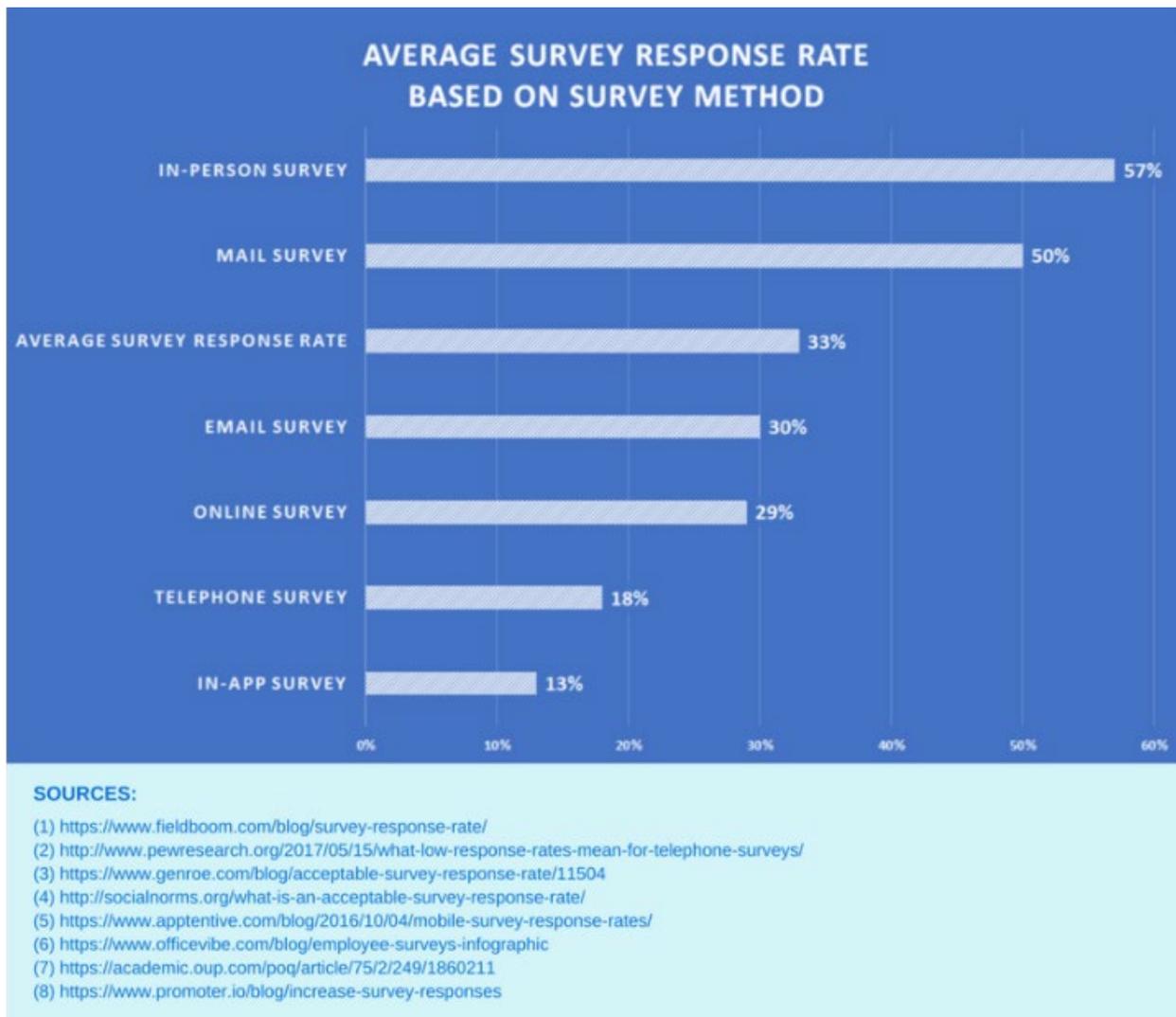


## CDBG Income Surveying Considerations

The response rate will differ depending on the method of survey being conducted. The chart below shows the general response rates for each survey method. Anticipated response rate should be considered when determining which method will be used.



## Best Practices

- Combining different survey methods to best reach a resident.
- Attempting to contact a resident at least 3 times before moving on to an alternate.
- Attempting to conduct surveys at different times of day.
- Using a script for consistency and to avoid introducing survey bias.
- Properly training persons who are assisting in the survey collection.
- Set a clear and reasonable deadline for mail surveys.

### **Bad Practices (May Result in Ineligibility)**

- Surveying at only on time of day. If residents are only surveyed between 10am – 2pm during the week, the results will likely be skewed toward more low-income residents, as income earners are working.
- Not collecting all the surveys distributed. If 300 surveys are needed for an adequate sample and 500 forms are mailed out, you cannot stop accepting survey returned once the 300-survey threshold is met. Instead make sure that all surveys are accepted that are returned by a set deadline.
- Surveying residents as they come in to pay a utility bill. While this may seem random, it is not. Not everyone pays their utility bills in person. Even if online payment is not an option, residents may use a drop box or mail in payment. Additionally, asking someone who comes in to make a payment to fill out an income survey may lead to uncomfortableness and bias in the answers. This method is not allowed.
- The surveyor provides too much information, introducing bias and producing unreliable results. Under no circumstances should a survey explicitly or implicitly indicate that low household incomes benefit the application. For instance, a surveyor should never say *“Will you please fill out this income survey? We are looking for low-income households to help us with this CDBG application.”*
- Attempting to survey a resident only one time before moving on. Try and least 3 times, possibly using different methods and at different times of the day.