

2016 MINNESOTA STATE SURVEY

conducted by MINNESOTA CENTER FOR SURVEY RESEARCH
Office of Measurement Services
University of Minnesota

- * **DATA COLLECTION METHOD:** Telephone interview
Quality control (training, supervision, monitoring, editing)

- * **AVERAGE INTERVIEW LENGTH:** 15 to 20 minutes

- * **POPULATION:** Residents of Minnesota, 18 and older

- * **DUAL FRAME SAMPLE:** 800 completed interviews (60% landline, 40% cell-only)
480 completed using random digit landline sample and interviewing
a randomly selected adult within each household
320 completed using cell-only sample
screen out under 18 cell phone users
screen out non-Minnesota residents
screen out adults with a landline

- * **PROJECTED RESPONSE RATE:** 20% - 25% for landline sample
10% - 15% for cell-only sample

- * **PROJECTED COOPERATION RATE:** 40% - 45% for landline sample
25% - 30% for cell-only sample

- * **SAMPLING ERROR:** +/- 3.5% for the state
95% confidence level

- * **COST:** Average cost per question - see next page for samples

- * **SCHEDULE:**

Participation deadline	August 22, 2016
Question drafts due	September 6, 2016
Data collection begins	September 27, 2016
Reports delivered	January 2017
Crosstabulations delivered	January 2017

COSTS FOR SPECIFIC TYPES OF STATEWIDE SURVEY QUESTIONS (SAMPLES)

QG2.	Compared to ten years ago, is getting a college education more important today, about the same, or less important today?	15 seconds - \$1,125
QE3.	How satisfied are you with snow and ice removal along major highway routes . . . very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?	20 seconds - \$1,500
QB5.	Some people believe that reorganization/consolidation of our school districts will improve the educational program for students in those districts. Others believe that the educational program is adequate and reorganization/consolidation is not necessary. Do you believe that some school districts should be reorganized/consolidated or do you believe that reorganization/consolidation is not necessary?	50 seconds - \$3,750
QC1a.	Could you please describe for me what you think the Minnesota Pollution Control Agency does?	45 seconds - \$3,375
<hr/>		
QC3.	How satisfied are you with the performance of the Minnesota Department of Corrections in the handling of (READ LIST) . . . very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?	60 seconds - \$4,500
a.	The state's adult prison system	
b.	The supervision of offenders on probation	
c.	Treatment programs, training programs, and education for offenders	
d.	The Minnesota correctional system overall	

INCLUDED SERVICES FOR CLIENTS

- 1) Assist in question development
- 2) Encourage cooperation between clients with similar interests
- 3) Pretest and time questions to detect potential field problems and to determine cost
- 4) Share cost of standard demographic questions
- 5) Provide methodology report
- 6) Compile questionnaire and results document (presenting the number and percentage of responses for each survey question)
- 7) Provide open access to data files
- 8) Provide selected demographic cross-tabulations
 - Housing tenure
 - Housing type

 - Region of residence
 - Age of respondent

 - Education of respondent
 - Gender of respondent

 - Household composition
 - Household income
- 9) Assist in preparation or dissemination of survey press releases
- 10) Limited computer runs

2011 MINNESOTA STATE SURVEY: TECHNICAL REPORT

CHAPTER 1

METHODS AND PROCEDURES

OVERVIEW

The 2011 Minnesota State Survey (MSS 2011) was the twenty-eighth annual omnibus survey of adults, age 18 and over, who reside in Minnesota. Data collection was conducted from October to December 2011 for the Minnesota Center for Survey Research at the University of Minnesota. MSS is an "omnibus" survey, where individual organizations define and pay for those questions which are of special interest to them. The eight topics in the 2011 Minnesota State Survey were quality of life, arts, nonprofits, housing, education, environment, tourism, and health.

A total of 804 telephone interviews were completed for MSS 2011: 603 landline interviews and 201 cell phone interviews. The response rate for the landline sample was 27% and the cooperation rate was 41%, while the response rate for the cell phone sample was 12% and the cooperation rate was 19%. Across all survey organizations, landline response rates are consistently much higher than cell phone response rates. In addition, declining response rates are a national concern for survey research organizations, and are due at least in part to increases in the total number of survey projects conducted by all organizations.

The landline survey sample consisted of households selected randomly from all Minnesota telephone exchanges. Selection procedures guaranteed that every telephone household in the state had an equal chance to be included in the survey, and that once the household was sampled every adult had an equal chance to be included. The cell phone survey sample consisted of individual cell phone numbers assigned to the four Minnesota area codes. Cell phone respondents were screened to exclude those under 18 years of age, those whose main residence was outside Minnesota, and those with a working landline telephone inside their home. No more than one time in twenty should chance variations in the sample cause the overall MSS 2011 results to vary by more than 3.5 percentage points from the answers that would be obtained if all Minnesota residents were interviewed.

Since the individuals who participated in MSS 2011 were randomly selected from the population of Minnesota, the survey results can be generalized to the entire state. These generalizations can be made either to households, using the unweighted data file, or to individuals, using the weighted data file as the source of the percentages. The questionnaire and results presented in Chapter 4 of this report are based on the weighted computer data file and all percentages presented there generalize to individuals.

As in all public opinion surveys, the results are also subject to other types of error associated with telephone data collection procedures. One general type of error is sampling error, and includes the systematic exclusion of households without telephones. The other general type of error is non-sampling error, and includes such things as question wording and question order.

OBJECTIVES

The Minnesota State Survey has three basic objectives. The first and most important of these is to obtain useful and technically sound information for researchers and public policy decision-makers about the characteristics, attitudes, and behaviors of Minnesota residents. MSS is an "omnibus" survey, where individual organizations define and pay for those questions which are of special interest to them. Such information is potentially relevant to a multitude of needs, including market analysis, needs assessment, project evaluation, and organizational planning.

The second objective is to develop an ongoing social monitoring capability for the state of Minnesota. Because the survey has been an annual event since 1984, it provides the means to maintain an updated statewide database and to monitor change in this database over the course of time.

The third objective is to develop and refine methods for conducting social surveys. The most advanced methods and techniques are utilized in surveys at the Minnesota Center for Survey Research (MCSR), but attention is given to explorations that improve upon existing research methods.

