Step 1: Preparation of data file – to be completed by research team

1. Using the complete data file, delete all the columns except the ones listed below. Label the file "condensed".
   a. COMPANY_NA
   b. PRIMARY_ADDRESS
   c. PRIMARY_CITY
   d. PRIMARY_STATE
   e. CENSUS_TRACT
   f. CENSUS_BLOCK_GROUP
   g. PHONE_1
   h. TOLL_FREE_NUMBER (change this row title to "PHONE_2")
   i. WEB_SITE
   j. SELECTED_SIC_DESC (change this to "search terms")

2. Using the condensed file, add the following 8 columns to the end of the data file for each city:
   a. Service- as you are searching you will input what physical activity service is offered based on your internet and phone search. This is often the same as SIC descriptions, but not always
   b. 3-18 years (Y/N)- to indicate if the facility offers PA opportunities for children ages 3-18
   c. InfoUSA – to indicate if the entry was in the original data set
   d. Yellow Pages – to indicate if entry was found in Yellow Pages
   e. Switchboard/Whitepages- to indicate if entry was found on switchboard/whitepages (As of 2017)
   f. Mapquest – to indicate if entry was found on Mapquest
   g. Notes- make any relevant notes as you go

3. After primary city column, add a column "Area". Fill in this column with the corresponding city.

4. For all the facilities that are in the file, input a 1 in the InfoUSA column. This indicates that the listing was present in the data received from InfoUSA.

5. Check that all InfoUSA entries are located within the study area by entering each entry address into the Google Earth study area file.

**Students start here using already prepared file. **

Step 2: Internet search to create a complete list of PA facilities

1. Using the search term lists provided below use YellowPages, SwitchBoard (Whitepages as of 2017), and MapQuest to locate physical activity facilities in the 5 cities. You will use one set of search terms for the Yellow Pages and another set for SwitchBoard and MapQuest in all five cites.
   a. Those search categories with "&" should be searched as they are listed (ex "Baseball & Softball Batting Ranges"). Search terms with brackets should be searched separately (ex "Swimming Pools (Public/private)" should be searched as "Swimming pools private" and "swimming pools public")

2. After you have entered your first search term in the browser you will get a list of facilities. Sort that list by <u>distance</u>.
   a. Whitepages does not allow you to sort by distance. (Summer 2018)

3. If the search term returns an outlet that you are 100% sure is not PA (restaurant, gas station, etc) it does not need to be entered into the spreadsheet. However, if there is even a chance that it is in fact PA follow the remaining steps of the protocol.

4. Compare the location of each facility that comes up in the search to the sampling area maps in Google Earth (KMP file provided. Requires Google Earth to be installed on your computer). The red lines on the KMP file indicate the study area (the first red line indicates the city limits and the second red line represents a 1-mile buffer zone). Yellow lines indicate townships that are contained within each city. Facilities that are beyond both **red lines** in the KMP file are outside of the study area and should not be included on the spreadsheet. You can use visual inspection for those sites that are clearly in the middle of the city. Those that are close to the edge should be searched in the KMP file.

   NOTE: In all cities except for Camden, the _second red line_ in the file marks the study area. In Camden the river marks the northwest boundary, so all locations located in Philadelphia are EXCLUDED.

   a. If the listing falls within the sampling area, first check to see if the facility is already in the excel file and that the information (address, phone, etc) matches up with the data provided by InfoUSA.

      i. If you find that the listing is already in the excel file, enter a "1" in the corresponding to which browser it was found in (The InfoUSA column should already have a 1).
         1. If the information is slightly different but seems to be the same facility, call to confirm the actual _facility_ address (ie not the office address if the facility and office have a different address) and update the excel file accordingly. Always make a note of what the original address was and what you changed it to in the notes column.

      ii. If you don't find the listing in the excel file, it is a new entry. Add the facility to the file including name, address, phone number, web site (if there is one), and anything that needs to be noted.
         1. Enter a "0" in InfoUSA column and enter "1" in the the column corresponding to which browser it was found in.

   b. When one search term is complete, move to the next search term on the list using the same city.
      i. Listings will sometimes show up in a search even if they're not in the city you searched for. Ignore these listings for now; you'll be searching all four cities and will get back to these eventually.

