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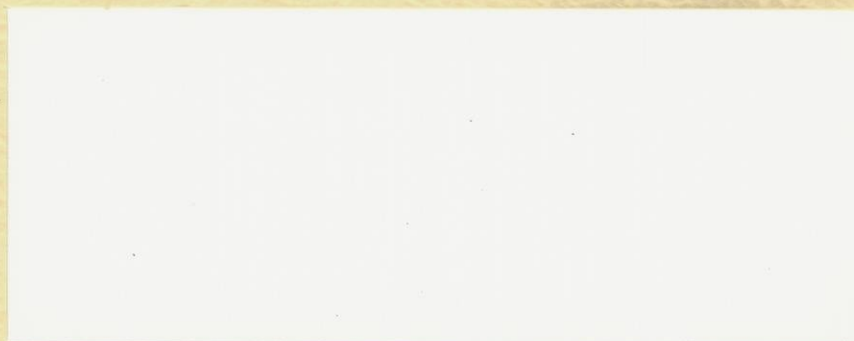
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EXXON MINERALS COMPANY

CRANDON PROJECT



SOCIOECONOMIC STUDY

prepared by RPC, Inc.

SURVEY RESEARCH METHODOLOGY
SOCIOECONOMIC ASSESSMENT
EXXON CRANDON PROJECT

prepared for
Exxon Minerals Company

by
RPC, Inc.
Austin, Texas
Madison, Wisconsin

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October 1980

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FOREWORD

This report is part of a comprehensive study commissioned by Exxon Minerals Company to determine the socioeconomic effects of a proposed mine/mill complex in northeastern Wisconsin. The report describes the techniques we propose to use to conduct survey research among selected populations in the local study area. In it we discuss the statistical theories upon which our survey design is based and the procedures we will use to collect and analyze primary data.

The survey research will be designed and administered by Holman, Kennedy & Associates, Inc., a market and opinion research firm, as a subcontractor to RPC, Inc.

We will appreciate any comments you may have on the methods and techniques we describe in this paper. You may direct comments and suggestions to any of the following:

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SUMMARY

Survey research plays an important part in the Crandon Project socioeconomic assessment. The results of the six surveys that make up this portion of the research project will provide information about the demographic characteristics, attitudes, and behavior of the groups of people who are most likely to be affected by and to affect the proposed mine/mill complex. We will use the results of the surveys to generate statistically valid inferences and generalizations, which we will incorporate with other data to form conclusions and recommendations.

This report describes the survey research methodology for the socioeconomic assessment in detail.

We will survey six separate groups during the course of the project:

1. Permanent residents of the local study area (persons who live in the area at least six months a year)
2. Seasonal residents of the local study area (persons who own, lease, or rent property in the area, but who live there less than six months a year)
3. Employers in the local study area (owners or managers of firms in selected industries)
4. Tourists or visitors to the local study area (people who have registered at area hotels, motels, resorts, and campgrounds within the past 12 months)

5. Native Americans who reside on either the Forest County Potawatomi or Mole Lake Chippewa reservation
6. Native Americans who are enrolled members of the Forest County Potawatomi or Mole Lake Chippewa tribe but who live off the reservation anywhere in the United States

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1. INTRODUCTION

This report describes the techniques we will use to gather survey information from groups of persons with direct relationships to the proposed Exxon mine/mill complex. The survey research is part of a comprehensive socioeconomic assessment commissioned by Exxon Minerals Company.

Holman, Kennedy & Associates, Inc., a market and opinion research firm, will serve as an RPC subcontractor for survey research.

THE PURPOSES OF THE SURVEY RESEARCH

The survey research has three major purposes. The first is to gather information to be used in the community planning process. Types of information we will gather include economic data (employment, consumer purchasing patterns, industry purchasing and sales patterns), recreation data (entertainment and outdoor recreation behavior), attitudinal data (attitudes toward the community and the proposed mine/mill complex), and demographic data (household composition: age, sex, income, etc.).

The second purpose of the survey research is to gather information to be used by Exxon Minerals Company to secure permits. Types of information useful to this purpose include labor force and opinion data.

The third purpose is to provide Exxon with the information the company needs for effective project planning.

We will use the results of the surveys in conjunction with information gathered through other means, such as historical and projected summaries of economic and sociocultural patterns.

ORGANIZATION OF THE METHODOLOGY PAPER

This introductory chapter is followed by seven chapters. Chapter 2, "Survey Research," presents the statistical theories upon which our surveys are based and describes the general process we will follow to design and administer the surveys and analyze the survey results.

Chapters 3 through 8 discuss the particular methods used for each of the six surveys for this portion of the socioeconomic assessment. Each of these chapters presents the purpose of the survey, respondent qualifications and selection, sampling and sampling error, and proposed data analysis. These chapters also include copies of the questionnaires for each survey with the exception of the two Native American surveys, which are not completed at the time of publication.

2. SURVEY RESEARCH

The confidence one can have in the results of a survey depends on a number of factors, such as the definition of information to be gathered, the care taken in questionnaire design, sampling, interviewer expertise, and the precision of data coding and of data processing.

DEFINITION OF THE RESEARCH PROBLEM

One of the major objectives of survey research is to gather data that will aid decision-making. Therefore, the first step of any research design is to precisely define the decisions to be based on the survey results.

For this assessment, the general research problem is "What effect will the construction and operation of an underground zinc and copper mine and related mill complex south of Crandon have on the surrounding community (the local study area) and what community response may be anticipated if development of the mine/mill complex commences?" The results of the research will be used to secure permits, for company planning, and for community planning.

Many types of information are required to answer the research problem, including historical and projected economic and demographic data, historical information about similar projects, information about the

perceptions and attitudes of the communities that are likely to be most affected by the mine/mill complex, etc. Survey research is the means for obtaining part of this information.

QUESTIONNAIRE DESIGN

If the researcher determines that the combination of research methods that will most effectively answer the research problem includes survey research, the design of the survey begins. A major part of any survey is the questionnaire, which is the instrument used to elicit information.

The characteristics of a well designed questionnaire are:

1. *Usefulness*: Each item contributes to the decision making process.
2. *Brevity*: The questionnaire itself may be completed as quickly as possible and each question is brief.
3. *Comprehensiveness*: The questionnaire elicits information about all aspects of a topic.
4. *Objectivity*: The questionnaire does not bias responses either through phraseology or relative placement of individual questions.
5. *Clarity*: The questions are easy to understand.
6. *Freedom From Ambiguity*: Each question has only one meaning and is, therefore, not subject to different interpretations.
7. *Likelihood of Obtaining a Response*: The respondents are willing and able to answer the questions.

8. *Ease of Administration:* The questionnaire "flows" well; contingencies ("skip patterns") are well marked; methods of response are readily apparent (Tull and Hawkins, 1976).

In order to meet these requirements, each questionnaire undergoes review and revision at several different levels. First we delineate the topics to be included on the questionnaires. Then we design a draft questionnaire. The draft is reviewed internally and then sent to professional reviewers for their comments. After we make additional revisions, we present the questionnaire to Exxon Minerals for review and comment. Therefore, each questionnaire is reviewed and, as necessary, revised at least three times before pretesting.

A pretest serves to point out weaknesses in the design of the questionnaire. Interviewers administer the questionnaire under actual field conditions to members of the survey population. The results of the pretest point out questions that "lead" respondents, that are ambiguous or confusing, or that do not provide discriminant data. Interviewers point out difficulties encountered in questionnaire administration. Pretesting also shows the average length of the survey.

After the pretest, we make further revisions to the questionnaire, then present it to the project team, professional reviewers, and Exxon Minerals for final comments and approval. We then administer the final, approved questionnaire to the survey sample. Questionnaires completed during the pretest are not included in the survey quota.

SAMPLING

The representativeness of the sample is a major factor affecting the quality of survey research. If a sample does not represent the survey population, generalizations and inferences based on the survey results are unreliable. For example, if a study is intended to determine the popularity of a referendum among voters in a certain district, interviewing without regard to voter registration status will make the results useless. A less obvious, but equally important, sampling error occurs if one segment of the population is represented more heavily in the sample than in the population, e.g. if urban dwellers comprise 30 percent of the population, but 50 percent of the sample. (NOTE: It is sometimes necessary to sample disproportionately in order to be able to generalize about subgroups in the population. When a disproportionate sample is selected, the results must be weighted before they are used to make any generalizations about the overall population.)

Sampling methods used in the six surveys of this study vary. We discuss them in detail in the following six chapters of this report.

SAMPLING ERROR

Because a sample is only part of a larger whole, any measurement based upon a sample will be only an estimate of the measurement of the true population. There will be some difference between the estimate

based on the sample and the true measurement based on the entire population. The difference between the two can be diminished if certain sampling procedures are used. In addition, if we sample according to the tenets of probability, there is a means of determining just how close the estimate is to the actual value. Because of this, we can know the degree of confidence we may have in the results of a given survey. The degree of confidence is made up of two components, the confidence level and the confidence interval.

A statement of the probability that a given range of values will include the true value of the population mean (average) may be derived in statistical estimation. This probability is called the confidence level, and the range of values is called the confidence interval. The confidence level and confidence interval are related to each other in that the higher the confidence level, the broader the confidence interval. That is, in a given situation we may be 68 percent confident (confidence level) that the population mean is within five percent in either direction of the sample mean (confidence interval), but we may be 95 percent confident that the population mean is within ten percent in either direction of the sample mean.

After consideration of the costs and benefits, the researcher determines the best confidence level for any given survey. The 95 percent confidence level is generally accepted in market and opinion research as the best level.

The confidence interval is also related to the sample size. As sample size increases, the standard error of the mean, which determines the confidence level, becomes smaller. Probability theory provides a formula to estimate the confidence interval based on sample size:

$$c.i. = \pm z \sqrt{\frac{P \times Q}{n}}$$

Where: c.i. = confidence interval

z = area under the normal curve (represented by 1.96 at the 95 percent confidence level)

P = percent of a sample possessing the attribute being measured

Q = 1.00 - P, or the percent of a sample not possessing the attribute being measured

n = sample size, or number of respondents

An example may clarify this concept. One item on a questionnaire asks, "Do you favor or oppose reducing the normal work week from 40 to 35 hours?" Seventy percent (.70) of the sample of 500 employees respond in favor of the reduction, and 30 percent (.30) say they oppose it. We can determine the confidence interval at the 95 percent level of confidence by substituting these values into the formula:

$$\begin{aligned} c.i. &= \pm 1.96 \sqrt{\frac{.70 \times .30}{500}} \\ &= \pm .04016 \end{aligned}$$

Therefore, we can be 95 percent confident that the sample estimate is within ± 4.016 percent of the population value (Collins, 1972; Tull and Hawkins, 1976).

Confidence levels and confidence intervals cannot be measured in nonprobability samples. The confidence we have in the results of nonprobability samples (including mail surveys) is determined by the confidence we have that the sampling frame (list from which respondents are chosen) is representative of all the types of persons in the survey population. Theoretically, response to a mail survey or other nonprobability sample cannot be assessed for representativeness. It is possible that nonrespondents are radically different from respondents in attitudes or behavior. The acceptance of the data is based upon a reasonably justified belief about the relative homogeneity of the population (Collins, 1972). In the cases of nonprobability samples used for this study, we believe the sampling frames used closely represent the actual population. (For further discussion of sampling frames used in our nonprobability samples, see Chapters 5 and 6 of this report.)

EXPERTISE OF FIELD ADMINISTRATORS

The procedures under which survey research is administered from the field have a pronounced effect on the quality of the data gathering process. Fieldwork conducted during the course of this study follows written guidelines prepared by Holman, Kennedy & Associates, Inc. (1979).

The skill of the people who interview, or administer questionnaires to, respondents is an extremely important factor in survey research. If an interviewer does not read a question exactly as it is intended

(perhaps through incorrect vocal inflection, mispronunciation, incorrect order of questions, or incorrect reading of response categories), the response to that question--and possibly to subsequent questions--is not comparable to responses obtained to the same questionnaire by other interviewers.

For this reason, all interviewers must be thoroughly familiar with the survey instrument and with the principles of survey research in general and interviewing in particular. To achieve consistency of questionnaire administration for all interviewers during this research project, we have established a routine for interviewer training:

1. All interviewers attend an orientation session where they learn about survey research and accepted interviewing standards and practices.
2. All interviewers receive a copy of the Interviewer Manual (see Appendix) with which they are required to become thoroughly familiar.
3. All interviewers take a written test to determine their understanding and retention of the orientation session and Interviewer Manual. Those scoring less than 100 percent (but above 80 percent) meet individually with the field supervisor to discuss their errors and ensure they fully understand the correct answers. No one scoring less than 80 percent is hired as an interviewer.
4. All interviewers participate in a thorough briefing session during which the field director explains the questionnaire in detail. All interviewers conduct a series of practice interviews using each other as respondents during this briefing session. The field director edits all practice interviews.
5. The field director monitors interviews at random to detect and correct any weaknesses in each interviewer's work. Monitoring is conducted by means of special telephone equipment which allows a third party (the monitor) to listen to the interview unobtrusively.
6. The field director edits all interviewers' first interviews immediately upon completion and edits all work on a daily basis.

DATA CODING AND PROCESSING

If responses are recorded incorrectly either by the interviewer directly onto the questionnaire, by the coder who categorizes open-end questions, or by the data entry operator (e.g. a keypuncher), the results of the survey will not reflect actual values. Proper training of interviewers, coders, and data entry operators reduces errors of this nature. In addition, the field director monitors each interviewer during the course of many interviews and compares the monitored responses to the recorded responses. The supervisor also checks a random selection of each coder's work for precision and consistency.

All keypunched cards are verified by machine. Verification is a two-step process. First, a keypunch operator enters data onto a blank card, then the punched card is reinserted into the machine and the data reentered by another keypunch operator. Any differences between the codes entered by the first and second keypunch operators are signaled so that corrections may be made.

As a final means to reduce coding error, a "debugging program" allows the computer to detect invalid codes or skip patterns by assigning a set of acceptable codes to each variable. In other words, if a variable has acceptable codes of "1," "2," or "3," but is actually coded and keypunched "4," then the computer will print out that questionnaire number and variable so that the correct code may be determined and entered. This same general procedure is used to verify that skip patterns have been followed. For example, if a "1" code to a question calls for a skip code ("9") to the next question, the debugging program

ensures the correct skip pattern has been followed. That is, if the code to the second question is "5," rather than "9," the computer will print out this information so the correct data may be entered.

We will tabulate survey results on our in-house computer in conjunction with Texas A & M University's computer facility using the computer package Statistical Analysis System (SAS Institute, Inc., 1979).

3. PERMANENT RESIDENTS SURVEY

THE PURPOSE OF THE SURVEY

Residents of the local study area are most likely to feel the effects of the proposed mine/mill complex because of their close proximity to the project and to the new residents the project will attract. They will also affect the project to a great extent, not only as "neighbors," but as potential employees. For this reason it is important to know the attitudes and opinions of the current permanent residents of the local study area.

Our study of permanent residents has as its goal the accumulation of information concerning the attitudes and habits of persons who live in the local study area more than six months a year. Information to be gathered includes household demographics, labor patterns, perceptions of the community, recreational activities, and awareness of and attitudes toward the proposed project and its perceived effect on the community. Exhibit 1, at the end of this chapter, is a copy of the permanent residents questionnaire.

RESPONDENT QUALIFICATIONS AND SELECTION

Respondents are male or female heads of households who reside in the local study area more than six months a year.

The sampling frame from which we selected respondent households is a list of residential electric customers provided by the Wisconsin Public

Service Corporation (WPSC). WPSC records specify three types of non-commercial customers--residential, seasonal, and farm. For the purposes of this study, we include residential and farm customers in the "permanent resident" population. We feel the WPSC residential and farm customer list gives us the most complete current listing of households in the local study area. WPSC is the only electrical utility serving the local study area. The only households not listed as customers will be those without electricity and those who do not pay their electric bills directly (e.g., residents of an "all bills paid" apartment complex). Both categories should be extremely small. All other possible lists of households have greater problems of omission. Furthermore, the WPSC list distinguishes seasonal from year-round customers.

Approximately 12 percent of the WPSC year-round residential and farm customers have no listed telephones. This approximates the national average of 10 percent nontelephone households. In general, households without telephones are those of lower than average socioeconomic status or higher than average mobility. We feel the relatively high homogeneity and the relatively low mobility of the population in the local study area prevent the omission of these households from introducing any bias into the overall response of the sample. All alternative means of administering the questionnaire in rural areas have equal or greater problems.

We therefore conclude that a sample of households with telephones from the WPSC list of year-round residential and farm customers is a

representative and unbiased sample of permanent-resident households in the local study area.

