



The Methodology of the 2018 Hurricane Harvey Survey

The Hobby School of Public Affairs at the University of Houston conducted a telephone survey between June 25 and July 31, 2018 with 1,073 persons in Brazoria, Fort Bend, Harris and Montgomery counties. Slightly more than half (N=572) of the interviews were conducted with persons who were interviewed in December 2017 in the aftermath of Hurricane Harvey. Another 501 interviews were conducted with a fresh sample of respondents in the same counties. The margin of error for the entire sample of 1,073 is +/- 3%. The margin of error for the Harris County portion of the sample is +/-3.4%. The margins of error for other subsamples (e.g., counties, racial and ethnic groups) vary and exceed 3.4%. Note that sampling error is only one of many potential sources of error in this or any other public opinion poll.

The survey was conducted by telephone (50 percent with landline telephones and 50 percent with cell phones). The sample of persons interviewed in December 2017 was chosen from areas in each county that were expected to have experienced household flooding (i.e., areas that received two or more feet of rainwater between August 26 and 30, 2017). The fresh sample of residential households was randomly selected in each of the four counties. A sample of active landline and cell phone numbers matched to residential household street addresses was purchased from Marketing Systems Group in Horsham, PA. Interviews were conducted in English and Spanish by Customer Research International of San Marcos, Texas. Only one phone number per household was selected with the same address. The oversampling in areas where flooding was expected to have occurred produced an unrepresentative sample of owner and renter occupied households in Harris County. Weights were applied for the sample to reflect the current share of renter and owner occupied households and racial distribution based on the U.S. Census Bureau's 2016 American Community Survey (ACS) for Brazoria, Fort Bend, Harris and Montgomery counties, Texas.