

**Keene State College
Community Research Center**

Final Report

City of Keene, Community Goals 2002 Telephone Survey

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Acknowledgments

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Executive Summary

This report summarizes the results of a telephone survey of 405 Keene residents that the Community Research Center at Keene State College conducted between November 20-December 19, 2002 for Keene Community Goals 2002. The 5-10 minute survey began with a list of community goals, which respondents were asked to rank as high, medium, or low. It then asked respondents for information that would assist Goals 2002 subcommittees in formulating and refining goals. The survey ended with the opportunity for respondents to state their most important community goal. Survey results are organized by subcommittee titles.

Health, Housing, Education, and Human Service: While a majority of respondents regard increasing health care options (63%) and improving access to health care (63%) as high priorities, only 46% ranked improving access to mental health at this level. Forty-six percent of respondents stated that they knew that financial help for prescription drugs was available. Only 38% of respondents ranked developing more childcare centers as a high priority, but 68% chose this ranking for improving the quality of education for our children. Indeed, this goal ranked third among the list of goals respondents stated were most important to them. Most residents (67%) would like to see more affordable housing, and in fact this goal came in second on the list of most important goals.

Industrial, Retail, and Commercial Development: Forty-two percent of the respondents and 26% of them ranked developing small and large businesses respectively as high priorities. At the same time, 38% favor and 44% oppose restricting commercial development outside the bypass. (19% selected "don't know" as their answer.) While 65% of those interviewed would like to see the expansion of job opportunities, 52% did not have enough information to state their level of satisfaction with job training resources.

Local Government and Regional Planning: The vast majority of respondents (95%) consider Keene a safe place to live. A little over 50% said that they would conduct business with the City over the Internet. A large majority support sharing ambulance, fire, and police services (86%) and educational services (84%) with surrounding towns if they pay their fair share.

Physical and Natural Environment: While 66% of respondents rank encouraging the use of vacant buildings as a high priority, only 51% rank preserving historic buildings and landmarks at this level. Only 48% of respondents regard protecting additional open space as a high priority, but a majority of respondents consider other environmental concerns as very important such as promoting recycling (67%), promoting energy conservation (69%), and improving the water quality of Keene's rivers and ponds (62%). Indeed, energy conservation had the highest frequency as a high priority.

Social, Cultural, and Recreational: Only 35% and 34% ranked providing more cultural activities and more recreational activities to seniors respectively as high priorities. Nevertheless, 58% ranked providing more recreational activities to our youth at this level. At the same time, most residents (65%) would like Keene to increase its recreational facilities, and 55% support using the railroad property to make this happen.

Transportation: Not surprisingly, most respondents (68%) list reducing traffic as a high priority. Indeed it came in third in the priority ranking, and it came in first among goals respondents stated were most important to them. However, most respondents do not see alternative transportation as a desirable means for reducing traffic. Only 40% consider this a high priority. Only 18% of respondents have ever used Keene's bus system. Of the 73 respondents that have used the City bus, 77% reported that they found it easy to use.

Background

The City of Keene first developed Community Goals in 1977 as a “blueprint of goals and recommendations to carry Keene into the twenty first century.”¹ The City updated these in 1995, emphasizing the goals of economic health, citizen participation, and strong regional partnerships. Two important recommendations that emerged from the 1995 Community Goals included clarifying the relationship between community goals and the city’s master plan and updating community goals at least every five years.

Community Goals 2002 reflects the City’s commitment to periodically review and update its goals. Mayor Michael Blastos established Goals 2002 by forming the following six sub-committees to develop goals in these specific areas:

- Physical and Natural Environment
- Transportation
- Industrial, Retail, and Commercial Development
- Health, Housing, Education, and Human Services
- Social, Cultural, and Recreational
- Local Government and Regional Planning

Chairs of each subcommittee comprise the Community Goals Executive Committee, responsible for integrating subcommittee goals into a single, coherent set of community goals that reinforce the City’s master plan.

Project Goals and Objectives

The purpose of this project is to insure that Community Goals 2002 includes input from Keene residents regarding what they value about Keene, how they would like the City to advance, and what aspects about Keene they want to preserve. Toward this end, the City of Keene commissioned the Community Research Center (CRC) at Keene State College (KSC) to

¹ From Page 1 of Community Goals 1995, prepared by the Community Goals Committee and published by the City of Keene.

gather this information by conducting a telephone survey of a representative sample of Keene residents.²

Specific objectives of this project included:

- Designing a survey instrument based on input from the Community Goals 2002 Committee and Subcommittees.
- Refining the instrument based on results of pre-testing items and pilot testing the instrument and methodology.
- Obtaining a sampling frame of 2,300 residents.
- Interviewing 500 Keene residents using Computer Assisted Telephone Interview (CATI) software.
- Analyzing and summarizing data in a final report for the Community Goals Committee by January 1, 2003.

This project reflects only one means by which the City has elicited comments from Keene residents. The City additionally held a number of public meetings where residents could voice their opinions, and it provided residents with a Community Goals Public Input Form on its website. This is in addition to letters and phone calls that it reviewed from concerned citizens. Conducting a telephone survey of randomly selected residents differs from these other approaches in that it reaches local citizens who do not typically attend meetings, write letters, or call City Hall. Moreover, it produces summary statistics that reflect what Keene residents, on average, want for their community.

Methodology

The CRC recommended a telephone survey because of the need to gather and analyze data in a short amount of time. CATI software allows phone interviewers to enter data directly into the computer during the phone interview, thus saving time and ensuring more accurate data entry and analysis.

² The CRC is part of the Sociology/Anthropology Department of Keene State College. *The Community Research Center's mission is to develop research skills and promote professional development among Keene State College students while helping to meet the research needs of non-profit and public agencies in the Monadnock Region. It primarily assists with needs and program assessment, grant writing, and conducting local surveys but is available to help agencies in other research areas. The CRC seeks to strengthen community and campus relations through the services it provides for local agencies.*

Instrument Design

The CRC developed initial survey questions after receiving input from subcommittees regarding information that would help them formulate and refine community goals. CRC staff met personally with three subcommittees: 1) Health, Housing Education, and Human Services, 2) Local Government and Regional Planning, and 3) Transportation. Other subcommittees emailed their topics to the City, which forwarded them to the CRC. On October 7, 2002, the CRC presented a preliminary survey instrument to the Executive Committee for assessment.