Within each respondent household we select the individual respondent according to birthday. We interview the male or female head of household whose next birthday is nearest in the future. This selection criterion lessens sampling bias as it provides an equal chance of selection to both the male and female heads of households. This selection method was suggested by Dr. Robert A. Peterson, Department of Marketing, University of Texas at Austin. Other selection methods favor one household member over another. For example, interviewing the person named in WPSC records tends to over-represent males; interviewing the person who answers the telephone tends to over-represent females; interviewing the older head of household tends to over-represent males, etc. Using "nearest birthday" as the selection criterion randomizes selection and, therefore, reduces this form of bias.

SAMPLING

We use a probability sample for the permanent residents survey; that is, each household on the WPSC list has an equal, measurable chance of selection.

The sampling procedure calls for systematic sampling, which involves choosing a starting point at random and then taking every n^{th} unit on the sampling frame (Tull and Hawkins, 1976). To do this, we count the number of residential and farm customers (households) on the WPSC list.

We divide this total by 600 (the sample size) to determine the sampling interval (n). We select the first household to be included in the sample at random using a table of random numbers, then we select every nth household.

An example will serve to clarify this sampling procedure. The total number of permanent households in the local study area on the service list of the Wisconsin Public Service Corporation is 12,286. (Wisconsin Public Service Corporation, 1980). Dividing this number by the sample size of 600 gives an interval (n) of approximately 20. Assuming the WPSC list includes all households in the local study area, and the first household selected for inclusion in the sample is the 8th household on the list, then the sample consists of the 8th, 28th, 48th, etc. names on the list ($x + n + n$, etc.).

Given perfect conditions, all persons selected answer their telephones and agree to be interviewed, thereby filling the quota of 600 completed interviews. However, since perfect conditions rarely, if ever, govern survey research, we established a procedure to select backup telephone numbers. We call each selected telephone number up to four times (the initial call and up to three callbacks). We schedule callbacks according to a convenient callback time as suggested by another member of the respondent's household or, if no time has been suggested, at different times of day and on different days in an attempt to minimize the effect of the respondents' daily schedules. For example, if we make a call at 2:00 p.m. on Monday and no one answers the telephone, then we

make a callback late Monday (after normal work hours, say at 6:00 p.m.) or on Tuesday. The exception to this rule concerns "busy" numbers. Interviewers call back any busy number within 15 to 20 minutes after the initial call because of the high probability of finding someone at home.

We select backup numbers for respondents who do not answer their telephone during the four calls, who refuse to be interviewed, or who terminate the interview before completing it, or for households whose qualified respondent (the head of the household with the closest birthday) is unavailable for each of the four calls. The procedure to select backup numbers is to alternate between the number listed two spaces before the original number and the number listed two spaces after the original number. We follow this procedure until we have completed a total of 600 interviews with permanent residents of the local study area.

DATA ANALYSIS

We base analysis of the survey results both on the overall sample representing the entire local study area population and on selected subsamples. Subsamples may be selected, for example, according to metropolitan or nonmetropolitan residence, or distance from the project site. We also compare the results of the permanent residents survey to the results of the other surveys.

SAMPLING ERROR

The values of the permanent residents survey may be treated as representing those of the survey population ± 4.0 percent at the 95 percent level of confidence (see Chapter 2, pages 6-9).

Exhibit 1

PERMANENT RESIDENTS SURVEY QUESTIONNAIRE

PERMANENT RESIDENTS SURVEY

RESPONDENT NAME: _____ CARD NUMBER (CODER USE ONLY): 1 -1

RESPONDENT ADDRESS: _____ RESPONDENT NUMBER: 2 3 4

City _____ Township _____ SEX: Male 1-5
Female 2

RESPONDENT TELEPHONE: _____ AC _____ Number _____ COUNTY: Forest 1-6
Langlade 2
Oneida 3

INTERVIEWER: _____

DATE OF INTERVIEW: _____ TOWNSHIP (CODER USE ONLY): _____ -7,8

TIME BEGAN: _____ TIME ENDED: _____

Hello, is this the LAST NAME residence? I'm _____ with Research and Planning Consultants, a market research firm. We are conducting a survey of households in the Northwoods area and would like to include your household.

(IF RESPONDENT ASKS TOPIC OF QUESTIONNAIRE, SAY: "We are finding out about the type of people who live in the area, what they do during their leisure time and how they feel about the Northwoods as a place to live.")

First, can you please tell me when is the lady of the house's birthday? _____
month _____ day _____

And when is the man of the house's birthday? _____
month _____ day _____

(ASK TO SPEAK WITH PERSON WHOSE BIRTHDAY IS NEAREST IN THE FUTURE. IF NOT AVAILABLE, DETERMINE CONVENIENT CALLBACK TIME AND RECORD ON CALL RECORD SHEET.)

(WHEN RESPONDENT COMES TO TELEPHONE:) Hello, this is _____ with Research and Planning Consultants, a market research firm. We are conducting a survey of households in the Northwoods area and would like to include your household. Since we are interviewing a limited number of people in the area, your participation in the survey is very important to the results of our survey. We will keep your answers confidential, of course.

(IF RESPONDENT ASKS HOW LONG SURVEY WILL TAKE, SAY "It should take about half an hour to complete." IF RESPONDENT SAYS S/HE DOES NOT HAVE TIME, SAY "When would be a more convenient time for me to call back?" AND RECORD ON CALL RECORD SHEET.)

1. I'd like to start off by asking you to think ahead to next year and to compare what you think the overall situation in your community will be then to how it is now. In general, how do you think your community will be next year compared to today--do you think it will be better off, worse off, or about the same next year as it is today?

Better off 1-9
Worse off 3
About same 2

DON'T READ-----Don't Know/ref.8

2. And what about the United States--do you think that, on the whole, this country will be better off, worse off, or about the same next year as it is today?

Better off 1-10
Worse off 3
About same 2

DON'T READ-----Don't Know/ref.8

(continued)

(Exhibit 1, continued)

Now I would like to find out a little about yourself and your household. First I'd like to ask some questions about yourself.

RECORD ANSWERS TO QUESTIONS 3-37 IN TABLE

3. What is your first name? (ROW A)
4. SKIP (ROW B)
5. What is your age? (ROW C)
6. What is the last grade of school you attended? (ROW D)
7. Have you had any vocational or technical training? (IF SO) What trade did you study? (ROW E)
8. Are you currently employed? (ROW F)

IF ANSWER TO Q. 8 IS YES, CONTINUE. IF NO, SKIP TO Q. 17

9. Do you work more than 35 hours per week? (ROW G)
10. What kind of job do you have? (RECORD PRIMARY JOB--THE JOB FOR WHICH RESPONDENT WORKS MORE HOURS OR IS PAID MORE MONEY--ROW H)
11. How long have you been in that line of work? (YEARS) (ROW I)
12. Do you work for yourself or for someone else? (ROW J--RECORD FOR PRIMARY JOB)
13. In what city or town is your firm located? (ROW K)
14. What type of firm do you work for? (ROW L)
15. Do you work year-round or just at certain times of the year? (ROW M)
16. How long does it take to get from your residence to your job? (ROW N)
17. (IF RESPONDENT IS EMPLOYED;) Are you currently looking for another job? (ROW O)
(IF RESPONDENT IS UNEMPLOYED;) Are you currently looking for a job? (ROW O)

IF RESPONDENT IS LOOKING FOR A/ANOTHER JOB, CONTINUE.
IF RESPONDENT IS NOT LOOKING, SKIP TO Q. 20

18. What type of job are you looking for? (ROW P)
19. Is that full-time or part-time? (FULLTIME IS 35 OR MORE HOURS/WEEK) (ROW Q)
20. Now I'd like to ask you some questions about the other people who live in your household at least six months a year. First, what is the first name of the oldest person who lives with you? (ROW A, MEMBER #2)
21. How is (NAME) related to you? (ROW B)
22. How old is (NAME)? (ROW C)

IF PERSON IS UNDER 16 YEARS, SKIP TO Q. 37

23. What is the last grade of school (NAME) attended? (ROW D)
24. Has she/he had any vocational or technical training? (IF SO) What trade did she/he study? (ROW E)
25. Is she/he currently employed? (ROW F)

IF ANSWER TO Q. 25 IS YES, CONTINUE. IF NO, SKIP TO Q. 34

26. Does she/he work more than 35 hours per week? (ROW G)
27. What kind of job does she/he have? (RECORD PRIMARY JOB--THE JOB FOR WHICH MEMBER WORKS MORE HOURS OR IS PAID MORE MONEY--ROW H)
28. How long has she/he been in that line of work? (YEARS) (ROW I)
29. Does she/he work for herself/himself or for someone else? (ROW J--RECORD FOR PRIMARY JOB)

(Exhibit 1, continued)

30. In what city or town is her/his firm located? (ROW K)
31. What type of firm does she/he work for? (ROW L)
32. Does she/he work year-round or just at certain times of the year? (ROW M)
33. How long does it take her/him to get from your residence to her/his job? (ROW N)
34. (IF MEMBER IS EMPLOYED;) Is she/he currently looking for another job? (ROW O)
(IF MEMBER IS UNEMPLOYED;) Is she/he currently looking for a job? (ROW O)
- ***IF MEMBER IS LOOKING FOR A/ANOTHER JOB, CONTINUE***
IF MEMBER IS NOT LOOKING, SKIP TO Q. 37
35. What type of job is she/he looking for? (ROW P)
36. Is that full-time or part-time? (FULLTIME IS 35 OR MORE HOURS/WEEK) (ROW Q)
37. REPEAT QUESTIONS 18 THROUGH 32 FOR EACH MEMBER OF HOUSEHOLD UNTIL ALL MEMBERS HAVE BEEN LISTED, BEGINNING: "What is the name of the next oldest person who lives in your household at least six months a year?" (ROW A, APPROPRIATE MEMBER #)
38. Now I would like to ask you some questions about where you live. Do you live in a:
- | | | |
|--------------|---------------------|------|
| | single family house | 1-11 |
| | duplex | 2 |
| | apartment | 3 |
| | or mobile home | 4 |
| (DON'T READ) | other: _____ | 5 |
| | don't know/refused | 8 |
39. Do you own or rent your residence?
- | | | |
|--------------|--------------------|------|
| | own | 1-12 |
| | rent | 2 |
| (DON'T READ) | other: _____ | 3 |
| | don't know/refused | 8 |
40. How long have you lived at this address? (DO NOT READ RESPONSES)
- | | | |
|--|--------------------------------------|------|
| | less than 1 year | 1-13 |
| | 1 - 3 years | 2 |
| | more than 3 years, less than 5 years | 3 |
| | 5 years or longer | 4 |
| | don't know/refused | |
41. If you were going to purchase a new home, would you select a manufactured home or one built at the site?
- | | | |
|--|--------------------|------|
| | manufactured | 1-14 |
| | built at site | 2 |
| | don't know/refused | 8 |
42. Now please think about the costs of your residence, such as rent or mortgage payments, maintenance, taxes and utilities. Do you think these costs for a residence like yours are:
- | | | |
|-------------------|-----------------|------|
| | low | 1-15 |
| | high | 3 |
| | or moderate | 2 |
| (DON'T READ)----- | don't know/ref. | 8 |
43. How long have you lived in (NAME) County? (DO NOT READ RESPONSES)
- | | | |
|--|--------------------------------|------|
| | Less than 1 year | 1-16 |
| | 1 - 3 years | 2 |
| | more than 3, less than 5 years | 3 |
| | 5 years or longer | 4 |
| | don't know/refused | 8 |
44. Where did you live before you came to (NAME) County?
- | | | | |
|--|-----------|-------|--------|
| | city/town | state | -17,18 |
|--|-----------|-------|--------|
- ***IF RESPONDENT NEVER LIVED OUTSIDE COUNTY, SKIP TO Q.46 ***
45. Why did you move to (NAME) County? (DO NOT READ RESPONSES)
- | | | |
|--|--------------------------------|------|
| | retirement/age | 1-19 |
| | with spouse/spouse job | 2 |
| | own employment | 3 |
| | with parents/grew up in county | 4 |
| | closer to family | 5 |
| | like area/environment | 6 |
| | other: _____ | 7 |
| | don't know/refused | 8 |
| | SKIP | 9 |

(continued)

(Exhibit 1, continued)

46. Do you plan to move within the next 12 months?

yes	1-20
no	2
(DON'T READ)-----don't know/refused	8

IF ANSWER TO Q. 46 IS YES, CONTINUE. OTHERWISE, SKIP TO Q. 49

47. Where do you plan to move?

city/town	state	-21,22
-----------	-------	--------

48. Are you moving because of employment?

yes	1-23
no	2
(DON'T READ RESPONSES) don't know/refused	8

49. Now I'm going to read you a list of some of the things that influence the way people think about their towns and communities. I would like you to tell me what you think about each of these things in your town or community. To begin, how would you rate your community's (READ FROM LIST)--would you say very good, good, fair, poor or very poor?

	Very Good	Good	Fair	Poor	Very Poor	(DON'T READ) Don't Know/Ref.	
a. law enforcement	1	2	3	4	5	8	-24
b. medical care	1	2	3	4	5	8	-25
c. fire protection	1	2	3	4	5	8	-26
d. public school system	1	2	3	4	5	8	-27
e. dental care	1	2	3	4	5	8	-28
f. shopping facilities	1	2	3	4	5	8	-29
g. street&road maintenance	1	2	3	4	5	8	-30
h. housing	1	2	3	4	5	8	-31
i. utilities	1	2	3	4	5	8	-32
j. entertainment facilities	1	2	3	4	5	8	-33
k. social activities	1	2	3	4	5	8	-34
l. employment opportunities	1	2	3	4	5	8	-35
m. wages	1	2	3	4	5	8	-36
n. outdoor recreational facilities	1	2	3	4	5	8	-37

50. Do you think the property taxes you pay are:

too high	1-38
too low	3
or just about right	2
(DON'T READ)-----don't know/refused	8

51. Do you think the state income taxes you pay are:

too high	1-39
too low	3
or just about right	2
(DON'T READ)-----don't know/refused	8

52. I am going to name some school districts in your area, and would like you to tell me which one of these school districts you would recommend most highly to a family moving into the area. Would you most highly recommend (READ FROM LIST, RECORD IN COLUMN A)? And which school district would you least recommend to a family moving into the area? Would you least recommend (READ FROM LIST, RECORD IN COLUMN B.)?

	Column A Most Recommend		Column B Least Recommend	
Antigo	01	-40	01	-41
Crandon	02		02	
Elcho	03		03	
Laona	04		04	
Lakeland	05		05	
Northland Pines	06		06	
Rhineland	07		07	
Three Lakes	10		10	
Wabeno	11		11	
White Lake	12		12	
Don't Know (DON'T READ)	08		08	

(Exhibit 1, continued)

53. Now I'm going to read a list of activities. I'd like you to tell me where you or other members of your household do each of these activities most often. In particular, which city or town do you do each activity in? To begin, where do you most often (ACTIVITY)? (COL. A) How long does it take you to travel to (ACTIVITY)? (COL. B)

ACTIVITY	COL. A: CITY/TOWN	COL. B: TRAVEL TIME	
a. go grocery shopping	_____	_____	_____ -42-44
b. shop for furniture	_____	_____	_____ -45-47
c. shop for clothing	_____	_____	_____ -48-50
d. get medical care	_____	_____	_____ -51-53
e. eat out in a restaurant	_____	_____	_____ -54-56
f. do your banking	_____	_____	_____ -57-59
g. get dental care	_____	_____	_____ -60-62
h. attend religious services	_____	_____	_____ -63-65
i. go to the movies	_____	_____	_____ -66-68
j. go dancing	_____	_____	_____ -69-71
k. go to school	_____	_____	_____ -72-74
l. go to the tavern	_____	_____	_____ -75-77

1 2 3 4

Now I'd like to ask you about your leisure activities.

54. First, what entertainment or recreation activities, if any, would you or the other members of your household like to be able to participate in but cannot because they are not available where you live? (RECORD FIRST THREE RESPONSES:)

(1) _____ (2) _____ (3) _____ -5-10

55. Now, what outdoor recreation activities do you or other members of your household participate in most often from May through September? (RECORD FIRST THREE IN COLUMN A.) How many members of your household (NAME ACTIVITY)? (RECORD IN COLUMN B.) How often do you/they (NAME ACTIVITY)? (RECORD IN COLUMN C.) Where do you/they most often go to (NAME ACTIVITY)? (RECORD IN COLUMN D.)

COLUMN A: Activity	COLUMN B: No. People	COLUMN C: Frequency	COUNTRY/RURAL COLUMN D: Area Name	
_____	_____	_____	_____	_____ -11-18
_____	_____	_____	_____	_____ -19-26
_____	_____	_____	_____	_____ -27-34

56. What outdoor recreation activities do you or other members of your household participate in most often from October through November? (RECORD FIRST THREE IN COLUMN A.) How many members of your household (NAME ACTIVITY)? (RECORD IN COLUMN B.) How often do you/they (NAME ACTIVITY)? (RECORD IN COLUMN C.) Where do you/they most often go to (NAME ACTIVITY)? (RECORD IN COLUMN D.)

