Appendix C

Guide to Acceptable Survey Methodology and Sample Survey Form

GUIDE TO ACCEPTABLE SURVEY METHODOLOGY

:ceptable Sample Income Survey Methodology

INTRODUCTION

This Guide was prepared to assist Community Development Block Grant applicants in developing an acceptable and accurate sample income survey for area benefit projects; such as water and sewer lines, drainage improvements and other infrastructure projects. The purpose of an income survey is to document that a geographic area will meet CDBG program requirements related to low- and moderate-income benefit. The use of an unacceptable survey method to document low and moderate-income benefit may result in an unfunded CDBG application.

Special Note for Revitalization Area Strategy (RAS): The Methodology outlined in this Guide may also be used to perform a survey in order determine the number of households in Poverty as an alternative to using American Community Survey (ACS) data. One of the "Threshold" requirements for eligibility for RAS is that the RAS area is located in a census block group (or groups) with 20% or greater poverty. DCA recognizes that current census data, as determined through the ACS system, may have a high margin of error due to the survey sample sizes used, especially in rural areas. As such, DCA will, allow a community to complete a survey of the Census Block Group(s) they wish to consider for an RAS Area as an alternative to use of the data available through ACS. **For RAS, the entire Block Group(s) must be surveyed.** The methodology description in the manual below refers to surveying the Target Areas for CDBG; however, for RAS, the ENTIRE block group must be surveyed to meet the eligibility criteria. Use of the Random Sample methodology described below is recommended.

Generally, the CDBG program performs surveys using the Area Median Income in order to establish that a project will meet the National Objective of assisting Low- and Moderate-Income households. For RAS designation, the Census Poverty Guidelines are used. Unlike AMI, the Poverty Guideline income amounts do not change depending on location (except for Alaska and Hawaii) and in order to determine the number of households in poverty, the following table is used to determine a household in poverty:

2017 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES AND THE DISTRICT OF COLUMBIA

PERSONS IN FAMILY/HOUSEHOLD	POVERTY GUIDELINE
1	$12,060
2	$16,240
3	$20,420
4	$24,600
5	$28,780
6	$32,960
7	$37,140
8	$41,320

For families/households with more than 8 persons, add $4,180 for each additional person.

This data is updated each year (usually in January) so BE SURETO USE THE MOST CURRENT DATA AVAILABLE.

Please see the DCA publication CDBG Revitalization Area Strategies Applicants' Manual for additional information regarding RAS.

Generally, a survey of all area residents benefitting from the CDBG project is the preferred method. However, sometimes the CDBG project benefit area is too large to survey everyone in a reasonable period of time. In these cases, a sample survey may be appropriate. The purpose of a sample survey is to ask questions of a portion of the population to make estimates about the entire population. Asking proper questions of a randomly drawn sample of adequate size (known as a scientifically accurate sample), may provide a reasonably high degree of accuracy of the overall estimates.

In the survey that is discussed here, we are limiting the emphasis to the determination of a single threshold criteria - whether at least 70 percent of the persons living in a target area have low or moderate incomes (for RAS, please see the "Special Note" section above). It is important to note, however, that sound CDBG planning would also use a survey to determine other area needs related to housing, public facilities, jobs, education, social service, Limited English Proficiency (LEP) etc., as well as gauge the willingness of area residents to participate in possible programs.

This Guide is divided into six sections, each of which discusses a different step in administering the sample survey. In order to obtain accurate results, it is necessary to complete each step properly.

STEP 1: SELECTING THE SURVEY METHOD

Any type of survey that fulfills criteria discussed below can be used to determine whether an area qualifies as low and moderate income. The most commonly used surveys are:

- Telephone surveys;
- Door to door surveys; and
- Mail surveys.

For CDBG planning, however, "door-to-door" or an equivalent form of one-on-one survey will usually yield the best results.

Door-to door surveys involve a little more work than telephone or mail surveys. The interviewers must go outside, knock on doors, and do the "leg work" necessary to obtain interviews. In small areas, this type of survey may be the best because you can define the target area by its geographic boundaries, observe area needs, and develop procedures for sampling - so that no list of the families in the area is needed beforehand.