It then put the instrument through four revisions, first modifying it based on the Committee's feedback. Sociologists affiliated with the CRC and KSC students enrolled in both sections of Sociological Research Methods provided additional comments for refining the instrument. Sociology majors Kristen Denningham and Nicole Vincent also conducted focus group interviews of methods students to obtain even more ideas for improving the survey. Several important changes based on all of this feedback included reducing the number of response categories, shortening questions, eliminating jargon, and adding an open-ended question that allows Keene residents to state what they think is the most important community goal. The CRC also decided not to ask for demographic information such as age, gender, income, and so forth because of the intrusive nature of these questions that would likely alienate many potential respondents. CRC staff met with the Executive Committee on November 7, 2002 for comments leading to the final version of the instrument.

CRC staff pilot tested the instrument by conducting phone interviews of 15 Keene residents on November 12, 2002 from 6:00 to 8:00 PM using CATI software. No problems with the research design or instrument emerged during the pilot test.

Appendix A contains the final version of the survey instrument. The first part of it lists 20 community goals with response categories including high, medium, and low priority. We also included the category "don't know" in case respondents did not have enough knowledge about a goal to provide a ranking. The second part of the instrument asked general questions for which the response was either "yes" or "no." We included a "don't know" category for these questions too. The survey ends with the open-ended question that gives respondents a chance to clarify their most important community goal.

Sampling

For a cost of \$425, the CRC contracted with Marketing Systems Group (MSG) in Fort Washington, Pennsylvania to generate a list of 3,500 phone numbers in the Keene area using Random Digit Dialing. In addition, MSG screened out non-usable numbers (e.g., disconnected, business, and non-Keene numbers) using ID Plus software reducing the list to 2,300 phone numbers. However, MSG advised CRC that the screening was not foolproof. That is, a number of non-usable numbers would still end up in their final sampling frame, but they felt that 2,300 phone numbers would be sufficient to generate a sample of 500 residents.

Phone Survey

CRC staff and students enrolled in the Sociological Research Methods courses at KSC conducted telephone surveys from November 20th through December 19th of 2002. Phone interviews occurred Sunday through Thursday nights from 6:00-9:00 PM, generally lasting between 5 to 10 minutes. They took place in the Computer Assisted Telephone Interviewing (CATI) lab located on the third floor of KSC's Elliott Hall.

Students received training and a short instruction manual before conducting interviews. (See Appendix B for a copy of the training manual.) Supervisors were always present during the interviews to provide the initial hands-on training, answer questions, and solve any problems that arose during interviews. At the request of the Goals Committee, calls were not computer generated; students personally made each call based on the phone number that appeared on their CATI screen. Students read questions off the computer screen to respondents, entering responses directly into a computer file.

CRC conducted phone interviews past the December 6, 2002 cut-off date in an effort to meet the goal of interviewing 500 residents. Unfortunately, a high refusal rate made it difficult to attain this goal. Table 1 on the following page displays the frequency distribution of phone calls made. Of the 4,098 phone calls initiated, 405 resulted in completed surveys. At the same time, there were 720 refusals most likely due to the time of year phone calls were made (i.e., post political polling and demands of the holiday season) as well as telemarketing saturation. Nevertheless, a sample size of 405 is large enough to conduct a reliable statistical analysis

representative of Keene residents. This is reinforced by a reasonable margin of error generated for all statistics discussed in this report (+/- 2 to 5 percentage points).

Several attempts were made to contact residents when interviewers encountered a busy signal. A number of respondents also requested that we call again at a better time. We also called back if the respondent was too young to take the survey. Most often there was no answer or an answering machine turned on; we made additional attempts to connect with these potential respondents. Five hundred and sixty-nine phone numbers were unusable for a variety of reasons, i.e., fax machine, business number, or resident lived outside of Keene. CRC staff instructed phone interviewers not to interview respondents who lived outside of Keene. Nevertheless, there is the possibility that the final sample still includes a miniscule number of non-residents who did not identify themselves, but these should be too few in number to bias results.

Table 1: Frequency Distribution of All Dialings

<u>Disposition</u>	<u>Number of Dialings</u>
Completed Survey	405
Refusal	720
Busy Signal	356
Call at Better Time	193
No Answer/Answering Machine	1826
Too Young	29
Outside of Keene	93
Other Problem	476
TOTAL	4098

Source: CATI Disposition Report

Results

Charts 1 through 31 summarize the results of the survey. They are organized according to information relevant to each subcommittee. Note that unless otherwise indicated, the margin of error is +/- 5 percentage points for each category with the highest percent frequency. Also note that percent distributions do not always sum exactly to 100% due to rounding.

Health, Housing Education, and Human Service

Charts 1 through 4 summarize responses to questions related to health care. While 63% of respondents consider increasing health care options and improving access to health care a high priority, only 46% of those surveyed ranked improving access to mental health services at this level. Interestingly, most Keene residents (55%) are not aware that there is financial help for prescription drugs. This percent increases to 59% if we include those who answered “don’t know.” One question that occasionally came up throughout the telephone interviews concerned who would be eligible for this financial help.