COLUMN A: Activity	COLUMN B: No. People	COLUMN C: Frequency	COUNTRY/RURAL COLUMN D: Area Name	
_____	_____	_____	_____	_____ -35-42
_____	_____	_____	_____	_____ -43-50
_____	_____	_____	_____	_____ -51-58

(continued)

(Exhibit 1, continued)

	1	2	3	4
57. What <u>outdoor recreation activities</u> do you or other members of your household participate in most often from December through April? (RECORD FIRST THREE IN COLUMN A.) How many members of your household (NAME ACTIVITY)? (RECORD IN COLUMN B.) How often do you/they (NAME ACTIVITY)? (RECORD IN COLUMN C.) Where do you/they most often go to (NAME ACTIVITY)? (RECORD IN COLUMN D.)				
COLUMN A: Activity	COLUMN B: No. People	COLUMN C: Frequency	COLUMN D: Area Name	Country/Rural
_____	_____	_____	_____	____-5-12
_____	_____	_____	_____	____-13-20
_____	_____	_____	_____	____-21-28

58. I am going to read some statements about economic development in your area. Please tell me whether you strongly agree, agree, disagree, or strongly disagree with each statement.

(IF RESPONDENT ASKS WHAT YOU MEAN BY ECONOMIC DEVELOPMENT, SAY:)

Economic development is the expansion of business and industrial activity in an area. It is usually accompanied by an increase in the number and type of firms in the area, increases in population and increases in employment in the area.

	Strongly Agree	Agree	Disagree	Strongly Disagree	(DO NOT READ) Don't Know Refused	
a. This area needs increased economic growth.	1	2	3	4	8	-29
b. Residential development around lakes should be restricted in order to protect environmental quality.	1	2	3	4	8	-30
c. Population growth in the area would improve the quality of life.	1	2	3	4	8	-31
d. The establishment of new industry in the area will increase our standard of living.	1	2	3	4	8	-32
e. Economic growth should take place even if it causes some harm to the environment.	1	2	3	4	8	-33
f. Local government has been effective in controlling growth through planning and zoning.	1	2	3	4	8	-34

Now I'd like to ask you some question about one specific type of industry, mining.

59. It has been proposed that an underground zinc and copper mine with a related above-ground mill complex be developed near Crandon. Are you aware of this proposal?

Yes	1-35
No	9

***IF ANSWER TO Q. 59 IS YES, CONTINUE. IF NO, SKIP TO Q. 62 ***

(Exhibit 1, continued)

60. Where have you read or heard about the proposed mine/mill complex?

(DON'T READ RESPONSES)	word of mouth (family, friends)	0-36
	newspaper	1
	radio	2
	television	3
	special publications (Exxon, mining related companies)	4
	special publications (environmental or anti-mine organizations)	5
	town meetings/public meetings	6
	other: _____	7
	Don't know/refused	8
	SKIP	9

61. Do you feel you have been adequately informed about the mine/mill complex?

Yes	1-37
No	2
Don't know/ref.	8

61.a Why/Why Not? _____

-38-41

62. We would like to get an idea of how you think a mine and mill complex would affect different things in your town or community. I'm going to read you a list of some of the things that influence the way people feel about their towns and communities. I would like you to tell me how you think each thing would be affected if a mine and mill complex were developed 10 miles south of Crandon. If the mine and mill are developed would you say the effect on your community's (READ FROM LIST) would be very good, good, fair, poor or very poor?

	Very Good	Good	Fair	Poor	Very Poor	No Affect	(DO NOT READ) Don't Know Refused	
a. law enforcement	1	2	3	4	5	6	8	-42
b. medical care	1	2	3	4	5	6	8	-43
c. fire protection	1	2	3	4	5	6	8	-44
d. public school system	1	2	3	4	5	6	8	-45
e. dental care	1	2	3	4	5	6	8	-46
f. shopping facilities	1	2	3	4	5	6	8	-47
g. street & road maintenance	1	2	3	4	5	6	8	-48
h. housing	1	2	3	4	5	6	8	-49
i. utilities	1	2	3	4	5	6	8	-50
j. entertainment facilities	1	2	3	4	5	6	8	-51
k. social activities	1	2	3	4	5	6	8	-52
l. employment opportunities	1	2	3	4	5	6	8	-53
m. wages	1	2	3	4	5	6	8	-54
n. outdoor/recreational facilities	1	2	3	4	5	6	8	-55

63. Do you think the development of a mine and mill complex near Crandon will cause the property taxes you pay to be higher, lower, or about the same as you pay now?

Higher	1-56
Lower	3
About the same	2
DON'T READ-----Don't Know/Ref.	8

64. Do you think the development of a mine and mill complex will cause the state income taxes you pay to be higher, lower, or about the same as you pay now?

Higher	1-57
Lower	3
About the same	2
DON'T READ-----Don't Know/Ref.	8

65. On the whole, what kind of effect do you think the development of a mine/mill complex near Crandon will have on your town or community? Would you say the effect would be:

more good than bad	1-58
more bad than good	3
equally good and bad	2
or that it would have no effect	0
DON'T READ-----Don't Know/Refused	8

(continued)

(Exhibit 1, continued)

66. Why do you say that? (RECORD VERBATIM): _____
_____ -59-62

67. On the whole, what kind of effect do you think the development of a mine/mill complex near Crandon will have on you personally? Would you say the effect would be:

more good than bad	1-63
more bad than good	3
equally good and bad	2
or that it would have no effect	0
DON'T READ-----Don't Know/Refused	8

68. Why do you say that? (RECORD VERBATIM): _____
_____ -64-67

69. If a mine/mill complex were developed near Crandon, how likely would you be to change your residence to be further from it? Would you be:

very likely	1-68
somewhat likely	2
somewhat unlikely	4
very unlikely	5
or are you uncertain	3

70. If a mine/mill complex were developed near Crandon, which members of your household, if any, including yourself, might apply for a job at it? (FOR EACH:) What type of job would (NAME) apply for?

<u>Household Member</u>	<u>Type of Job</u>	
_____	_____	-69-70
_____	_____	-71-72
_____	_____	-73-74
_____	_____	-75-76

71. (IF NO ONE WOULD APPLY:) Why Not? (RECORD VERBATIM): _____
_____ -77-78

72. If you or another member of your household got a job at the mine/mill complex how likely would you be to change your residence to be closer to it? Would you be:

very likely	1-79
somewhat likely	2
somewhat unlikely	4
very unlikely	5
or are you uncertain	3

1 2 3 4

73. What types of people, if any, would benefit if a mine/mill complex were located in or near your city, town or community? (RECORD VERBATIM): _____
_____ -5-6

74. What types of people, if any, would be harmed if a mine/mill complex were located in or near your city, town or community? (RECORD VERBATIM): _____
_____ -7-8

Finally, just a few more questions about yourself.

75. Are you a member of any local fraternal, social or service organization such as the Elks Club, a church women's group or the Kiwanis Club? (IF SO) Which organization are you a member of? (RECORD VERBATIM) _____
_____ -9-10

(Exhibit 1, continued)

76. Are you:

Catholic	1-11
Protestant	2
Jewish	3
or Other Religion:	4
DON'T READ-----Don't Know/Refused	8
DON'T READ-----None/Agnostic/Atheist	9

IF ANSWER TO Q. 72 IS "NONE/AGNOSTIC/ATHEIST", SKIP TO Q. 74

77. How often do you attend religious services? Would you say:

weekly	1-12
every other week	2
monthly	3
or on special occasions	4
DON'T READ-----Don't Know/Ref.	8
SKIP	9

78. Did you vote in the Wisconsin Presidential Primary election held in April?

Yes	1-13
No	2
DON'T READ-----Refused	8

79. I'm going to read some income categories. Please stop me when I read the category that includes the amount of your household's income last year from all sources before taxes. Was your household income:

Under \$4,000	0-14
\$4,000-6,999	1
\$7,000-9,999	2
\$10,000-14,999	3
\$15,000-19,999	4
\$20,000-24,999	5
\$25,000-39,999	6
\$40,000 or more	7
DON'T READ-----Don't Know/Ref.	8

80. Finally, are you:

White	1-15
American Indian	2
or Black	3
DON'T READ-----Other:	4
DON'T READ-----Refused	8

(RECORD IDENTIFYING INFORMATION ON PAGE 1.)

That's all the questions I have. Thank you for sharing your time and opinions with me.

	<u>RESPONDENT</u>	<u>MEMBER #1</u>	<u>MEMBER #2</u>
ROW A - NAME:	(SKIP)		
ROW B - RELATIONSHIP:			
ROW C - AGE:			
ROW D - EDUCATION:			
ROW E - VOC/TECH/TRAINING, TRADE:			
ROW F - EMPLOYED/UNEMPLOYED:	E U	E O	E O
ROW G - FULLTIME/PARTTIME/BOTH:	F P B	F P B	F P B
ROW H - TYPE JOB:			
ROW I - YEARS IN OCCUPATION:			
ROW J - SELF/OTHER:	S O	S O	S O
ROW K - FIRM LOCATION:			
ROW L - TYPE FIRM:			
ROW M - YEARLY/SEASONAL:	Y S	Y S	Y S
ROW N - TRAVEL TIME:			
ROW O - SEEKING/NOT SEEKING:	S NS	S NS	S NS
ROW P - TYPE PREFERRED JOB:			
ROW Q - FULLTIME/PARTTIME/EITHER:	F P E	F P E	F P E

(Exhibit 1, continued)

	<u>MEMBER #3</u>	<u>MEMBER #4</u>	<u>MEMBER #5</u>
ROW A - NAME:	_____	_____	_____
ROW B - RELATIONSHIP:	_____	_____	_____
ROW C - AGE:	_____	_____	_____
ROW D - EDUCATION:	_____	_____	_____
ROW E - VOC/TECH/TRAINING, TRADE:	_____	_____	_____
ROW F - EMPLOYED/UNEMPLOYED:	E U	E O	E O
ROW G - FULLTIME/PARTTIME/BOTH:	F P B	F P B	F P B
ROW H - TYPE JOB:	_____	_____	_____
ROW I - YEARS IN OCCUPATION:	_____	_____	_____
ROW J - SELF/OTHER:	S O	S O	S O
ROW K - FIRM LOCATION:	_____	_____	_____
ROW L - TYPE FIRM:	_____	_____	_____
ROW M - YEARLY/SEASONAL:	Y S	Y S	Y S
ROW N - TRAVEL TIME:	_____	_____	_____
ROW O - SEEKING/NOT SEEKING:	S NS	S NS	S NS
ROW P - TYPE PREFERRED JOB:	_____	_____	_____
ROW Q - FULLTIME/PARTTIME/EITHER:	F P E	F P E	F P E

(continued)

MEMBER #6MEMBER #7MEMBER #8

ROW A - NAME:	_____			_____			_____		
ROW B - RELATIONSHIP:	_____			_____			_____		
ROW C - AGE:	_____			_____			_____		
ROW D - EDUCATION:	_____			_____			_____		
ROW E - VOC/TECH/TRAINING, TRADE:	_____			_____			_____		
ROW F - EMPLOYED/UNEMPLOYED:	E		U	E		O	E		O
ROW G - FULLTIME/PARTTIME/BOTH:	F	P	B	F	P	B	F	P	B
ROW H - TYPE JOB:	_____			_____			_____		
ROW I - YEARS IN OCCUPATION:	_____			_____			_____		
ROW J - SELF/OTHER:	S		O	S		O	S		O
ROW K - FIRM LOCATION:	_____			_____			_____		
ROW L - TYPE FIRM:	_____			_____			_____		
ROW M - YEARLY/SEASONAL:	Y		S	Y		S	Y		S
ROW N - TRAVEL TIME:	_____			_____			_____		
ROW O - SEEKING/NOT SEEKING:	S		NS	S		NS	S		NS
ROW P - TYPE PREFERRED JOB:	_____			_____			_____		
ROW Q - FULLTIME/PARTTIME/EITHER:	F	P	E	F	P	E	F	P	E

4. SEASONAL RESIDENTS SURVEY

THE PURPOSE OF THE SURVEY

Because seasonal residents are important to the economy of the local study area and often play a large role in its cultural and social patterns, it is necessary to ascertain their reactions to the project.

The survey of seasonal residents includes such topics as property characteristics, visitation patterns, recreational activities, plans for property development, and awareness of and attitudes toward the proposed mine/mill complex. Exhibit 2, at the end of this chapter, is a copy of the questionnaire for this population.

RESPONDENT QUALIFICATIONS AND SELECTION

Respondents are male or female heads of household who own property in the local study area, but who live there less than six months a year. We screen respondents to verify that they visit their property at least occasionally; interviews with persons who say they "never" visit their property are terminated.

SAMPLING

The Wisconsin Public Service Corporation (WPSC) has provided a list of its seasonal customers for use in this survey. The list includes both service addresses (within the local study area) and billing addresses (normally the permanent residence address).

We obtain telephone numbers for each household on the list through use of the appropriate telephone directory or directory assistance. We record telephone numbers for both service address (if available) and for permanent residence. As explained in the description of sampling for the permanent residents survey, we believe that a sample of households with telephones from the WPSC list of seasonal residential and farm customers is a representative and unbiased sample of seasonal-resident households in the local study area.

We conduct sampling in the same manner as for the permanent residents survey: interval sampling with a random start to select 400 respondent households, and individual respondents from those households selected on the basis of birthday (see page 15 of this report).

DATA ANALYSIS

We analyze survey results for the overall sample as well as for the selected subsamples based on frequency of visit and location of permanent residence. We compare responses of the seasonal residents to those of the permanent residents.

SAMPLING ERROR

The values of the seasonal residents survey may be treated as representing those of the survey population ± 4.9 percent at the 95 percent confidence level (see Chapter 2, pages 6-9 of this report).

Exhibit 2

SEASONAL RESIDENTS SURVEY QUESTIONNAIRE

SEASONAL RESIDENTS SURVEYCARD NUMBER: 1

RESPONDENT NAME: _____ RESPONDENT NUMBER: 2 3 4

RESPONDENT BILLING ADDRESS: _____ SEX: Male 1-5
Female 2

City Township BILLING: (Coder) _____ -6,7

RESPONDENT SERVICE ADDRESS: _____ SERVICE: (Coder) _____ -8,9

City Township

RESPONDENT PHONE: _____
AC Number

INTERVIEWER: _____

DATE OF INTERVIEW _____

TIME BEGAN: _____ TIME ENDED: _____

Hello, is this the (LAST NAME) residence? I'm _____ with Research and Planning Consultants, a market research firm. We are conducting a survey of people who have property in northern Wisconsin and would like to include your opinions. May I ask you some questions?

(IF RESPONDENT ASKS TOPIC OF QUESTIONNAIRE, SAY: "We are asking people about the things they do when they are in the Northwoods and how they feel about the area.")

ASK WOMEN

Are you the lady of the house?
*(IF YES) When is your birthday? I just need to know the month and day. (RECORD BELOW)
*(IF NO) When is the birthday of the lady of the house? I just need to know the month and day. (RECORD BELOW)

LADY'S BIRTHDAY: _____
MONTH DAY

And when is the birthday of the man of the house? Again, I just need to know the month and day. (RECORD BELOW)

MAN'S BIRTHDAY: _____
MONTH DAY

(IF RESPONDENT ASKS WHY YOU NEED TO KNOW BIRTHDAYS, SAY:) "We use birthdays to determine whether we should talk to the man or lady of the house. That way, we don't interview too many men or too many women. If you would prefer, could you just tell me whose birthday will come next?"

(ASK TO SPEAK WITH PERSON WHOSE BIRTHDAY IS NEAREST IN THE FUTURE. IF NOT AVAILABLE, DETERMINE CONVENIENT CALLBACK TIME AND RECORD ON CALL RECORD SHEET.)

(WHEN RESPONDENT COMES TO TELEPHONE, SAY:) Hello, this is _____ with Research and Planning Consultants, a market research firm. We are conducting a survey of people who have property in northern Wisconsin and would like to include your opinions. Since we are interviewing a limited number of people, your participation in the survey is very important to the results of our survey. We will keep your answers confidential, of course.

(IF RESPONDENT SAYS SHE/HE DOES NOT HAVE TIME, SAY:) When would be a more convenient time for me to call back? (RECORD ON CALL RECORD SHEET.)

(Exhibit 2, continued)

- S1. First of all, we understand that you own or lease property in (TOWN IN STUDY AREA).
Is that correct?

Yes--SKIP TO S5.	1-10
No---Continue	2

- S2. Did you ever own or rent property in (TOWN IN STUDY AREA)?

Yes--Continue
No---RECORD AND TERMINATE

- S3. When did you sell it/terminate your lease? _____
MONTH YEAR

- S4. Why did you sell it/terminate your lease? (RECORD VERBATIM AND TERMINATE):

- S5. Do you own the property, or do you rent or lease it?