STEP 2: DEVELOPING A QUESTIONNAIRE

It is important that all of the individuals interviewed are asked exactly the same questions and that their responses are recorded correctly. To ensure this, you need a written questionnaire and you need to have your interviewers write down on each questionnaire the exact responses of each respondent. Each question should be clear, written in simple language, and convey only one meaning. It is usually best to test a draft questionnaire on a few people to ensure that they understand the questions.

Experience has shown that many individuals are reluctant to provide their exact family income. For area benefit projects, this type of exact income level is not needed. The central question discussed here is whether the family being interviewed has an income that is below or above the established low and moderate-income level for families of the same size.

One method to obtain this information in door-to-door interviewing is to carry a set of cards; one card each for the family sizes to be considered. On each card should be written the figure for low and moderate-income level for a family of that size. For example:

TABLE 1
ILLUSTRATIONS OF
INCOME CARDS

Card Numbers	Persons in Family	Low/Mod Income Level *
1	1	$14,500
2	2	$16,500
3	3	$18,650
4	4	$20,700
5	5	$22,000
6	6	$23,300
7	7	$24,600
8	8	$25,900

***Be sure to use current limits (For RAS be sure the cards reflect Poverty Guideline levels).**

The interviewer should ask the respondent their family size (those living in the household), show the appropriate card, and ask if the family income is above or below the amount shown.

Another alternative is for the survey questionnaire to show the same information with a question asking if the family's income is above or below the limit. See the sample survey form at the end of this Guide for an example.

In some situations, the person being interviewed may not know the family's annual income. In this case, it will be necessary for the interviewer to obtain basic income data for specific pay periods, apply appropriate multipliers, and add estimated annual income from all family members to project a yearly income.

An adequate questionnaire must be able to provide answers to at least the following two questions: (A sample is included at the end of this Guidebook.)

1. How many people live here in your family?
2. What is the annual gross family income from all sources?

While the necessary questions are brief and simple, there are some additional factors to take into account when designing the questionnaire.

First, the questions used cannot be "loaded" or biased. The interviewer may not imply that the neighborhood will benefit or receive CDBG funding if respondents say that they have low incomes. The questions must be designed to determine truthfully and accurately whether respondents have low and moderate incomes.

It is permissible to state the reason for the survey is to gather information in support of funding for a State CDBG program application.

Second, bear in mind that questions about income are personal. Many people are suspicious or reluctant to answer questions about their incomes--especially if they do not see the reason for the question. A good way to address this is to put questions about income at the end of a somewhat longer questionnaire that relates to other community development matters. In this instance, a local agency can use the questionnaire to gather some information on what the neighborhood sees as important needs or to gather feedback on some policy or project. At the end of such a questionnaire, it may be possible to discreetly ask income questions. If this option is chosen, however, it should be noted that an excessively lengthy questionnaire might cause respondents to become disinterested. The ideal survey length would probably be less than ten minutes, although certainly a longer questionnaire could be developed, if necessary.

course, it is possible to ask only the critical questions on income and family size. You may know best how people in your community would respond to such questions. With a proper introduction, which identifies the need for the information, you may generate an adequate level of response.

STEP 3: SELECTING THE SAMPLE

In selecting a sample of families to interview, there are a series of steps that must be taken for the results to be accurate and acceptable. First, you must define the group whose characteristics you are trying to estimate. Then you must determine how many families in that group must be sampled in order to estimate the overall characteristics accurately. Next you must make some allowances for families who, for whatever reason, you will not be able to interview. And finally, you must select the families to be interviewed. This section discusses each of these steps.

Defining the Universe. In sampling, the large group whose characteristics you seek to estimate from a sample is known as the universe. For purposes of the CDBG program, your universe will be all the families living in the area that is to be served by a CDBG-funded project. For RAS, the entire block group or groups must be surveyed. You will need to know how many families live in the "universe".

When you have defined your universe, you next need a method of identifying the individual members of that area so that you can sample them. Ideally, for a given neighborhood, you would have a list of every address in the neighborhood benefit area. Then you would devise a procedure to select the persons you want to interview.

For larger areas, it may not be practical to go door-to-door. In this case, obtaining a list of addresses in the CDBG target area may be necessary. City indexes, if available, comprehensive, and up-to- date, usually provide the best source of household information suitable for sampling. Tax rolls may identify addresses in an area, however, keep in mind that they identify property owners, whereas you are interested in identifying residents. Also, since tax rolls generally identify building addresses, in the case of apartment buildings, you must identify the individual residential housing units.

