

Building a Foundation for Community Leadership

**Involving Youth in Community
Development Projects**

Knowing About Your Survey

The who, what and why?

Sample from Immokalee survey

- Initiated by Planning Immokalee's Evolution (PIE)
- The survey asks questions about economic growth, jobs, and education.
- The information will be used to provide community leaders and civic groups with local residents opinions about issues facing Immokalee.

Survey Procedures



- We are using telephone survey methods.
- We will use a sample of adults to get the information.
- About 400 people will be interviewed.
- A systematic random sample of the numbers listed in the telephone book is used to select people to call
- Consistent procedures are used to collect reliable data.

Your Role as an Interviewer

- Honor confidentiality
- Maintain control over the interview:
 - Keep your composure
 - Don't try to force people to respond
 - Be familiar with interviewing procedures, fall back information, and the questionnaire.



Tips for Being a Good Interviewer

- Read questions slowly and deliberately
- Read questions precisely as written
- Give no opinions
- Avoid reinforcements, but show interest
- Never suggest an answer
- Don't speak in a monotone voice
- Try to be casual

First Impressions Count!

- Your initial contact is important
- Introduce yourself and the survey
 - Read the statement of the beginning of the survey
- Be natural and smooth (practice helps)
- Don't apologize for calling
 - It is better to make a person feel that they are helping to do something important!

Record Keeping Is Important

- **Write the date, time, and your name on the Call Sheet before dialing.**
- **Write the disposition status on the Call Sheet after dialing the number.**
- **Write the ID number on the Survey.**

Record Keeping Is Important

- **Fill out a Call Back Record (yellow sheet) if the person cannot conduct the interview at the time you call.**
- **If a person does not want to give an interview, fill out a Refusal Record (pink sheet).**

Disposition Status Categories

- **Valid Household**
 - Interview completed
 - Call back to begin
 - Respondent refused (note sex)
 - Other person refused (note sex)
 - Interview terminated, incomplete
 - Not eligible, language related, deafness
 - No answer (after 7 rings)
 - No answer (answering machine)
 - Busy (after redial 5 minutes later)

Disposition Status Categories

- Not a valid household
 - Non working number
 - Business number
 - Institution (hospital, nursing home)
 - Children's phone
 - Other non-residential

Telephone Survey Guidelines

Begin with the first number on the call sheet

- **Mark the date, time, and your name on the call sheet before dialing a number**
- **Note if you are to speak to a man or a woman**
- **Dial the phone number**
- **Use disposition status categories to record the type of call**

Telephone Survey Guidelines *(cont.)*

- End conversation for numbers that don't apply (business, etc.)
- Try to complete each call that is a legitimate number

Telephone Survey Guidelines

During the interview...

- If the person answering refuses to do the interview:
 - Try to talk him or her into completing the interview
 - Don't argue or try to force the interview
 - If the person does not want to give an interview, fill out a Refusal Record (pink sheet)
 - Have someone else try to contact the person again at a later date

Telephone Survey Guidelines

During the interview...

- If the person cannot conduct the interview at the time you call:
 - Try to schedule another time and date for an interview
 - Fill out a Call Back Record (yellow sheet)
 - Have someone contact the person again at the time and date specified

Telephone Survey Guidelines

During the interview...

- If you started interview, but were not able to complete it in one call:
 - Try to convince the person to complete the interview in one session
 - If it is not possible, fill out a Call Back Record (yellow sheet) and schedule another time.
 - Have someone contact the person to complete the interview
 - Make sure that you have filled in all the information for each Call sheet before you return it to the supervisor.

