

Appendix 1.B Survey Research Methodology

- **Cape Cod Community Survey – 2008** (most recent survey)

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Survey Instrument: (see Appendix 1.A)

The Cape Cod Community Survey – 2008 (most recent) instrument comprises fourteen separate sections of questions, as follows:

1. About Your Household (demographic data)
2. Employment
3. Health and Healthcare
4. Housing
5. Transportation
6. Household Issues (problems)
7. Service Barriers (difficulties accessing services)
8. Education and Training
9. Housing Rental
10. Housing Ownership
11. Cost of Living on Cape Cod
12. Service Assistance Results
13. More About Your Household (additional demographic data)
14. Comments, Ideas, and Suggestions

Survey Questionnaire Packet:

A ten-page, survey questionnaire packet was developed and pilot-tested. English-, Portuguese-, and Spanish language versions were printed and distributed.

Survey Cover Letters

Since survey questionnaires were distributed both by mail and by hand in the “field,” two separate cover letter versions were developed. The instructions for returning the completed survey questionnaire were different for each mode of distribution. These cover letters are referred to as “M” (for mailing), and “F” (for field distribution). “Field” cover letter versions were printed in English, Portuguese, and Spanish.

Mailing List Development:

Fifteen hundred and nine (1,509) survey questionnaire packets were mailed to adults (age 18 or older) randomly selected from Town Clerk’s residents list in all fifteen towns of Barnstable County. The number of individuals selected in each town was proportional to each town’s percentage of the County’s population as defined by Census 2000 data. An equal number of males and females were mailed to in each town.

Sampling Procedure:

Sampling is a scientifically-valid and universally-accepted technique for streamlining the process of collecting survey data. Sampling reduces both the cost and time of conducting a 100% census of a target population, while at the same time, producing survey data that is reasonably representative of the entire population. In random sampling, each person in the target population has an equal chance of being selected for survey. Thus, this is a fair way of reducing the number of survey questionnaires produced, distributed, and processed.

The random sampling process employed in the mail distribution of the Cape Cod Community Survey – 2008 proceeded as follows. Each town residents list provided by Town Clerks was considered separately. For a given town list, initially, all adults listed were assigned a random number between 0.0 and 1.0 using the Excel Random function. Then, those random numbers were sorted in ascending numerical order using the Excel Sort function. The first 300 names (i.e. the 300 with the smallest random numbers) on that list were again sorted as to male and female. Finally, the appropriate number of residents (according to a formula based upon the town’s proportion of the Barnstable County population) were selected by choosing those starting with the smallest random number. Fifty percent (50%) of the individuals to whom survey packets were mailed were male and 50% were females.

The in-the-field distribution of the Cape Cod Community Survey - 2008 utilized what is called a convenience sample technique—another universally accepted, but somewhat less scientific sampling methodology. In our convenience sampling, volunteers were trained to randomly approach adult Cape Cod residents face to face at various designated community locations (churches, businesses, homeless shelters, soup kitchens, senior centers, etc.) and to request that they participate in the Cape Cod Community Survey. Participants filled out the survey on the spot, sealed their completed questionnaire in the envelope provided, and returned it to the volunteer. These envelopes were subsequently collected from volunteers and returned for processing.

Town-by-Town Cape Cod Community Survey – 2008 (most recent survey) Packet Mailings:

Survey packets were mailed during the first two weeks of November 2008 to those residents randomly selected from the fifteen Cape Cod Town Clerk’s resident’s lists. Respondents were asked to return completed surveys by November 21, 2008. Survey packets were mailed in the quantities shown below:

Town	Number of Survey Packets Mailed
Barnstable	314
Bourne	124
Brewster	79
Chatham	47
Dennis	101

Eastham	35
Falmouth	224
Harwich	82
Mashpee	84
Orleans	48
Provincetown	23
Sandwich	136
Truro	12
Wellfleet	16
Yarmouth	184

Total	1,509

Final Survey Return Tallies:

Mailed Cape Cod Community Survey – 2008 (most recent survey) Response Rate

A grand total of 1,509 survey packets were mailed. After several address corrections and re-mailing attempts, 160 of these packets were considered undeliverable by the U.S. Post Office. Thus, 1,349 mail survey packets are assumed to have reached their intended recipients. Completed, usable survey questionnaires returned totaled 423, yielding a mail survey response rate of **31.4%** (423/1,349).

In-The-Field Distributed Cape Cod Community Survey – 2008 (most recent survey) Response Rate

Starting in the first week of November 2008, a total of 1,098 survey packets were distributed in-the-field by trained volunteers. Completed, usable field-distributed survey questionnaires returned totaled 423, yielding an in-the-field survey response rate of **38.5%** (423/1,098).

Overall Cape Cod Community Survey – 2008 (most recent survey) Response Rate:

Overall, 846 usable Cape Cod Community Survey – 2008 questionnaires were returned for processing. Thus, the overall response rate (mail responses plus in-the-field responses) was **34.6%** (846/2,447).

