



Date: 10/4/2017

To: Town of North Hampton  
Economic Development Committee

From: Zachary Azem  
Andrew Smith  
UNH Survey Center

Re: North Hampton Economic Development Survey

The cost estimates for conducting a mail survey of North Hampton residents regarding economic development in the town is provided below based on a variety of assumptions.

Please let me know if you have any questions about this estimate and how we can proceed.

## Deliverables

- A clean dataset of completed interviews in Excel or SPSS,
- A report which includes an executive summary, charts and detailed tabular results,
- Press release(s) and/or public presentation of findings by Andrew E. Smith upon request.

## Mail Survey Assumptions

- Questionnaire developed in collaboration between UNH Survey Center and North Hampton Economic Development Committee;
- a survey packet will be printed, prepared and mailed to all 2,386 households and PO Boxes in North Hampton;
- the packet will be a "self-mailer" consisting of four sides, with three sides dedicated for questions and the remaining side used for both outgoing and return postage;
- there is no cap on the amount of questions (closed-ended, open-ended or demographic) in the survey, aside from being able to fit on the three pages provided;
- extra surveys will be sent to the town for those who have more than one adult in their household who would like to take the survey; and
- a reminder postcard could be sent to all households to encourage participation;
- assumes a 20% response rate (without postcard) or 25% (with postcard).

## Web Survey Assumptions

- A web version of the survey could be included in an effort to increase response rate (assumes a 30% response rate);
- Mail survey would be programmed into a Qualtrics web survey by UNH Survey Center;
- The link to the web survey would be included on the reminder postcard.

## Potential Survey Timeline

### Questionnaire Design Process (6-12 Weeks)

- Questionnaire developed collaboratively by the Town of North Hampton Economic Development Committee and the University of New Hampshire Survey Center.
- This process will begin with a discussion of the topics and issues the committee would like included on the survey and the Survey Center synthesizing this information to create "survey questions."
- It should be expected that we will go through many iterations of the questionnaire before settling on a final draft.

### Preparing the Survey (1-2 Weeks)

- Finalized questionnaire will be sent to UNH Printing and Mailing Services for production.
- UNH Survey Center will make arrangements with the Post Office in North Hampton to get a survey in every mailbox and post office box in town.
- It is recommended that the town have some sort of pre-notification and/or advertising of the survey as this will boost response rate.

### Fielding the Survey (4-5 Weeks)

- Surveys will be sent out to all North Hampton households and PO Boxes.
- Households who have more than one adult in their household who wishes to complete the survey can receive an additional survey by picking one up at a designated town location or contacting the UNH Survey Center (or doing online version if available).
- A reminder postcard can be sent to all households and PO Boxes 7-10 days after the survey is sent out to encourage participation.

### Data Entry/Data Analysis/Report Writing (2-3 Weeks)

- Data will be entered into the Survey Center's CATI system by professional interviewers. Double entry will be conducted to ensure data quality and accuracy.
- The main body of the report will be constructed with the following sections: an executive summary, a key findings section, a demographic breakdown, and figures and charts for each question.
- The report will also have the following appendices: a technical report, detailed tabular results (each question is broken down by selected demographic groups), raw open-ended responses, and the survey instrument.

### Presentation of Findings

- A report will be sent to the committee when completed.
- A press release and/or presentation of findings with the UNH Survey Center can be requested.

	Self-Mailer Only (20% RR, N≈500)	With Postcard (25% RR, N≈600)	With Postcard and Web Component (30% RR, N≈700)
<b>Questionnaire, Sample Design:</b>	<b>\$685.00</b>	<b>\$685.00</b>	<b>\$685.00</b>
<b>Programming:</b>	<b>\$195.00</b>	<b>\$195.00</b>	<b>\$390.00</b>
<b>Data Entry Staff:</b>	<b>\$700.00</b>	<b>\$840.00</b>	<b>\$840.00</b>
<b>Analysis / Report preparation:</b>	<b>\$1,170.00</b>	<b>\$1,235.00</b>	<b>\$1,365.00</b>
<b>Project management:</b>	<b>\$600.00</b>	<b>\$600.00</b>	<b>\$750.00</b>
<b>Postage:</b>	<b>\$808.85</b>	<b>\$1,689.29</b>	<b>\$1,689.29</b>
<b>Printing:</b>	<b>\$954.40</b>	<b>\$1,097.56</b>	<b>\$1,097.56</b>
<b>SUBTOTAL:</b>	<b>\$5,113.25</b>	<b>\$6,341.85</b>	<b>\$6,816.85</b>
<b>F&amp;A (25%):</b>	<b>\$1,278.31</b>	<b>\$1,585.46</b>	<b>\$1,704.21</b>
<b>TOTAL PROJECT COST</b>	<b>\$6,391.56</b>	<b>\$7,927.31</b>	<b>\$8,521.06</b>
<b>Cost per completed interview</b>	<b>\$13.40</b>	<b>\$13.28</b>	<b>\$11.90</b>