

ABC News Katrina Anniversary polls - Note on Methodology - 8/21/06

ABC News' polling on the anniversary of Hurricane Katrina consists of Gulf Coast, New Orleans and national samples. The Gulf Coast and national samples were conducted by land-line telephone using customary random-digit dialing procedures. The New Orleans sample included a cell-phone component to compensate for land-line disruption there.

The Gulf Coast survey was conducted Aug. 16-20 among 501 adults in the 91 counties in Louisiana, Mississippi and Alabama that were designated by the Federal Emergency Management Agency as disaster areas for purposes of individual assistance aid in Katrina's aftermath. The data were weighted to age, race, sex and education parameters for these counties from the 2000 U.S. Census. (A January 2006 Census update indicates that while certain areas experienced significant population displacement, overall population changes across the region were slight; see http://www.census.gov/Press-Release/www/emergencies/impacted_gulf_estimates.html.)

Orleans Parish (i.e., New Orleans city) residents were further sampled separately, in 300 interviews conducted Aug. 14-20. Population disruption in New Orleans was particularly severe; the January 2006 Census estimate put the city's population at about one-third its pre-Katrina level. Given the unknown availability of land-line phone service in the city, we employed a dual-frame design supplementing the land-line sample with a random sample of cell-phone numbers issued to city residents. Numbers from each sample were released in equal proportion; individuals contacted via cell phone were interviewed if they lived in the city of New Orleans and had no land-line telephone service at home. Forty percent of the New Orleans interviews were conducted via cell phone, the rest via land-line service. In the absence of updated Census data, and given the population disruption, no weights were applied to these data.

The national survey, conducted Aug. 10-20, included an oversample of blacks, for a total of 176 in a total sample of 1,109 adults.

The Gulf Coast and New Orleans interviews were conducted for ABC by TNS of Horsham, Pa.; the national sample by ICR-International Communications Research of Media, Pa. The results have a three-point error-margin for the national sample, 4.5 points for the Gulf Coast sample and six points for the New Orleans sample.