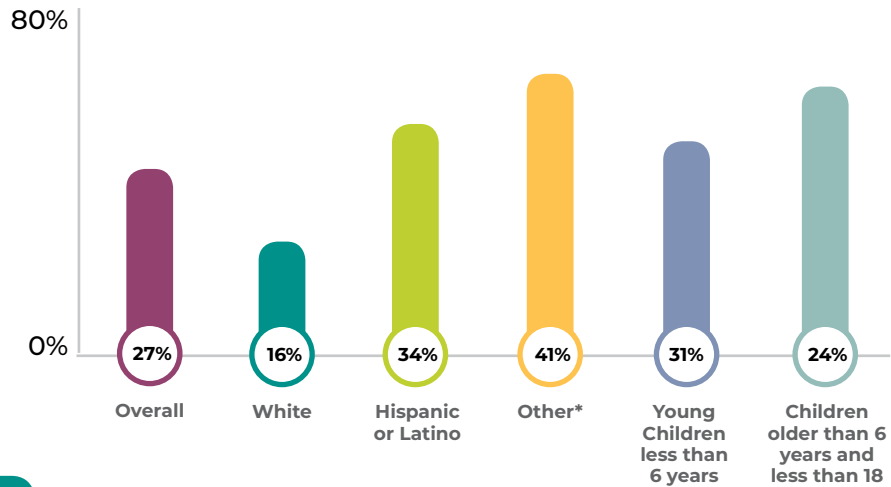


RESPONDENTS THAT SPEND 1/3 OR MORE OF THEIR INCOME ON HOUSING¹⁴



Methodology

This report represents a data collection process that included a telephone survey and compilation of secondary data. A telephone survey was developed by Applied Survey Research (ASR) in collaboration with Focus on Prevention. ASR developed survey questions to mirror nationally-validated indicators, as well as to meet Focus on Prevention data interests pertaining to attitudes and behaviors associated with health and well-being in Stanislaus County.

In September of 2019, 400 Stanislaus County residents were surveyed. Telephone contacts were attempted utilizing a combination of random digit dial and targeted sampling of residents 18 years or older in Stanislaus County. Potential respondents were selected based on phone number prefixes, and quota sampling was employed to obtain the desired demographic distribution of respondents across the county. Quotas were applied for race/ethnicity (White / Black / Asian / Pacific Islander / Hispanic / Other) and gender (Male / Female / Other or unknown). To address the increasing number of households without landline telephone service, the sample included wireless-only and wireless/land-line random digit dial prefixes in Stanislaus County. All cell phone numbers were dialed manually (by hand) to comply with Telephone Consumer Protection Act (TCPA) rules. While cell phone numbers are selected based on the billing address within the county boundaries, respondents were additionally screened for places of residence because cell phones are not necessarily located where the number came from originally or where it is billed, in the case of shared plans.

A sample size of 400 residents provides 95% confidence that the opinions of survey respondents do not differ from those of the population of Stanislaus County (defined as an adult respondent with child/children under the age of 18) by more than +/-4.88%. This “margin of error” is useful in assessing how likely it is that the responses observed in the sample would be found in the population of residents in Stanislaus County if every resident with a child under the age of 18 were to be polled.

It is important to note that the margin of error is increased as the sample size is reduced. This becomes relevant when focusing on particular breakdowns or subpopulations in which the overall sample is broken down into smaller groups. In these instances, the margin of error will be larger than the initially stated interval of 4.88%. This is especially relevant when considering the breakdowns by race/ethnicity. With approximately 90% of Stanislaus County residents identifying as either White or Hispanic or Latino, a representative sampling of the county results in a very small number of responses among Black, Asian/Pacific Islander, American Indian or Alaskan Native, or Multiethnic/Racial respondents. Within this report, where race is considered, ‘other’ includes those racial categories.

Secondary (pre-existing) data were collected from a variety of sources, including but not limited to, the U.S. Census Bureau; federal, state, and local government agencies; health care institutions; and computerized sources through online databases and the Internet. Whenever possible, multiple years of data were collected to present trends.

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Note: Source links are valid as of 2/24/2020.