

City of Prince Rupert
2015 Go Plan Survey
Enumeration Procedures Manual



Table of Contents

Purpose and Importance of the 2015 Go Plan Survey	4
Intended Uses of the Data	6
The Role of Enumerators	6
Confidentiality	7
Language Barriers and Translation	8
Enumeration Administrators	8
Enumerator Materials	9
Enumeration Field Packages	10
Enumeration Field Maps	11
Covering Your Enumeration Area	11
Conducting Interviews Using the Go Plan Survey Questionnaire	14
Safety	14
Establishing First Contact With The Respondent	16
Who is Eligible to Answer the Go Plan Survey Questionnaire?	17
The Interview Process	19
Introduction	19
Detailed Overview Of The Go Plan Survey Questionnaire	21
Concluding The Interview	34
Call-Backs	34
Door Hangers	35

Table of Contents *continued*

Appendix A: Definitions	36
Appendix B: Responses to Common Respondent Concerns	39
Appendix C: Unusual Situations	42
Appendix D: How to identify the ‘Randomly Selected Individual’	45
Appendix E: Enumerator Field Checklist	49

General Information

The 2015 Go Plan Survey has been initiated by the City of Prince Rupert to collect baseline data about the community and its residents. The information collected as a result of the Go Plan Survey will be used to inform future decisions related to community planning and the overall well being of the citizens of Prince Rupert.

This manual outlines procedures for enumerators involved in interviewing respondents that have been selected as part of the sample for the City of Prince Rupert 2015 Go Plan Survey. The manual outlines the purpose and importance of the survey, intended uses for the data collected, the importance of confidentiality, and best practices relating to the task of enumerating households in a random sample survey. The appendices present useful reference information including sample interview scripts, definitions applicable to the survey, and technical information that will aid the enumerator in carrying out interviews using the Go Plan Survey questionnaire.

Purpose and Importance of the 2015 Go Plan Survey

The Go Plan Survey is a brief questionnaire (between 5 and 10 minutes long) that collects vital information related to population, housing, and community attributes. The data collected with the Go Plan Survey will inform decisions related to planning for proposed major projects that would impact the City of Prince Rupert. Should a major project be announced, the data gathered through the Go Plan Survey will ensure critical baseline information is available so that planning can be done effectively and future impacts related to major projects can be measured.

Purpose and Importance of the 2015 Go Plan Survey *continued*

The success of the Go Plan Survey is dependent on a high questionnaire response rate. That is, the information gathered through the survey will be most useful to the City if a high number of the households selected to be part of the random sample submit completed questionnaires.

The primary role of enumerators is two-fold: to ensure a high response rate by effectively covering their assigned area and communicating the value of the survey to potential respondents, and to ensure that high quality data is being captured by understanding the training manual, the purpose of the questionnaire, and in turn soliciting accurate responses to the survey questions.

Intended Uses of the Data

Information collected through the Go Plan Survey will be summarized electronically and will then undergo statistical analysis. Statistical analysis of the data will create descriptive statistics about the population, housing status, and social cohesion in the city as a whole. These statistics are inferred from the responses of the randomly selected respondents, which represent only a portion of the total population of Prince Rupert.

Specifically, information gathered through the Go Plan Survey will allow the City of Prince Rupert to:

- Preserve affordable housing options
- Prioritize development efforts for housing and critical infrastructure
- Understand and manage impacts from industrial development

The Role of Enumerators

As an enumerator you play a very important role in the success of the Go Plan Survey. Your primary contributions will be eliciting respondent cooperation and facilitating interviews that capture complete responses to the questions asked in the Go Plan Survey questionnaire. Diligent, well-prepared enumerators obtaining accurate and complete information from as many respondents as possible are the key to a successful survey.

Enumerators are responsible for planning and conducting interviews with selected respondents in order to record complete, accurate responses from the appropriate individuals to the questions asked in the Go Plan Survey questionnaire.

It is important that you:

- Are organized, well-prepared, and remain safe
- Obtain complete and accurate responses to the questionnaire from as many respondents as possible and that you remain in daily contact with your Enumeration Administrator

The Role of Enumerators *continued*

- Establish and follow a plan to systematically visit the households in your working area
- Know who is eligible to respond to the questionnaire
- Are courteous and professional at all times

Confidentiality

All questionnaire responses are highly confidential and will never be used for any purpose other than the production of anonymous statistics.

Before you can begin enumerating, you will be asked to affirm that you will keep the information you gather strictly confidential.

As a routine part of your interview process you should assure each person you interview that the information they tell you is protected under the Freedom of Information and Protection of Privacy Act, will be kept confidential and will only be used for the production of anonymous statistics.

Do not leave completed survey questionnaires where other individuals may see them, take care not to divulge any information you learn as a result of your role as a Go Plan Survey enumerator, and please refer any requests for information to your Enumeration Administrator.

Language Barriers and Translation

In situations where the enumerator and the respondent are unable to communicate due to language barriers it is suitable for an individual (regardless of their age, provided they are competent communicators, if they reside in the household) to act as a translator for the respondent, with the permission of the respondent.