Chart 1: Increasing Health Care Options

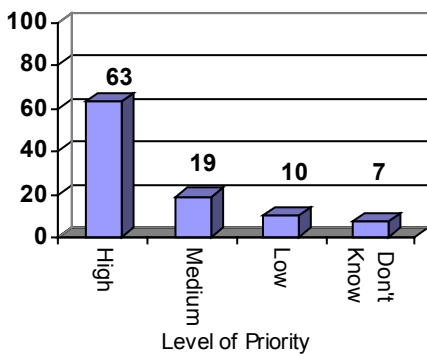


Chart 2: Improving Access to Health Care

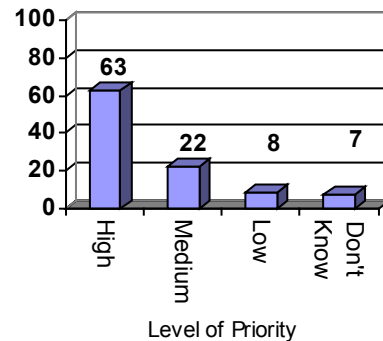


Chart 3: Improving Access to Mental Health Services

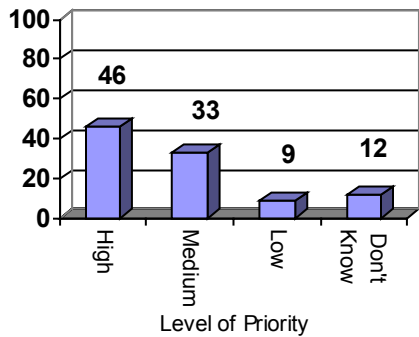
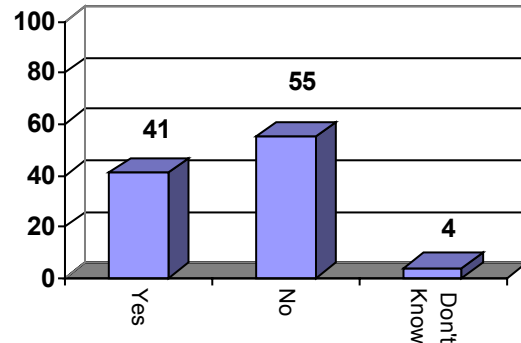
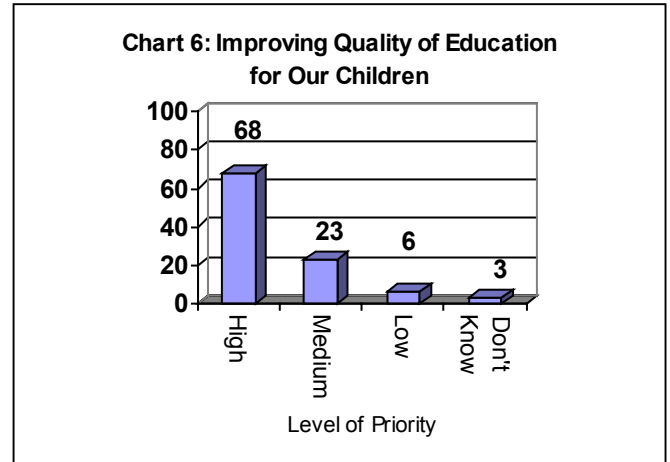
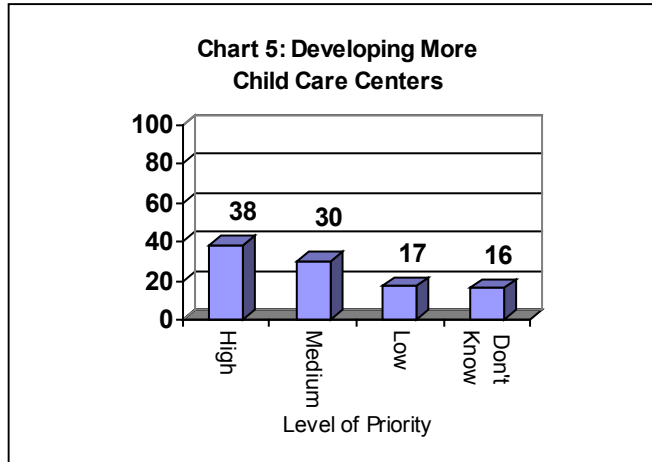
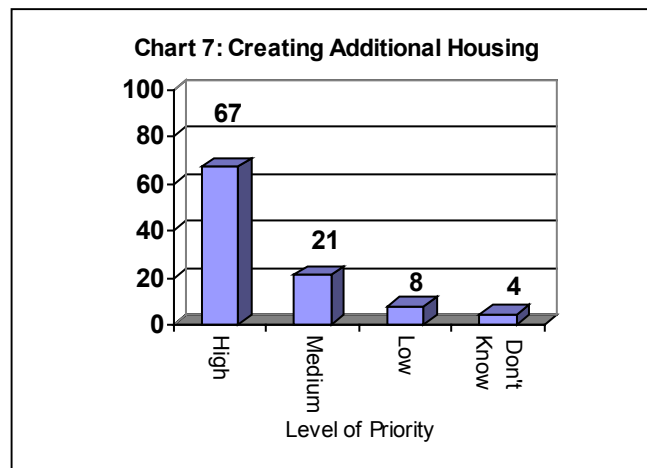


Chart 4: Aware of Financial Help for Prescription Drugs?





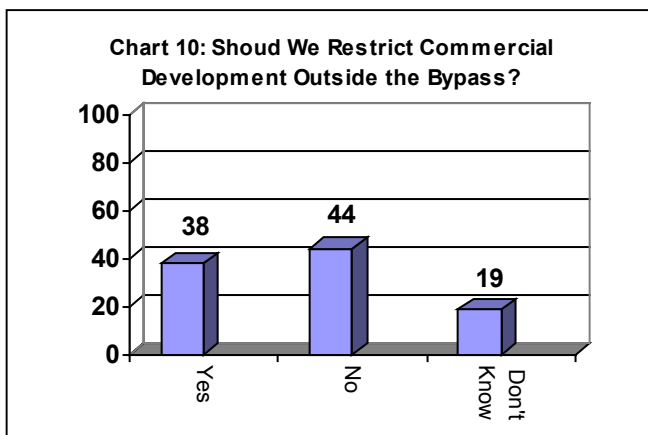
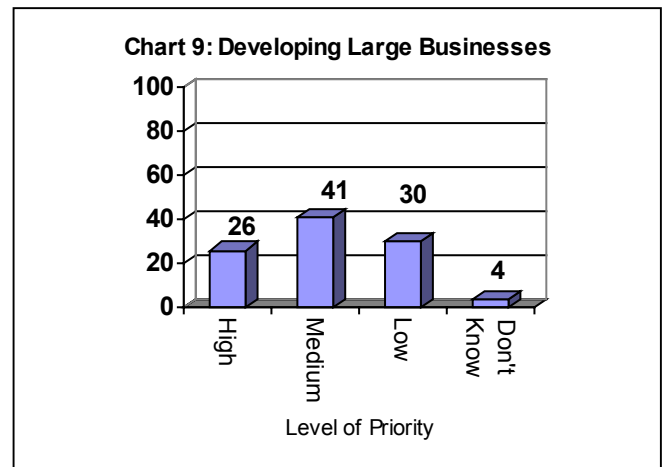
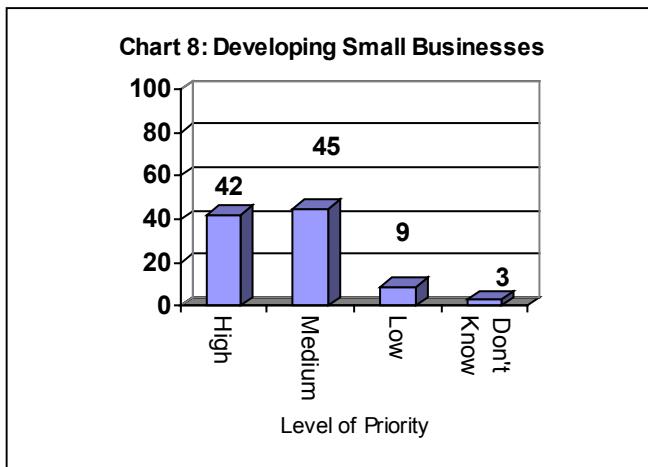
Charts 5 and 6 present different views on goals that concern our community's children. While only 38% of respondents regard developing more childcare centers as a high priority, 68% deem improving quality of education for our children as an important goal. Indeed, this last goal ranks second among all 20 goals listed in the instrument based on frequency distributions.