How big a sample? After you have defined your universe and identified a method for identifying individual families in the universe, you must next determine how many families to select. Note that this is a critical step for insuring accuracy. Too small a sample may lead to your CDBG application being denied funding - use Table 2 to determine how many families you need to interview.

Note that Table 2 provides the minimum sample size based on the size of the population universe. It is acceptable to use larger samples but only if all families are chosen in the same manner.

Unreachables and Other Non-Response: It is important to note that the sample sizes suggested in Table 2 indicate the number of interviews needed, and not necessarily the size of the sample you need to draw. Be aware that some families may not be home during the time you are interviewing, some may refuse to be interviewed, some may terminate the

interview before you finish, and some may complete the interview but fail to provide an answer to the question on income level. In order to be considered an adequate survey response, the interview must be conducted, and you must obtain complete and accurate information on the respondent's income level.

(NOTE: Table 3 suggests some of the usual expected survey response rates based on the type of survey.)

As an example: Based on Table 2 & 3, if your CDBG target area consisted of a 400-family neighborhood, you would need to conduct 250 interviews. When conducting a door-to-door survey, you would anticipate a 75% to 90% Rate of Response. As such, you should anticipate interviewing between 278 and 333 families (250 divided by 75% or 90%).

Table 2

REQUIRED SAMPLE SIZES FOR UNIVERSES OF VARIOUS SIZES

Number of Families in the Universe	Minimum Sample Size
55 or less	50
56 - 63	55
64 - 70	60
71 - 77	65
78 - 87	70
88 - 99	80
100 - 115	90
116 - 133	10
134 - 153	11
154 - 180	12
181 - 238	15
239 - 308	17
309 - 398	200
399 - 650	250
657 - 1200	30
1201 - 2700	35
2701 or more	400

Table 3

EXPECTED RESPONSE RATE FOR DIFFERENT TYPE OF SURVEY

Survey Type	Expected Rate of Response
Mail	25-50%
Mail, with letter follow-up	50-60%

Mail, with telephone follow-up	50-80%
Telephone	75-90%
Door-to-Door	75-90%

Selecting the Sample: In sampling, you are looking at a portion of everyone in a group and making inferences about the whole group. For those inferences to be most accurate, everyone who is in the group should have an equal chance of being included in the sample.

For example, random number generators (available online) will provide you with a sample that ensures everyone in the target area has an equal chance of being included in the survey. In using a random number generator, assign sequential numbers to your universe (see section "*Defining Your Universe*", above). Then, enter into the random number generator the universe size and the desired number of random numbers to generate (as determined by the sample size and expected response rate calculations). The resulting list will tell you which numbers to draw from your list (Universe). ***CDBG or RAS applicants, when conducting less than a 100% survey, must use a random number generator to conduct a random survey.***

STEP 4: CONDUCTING THE SURVEY

To carry out the survey, you have to reproduce sufficient questionnaires, recruit and train interviewers, schedule the interviewing, and develop procedures for editing, tabulating, and analyzing the results.

Publicity. To promote participation, it is worthwhile to arrange some advance notice. A notice in a local newspaper or announcements at churches or civic organizations can let people living in your target area know that you will be conducting a survey. If you let people know in advance how, when, and why you will contact them, usually they are more willing to cooperate.

As with all aspects of the survey, any publicity must be worded so that it does not bias the results. For example, it is acceptable to note the community is applying for a State CDBG grant and, as part of the application, the community has to provide the State with residents' current income estimates. It is not appropriate to say, however, that in order for the community to receive the desired CDBG grant funding, a survey must be conducted to show that most of the target area residents have low and moderate incomes.

Interviewers. Anyone who is willing to follow the established procedures can serve as an interviewer. Volunteers from local community groups serve well. Also, schools or colleges doing courses on civics, public policy, or survey research frequently may be persuaded to assist in the effort as a mean of providing students with practical experience.

Contact and Follow-Up. Interviewers should attempt to contact respondents at a time when they are most likely to get a high rate of response. Door-to-door interviews should be conducted early in the evening (especially before dark) or on weekends. Repeated efforts, at varying times, should be made to reach anyone missed in the initial sample.