Enumerators should encourage respondents who are hearing impaired to complete the Go Plan Survey questionnaire using written communication or direct them to the website and provide them with their Survey Access Code so they can submit their responses electronically. The importance of the individual's response to the questionnaire should be reinforced.

Enumeration Administrators

Enumerators and Enumeration Administrators (EAs) should be in regular contact – please discuss the details (how often, when, and by what means) with your EA.

Every second evening of enumeration (June 08 through June 18) enumerators will be required to hand off (electronically or otherwise) any completed questionnaires to their EA. Every night enumerators must send a copy of the spreadsheet in their Enumeration Field Package to their EA, the spreadsheet sent must be updated with the status of each household visited (ie. Complete, Incomplete, Refusal, or No Contact)

Review a small sample of your first batch of completed census forms with your EA. This helps to identify and clarify any problems early on in the data collection process.

Enumeration Administrators *continued*

Your EA is there to assist you should problems arise during enumeration. Consider carrying a cell phone in case of emergencies or to relay unexpected questions for the EA on his/her cell phone.

Enumerator Materials

Enumerators will be supplied with a package of materials for carrying out enumeration. If you find that any item is missing, or if your supplies run out, contact your EA or go to the Go Plan Survey Office at 290 302 2nd Ave West , Prince Rupert. A checklist of the materials enumerators should have before they go out is outlined below and is also included in Appendix E.

- Enumeration field map and a planned route to cover the area
- List of sample households and their associated Survey Access Codes and random numbers
- Go Plan Survey Enumerator identification badge
- Clipboard
- Paper questionnaire forms
- A few copies of the survey introduction letter that was mailed to respondents
- Pens/pencils
- Door hangers
- Cell phone (if you have one)
- Appropriate clothing (clean and without messaging or branding that may influence the way respondents feel about the survey)

Enumeration Field Packages

Enumerators will be issued one Enumeration Field Package at a time; as soon as a package is complete a new package will be issued. Each Enumeration Field Package will consist of approximately 24 sample households that require enumeration. The package will include the appropriate number of copies of the paper questionnaire, a list of the sample households and their associated Go Plan Survey Access Codes, and a map showing the location of the enumeration area and each of the sample households within it.

Enumerators should work with their EAs to plan out an efficient route to sample the enumeration area, and to set a timeline for the completion of the field package.

Enumerators are required to pass off completed questionnaires to their EA every second night throughout enumeration (June 08 through June 18). Every night enumerators must send their EA an updated copy of the spreadsheet in their enumeration package indicating the status of each sample household. The particulars of how the data exchange will work should be agreed to between enumerators and EAs prior to the start of enumeration. Nightly data transfer is essential to the success of the survey, it will allow the management team to keep track of the status of each household, to identify early trends relating to the response rate, and to help aid in operational planning and decision making throughout the enumeration process.

Enumeration Field Maps

Enumeration Field Maps are issued as part of each Enumeration Field Package and are intended to help the enumerator locate each sample household in their Enumeration Field Package and to help them plan and follow an efficient route as they work through the area.

Enumerators should study their map carefully and develop a route plan with their EA. EAs should be familiar with the areas where their enumerators are working.

It is essential that every household identified in each Enumeration Field Package be contacted.

Covering Your Enumeration Area

Cover your area block-by-block in a systematic fashion.

1. Study your map. Note if there are ‘clusters’ of sample households and where they are. Determine if there are any blocks or streets containing more than one sample household.
2. Establish a commencement point on your map, that is, where you plan to begin enumerating this set of 24 households. You may choose the most northerly sample household and work your way down, or you may chose to start in one corner of your area and work your way around back to where you started, you can choose any system that works for you making sure that:
 - You contact every sample household identified in your Enumeration Field Package
 - You do not go to the same household multiple times by accident (keep track of where you have been)
 - You follow a route that minimizes travel time

Covering Your Enumeration Area *continued*

3. From your Point of Commencement (POC) locate the next household you plan to visit, decide the route you will take to that next household. Locate the second sample household on the map and pretend you are standing there. From the second sample household identify on your map what household would be best to visit next; this will be the third household you visit. Establish how you will walk/ride/drive to the third household from the second household. Go through this process for all of the households in your Enumeration Field Package.

Tips:

- *It may be possible to plan your daily route in a 'loop' where you begin at your pre-determined POC and you enumerate the houses you plan to visit that day in a way so that you end up back at your POC at the end of the day. In this method the first household you visit in a day and the last household you visit in a day are the two closest households to your POC (ask your EA for help with this as required). This method requires you to have a very accurate idea of how many households you will visit that day.*
- *It may be helpful to create a list that you will carry with you showing the sequence of households as you have planned to enumerate them; after you visit a household you can check it off the list and move on to the next one, making note if you must return to this sample household.*

Covering Your Enumeration Area *continued*

Once you are familiar with your map and have planned an efficient route to cover the area completely, you are ready to approach the sample households. Wear your Go Plan Survey identification badge at all times. Before you approach a dwelling, check to make sure it is indeed the address you intended to visit, as per the list of sample households in your Enumeration Field Package. If the address is vacant make note of this and report it to your EA when you check in at the end of the workday. No call-backs are required for households that are confirmed to be vacant, however the EA must give the enumerator confirmation that a household has been verified vacant before the sample household can be removed from the Enumerator's list of households they must contact.

