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METHODOLOGY

The study was conducted using three methodologies: telephone, online, and personal interviews. New technologies and societal characteristics often present significant challenges to telephone surveys. The prevalence of mobile phones, for example, and the ability of customers to move one phone number to a different geographical area can present complications to the sampling plan. The decrease in traditional landlines due to households choosing to use only cell phones offers another challenge – there are simply fewer numbers to call in a random survey. The telephone sample was pulled from two lists: a list of landline phone numbers and a list of cellphone numbers for the Eugene-Springfield area.

Societal changes, such as fewer individuals or families dining at home in the evening, further limit access to respondents. Finally, conveniences such as caller ID allow residents to avoid calls altogether. While telephone surveys remain a valuable tool, their administration requires more resources (numbers, surveyors, or time) than ever before. To reduce the non-response rate, up to five call-backs were made to reach the sample by telephone. The incidence rate of reaching a person was seven percent. Several telephone surveys were conducted in Spanish. Personal interviews were conducted with a random sample of the population in a variety of high-traffic locations. A total of 385 surveys were completed between July 17, and August 29, 2017.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error, which represents the difference between a sample of a given population and the total population. For a sample size of 385, if respondents answered a particular question in the proportion of 90% one way and 10% the other, the margin of error would be ± 2.99%, at the 95% confidence level. If they answered 50% each way, the margin of error would be ± 5.0%.