SURVEY TOPICS AND PARTICIPATING ORGANIZATIONS

The eight topics in the 2011 Minnesota State Survey were quality of life, arts, nonprofits, housing, education, environment, tourism, and health.

- 1) The first **Quality of Life** question asked about the most important problem facing people in Minnesota today. This question was included by MCSR.
- 2) Questions about the Arts began by broadly defining involvement in the arts, and then asking whether the respondent was involved in the arts by doing any creative activity in their everyday life. Additional questions asked about the importance of creative activities and the arts in contributing to Minnesota's quality of life, whether anyone in the household is a board member, volunteer, or a participant with an arts organization, and whether in the past year anyone in the household attended an arts activity. These questions were funded by the Minnesota State Arts Board.

- 3) Questions about **Nonprofits** included level of agreement with the Minnesota law that allows nonprofit organizations to be free from paying sales or property taxes, donation of money or work to a nonprofit organization other than a church, and the type of participation in nonprofit organizations. Thinking about their own giving, people were also asked whether they would donate more, about the same amount, or less to a nonprofit organization if they knew that it received some of its funds from government agencies in the form of grants or contracts for services. These questions were funded by the Minnesota Council of Nonprofits.
- 4) The **Housing** question asked people to think about the location or general area where they would LIKE to live, and to rate the importance of each of twelve factors in their decision about there they would LIKE to live. These factors were: having a short commute to work; living close to shopping and services; living close to restaurants, theaters, or other cultural resources; living close to parks and recreation facilities; being within walking distance to the bus or light rail; living close to family and friends; having high quality public schools; having a low crime rate; having a large suburban-style yard; having more than five acres of land; having low rent or mortgage payments; and living in a community with rising home values. This question was funded by the Minnesota Housing Finance Agency.

An additional question informed people that every new single family home that is built in Minnesota is required to have hard-wired interconnected smoke alarms, so when one goes off they all go off, and then asked for an opinion about whether the State Building Code should ALSO require new homes to have fire sprinklers, or whether sprinklers should remain a homeowner's choice. This question was funded by the Builders Association of Minnesota.

- 5) **Education** questions asked about the level of agreement with three statements about education after high school. Parents who had children under the age of 18 were then asked about the biggest obstacle that keeps students from getting more education after their high school graduation, and how much money they realistically expect to have saved to help pay for their own children's education by the time those children finish high school. These questions were funded by the Minnesota Private College Council and the College Readiness Consortium at the University of Minnesota.
- 6) The **Environment** questions focused the Clean Water Land and Legacy sales tax amendment, that was included on the ballot for the November 2008 elections. After asking people whether they had voted on this sales tax amendment, and whether they voted in favor of the amendment or against it, they were asked if they recalled the names of any of the four dedicated funds that were created by the amendment. The remaining questions were about one of these dedicated funds: the Outdoor Heritage Fund. People who were familiar with this fund were asked whether they knew how the money for this fund was being spent and how satisfied they were with the way these funds have been spent. Finally, everyone was

informed about the Constitution Amendment language on how funds for the Outdoor Heritage Fund must be spent, and asked what types of projects or initiatives they think this means the money should be spent on. These questions were funded by the Lessard-Sams Outdoor Heritage Council.

7) **Tourism** questions asked people about the importance of tourism to their local community, whether they spent more or less on leisure travel in the last twelve months as they did the year before, how much of this money was spent in Minnesota, whether they plan to spend more or less on leisure travel in the NEXT twelve months, and the importance of leisure travel to their personal health and well-being. These questions were funded by the University of Minnesota Tourism Center.

8) Questions about **Health** asked if anyone in the household had a vision problem that made it difficult for them to read material in regular size print such as books, magazines, or newspapers even when they were WEARING glasses or contact lenses, whether this vision problem had caused difficulty with finding or keeping a job or had caused them to feel less confident about continuing to live in their current housing. Respondents were also asked if they had ever heard of an organization called State Services for the Blind, and if anyone in their household had ever used the services of that organization. These questions were funded by the Minnesota Department of Employment and Economic Development.

Additional questions asked whether you know how to CPR, and if so, whether you have received any type of training in CPR in the past two years, and how confident you feel that you could do CPR if it was needed. These questions were funded by the Minnesota Resuscitation Consortium at the University of Minnesota.

SAMPLING DESIGN

In 2011, MSS for the first time utilized a dual frame sample design, with 75% of the telephone interviews to be completed from a landline sample and 25% of the interviews to be completed from a cell phone sample. Both random digit samples were acquired from Survey Sampling International of Shelton, Connecticut. The decision to use a dual frame sample was prompted by the declining number of young adult respondents in recent years and by the trend among all survey organizations to utilize some type of dual frame sample design. Because the households that have both cell phones and landlines are already represented in a landline sample, it was decided that the cell phone sample would allow completed interviews only if the respondent had no landline telephone.

The landline survey sample consisted of households selected randomly from all Minnesota telephone exchanges. Known business telephone numbers were excluded from this sample. In addition, the selected random digit telephone numbers were screened for disconnects, by using a computerized dialing protocol which does not make the telephone

ring, but which can detect a unique dial tone that is emitted by some disconnected numbers. Evidence of the integrity of the sampling frame and the survey procedures is given in a later section of this chapter (Evaluation of the Sample).

Selection of respondents for the landline sample occurred in two stages: first a household was randomly selected, and then a person was randomly selected for interviewing from within the household. The selection of a person within the household was done using the Most Recent Birthday Selection Method, a sample of which appears in the introduction (See Appendix E: Administrative Forms). These selection procedures guaranteed that every telephone household in the state had an equal chance to be included in the survey, and that once the household was sampled every adult had an equal chance to be included.

The cell phone survey sample consisted of individual cell phone numbers assigned to the four Minnesota area codes. Cell phone respondents were screened to exclude those under 18 years of age, those whose main residence was outside Minnesota, and those with a working landline telephone inside their home. The telephone interview was completed with the individual who answered the cell phone.

INTERVIEWING

The 2011 Minnesota State Survey was the twenty-eighth annual omnibus survey of adults, age 18 and over, who reside in Minnesota. Data collection was conducted from October 18 to December 12, 2011 for the Minnesota Center for Survey Research at the University of Minnesota. Computer Assisted Telephone Interviewing (CATI) was the data collection technology used for this project.

