



April 6, 2012

Brandi Braun  
Assistant City Administrator  
Office of the Mayor  
City of Gahanna  
200 S. Hamilton Road  
Gahanna, OH 43230

Dear Brandi,

The following will serve as a letter of agreement specifying survey services by CJI Research Corporation (CJI) to the City of Gahanna (The City).

CJI will conduct a scientifically valid telephone survey of Gahanna adult residents living in households listed on lists of registered voters and able to be matched to a household telephone number, and sampled according to the methods and procedures specified below. The number of interviews, however, will be 400. The average length of the survey instrument will not exceed 15 minutes. The specific questions to be asked are to be largely those that were asked in the surveys of 2008 and 2010, but with updates and new questions determined in discussions between CJI and representatives of The City of Gahanna. The sample will be drawn from a voter list matched to telephone numbers.

When the survey has been completed, a thorough report will be prepared and a draft submitted for review. Upon revision and approval of a final draft, an executive summary will be prepared. Five bound color copies of the report will be provided, one unbound original. An electronic copy will also be provided. Based on the charts in the report, a Power Point presentation will be prepared and I will address the City Council on one occasion, and, if desired, staff of the several interested departments on one other occasion.

Archival service is included. This service includes storage of the survey data files and production of whatever additional analysis may be needed to explore new situations for a period of two years.

The charges will depend on the options selected. They are described below:

The choices are:

- A. Survey by telephone of 400 persons registered to vote in Gahanna. This would utilize a matching process to identify landline telephones in registered voter households and would exclude almost all persons who use cell phone only and many who use cell phone mostly.
- B. Survey by telephone of 300 persons matched to landline telephones in registered voter households plus survey of 100 respondents registered to vote but who cannot be matched to a residential telephone number and thus are likely to be cell-only householders. This 200 will be surveyed by U.S. mail invitation to complete survey online or via toll-free number. This method would include cell only/cell mostly users, and thus reach more of the younger registrants. This is called a "mixed mode" survey sampling technique and is among current "best practices" in the opinion industry.

Discussion:

Voter lists do not include telephone numbers or email addresses. Voter lists must be matched to telephone numbers using proprietary databases. Such databases capture only landline numbers, not cell phone numbers. Thus option A reaches only households that still use landlines. These households tend to include older persons. Younger persons (35 or younger) increasingly are cell-phone only users. Franklin county as a whole is now approximately 25% cell-only (not including cell-mostly) households. If we were to include those households that have a landline phone only for occasional use or to anchor a security system, the total would be more than 30%, but is not known precisely. Although many polling organizations continue to use it, method A has become more and more obsolescent. 2010 was about the final year in which method A was truly viable.

The methodologically preferable option is B because it helps correct for the age bias inherent in the sampling process. If the registered voter survey is repeated in 2014 and later, it will be *essential, not optional* to use method B because the diffusion of cell-only use is so rapid that a landline survey will be unviable.

It would be preferable to begin now, while cell-only penetration is "only" about 25% with the gradual process of adapting to the emerging situation in which only a minority of households will have a landline. This means using method B, though it is somewhat more costly and time-consuming. To wait longer (e.g., 2014) would be to risk observing a major rather than a small change in results due only to a change of method and not to real change in the opinions of residents. The reason that the contrast in results over time would grow is that the percentage of cell only households is growing, and landlines diminishing. If that were true across all age and demographic groups, it would not represent as much of a problem as it does (though it would still be a problem). But the landline is being retained primarily by older persons. Cell-only is embraced by the young, the mobile, and by minority and low income persons. Conversely, the longer method A were to continue to be used as time goes on, the question would arise to what extent change in answers to survey questions from survey to survey resulted from the increasing level to which cell-only/cell-mostly registrants

were excluded, and the sample was de facto becoming older and older rather than from real change in opinion.

#### Timeline

The timeline is shown below. The timeline can vary somewhat depending on the time required for questionnaire and draft report reviews and on whether for the survey Option A or Option B is selected..

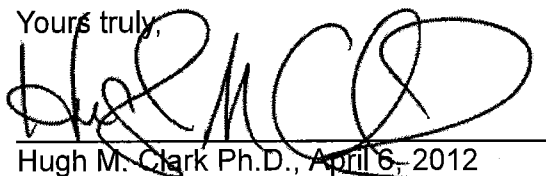
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|----|---|--------------|
| 1. | Kick-off meeting with client<br>Discuss final objectives and project plan.  | Week 1       |
| 2. | Prepare draft questionnaire   | Week 2       |
| 3. | Revise questionnaire based on client comments and internal peer review and pre-test survey instrument                                 | Week 3       |
| 4. | Finalize survey and prepare CATI interviewing program<br>Prepare sample   | Week 3       |
| 5. | Conduct interviews<br>(If Option B is selected, the mailing process will extend this period and subsequent target dates by two weeks) | Weeks 4 - 5* |
| 6. | Data analysis and report preparation  | Weeks 6 - 8  |
| 7. | Submit initial draft report   | Week 8       |
| 8. | Submit final report   | Week 12      |

#### Costs

- Survey options A & B. Either A or B, not both
  - Option A     \$19,898
  - Option B     \$22,999

Please review this letter and review the proposal referenced in it. If you and other appropriate authorities in the City of Gahanna are in agreement with these terms, please print and have the appropriate authority sign two copies, retain one and return the other to me.

Yours truly,



Hugh M. Clark Ph.D., April 6, 2012  
President  
CJI Research Corporation

\_\_\_\_\_  
For The City of Gahanna (Signature)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date