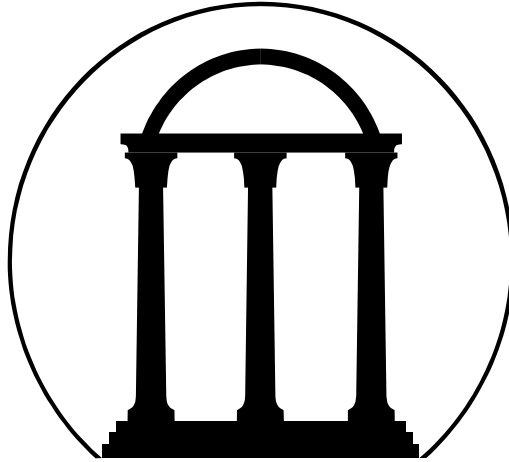


FALL GEORGIA POLL

2002



I 7 8 5

Conducted by

The Survey Research Center

The University of Georgia

Athens, GA 30602

James J. Bason, Director

ACKNOWLEDGEMENT OF ASSISTANCE

All manuscripts utilizing the data made available through the University of Georgia Survey Research Center should acknowledge that fact as well as identify the original collector of the data. The SRC adaptation of the following notice, with the parentheses indicating items to be filled in approximately or deleted by the individual user:

The data (and tabulations) utilized in this document were made available (in part) by the Survey Research Center of the University of Georgia. Neither the Survey Research Center nor the University of Georgia bears any responsibility for the analyses or interpretation presented here.

In order to facilitate the exchange of information about SRC participants' research activities, each user of SRC data is requested to send one copy of each completed manuscript or theses abstract to the SRC. Please indicate in the cover letter which data were used.

James J. Bason
Director

Fall Georgia Poll 2002

Methods and Procedures

Between 14 October and 3 November, 2002, a telephone survey of adult residents in Georgia was conducted by the Survey Research Center (SRC), under contract from subscribers to the Georgia Poll. The purpose of the study was to learn the attitudes and opinions of respondents towards several key sets of questions, and information about local and national affairs. Prior to the survey, telephone interviewers attended two three-hour training sessions that covered survey methods, standard procedures of telephone interviewing, the purpose of the survey, an in-depth explanation of the survey instrument, and a practice session. In addition, at least one supervisor was present at all times during interviewing to provide quality control.

The first step in the process of conducting this study involved the development of the survey instrument. Survey Research Center staff developed a draft questionnaire containing subscriber questions (See Appendix A) that was then formatted for programming into SRC's CATI (Computer Assisted Telephone Interviewing) system. The questionnaire was pre-tested during the first night of data collection. The pretest procedure uncovered no problems with the interview schedule and data collection proceeded.

The design of the study called for conducting a total of 400 telephone interviews from a random-digit dialed (RDD) sample of households in Georgia. Actual generation of the telephone numbers was the result of a stratified sampling

procedure with probabilities of selection proportional to listed residential telephone numbers in the defined sample universe, the state of Georgia (Survey Sampling, Inc. 1998). The result of this procedure insures an equal and known probability of selection of sample elements. The procedures utilized were intended to ensure that all adult residents in the sample had an equal (or near equal) chance of being selected for inclusion in the sample. This provision of equal opportunity of selection is a necessary requirement if a probability sample is to be obtained. Bias in response is also minimized, and inferences about the general population can safely be made from the results obtained in the survey.

Assuming the sampling procedures outlined above produce a random sample of the population of interest, the estimated theoretical standard error associated with the sample estimates obtained (n=402), when the population proportion (P) is 50 percent (i.e., a "worse case scenario"), is .0249. In addition, the theoretical standard error decreases as the proportion (P) approaches 0 or 100. Thus, if 85% of the sample provides a given response, the standard error is .0178.

The standard errors are derived from the mathematical formula:

Square Root of:

$$\frac{P * Q}{n}$$

where: P = the proportion of the population exhibiting a characteristic (i.e., approve of Ray Barnes);

Q = (1-P), the proportion not exhibiting the characteristic;

n = size of the sample.

The standard errors can be used to estimate the sampling margin of error of the estimates (i.e., the probable difference in results between interviewing the entire population of adult Georgians versus taking a scientific sample of the population) that extend 1.96 standard error units (i.e. the 95 percent confidence interval) around that value according to the following formula:

$$P \pm 1.96 * (\text{standard error})$$

Thus, with a random sample size of 402 and a population proportion of 50 percent, the 95% confidence interval for the estimate would be:

$$\begin{aligned} .50 \pm 1.96 * .0249 &= .50 \pm 0.048 \\ &= 50\% \pm 4.8\% \quad = 45.2\% \text{ to } 54.8\% \end{aligned}$$

The second step in the sampling process involves the selection of the respondent within the contacted household. In this case, a non-probability method known as the 'Youngest male, Oldest female' technique was utilized. The youngest male, oldest female method tends to be more efficient than probability and quasi-probability respondent selection techniques in terms of both survey effort and response rate, and tends to produce more interviews with male respondents, a group typically under-represented in sample surveys (Keeter and Fisher, 1998).

