

The Image of the 4-H Youth Development Program  
and Rutgers Cooperative Extension of Somerset County, NJ  
A study of public awareness and perceptions

Telephone Survey, June 1989

**WHAT THE RESPONDENT MIGHT LIKE TO KNOW  
About This Study**

ABOUT THE SURVEY ...

WHO IS SPONSORING (PAYING FOR) THE SURVEY?

It is sponsored Rutgers University. And, it is being paid for jointly by state and federal funds allotted to it.

WHAT IS THE PURPOSE OF THIS SURVEY?

The well-being of our youth is an important issue today. This study is looking at what people already know about selected youth organizations in our county. By knowing what people do and do not know about existing opportunities for our young people, improvements can be made.

WHO IS THE PERSON RESPONSIBLE FOR THE SURVEY? MAY I TALK TO HIM/HER?

The person is Dr. Keith Diem , a member of the Rutgers University faculty. I am sure he would be happy to talk with you. I can have him call you, or if you like you can call him. His office telephone number is 526-6644.

ABOUT THE RESPONDENT'S ROLE IN THE SURVEY ...

HOW DID YOU GET MY NAME (TELEPHONE NUMBER)?

Everyone's number was drawn from the current telephone directories in use throughout Somerset County. The method we use means that every telephone number has an equal chance of being drawn, and it is strictly by chance that your's is one of them.

HOW CAN I BE SURE THIS IS AUTHENTIC?

I would be glad to give you my telephone number here and you may call me back.

(If that isn't acceptable) I can give you my supervisor's number and you can call him/her collect. That number is 526-6644.

WHY DO YOU NEED TO KNOW HOW MANY PEOPLE LIVE HERE?

Different households have different numbers of people living in them. And if our survey is to be truly representative of all the people in the county then in some households I need to talk to a man and in others a woman. When more than two adults live in a household I need to talk to the oldest one in some and the youngest

in others. So to find out who I need to talk to I first have to know how many adults live in your household and how many of them are men.

#### WHY DON'T YOU INTERVIEW MY (HUSBAND/WIFE/SON/DAUGHTER,ETC.)?

We can't do that because it's one of the things that keeps our surveys from being representative of the entire county. If we didn't follow this selection procedure all of the time we would probably end up with too many men, or on the other hand too many women, of certain ages.

#### IS THIS CONFIDENTIAL?

Yes, most definitely! After the interview is completed the answers are summarized without using any names. Then the questionnaires are thrown away. All information we release is in the form of a certain percent "yes" and a certain percent said "no." In this way, no individual response can ever be identified.

Also, the matter of confidentiality is terribly important to the success of our University, because we do a lot of surveys. Thus, we are very careful to protect people's anonymity.

#### CAN I GET A COPY OF THE RESULTS?

Yes, we would be glad to send it to you, if you will give me your current address. We hope to have the results ready in about three months.

### POSSIBLE ANSWERS TO REASONS FOR REFUSALS

#### REASONS FOR REFUSING

#### .....AND POSSIBLE RESPONSES

##### TOO BUSY

This should only take a few minutes. Sorry to have caught you at a bad time, I would be happy to call back. When would be a good time for me to call in the next day or two?

##### BAD HEALTH

I'm sorry to hear that. Have you been sick long? I would be happy to call back in a day or two. Would that be okay?

(IF LENGTHY OR SERIOUS ILLNESS, substitute another member of household.

IF THAT ISN'T POSSIBLE, excuse yourself and indicate they will not be called again.

##### TOO OLD

Older people's opinions are just as important in this particular survey as anyone else's. In order for the results to be representative for all residents of the state, we have to be sure that older people have as much chance to give their opinion as anyone else does. We really do want your opinion.

FEEL INADEQUATE: DON'T  
KNOW ENOUGH TO ANSWER

The questions are not at all difficult. They mostly concern what you're aware of in your community rather than how much you know about certain things. Some of the people we have already interviewed had the same concern you have, but once we got started they didn't have any difficulty answering the questions. Maybe I could read just a few questions to you and you can see what they are like.

NOT INTERESTED

Its awfully important that we get the opinions of everyone in the sample otherwise the results won't be very useful. So, I'd really like to talk with you.

NO ONE ELSE'S BUSINESS  
WHAT I THINK

I can certainly understand, that's why all of our interviews are confidential. Protecting people's privacy is one of our major concerns and to do it people's names are separated from the answers just as soon as the interview is over. And, all the results are released in a way that no single individual can ever be identified.

OBJECTS TO SURVEYS

We think this particular survey is very important because the questions are ones that people in our county want to know answers to, so we would really like to have your opinion too.

OBJECTS TO TELEPHONE  
SURVEYS

We have just recently started doing our surveys by telephone, because this way is so much faster and it costs a lot less, especially when there aren't very many questions like in this survey. This is very different than telephone *sales*.

K. Diem, 5/31/89.