(DON'T READ RESPONSES)	Own	1-11
	Lease/Rent	2
	Other:	3
	Refused	0

- S6. Where is your principal residence? (RECORD BELOW)

(IF RESPONDENT SAYS THIS PROPERTY IS PRINCIPAL RESIDENCE, ASK:)

How many months a year do you live in (TOWN IN STUDY AREA)?

Under 6 months---Continue
6 months or more---TERMINATE

Where do you live while you are not in (TOWN IN STUDY AREA)?

CITY COUNTY STATE 12,13

(TERMINATE IF PRINCIPAL RESIDENCE IS IN ONEIDA, LANGLADE, OR FOREST COUNTIES, WISCONSIN)

- S7. How long have you owned or leased your property in (TOWN IN STUDY AREA)?

(DON'T READ RESPONSES)	Less than 1 year	1-14
	1-5 years	2
	5-10 years	3
	Over 10 years	4
	Don't know	8
	Refused	0

- S8. Why did you choose to buy or lease property in (TOWN IN STUDY AREA)? (RECORD VERBATIM):

_____ 15,16

- S9. (ASK ONLY OF RESPONDENTS NOT CURRENTLY AT SEASONAL RESIDENCE): When is the last time you visited your property?

(DON'T READ RESPONSES)	Currently at property	1-17
	Within 1 month	2
	More than 1 month to 3 months	3
	More than 3 months to 6 months	4
	More than 6 months to 9 months	5
	More than 9 months to 12 months	6
	Over 1 year to 5 years	7
	Over 5 years	8
	Never visited---TERMINATE	X

(Exhibit 2, continued)

S10. How often, in general, do you visit your property from May through September?
from October through November? from December through April? (CHECK NUMBER OF VISITS
FOR EACH SEASON)

	<u>Never</u> 1	<u>Once</u> 2	<u>2-3 Times</u> 3	<u>4-6 Times</u> 4	<u>Don't Know</u> 5	<u>Refused</u> 0	
May-Sept.							-18
Oct.-Nov.	1	2	3	4	5	0	-19
Dec.-Apr.	1	2	3	4	5	0	-20

IF "NEVER" FOR ALL MONTHS, TERMINATE

1. (FOR ALL MONTHS DURING WHICH RESPONDENT VISITS PROPERTY, ASK:) On the average, how long do you stay during any one visit during (NAME MONTHS)?

(DO NOT READ RESPONSES) (ONE RESPONSE ONLY PER SEASON)

	<u>1-3 Days</u> 1	<u>4-7 Days</u> 2	<u>8-14 Days</u> 3	<u>15-30 Days</u> 4	<u>31-60 Days</u> 5	<u>61-90 Days</u> 6	<u>Don't Know</u> 8	<u>Refused</u> 0	<u>Skip</u> 9	
May-Sept.										-21
Oct.-Nov.	1	2	3	4	5	6	8	0	9	-22
Dec.-Apr.	1	2	3	4	5	6	8	0	9	-23

2. Has the energy situation affected your travel to (TOWN IN STUDY AREA)? (IF SO:) How?

(DON'T READ RESPONSES)

Make fewer trips	1-24,25
Use smaller car	2
Longer average stay	3
Fewer but longer stays	4
Other:	5
Don't know	8
No affect	7
Refused	0

3. Do you think the energy situation will affect your future travel to (TOWN IN STUDY AREA)? (IF SO:) How?

(DON'T READ RESPONSES)

Make fewer trips	1-26,27
Use smaller car	2
Longer average stay	3
Fewer but longer stays	4
Other:	5
No affect	6
Don't know	8
Refused	0

4. Do you think the energy situation will affect your recreational activities while you are in (TOWN IN THE STUDY AREA) on future visits? (IF SO:) How?

(DON'T READ RESPONSES)

Reduced boating/water skiing	1-28,29
Reduced snowmobiling	2
Reduced sightseeing/travel in area	3
Other:	4
No affect	5
Don't know	8
Refused	0

5. How many rooms, excluding bathrooms and hallways, do you have in your home in (TOWN IN STUDY AREA)?

(DON'T READ RESPONSES)

1	1-30
2	2
3-4	3
5-6	4
7 or more	5
Don't know	8
Refused	0

(Exhibit 2, continued)

6. What types of improvements have you made within the past two years to your property?
(PROBE: What other improvements?) _____

31,32

7. What types of improvements do you plan to make within the next year? (PROBE: What other improvements?) _____

33,34

8. Do you ever rent, lease or sub-lease your property? (IF SO) Do you lease it out yourself or do you use a real estate agent?

(DON'T READ RESPONSES)

Self	1-35
Agent	2
Both Self & Agent	3
Doesn't rent	4
Don't know	8
Refused	0

9. Do you think you will try to sell your property within the next two years?

(DON'T READ RESPONSES)

Yes	1-36
No	2
Uncertain	8
Refused	0

10. Why/Why not?

(DON'T READ RESPONSES)

Long time ownership	1-37
Like area/property too much	2
Will retire in area	3
Might buy property closer to home	4
Bought for investment--will sell	5
Bought for investment--will hold	6
Other: _____	7
Don't know	8
Refused	0

Now I'd like to ask you some questions about the things you do while you're visiting (TOWN IN STUDY AREA).

11. First, let's talk about outdoor recreation. What three outdoor activities do you participate in most often while you're in the area? Where do you usually (NAME ACTIVITY)?

Activity

Location (CITY, TOWN OR LAKE) (ONE RESPONSE PER ACTIVITY)

_____	-38,39	_____	-40,41
_____	-42,43	_____	-44,45
_____	-46,47	_____	-48,49

12. What other types of activities do you participate in near your property? Do you: (READ FROM LIST)? (FOR EACH ACTIVITY PARTICIPATED IN, ASK:) Where do you most often (NAME ACTIVITY)?

<u>Activity</u>	<u>Participate</u>				<u>Location - City/Township</u>	
	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>Refused</u>		
go shopping	1	2	8	0 -50	_____	-51,52
go bowling	1	2	8	0 -53	_____	-54,55
go to the movies	1	2	8	0 -56	_____	-57,58
go to church	1	2	8	0 -59	_____	-60,61
go dancing	1	2	8	0 -62	_____	-63,64
go to the tavern	1	2	8	0 -65	_____	-66,67
go to play bingo	1	2	8	0 -68	_____	-69,70
go to the restaurant, supperclub	1	2	8	0 -71	_____	-72,73

(continued)

(Exhibit 2, continued)

1 - 2 - 3 - 4 -

13. We would like to get an idea of how you feel about (TOWN IN STUDY AREA) as a seasonal residence. I am going to read a list of features of towns, and would like you to rate (TOWN IN STUDY AREA) on each one, using a scale of 1 to 5, where 1 is very poor and 5 is very good. To begin, on a scale of 1 to 5, how would you rate (TOWN IN STUDY AREA):

	<u>Very Poor</u>				<u>Very Good</u>	<u>Don't Know</u>	<u>Refused</u>	
as a place to bring your family?	1	2	3	4	5	8	0	-5
as a place to get away from it all?	1	2	3	4	5	8	0	-6
as a place you would like to retire?	1	2	3	4	5	8	0	-7
as a place that offers a variety of recreational opportunities?	1	2	3	4	5	8	0	-8
as a place with effective law enforcement?	1	2	3	4	5	8	0	-9
as a place where people are friendly?	1	2	3	4	5	8	0	-10
as a place with good medical facilities?	1	2	3	4	5	8	0	-11
as a place with effective fire protection?	1	2	3	4	5	8	0	-12
as a place to invest in property?	1	2	3	4	5	8	0	-13
as a place to go shopping?	1	2	3	4	5	8	0	-14

14. Overall, on the scale of 1 to 5, with 5 being the highest rating, how would you rate (TOWN IN STUDY AREA)?

1 2 3 4 5 8 0 -15

15. I am going to read a list of things people often buy when they are away from home. For each thing I mention, please tell me if you buy it while you are in (TOWN IN STUDY AREA). To begin with, do you buy (READ FROM LIST) while you are in the area? (FOR EACH ITEM BOUGHT:) Where do you usually buy (ITEM)? On the average, how much do you spend per month on (ITEM) while you are in (TOWN IN STUDY AREA)?

<u>Item</u>	<u>Purchased</u>		<u>Where Item Bought/Payment Made</u>	<u>Monthly Amount</u>	
	<u>Yes</u>	<u>No</u>			
groceries	1	2	_____	\$ _____	-16-20
eating out	1	2	_____	_____	-21-25
gasoline and oil	1	2	_____	_____	-26-30
utilities	1	2	_____	_____	-31-35
mortgage/rent	1	2	_____	_____	-36-40
automobile maintenance & repairs	1	2	_____	_____	-41-45
property maintenance & repairs	1	2	_____	_____	-46-50
furniture & appliances for property in (TOWN IN STUDY AREA)	1	2	_____	_____	-51-55
clothing	1	2	_____	_____	-56-60
souvenirs	1	2	_____	_____	-61-65
sports equipment & fees	1	2	_____	_____	-66-70

(Exhibit 2, continued)

16. What other types of things, if any, do you regularly buy while you're in the area? (RECORD BELOW, AND ASK FOR EACH:) Where do you usually buy (ITEM) while you're in the area? On the average, how much do you spend per month on (ITEM) while you're in (TOWN IN STUDY AREA)?

Item	Where Item Bought	Monthly Amount	
		\$	-5-10
			-11-16
			-17-22

17. On the average, then, what is the total dollar amount your household spends per month while you are in (TOWN IN STUDY AREA)?

(DON'T READ RESPONSES)		
	\$0-150	1-23
	\$151-300	2
	\$301-450	3
	\$451-600	4
	\$601-750	5
	\$751-900	6
	\$901-1,050	7
	Over \$1,050	8
	Don't know	9
	Refused	0

18. It has been proposed that an underground copper and zinc mine and related mill complex be developed 5 to 6 miles South of Crandon. Were you aware of this proposal?

(DON'T READ RESPONSES)		
	Yes	1-24
	No	2
	Don't know	8
	Refused	0

SKIP TO Q.20

19. (IF YES TO Q.18, ASK:) Where have you most often heard or read about the proposed mine/mill complex?

(DON'T READ RESPONSES)		
	Word of mouth (family, friends)	01-25,26
	Newspaper	02
	Radio	03
	Television	04
	Special Publications (Exxon, mining-related companies)	05
	Special publications (environmental, anti-mine groups)	06
	Town meetings/public meetings	07
	Other:	10
	Don't know	08
	Refused	00
	SKIP	09

(ONE RESPONSE ONLY)

20. I am going to read a list of features of towns and would like you to tell me what kind of affect you think the opening of a mine/mill complex near Crandon would have on (TOWN IN STUDY AREA). To begin, do you think a mine/mill complex would have a very good, good, bad or very bad affect on (TOWN IN STUDY AREA) (READ FROM LIST), or do you think it would make no difference?

	Very Bad	Bad	Good	Very Good	No Diff.	Don't Know	Refused	
as a place to invest in property	1	2	4	5	3	8	0	-27
as a place to bring your family	1	2	4	5	3	8	0	-28
as a place to get away from it all	1	2	4	5	3	8	0	-29
as a place to retire	1	2	4	5	3	8	0	-30
as a place that offers a variety of recreational opportunities	1	2	4	5	3	8	0	-31
as a place with effective law enforcement	1	2	4	5	3	8	0	-32
as a place where people are friendly	1	2	4	5	3	8	0	-33
as a place with good medical facilities	1	2	4	5	3	8	0	-34
as a place with effective fire protection	1	2	4	5	3	8	0	-35
as a place to go shopping	1	2	4	5	3	8	0	-36

(continued)

(Exhibit 2, continued)

21. What kind of affect do you think the opening of a mine/mill complex would have on (TOWN IN STUDY AREA) in general? Would you say the affect would be:

Very good	1-37
Good	2
Bad	4
Very bad	5
or would it make no difference	3
DON'T READ--Don't know	8
DON'T READ--Refused	0

22. What affect, if any, do you think the development of a mine/mill complex near Crandon would have on your plans for your property in (TOWN IN STUDY AREA)? _____

-38,39

*23a. (IF RESPONDENT OWNS PEOPERTY, ASK:) Do you think the opening of a mine/mill complex near Crandon would make you more likely to sell your property?

(DON'T READ RESPONSES)	No	01
	SKIP CODE	09
	Yes--Why do you say that? _____	

-40,41

(SKIP TO Q. 24)

*23b. (IF RESPONDENT LEASES OR RENTS PROPERTY, ASK:) Do you think the opening of a mine/mill complex near Crandon would make you more likely to (stop renting/terminate your lease on) your property?

(DON'T READ RESPONSES)	No	01
	SKIP CODE	09
	Yes--Why do you say that? _____	

-42,43

24. Do you subscribe to the Antigo Daily Journal, the Rhinelander Daily News, the Forest Republican, or the Vilas County News Review while you are at your permanent residence?

(DON'T READ RESPONSES)	Yes	1-44
	No	2
	Don't know	8
	Refused	0

25. Do you subscribe to the Antigo Daily Journal, the Rhinelander Daily News, the Forest Republican, or the Vilas County News Review while you are in (TOWN IN STUDY AREA)?

(DON'T READ RESPONSES)	Yes	1-45
	No	2
	Don't know	8
	Refused	0

26. What is your marital status? Are you:

Married	1-44
Divorced or Separated	2
Widowed	3
Single	4
DON'T READ--Refused	0

27. How many people, including yourself, live in your permanent household at least six months a year?

(DON'T READ RESPONSES)	1	1-45
	2	2
	3-4	3
	5 or more	4
	Refused	0

(Exhibit 2, continued)

28. I am going to read some income groups. Please stop me when I reach your total household income last year before taxes. Was your income:

Under \$5,000	1-46
\$5,000-9,999	2
\$10,000-14,999	3
\$15,000-19,999	4
\$20,000-24,999	5
\$25,000-39,999	6
\$40,000-74,999	7
\$75,000 or above	8
DON'T READ ---Don't know	9
DON'T READ ---Refused	0

29. Finally, may I ask if you are:

White	1-47
American Indian	2
Hispanic	3
Black	4
Oriental	5
DON'T READ---Other:	6
DON'T READ---Refused	0

RECORD RESPONDENT NAME, ADDRESS AND TELEPHONE NUMBER ON FRONT PAGE.

Thank you for sharing your time and your opinions with us. We appreciate your help.

5. EMPLOYER SURVEY

THE PURPOSE OF THE SURVEY

Economic analysis has a prominent role in the socioeconomic assessment. Because employers in the local study area are a major factor in the area's economy, information about their operations and their perceptions of the project are necessary to the study. In addition, we will use the results of the survey to verify the coefficients of the local study area input/output model.

The survey of employers includes questions concerning labor force characteristics, expected area economic growth, types and sources of materials purchased, types and recipients of money spent, and attitudes toward the proposed project. Exhibit 3, at the end of this chapter, is a copy of the questionnaire for surveying members of the hospitality sector. Members of other industrial sectors receive questionnaires that include questions pertinent to the specific industry.

RESPONDENT QUALIFICATIONS AND SELECTION

Respondents are owners or managers of businesses (or divisions of companies) in the local study area. The respondents represent a variety of industries specified by 15 groups of four-digit Standard Industrial Classification codes (see Exhibit 4 at the end of this chapter).

SAMPLING

We use a proportional stratified sampling procedure for the employer survey. That is, employers in the local study area are stratified according to type of industry. Stratified sampling, rather than simple random sampling, best meets the needs of this study by increasing representativeness of the sample. A random sample of the business population would not ensure that all industrial categories are represented, whereas, stratified sampling guarantees representation of all selected categories (Bellenger and Greengerg, 1978; Tull and Hawkins, 1976). First, we list separately all employers of 50 persons or more to ensure that each of these major employers will be asked to participate. In addition, we set quotas for each industrial classification proportionate to the industries' employment in the local study area. For example, if employment in forestry-related industries comprises six percent of total employment in the local study area, then approximately six percent of the employment of the respondent companies selected for the employer survey is forestry-related.

We draw information about employment in each industrial classification from the Wisconsin Department of Industry, Labor and Human Relations' (DILHR) summary of employment in industries covered by state unemployment regulations, "Selected Employment Data." This summary includes information concerning the number of employers and employees in industries categorized by four-digit SIC code for each county in

Wisconsin. DILHR has also provided a list of employers in the state by county and by four-digit SIC code. The list includes the company name, address, number of employees, and SIC code.

We use the portion of this list that encompasses the local study area as the sampling frame for the employer survey, in conjunction with the list of major (over 50 employees) employers in the local study area. A computer program selects firms from this list to meet SIC quotas and to represent each county in the local study area. Number of employees in the companies is also a factor in sample selection. The sample is made up of a total of 400 employers, including all major employers.

We contact each of the 400 employers by telephone to determine the appropriate person for completion of the survey and to ask for that person's participation in the study.

All employers who agree to participate in the survey receive a questionnaire to be self-administered. We hand-deliver the questionnaires, with cover letter and instructions, and arrange to collect the questionnaires a few days later.