A majority of interviewees (67%) also consider the creation of additional housing to be a high priority, as shown in Chart 7. This goal ranked fourth among the 20 goals presented to respondents.

Industrial, Retail, and Commercial Development

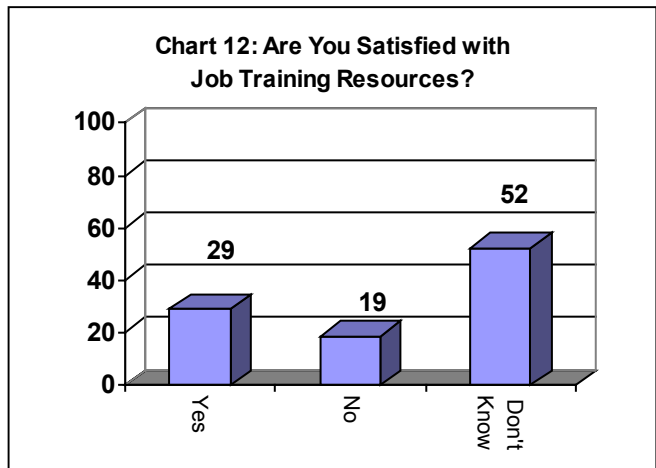
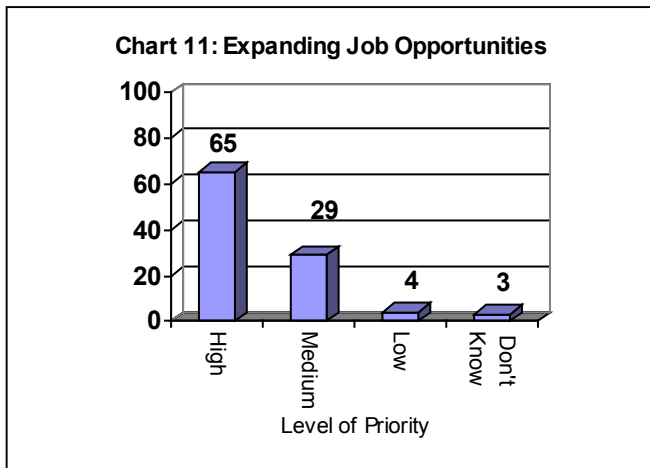
Charts 8 through 10 present results dealing with business development. They suggest that Keene residents approach development in moderation. For example, the medium category emerged with the highest frequency of responses when residents were asked their views on developing small (45%) and large businesses (41%) respectively. While 42% of respondents consider developing small businesses as a high priority, only 26% rank developing large businesses at this level. At the same time, Chart 10 shows that a significant percentage of respondents (44%) do not want to restrict commercial development outside the bypass.



However, this particular finding may not be valid. It became apparent during the course of the interviews that the question, "Should we restrict commercial development outside the bypass?" needed more clarity. Some respondents interpreted this question to mean development should be restricted to the area outside the bypass. In this case, a negative

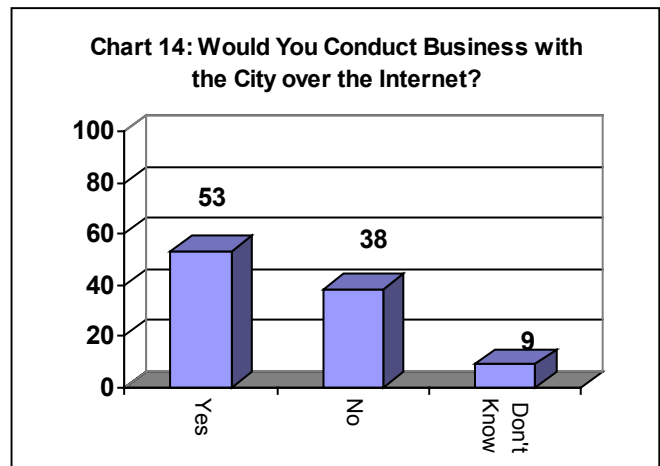
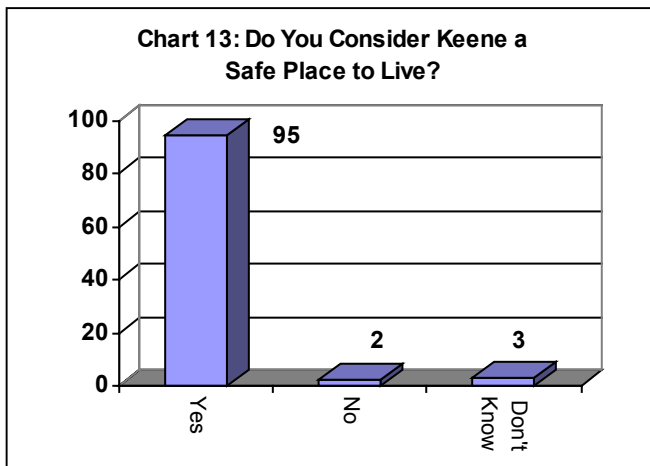
response could be interpreted as opposition to concentrating development outside the bypass.

As illustrated in Chart 11, most community residents (65%) believe that expanding job opportunities should be a high priority for the City of Keene. But when it comes to job training resources, most Keene residents simply could not provide an informed opinion. Chart 12 shows that 52% did not know if these resources should be expanded. Of the remaining respondents, 29% support and 19% oppose expanding job training resources respectively.