Interviewers should avoid selecting a time or method that will yield biased results. For example, interviewing only during the day from Monday to Friday will probably miss working families. Since these families may have higher incomes than other families in the survey target area, this timing may lead to the biased results of finding a high proportion of low- and moderate-income families.

When making contact with a member of the family being surveyed, the interviewer first has to determine that the person being interviewed is knowledgeable and competent to answer the survey questions. The interviewer should ask to speak to the head of the household. If it is absolutely necessary, the interviewer may conduct an interview with other resident adults or children (of at least high school age). The interviewer should determine that the children to be interviewed are mature and competent and can provide accurate information.

As part of the questionnaire, the interviewer should develop a standard introduction, identify the purpose of the survey, and request the participation of the respondent. Also, noting the expected duration of the interview will let respondents know that the burden to them will be minimal.

The interviewer should emphasize to respondents that their answers will be kept confidential and the interviewer should do their best to maintain this confidentiality. Usually, the respondent's name, address and telephone number appear only on a cover sheet -- never on a survey form. Each survey form and cover sheet can be coded in order to match the survey to its cover, if needed. The purpose of the confidentiality is to protect, as much as possible, a survey respondents' private income information.

The Interview.
Interviewers should read the questions exactly as they are written. If the respondent does not understand the question or gives an unresponsive answer, it usually is best for the interviewer to repeat the question. Questions should be read in the order in which they are written. The respondent's answer should be recorded immediately, as they are provided. At the end of the interview, and before proceeding to the next interview, the interviewer should always do a quick edit of the questionnaire to be sure that they have completed every answer correctly.

NOTE: There may be an important exception to reading the questions in the exact order. Should it appear the respondent is about to terminate the interview, the interviewer should immediately try to get an answer to the critical household income question.

Editing. Interviewers should turn their completed surveys in to the person who will tabulate and analyze them. That person should review each survey to ensure that is complete and

unambiguous. Questions or errors that are found should be referred to the interviewer for clarification. Note that editing is an ongoing process. Even after you have started to tabulate or analyze the data, you may come across errors, which you need to correct.

STEP 5: DETERMINING THE RESULTS

After the data has been collected and edited, adding up the numbers will reveal the results. It is useful to think of this in two parts: (1) tabulating the responses from the questionnaires and calculating an estimated proportion of low- and moderate-income persons; and (2) determining the accuracy of the estimate. The first of these parts can be taken care of by completing the low- and moderate-income worksheet, which appears below.

Tabulation. For ease of processing, software such as Excel may be helpful. Regardless of how the data is processed and tabulated, you should be able to complete Part A of the low- and moderate-income worksheet. The worksheet provides an easy way to summarize survey results. Survey data is entered in Part A, calculations based on the data go in Part B, and Part C is an example with instructions. Further, completion of the worksheet may assist in providing information required on DCA Form 6.

LOW- AND MODERATE-INCOME SURVEY WORKSHEET

PART A. INFORMATION CONTAINED IN YOUR SURVEY

1. Enter the estimated total number of families in the target area. 1. _____
2. Enter the total number of families interviewed. 2. _____
3. Enter the total number of low- and moderate-income families interviewed. 3. _____
4. Enter the total number of persons living in the low- and moderate income families interviewed. 4. _____
5. Enter the total number of non-low and moderate-income families interviewed. 5. _____
6. Enter the total number of persons living in the non-low and moderate families. 6. _____

PART B. CALCULATIONS BASED ON DATA CONTAINED IN YOUR SURVEY

7. Divide Line 4 by Line 3. {This is the average size of the low-mod family you interviewed) 7. _____
8. Divide Line 6 by Line 5. (This is the average size of non-low-mod family you interviewed) 8. _____
9. Divide Line 3 by Line 2. (This is the proportion of families interviewed that have low and moderate incomes) 9. _____
10. Divide Line 5 by Line 2. (This is the proportion of families interviewed that do not have low and moderate incomes) 10. _____
11. Multiply Line 1 by Line 9. (This is the estimate of the total number of low-mod families in your target area) 11. _____
12. Multiply Line 1 by Line 10. (This is the estimate of the total number of non-low-mod families in your target area.) 12. _____
13. Multiply Line 7 by Line 11. (This is the estimate of the total number of low-mod persons in your target area.) 13. _____
14. Multiply Line 8 by Line 12. (This is the estimate of the total number of non-low-mod persons in your target area.) 14. _____
15. Add Line 13 and Line 14. (This is the estimate of the total number of persons in your target area) 15. _____

16. Divide Line 13 by Line 15, and multiply the resulting decimal by 100. 16._____
{This is the estimated percentage of persons in your target area who have low and moderate Incomes.)

