

2008 RESIDENT SURVEY – Methodology

The City Auditor’s annual Resident Survey was conducted for the 18th year in 2008. Questions on the survey correspond to the goals of the 12 Portland bureaus and the Portland Development Commission which are covered in the Auditor’s annual Service Efforts and Accomplishments report. The results are intended to indicate how well goals were met.

The survey was mailed to randomly selected addresses, with a letter from the City Auditor explaining the purpose of the survey and how to complete it. We asked respondents to remove the address page of the survey so that returned surveys would be anonymous.

Response rate

In July 2008, we mailed approximately 1,350 introductory postcards and surveys to residents in each of the city’s seven neighborhood district coalition areas. A total of 9,304 surveys were sent out. We sent a reminder survey a few weeks later. Any postcard or survey returned to us as undeliverable (due to bad addresses, etc.) was taken out of the survey calculations. A total of 313 were removed for a total of 8,991. 3,359 surveys were returned, of which 60 were removed for being duplicates, leaving 3,299 usable surveys for an overall response rate of 37 percent.

Reliability of survey

For the citywide survey sample size of 3,299, the survey accuracy (at the conventional 95 percent confidence level) is ± 1.7 percent. Within each of the seven coalitions, the survey accuracy ranges from ± 4.2 to ± 4.8 percent.

Representativeness of respondents

We compared demographic information supplied by the respondents to Census data in order to assess how closely our sample matches official census demographics. On a citywide level, our survey respondents are older and more educated than the entire population.

We found that females are over-represented and minorities are under-represented. Analysis in prior years has shown that adjustments to give more weight to the less educated respondents would make very little, if any, difference in the results. We have not determined the impact of the other factors on our results. We did not repeat these comparisons for the neighborhood coalition districts.

The majority of respondents reported having resided in the same residence for five or more years. A full 42 percent lived in their current residence for 10 or more years.

NEIGHBORHOOD COALITION DISTRICTS