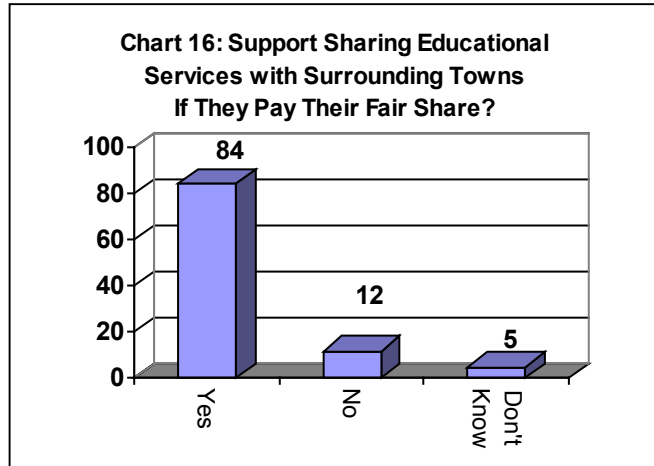
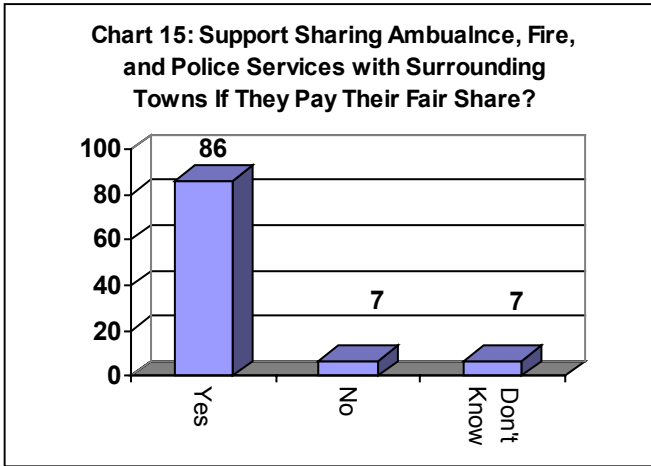
Local Government and Regional Planning

The next two charts summarize data pertinent to local government. Without question, the overwhelming majority of Keene residents (95%) feel that Keene is a safe place to live. A small majority (53%) stated that they would conduct business with the City over the Internet.



Margin of error for “yes” category is +/- 2 percentage points.

Charts 15 and 16 illustrate how respondents feel about sharing Keene’s resources with surrounding towns. Most respondents support resource sharing if surrounding towns pay their fair share. That is, 86% support sharing ambulance, fire, and police services, while 84% support sharing educational services.



Margin of error for responses to the “yes” category in Charts 15 and 16 is +/- 4 percentage points.

Physical and Natural Environment

Charts 17 through 22 summarize results relating to the environment with the following two charts focusing specifically on physical structures in Keene. A significant majority of respondents (66%) consider the use of vacant buildings a high priority. But just over 50% rank the preservation of historic buildings/landmarks at this level.

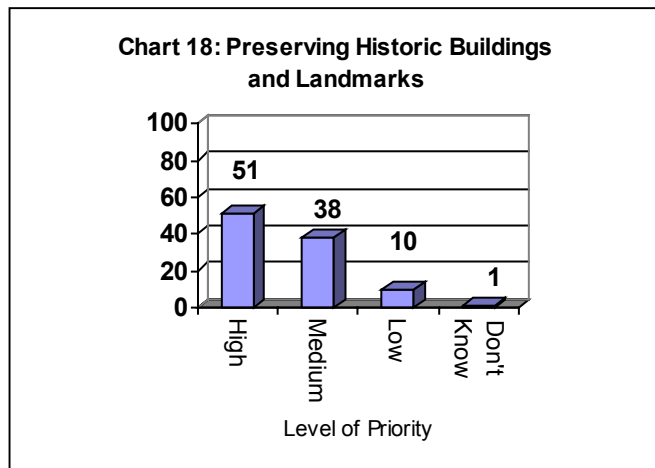
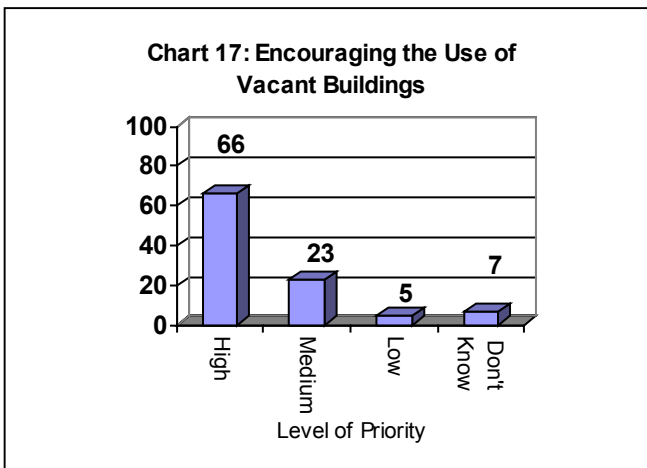


Chart 19: Protecting Additional Open Space

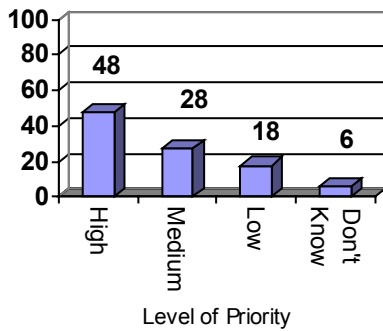


Chart 20: Promoting Recycling

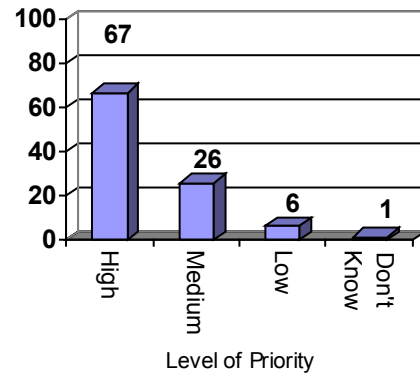


Chart 21: Promoting Energy Conservation

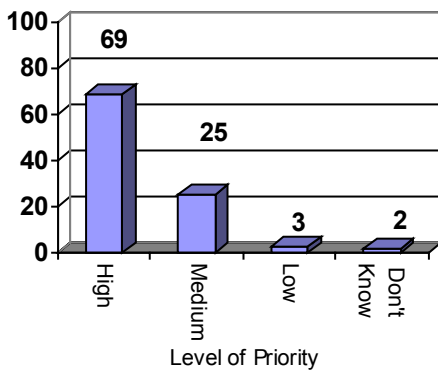
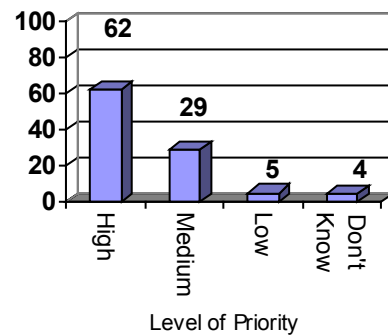