Conducting Interviews Using the Go Plan Survey Questionnaire

Safety

Enumerator safety is top priority. It is important that enumerators be aware of hazards and take steps to avoid and mitigate them.

Dogs

Always check for dogs.

- Is there a dog in the yard?
- If yes, is it tied up?
- If it is tied up, can it reach the front door?
- If the dog can reach you, do not approach the dwelling; leave and make a note.
- If the dog cannot reach you, approach if you feel comfortable doing so

Do NOT

- Offer a dog food, treats or attention
- Stare a strange dog in the face
- Approach a strange dog

Dogs indoors should be controlled by the person at the door, if you feel uncomfortable at any time politely arrange to visit another time when the dog can be put in another room or otherwise controlled prior to your arrival.

Other Safety Considerations:

- **Do not enter the home.** Generally, conduct the interview at the door of the home. You may turn down an invitation to enter the dwelling by saying that all you need are a few questions answered concerning the household and its members.
- Have your cell phone programmed with EA's phone number and that of the Go Plan Survey Office (1.250.922.4999)
- Check in regularly (as agreed) with your Enumeration Administrator (EA)
- If possible, arrange for a buddy to accompany you while you conduct interviews
- If possible, arrange a check in with a friend or family member in addition to your EA. Make sure this person knows approximately where you will be working that day, what time you should be expected to check-in by, and what to do if you miss your check-in at the agreed upon time. It is important that you remember to check-in at the agreed upon times if you have set up a check-in system.

Establishing First Contact With The Respondent

In your role as an enumerator for the City of Prince Rupert Go Plan Survey you are a professional and informed representative of the City and it is crucial that your first interaction with respondents be positive. If the respondent has a positive first impression of the enumerator this will greatly impact the outcome of the interview and the quality of the information provided by the respondent. To foster a positive first impression it is important to project a professional yet friendly image.

When you arrive at a household to conduct an interview you should make sure of the following:

- Confirm the address you are about to visit with the sample unit address in your enumeration work package; always make sure you are visiting the correct household.
- Ensure you are dressed in a way that signals you are working; clothes should be clean and free of any messaging that might impact how the respondent feels about the survey.
- Introduce yourself and the survey in a way that is courteous and tactful; if you happen to interrupt a respondent's mealtime apologize and plan a suitable time to return.

Below are some *important points for enumerators to remember when establishing first contact with respondents:*

- When contacting a household, avoid very early or very late calls. Enumerating is a time-intensive job that requires careful time management. Your work hours may have to be adjusted to the times that people are most likely to be home. Enumeration hours will be 8:00 am through 8:00 pm. Enumeration must only be carried out during daylight hours.
- Your visit may occur at inconvenient times, such as lunch or dinner hours. Respectfully acknowledge the inconvenience, remind the respondents of the importance of their contribution to the Go Plan Survey. Enumerators should agree with the respondent on a suitable time for the enumerator to return and complete the questionnaire with the respondent.

Establishing First Contact With The Respondent *continued*

- Your visit may occur at inconvenient times, such as lunch or dinner hours. Respectfully acknowledge the inconvenience, remind the respondents of the importance of their contribution to the Go Plan Survey. Enumerators should agree with the respondent on a suitable time for the enumerator to return and complete the questionnaire with the respondent.
- If the respondent is not available when the enumerator first calls (for example, no one over 18 years old is home) then the enumerator should determine the best time to contact an eligible respondent in the household.
- If unable to contact the respondent, the enumerator should visit on a different day and at a different hour. A door hanger with the appropriate Survey Access Code written on it should be left at households where no contact was made, and perhaps a personal note from the enumerator stating when they plan to return to that location. It may be helpful to speak with neighbors about the best time to find someone at the selected dwelling.
- Signs that a dwelling is likely occupied are: toys on the lawn, lawn mowed, garden hose attached or sprinkler running.
- Signs a dwelling may not be occupied: lawn overgrown, door hanger still present from last visit, no vehicles in driveway.
- It is important that great efforts be made to establish contact with each respondent selected to be part of the sample.

Who is Eligible to Answer the Go Plan Survey Questionnaire?

- Any individual who resides at the identified household and who is over 18 years of age.
- If a child answers the door, ask to speak with an adult.
- Avoid interviewing before a group other than the family unit - point out that replies to survey questions are confidential and that you would like to speak to the person alone.

The Interview Process

Introduction

Introduce yourself and the Go Plan Survey– Your introduction should be brief and friendly.

At the start of an interview it is important that the enumerator establish a good relationship with the respondent. The first impression the enumerator makes greatly influences the interview's outcome. To create the best first impression enumerators should project a professional and friendly attitude. If the respondent feels comfortable with the enumerator they will be more likely to provide complete and accurate answers to the survey questions.

