# 2019 Seattle Resident Survey Frequently Asked Questions

1. **What is the purpose of this research?**This survey is being conducted to ask a representative sample of residents questions about City services including public safety, roads, parks and more. Resident answers, which will be anonymous, will help us understand how residents feel about Seattle as a place to live and help us meet the current and future needs of Seattle residents. It has been many years since the last survey of this type and we are eager to hear from residents.
2. **Who is Northwest Research Group?**Northwest Research Group (<http://www.nwresearchgroup.com/>) is a full-service research firm that is working with the UW to support this research study. Northwest Research Group has extensive experience with Cities and Towns across the country, and specifically in the Pacific Northwest. Northwest Research Group is based in Edmonds, WA.

Northwest Research Group is hosting the survey on their secure servers to maintain respondent confidentiality. All work is conducted in accordance with ISO 20252—Market Research Standards. Northwest Research Group is a member of the Insights Association (formerly CASRO) and is bound by their strict business and ethical guidelines http://www.casro.org/?page=TheCASROCode).

1. **How is NWRG randomly selecting participants?**NWRG is striving to receive an equal number of responses from each of the seven Councils District by using a random sample of United State Postal Service addresses. A random set of households in Seattle have been selected to participate in this survey in order to create a representative sample. Northwest Research Group will use this and other information from consumer databases such as your email address, address, phone to reach sampled residents and as follow ups.
2. **How will the City ensure that people whose first language is not English are involved?**

To increase diversity in phone and email survey responses, the City has requested oversampling in equity areas using the [OPCD Racial & Social Equity Index](http://www.seattle.gov/Documents/Departments/Neighborhoods/Shared/Race_Equity_Map_2017.pdf)

In addition, the City is partnering with Community Liaisons[link] at Seattle Department of Neighborhoods to get responses from historically underrepresented linguistic and cultural communities and is conducting in-person surveys using an abbreviated set of questions.

1. **How is my information kept private?**No personal information is shared with the City in any way, and your responses will be kept completely confidential.

Northwest Research Group has strict data confidentiality and security standards and abides by the CASRO Code of Ethics.

The CASRO Code of Ethics states:

*Since individuals who are interviewed are the lifeblood of the survey research industry, it is essential that survey research organizations be responsible for protecting from disclosure to third parties--including clients and members of the public--the identity of individual respondents as well as respondent-identifiable information, unless the respondent expressly requests or permits such disclosure.*

1. **How do I access the survey to fill in my responses?**Step 1: Look at your letter to find your USERID  
   Step 2: Click on this [Start Survey](https://seattle.sawtoothsoftware.com/) link.  
   Step 3: Enter your USERID in the box provided. The survey will open up for you to complete**.***The survey closes July 28th, 2019.*
2. **Can more than one person in my household participate?**No. Each household is assigned a single-use USERID. While we understand that multiple people in the household may want to participate in the survey, the purpose of single-use USERID’s is to ensure a one-home, one-vote survey. Single-use USERID’s also prevent any attempts to take the survey more than once.
3. **Who do I contact if I need more information?**Samantha Stork, [2019residentsurvey@seattle.gov](mailto:2019residentsurvey@seattle.gov)
4. **Who do I contact at Northwest Research Group if I need more information or if the survey link does not work?**Nathan Wiggin, Project Director at Northwest Research Group, at nwiggin@nwresearchgroup.com or (206) 489-2363.