

# COMMUNITY SURVEY, 2010

The CTSIP Community Survey was originally designed in 2000 to measure six indicators for which no adequate public data were available. We now rely on our biennial Community Survey for eight of our indicators' primary measures, and as secondary measures for another five. An extensive amount of survey data is not published in the Data Reports, but used to inform other projects. These data are sourced as "CTSIP Community Survey."

The CTSIP Community Survey has been fielded in 2000, 2001, 2002, 2003, 2004, 2006, 2008 and 2010. The CTSIP will endeavor to field the survey again in 2012.

## Methodology

The 2010 sample was designed with quotas by county (below) and for African American, Hispanic, and young adult (less than 24 years of age) respondents. The survey was conducted between December 2010 and February 2011 to respondents 18 years or older. Each year approximately 3% are conducted in Spanish; an additional 1% of households contacted can not be interviewed because of non-Spanish and English language barriers.

Findings for individual counties in the Data Report are based on the total completed interviews within the county. Findings reported for the six-county region are based on the total number of completed interviews in all six counties.

<b>County</b>	<b>Quota</b>	<b>Error at 95% Confidence</b>
Bastrop	315	±5.5%
Burnet	315	±5.5%
Caldwell	315	±5.5%
Hays	315	±5.5%
Travis	817	±3.4%
Williamson	315	±5.5%
Region	2,395	±2.6%

While the survey is quite long, less than 6% of respondents refuse outright or terminate mid-interview. The much larger future design issue is responding to the growing number of "no answer" (47% of dials in 2010) and decrease in home land phone lines in favor of cell phones.

## Partnering

From time to time the CTSIP adds new questions and modules to the Community Survey. This consideration is based on improving the quality of an indicator as well as the survey needs of a community partner. Please contact us for more information.

## Questions

The original survey in 2000 consisted of 21 questions on seven topics, including demographics. Marie Crane and Associates designed the original survey, as well as the 2001 addition of a module on Workforce Training.

In 2004 we added modules on Child Care, Civic Engagement, Health Status and Health Insurance, and Reactions to Race/Ethnicity. The new modules on Health and Race were modeled on questions created by the U.S. Center for Disease Control.

In 2006, we added Worry about Crime, Sustainability, and Land Use/Growth. Questions on Land Use, Sustainability and new questions added to previous modules were designed with the help of Opinion Analysts, Inc.

In 2008 we expanded our Commuting module to capture questions historically fielded in a CAMPO survey. We created new modules for Water awareness and Climate Change. Of greatest significance was adding Burnet County to the sample.

In 2010 we added questions related to social equity and local business.

<b>Modules</b>	<b>Questions</b>
Arts Participation	10
Philanthropy/Volunteerism (w/ ILHIGH)	8
Neighborliness	1
Civic Engagement	6
Child Care	14
Sustainability	8
Commuting (w/ CAMPO)	38
Air Quality	6
Worry About Crime	9
Workforce and Education	16
English Proficiency	3
Land Use/Growth	8
Health Status and Access (w/ Central Health)	15
Reactions to Race/Ethnicity	9
Water Awareness	6
Climate Change	9
Demographics	17
Social Equity	3
Local Business	5

The full survey instrument is available on request. The survey has been implemented since 2004 by Customer Research International, based in San Marcos, Texas.