

Hyundai Survey - Friends of Eugene

Sample Report

(Interviewing August 11-14, 1995)

SAMPLING METHODOLOGY

The sample was generated by a list-assisted Waksberg random-digit-dialing protocol developed by Genesys Sampling Systems, Inc. Researchers selected the Eugene area by zip code (selecting zip codes 97401 to 97405), and the Genesys system selected out telephone prefixes of that area. Inexact mapping of telephone prefixes to geography required that a qualifying question be asked of respondents. That question asked "Do you live within the Eugene city limits?" Respondents who answered no were not interviewed for the survey; all others were considered to be in the population of interest.

SUMMARY OF FINAL DISPOSITIONS FOR SAMPLE MEMBERS

Sample attempted	2481	
Unusable sample.....	921	
Non-working or disconnected number, non-residential number, language barrier, computer modem/fax, live outside of Eugene, respondent gone survey dates.		
Eligible sample.....	1560	100.0%
Interviews.....	360	23.1%
Non-interviews.....	1067	68.4%
No answer, answering machine, busy signal, respondent not home, too busy to talk, respondent ill.		
Soft refusal, phone slam.....	107	6.9%
Final refusal.....	26	1.7%

SUMMARY OF ALL DIALING ATTEMPTS

Total number of phone calls.....	2511	100.0%
Answering machine, no answer.....	1260	50.2%
Interview complete.....	426	17.0%
Not home, call back.....	375	14.9%
Busy signal.....	177	7.0%
Too busy now, call back.....	169	6.7%
Wrong number.....	44	1.8%
Disconnected number.....	17	0.7%
Soft refusal.....	16	0.6%
Final refusal.....	11	0.4%
Interviewer knows respondent; call back.....	5	0.2%
Fax, modem.....	4	0.2%
Partial interview (3 completed later).....	4	0.2%
Language barrier.....	3	0.1%