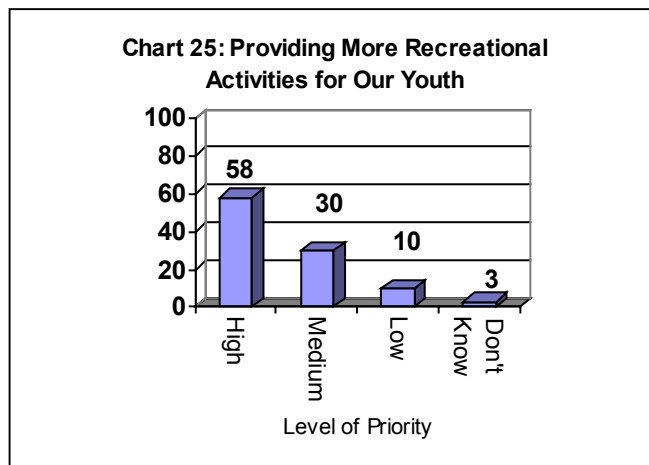
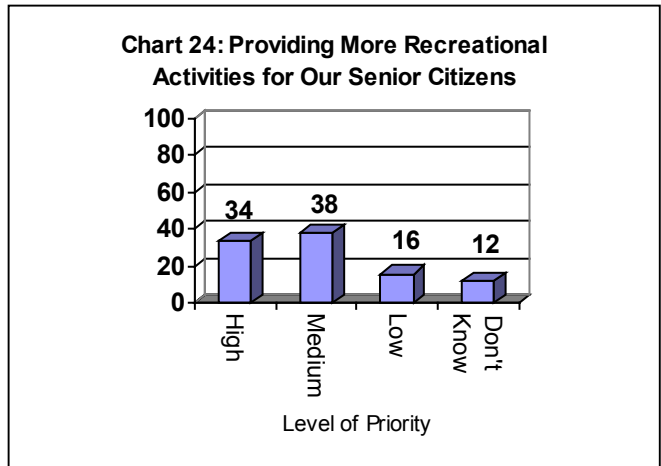
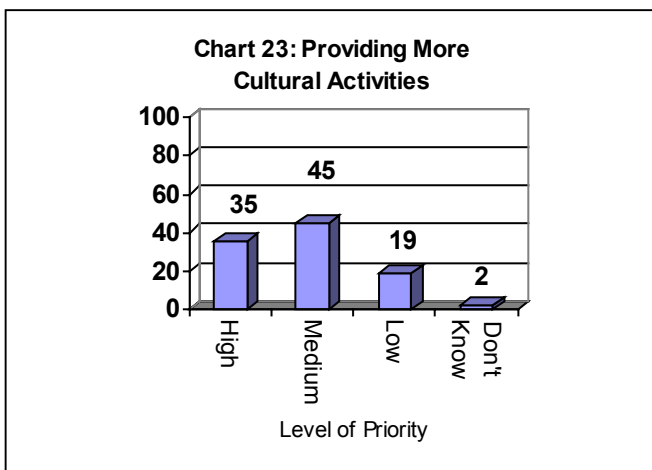
Chart 22: Improving Water Quality of Keene's Rivers and Ponds



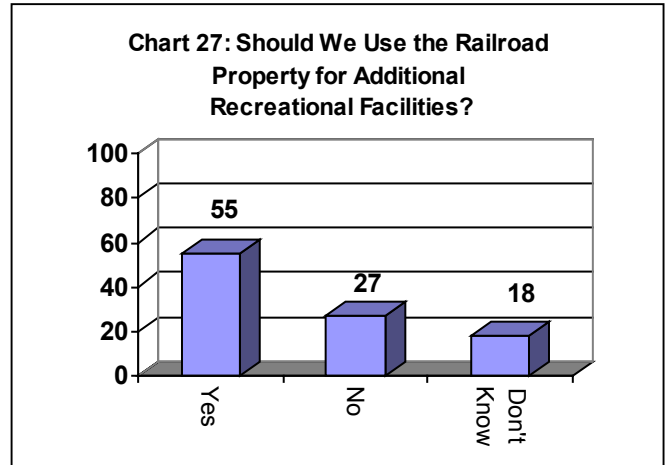
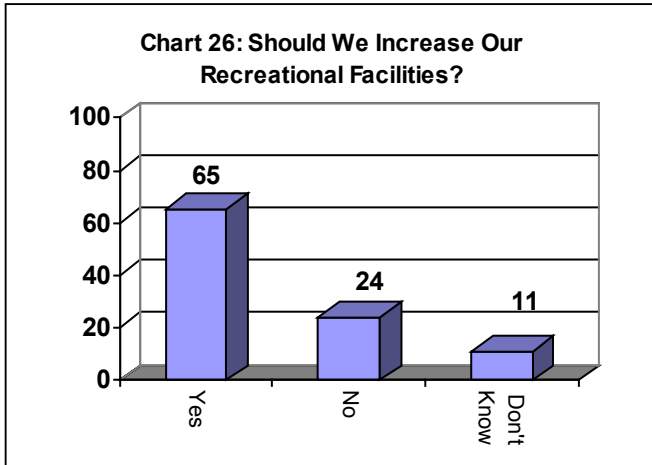
Charts 19 through 22 address environmental issues. A little less than 50% of residents rank protecting additional open space as a high priority, whereas 67% chose this rank for promoting recycling. Sixty-nine percent deem energy conservation as a high priority. Indeed, this particular goal received the highest percent of support from respondents in the priority ranking. Chart 22 shows that 62% of respondents consider improving the water quality of Keene's rivers and ponds a high priority. In sum, Keene residents generally support environmental protection as an important community goal.

Social, Cultural, and Recreational

Charts 23 through 25 summarize how residents feel about increasing cultural and recreational activities. With the exception of recreational activities for our youth, respondents overall do not regard this as a high priority. Only 35% ranked providing more cultural activities at this level, and only 34% reported increasing recreational activities for senior citizens as a high priority. Nevertheless, 58% consider providing more recreational activities for our youth as a high priority.