Data Collection Subcontractor

Interviewers and supervisors were employees of Information Specialists Group, Inc. (ISG), a private subcontractor with a telephone facility located in Bloomington, Minnesota.

Training of Interviewers

All of the ISG interviewers who worked on the 2011 Minnesota State Survey were experienced and had previously received basic instructions in survey interviewing. They all attended a training session that covered survey procedures and policies for this project and review of the actual survey questionnaire. In addition, each interviewer completed at least one practice survey before completing an interview with a randomly selected respondent.

Finally, all ISG interviewers had signed a confidentiality agreement that contains explicit guidelines about appropriate interviewing behavior and confidentiality of respondent information. A copy of this agreement is included in Appendix E.

Computer Assisted Telephone Interviews

This project used the WinCat System for Computer Interviewing, from Sawtooth Software. With minimal editing, data were available immediately after completion of data collection.

To conduct interviews using WinCat, each interviewer uses a microcomputer, which displays questions on the computer screen in the proper order. The interviewer wears a headset and has both hands free for entering responses into the computer via the keyboard. Responses are entered as numbers, such as "1" for yes and "2" for no.

WinCat also allows the computer to present specified questions in random order. This is particularly useful when asking respondents about a series of items with the same response categories. Randomization in WinCat is governed by respondent number. The following questions in MSS 2011 were randomized:

Housing (QD1a to QD1L).

Supervision

Interviewers were supervised throughout the data collection process. Supervisory responsibilities included distributing new phone numbers, reviewing completed questionnaires for errors and omissions, monitoring interviews, and completing verification calls.

Monitoring

The silent entry monitoring system utilized at ISG enabled supervisors to listen to interviews and provide immediate feedback to interviewers regarding improvements in interviewing quality. This system allowed the monitor to hear both the interviewer and the respondent during the survey. Interviewers whose performance was not satisfactory were re-evaluated on subsequent shifts. During this project, all of the interviews, 15 percent of the cell phone interviews, and 18 percent of the landline interviews were monitored by ISG supervisors. In addition, MCSR staff monitored several times during the data collection process to ensure that all interviewers were performing adequately.

Operations

Interviews were conducted from the phone bank located at ISG. The interviewing was organized into evening and daytime shifts during weekdays and weekends.

Telephone numbers to be called were loaded electronically into WinCat, which distributed them to interviewers according to a predetermined call scheduling protocol. The disposition of each attempt to complete an interview was recorded in WinCat, using the disposition codes provided in Appendix B. The telephone number and other pertinent

administrative information were also recorded in WinCati. Each telephone number in the sample continued to be called until it had been attempted at least ten times without success or until data collection ended on December 12.

Completed interviews were saved on the ISG computer network.

Answering Machine Messages

The sample for this study included many households with answering machines. Interviewers were instructed to leave a message stating they were calling on behalf of the University of Minnesota, and they would be calling back; or the respondent could call in to participate in the study. A copy of the answering machine message is included in Appendix E.

Verification

To verify that respondents were in fact interviewed, random respondents were selected and called back by a shift supervisor. Fifteen percent of the respondents were contacted for verification and all confirmed that they had been interviewed.

Refusal Conversion

Many of the initial refusals were recontacted by an interviewer. Five percent of the completed interviews had initially been refusals, and were completed when they were subsequently recontacted.

MANAGEMENT OF THE DATA

Coding Open-Ended Questions

As many questions as possible were pre-coded. All open-ended coding was done by an experienced coder, who used an existing hierarchical code structure to categorize responses to the initial survey question about problems facing people in Minnesota today, as well as coding the questions about the biggest obstacle that keeps high school graduates from getting more education, and the types of projects or initiatives the Outdoor Heritage Fund should be spent on.

Data Cleaning

After the data from each sample was transferred from the WinCati file to an SPSS file, a systematic examination was conducted to remove data entry errors. Data cleaning involved using a computer program to evaluate each case for variables with out-of-range values. In addition, the file was examined manually to identify cases with paradoxical or inappropriate responses. After each file had been checked, the two data files were merged.

EVALUATION OF THE SAMPLE

Completion Status

A total of 804 telephone interviews were completed for MSS 2011: 603 landline interviews and 201 cell phone interviews (see Table 1).

For the landline sample, an additional 792 individuals refused to participate, and 64 telephone numbers were still active when interviewing was terminated. The remainder of the sample was categorized as follows: 688 potential respondents were unreachable during ten or more attempted contacts and 65 individuals were not able to complete the survey because of physical or language problems. In addition, 3,992 telephone numbers were eliminated: 204 because they were not home telephone numbers, 626 because they were not working numbers, 3,097 because they were disconnected numbers identified by the Survey Sampling screening service, 56 because they were land-line telephone numbers identified by Survey Sampling that had been ported to cell phones, 7 because they were not Minnesota households, and 2 because there was no one over 18 living in the household. The response rate for the landline sample was 27% and the cooperation rate was 41%, based on formulas specified by the American Association for Public Opinion Research.

For the cell phone sample, an additional 701 individuals refused to participate, and 168 telephone numbers were still active when interviewing was terminated. The remainder of the sample was categorized as follows: 591 potential respondents were unreachable during ten or more attempted contacts and 42 individuals were not able to complete the survey because of physical or language problems. In addition, 1,796 telephone numbers were eliminated: 108 because they were not home telephone numbers, 1,184 because they were not working numbers, 83 because they were not Minnesota households, 94 because the cell phone number belonged to a minor, and 327 because the cell phone number belonged to someone who also had a landline telephone. The response rate for the cell phone sample was 12% and the cooperation rate was 19%, based on formulas specified by the American Association for Public Opinion Research.

Across all survey organizations, landline response rates are consistently much higher than cell phone response rates. In addition, declining response rates are a national concern for survey research organizations, and are due at least in part to increases in the total number of survey projects conducted by all organizations.

