705	86224	29503	57071	66176	34047	21105	27137	03191	48970	64625	22394	39622	79085
53	74897	68373	67359	51014	33510	83048	17056	72506	82949	54600	46299	13335	12180	16861	38043	59292	62675	63631	37020	78195
54	20872	54570	35017	88132	25730	22626	86723	91691	13191	77212	22847	47839	45385	23289	47526	54008	45683	55849	51575	64689
55	31432	96156	89177	75541	81355	24480	77243	76690	42507	84362	41851	54160	92320	69936	34803	92479	33399	71160	64777	83378
56	66890	61505	01240	00660	05873	13568	76082	79172	57913	93448	28444	59497	91586	95917	68553	28639	06455	34174	11130	91994
57	48194	57790	79970	33106	86904	48119	52503	24130	72824	21627	47520	62378	98855	83174	13088	16561	68559	26679	06238	51254
58	11303	87118	81471	52936	08555	28420	49416	44448	04269	27029	34978	63271	13142	82681	05271	08822	06490	44984	49307	62717
59	54374	57325	16947	45356	78371	10563	97191	53798	12593	27928	37404	80416	69035	92980	49486	74378	75610	74976	70056	15478

	00-04	05-09	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-99
60	64852	34421	61046	90849	13966	39810	42699	21753	76192	10508	32400	65482	52099	53676	74648	94148	65095	69597	52771	71551
61	16309	20384	09491	91588	97720	89846	30376	76970	23063	35894	89262	86332	51718	70663	11623	29834	79820	73002	84886	03591
62	42587	37065	24526	72602	57589	98131	37292	05967	26002	51945	86866	09127	98021	03871	27789	58444	44832	36505	40672	30180
63	40177	98590	97161	41682	84533	67588	62036	49967	01990	72308	90814	14833	08759	74645	05046	94056	99094	65091	32663	73040
64	82309	76128	93965	26743	24141	04838	40254	26065	07938	76236	19192	82756	20553	58446	55376	88914	75096	26119	83898	43816
65	79789	68243	59732	04257	27084	14743	17520	95401	55811	76099	77585	52593	56612	95766	10019	29531	73064	20953	53523	58136
66	40538	70000	89559	25026	42274	23489	34502	75508	06059	86682	23757	16364	05096	03192	62386	45389	85332	18877	55710	96459
67	64016	73598	18609	73150	62463	33102	45205	87440	96767	67042	45080	96257	23850	26216	23309	21526	07425	50254	19455	29315
68	49767	12691	17903	93871	99721	79109	09425	26904	07419	76013	92970	94243	07316	41467	64837	52406	25225	51553	31220	14032
69	76974	55108	29795	08404	82684	00497	51126	79935	57450	55671	74346	95956	40088	98176	17896	86900	20249	77753	19099	48885
70	23854	08480	85983	96025	50117	64610	99425	62291	86943	21541	87646	41309	27636	45353	29988	94770	97255	70908	05340	99751
71	68973	70551	26098	78033	98573	79848	31778	29555	61446	23037	50099	71038	45146	06146	55211	99429	43169	66259	97786	59180
72	36444	93600	65350	14971	25325	00427	52073	64280	18847	24768	10127	46900	64984	75348	04115	33624	68774	60013	35515	62556
73	03003	87800	07391	11594	21196	00781	32550	57158	58887	73041	67995	81977	18984	64091	02785	27762	42529	97144	80407	64524
74	17540	26188	36647	78386	04558	61463	57842	90382	77019	24210	26304	80217	84934	82657	69291	35397	98714	35104	08187	48109
75	38916	55809	47982	41968	69760	79422	80154	91486	19180	15100	81994	41070	56642	64091	31239	02595	13513	45148	78722	30144
76	64288	19843	69122	42502	48508	28820	59933	72998	99942	10515	59537	34662	79631	89403	65212	09975	06118	86197	58208	16162
77	86809	51564	38040	39418	49915	19000	58050	16899	79952	57849	51228	10937	62396	81460	47331	91403	95007	06047	16846	64809
78	99800	99566	14742	05028	30033	94889	53381	23656	75787	59223	31089	37005	29577	07828	42272	54016	21950	86192	99046	84864
79	92345	31890	95712	03279	91794	94068	49337	88674	35355	12267	38207	97938	93459	75174	79460	55436	57206	87644	21296	43395
80	90363	65162	32245	82279	79256	80834	06088	99462	56705	06118	88666	31142	09474	89712	63153	62333	42212	06140	42594	43671
81	64437	32242	48431	04835	39070	59702	31508	60935	22390	52246	53365	56134	67582	92557	89520	33452	05134	70628	27612	33738
82	91714	53662	28373	34333	55791	74758	51144	18827	10704	76803	89807	74530	38004	90102	11693	90257	05500	79920	62700	43325
83	20902	17646	31391	31459	33315	03444	55743	74701	58851	27427	18682	81038	85662	90915	91631	22223	91588	80774	07716	12548
84	12217	86007	70374	52281	14510	76094	96579	54853	78339	20839	63571	32579	63942	25371	09234	94592	98475	76884	37635	33608
85	45177	02863	42307	53571	22532	74921	17735	42201	80540	54721	68927	56492	67799	95398	77542	54913	91853	08424	81450	76229
86	28325	90814	08804	52746	47913	54577	47525	77705	95330	21866	56401	63186	39389	88798	31356	89235	97036	32341	33292	73757
87	29019	28776	56116	54791	64604	08815	46049	71186	34650	14994	24333	95603	02359	72942	46287	95382	08452	62862	97869	71775
88	84979	81353	56219	67062	26146	82567	33122	14124	46240	92973	17025	84202	95199	62262	06366	16175	97577	99304	41587	03686
89	50371	26347	48513	63915	11158	25563	91915	18431	92978	11591	02804	08253	52133	20224	68034	50865	57868	22343	55111	03607