It is important that the introduction be standardized, that is, delivered to each respondent in the same manner. *The introduction should be stated as follows:*

“Hello, my name is _____. Your household has been selected as part of the sample for the City of Prince Rupert Go Plan Survey. The survey is a City of Prince Rupert initiative to measure and improve key indicators of community well being, such as housing, unemployment, and social cohesion. This is a short questionnaire and will take 5 to 10 minutes of your time. All responses remain confidential and will not be used in any way other than the production of anonymous statistics. May I ask someone over 18 years old a few questions?”

The Interview Process

Introduction *continued*

If the respondent would like further clarification of the information in your introduction you can re-iterate the elements of the introduction, stating any or all of the following:

- Your name and your position as an enumerator with the City of Prince Rupert Go Plan Survey
- The purpose of the survey; which is to collect baseline population and housing data for the City of Prince Rupert identifying the regular population as well as the shadow population
- Intended uses of the data obtained from the survey; data will be used to assess current and future community housing and infrastructure needs as well as to establish a baseline dataset from which the future impacts of industrial development can be measured.
- The authority under which the data are collected; Freedom of Information and Protection of Privacy Act
- An assurance of confidentiality and that the data will never be used for any purpose other than the production of anonymous statistics.

Enumerators should be wearing their Go Plan Survey Identification Badge at all times during enumeration and should be willing to answer any questions respondents might have regarding the survey. Some answers to common respondent questions are provided in Appendix B.

Enumerators should project a confident and friendly image and should not seem apologetic or awkward. Unless the respondent communicates otherwise, you should assume it is a good time to conduct the interview to complete the survey questionnaire.

2. Collecting Data Using the Go Plan Survey Questionnaire A Detailed Overview Of The Go Plan Survey Questionnaire

Once you have gone through your introduction and the respondent has agreed to participate in the survey, you are now at the stage in the interview process where you will ask the questions contained in the Go Plan Survey Questionnaire and record the respondent's answers.

Every question within the survey has an underlying objective. It is important that enumerators understand fully all of the questions and the objectives underlying each of the questions.

In the pages that follow, each question in the questionnaire has been presented along with a rationale indicating the objective and other key information pertaining to each question. Enumerators should be very familiar with all of the points relating to each question so they can better explain the question or 'probe' respondents for a useful answer, should a respondent not fully understand a question or the information the question is seeking.

Enumerators should record respondent answers as quickly as possible while making sure they captured the answer completely and accurately. If a response does not seem to meet the objective of the question, there is a possibility that the respondent did not understand the question as it was asked. In these cases the enumerator should re-iterate the question and 'probe' the respondent for a response that will meet the objective underlying the question. Once an interview has been completed and answers to each question have been recorded, the enumerator should thank the respondent for their time and contribution. Upon leaving the household it is a good practice for enumerators to review the answers they have just recorded to make sure they are legible, accurate, complete, and meet the objective of each question.

Question 1:

“To begin, we’re going to need some basic information about all the people (including children and babies) staying or living at this address. Please provide the age and gender for all the people staying (even temporarily) at this address on May 27th, 2015, starting with yourself, for example: 33, Female. Remember, this information is confidential and it will never be used for any reason other than the production of anonymous statistics.”

- The purpose of this first question is to produce our primary statistic of interest: an estimate of the total population of Prince Rupert.
- We’re looking to include anyone who was staying/living at the address (even temporarily) as of May 27th 2015 because this first question is as inclusive as possible.
- We want to be sure to capture people who might be renting a room in a house in addition to the usual occupants of the house. We use a reference day (May 27th, 2015) so we can produce a snapshot in time of the population.
- Reassure the respondent that none of their information will be used in any other way than the production of anonymous statistics.
- It is very important that we get a count of all the people staying at the address including people renting rooms temporarily.
- A major reason for the Go Plan survey is to provide an updated estimate of Prince Rupert’s population because the estimate produced by BC Stats is showing a declining population. The City is experiencing increasing demand on its services and expects that the population in Prince Rupert is actually increasing. This question will help us determine if the population of Prince Rupert is currently increasing or decreasing.

Question 1 *continued*:

- The statistic generated by this question (an estimate of Prince Rupert’s population) can be used to advocate for increased funding from the provincial government. This forms the foundation of the business case for conducting the survey.

Question 2:

“For any of the people you listed, is this address NOT their usual place of residence? (e.g., where they usually live, where their mail goes to, where they stay most nights?).”

- This question helps us identify the number of residents who are in the City, but who have a usual place of residence elsewhere. This would include family members who are visiting from out of town.
- This question gives us the basis for part of our definition of Prince Rupert’s “shadow population”
- The shadow population consists of people working in for at least 30 days in the past year Prince Rupert who have a usual place of residence elsewhere.

Question 2(b):

“(If there are people who are NOT at their usual residence) During the past year, which of people that you listed spent at least 30 days working in the greater City of Prince Rupert area?”

- This question provides the second half of the definition of Prince Rupert’s shadow population. That is to say, Prince Rupert’s shadow population consists of all those people who are documented in Question 1) and identified in Questions 2 and 3.

Questions 3 through 9

The person who answers the door can answer questions 1 and 2, questions 3 through 9 must be answered by a randomly selected member of the household (over 18 years old).