Not all of the 400 employers contacted will participate in the survey. The return rate and follow-up required is based on representation of all industrial categories. We make follow-up telephone contacts to representative employers of each industry until questionnaires covering at least 20 percent of the employees in that industry are completed.

RESPONSE RATE

We will use the following procedure to enhance the participation rate:

1. Contact every respondent personally by telephone, give a brief introduction to the survey, and ask the respondent personally to participate
2. Include with each questionnaire a cover letter explaining the importance of the survey and how it can help the respondent and the community
3. Make ourselves available to help with questionnaire completion if needed
4. Hand-deliver and pick up questionnaires
5. Contact local business organizations (Chamber of Commerce, etc.) for their help

DATA ANALYSIS

We analyze the data collected during the employers survey for the overall sample. We also analyze these data by number of employees (employers of more than 50 workers, and other employers) and industrial category.

SAMPLING ERROR

We use nonprobability sampling for this survey, therefore the sampling error of this survey is not measurable (Tull and Hawkins, 1976). However, because the sampling frame used for this survey includes all employers in the local study area, and because we make follow-up contacts

until each industry is adequately represented (respondents will employ a minimum of 20 percent of the employees in each industry), we may reasonably assume the responses are representative of the population.

EMPLOYER SURVEY QUESTIONNAIRE



July 9, 1980

Dear Survey Participant:

A few days ago you were contacted by Research and Planning Consultants (RPC) about a survey of employers in your area. I am very pleased that you have agreed to participate in the survey. The information you and other employers in the area contribute will be essential to the study of the effects of the proposed Exxon mine.

I would like to assure you that all the information you provide will be kept in strict confidence by RPC. Your answers will be combined with those of many other employers in the area. The results will be used to assist in the development of an economic model of the region. The model will reveal nothing about the operation of the individual businesses.

The survey includes questions about the location of customers and suppliers of your business, your employees, your expectations about future sales, and your ideas on what the impact of the mining project will be on your business. Where the question calls for a numerical response (a percent or number) your best estimate is desired. These questions are the ones that are most important to the development of the economic model. Where the questions call for an opinion, feel free to expand upon your answer. These questions will be used to identify areas where additional analyses of the project's effort may be needed.

The number of questions has been kept as small as possible. We hope that you will be able to answer all of the questions, although you may return a partially complete questionnaire if there are some questions you choose not to answer.

If you have questions about the survey or would like assistance in completing it, please feel free to call our office in Rhinelander (715) 362-1240. Our manager there will be glad to help you.

We ask that you complete the survey as quickly as possible. Someone from our office will come to your office to pick up the completed survey on _____.

Again, thank you for your help in the study.

Sincerely,

A handwritten signature in dark ink, appearing to read "Ronald T. Luke", is written over the typed name.

RONALD T. LUKE
President

1705 Guadalupe • Austin, Texas 78701 • 512/472-7765

[illegible]

EMPLOYER SURVEY QUESTIONNAIRE

BUSINESS ESTABLISHMENT _____

ADDRESS _____

PERSON COMPLETING THE QUESTIONNAIRE _____

TITLE _____ **PHONE NUMBER** _____

INSTRUCTIONS: The questions included in this survey ask about your company's employees, products, suppliers and customers, and economic development. We ask that you be as accurate as possible in answering these questions. If your company has more than one location, please answer only for your particular location. Although we would appreciate answers to all questions, if there is any particular question you do not wish to answer, please feel free to leave it blank. **ALL ANSWERS WILL BE KEPT STRICTLY CONFIDENTIAL.** Thank you for your participation in our survey.

First we would like to get some information about employment in your company.

1a. In 1979, how many people worked for your company during normal operating periods.

Fulltime: _____ Parttime: _____ Total: _____

1b. Were there periods or seasons during 1979 when your company hired a significant number of workers? If yes, please specify the periods or seasons and the number of extra employees your company hired.

☐ yes: season _____ parttime _____ total _____ ☐ not applicable

1c. Were there periods or seasons during 1979 when your company laid off a significant number of workers? If yes, please specify the periods or seasons and the number of employees your company laid off.

☐ yes: season _____ parttime _____ total _____ ☐ not applicable

2. How many employees of your company, including yourself, are:

Men under 18 years	_____
Women under 18 years	_____
Men 18-34 years	_____
Women 18-34 years	_____
Men 35-50 years	_____
Women 35-50 years	_____
Men 51-64 years	_____
Women 51-64 years	_____
Men 65 years or older	_____
Women 65 years or older	_____
Total Employees	_____

3. In general, how many employees of your company, including yourself, earn:

\$3.10 per hour or less	_____
\$3.11-\$4.50 per hour	_____
\$4.51-\$7.00 per hour	_____
\$7.01-\$9.50 per hour	_____
Over \$9.50 per hour	_____
Total Employees	_____

(Exhibit 3, continued)

4. How many jobs in your company require:

only a minimal level of education or skill _____ %
a high school education _____ %
high school plus technical training _____ %
college or other specialized training _____ %

5. How much trouble has your company had finding qualified people to work during the last five years?
(Please check one.)

- ☐ very much trouble
☐ some trouble
☐ very little trouble
☐ no trouble

Please explain: _____

6. We would like to get an idea of the commuting patterns in your area. Please list below the primary cities or townships in which your company's employees, including yourself, reside and the approximate number of employees who live in each city or township.

CITY OR TOWNSHIP	NUMBER OF EMPLOYEES
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Now we would like to know what type of expectations you have for your company with regard to sales growth.

7. Do you expect the rate of growth in sales of your company to be faster than that of similar firms in other parts of the country, slower than that of similar firms in other parts of the country, or about the same as that of similar firms in other parts of the country?

- ☐ faster
☐ slower
☐ about the same

Why do you say that? _____

8. What annual percentage rate of growth in total sales do you expect for your company over the next five years? _____ %

The front of this survey shows a map of part of Wisconsin. We would like to get an idea of the amount and type of economic activity your company has in this specific area of the state.

9. In general, what portion (percentage) of your company's total sales are made to:

- a. non-governmental customers based *within* the area shown on the map _____ %
b. non-governmental customers based *outside* the area shown on the map _____ %
c. federal and state government customers based *within* the area shown on the map _____ %
d. federal and state government customers based *outside* the area shown on the map _____ %
e. county and local government customers based *within* the area shown on the map _____ %
f. county and local government customers based *outside* the area shown on the map _____ %

Total = 100%

(Exhibit 3, continued)

10. Please estimate the gross dollar sales of your company in 1979.

\$ _____

11, 12. Table 1 below, lists various types of supplier industries from which your company may purchase materials, products, parts, supplies, and services. For each type of supplier industry, please estimate in Column A the portion (percentage) of your company's total purchases during 1979 bought from firms in that supplier industry. Please do not include capital assets which your company depreciates for tax purposes, wages and salaries, stockholder dividends, rent payments or taxes. Some of your supplier firms may be located within the area shown on the map at the front of this survey. Please indicate in Column B the portion of total purchases made from each supplier industry that are from firms located within the area.

EXAMPLE: A firm purchased 10 percent of its supplies from wholesalers. Fifteen percent of the purchases from wholesalers were made from wholesalers within the area shown on the map. Therefore, the portion of the table dealing with wholesale would be completed:

	Column A Percent of Total Purchases	Column B Percent of Total Industry Purchases Made in the Area
Wholesale	10	15

Table 1

Supplier Industry	Column A Percent of Total Purchases	Column B Percent of Total Industry Purchases Made in the Area
Farms, Agricultural Services, Fishing, Hunting, Trapping		
Forestry, Lumber and Wood Product Firms, Furniture Makers, Paper Product Firms		
Non-Ferrous Mines (copper, zinc, lead, and other non-ferrous ore)		
Stone and Clay Mining — Gravel Pits and Stone Quarries		
Other Mining (iron ore, coal, crude oil)		
Construction		
Food Processing Plants		
Copper and Zinc Processing Plants		
Selected Manufacturing (tobacco manufacturing, textile and apparel manufacturing, petroleum refining, metal processing - e.g. steel mill, aircraft production)		
Other Manufacturing (printing, chemicals, rubber products, stone, clay and concrete, fabricated metal products, machinery, transportation equipment, measuring instruments, other)		
Transportation, Communications, Utilities (freight, telephone, etc.)		
Wholesalers		
Eating and Drinking Places, Lodging and Motels, Amusements, Motion Pictures		
Retail Stores (department, variety, food, clothing, furniture, drug, liquor, sporting goods, car dealers, automobile service stations, gift and novelty, etc.)		
Finance, Insurance, Real Estate (interest and service charges, insurance premiums, real estate commissions and fees)		
Other Services (health, medical, legal, laundry, miscellaneous repairs)		

(Exhibit 3, continued)

Please estimate the total dollar amount of purchases made from supplier firms during 1979. \$ _____

13. Please estimate the total dollar amount paid during 1979 for wages and salaries, commissions, bonuses, contributions to private pension funds, payroll taxes (employer's share of Social Security, unemployment insurance and workmen's compensation) and payments in kind that represent income to your company's employees. \$ _____

Of this amount, what portion (percentage) was paid to employees living:

within the area shown on the map? _____ %

outside the area shown on the map? _____ %

Total = 100%

14. Please estimate the total amount paid for stockholder dividends during 1979. \$ _____

Of this amount, what portion (percentage) was paid to stockholders living

within the area shown on the map? _____ %

outside the area shown on the map? _____ %

Total = 100%

15. Please estimate the total dollar amount paid for rent on business property during 1979. \$ _____

Of this amount, what portion (percentage) was paid to landlords living

within the area shown on the map? _____ %

outside the area shown on the map? _____ %

Total = 100%

16. Please estimate the amount of property taxes, sales and excise taxes, and other licenses and fees that your business paid in 1979. \$ _____

Of this amount, what portion (percentage) was paid to governments located

within the area shown on the map? _____ %

outside the area shown on the map? _____ %

Total = 100%

17. Please estimate your purchases made during 1979 of those capital assets which your business depreciates for tax purposes. _____ %

Of this amount, what portion (percentage) was purchased from firms located

within the area shown on the map? _____ %

outside the area shown on the map? _____ %

Total = 100%

(Exhibit 3, continued)

18. During which months do you normally operate your resort? (Check all that apply.)

<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

19. Do you personally have another job or other source of income during any part of the year to supplement your resort business?

☐ Yes ☐ No

If so, during what months do you hold this job? (Check all that apply.)

<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

What type of job do you hold? _____

20. How many units do you operate at your resort? _____

21. Would you be willing to rent or lease one or more units at your resort: _____

a. if you were able to rent or lease your units for six months at a somewhat lower monthly rate than you currently charge tourists?

☐ yes ☐ no If yes, how many units? _____

b. if you were able to rent or lease your units for six months at the same monthly rate you currently charge tourists?

☐ yes ☐ no If yes, how many units? _____

c. if you were able to rent or lease your units for six months at a somewhat higher monthly rate than you currently charge tourists?

☐ yes ☐ no If yes, how many units? _____

d. if you were able to rent or lease your units for twelve months at a somewhat lower monthly rate than you currently charge tourists?

☐ yes ☐ no If yes, how many units? _____

e. if you were able to rent or lease your units for twelve months at the same monthly rate you currently charge tourists?

☐ yes ☐ no If yes, how many units? _____

f. if you were able to rent or lease your units for twelve months at a somewhat higher monthly rate than you currently charge tourists?

☐ yes ☐ no If yes, how many units? _____

22. If the proposed Exxon Crandon Project attracts new people to the area, how likely would you be to offer one or more units in your resort for sale?

☐ very likely
☐ somewhat likely
☐ somewhat unlikely
☐ very unlikely
☐ resort is currently for sale

23. If you answered very likely or somewhat likely to question 22, or if your resort is currently for sale, how many units will you offer for sale? _____ units

24. What lakes, parks, woods, or recreational facilities do most of your guests visit while they are at your resort?

(Exhibit 3, continued)

25. Do you think the following activities have become more or less popular in the area over the last five years, or do you think their popularity is about the same as it was five years ago?
(Please circle one answer for each activity)

Activity	More Popular	Less Popular	About the same
a. camping	X	X	X
b. cross country skiing	X	X	X
c. downhill skiing	X	X	X
d. fishing	X	X	X
e. hunting	X	X	X
f. swimming	X	X	X
g. boating and waterskiing	X	X	X
h. hiking	X	X	X
i. biking	X	X	X
j. canoeing	X	X	X
k. snowmobiling	X	X	X

26. From which five cities, towns, or villages did most of the guests who stayed at your resort in 1975 most often come? Approximately what percentage of your guests came from each of these places?

City, State	Percent
_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %

27. From which five cities, towns, or villages did most of the guests who stayed at your resort in 1979 most often come? Approximately what percentage of your guests came from each of these places?

City, State	Percent
_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %
_____	_____ %

28. Approximately how many guests stayed at your resort during each of the following years?

Year	Number Guests
1973	_____
1974	_____
1975	_____
1976	_____
1977	_____
1978	_____
1979	_____

29. Have spot fuel shortages had any great effect on the number of guests at your resort?

☐ Yes (please explain) _____

☐ No (please explain) _____

(Exhibit 3, continued)

30. Has the increase in fuel costs had any great effect on the number of guests at your resort?

☐ Yes (please explain) _____

☐ No (please explain) _____

31. In general, what percentage of the reservations made at your resort over the last two years have been cancelled? _____ %

32. What facilities do you have at your resort?

a. number of rooms with kitchen facilities _____

b. number of rooms without kitchen facilities _____

c. number of boat docks _____

d. number of slips or stalls _____

e. number of boat landings _____

f. miles of crosscountry trails _____

g. miles of snowmobile trails _____

33. Does your resort have:

a. restaurant ☐ Yes ☐ No

b. swimming pool/swimming beach ☐ Yes ☐ No

c. bait and tackle store ☐ Yes ☐ No

d. other (please describe) ☐ Yes ☐ No

34. Which three outdoor recreational activities do most of your customers participate in?

It has been proposed that an underground zinc and copper mine and mill complex be developed approximately 10 miles south of Crandon. Economic development of any sort, including the proposed mine/mill complex, might have both beneficial and adverse effects on the businesses in the area. We would like to get an idea of how you feel a mine/mill complex near Crandon would affect your company.

35. In what ways, if any, would the construction (all work that takes place before the mine/mill complex is actually operating) of a mine/mill complex near Crandon, benefit your company?

36. In what ways, if any, would the construction (all work that takes place before the mine/mill complex is actually operating) of a mine/mill complex near Crandon, cause difficulties for your company?

(Exhibit 3, continued)

Further Comments

Exhibit 4

INDUSTRY QUOTAS

<u>Industry^a</u>	<u>SIC Codes</u>	<u>Quota</u>
Agriculture	0100-0199, 0200-0299, 0300-0399, 0400-0499, 0500-0599, 0600-0699, 0700-0739, 0750-0799, 0900-0999	55
Forestry	0800-0899, 2400-2499, 2500-2599, 2600-2699	22
Heavy Metal Mining	1000-1009, 1020-1059, 1070-1099	1
Stone and Clay Mining	1400-1469, 1480-1499	1
Other Mining	1100-1199, 1200-1299, 1300-1399, 1010-1019, 1060-1069, 1470-1479	-0 ^b
Construction	1500-1599, 1600-1699, 1700-1799	48
Food Processing	2000-2099	12
Copper and Zinc Processing	3331, 3333, 3340-3349, 3351, 3362	-0 ^b
Non Represented Manufacturing	2100-2199, 2200-2299, 2300-2399, 2900-2999, 3310-3329, 3332, 3334, 3339, 3353, 3354, 3355, 3361, 3398, 3399, 3721, 3724, 3728, 3764, 3769	-0 ^b
Other Manufacturing	2700-2799, 2800-2899, 3000-3099, 3100-3199, 3200-3299, 3356, 3357, 3400-3499, 3500-3599, 3600-3699, 3700-3720, 3722, 3723, 3725-3768, 3770-3799, 3800-3899, 3900-3999	37

(Exhibit 4, continued)

<u>Industry^a</u>	<u>SIC Codes</u>	<u>Quota</u>
Transportation, Communication	4000-4099, 4100-4199, 4200-4299, 4300-4399, 4400-4499, 4500-4599, 4600-4699, 4700-4799, 4800-4899, 4900-4999	60
Wholesale, Retail	5000-5099, 5100-5199, 5200-5299, 5300-5399, 5400-5499, 5500-5599, 5600-5699, 5700-5799, 5900-5999, 7396, 8042	68
Finance, Insurance, Real Estate	6000-6099, 6100-6199, 6200-6299, 6300-6399, 6400-6499, 6500-6599, 6600-6699, 6700-6799	12
Hospitality	5800-5899, 7000-7099, 7800-7899, 7900-7999	32
Other Services	7200-7299, 7300-7395, 7397-7399, 7400-7499, 7500-7599, 7600-7699, 8000-8041, 8043-8099, 8100-8199, 8300-8399, 8400-8499, 8500-8599, 8600-8699, 8700-8799, 8800-8899, 8900-8999, 0740-0749	52

^a SIC codes representing government agencies, schools and junior colleges have been excluded from the sample.