TABLE 1

FINAL OVERALL SAMPLE STATUS FOR MSS 2011

<u>Status</u>	<u>Landline Sample</u>	<u>Percent</u>	<u>Cell Sample</u>	<u>Percent</u>
Completed survey	603	10%	201	6%
Refusal	792	13%	701	20%
Active	64	1%	168	5%
10 or more attempted contacts	688	11%	591	17%
Physical/Language problem	65	1%	42	1%
Eliminated:				
Not a home phone	204	3%	108	3%
Not a working number	626	10%	1,184	34%
SSI disconnected number	3,097	50%	0	--
SSI ported to cell phone	56	1%	0	--
Not a MN household	7	0%	83	2%
Under 18 years old	2	0%	94	3%
Household has a landline	0	--	327	9%
	-----	-----	-----	-----
TOTALS	6,204	100%	3,499	100%
RESPONSE RATE 1	27%		12%	
COOPERATION RATE 3	41%		19%	

$$\text{RESPONSE RATE 1} = \frac{\text{Completions}}{\text{(Total - Eliminated)}}$$

$$\text{COOPERATION RATE 3} = \frac{\text{Completions}}{\text{Potential Interviews*}}$$

* Potential interviews are defined as all instances where contact was made with the selected person and are represented by the sum of the first three categories in Table 1.

DISTRICT OF RESIDENCE COMPARISON OF MSS 2011 AND CENSUS DATA
(Household Units, Unweighted Data)

	MSS 2011 101% (802)	2010 CENSUS 100% (2,347,201)
DISTRICT 1	2%	2%
DISTRICT 2	1%	2%
DISTRICT 3	8%	8%
DISTRICT 4	5%	5%
DISTRICT 5	3%	4%
DISTRICT 6E	2%	2%
DISTRICT 6W	2%	1%
DISTRICT 7E	3%	3%
DISTRICT 7W	8%	7%
DISTRICT 8	2%	2%
DISTRICT 9	4%	4%
DISTRICT 10	10%	9%
DISTRICT 11	51%	51%
TOTAL		

TABLE 2

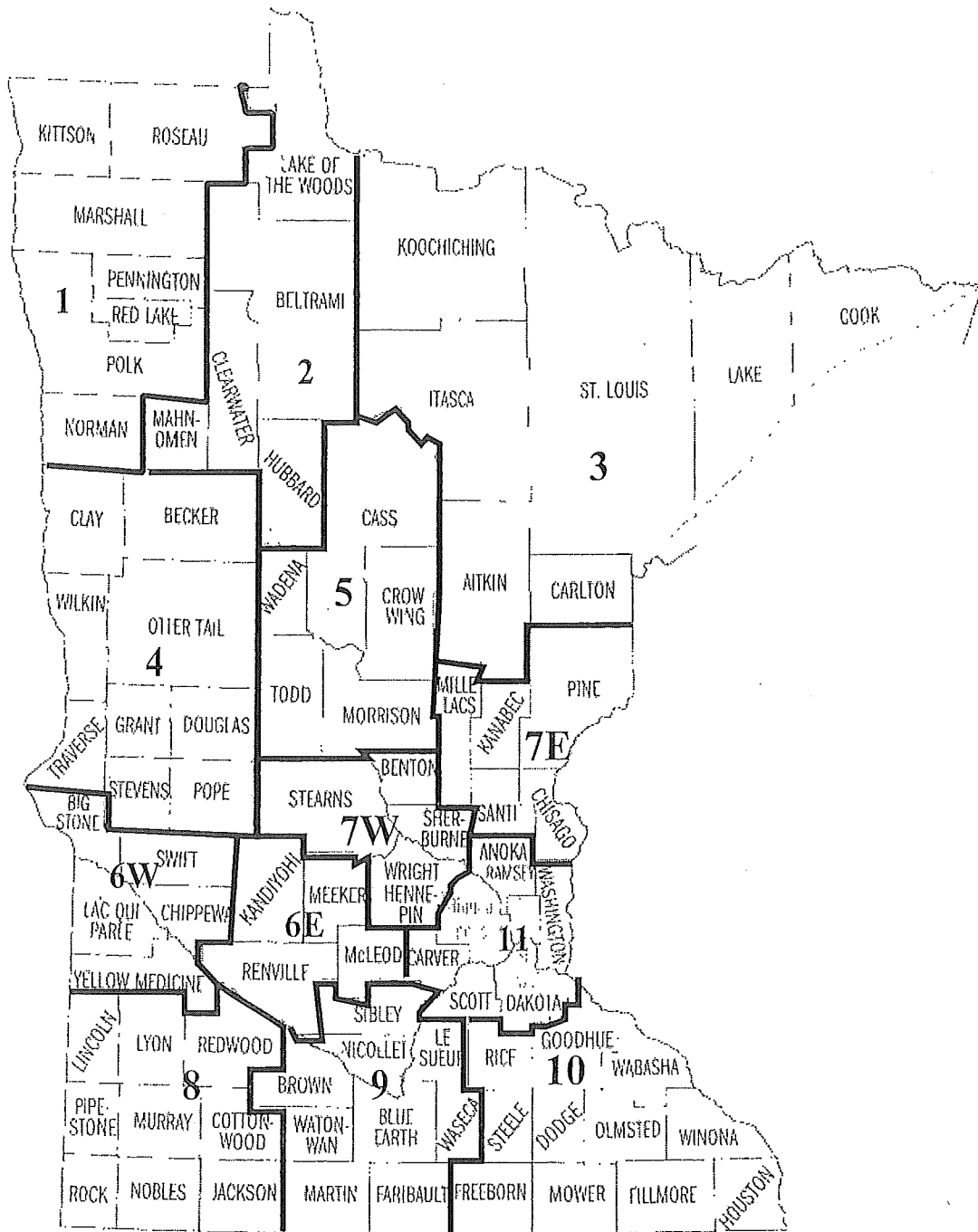
The percentage of households in each of the state development districts and regions was very close to the household distribution reported by the Census (Table 2 and Table 3, respectively). Figure 1 on the following page shows the Minnesota counties represented by each district.

The geographic representation of the sample is compared to actual household distribution in the state of Minnesota (Tables 2 and 3). In addition to these geographic comparisons, gender and age comparisons based on the weighted data file are presented (Tables 4 and 5). The accuracy of MSS 2011 can be evaluated by comparing selected characteristics of the survey respondents with 2010 data from the U.S. Census.

