

Sample Design and Methodology

Household Survey

The goal was a sample size of 220 households. The sampling process began with a random selection of block groups, yielding a total of 95 blocks. Because four of the blocks had fewer than 50 residents, they were eliminated from the sample. From the remaining 91 blocks, 43 blocks were selected at random. One additional block was eliminated at this stage, because it contained a single structure, a senior housing building.

For each block, a list was made of all of the dwelling units in the block. Ten dwelling units were selected at random from each block. Out of the 420 resulting dwelling units, 301 were randomly selected to participate in the survey. However, due to sickness, language difficulties, or vacancy, 18 cases had to be replaced, leaving a final sample size of 300. From that, 196 interviews were completed, yielding a response rate of 65 percent.

Business Survey

The first stage in the selection of the sample for the business survey consisted of enumerating all of the business establishments in the community of Chatham. All businesses were coded and classified according to the type of establishment. A total of 679 businesses were listed. After ineligible establishments were excluded from the sample, 584 businesses remained. Because there were a large number of hair styling/nails and eating establishments, these types of businesses were sampled at one half the probability of the remaining business types. The goal for the final sample is summarized in the following table:

Business Type	Sampling Rate	Goal Sample
Hair stylists	22.5%	N=20
Eating Places	22.5%	N=14
All Others	45.0%	N=196
Total		N=230

From a sample of 306 selected establishments, 181 interviews were completed, yielding a final response rate of 58 percent.