^b Industry not represented in the local study area; therefore quota of "0".

6. TOURISTS SURVEY

THE PURPOSE OF THE SURVEY

Tourism is important to the economy and social patterns of the local study area, therefore information about visitors to the area and their perceptions regarding the community and the proposed mine/mill complex is necessary to the study.

The survey of tourists includes such topics as visitation habits, spending patterns, recreational activities, attitudes toward the area, and reactions to the proposed mine/mill complex. Exhibit 5, at the end of this chapter, is a copy of the questionnaire for this survey.

RESPONDENT QUALIFICATIONS AND SELECTION

The sampling frame (list from which potential respondents are selected) consists of the names of males and females who registered at hotels, motels, resorts, and campgrounds within the local study area during the past 12 months. Respondent selection within the visiting household is at the discretion of the household.

SAMPLING

We obtain names and addresses of respondents from owners and managers of hotels, motels, resorts, and campgrounds in the local study area who agree to provide guest names. We make a concerted effort to ensure representation of all geographic regions of the local study area as well as all recreational activities.

We send all visitors named in area guest lists survey packets (questionnaire; cover letter; stamped, addressed return envelope) through the mail for self-administration. We then send a follow-up reminder postcard to all visitors on the list one week after the initial mailing. If we have not received the questionnaire two weeks after the initial mailing, we follow up with a second survey packet (questionnaire; cover letter; stamped, addressed return envelope).

DATA ANALYSIS

We analyze survey results based on the overall sample and for selected subsamples based on frequency of visit and permanent residence. We compare some responses, particularly those regarding recreational activities, with the surveys of permanent and seasonal residents.

SAMPLING ERROR

We use nonprobability sampling for this survey, therefore the sampling error is not measurable (Tull and Hawkins, 1976). However, because the sampling frame used for this survey includes the guest lists of representative hotels, motels, resorts, and campgrounds (with regard to size, geographic location, seasonality, and type of recreational facilities available nearby), we may reasonably assume the sampling frame is representative of the population.

Exhibit 5

TOURISTS SURVEY QUESTIONNAIRE



research and planning consultants
7 North Pinckney Madison Wisconsin 53703

Dear Wisconsin Visitor,

Several groups of people in Wisconsin are working together to plan for future development and recreation in northeast Wisconsin. Because one very important factor in the planning process is the opinions of people like yourself who visit the area, we have been asked to conduct an opinion survey.

Your name was selected from an extensive list of people who have recently visited northeast Wisconsin. We hope you will take a few minutes to tell us a little about your trip to the area and your opinions about the area and its development. We have selected a limited number of people for our survey, so your response is very important for the success of the survey. Of course all of your answers and comments are strictly confidential.

Please answer the questions on the enclosed questionnaire by checking the appropriate boxes or writing in your answers. If for any reason you do not wish to answer a specific question, leave it blank and continue with the questionnaire. You do not have to answer all the questions to be included in the survey. When you have completed your questionnaire, please return it in the enclosed stamped, self-addressed envelope.

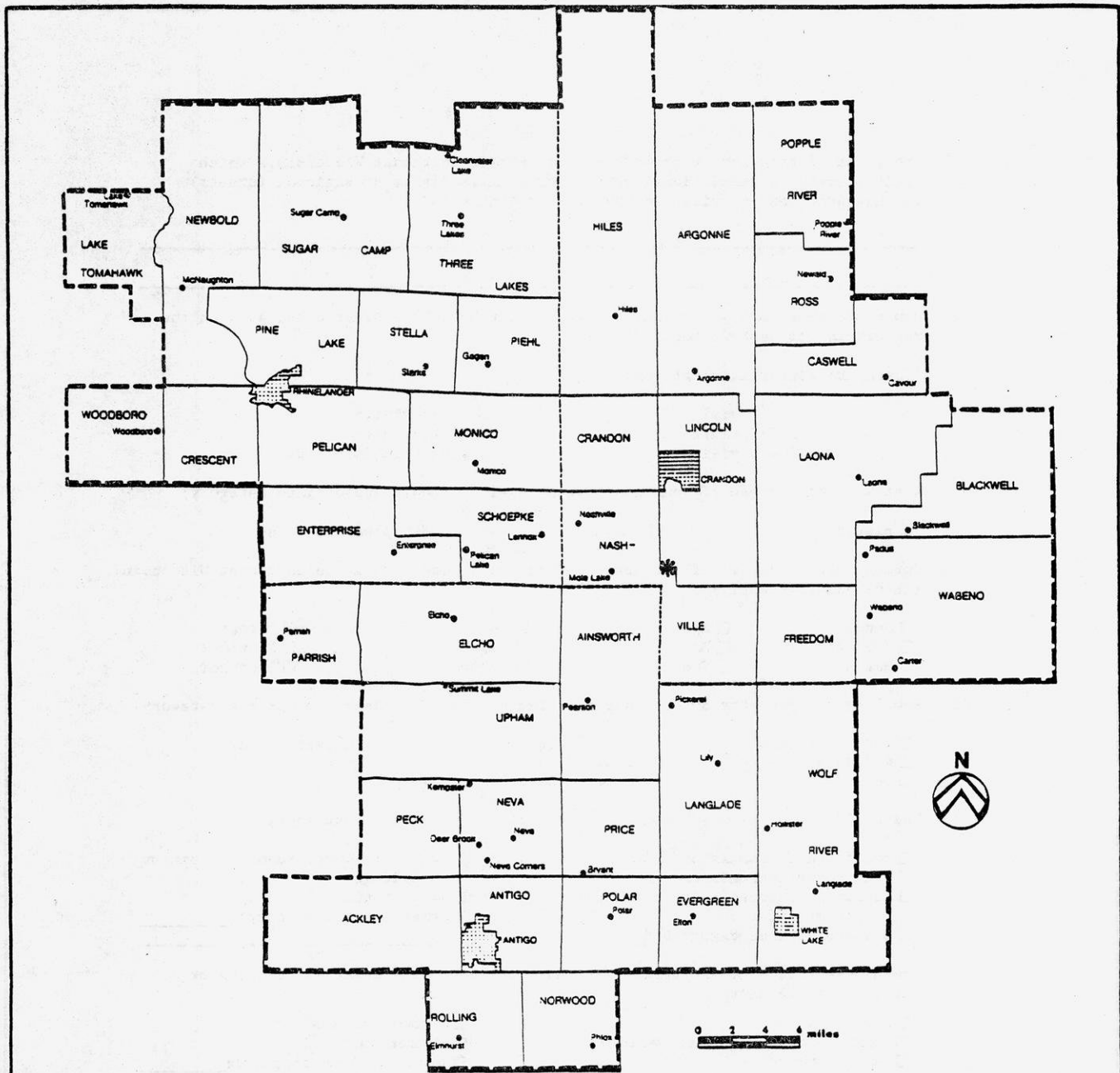
Thank you in advance for your cooperation.

Sincerely,

A handwritten signature in cursive script that reads "Ronald T. Luke".

RONALD T. LUKE
President

(Exhibit 5, continued)



NORTHEAST WISCONSIN RECREATION STUDY

1980

(continued)

(Exhibit 5, continued)

1. The front of this survey shows a map of part of northeast Wisconsin. Which cities, towns or recreational areas (for example, lakes or national forests) in this area did you visit on your most recent trip?
-

2. How many times have you or any member of your household visited the area on the map within the past 24 months?

(Check the appropriate category)

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> 1 visit | <input type="checkbox"/> 7-12 visits |
| <input type="checkbox"/> 2-3 visits | <input type="checkbox"/> 13-24 visits |
| <input type="checkbox"/> 4-6 visits | <input type="checkbox"/> more than 24 visits |

3. What was the purpose of your most recent visit? (Check appropriate category)

☐ pleasure ☐ business ☐ both pleasure & business

4. During which month(s) of the year was your most recent visit to northeast Wisconsin? (Check all that apply)

<input type="checkbox"/> January	<input type="checkbox"/> April	<input type="checkbox"/> July	<input type="checkbox"/> October
<input type="checkbox"/> February	<input type="checkbox"/> May	<input type="checkbox"/> August	<input type="checkbox"/> November
<input type="checkbox"/> March	<input type="checkbox"/> June	<input type="checkbox"/> September	<input type="checkbox"/> December

5. How long did you stay during your most recent visit? (Check appropriate category)

<input type="checkbox"/> 3 days or less	<input type="checkbox"/> 15-30 days	<input type="checkbox"/> over 90 days
<input type="checkbox"/> 4-7 days	<input type="checkbox"/> 31-60 days	
<input type="checkbox"/> 8-14 days	<input type="checkbox"/> 61-90 days	

6. Where did you stay on your most recent visit? (Check all that apply)

<input type="checkbox"/> residence of family or friends	<input type="checkbox"/> privately-owned resort, cabin or cottage
<input type="checkbox"/> rent house/condominium	<input type="checkbox"/> hotel/motel
<input type="checkbox"/> public campground (e.g. state park, national forest)	<input type="checkbox"/> other (please specify): _____
<input type="checkbox"/> privately-owned campground	

7. How did you travel to northeast Wisconsin on your most recent visit? (Check appropriate category)

<input type="checkbox"/> car	<input type="checkbox"/> commercial bus
<input type="checkbox"/> camper or recreational vehicle (RV)	<input type="checkbox"/> commercial airline
<input type="checkbox"/> motorcycle	<input type="checkbox"/> other (please specify): _____

8. Including yourself, how many people in your travelling party during your most recent visit were:

Number of People

under 12 years:	_____
12-17 years:	_____
18 years and older:	_____
TOTAL number of people:	_____

9. Many visitors to the area shown on the map do a variety of things for recreation. Several recreational activities are listed below. Please indicate the number of days you or any other member of your travelling party did that activity at least once, and where (city, town or recreational area) you most often did that activity. If you did any activity to the same extent in two or more locations, please indicate all locations.

EXAMPLE: If a visitor went swimming at Pelican Lake every day of a 3-day visit, the line for swimming would read:

<u>ACTIVITY</u>	<u>NUMBER OF DAYS</u>	<u>PRIMARY LOCATION</u>
Swimming	<u>3</u>	<u>Pelican Lake</u>

<u>ACTIVITY</u>	<u>NUMBER OF DAYS</u>	<u>PRIMARY LOCATION</u>
Boating or sailing	_____	_____
Camping	_____	_____
Cross-country skiing	_____	_____
Downhill skiing	_____	_____
Fishing	_____	_____
Golf	_____	_____
Hiking	_____	_____
Hockey	_____	_____
Hunting	_____	_____
Ice boating	_____	_____
Ice fishing	_____	_____
Ice skating	_____	_____
Nature studies	_____	_____
Photography	_____	_____
Racquetball	_____	_____
Snowmobiling	_____	_____
Snowshoeing	_____	_____
Swimming	_____	_____
Tennis	_____	_____
Waterskiing	_____	_____
Other (please specify):	_____	_____

(Exhibit 5, continued)

10. What activities would you have liked to have been able to do during your visit, but were unable to do because the area did not have the facilities or resources?

11. What do you think about the area of northeast Wisconsin shown on the map as a place to visit? Please rate this area on a scale of 1 to 5, by circling the number closest to how you feel about each factor, with 1 being very poor and 5 being very good.

EXAMPLE: If a visitor thinks this area of northeast Wisconsin is a very good place to take their family, but thinks it is a poor place to go during the summer, the answers for those factors would be:

	Very Poor		Neither Poor Nor Good		Very Good
a. to take your family	1	2	3	4	5
b. to go during the summer	1	2	3	4	5

How would you rate this area of northeast Wisconsin as a place:

	Very Poor		Neither Poor Nor Good		Very Good
a. to take your family	1	2	3	4	5
b. to go during the summer	1	2	3	4	5
c. to go during the winter	1	2	3	4	5
d. to go fishing	1	2	3	4	5
e. to go camping	1	2	3	4	5
f. to go hunting	1	2	3	4	5
g. to enjoy nature	1	2	3	4	5
h. where you can find a variety of entertainment facilities	1	2	3	4	5
i. where you can find a variety of recreational facilities	1	2	3	4	5
j. to get away from it all	1	2	3	4	5
k. to go with friends	1	2	3	4	5
l. to spend a weekend	1	2	3	4	5
m. to spend a long vacation	1	2	3	4	5
n. to go shopping	1	2	3	4	5
o. that is easy to get to	1	2	3	4	5
p. to meet people	1	2	3	4	5

(Exhibit 5, continued)

12. All things considered, on the same scale of 1 to 5, how would you rate the area on the map overall as a place to visit?

Very Poor		Neither Poor Nor Good		Very Good
1	2	3	4	5

13. Why did you choose northeast Wisconsin as a place to visit? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> to be close to nature | <input type="checkbox"/> enjoyed previous visits |
| <input type="checkbox"/> variety of winter activities | <input type="checkbox"/> advertising |
| <input type="checkbox"/> variety of summer activities | <input type="checkbox"/> friends or family in the area |
| <input type="checkbox"/> recommendations of others | <input type="checkbox"/> close to home |
| <input type="checkbox"/> easy to get to | <input type="checkbox"/> other members of travelling party wanted to go |
| <input type="checkbox"/> inexpensive | <input type="checkbox"/> other (please specify): _____ |
| <input type="checkbox"/> business | |

14. What was the one factor that was most important to you in deciding to visit this area of Wisconsin? _____

15. What changes, if any, do you think could be made to make the area more attractive as a place to visit? _____

16. How likely are you, or the other members of your household, to visit this area of Wisconsin again within the next two years?

- ☐ will definitely visit again
☐ will probably visit again
☐ might visit again
☐ probably will not visit again
☐ definitely will not visit again

17. What city, town or recreational area outside the area shown on the map have you visited most often?

_____ ☐ have not visited other area
(please go to question 19)

18. How does the city, town or recreational area named in question 17 compare as a place to visit with the area shown on the map? (check only one response)

- ☐ area shown on map is much better
☐ area shown on map is a little better
☐ two areas are about the same
☐ area named in question 17 is a little better
☐ area named in question 17 is much better

(Exhibit 5, continued)

19. On your most recent visit to northeast Wisconsin, approximately how much did your travelling party spend on the expense categories listed below? Please include only the dollar amount spent while you were within the area shown on the map. In what cities, towns or recreational areas did you spend most of your total expenditures on each expense category? Please answer in the columns below.

EXAMPLE: If a visitor spent \$43.00 on gasoline and oil in the area shown on the map, and if \$30.00 of the \$43.00 was spent in Rhinelander and \$13.00 was spent at Lake Tomahawk, the line for auto expenses would be:

<u>EXPENSE CATEGORY</u>	<u>\$ AMOUNT SPENT</u>	<u>LOCATION(S) OF PRIMARY EXPENDITURE</u>
auto expenses (gas, oil)	<u>\$43.00</u>	<u>Rhinelander, Lake Tomahawk</u>

<u>EXPENSE CATEGORY</u>	<u>\$ AMOUNT SPENT</u>	<u>LOCATIONS OF PRIMARY EXPENDITURE</u>
auto expense (gas, oil)	_____	_____
auto repairs	_____	_____
lodging	_____	_____
meals eaten out	_____	_____
groceries	_____	_____
souvenirs	_____	_____
sporting goods (skis, fishing tackle, ammunition, etc.)	_____	_____
recreation fees (fishing license, hunting license, trail fees, etc.)	_____	_____
clothing	_____	_____
other (please specify):	_____	_____
_____	_____	_____
_____	_____	_____

20. What additional comments do you have about the area of northeast Wisconsin shown on the map as a place to visit? _____

21. As you know, the price and availability of fuel often affects visiting activities. How will the energy situation affect your vacation travel to the area shown on the map? (Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> will have no effect | <input type="checkbox"/> will not travel to area |
| | <input type="checkbox"/> will make fewer trips to the area |
| | <input type="checkbox"/> will use another means of transportation to get to the area |
| | <input type="checkbox"/> will take shorter route to the area |
| | <input type="checkbox"/> will take more economical car to area |
| | <input type="checkbox"/> other (please specify:) |

Please explain: _____

22. How will the energy situation affect your recreational activities within the area shown on the map? (Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> will have no effect | <input type="checkbox"/> will travel to recreational areas less often |
| | <input type="checkbox"/> will take motorboat out less often |
| | <input type="checkbox"/> will take snowmobile out less often |
| | <input type="checkbox"/> will drive around for sightseeing less often |
| | <input type="checkbox"/> other (please specify:) |

Please explain: _____

23. It has been proposed that an underground zinc and copper mine and related mill complex be developed near Crandon, in northeast Wisconsin. The location is shown by the * on the map. Have you heard about this proposal before now?

