

March 1, 1996

RC Ray  
Federal Emergency Management Agency  
Disaster Field Office  
1793 13th Street SE  
Salem, OR 97302

Dear RC,

It was a pleasure for the University of Oregon Survey Research Laboratory to be able to quickly conduct the "FEMA Recovery Channel Survey" February 23-24, 1996. Enclosed are the various products of that effort, including:

- a facsimile of the survey as administered in our computer-aided-telephone interviewing system;
- interviewer instructions;
- a sample and response rate report, including the dispositions of all dial attempts;
- banner-style data of three key variables cross-tabulated by all survey questions asked; and
- a diskette with the data in Microsoft Excel version 5.0.

The banner data include cross-tabulations of all survey questions by 3 common variables (the 22 counties called grouped into 5 geographical areas, whether respondents ever saw the Recovery Channel, and whether they suffered any damage from the recent floods and rains). For each cell of each cross-tabulation, a count, column percent and row percent (in parentheses) is presented. In addition, row and column totals are presented. Each table is 1-2 pages long. Note that table "n's" vary occasionally due to skip logic built into the survey; this skip logic is evident in the survey facsimile.

Altogether, OSRL interviewers made 2,449 telephone calls, which resulted in 445 completed interviews. The net response rate was 75% and the refusal rate was 12%. Fourteen completed interviews were inexplicably lost in the depths of our computers somewhere, and thus the effective sample size in the banners and on disk is 431 -- 31 more than we contracted for.

Of the 431 survey respondents in the 22 counties,

- 18% had seen FEMA's Recover Channel, including 12% of those in the Portland area, 24% in the Willamette Valley, 10% of those who live on the Pacific coast, 35% of those in the Columbia River Gorge, and 18% of those in southern Oregon;
- 12% had suffered damage from the flood, including 11% of those in the Portland area, 12% in the Willamette Valley, 26% of those who live on the Pacific coast, 11% of those in the Columbia River Gorge, and 4% of those in southern Oregon.

Many more details of the survey results were already faxed to you within an hour of the survey's completion and are apparent in the tabular data. We would be happy to make these results available for broader audiences on our World Wide Web site if FEMA would find that useful.

Again, it was a pleasure to work with you and FEMA. Please feel free to contact me if there are any other services OSRL can provide.

Sincerely,

Patricia A. Gwartney, Ph.D.  
Director