Random Selection Mechanism

We require a randomly selected individual from each household in order to ensure that our sample is representative. The first two questions can be answered by the person who answers the door because they are statements of fact, and they pertain to the household, whereas questions 3 to 9 relate generally to an individual in the household, or are matters of opinion. Studies have shown that the person who answers the door in a household is not random, and that there are some commonalities among people who tend to answer the door. To ensure that we have a random sample of households is a great start, but for the following questions, we need to ensure that we’re speaking to a randomly selected member of the household as well. Refer to Appendix D for information on how the randomly selected individual is determined by enumerators while they are conducting the survey at each sample household.

Question 3

“What is your employment status?”

- 1. Currently employed up to 20 hours per week*
- 2. Currently employed more than 20 hours per week*
- 3. Not employed, seeking work*
- 4. Not employed, not seeking work (Caring for family, ill, disabled, retired, nonworking student)*

- Employment status is included in an effort to identify people who are particularly vulnerable to rent increases or increases in the cost of living that might come with the construction of major projects.
- This question also provides valuable baseline information prior to the announcement of any major projects. An expected impact of nearby major construction is an increase in economic activity, which in turn would produce an increase in the number of available jobs. This question will allow the City of Prince Rupert to estimate the impact on employment should a major project be announced.

Question 4

“Do you rent or own this dwelling?”

1. *Rent*
2. *Own*
3. *Not sure*

- This question is included primarily to identify renters. Homeowners will tend to benefit during an economic boom as housing prices increase and the value of their investment correspondingly increases. Renters, however, will have increasing competition from the shadow population moving into the community and driving up rental prices.
- As vacancies decrease and competition increases, rents can be pushed up quickly. Any new rental construction in an economic boom will reflect the current market price of rent and it will not be kept artificially low by provincial legislation (which regulates how quickly rent can be increased).
- This question directs respondents to a series of additional questions that further identify their vulnerability to rental rate increases.

Question 4(b) (if renting in Q4)

“Are you the only person paying to rent at this dwelling?”

1. *Yes*
2. *No*

- This question allows us to identify if we need to ask for the total household monthly rent for the dwelling - which is more likely an estimate rather than a precise number.
- If they are the only person paying rent, asking what they pay is equal to the total household monthly rent, however, it will tend to be more precise.
- This question will also indicate the proportion of rented dwellings in which occupants are sharing rent.

Question 4(c) (if yes to 4(b))

“How much do you pay monthly to rent this dwelling?”

1. \$ _____
2. *Don't know / Refuse*

- Provides precise estimate of monthly household rent.

Question 4(d) (if no to 4(b))

“How much is the total household monthly rent for this dwelling?”

1. \$
2. *Don't know / Refuse*

- Provides estimate of monthly household rent.

Question 4(e) (if renting in Q4)

“If the monthly household rent was increased, how big an increase would cause you to move? Please pick the smallest amount that would cause you to move:”

1. \$50
2. \$100
3. \$200
4. \$300
5. \$500
6. \$1000 or more
7. *Won't move / Don't know*

- This question estimates the sensitivity of renters to rent increases. This information can be used to estimate the number of people who would be required to move given an X% increase in rent. By combining information from question 4 and 4e, we are able to compute CPR's sensitivity to rental increases allowing us to make statements like, if rental rates increase by 10%, we expect 400 people to have to move (as an example).

Question 4 (e) Rationale *continued*

- This statistic is intended to work with CMHC’s rental market survey, which produces estimates of rental rates in Prince Rupert twice a year. Increases in rent can be combined with information from Q4 and Q4e to produce estimates of the number of people we expect to be displaced due to rent increases.

Question 5

“Do you want or expect to move within the next 12 months (Check one)?”

- *Yes, immediately*
 - *Yes, within 1 week*
 - *Yes, within 1 month*
 - *Yes, within 3 months*
 - *Yes, within 6 months*
 - *Yes, within the next year*
 - *No, I don’t want or expect to move within the next year.*
-
- This question identifies individuals who are in an *unstable* housing situation. That is, they want or expect to move within the next year. This is indicative of their current housing situation being insufficient for their needs, and it points to demand pressures for other types of housing.
 - The possible responses also indicate the urgency of the move, which provides more evidence for the level of demand (higher urgency means higher demand).

Question 5(b) (if yes to Q5)

“Why do you want or expect to move? (Select all that apply)”

1. *Need more room*
2. *Want to change location (be closer to workplace, extended family, different part of town, etc.)*
3. *Can't afford rent increase*
4. *Current unsafe conditions (mould, rodents, conflicts with neighbors, etc.)*
5. *Eviction due to landlord renovations*
6. *Eviction (due to other reasons)*
7. *Other: please specify_____*

Question 5(b) *continued*

- This question is intended to identify the frequency of particular phenomena of concern.
- There are standard reasons for wanting or expecting to move that are not of concern, for example “want to change location”, however there are phenomena related to economic booms that are of concern, for example “Can’t afford rent increases” and “Eviction due to landlord renovations”. Identifying the prevalence of these types of situations allows for the City to plan for mitigation strategies. For example, if “Can’t afford rent increases” is a frequent response, the City could launch a tenant's education program that educates renters on how much their landlord can legally raise their rent.