- ☐ yes ☐ no--please skip to question 26

24. How have you heard about the proposal? (Please check all that apply)

- | | |
|---|--|
| <input type="checkbox"/> newspaper | <input type="checkbox"/> special publication (please specify:) |
| <input type="checkbox"/> friends/family | |
| <input type="checkbox"/> radio | <input type="checkbox"/> other (please specify:) |
| <input type="checkbox"/> television | |

25. What have you heard about the proposed mine/mill complex? _____

(Exhibit 5, continued)

26. If a mine/mill complex were developed near Crandon, how would this affect your choice of the area shown on the map as a place to visit? (Check all that apply)

☐ would have no effect

☐ will not visit the area

☐ will make fewer visits to area

☐ will make more visits to area

☐ will visit part of area that is farther away from mine/mill complex

☐ other (please specify:)

Please explain:

27. How do you think the development of a mine/mill complex would affect recreation in the area?

28. What additional comments do you have about northeast Wisconsin as a place to visit or about the development of a mine/mill complex in the area?

29. Would you please furnish the following information about yourself and your household?

29. Your age (check appropriate category):

☐ under 18

☐ 45-64

☐ 18-24

☐ 65 and over

☐ 25-44

30. Your sex (check appropriate category):

☐ male

☐ female

31. Your marital status (check appropriate category):

☐ married

☐ widowed

☐ divorced or separated

☐ single

(Exhibit 5, continued)

32. How many people in your household, including yourself, are:

	<u>Number of People</u>
under 6 years	_____
6-12 years	_____
13-17 years	_____
18-39 years	_____
40-64 years	_____
TOTAL number in household	_____

33. Your occupation: _____

34. Your spouse's occupation (if married): _____

35. Your total annual household income (check appropriate category):

- ☐ under \$4,999
- ☐ \$5,000-9,999
- ☐ \$10,000-19,999
- ☐ \$20,000-29,999
- ☐ \$30,000-39,999
- ☐ \$40,000-49,999
- ☐ \$50,000 or above

36. Your ethnic background:

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> White/Anglo | <input type="checkbox"/> Oriental |
| <input type="checkbox"/> Black/Negro | <input type="checkbox"/> American Indian |
| <input type="checkbox"/> Hispanic | <input type="checkbox"/> Other (please specify): _____ |

Thank you very much for your cooperation. Your participation in our survey is appreciated and will help us plan future development in northeast Wisconsin. A postage-paid envelope is provided for your convenience in returning the completed questionnaire.

7. NATIVE AMERICANS: RESERVATION RESIDENTS

THE PURPOSE OF THE SURVEY

The Forest County Potawatomi and the Mole Lake Chippewa communities are located within the local study area and should therefore be included in the surveys of area residents. Because of the special nature of these communities, however, we contact them separately from other area residents.

The survey of reservation residents includes such topics as housing, services, commercial facilities, employment, and migration off the reservation. We are developing the questionnaire for the survey of on-reservation Native Americans in cooperation with tribal officials.

RESPONDENT QUALIFICATIONS AND SELECTION

Respondents are members of households on the Forest County Potawatomi and Mole Lake Chippewa reservations. Respondent selection within households is at the discretion of the household.

SAMPLING

Tribal representatives visit every reservation household. The representatives explain the purpose of the survey and how to complete it. They then leave the questionnaire to be completed, with a stamped, self-addressed return envelope for convenience. The representatives also leave a stamped, self-addressed response card to be mailed at the same time the questionnaire is mailed or picked up. We use the response cards to determine which households have not returned their questionnaires. The tribal representatives make follow-up calls or visits to these households.

DATA ANALYSIS

We analyze data for the overall sample as well as for each reservation. When appropriate, we compare Native American responses with responses of other population groups.

SAMPLING ERROR

Because we use a census of reservation households (as opposed to a sample of households), sampling error does not apply to this survey.

8. NATIVE AMERICANS: NONRESIDENTS OF RESERVATIONS

THE PURPOSE OF THE SURVEY

Enrolled members of the Forest County Potawatomi and Mole Lake Chippewa tribes (persons who are recognized members of the tribes through blood relation or tribal vote) who live outside the boundaries of the reservations or outside the local study area are potential immigrants to the local study area, particularly if the employment outlook near the reservations improves. An influx of these nonresident tribal members may affect reservation life with regard to housing, employment opportunities, and other community characteristics.

The purpose of this survey, then, is to gather information about the degree of potential immigration as well as the Native Americans' attitudes toward housing, services, commercial facilities, employment, and the environment. We are developing the questionnaire for the survey of off-reservation Native Americans in cooperation with tribal officials.

RESPONDENT QUALIFICATIONS AND SELECTION

We send survey packets to households of enrolled male and female members of the Forest County Potawatomi and Mole Lake Chippewa tribes

who live off the reservations. Respondent selection within households is at the discretion of the household.

SAMPLING

We mail survey packets (questionnaire; cover letter; stamped, addressed return envelope) to all off-reservation households of enrolled tribal members. We follow up by telephone if telephone numbers are available, or through tribal officials. We make at least one follow-up contact for nonresponding households, and we undertake additional follow-ups depending on response rate.

DATA ANALYSIS

We analyze data for the overall sample and for selected subsamples, such as those with an interest in immigration or those beyond a given distance from the local study area. When applicable, we make comparative analyses to reservation residents and other survey groups.

SAMPLING ERROR

Because we use a census of households (as opposed to a sample of households), sampling error does not apply to this survey.

Appendix
INTERVIEWER MANUAL

INTERVIEWER MANUAL

CENTRAL TEXAS INTERVIEWING SERVICE,
DIVISION OF HOLMAN, KENNEDY AND ASSOCIATES, INC.
1705 GUADALUPE
AUSTIN, TEXAS 78701
512/472-9957

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PART 1
WHAT SURVEY RESEARCH IS

Survey research can be defined basically as a systematic way to gather information from scientifically designed samples of population. It is a source of intelligence used to assist in a wide variety of decision-making situations. Its primary users are the advertising agencies, the public relations, marketing and management consultant firms employed by corporations involved in such activities.

STEPS IN A RESEARCH STUDY

Survey research is conducted by means of carefully controlled studies of specific segments, or groups, of the total population. These research studies are popularly termed "surveys" -- a word whose general meaning the majority of respondents readily understand.

From start to finish, each study follows the same basic procedure -- a set of specific, interdependent steps.

A synopsis of what is involved in a typical research study is presented here in order to supply you, the field interviewer, with an "overview."

1. STATING THE PROBLEM. Each study begins with a problem or a question to be answered. Whether, in terms of dollars and cents, the problem is actually worth solving or the question worth answering by means of research (as opposed to "intuition" or an "educated guess") must be determined by management. If it is decided to seek information by way of survey research, the problem is given to a Marketing Research Firm.

Their responsibility is to design and execute, as efficiently as possible, a research study which will produce the most useful information.

2. DEFINING THE UNIVERSE. A research "universe" is a special little world within the total population. In its broadest sense, it is composed of all of the segments of the total population which are or potentially could be involved in any way with any of the aspects of the problem under investigation.

In the interests of time and economy, the Research Firm sets up boundaries for the universe to be studied so that it includes only those segments which have high specific value for it in terms of solving the problem at hand.

An advertisement for a brand of cigarette has as its universe all individuals of "smoking age," regardless of whether or not they smoke or whether, if they do smoke, they smoke that specific brand. The boundaries of that universe may be constricted by the Research Firm to include only smokers of the advertised brand and of directly competitive brands.

3. SAMPLING. After the Research Firm has decided what is the appropriate universe to study, he must decide how individuals should be selected from the universe for actual interviewing. Interviewing everybody in the universe is usually too costly and too time-consuming, and it is not at all necessary. Those selected for interviewing are called a sample. The sample must be representative of the universe, that is, all the characteristics of the universe must be represented in the sample and to the same degree. The sample serves the Research Firm as the total voice of the universe under study, within certain specific limits of reliability. The actual selection

of the sample to be interviewed is the work of a statistician.

PART 2
SAMPLES AND INTERVIEWING METHODS

TYPES OF SAMPLES

Three methods of sample selection are generally considered to be the most acceptable and valid. These are the selection of respondents by:

Quota Sampling requires the selection of respondents according to certain specific qualities which they possess in regard to age, sex, income, education, geographic location of residence, the degree to which they use certain products, etc. Of the three types of samples, this is the least acceptable because of the degree to which judgement, rather than chance, enters into the selection of respondents.

Simple Random Sampling involves the use of systematic, statistical methods of selection which give every element in the universe an equal chance of being drawn into the sample. The elements to be included in the sample are then selected on a true (mathematically pure) "random" basis. For example, suppose a sample of 20 persons were to be selected from a universe of 100 persons. Every fifth person would be selected, beginning from a randomly determined starting point.

Probability Sampling differs from random sampling in that, instead of following a mathematical pattern of respondent selection, you are given a geographic location as your starting point. For instance, you might be told to go to the third dwelling unit on Elm Street, counting clockwise from

the northwest corner of Main and Elm, and to interview all of the females between the ages of 16 and 20 residing there. Repeated calls may be necessary to secure these specific interviews, but no deviation can be made without specific permission, since to interview in a dwelling unit other than the one specified decreases the validity of the entire sample.

In a probability sample every element in the universe has a known chance of being selected, though not an equal chance as in simple random sampling.

Each of these methods of sampling has been devised to give -- and has been proven to give -- a representative cross-section of all of the people in the universe selected for study. It is never the interviewer's responsibility to plan these samples; but it is vitally important to the validity of the study that you comply exactly with the respondent specifications, which you are supplied on each interviewing assignment. One of the key rules of interviewing is that it is the interviewer's duty to follow the directions for respondent selection exactly.

FOUR TYPES OF INTERVIEWING METHODS

The majority of interviewing involves the following four data-gathering approaches. An individual research study may involve the use of one or several of them.

1. PERSONAL INTERVIEWS (DOOR TO DOOR AND MALL INTERCEPTS)
2. TELEPHONE INTERVIEWS
3. SELF-ADMINISTERED QUESTIONNAIRES, MAIL SURVEYS, DIARIES
4. GROUP INTERVIEWS (PANEL DISCUSSIONS)

Following is a brief description of each method:

1. PERSONAL INTERVIEWS. This is a face-to-face interview between the interviewer and one respondent. The personal interview allows coverage of a broad range of subject matter, the use of a wide variety of questioning techniques, and depth of interviewing. Furthermore, it assures maximum respondent cooperation and, therefore, greater accuracy and reliability of the information obtained than does any other interviewing method. Personal interviews, however, also tend to be the most costly.

2. TELEPHONE INTERVIEWS. Respondents are usually selected by random sampling, either from telephone directories or by a random number system within the exchanges serving a given area. Questionnaires for telephone interviewing are constructed for short, quick responses which are easy for the respondent and as interesting as possible.

The available budget also can dictate a telephone interview survey rather than a personal interview survey, as telephone interviewing usually is much less expensive. Cost, however, must always be balanced against the information desired. A telephone interview limits the questioning techniques that can be used, as well as the length of the interview.

3. SELF-ADMINISTERED QUESTIONNAIRES. It is not unusual for a survey to be conducted by MAIL. The questionnaire is designed so that the respondent can complete it himself and mail it back to whomever is conducting the study. This approach has serious limitations -- the most serious being the problem of nonresponse.

You, as an interviewer, of course, are not involved in mail surveys. There is a type of self-administered questionnaire in which you may well play a part, however. This is the DIARY. Respondents are sometimes asked

to keep diaries in which they record the television programs they watch or the radio programs they listen to over a specific period of time, or the manner in which they use specific products, again, over a specific period of time. The fact that it can cover a time span is the chief advantage of a diary; it can show progressive behavior by the same persons.

Often the diary is delivered to the respondent in person, rather than mailed. It is then the interviewer's function to convince the selected respondent to keep the diary faithfully and honestly, to instruct her on how to keep it, and when and to whom to mail the completed installments. If the completed installments are picked up by the interviewer, she may have to check and see that the designated instructions have been followed, prior to accepting them.

There may be other situations in which you will leave a questionnaire with a respondent for her to complete, and then you will pick it up at a later date. Here too, your job is to secure the respondent's cooperation and perhaps to check the completed questionnaire to be sure that all instructions were followed.

4. GROUP INTERVIEWS (PANEL DISCUSSIONS). Essentially, this is a probing type of interview conducted with a group of from five to fifteen respondents simultaneously rather than singly. A group interview is a "round table discussion" where one person's ideas may prompt another's. Respondents are encouraged to talk freely, all pertinent conversation is encouraged, and each new idea stemming from the core concept to be investigated is thoroughly explored. These discussions are invariably tape-recorded,

and all voices must come off the tape clearly. This means that no matter how involved the respondents get or how heated the discussion, the group must be kept under control at no sacrifice of spontaneity, so that not everyone talks at once.

TYPES OF QUESTIONS

There are several approaches to the way questions are asked of respondents regardless of the interviewing method used. It is appropriate at this point to familiarize you with these. They are: checklists, scales, open-end questions, and semistructured or depth questioning. Each will be discussed briefly below.

CHECK LIST is the commonly used term for closed-end or precoded questions. These are the most frequently used type of question in survey research. Printed on the questionnaire, usually immediately following the question which you are to ask the respondent, is a list of the most frequent answers to that question. When the respondent gives you her answer, you put an X in the space next to the printed answer which corresponds to the one she gave you. The answer categories are read to the respondent who selects the one that comes closest to her opinion. To avoid misinterpretation in tabulation, the X should be placed squarely in the center of the space. Care must be taken not to write over into the margin or over the code numbers.

There may be a category called "Other" at the bottom of the list of pre-coded answers where items not included in the printed check list are to be recorded. If you obtain information in addition to the checked

answer, and you think it is sufficiently important to include, write it here. If you obtain information other than an item which can be checked off, write it here.

SCALES are common to survey research. A variety of scaling techniques is utilized, the purpose being to obtain measurements of the degree to which an opinion is held or a product is preferred. Your job is to get the respondent to select the word, phrase, picture, space on a thermometer, etc. which most accurately reflects the intensity of her attitude. Another type of scale is called a "ranking", where, for example, the respondent may be asked to number a list of products from one through ten in the order of the ascending degree to which she prefers them.

OPEN-END questions are used to obtain information in more detail than pre-coded questions allow. Open-ends range from actual, specific questions such as, "What is your primary reason for saying that?" to "probe" phrases such as a simple "Why?" or "And your feeling about this are --?". As you can see, their purpose is to obtain a free expression by the respondent of her reasons for holding specific opinions.

It is important that the answers to open-end questions be recorded verbatim -- in the first person and as nearly as possible in the respondent's exact words.

SEMISTRUCTURED OR DEPTH QUESTIONING is designed to explore the respondent's feelings and emotions both broadly and deeply, this type of questioning is conducted with the use of a topic "guide" containing subject areas and key questions, rather than with a formal, structured questionnaire. In this type of interview, the interviewer is often permitted considerable liberty in making up her own questions by which to obtain the desired information.

SEMISTRUCTURED QUESTIONING is a technique which requires a highly developed degree of skill. In order to conduct a valuable depth interview, the interviewer must first have developed a highly sophisticated "ear" -- the ability to pick up small, often masked cues to underlying feeling from more "surface" remarks, and interpret them correctly as to whether or not they are worth probing. Questions must be asked in such a way that they imply no specific type of answer, in no way "lead" the respondent. The respondent must be guided into further developing thoughts and ideas she may have been unaware of, and into verbalizing them. Answers must be probed with a highly developed degree of subtlety.

The interviewer must also know when to and when not to follow the order of questioning suggested in the guide. It is a rule in interviewing with a structured questionnaire that all questions must be asked in the exact sequence in which they appear, since that order has been proven in the pretest to be the most productive. This is not so in semistructured individual and group interviewing.

PART 3

THE INTERVIEWER'S ROLE

As a field interviewer, you provide the raw material on which a survey research study is based. It is a highly responsible task, requiring accuracy, alertness and the ability to think quickly. All the planning, sampling, tabulation and analysis are only as good as the reliability and validity of the information you gather.

NATURAL CHARACTERISTICS

AN OUTGOING PERSONALITY. The degree to which you have the ability to adjust psychologically to the behavior of others and to set your respondents at ease is a key to being a successful interviewer.

AN ALERT MIND and the ability to adapt yourself to a wide variety of circumstances are essential. You must have the ability to cope with new situations, strange locations, and many different types of people with ease and without strain or embarrassment.

KNOW YOUR WAY AROUND TOWN so that you can find out-of-the-way addresses, and so that you can route yourself efficiently if your supervisor has not routed you.

POISE AND PATIENCE are very essential. You must have a fresh interest in each and every respondent, and to approach each respondent as an individual and convince him that it is important to have his views. If you believe your work is important and approach it in a business-like manner, your

respondents generally will react the same way.