	00-04	05-09	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75-79	80-84	85-89	90-94	95-99
90	53422	96825	69711	67950	64716	18003	49581	45378	99878	61130	08298	03879	20995	19850	73090	13191	18963	82244	78479	99121
91	67453	35651	89316	41620	32048	70225	47597	33137	31443	51445	59883	01785	82403	96062	03785	03488	12970	64896	38336	30030
92	07294	85353	74819	23445	68237	07202	99515	62282	53809	26685	46982	06682	62854	91837	74021	89094	39952	64158	79614	78235
93	79544	00302	45338	16015	66613	88968	14595	63836	77716	79596	31121	47266	07661	02051	67599	24471	69843	83696	71402	76287
94	64144	85442	82060	46471	24162	39500	87351	36637	42833	71875	97367	56641	63416	17577	30161	87320	37752	73276	48969	41915
95	90919	11883	58318	00042	52402	28210	34075	33272	00840	73268	57364	86746	08415	14621	49430	22311	15836	72492	49372	44103
96	06670	57353	86275	92276	77591	46924	60839	55437	03183	13191	09559	26263	69511	28064	75999	44540	13337	10918	70846	54809
97	36634	98976	52062	83678	41256	60948	18685	48992	19462	96062	53873	55571	00608	42661	91332	63956	74087	59008	47493	99581
98	75101	72891	85745	67106	26010	62107	60885	37503	55461	71213	35531	19162	86406	05299	77511	24311	57257	22826	77555	05941
99	05112	71222	72654	51583	05228	62956	57390	42746	39272	96659	28229	88629	25695	94932	30721	16197	28742	34974	97528	45447

***Taken from George W. Snedecor, Statistical Methods, 5th Ed., The Iowa State University Press, Ames, 1956.**

TABLE 2
Suggested Sample Sizes For Selected Population Sizes
In A Simple Random Sample

Total Number of Households In the Population*	Number of Households Needed in The Sample	Total Number of Households In the Population	Number of Households Needed in The Sample
100	80	5,000	370
120	92	6,000	375
140	104	7,000	378
160	114	8,000	381
180	124	9,000	383
200	133	10,000	385
220	142	More than 10,000	400
240	150		
260	158		
280	165		
300	171		
320	178		
340	184		
360	189		
380	195		
400	200		
420	205		
440	210		
460	214		
480	218		
500	222		
600	240		
700	255		
800	267		
900	277		
1,000	286		
1,250	303		
1,500	316		
1,750	326		
2,000	333		
2,500	345		
3,000	353		
3,500	359		
4,000	364		
4,500	367		

*Make sure all the households (rural and town) in the population have been added together before determining the sample size.

TABLE 3
Sample Address List

YOUR ADDRESS LIST SHOULD THEN LOOK LIKE THIS:

<u>Sample #</u> (Numbered in order in which appeared in random number table)	<u>Original #</u> (Numbered consecutively)	Addresses
3	1	412 Elm Street
	2	3023 Oak Street
	3	593 Maple Street
	4	202 Hickory Street
	5	184 Ash Street
126	.	
	.	
	.	
	204	441 Willow Street
	205	211 Magnolia Street
370	206	819 Cypress Street
	.	
	.	
1	.	
	.	
	2265	2088 Locust Street
	2266	987 Walnut Street
	2267	1114 Peach Street
299	2268	2042 Apple Street
	.	
42	.	
	.	
	3476	3366 Pear Street
	3477	411 Cherry Street
	3478	1096 Olive Street
42	3479	8888 Mimosa Street
	.	
219	.	
	.	
	4996	6021 Poplar Street
	4997	472 Sycamore Street
	4998	1002 Mulberry Street
219	4999	214 Pine Street
	5000	1057 Cedar Street