Charts 26 and 27 hone in on how respondents feel about increasing the number of recreational facilities in Keene. Sixty-five percent of residents would like to see more recreational facilities, and 55% endorse using the railroad property to make this happen.



Transportation

The last four charts summarize issues dealing with transportation in Keene.

Interestingly, Chart 28 shows that a substantial majority of residents (68%) view the reduction of traffic congestion as a high priority. In fact, it ranked third as a high priority based on percent frequencies. However, using alternative transportation as a means to reduce traffic received lukewarm support. Chart 29 shows that only 40% regard this goal as a high priority, and in fact, 19% see it as a low priority.

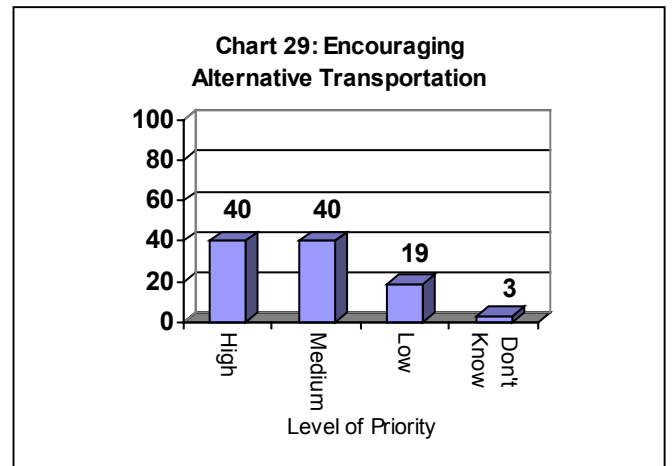
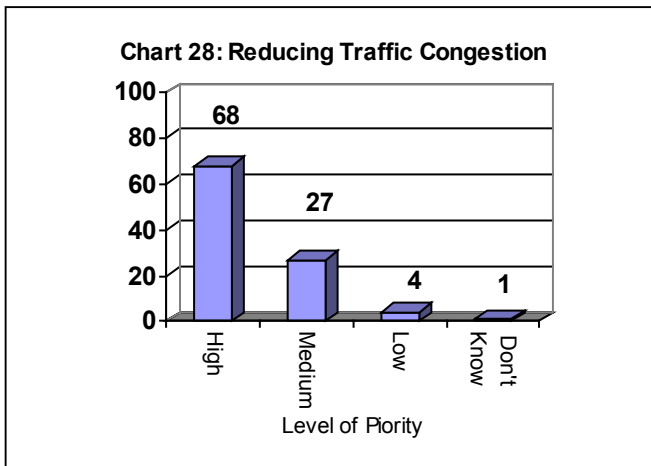
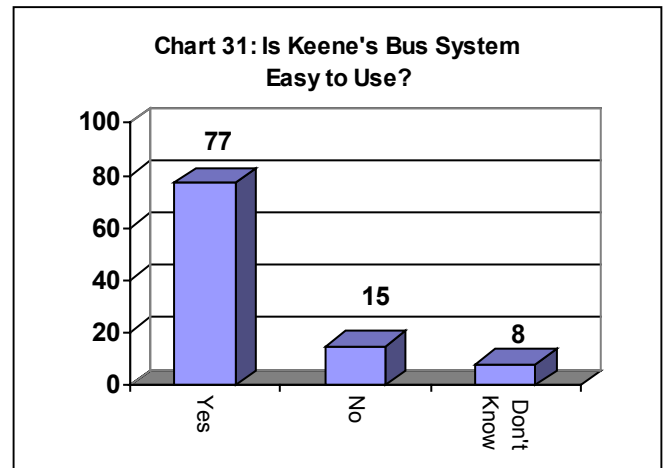
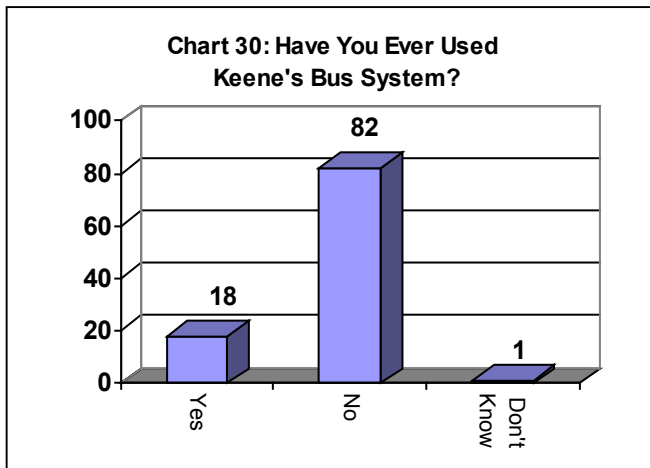


Chart 30 shows that only 18% of Keene residents have ever used its bus system. Of the 73 respondents who have ridden the City bus, 77% reported that it was easy to use as shown in Chart 31.



Margin of error is +/- 4 percentage points for the category the highest frequency in Charts 30 and 31.

Open-Ended Comments on the Most Important Community Goal

The telephone survey ended with the question, “Now I would like to give you the opportunity to tell me what you think is the most important community goal.” Table 2 on the next page summarizes answers to this question. A number of respondents provided more than one goal, which explains why a total 427 responses appear in Table 2 when there are only 405 respondents. The top 3 goals given by respondents are reducing traffic (15%), providing more housing (14%), and improving education (13%). Nine percent of respondents would like to see more youth programs/activities and lower taxes respectively. While 8% of respondents support business and job development, 6% favor controlling growth in order to preserve Keene as a small city. Other responses included promoting a sense of unity in Keene, cutting spending, improving health care, and increasing cultural and recreational activities. These responses were too few in number to form a discernable pattern; consequently, we grouped them together under “Other Goals.”

Table 2: Summary of Most Important Goal Reported by Respondents

<u>Community Goal</u>	<u>Frequency</u>	<u>% Frequency</u>
Reduce Traffic	62	15
More Housing	58	14
Improve Education	56	13
More Programs for Youth	39	9
Reduce Taxes	37	9
Develop Business and Jobs	35	8
Control Growth	25	6
Protect Environment	21	5
Other Goals	94	22
TOTAL	427	101

% frequency does not sum 100% due to rounding

Conclusion

Respondents' listings of their most important goals are generally similar to the results of the priority ranking discussed earlier in this report. Respondents consistently listed reducing traffic as an important goal. They cited it most often when asked to name their most important community goal, and it ranked third in the priority ranking. Residents would definitely like more affordable housing in Keene. A significant percent described it as their most important goal, and it had the fourth highest frequency as a high priority. Improving the education of our children also received much support from residents who stated that it was their most important community goal. Moreover it ranked second in the priority ranking. A fairly high percent of residents also regard providing more activities for our youth as an important goal as evidenced by their open-ended remarks and priority ranking. A significant percent of Keene residents consider expanding job opportunities as an important goal, citing it often as their most important goal and ranking it as a high priority.