Representativeness

FIGURE 1

MINNESOTA DEVELOPMENT REGIONS



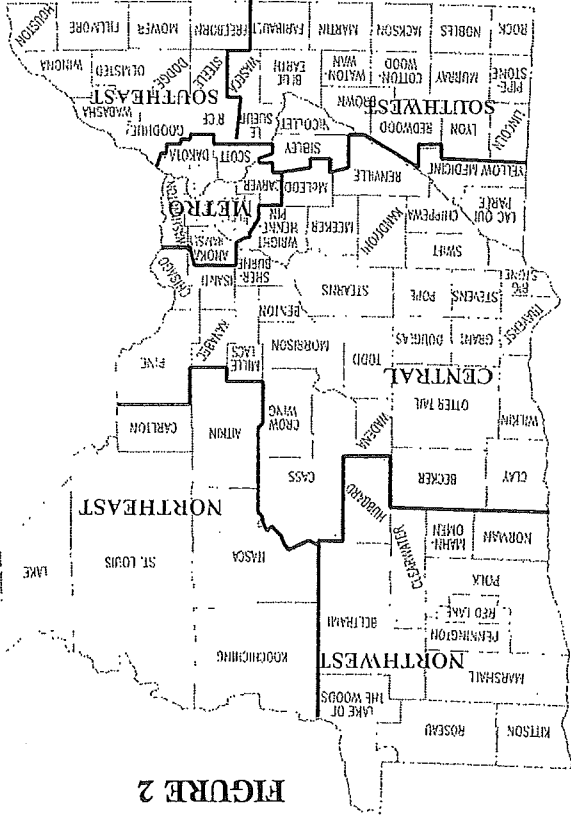


FIGURE 2

Figure 2, below, shows the Minnesota counties represented by each region.

TABLE 3
 REGION OF RESIDENCE COMPARISON OF MSS 2011 AND CENSUS DATA
 (Household Units, Unweighted Data)

Region	MSS 2011	CENSUS 2010
Northwest	3%	4%
Northeast	8%	8%
Central	23%	22%
Southwest	6%	7%
Southeast	10%	9%
Metro	51%	51%
TOTAL	101% (802)	101% (2,347,201)

Generalizability of Results

Since the individuals who participated in MSS 2011 were randomly selected from the population of Minnesota, the survey results can be generalized to the entire state. These generalizations can be made either to households, using the unweighted data file, or to individuals, using the weighted data file as the source of the percentages.

The questionnaire and results presented in Chapter 4 of this report are based on the weighted computer data file and all percentages presented there generalize to individuals. Each percentage point in MSS 2011 represents approximately 40,199 individuals, since there are an estimated 4,019,862 adults in Minnesota.

SAMPLING ERROR

The margin of error for a simple random sample of the size of the Minnesota State Survey is plus or minus 3.5 percentage points, when the distribution of question responses is in the vicinity of 50 percent. This sampling error presumes the conventional 95% degree of desired confidence, which is equivalent to a "significance level" of .05. This means that no more than one time in twenty should chance variations in the sample cause the overall MSS 2011 results to vary by more than 3.5 percentage points from the answers that would be obtained if all Minnesota residents were interviewed.

The distribution of sample responses is represented by the proportion of people responding to any question with a particular answer. For a sample size of 800 and a 50/50 distribution of question responses, the sampling error is 3.5 percentage points. A more extreme distribution of question responses has a smaller error range. Suppose that 80% of the respondents answer "Yes" and 20% say "No." The sampling error in this case would be 2.8 percentage points (see Table 6 on the following page). That is, each percentage would have a range of plus or minus 2.8 percentage points.

The importance of sample size in estimating sampling error also needs to be mentioned since many of the organizations using the MSS 2011 data will be interested in subgroups, and not always the total sample of 804 completed interviews. Essentially, the margin of sampling error is larger for responses of subgroups. For example, for a subgroup of 200 persons the sampling error may be as high as plus or minus 6.9 percentage points.

As in all public opinion surveys, the results are also subject to other types of error associated with telephone data collection procedures. One general type of error is sampling error, and includes the systematic exclusion of households without telephones. The other general type of error is non-sampling error, and includes such things as question wording and question order.

TABLE 6

SAMPLING ERROR (IN PERCENTAGE POINTS) BY DISTRIBUTION OF QUESTION RESPONSES AND SAMPLE SIZE

Distribution of Question Responses (percent)	Size of Sample (N)				
	100	200	400	600	800
50/50	9.8	6.9	4.9	4.0	3.5
60/40	9.6	6.8	4.8	3.9	3.4
70/30	9.0	6.4	4.5	3.7	3.2
80/20	7.8	5.5	3.9	3.2	2.8
90/10	5.9	4.2	2.9	2.4	2.1

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GEOREGN GEOGRAPHIC REGION OF MINNESOTA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Northwest	20	2.5	2.6	2.6
	2 Northeast	61	7.6	7.6	10.1
	3 Central	195	24.3	24.4	34.5
	4 Southwest	46	5.7	5.7	40.2
	5 Southeast	72	9.0	9.0	49.2
	6 Metro	407	50.7	50.8	100.0
Total valid		802	99.8	100.0	
Missing	9 DK/RA	2	.2		
Total		804	100.0		

METRO GREATER MN OR TWIN CITIES AREA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Greater Minnesota	395	49.1	49.2	49.2
	2 Twin Cities area	407	50.7	50.8	100.0
Total valid		802	99.8	100.0	
Missing	9 DK/RA	2	.2		
Total		804	100.0		

F. ENVIRONMENT

The next questions are about the Clean Water Land and Legacy sales tax amendment, that was included on the ballot for the November 2008 elections.

QF1. Did you vote on this sales tax amendment?

Freq (%)	1.	2.	8.	9.
369 (57)	Yes	(IF NO, GO TO 2)	DK	(IF RA, GO TO 2)
283 (43)	No	(IF NO, GO TO 2)	DK	(IF DK, GO TO 2)
149			DK	(IF DK, GO TO 2)
3			RA	(IF RA, GO TO 2)

QF1a. (IF YES) Did you vote in favor of this amendment to increase the sales tax, or did you vote against it?