PART C. INSTRUCTION AND EXPLANATIONS

1. The number that goes on Line 1 is something you needed to know before drawing your sample. In the course of your survey, you may have refined your original estimate. On Line 1, you should enter your current best estimate of the total number of families in the area.

2. For the number of families interviewed, you want the total number of interviews with complete and accurate information on the income.

3. When you are completing Part A, be sure that the answers are logical. For example, the number of Line 4 cannot be smaller than the number on Line 3 (because every family must have at least one person). Similarly, the number on Line 6 cannot be less than the number on Line 5. Also note that the number on Line 3 plus the number on Line 5 should equal the number on Line 2 -- every family is either low and moderate income or it is not.

4. Some examples for Part B: For purposes of illustration, assume that you estimated that the target area contained 650 families (Line 1). Assume that you interviewed 250 families (Line 2), of whom 130 had low and moderate incomes (Line 3). These low and moderate income families contained 450 persons (Line 4). The 120 families with incomes above the low and moderate income level (Line 5) contained 400 persons (Line 6). You would complete Part B-as-follows.

Line 7. If the families you interviewed contained 450 low-mod persons in 130 families, the number on Line 7 would be about 3.46 (450/130).

Line 8. If the families you interviewed contained 400 non-low-mod persons in 120 families, the number on Line 8 would be about 3.33 (400/120).

Line 9. If you interviewed a total of 250 families, 130 of which had low and moderate incomes, the number on Line 9 would be about .52 (130/250).

Line 10. If 120 of the 250 families you interviewed did not have low and moderate incomes, the number on line 10 would be about .48 (120/250).

Line 11. If your target area contained an estimated 650 families, and you interviewed 250, of which 130 had low and moderate incomes, the number on Line 11 would be about 338 (650 x .52).

Line 12. Continuing with the example, Line 12 would be about 312 (650 x .48).

Line 13. 3.46 persons per low-mod family times 338 low-mod families--line 13 would be about 1,169.

Line 14. 3.33 persons per non-low-mod family times 312 non-low-mod families-- Line 14 would be about 1,039.

Line 15. Total low-mod persons (1,169) plus total non-low-mod persons (1.039)-- Line 15 would be about 2,208 estimated total persons

Line 16. 1,169 low-mod persons divided by 2,208 total persons yields about .5294. Multiplied by 100, this gives an estimate that about 52.94 percent of the residents have low and moderate incomes.

Analysis. The estimate you reach for the proportion of the residents who have low and moderate incomes will be just that-an estimate. If you have done everything right, including random selections of the required number of families, the estimate should be reasonably accurate. If, using the procedures specified here you come up with an estimate of 75 percent or more of the residents of the target area having low or moderate incomes, you can be sure that at least 70 percent of the residents actually have low or moderate incomes. You can skip over this section, and go down to STEP 6.

On the other hand, if your estimate is less than 70 percent, the presumption is that the area is ineligible as a target area. This section, and in fact, the remainder of this guide, probably will not be of much use to you.

This section intended for use by those whose survey results indicate that somewhere between 70 and 74 percent of the residents of the target area have low and moderate incomes. If your estimates were in the 70-74 percent range, there is less certainty than if you came up with a higher proportion. The closer your estimate is to 70 percent, the less certain you become that the area is an eligible low- and moderate-income target area.

There are a couple of additional analyses you can make to help determine the extent to which your estimate of the proportion of the low- and moderate-income residents is correct. First, compare the average size of the low- and moderate-income families in your sample with the average size of above low- and moderate-income families. The closer those figures are to each other, the more confident you can be in your estimate. Thus, if you estimate that 62 percent of the residents have low and moderate incomes and you found in your sample that both low- and moderate-income families and those above low- and moderate-income families had an average size of 3.4 people, you can be pretty sure that it is a low- and moderate-income area.

A second simple calculation is to arrange your data into a table such as that outlined below as Table D. This table enables you to compare the distribution of family sizes of families with low and moderate incomes with those that are above low and moderate income.

