

CHI Community Survey Methodology

Survey Selection Process 2009

- Contact Goodhue County Tax office (Peggy Sorenson) and request resident listing for the particular communities that are included in the survey radius. (Red Wing, Cannon Falls, Goodhue, Zumbrota, Kenyon and Wanamingo). Format needs to be compatible with Excel.
- **Open data in Excel:**
 - Sort data range by town
 - Remove Duplicates
 - Remove additional locations that do not pertain to community
 - Remove all companies (Search Criteria: LLC, Co-Op, Corp., Enterprise, Assoc, church)
 - Select every 10th entry to be included in mailing. Ensure that that selection criterion includes at least 10% of the community's current population. Population is based on July 2008 statistics from City-Data.com site.
 - Note: Our target is to receive at least 2% of population response.

Community Name	Population Estimate (Includes Children)	Targeted Response (2%)	# of Entries Eligible for Selection	# of Random Entries Selected
Zumbrota	3,074	61	1887 = Records in Initial File 1035 = After Data Scrub	104 (107)
Red Wing	15,687	314	8229 = Records in Initial File 4969 = After Data Scrub	360 (549) 561 Selection
Cannon Falls	4,034	81	2167 = Records in Initial File 1255 = After Data Scrub	128 (142) 162 Selection
Goodhue	989	20	565 = Records in Initial File 352 = After Data Scrub	36 (35)
Kenyon	1,680	33	1078 = Records in Initial File 575 = After Data Scrub	58 (58)
Wanamingo	1,044	20	793 = Records in Initial File 329 = After Data Scrub	36 (36)

Total Postcards sent: 957

- Import Selection data into Access table
- Create label layout for each town and save
- Email access file with saved label formats to Joanne
- Joanne will work with staff to Print labels
- For tracking the on-line responses, we can proceed in two ways.
 - Print 2 sets of labels initially and then pull labels from the second set as the on-line responses are received. Or,
 - As the on-line responses are received, Stacy can go in and remove them from the table within the database. Once we are ready to print and distribute the paper surveys, at that time we can print the final set. This would be the recommended route.