

PACE-EH METHODOLOGY SUBCOMMITTEE MEETING
9/9/09



Shoreh stated that American Community Survey will have the one- to three-year population estimates available on October 27, 2009. The methodology subcommittee recommends that we wait until this is published to have a more accurate sample size based on population figures. It was suggested to do population percentages based on either zip codes or some type of jurisdiction. Shoreh said that we could even sort by socio-economic status or property values.

It was suggested to do a written survey. Shoreh said that all the mailing labels for residents of Delaware County are on the Auditor's Web site. The voters' registration lists are also available for a mail-out survey. It was also suggested by the subcommittee that the written survey:

- Be one-page;
- Be reproduced from an existing survey. (Susan will put together a one-page survey for the PACE-EH committee to review at their next meeting);
- Ask demographic questions in order to allow us to make it a representative sample;
- Be posted on face book, or twitter in order to do an internet survey. We can do a post-card to homes giving them the link to internet survey. (Although, there was some concern that some people may take the survey more than once.)
- Be distributed to older adults at the Center for Older Adults or meals on wheels;
- Be distributed at soccer fields in Liberty Township;
- Be distributed at the libraries for people to pick-up, fill out and return;
- Be sent through e-mail address, and send out a survey monkey survey;
- Have four different surveys by rotating the questions in different orders on the survey;
- Be pre-tested, for example, in the lobby of Job and Family First. We can ask the respondents about the survey design and other issues or concerns, or if there is something we did not think of that should be on the environmental list.

It was suggested to conduct focus groups after the surveys have been collected. We will make a list of groups to conduct potential focus groups at, which meet all the county demographics.