5. Complete steps 1-3 for all three browsers in each city, working one city at a time.

6. Search terms:

   a. Yellowpages.com:

| Amusement places |
| Baseball club |
| Baseball & softball batting range |
| Basketball clubs |
| Dance companies |
| Dancing instruction |
| Exercise & physical fitness |

programs
Fencing instruction
Gymnasiums
Gymnastics instruction
Health clubs
Hockey clubs
Hockey instruction
Karate
Paintball games & supplies
Racquetball courts
Riding academies
Rock climbing
Skating rinks
Soccer clubs
Sports instruction
Squash courts
Swimming instruction
Swimming pools (public/private)
Tennis courts (public/private)
Tennis instruction
Yoga instruction
YMCA
YWCA

b. MapQuest at www.mapquest.com & Switchboard at www.whitepages.com:
Note: When searching with whitepages select "business" as your search option.

Amusement & recreation
Amusement (parks/places)
Arcades & game machines
Baseball club
Baseball & softball batting range
Basketball clubs & instruction
Dance clubs
Dance companies
Dancing instruction
Exercise & physical fitness (facilities/programs)
Fencing instruction
Football club
Gymnastic instruction
Health clubs & gymnasiums
Hockey clubs & instruction
Hockey rinks
Hula dance instruction
Indoor rock climbing
Kayaking
Lacrosse
Laser tag
Martial arts & self-defense instruction

Membership sports clubs
Membership recreation clubs
Mountain & rock climbing instruction
Paintball games equipment & supplies
Physical fitness facilities
Racquetball & handball courts
Racquetball courts
Recreation centers
Riding academies
Rugby
Skating rinks
Soccer club
Softball club
Squash courts
Swimming club
Swimming instruction
Swimming pools
Tennis clubs
Tennis courts
Video games arcades
Volleyball club
Yoga instruction & therapy
YMCA
YWCA

Note: If you find parks (city parks, public parks, etc) in your search you can create a 2nd tab in excel and record them there. Parks are captured in another data collection process but keeping track of those locations that come up in the search can be another check to ensure we are not missing any parks. If a park is used as a practice field for an organization found via these search terms it should be included in the main data file.

Step 3: Cleaning the data file

1. Once all three search engines have been reviewed you can clean the data for that city.

2. Screen file for locations that are clearly not PA facilities.

    a. Some examples are spas, massage parlors, names of individuals, etc.
        i. Golf and horseback riding WERE included in 2008
    b. Do not delete these entries. Instead, mark them "NA" in the Service and 3-18 year (Y/N) columns and color the company name gray. Make sure to add to the notes section "not PA."

3. Screen file for duplicate entries. In theory there should not be any duplicates.

    a. Sort file by address to identify records with the same address.
    b. If it can be determined that it is truly a duplicate entry (i.e., the same business listed two separate times maybe with a slightly different name) mark one of the two entries as a "duplicate" in the notes section and shade that company name gray.
    c. If it is not clear that it is a duplicate entry, do not mark (you will call later to confirm) but make a note of the possible duplication including the second entry's name in the notes field.

    d. If the names are different but the addresses are the same, keep both entries and sort out differences through step 4.