Sometimes responses to the open-ended question deviated from the priority ranking. Surprisingly few respondents cited environmental protection as their most important goal, despite the fact that a substantial majority of respondents ranked conserving energy, promoting recycling, and improving water quality as high priorities. Indeed, conserving energy received the most support from respondents in the priority ranking. While a large percent of

respondents ranked increasing health care options and improving access to health care as high priorities, relatively few of them listed either of these as their most important goal. This same pattern appeared for the goal of increasing the use of vacant buildings. Also a large majority of residents stated that they support sharing Keene's resources with surrounding towns, but virtually none of them listed it as their most important goal. We did not include reducing taxes or preserving Keene as a small town as options in the priority ranking, but these goals were frequently listed as a respondent's most important goal.

Appendix 1: City of Keene, Community Goals Survey

I am going to list some goals that have been identified by the Keene Community Goals Committee. Please tell me whether you consider each one a high, medium, or low priority. If you are unfamiliar with any of these, please respond with "Don't Know."

	High Priority	Medium Priority	Low Priority	Don't Know
1. Reducing traffic congestion.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Encouraging alternative transportation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Developing more child care centers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Providing more cultural activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Creating more recreational activities for our youth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Creating more recreational activities for our senior citizens.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Creating additional housing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Encouraging the use of vacant buildings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Increasing health care options.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Improving access to health care.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Improving access to mental health services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Protecting additional open space.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Preserving historic buildings and landmarks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Promoting recycling.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Promoting energy conservation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Improving the water quality of Keene's rivers and ponds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Developing small businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. Developing large businesses.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19. Expanding job opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20. Improving the quality of education for our children.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Now I am going to ask you just a few more questions. Please answer each question with Yes, No, or Don't Know.

	Yes	No	Don't Know
21. In general, do you consider the Keene community a safe place?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22. Are you satisfied with job training resources?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23. Should we increase our recreational facilities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24. Should we use the railroad property for additional recreational facilities?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
25. Should we restrict commercial development outside of the by-pass?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26. Do you support sharing our ambulance, fire, and police services with surrounding towns if they contribute their fair share to them?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27. Do you support sharing educational resources with surrounding towns if they contribute their fair share to them?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28. Are you aware that there is financial help for prescription drugs?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29. Would you conduct business with the City over the Internet?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30. Have you ever used Keene's bus system?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30a. If yes, do you find it easy to use?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Now I would like to give you the opportunity to tell me what you think is the most important community goal:

Appendix B

Student Training Manual

Keene Community Goals Telephone Survey *Step-by-Step Instructions for Interviewers*

INTERVIEWERS: Please read through all of these instructions before doing any of the steps so that you know what to expect!

1. Start up the computer you are sitting at if it's not already on.
2. On the desktop, find the WinCati4.1-Interviewer icon and double-click it.
3. At the log-on screen, enter your Interviewer ID # (see list attached).
4. Then tab to the workstation box and type in the correct workstation #. If you're at the black computer, that's number one. Then, as you move around the room CLOCKWISE the others are 2 (to the right of the black computer), 3 and 4.
5. Now you should see "GOALS" in the lower boxed area, so highlight it by clicking on it once and then click "setup." (If you are a returning interviewer, go ahead and click "Log On" to skip doing a practice case. If the software is still in practice mode, it will tell you that and give you an option to change the setup).
6. In set-up, under "Collection Mode" change the selection from "Data Collection" to "Practice." This will give you an opportunity to do a practice run before you try the real thing!
7. After you've selected "Practice," click OK and then on the next screen click "Log On." (note: if you're on the black computer, you'll get an error message about it not being able to copy the questionnaire – just click on "OK.")
8. The screen that comes up is a screen that shows the phone number you'll be calling for your first interview (if it's a practice run, just pretend you're on the phone). **Note:** Every phone number starts with 5 before the prefix. We must first dial 5 to get an outside line.
9. When you're ready to make the call, dial the number and then click on the "Start Manual" button to begin the interview. Let it ring at least 7 times before you decide it's a no answer.
10. The first screen that comes up is your Intro screen with the script that you read. ONLY GIVE YOUR FIRST NAME. Don't say the word [pause] which you'll see on the screen. That is an indication to wait for a response from the interviewee. Any time you see the word INTERVIEWER, there are instructions for you to read and follow. DO NOT read these to the interviewee!

11. On this first screen, you're trying to get someone 18 or older. **If you get someone and they want to do the survey, you'll press 1** on your keyboard to start the questions, otherwise you'll press 2. They're all pretty self-explanatory in terms of what to do, which you'll see as you go through the survey with the caller. Once you finish/complete an interview successfully, you'll automatically be taken to a screen that will ask you, "Would you like to continue with the next interview or log off?" Please click on "Continue with actual interview" and click OK.
12. ***If you can't go into the interview press 2*** (no answer, machine, busy, no one old enough, fax line, refusal to participate, wants to do it, but can't right now and wants a callback, etc.), which will take you to an ending screen. If you're actually speaking with someone who's too young, someone old enough who has refused to participate, or someone old enough but can't do it right now and wants a callback, you'll thank them for their time and terminate the interview by pressing 1. You will also do that with the no answers, busy, fax line, etc.
13. Once you press 1 to terminate the interview, a very important screen comes up called Call Disposition. You need to click the box that says "Display all disposition codes."
14. Once you see all the dispositions, select the one that fits the situation you encountered.
15. **CALLBACK:** If the person does want to do the survey but needs to be called at a different time, highlight "Call at better time" and then click okay. You will then be taken to the "Schedule Callback" screen. In the callback box, the only thing you need to do is change the date and time to the day and time the person wants their callback (remember, we're only doing interviewing between the hours of 6-9 pm). The computer will automatically bring that phone number up into the calling queue at the appointed date/time. Do not put anything in the contact/message boxes.
16. When you've done as much time or as many interviews you need to do in this session, log off!