METHODOLOGICAL REPORT

MICHIGAN STATE UNIVERSITY

CIVIC CULTURE PILOT SURVEY

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1. PURPOSE OF SURVEY

The Civic Culture Pilot Survey was designed to evaluate the prospective questions intended to measure key concepts in a study exploring the political culture, ideology and behaviors of individuals living in more or less diverse communities. The survey was fielded in three communities differing in their racial, ethnic, and socio-economic diversity yet similar in size and location in Michigan. For this pilot, the three communities selected were Southfield, Dearborn, and Canton Township.

There were two key tasks for the pilot:

1. To evaluate the questions that might be used in subsequent interviews. This includes the total interview length, the clarity of question wording, the ability of respondents to understand and provide meaningful answers, and inter-item correlations (i.e., underlying factors and reliability) among questions intended to be used to form summated scales or indexes.

The results regarding this and the analyses of question items are reported in a separate document.

2. To evaluate the productivity of the sampling strategy. This document addresses the results of the pilot survey regarding this second task.

2. SAMPLE DESIGN

The referent population is the non-institutionalized, English-speaking adult (i.e., ages 18 and over) population of each of three communities. Since the survey was conducted by telephone and cell phones were excluded by design, only persons who lived in households that had landline telephones had a chance of being interviewed.

The samples of individuals asked to respond to the Civic Culture Survey were selected using list-assisted random-digit dial sampling procedures. The sample of randomly generated telephone numbers was purchased from Survey Sampling, Inc (SSI). SSI begins the process of generating phone numbers with the list of all working area code and phone number exchange combinations.
In the case of this study, the universe was constrained to include only those telephone numbers in exchanges with listed numbers that are active in each of the three communities. From within this list of possible phone numbers, SSI eliminates those banks of numbers represented by the 4-digit suffix that are known to be unused or are known to be used only by institutions. To improve the efficiency of the calling, we had SSI stratify this sampling frame into two strata initially for each community, one comprised of all phone numbers that are listed in phone directories with addresses in the relevant community, and the other comprised of all phone numbers that are not listed in directories but which are members of banks in which at least one phone number is listed in the relevant community. We then requested that SSI over-sample phone numbers from the listed stratum. Telephone numbers are selected at random.

The plan was to complete a total of 800 interviews roughly equally divided among the three communities. Since the communities differ on a number of social characteristics that may be related to social cohesion and cooperation, it was reasonable to assume that the number of telephone numbers needed to complete the desired number of interviews might differ across the communities. That is, the working phone rate might differ, foreclosure rates might differ, cell phone only rates might differ, language restrictions rates and non-citizen rates might differ, and refusal rates might differ.

As a final step in producing the samples to deliver to OSR, SSI screens the phone numbers generated. The resulting sample is then checked against SSI’s database of business phone numbers and checked for known disconnected numbers. Ordinarily, these numbers are removed from the sample and not called.

To determine the total number of telephone numbers to have SSI generate in order to achieve the desired sample sizes within regions of the state, OSR divided the number of completed interviews desired by the product of (a) the proportion of numbers expected to be working household numbers (the Hit Rate), (b) the proportion of household numbers that would contain an eligible respondent (the Eligibility Rate), and (c) the proportion of households with eligible respondents who would complete the interview in the time period available (the Completion Rate).
3. FIELD PROCEDURES

**CATI System.** Interviews were conducted using the Computer Assisted Telephone Interviewing system (CATI) of IPPSR's Office for Survey Research (OSR). OSR uses the CASES (version 5.4) software for its CATI system. CASES was developed by the University of California–Berkeley, the U.S. Census Bureau, and the U.S. Department of Agriculture. In a CATI system, the completed interview is scripted and then programmed so that, when executed from a computer workstation, each question or instruction is presented on the computer screen in order to the interviewer. The program then indicates what numeric codes or text the interviewer is allowed to enter as responses to each of the questions. When entered, the responses are stored directly into the data set for the study.

The CASES software enables the interview to be fully programmable. The software integrates both closed-ended questions and open-ended questions. The software allows interviewers to record notes along with responses to closed questions. By default, the software moves directly from one item to the next in sequence unless specific program commands are inserted to direct the execution path elsewhere. Different skip commands can be associated with separate responses to the same questions. For example, the interview can be directed to a separate battery of follow-up questions if the respondent answers "<1> YES" to a question on smoking cigarettes, and to an entirely different series of questions if the respondent answers "<5> NO." Commands can also be inserted between questions to direct the interview to a particular battery of questions based on the combination of responses to two or more previously answered questions. The programming features minimize the opportunities for errors since inappropriate questions will not be asked and, as a result, appreciably less editing is necessary after the interview.

**Interviewers and Interviewer Training.** New interviewers received approximately 15 hours of training, including a shift of practice interviewing. Each interviewer trainee received a training manual with instructions on techniques and procedures, copies of all relevant forms, and descriptions of operations. The OSR telephone interviewing training package was developed
Experienced interviewers received approximately two hours of study specific training to acquaint them with the study protocols, the interview instrument, and the objectives of the various questions. New interviewers were also given this information as a part of their training.

Field Period and Respondent Selection in Household.
Interviewing began on October 13, 2010 and continued through January 15, 2011 Randomly selected telephone numbers for which a directory listing was available were sent an advance letter roughly one week prior to when an initial call attempt to contact the household would be made.

When interviewers successfully contacted a household, the study procedures required them to randomly select an adult from among those residing in the household to be the respondent. The Trohldal-Carter technique was used as the mechanism for choosing a respondent within each household.

Telephone numbers were called across times of the day and days of the week. If after a minimum of nine call attempts, no contact had been made with someone at the number, the call schedule for that case was reviewed by a supervisor to see that it had been tried across a variety of time periods. If it had not, the supervisor would re-release the number for additional calling in time periods that had not been tried. If, after additional calls were made, still no contact was made, the number was retired as a non-working number. If the review of the case indicated that it had been tried at various times and days, the supervisor might finalize the case as non-working or might release it for up to six additional tries. In the case contact was established, the number would continue to be tried until a total of 12 attempts were made or the interview was completed, the interview was refused, or the case was determined to be ineligible or incapable.

The average interview lasted approximately 28.8 minutes with a median of 27 minutes. In the case of an initial refusal,
numbers were called back after eight days (although this was shortened as the end of the field period neared). Efforts were made to persuade initially reluctant respondents to complete the interview.

**Completion Rate.** A total of 827 interviews were completed. The number of completed interviews for each community is as follows:
- Canton: 265
- Dearborn: 316
- Southfield: 246