199 (61)	1.	In favor
127 (39)	2.	Against
35	8.	DK
9	9.	RA
435	.	NA

QF2. The amendment resulted in the creation of four dedicated funds. Can you recall the names of any of the funds? (DO NOT READ LIST, SELECT ALL MENTIONS)

(INTERVIEWER: If respondent does not name the fund EXACTLY, record it as 'other')

	YES	NO	DK	RA	
	1	2	8	9	
QF2a. Clean Water Fund	13 (2)	787 (98)	4	0	Freq (%)
QF2b. Outdoor Heritage Fund	2 (0)	798 (100)	4	0	
QF2c. Parks and Trails Fund	2 (0)	798 (100)	4	0	
QF2d. Arts and Cultural Heritage Fund	15 (2)	785 (98)	4	0	
QF2e. Other (SPECIFY) _____	42 (5)	758 (95)	4	0	
QF2f. Can not recall any names	739 (92)	61 (8)	4	0	

QF3. The next questions are about one of these dedicated funds: the Outdoor Heritage Fund. Would you say that you are very familiar, somewhat familiar, or not at all familiar with the Outdoor Heritage Fund?

	Freq	(%)
Very familiar	4	(0)
Somewhat familiar	156	(20)
Not at all familiar (IF NOT AT ALL FAMILIAR, GO TO 4)	642	(80)
DK (IF DK, GO TO 4)	2	
RA (IF RA, GO TO 4)	0	

QF3a. (IF VERY OR SOMEWHAT FAMILIAR) Would you say that you know SPECIFICALLY how the money for the Outdoor Heritage Fund is being spent, that you know GENERALLY how the money is being spent, or that you DON'T know how the money is being spent?

1. Know specifically how money is being spent	0	(-)
2. Know generally how money is being spent	57	(36)
3. Don't know how money is being spent	103	(64)
(IF DK HOW MONEY IS BEING SPENT, GO TO 4)	0	
DK (IF DK, GO TO 4)	0	
RA (IF RA, GO TO 4)	644	
NA		

QF3a-1. (IF DO KNOW HOW MONEY IS BEING SPENT) Based on what you know or have heard, please describe what projects or initiatives the Outdoor Heritage Fund money has been spent on. (RECORD VERBATIM RESPONSE; PROBE FOR TWO ANSWERS)

QF3b. (IF VERY OR SOMEWHAT FAMILIAR) How satisfied are you with the way the Outdoor Heritage Funds have been spent . . . very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

1. Very satisfied	7	(13)
2. Somewhat satisfied	31	(61)
3. Somewhat dissatisfied	9	(18)
4. Very dissatisfied	4	(8)
DK	6	
RA	0	
NA	747	

QF4. The Constitution Amendment states that the Outdoor Heritage Fund "may be spent only to restore, protect, and enhance wetlands, prairies, forests, and habitat for fish, game, and wildlife." What types of projects or initiatives do you think this means the money SHOULD be spent on? (RECORD VERBATIM RESPONSE; PROBE FOR TWO ANSWERS)

(SEE APPENDIX A, PAGE A-6 TO A-12)

G. TOURISM

The next questions are about tourism and travel.

QG1. How important is tourism to your local community . . . very important, somewhat important, not very important, or not at all important?

<u>Freq</u>	<u>(%)</u>		
237	(30)	1.	Very important
303	(38)	2.	Somewhat important
183	(23)	3.	Not very important
76	(10)	4.	Not at all important
4		8.	DK
0		9.	RA

QG2. Think about the amount that your household spent on leisure travel in the last twelve months, including transportation costs, food and lodging, and activity costs. Did you spend less, about the same amount, or more on leisure travel in the last twelve months as you did the year before?

276	(34)	1.	Spent less
287	(36)	2.	Spent about the same amount
211	(26)	3.	Spent more
27	(3)	4.	No leisure travel in past two years (VOLUNTEERED) (IF NO LEISURE TRAVEL IN PAST TWO YEARS, GO TO 3)
1		8.	DK (IF DK, GO TO 3)
3		9.	RA (IF RA, GO TO 3)

APPENDIX A Q4MULT TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND SHOULD BE SPENT ON - MULTIPLE RESPONSE

Percent of Responses	N	Percent	Cases	
12.6%	79	7.5%		1 Preservation of wetlands
1.5%	9	.9%		2 Preserving duck and waterfowl habitat
5.4%	34	3.2%		3 Restoring wetlands
.5%	3	.3%		4 Prairie restoration & education centers/nature centers
2.7%	17	1.6%		5 Prairie preservation/restoration
7.6%	48	4.5%		7 Protection and maintenance of state forests
.2%	1	.1%		8 Firewood not being moved to different locations
.7%	4	.4%		9 Planting trees
1.1%	7	.6%		10 Protect endangered species
3.2%	20	1.9%		11 Restocking fish
7.2%	45	4.3%		12 Habitat for wildlife
3.2%	20	1.9%		13 Buying critical habitat
2.0%	13	1.2%		14 Habitat restoration
5.6%	35	3.3%		15 Wildlife preservation
2.4%	15	1.4%		16 Management of wildlife
1.8%	11	1.1%		17 Wildlife refuges
1.4%	9	.8%		18 Fishing & hunting regulations and licensing
8.5%	53	5.0%		19 Fish and wildlife
4.2%	26	2.5%		20 Protection from land development
1.8%	11	1.1%		21 Maintaining and preserving public land
2.3%	14	1.4%		22 Acquiring more public land
2.9%	18	1.7%		25 Education
.2%	1	.1%		26 Hosting events to raise awareness
2.4%	15	1.4%		27 Lakes, rivers, water
10.0%	63	6.0%		28 Protecting lakes and rivers
7.2%	45	4.3%		29 Cleaning up lakes and rivers
.3%	2	.2%		30 Clean drinking water
5.6%	35	3.4%		33 Keeping state parks funded
.6%	4	.4%		34 Buying land for state parks
2.8%	18	1.7%		35 Trails for hiking, biking, ATV use
.2%	1	.1%		36 Camping

**QF4MULT TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND
SHOULD BE SPENT ON - MULTIPLE RESPONSE (continued)**

	Responses		Percent of Cases
	N	Percent	
37 Parks	25	2.4%	3.9%
38 Fishing, hunting	21	2.0%	3.3%
39 Preservation of boundary waters	6	.6%	1.0%
41 Invasive species removal	24	2.3%	3.8%
42 Clean up industrial waste	1	.1%	.2%
43 Research	5	.5%	.8%
44 Conservation	13	1.2%	2.1%
75 Constitution-specified projects	139	13.2%	22.2%
76 Other non-environmental projects	43	4.1%	6.8%
77 Other environmental projects	99	9.4%	15.8%
Total	1052	100.0%	167.5%