CLERICAL APTITUDE. There is little value to a questionnaire which cannot be read, or to entries which have not been made in the proper places. It is essential, too, that you have the ability to keep records competently.

ACCURATE RECORDS of time spent in various field activities, as well as careful accounting of expenses, are necessary to facilitate payment to you.

REQUIREMENTS FOR YOUR BUSINESS

Whether the job you are assigned is one requiring you to assume the attitude of a friendly neighbor in calling on a young housewife, or that of a professional woman in calling on a business executive, never forget that you are a businesswoman/man with a job to do. Attention should never be drawn away from the subject at hand, to the interviewer's personality, interests, or appearance.

WHAT TO WEAR for the type of call you are to make is very important. When you are doing telephone interviewing, all that is required is that you be comfortable; but in any other type of survey you are working in public, face-to-face with your respondent. When interviewing housewives always wear simple, casual dress which will keep your respondent from feeling uncomfortable no matter what she has on. When interviewing at a place of business, a tailored dress or suit is best. For your own comfort and endurance you should wear comfortable shoes without high, thin heels.

LEAVE YOUR PERSONAL PROBLEMS AT HOME. Your own peace of mind is

important and will show in the quality of the work you do. Before you set out, be sure that your personal worries are shelved for the day.

TIME YOUR INTERVIEWING TO YOUR RESPONDENT'S WORK SCHEDULE. Unless specific times are assigned, in areas containing a large percentage of working women, or in those cases where your assignment calls for interviewing men at home, you will find their after-work hours -- late afternoon and early evening -- to be the best time for scheduling your own work.

EQUIPMENT. Unless specifically instructed otherwise, you should record all responses in PENCIL. Never start out to interview without first making sure that, along with sufficient materials necessary for that day's work, you also have a good mechanical pencil and extra leads, or several well-sharpened lead pencils with you.

Two other items which you will need are: a city map and a legal size clipboard.

AN AUTOMOBILE HELPS. An automobile is a real asset in interviewing. In rural areas, of course, an automobile is essential. Certain types of interviews, especially those involving product or package testing where the respondent must be shown samples, photographs or prototypes, will invariably require the use of an automobile.

SELL YOURSELF. In those few seconds when your prospective respondent first sees you at her door, she is going to decide whether or not to let you come in. Never behave as though you were imposing and need apologize; actually you are offering your respondents a new and interesting experience. Most people tend to be flattered when asked for their opinions.

BREAK THE ICE QUICKLY AND SIMPLY. Make your introduction brief; get into the questionnaire as quickly and in as simple and straightforward a manner as possible. Avoid any lengthy explanation unless the respondent specifically demands them. This type of approach is usually successful:

"Good morning; I'm Sally Smith. We are doing research in this area -- interviewing some of the ladies in this neighborhood for a national survey -- and I'd like to talk to you for a few minutes . . . We'll probably be more comfortable if we sit down . . . Now, first of all . . ."

and go right into the first question. Avoid "May I ask you?" (There is just the possibility that the answer would be "NO.") Remember: BE POSITIVE. If you show by your manner that your purpose is legitimate, and you assume that you are welcome, the idea is usually contagious. You will usually find your respondent rapidly becoming intrigued by the questions, even though she may have at first been somewhat hesitant to be interviewed. In this age of salesmen posing as interviewers conducting surveys, however, it is sometimes necessary to quickly and briefly explain to the respondent that you are representing a survey research company and want only her opinions; that you are not selling anything. Show the identification with which you have been furnished. Tell her CTIS is a member of the Better Business Bureau, if she is reluctant to let you in or to be interviewed; also you can confidently assure her that anything she says will remain anonymous.

BE OBJECTIVE, and if you cannot be entirely so, you must learn at least not to react. Interviewer objectivity is of the utmost importance to the success of the research study. As an interviewer, you must always

remember that usually there are no "real" right or wrong answers, and you must never do or say anything to suggest otherwise.

You will find that any reaction on your part might influence your respondent's reactions to the questions you ask. The technical term for the influence, either positive or negative, which you exert on your respondents is "interviewer bias." It must be avoided so that the interviews you conduct give a true picture of your respondents' reactions, ideas and opinions. Your role in obtaining survey research information is fundamentally that of a sensitive sophisticated recorder. Although as a private individual you may have definite opinions concerning the topics about which you are employed to obtain information, in your role as interviewer, your opinions are strictly your own. You must keep them to yourself. This must be done in terms of words and actions. You should always remember that your role as interviewer in no way gives you the privilege to judge the style of life, conduct, or attitudes of your respondents.

It is best always to interview your respondent alone. Discourage the presence of others to avoid their influencing the respondent.

BE SILENT -- LEARN NOT TO TALK. You will usually be advised by your supervisor at the time of the briefing as to what to tell your respondents if they should ask the purpose of the interview or the survey. The general rule is that you are never to inform a respondent of any more than the most superficial aspects. In addition, you must never tell one respondent what another has said, and you must never express an opinion or preference of your own. If you are asked for your opinion, explain to the

respondent that "we are only interested in what your opinions are," that what SHE thinks is the important thing and you are "only the interviewer" and really cannot express an opinion or preference.

BE SILENT -- DO NOT TALK ABOUT YOUR WORK TO ANYONE BUT YOUR SUPERVISOR.

Survey research is of a highly confidential nature. All discussions of what you are doing: why, how many, where, with whom, or concerning information which you obtain as a result of interviewing, are to be limited to your supervisor. Do not discuss them with your family, friends or neighbors.

PART 4

PROCEDURE IN THE FIELD CALLED FOR BY THE JOB

The majority of survey research interviewing is done as part-time work. Thus, you will be alerted (called to see if you are available) for each assignment and you are free to accept or refuse it. If you are interested in working most of the time or as often as possible, the more available you are the more chance there is of your being called often -- provided, of course, that your work is of good quality. The interviewer who expects the job schedule to convenience her will not be called as often as the interviewer who is willing to arrange her schedule for the opportunity to work. However, if there are good reasons why you cannot free your time to take a particular assignment, your refusal will not be held against you and you will be called again.

When you are alerted for a job, the supervisor will describe briefly what it entails, telling you its type, subject, starting date, anticipated duration and deadline.

GETTING ACQUAINTED WITH THE STUDY

BRIEFING. Since each survey research study is different, you are prepared for each study by a thorough briefing period presided over by your supervisor. In addition to the verbal discussion at the briefing session, you will usually be provided with written instructions concerning whom and how to interview, and how to handle problems which are foreseen

as possibly occurring. Always make absolutely sure, before you leave the briefing, that you know exactly what to do throughout the entire interview -- how to select your respondents, what you can tell them about the survey, how to administer each section of each question on each page of the questionnaire.

The need for promptness at these briefings is obvious: in order to obtain the necessary standardization, it is essential that everyone hear the same instructions, questions and discussions.

KNOW YOUR QUESTIONNAIRE. Before you go out on your first call, you should become thoroughly familiar with all of the questions and with the order in which they occur in the questionnaire. Remember: the more familiar you are with questionnaire, the better the flow of the interview. But do not trust your memory and run the risk of changing the wording of a question. Ask all questions exactly as they appear on the questionnaire.

WHOM TO INTERVIEW. Whatever the method of selecting respondents, it is your obligation to follow it exactly, no matter how much "better" a method you can think of. If circumstances prevent your doing so, consult your supervisor. Do not deviate from sampling procedure without specific permission.

SOME SPECIFICS OF INTERVIEWING

If you have read this manual, you already know that interviews are to be recorded in pencil, unless you have been specifically instructed to do

otherwise. You already know that you are to place an X in the center of the space next to the answer which the respondent chooses (or follow some other clearly specified method of recording answers), when asking closed-end or pre-coded questions, and that you are not to write over the code numbers or out into the margins.

You also know that in recording the answers to open-end questions, you should do this verbatim, in the first person. For example, if the respondent says, "I ain't goin' to buy that kind of car, it eats too much gas," it should be recorded that way. Never record it by saying, "The man said he wouldn't buy that car because it uses too much gas." You can readily see that you have not only changed the tense from the first person (I) to the third person (he), but you have eliminated the "flavor" of his words.

PROBING is a delicate craft, developed with experience, by which you guide the respondent into telling you as much as possible about specific topics, or clarifying answers, without appearing to guide her. Probing does not imply that you lead the respondent. Rather, it means that you inconspicuously "draw her out." Probing is always required in semistructured interviewing; but when asking open-end questions in a basically structured questionnaire, you may or may not be required to probe. Your supervisor will instruct you, on each specific assignment, whether you are to record only the first reply given or are to probe for everything the respondent has to say. Often, probing instructions will be given on the questionnaire itself. (See CTIS Probing Manual for details on how to probe and how to record probes.)

In general, when probing, try to avoid an excessive use of "Why?" It is dull, too expected, and will prove far less valuable than the types of probes you yourself can make up if you use the following four probing devices:

1. KEY WORDS, as used by the respondent, can be repeated by you as questions preceded by "How do you mean --?" or "and (key word) is --?" For example, she might say, "I like it because it is convenient to use." Probe with: "In what ways is it convenient?" She might say, "Well, it is easy." Probe with: "How is it easy?" or "Easy as compared to --?" etc., until you produce an explicit answer sufficiently descriptive for the Research Firm to know exactly what the respondent means by "easy."

2. REPEATING THE LAST WORD is one of the simplest and most valuable probing devices. This is done without qualification. For example, the respondent might say, "I like it because it is convenient." Probe with: "Convenient?"

3. SILENCE OR A PROVOCATIVE "OH?" with an attentive, expectant expression will cause some respondents to elaborate without any actual request to do so.

4. "AND WHAT ELSE?" is a frequently used expression, after a certain amount of silence. Avoid probes such as "would you like to add anything else?" To this question the respondent can too easily say, "No."

NEVER INTERPRET. If a respondent does not understand a question, never interpret it for him, unless specifically instructed to do so. Reread the question: once, twice, as often as necessary; but do not explain it. It is preferable that the respondent guess the meaning, and

answer in accordance with the guess.

If, after hearing it again, the respondent cannot answer because she still does not understand the question, write this on the questionnaire and go on to the next question.

"DON'T KNOW" OR "D.K." -- In the course of your work as an interviewer you may encounter questionnaires which contain the printed instructions "Do not accept 'don't know' or 'no opinion.'" This instruction is there to remind you of something you should take as rule of interviewing: You should try to hold "don't knows" to a minimum, as they often result from lazy respondents and inept interviewers. To the extent that attitudes and opinions are being asked for, a research questionnaire is not an examination paper. It is seeking to obtain information about how a respondent thinks and feels and how she acts. There are no "right" answers to attitude and opinion questions, so a respondent should be encouraged to answer. No respondent should be afraid to give an opinion on all but the most esoteric topics, and on these she can always use her "imagination." A very important part of your job as an interviewer is to draw out these latent opinions and possibly half-dormant feelings, and guide the respondent into at least hazarding a "guess." However, there will always be some people with "no opinion" on attitude and opinion questions, simply because they have not thought about the subject of the question and therefore refuse to offer a point of view.

Some questions you will ask call for factual information, not opinion. On such questions respondents may very well not know the answer and no amount of "encouragement" will help.

CLASSIFICATION AND DEMOGRAPHIC INFORMATION usually comprise the last section of the questionnaire. The respondent's name, if required, should always be printed. Telephone numbers and street addresses, including apartment numbers, as well as the respondent's city and state must be particularly legible. Classification data are particularly important because interviews are often grouped by one or more of the demographic characteristics of the sample for purposes of analysis. If a respondent refuses to give this information, express the importance of the information, and if he/she still refuses, do not estimate, mark it down as a refusal.

SECURING YOUR RESPONDENT'S NAME AND TELEPHONE NUMBER - Assure your respondent that you are asking her name merely for validation purposes, in case it is necessary for your supervisor to check the interview, or in case additional information is necessary. Your respondent's opinions and preferences will always remain anonymous. You can assure your respondent that she will never be identified, that her name will not be put on a mailing list and that she will never be annoyed with salesmen coming to her home as a follow-up of your call.

AFTER THE INTERVIEW, while you are still at the house, or nearby (probably sitting in your car) reread the completed questionnaire. Make sure that an answer is recorded for every question. If you have left a question unanswered, this is your chance to ask it. If you have failed to ask or record the answer to a question, your supervisor will expect you, at your own expense, to talk with the respondent again and obtain the missing information.

PART 5

INTERVIEWER COOPERATION AND INTERVIEWER ADVANTAGES

INTERVIEWER COOPERATION

YOU ARE PART OF A TEAM. You and other interviewers on the study, together with your supervisor, the company or client he/she works for, and the manufacturer, advertising agency or research consultant firm who ordered the job are "all in this together." As the individual who obtains the basic information fundamental to the success of a specific research project, you are expected to cooperate as fully as is necessary with the other members of the "team." Each is responsible for a well done job; each has his problems and responsibilities. Your responsibility is to bring in the best executed job of interviewing that possibly can be done.

WHEN IN DOUBT, ASK YOUR SUPERVISOR. Before you begin any interviewing assignment, it is imperative that you know exactly what you are to do. You cannot do an accurate, acceptable job unless you fully understand all of the instructions for that job. Therefore, before you leave the briefing session be sure you understand just what you are to do. If there is anything at all about the job which your supervisor has not covered or made clear to you, ask her about it. Never rely on another interviewer for the information you need. She may not be too clear about it either.

Call your supervisor

1. if any materials that you need are not in your packet,
2. if you cannot locate specific areas or addresses to which you have been assigned,

3. if you cannot complete your assignment, or
4. if some portion of the materials pose a problem for you or your respondents.

PART 6

THE ADVANTAGES OF INTERVIEWING

FLEXIBILITY IN WORK TIME. You are usually free to accept or reject each individual assignment. Furthermore, within the limits of the deadlines for completion and other specific requirements of these assignments, you are free to set your own pace.

COMPARABLE REMUNERATION. Your pay scale compares adequately with that for most clerical and sales positions, and very favorably with that for other types of part-time work. Rates tend to be scaled to the difficulty of the assignment, you are usually reimbursed for out-of-pocket expenses (mileage, parking, tolls, postage, etc.) incurred in the course of completing assignments. (Also your rate scale is usually adjusted to reflect your past performance.)

DIVERSITY OF ASSIGNMENT. Not only do the topics about which you obtain information constantly vary, but in order to obtain this information you will find yourself coming in contact with a wide variety of individuals, each with his or her unique characteristics.

In short, if you are interested in people and in today's problems, interviewing can be an especially rewarding source of supplementary income. It is dignified, important to today's economy, and allows you more freedom of action than does most other employment. It is convenient work in terms

of flexibility in time, and can usually be done near home.

The only characteristic of interviewing which might be seen as a disadvantage is a very minor one. When doing personal interviewing, you will be called upon to work in all kinds of weather. When research is needed to solve a problem, it is needed fast; hence, the interviewing phase must be completed as quickly as possible. Progress on a research study cannot wait until the rain stops or spring comes, and as an interviewer obtaining data basic to this progress -- neither can you.

The use of research as a decision-making tool is steadily increasing. Because of this there is always a call for efficient, responsible interviewers.

PART 7
CTIS INFORMATION

PAY SCHEDULES - With each study a time sheet will be given to the interviewer. The time spent on a project should be recorded to the nearest quarter hour. Example:

15 minutes = .25

30 minutes = .5

45 minutes = .75

1 hour = 1.0

1 hour, 15 min. = 1.25

and so on . . .

Mileage should be recorded to the nearest whole mile.

There is also a space for "COMPLETED INTERVIEWS". In this space should go the total number of completes by day.

Under "MISC. EXPENSES: SPECIFY" - This is only for authorized expenses to be reimbursed. May be items such as long distance, car rental, etc.

At the end of each project your time sheet is to be turned in with the columns added. Also the bottom right hand corner should be filled in completely.

Please remember these are tri-carbon. The PINK COPY of the time sheet is for your record. You may keep it or wait till the office does computations on it and get it back figured out.

PAYDAY - Pay will be the FIRST and the FIFTEENTH of each month.

For pay on the FIRST - All pay sheets must be turned in on or before the 25th of the month.

For pay on the FIFTEENTH - All pay sheets must be turned in on or before the 10th of the month.

This schedule varies in February and December.

BREAKS - At no time will lunch/dinner time be paid.

If you work (interviewing hours only - does not include briefing, travel, or editing.) to be calculated by day.

.25 to 4.75 - 1. You are not required to take a lunch/dinner break.

2. You are given a 10 (ten) minute break.

5.0 to 8.0 + - 1. You are required to take a lunch/dinner break:

min. - .5 hour

max. - 1.0 hour

This is to be deducted from your time sheet.

2. You are given two 10 minute breaks. They cannot be combined together.

REFERENCES

Bellenger, D.N. and B.A. Greenberg. 1978. Marketing Research: A Management Information Approach. Richard D. Irwin, Inc. Homewood, Illinois.

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SAS Institute, Inc. 1979. Programming Manual. Raleigh, North Carolina.

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