Theoretically, these methods should produce a sample that is representative of the population under study. Of course, sample surveys are subject to additional sources of error besides sampling error and non-response error. Assuming a representative sample of adult Georgians was produced sampling error is no greater than ± 4.8 percent, with a 95 percent level of confidence. That is, if 50 percent of the sample

gave a certain response to a question, we can be 95 percent certain that between 45.2 and 54.8 percent of the population would provide that same response. This expected error decreases as the sample proportion approaches 0 or 100.

Table 1 details the results of the telephone procedures. The cooperation rate* for the study was 40.5 percent. That is, of the 1,152 eligible respondents contacted, 402 yielded complete interviews. Table 1 also shows the final disposition of each of the 2,548 numbers called in the study. Table 2 displays demographic characteristics of sampled respondents, and comparison with Census data show that the survey appears to be generally representative of major demographic variables.

Once a respondent is located and cooperation obtained, quality-control procedures are set in place to ensure that high quality data are produced. Supervisors are assigned to monitor interviewers in progress; thus approximately one-fifth to one-quarter of all interviews is monitored, and any interviewer errors are eliminated. Retraining of interviewers takes place, if necessary.

Table 1: Final Disposition of Telephone Procedures

	N	% Category
<u>Interview</u>		
Complete	402	95.7
Partial	25	4.3
Total	427	100.0
<u>Eligible, Non-Interview</u>		
Final Refusal	508	47.4
Resp. Never Available	77	0.5
Ans. Machine, No Msg	140	13.8
Ans. Machine, Message	0	0.0
<u>Other</u>		
Dead	0	0.0
Phys/Mentally Unable	44	2.7
Language Unable	41	5.3
Misc. Unable	0	0.0
Callback, Resp Not Selected	65	6.8
Callback, Resp Selected	6	4.1
Total	967	100.0
<u>Unknown Eligibility: Non-Interview</u>		
Unknown if Household		
Busy	32	11.8
No Answer	250	81.7
Ans. Machine	0	0.0
Technical Phone Problems	17	5.9
Unknown: No Screener	0	0.0
Unknown: Other	0	0.6
Total	299	100.0
<u>Not Eligible</u>		
Out of sample	0	0.1
Fax/Data Line	116	15.6
Non-working number	81	6.3
Disconnected number	368	48.9
<u>Technological circumstances</u>		
Number changed	23	4.5
Cell phone	4	0.6
Call forwarding	24	0.5
<u>Not a household</u>		
Business/government/other	211	18.9
Institution	1	0.1
Group quarters	0	0.1
No eligible respondent	113	4.4
Quota filled	0	0.0
Total	855	100.0
COOP 3		43.0%

* Cooperation rate is computed using the American Association for Public Opinion Research (AAPOR) guidelines for reporting results of survey. The rate computed here is AAPOR Cooperation Rate 3 (COOP3). $COOP3 = \text{Interviews} / (\text{Interviews} + \text{Partials} + \text{Refusals})$

Table 2: Demographic Characteristics of Sample

	N	% Sample	% 2000 Census
<u>Gender:</u>			
Male	166	41.3	49.2
Female	236	58.7	50.8
TOTAL	402	100.0	100.0
<u>Ethnicity:</u>			
White	292	73.7	65.1
African-American	82	20.7	28.7
Asian/Pacific Is.	2	0.5	2.2
Multi-Racial/Other	15	3.8	3.8
TOTAL	391	98.7	99.8
Hispanic	5	1.3	5.3
<u>Age:</u>			
18 – 24	46	11.5	36.7
25 – 44	185	46.5	32.4
45 – 64	117	29.4	21.3
65 and older	50	12.6	9.6
TOTAL	398	100.0	100.0
<u>Education:</u>			
< High School	27	6.8	22.3
High School	96	24.0	29.5
Grad/GED			
Some College	130	32.6	24.7
College Grad or Higher	146	36.6	23.4
TOTAL	399	100.0	99.9
<u>Income:</u>			
< \$15,000	31	9.7	16.8
\$15,000 - \$34,999	69	21.5	26.5
\$35,000 - \$49,999	54	16.8	16.0
\$50,000 - \$74,999	61	19.0	19.6
\$75,000 or more	106	33.0	21.1
TOTAL	321	100.0	100.0
MSA/non-MSA			
MSA	260	64.7	68.6
Non-MSA	142	35.3	31.4
TOTAL	402	100.0	100.0

References

“Random Digit Telephone Sampling Methodology”. 1998. Survey Sampling Inc.: Fairfield, Connecticut.

Keeter, Scott, and Kevin Fisher. 1998. “Comparison of Two Respondent Selection Methods”. National Network of State Polls Newsletter. Chapel Hill, North Carolina.