Question 5(c) (if yes to Q5)

“What type of housing do you want or expect to move to?”

1. *Social (subsidized) housing*
2. *Market rental housing*
3. *Owned housing*
4. *Residential care housing*
5. *Other, please specify _____*

- Q5 identifies the presence of housing demand, Q5c identifies the type of housing demand. This will allow planners to prioritize types of development.

Question 6

“Which of the following have you done in the past 3 months? Please check all that apply:”

1. *Provided unpaid help to others,*
2. *Participated in a cultural event,*
3. *Used public transportation,*
4. *Went to a recreation center,*
5. *Participated in an organized community event,*
6. *Used the public library,*
7. *Visited a public park.*

- This question intends to measure the use of City services and also aspects related to social cohesion (provide unpaid help to others, participated in a cultural event).
- This will provide baseline data for from which the City can compare the future use of facilities and social cohesion.

Question 7

“How would you describe your sense of belonging to your local community?”

1. *Would you say it is:*
2. *Very strong*
3. *Somewhat strong*
4. *Somewhat weak*
5. *Very weak*
6. *Don't know/no opinion*

- This is a measure of social cohesion that provides a baseline for the City to allow comparisons should a major project go ahead.

Question 8

“Including yourself, how many members of your family live at your address?”

- This question is required because the LICO, the measure of low income status that is employed by Statistics Canada, and in our survey is based on the number of family members. The household size is different from the number of family members.
- See Definitions for explanation of the term ‘Family’

Question 9

“Thinking about the total family income for last year, combining all incomes from everyone in your family living at this address, was it under or over \$ _____ before taxes?”

- This question identifies the proportion of respondents whose families are below the Low Income Cut Off (The ‘cut off’ differs depending on number of people in the family)
- The number that goes in the ‘blank’ is taken from the respondents answer to Question 8, see page 4 of the Questionnaire
- This will provide baseline information related to the impact of major projects. Will fewer people be below the LICO if there are major investments in the region? This question will provide an answer in future iterations of the Go Plan Survey.
- This statistics will inform an estimate of the level of demand for social services designed to help people below the low income cut off.

Question 10

“For quality control purposes, we might want to get back in touch with you for a quick follow up. May we contact you via:”

1. Phone (ask respondent to provide phone number)
 2. Email (ask respondent to provide email address)
- This question is included for quality assurance. A random selection of respondents will be contacted to confirm their responses. This will ensure that enumerators did a good job of collecting the data.

3. Concluding the Interview

Once all of the questions have been asked and answered and responses have been recorded and checked to make sure they meet the objectives underlying the survey questions, the interview is complete. Enumerators should thank respondents sincerely for their time and contribution to the Go Plan Survey. If respondents would like more information about the Go Plan Survey or would like to follow up for some reason, enumerators can leave them with a door hanger or a copy of the letter sent out to respondents and also can refer them to the Go Plan Survey office at 290 302 2nd Ave West Prince Rupert or 250.624.1399.

Call-Backs

If you are unable to enumerate a dwelling, you must return a reasonable number of times (~3) until you speak with a person both eligible and capable of answering the Go Plan Survey questions, remember if there is more than one person over 18 living at the household, you will have to select a random person over 18 to answer Questions 3 through 9. .

- If no one answers the door, write the Survey Access Code for that dwelling on a door hanger, place the door hanger on the door knob and return another day (try a different time of day).
- If someone answers the door but you can't find an eligible person with whom to speak, arrange a time that you may return when an eligible person is available.

You must make a minimum of three (3) attempts to contact the person, using different times of day.

Call-Backs *continued*

After the 3rd call back, see whether you can enlist the help of a neighbor to help you. The neighbor may be able to tell you when you would be most likely to find someone at the household.

Otherwise, the sample household in question is categorized as **Non-contact** (dwelling is occupied, enumerator cannot find an eligible person capable of answering the census questions.)

Door Hangers

Before you leave a door hanger, you will need to add the household's Survey Access Code to the door hanger. The Survey Access Code is a unique 5 or 6 character alphanumeric identifier connecting the address to a response in the Go Plan Survey database.

Each address in the Enumeration Field Package will have an associated Survey Access Code. Write the Survey Access Code associated with the household you wish to leave a door hanger at on the door hanger. Please ensure you use all CAPITOL letters and make sure your printing is clear and legible.

Appendix A: Definitions

Below are some definitions to terms related to the Go Plan Survey.

Sample

A sample is used instead of a census, where each household in the community would be surveyed, because it saves time, effort, and money. Very accurate results are still possible with a sample so long as we ensure the sample is random and representative of the population.

Who to count

Count:

- Everyone, including babies, who live, sleep, and/or work in this dwelling or location most of the time, including those who are absent who intend to return.
- Anyone living away at college or university temporarily who plans to return to this residence.
- Anyone in a public care facility, jail, prison, detention facility, etc., on May 27th, 2015, if they have been there for less than six months.
- Anyone without a permanent (usual) home address. Otherwise she/he may be omitted in the Census.