In completing Table D, you would count the number of low- and moderate-income families in you survey that had just one person in the family. You would enter this figure under

"number" across from "one." You would proceed to enter the number of low- and moderate-income families with two persons, with three persons, and so forth through the "nine or more" category. Adding up all entries in this column, you enter the sum across from "total", which will be the total number of low and moderate income families from which you obtained interviews. Then, considering families that are above low and moderate income, you follow the same procedure to complete the "number" column for them. For each income group, dividing the number of one person families by the total number of families in that income group and multiply it by 100, yields the percent of that group that are in one-person families. You should fill in the "percent' columns using this procedure. Each of the percent columns should total to 100 or so allowing for rounding errors.

Table D				
Number of Persons in the Family	Families with Low and Moderate Incomes		Families with Above Low and Moderate Incomes	
	Number	Percent	Number	Percent
1				
2				
3				
4				
5				
6				
7				
8				
9 or more	____	____	____	____
		100%		100%

When you have filled Table 4 with your data, compare the percentages of the low- and moderate-income respondents with the percentages of the above low- and moderate-income respondents for each family size. The closer the distribution, the greater the degree of confidence you can have in your estimate of the proportion of persons with low and moderate incomes. For example, if among your low- and moderate-income group, 10 percent have one person, 40 percent have two persons, and 50 percent have three persons, and among your above low- and moderate-income group 12 percent have one person, 41 percent have two persons, and 47 percent have three persons, you would have a great deal of confidence in you estimate.

Consider a scenario where you estimate that 61% of the residents have low and moderate incomes. You examine the distribution of family sizes according to Table 4 and find that in your sample 100% of your low- and moderate-income group had just one person and 100% of your above low- and moderate-income group had nine or more persons. (Yes, this would be a strange neighborhood.) This distribution would make it probable that your sample was badly distributed in favor of large above-lower income families and that, without the sample error,

the actual distribution in the target area is that at least 60% of the residents had low and moderate incomes.

After completing data collection, non-respondents should be briefly analyzed to determine that they were reasonably random. For example, you may want to tabulate the rate of response by street or block in the target area to see whether there are notable gaps in the coverage of you survey. You may want to examine the racial or ethnic background of your respondents and compare them with what you supposed the distribution to be. If you do not detect any major gaps in the coverage of you sample or any probable patterns in the characteristics of your non-respondents, you can be more certain of the accuracy of your estimate.

STEP 6: DOCUMENTING YOUR EFFORT

The result of your survey should, with a high degree of accuracy, determine whether your target area is predominately low and moderate income. Program auditors or evaluators may want to review the procedures and data used to determine that the target area qualifies under the CDBG program regulations. Therefore, maintaining and carefully documenting the survey is important. The following discusses maintaining and documenting survey results:

1. Keep the completed surveys. This will show you actually conducted the survey and that the proper questions were asked.

   Each survey should have a cover sheet containing respondent information such as name, address, and telephone number. When the survey is complete, the cover sheets can be separated from the questionnaires. When separated from the survey cover sheets, the questionnaires will document the survey work while maintaining the respondents' privacy.

   Saving the cover sheets separately from the surveys provides a record of who was contacted. If subsequent verification is required, the cover sheet will provide survey respondent contact information. This contact information may be used to verify the respondents were, in fact, contacted on such-and-such a date by such-and-such a person to discuss matters related to community development. The privacy of their responses remains protected by this procedure.

2. Keep a list of the family sample universe and a list of the actual families sampled. This might be one list with the sampled families being checked once if they were sampled, and checked twice if they were interviewed. Replacement families should be noted, too. There should be some written documentation about the method used to select families from the universe list. Note that this is different from keeping just the cover sheets, since it documents not just who was interviewed, but also who was not interviewed and how interviewees were selected.

   If a door-to-door sample was conducted without starting from a universe list, the procedures used to select the sample should be recorded, including the instructions provided to interviewers for replacing sampled families not available.

3. Retain the data analysis and tabulation. Maintain and backup all survey data to external sources (independent hard drives, flash drives, etc.). Also, maintain any hard copy information related to the surveys and survey tabulation.

