Study Methodology

The study was a random digit dial telephone survey administered by the Earl Survey Research Lab at Texas Tech University. The sample was purchased from Purchased from Marketing Systems Group in Ft. Washington, PA. and excluded area codes from the areas directly affected by Hurricane Katrina. To mitigate potential race biases we over-sampled areas with high concentrations of Blacks.

We had a total of 1019 respondents. However, just after the survey was sent to the field, Rita emerged as a new threat to the gulf coast. We removed the survey from the field, altered questions and question wordings to deal with the additional hurricane and resumed the survey process following Hurricane Rita on 9/27. Because we added questions and altered others, most multivariate analysis is conducted using only the sample of 980 respondents from the post-Rita wave.

- Pre-Rita data collected from 9/21 – 924: 39 respondents
- Post-Rita data collected from 9/27 – 11/13: 980 respondents

Survey Protocol and Response Rates:

We randomized within household using the "most recent birthday" method. The average survey length was 20 minutes. There were 2,646 refusals, of which 808 were immediate hangups. We re-attempt immediate hangups after a couple of weeks, but those 808 were still in the que when the field period ended.

The response rates were calculated using the most conservative formula, AAPOR RR1. Response rate was 16% and the cooperation rate was 27.7%. Further, this calculation included everything that hadn't been screened out as a fax, disconnect or language barrier as an assumed household. There were 2,646 refusals, of which 808 were immediate hangups. We re-attempted immediate hangups after a couple of weeks, but those 808 were still in the que when the field period ended.