Appendix A: Definitions *continued*

Who to count? continued

Do Not Count:

- Any students who are living temporarily at your home who have a permanent home elsewhere.
- Anyone living away in the armed forces.
- Anyone in a public care facility, jail, prison, detention facility, etc., on May 27th, 2015, if they have been there for more than six months. (Please leave these people off the form; though they may return to join the household later)

Why random?

We required a randomly selected individual because questions 3 through 9 rely on an individual's personal opinions and facts related to that individual. Our sample would not be random if we conducted the interview with only people who answered the door. This will ensure that our sample is random and we can use inference to make statements about the population as a whole.

Family

Refers to a married couple (with or without children), a common-law couple (with or without children) or a lone parent family.

Appendix A: Definitions *continued*

Employment

(a) Did any work at all at a job or business, that is, paid work in the context of an employer-employee relationship, or self-employment. It also includes persons who did unpaid family work, which is defined as unpaid work contributing directly to the operation of a farm, business or professional practice owned and operated by a related member of the same household;

(b) Had a job but were not at work due to factors such as their own illness or disability, personal or family responsibilities, vacation or a labour dispute. This category excludes persons not at work because they were on layoff or between casual jobs, and those who did not then have a job (even if they had a job to start at a future date).

Appendix B: Responses to Common Respondent Concerns

Common Respondent Concern:

- Why was my household chosen to respond to the Go Plan Survey?

Appropriate Enumerator Response:

- The Go Plan Survey uses a random sample survey model where random households within the City of Prince Rupert were selected to respond to the survey.

The other type of survey model is a census, where every household in the City would be required to respond to the survey. By using the random sample approach, the City is able to reduce the costs associated with collecting information because they don't have to get responses from every household. The data collected using the random sample model will be representative of the City's population as a whole because respondents have been selected at random.

Common Respondent Concern:

- Who is going to see my data? How will you use my answers?

Appropriate Enumerator Response:

- All information collected as part of the Go Plan Survey is highly confidential. Your answers will be aggregated with others and will never be used for any purpose other than the production of anonymous statistics. Your answers will be seen by myself, the enumerator, and by the survey data analyst.

Appendix B: Responses to Common Respondent Concerns

Common Respondent Concern:

- I do not have time right now.

Appropriate Enumerator Response:

- The questionnaire consists of 10 short questions and should take between 5 and 10 minutes of your time to complete. Your responses to the Go Plan Survey questions are very important. [Consider re-iterating the intended uses of the data].

If the respondent maintains that they do not have time to answer the questionnaire right then, enumerators should politely arrange for a time to return that will work for the respondent.

Common Respondent Concern:

- A respondent may question your credentials and may wish to confirm you are a legitimate representative of the Go Plan Survey

Appropriate Enumerator Response:

- Ensure you are wearing your identification badge at all times
- Always approach respondents in a professional and courteous manner
- Have door hangers and other official Go Plan Survey documents on hand to offer respondents in order to verify your legitimacy as a member of the Go Plan Survey Team

Appendix B: Responses to Common Respondent Concerns *continued*

Common Respondent Concern:

- A respondent may be concerned about his or her name being attached to the data they provide

Appropriate Enumerator Response:

- Ensure the respondent that you will not be asking them for their name or recording any identifying information about them. Reiterate that the answers they provide will be aggregated and will only be used for the production of anonymous statistics that will help the City of Prince Rupert preserve affordable housing options and measure impacts to the community from industrial development.

Remember to mention confidentiality, the purpose of the survey and the intended uses of the data in your introduction to all respondents

Appendix C: Unusual Situations

Use the Introductory letter and badge to confirm your credentials and answer any questions they respondent may have. Remember, the Go Plan Survey Office and your EA are there to help if you have any questions.

1. Refusal to give information:

If a respondent is reluctant to give information, show them your badge, which identifies you as an official Go Plan Survey enumerator. Assure the respondent of the confidentiality of individual responses and emphasize the community advantage resulting from accurate information gathered from this survey. Remind them that it will not take long.

Alternatives:

1. If the respondent is more comfortable reporting directly to the Enumeration Administrator, offer the appropriate information;
2. Inform the respondent of online options (give them their Survey Access Code, if this is their desired course of action)
3. Try to obtain at least a population count of the household. (A response to Question 1).

If the person still refuses,

- Thank the person for their time and politely leave,
- Record as a “Refusal”
- Make a note about the circumstances of the refusal and refer the refusal to your Enumeration Administrator. *All refusals must be referred to your EA at the end of each work day, EAs will take the next steps regarding respondents who refuse to participate.*

Appendix C: Unusual Situations *continued*

2. “I already responded online”

If a respondent tells you they have already responded online there is a chance that they have completed the survey online in full and that no further action is required. There is also a chance that for some reason the online response did not go through (for example the respondent may have failed to hit the ‘submit’ button at the end of the online questionnaire). Ask the respondent if it would be ok for you to ask them the questions again and record their answers.

If the respondent declines to have you ask them the questions make notes of the circumstance and refer this sample household with all the applicable information to your EA.

3. Language Barriers and Hearing Impairment

In situations where the enumerator and the respondent are unable to communicate due to language barriers it is suitable for an individual (regardless of their age or if they reside in the household) to act as a translator for the respondent, with the permission of the respondent.