**QF4a TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND
SHOULD BE SPENT ON - 1**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Preservation of wetlands	50	6.2	7.9	7.9
2 Preserving duck and waterfowl habitat	5	.6	.8	8.7
3 Restoring wetlands	19	2.4	3.1	11.8
4 Prairie restoration & education centers/ nature centers	3	.4	.5	12.3
5 Prairie preservation/restoration	5	.6	.8	13.1
7 Protection and maintenance of state forests	11	1.4	1.8	14.9
10 Protect endangered species	3	.4	.5	15.3
11 Restocking fish	8	1.0	1.3	16.6
12 Habitat for wildlife	19	2.3	3.0	19.5
13 Buying critical habitat	12	1.5	1.9	21.4
14 Habitat restoration	7	.9	1.2	22.6
15 Wildlife preservation	23	2.8	3.6	26.2

TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND SHOULD BE SPENT ON - 1 (continued)

QF4a

	Frequency	Percent	Valid Percent	Cumulative Percent
16 Management of wildlife	6	.8	1.0	27.2
17 Wildlife refuges	7	.9	1.1	28.3
18 Fishing & hunting regulations and licensing	3	.4	.5	28.8
19 Fish and wildlife	42	5.2	6.6	35.5
20 Protection from land development	7	.9	1.1	36.6
21 Maintaining and preserving public land	9	1.1	1.5	38.1
22 Acquiring more public land	6	.7	.9	39.0
25 Education	5	.6	.8	39.8
27 Lakes, rivers, water	8	1.0	1.2	41.1
28 Protecting lakes and rivers	36	4.5	5.7	46.8
29 Cleaning up lakes and rivers	32	4.0	5.1	51.9
33 Keeping state parks funded	20	2.4	3.1	55.0
34 Buying land for state parks	2	.2	.3	55.3
35 Trails for hiking, biking, ATV use	4	.5	.7	56.0
37 Parks	15	1.9	2.4	58.4
38 Fishing, hunting	6	.7	.9	59.3
39 Preservation of boundary waters	4	.5	.7	60.0
41 Invasive species removal	6	.7	1.0	61.0
43 Research	2	.2	.3	61.3
44 Conservation	11	1.4	1.8	63.0
75 Constitution-specified projects	139	17.3	22.2	85.2
76 Other non-environmental projects	35	4.4	5.6	90.8
77 Other environmental projects	58	7.2	9.2	100.0
Total valid	628	78.1	100.0	
88 DK	162	20.1		
99 RA	14	1.8		
Total missing	176	21.9		
Total	804	100.0		

QF4b

**TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND
SHOULD BE SPENT ON - 2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Preservation of wetlands	25	3.1	8.4	8.4
	2 Preserving duck and waterfowl habitat	4	.4	1.2	9.6
	3 Restoring wetlands	13	1.6	4.5	14.1
	5 Prairie preservation/restoration	10	1.2	3.4	17.5
	7 Protection and maintenance of state forests	24	2.9	8.1	25.5
	8 Firewood not being moved to different locations	1	.1	.3	25.9
	9 Planting trees	3	.4	1.0	26.9
	10 Protect endangered species	1	.1	.3	27.2
	11 Restocking fish	11	1.3	3.7	30.9
	12 Habitat for wildlife	18	2.2	6.1	37.1
	13 Buying critical habitat	7	.9	2.4	39.5
	14 Habitat restoration	4	.5	1.4	40.9
	15 Wildlife preservation	7	.9	2.5	43.4
	16 Management of wildlife	5	.6	1.8	45.1
	17 Wildlife refuges	3	.4	1.1	46.3
	18 Fishing & hunting regulations and licensing	3	.4	1.1	47.4
	19 Fish and wildlife	10	1.2	3.3	50.7
	20 Protection from land development	12	1.5	4.1	54.8
	21 Maintaining and preserving public land	2	.3	.7	55.5
	22 Acquiring more public land	5	.6	1.8	57.3
	25 Education	10	1.3	3.6	60.8
	26 Hosting events to raise awareness	1	.1	.3	61.2
	27 Lakes, rivers, water	6	.7	1.9	63.1
	28 Protecting lakes and rivers	17	2.1	5.8	68.9
	29 Cleaning up lakes and rivers	9	1.1	3.0	71.9
	30 Clean drinking water	1	.1	.3	72.2
	33 Keeping state parks funded	6	.8	2.1	74.3
	34 Buying land for state parks	2	.2	.7	75.0
	35 Trails for hiking, biking, ATV use	8	1.0	2.9	77.8
	36 Camping	1	.1	.3	78.2
	37 Parks	6	.8	2.2	80.3

QF4b TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND SHOULD BE SPENT ON - 2 (continued)

	Frequency	Percent	Valid Percent	Cumulative Percent
38 Fishing, hunting	10	1.2	3.4	83.7
39 Preservation of boundary waters	2	.2	.7	84.4
41 Invasive species removal	10	1.3	3.5	87.9
43 Research	2	.3	.8	88.7
44 Conservation	2	.2	.6	89.3
76 Other non-environmental projects	8	.9	2.6	91.9
77 Other environmental projects	24	2.9	8.1	100.0
Total valid	292	36.4	100.0	
Missing System	512	63.6		
Total	804	100.0		

QF4c TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND SHOULD BE SPENT ON - 3

	Frequency	Percent	Valid Percent	Cumulative Percent
1 Preservation of wetlands	5	.6	4.2	4.2
2 Preserving duck and waterfowl habitat	1	.1	.9	5.1
3 Restoring wetlands	1	.1	1.0	6.1
5 Prairie preservation/restoration	1	.1	.9	7.0
7 Protection and maintenance of state forests	13	1.6	10.9	17.9
9 Planting trees	1	.2	1.3	19.1
10 Protect endangered species	3	.4	2.5	21.6
11 Restocking fish	0	.1	.4	22.0
12 Habitat for wildlife	8	.9	6.6	28.6
13 Buying critical habitat	1	.1	1.0	29.7
14 Habitat restoration	2	.2	1.4	31.0
15 Wildlife preservation	5	.6	4.4	35.5