OVERVIEW OF STEPS IN A SAMPLE SURVEY

STEP 1: Selecting the Type of Survey

a. Decide whether it is best to conduct a telephone, door-to-door, or other types of survey. Be sure to consider available staff size, sample size required, and the means available for identifying families to interview.

STEP 2: Developing a Questionnaire

a. Write your questionnaire. Remember to keep the language simple. Avoid bias-do not encourage particular answers. Include other questions, if you like, but make sure the survey does not take too long.
b. Develop a standard introduction for your interviewers to use in approaching the respondents.

STEP 3: Selecting the Sample

a. Define your universe. What is the area or population for which you are trying to estimate the portions of persons who have low and moderate incomes.
b. Identify a procedure for identifying individual families in the target area. Obtain a complete list of residents, addresses, telephone numbers, or identify a procedure for selecting from all of the homes in the area.
c. Determine the number of interviews you need to achieve an acceptable level of accuracy
d. Select your sample using a random number generator. Make sure you can add families to replace refusals. Make sure that the entire universe is covered-that is, that you have not excluded certain areas or groups of people.

STEP 4: Conducting the Survey

a. Select and train your interviewers. Make sure they are very comfortable with the questionnaire. Make sure they know the importance of randomness and how to select and replace individual families.
b. Make contact with the sample. Write or phone and let them know you are coming. Or just knock on doors, if this is the procedure you select.
c. Try again (and again) where contact has not resulted in an interview.
d. Replace families you have written off as "unreachable."

STEP 5: Determine the Results

a. Complete the Low and Moderate Income Worksheet. What is your estimated percent low and-moderate income residents? If your results are between 70 and 75 percent does your data give you any reason to think that this is an over-estimation?

STEP 6: Documenting Your Efforts

a. Save the completed questionnaires, preferably in a form that does not identify the respondents. b. Save a list of the respondents, preferably in a form that does not identify their responses.

c. Save a list of your sampling procedures, this includes you universe list, your original sample, your replacements, your sampling method, and your replacement method.
d. Save your data.

HOUSEHOLD SURVEY FOR A PROPOSED COMMUNITY DEVELOPMENT BLOCK GRANT

INFORMATION ON THIS SURVEY IS ABSOLUTELY CONFIDENTIAL!

Purpose of survey: City/County of _____ is seeking a grant to _____ _____ in order to address community needs.

1. HOUSEHOLD AND INCOME INFORMATION

Total household residents _____ and# of: Adults _____; Children ____; Elderly _____ and/or Handicapped_____.

The Head of Household is **((Y One ONLY-->)** Male _____ **OR** Female____) and is (Y) Elderly ___ Handicapped____.

Are you Hispanic? _____ YES NO____

Do you have Limited English Proficiency? _____ YES NO_____

Household Race: _____White _____Black_____ Black/White _____Asian _____Pacific Islander _____Native American _____Asian/White _____Asian/ Pacific Islander _____Native American/White_____Native American/Black _____Other multi-racial

Please CIRCLE the number of people in your household below, and then CIRCLE the income WITHIN THAT ROW that your combined annual household income falls within. Combined annual household income is the total amount of income that all the members of your household make within a year. Please note that we ***DO NOT WANT OR NEED YOUR HOUSEHOLD's EXACT INCOME.*** Grant-providing agencies only need to know which broad income bracket they will be aiding if they fund water and/or sewage improvements.

Number in Household	Combined Annual Household Income.			
.1	Less than $9,750	$9,750-$16,199	$16,200 - $25,999	$26,000 or more
2	Less than $11,150	$11,150- $18,549	$18,550- $29,699	$29,700 or more
3	Less than $12,550	$12,550 -$20,849	$20,850- $33,399	$33,400 or more
4	Less than $13,900	$13,900- $23,199	$23,200- $37,099	$37,100 or more
5	Less than $15,050	$15,050 - $25,049	$25,050- $40,099	$40, 100 or more
6	Less than $16,150	$16,150-$26,899	$26,900 - $43,049	$43,050 or more
7	Less than $17,250	$17,250-$28,749	$28,750 -$46,049	$46,050 or more
8	Less than $18,350	$18,350- $30,599	$30,600 -$48,999	$49,000 or more

2. Certification: (Information on this survey form is ABSOLUTELY CONFIDENTIAL)

I certify that my household size and household income answers indicated above are correct.

Signature: _____ Print Name: _____ Date: _____