

Hmong: Sample Design and Methodology

Household Survey

Hmong Sample

To reach the sample size goal of 200 Hmong households, a randomly selected group of 1,083 households was obtained from a sample of blocks with high concentrations of the Hmong population (based on school district and census data) in St. Paul and Minneapolis. Blocks with public housing developments were excluded. Of these, 313 households were identified as Hmong and contacted. From this group, 202 Hmong households completed the survey. Sixty-six households refused and 45 surveys could not be completed within the study period, yielding a final response rate of 65 percent.

Control Sample

A control group of non-Hmong households was also surveyed. The control households were randomly selected from non-Hmong households living in the same neighborhoods as the Hmong sample. Of the 322 control households that were contacted, 202 completed the survey. Sixty-eight households refused and 52 surveys could not be completed within the study period, yielding a final response rate of 63 percent.

Business Survey

Hmong Sample

A list of Hmong-owned businesses in St. Paul and Minneapolis was compiled based on information from the Hmong Business Directory, members of the Hmong Chamber of Commerce and lists provided by the Neighborhood Development Center and St. Paul Planning and Economic Development. The list was screened to verify that the businesses were Hmong-owned and in operation. It was also screened to eliminate duplicate businesses. The resulting list consisted of 170 Hmong businesses, most of which were located along two primary commercial strips in St. Paul. Of the 170 businesses, 121 completed the survey, while 36 businesses refused and 13 surveys could not be completed within the study period, yielding a final response rate of 71 percent.

Control Sample

The Hmong business locations were used to establish geographic boundaries for the control business sample. A random sample of 6336 businesses were matched by zip code to the Hmong businesses. Hmong-owned businesses, non-profits and government agencies were eliminated from this list. The remaining list was randomized and the first 342 businesses were contacted. Of these, 122 were no longer in business or were found to be non-profits. Of the 220 remaining businesses, 131 completed surveys, 41 refused and 48 surveys could not be completed within the study period. The final response rate was 60 percent.