Step 4: Classifying facilities

1. First using the internet, search to confirm if the remaining facilities provide PA to children age 3-18 years old. Working down the excel list, use the following color scheme for classification:
   a. Shade company names gray that are closed or clearly do not offer PA to 3-18 year olds.
   b. Shade company names blue if you can confirm addresses, phone numbers, and services via an internet search.
      i. Use the company's website and/or Facebook to determine this information. Make sure that you compare the address and phone number to what you have listed in the file to ensure you are referring to the right place.
      ii. Also, confirm that the information is current (look for recent posts or updates to the web site, look for recent class calendars, etc).
      iii. Most open places will have a calendar posted on their website or FB page. Check the dates of the calendar and see if they have classes for kids. You can also look for recent pictures posted on websites to confirm services.
      iv. Make sure to write in the notes section, "address, phone services confirmed via website or FB." Also include any websites or FB page URLs in the excel file.
   c. Shade company names ***tan*** if you cannot confirm all 3 pieces of information through web searches (address, phone and services). These will be the places we need to call for information verification. Make a note of the information you can confirm via web searches (i.e., "address and phone confirmed, call for services.")

CALLING

2. If no information comes up with the internet search, call the facility using the script below. Read the notes section to see what information is missing or needs verification.
   a. Call on different days of the week and different times of the day until you get an answer, or until you reach 6 call attempts. Keep track of the date, day of the week, and time you call using the columns listed in the excel file (i.e.6/5/12 -Tuesday noon / 6/7/12 -Thursday 10:00 am / 6/9/12 Saturday 9:00 am). List time in AZT.
      i. If you are able to reach someone and they can confirm the facility provides PA to children age 3-18 year old and the contact information is correct, shade the company name blue.
      ii. If the number is out of service or is a wrong number assume the facility is no longer in business and shade it gray.
      iii. If you reach 6 calls with no answer, shade the store name maroon.

3. When calling/searching recreation centers, community centers, or YMCA's call or use the web to determine the locations used to <u>hold practices and games</u>. Often the main center is just the administrative location but the actual PA takes place somewhere else. List the addresses of location where PA takes place.
   a. Color these facilities Yellow

4. For those facilities that are duplicates, that do not offer PA, do not offer PA to the children ages 3-18, or are closed, update the file accordingly and mark the facility column gray.

5. Any entry that is not clear or should be reviewed by the research team, mark the column red.

PA facility calling script:

Hello, this is _____. I am calling on behalf of the New Jersey Child health study being conducted jointly by Rutgers University and ASU. We are trying to understand what types of physical fitness opportunities are available to children in the CITY NAME area. Do you mind if I ask you a couple of quick questions about your facility?

IF THEY ANSWER "NO," SAY: Is there someone else I should/could talk to, or
      is there a better time to call back?
      (Write down the day and time if there is a better time)

IF THEY ANSWER "YES," SAY: Thank you. This is a confidential survey and your
      responses will only be used to tally the physical fitness opportunities available in your area.

Questions:
1. Do you offer DANCE/KARATE/SPORTS/ETC for kids between the ages of 3-18?
2. Can I confirm that I have your correct address? I have ADDRESS.
3. Do you operate out of any other locations?

Closing: Thank you for your help and answering our questions.

Step 5: Comparing past data files to current data file

1. Add two columns to the data set next to COMPANY_NA and name the first column "In YEAR YOU ARE COMARING data" the name the 2nd column "C-Notes". (For example if you are working on 2013 data and are comparing it to 2012 data the column would say "In 2012 data".)

2. Sort the old and new files by name and line the two excel files up next to each other.

3. Compare location names going down the list line by line. Make sure to double check the addresses as you go. Locations should have the same name and address.

4. Put a 1 in the newly added excel column if the location is found in the prior year's data. Otherwise put a 0 in the column. Put any relevant notes into the "C-notes" column.

5. Once the review by company name is complete sort both data files by address and compare them again line by line. This will allow you to see if there is a PA location with a new name but that is at the same address.
   a. If a business has closed and it appears that a new one has opened in its place, it is marked as 0. On the other hand, if a business has a change in name only but it is obvious that it has the same owners or it is the same business, mark as 1.

6. Make notes about any differences or similarities you find in the notes section as you go.