QF4c

**TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND
SHOULD BE SPENT ON – 3 (continued)**

	Frequency	Percent	Valid Percent	Cumulative Percent
16 Management of wildlife	3	.4	2.8	38.2
17 Wildlife refuges	1	.1	.5	38.7
18 Fishing & hunting regulations and licensing	2	.3	1.8	40.6
19 Fish and wildlife	2	.2	1.6	42.2
20 Protection from land development	7	.8	5.8	48.0
22 Acquiring more public land	3	.4	2.9	50.8
27 Lakes, rivers, water	2	.2	1.4	52.2
28 Protecting lakes and rivers	9	1.1	7.6	59.8
29 Cleaning up lakes and rivers	4	.6	3.9	63.7
30 Clean drinking water	1	.1	.8	64.5
33 Keeping state parks funded	9	1.1	7.4	71.9
35 Trails for hiking, biking, ATV use	4	.5	3.3	75.2
37 Parks	3	.4	2.9	78.1
38 Fishing, hunting	5	.6	4.2	82.3
41 Invasive species removal	7	.9	6.3	88.6
42 Clean up industrial waste	1	.1	.9	89.4
43 Research	1	.1	.9	90.3
77 Other environmental projects	11	1.4	9.7	100.0
Total valid	115	14.3	100.0	
Missing System	689	85.7		
Total	804	100.0		

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid				
5 Prairie preservation/restoration	1	.1	6.0	6.0
7 Protection and maintenance of state forests	0	.1	2.8	8.8
11 Restocking fish	1	.1	7.0	15.8
12 Habitat for wildlife	1	.1	5.6	21.4
20 Protection from land development	1	.1	3.5	24.9
25 Education	2	.3	14.0	38.9
28 Protecting lakes and rivers	1	.1	6.0	44.9
33 Keeping state parks funded	1	.1	6.0	50.9
35 Trails for hiking, biking, ATV use	1	.1	7.0	57.9
41 Invasive species removal	0	.1	2.8	60.7
77 Other environmental projects	7	.8	39.3	100.0
Total valid	17	2.1	100.0	
Missing				
System	787	97.9		
Total	804	100.0		

QF4d TYPES OF PROJECTS OR INITIATIVES OUTDOOR HERITAGE FUND SHOULD BE SPENT ON - 4

 F. ENVIRONMENT

1. The passage of the Clean Water Land and Legacy Amendment in 2008 created a new sales tax of 3/8th of one percent to be utilized by four dedicated funds. Can you recall the names of any of the funds? (DO NOT READ LIST, SELECT ALL MENTIONS)

(INTERVIEWER: If respondent does not name the fund EXACTLY, record it as 'other')

- a. Yes, Clean Water Fund
 - b. Yes, Outdoor Heritage Fund
 - c. Yes, Parks and Trails Fund
 - d. Yes, Arts and Cultural Heritage Fund
 - e. Yes, other (SPECIFY) _____
 - f. No, cannot name any fund
 - g. DK
 - h. RA
2. The next questions are about one of these dedicated funds: the Outdoor Heritage Fund. Would you say that you are very familiar, somewhat familiar, or not at all familiar with the Outdoor Heritage Fund?
- 1. Very familiar
 - 2. Somewhat familiar
 - 3. Not at all familiar (IF NOT AT ALL FAMILIAR, GO TO 3)
 - 8. DK (IF DK, GO TO 3)
 - 9. RA (IF RA, GO TO 3)
- a. (IF VERY OR SOMEWHAT FAMILIAR) Would you say that you know SPECIFICALLY how the money for the Outdoor Heritage Fund is being spent, that you know GENERALLY how the money is being spent, or that you DON'T know how the money is being spent?
- 1. Know specifically how money is being spent
 - 2. Know generally how money is being spent
 - 3. Don't know how money is being spent
(IF DON'T KNOW HOW MONEY IS BEING SPENT, GO TO 3)
 - 8. DK (IF DK, GO TO 3)
 - 9. RA (IF RA, GO TO 3)
 - . NA

a-1. (IF DO KNOW HOW MONEY IS BEING SPENT) Based on what you know or have heard, please describe what projects or initiatives the Outdoor Heritage Fund money has been spent on. (RECORD VERBATIM RESPONSE; PROBE FOR TWO ANSWERS)

b. (IF VERY OR SOMEWHAT FAMILIAR) How satisfied are you with the way the Outdoor Heritage Funds have been spent . . . very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied?

- 1. Very satisfied
- 2. Somewhat satisfied
- 3. Somewhat dissatisfied
- 4. Very dissatisfied
- 8. DK
- 9. RA
- . NA

3. The Constitution Amendment states that the Outdoor Heritage Fund "may be spent only to restore, protect, and enhance wetlands, prairies, forests, and habitat for fish, game, and wildlife." What types of projects or initiatives do you think this means the money SHOULD be spent on? (RECORD VERBATIM RESPONSE; PROBE FOR TWO ANSWERS)

4. As I just mentioned, OHF habitat projects restore, protect, and enhance habitat for fish, game, and wildlife. Are you aware of any OHF funded restoration, protection, or enhancement project sites?

- 1. Yes
- 2. No (IF NO, GO TO 5)
- 3. DK (IF DK, GO TO 5)
- 4. RA (IF RA, GO TO 5)

a. (IF YES) About how many OHF habitat project sites are you aware of?

_____ NUMBER
 88. DK
 99. RA
 . NA

5. In the past year, did you participate in hunting, fishing, or other outdoor activities?
(SELECT ALL THAT APPLY)

	YES	NO	DK	RA
a. Hunting	1	2	8	9
b. Fishing	1	2	8	9
c. Other outdoor activities	1	2	8	9

(SPECIFY) _____

6. In the past year, have you participated in hunting, fishing, or other outdoor activities on OHF funded projects or properties?

- 1. Yes
- 2. No
- 8. DK
- 9. RA

7. In the past year, have you seen the signs for OHF funded projects or Legacy funded projects?

- 1. Yes
- 2. No
- 8. DK
- 9. RA

8. When funding for the Outdoor Heritage Fund ends in xxx, what do you expect (hope) will have been accomplished?