Enumerators should encourage respondents who are hearing impaired to complete the Go Plan Survey questionnaire using written communication or direct them to the website and provide them with their Survey Access Code so they can submit their responses electronically. The importance of the individual’s response to the questionnaire should be reinforced.

If no translator is available or the enumerator and the respondent are otherwise unable to communicate at the time of the enumerator visit, the enumerator should make notes of the circumstance and relay the information to their EA at the end of the workday.

Appendix C: Unusual Situations *continued*

4. Boarders and Lodgers

Please include in your count anyone who boards or lodges in the household if this is not their usual residence. Someone who boards in Prince Rupert but lives in elsewhere during their work shift should be accounted for if they slept in the household in question on May 27 2015.

5. Nannies and other Employees

Nannies, housekeepers, laborers, or other employees are to be counted as members of their employer's household only if they sleep on the premises.

Appendix D: How to identify the ‘Randomly Selected Individual’ for Survey Questions 3 through 9

The person who answers the door can answer Questions 1 and 2, Questions 3 through 9 must be answered by a randomly selected member of the household (over 18 years old).

Random Selection Mechanism

We require a randomly selected individual from each household in order to ensure that our sample is representative. The first two questions can be answered by the person who answers the door because they are statements of fact, and they pertain to the household, whereas Questions 3 to 9 relate generally to an individual in the household, or are matters of opinion. Studies have shown that the person who answers the door in a household is not random, and that there are some commonalities among people who tend to answer the door. To ensure that we have a random sample of households is a great start, but for Questions 3 to 9, we need to ensure that we are speaking to a randomly selected member within the household.

The enumerator will identify the Randomly Selected Individual after the respondent who answers the door has provided answers to Questions 1 and 2.

Appendix D: How to identify the ‘Randomly Selected Individual’ for Survey Questions 3 through 9 *continued*

How to identify the Randomly Selected Individual in each household:

Count the number of people 18 years of age or older in the household. If this number is 1, then this is the individual who will answer Questions 3 through 9.

If there is more than one person over 18 years old residing in the household, the enumerator must refer to the list of households in their Enumeration Field Package. Every sample household has been assigned a row of random numbers, this row of random numbers is found in the same row as the household address and Survey Access Code in the spreadsheet within the Enumeration Field Package. There is a row above the row of random numbers, this ‘top’ row corresponds to the number of people 18 years or older in the household. Once the total number of people over 18 has been recorded, the enumerator will look to the row of random numbers assigned to this household. Within the row of random numbers for the household, the enumerator will choose the column where the ‘top’ row corresponds with the number of household members over 18 years.

The numbers in the ‘bottom’ row are random numbers. Each ‘top’ row entry (number of people over 18 years) has a corresponding random number in the row below it. Enumerators look to the ‘top’ row and find the column that indicates the number of people over 18 in the household (provided by the person who answered the door), the next step is to look in the ‘bottom’ row to see which random number is associated with the number of people over 18 in the household. The random number identified in the ‘bottom’ row will correspond to the Randomly Selected Individual who will answer Questions 3 to 9.

Appendix D: How to identify the ‘Randomly Selected Individual’ for Survey Questions 3 through 9 *continued*

Note* There is no column for 1 person 18 years of age or older. In sample households where there is only one person 18 years or older this individual automatically becomes the Randomly Selected Individual and therefor can answer Questions 3 through 9.

EXAMPLE: Suppose that you are surveying a household of 5 individuals. The respondent lists them in this order:

Male, 46
Female, 45
Male, 15
Female, 19
Male, 14

There are 3 individuals in this household 18 years of age or older. The row of random numbers for this household is as follows:

Number of individuals 18 years of age or older						
R2	R3	R4	R5	R6	R7	R8
1	3	4	5	6	6	5

The random number corresponding to the number of people over 18 years in the household is **3** in this example; so the third individual 18 years of age or older (the 19-year-old female) is the Randomly Selected Individual who will answer Questions 3 through 9.

Appendix D: How to identify the ‘Randomly Selected Individual’ for Survey Questions 3 through 9 *continued*

If the Randomly Selected Individual in the household cannot be contacted at the time of the first visit answers to questions 3 through 9 should be obtained from the person who answered the door.

It is crucial that enumerators make note of whether the Randomly Selected Individual answered Questions 3 through 9 or if the person who answered the door provided responses to Questions 3 through 9. This is done by marking an X in the appropriate place on Page 2 of the questionnaire.

Generally, two call-back attempts should be made to contact the Randomly Selected Individual.

Enumerators should make sure they are very familiar with the process of identifying the Randomly Selected Individual prior to the start of enumeration.

Appendix E: Enumerator Field Checklist

Enumerators must make sure they have all of the following items prior to visiting sample households:

- Enumeration field map and a planned route to cover the area
- List of sample households and their associated Survey Access Codes
- Go Plan Survey Enumerator identification badge
- Clipboard
- Paper questionnaire forms
- A few copies of the survey introduction letter that was mailed to respondents
- Pens/pencils
- Door hangers
- Cell phone (if you have one)
- Appropriate clothing (clean and without messaging or branding that may influence the way respondents feel about the survey)