

# **Jacksonville Human Rights Commission**

## **LGBT Attitudinal Awareness Survey**

Public Opinion Research Laboratory  
University of North Florida

### **Report October 31, 2008**

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## **I. Summary of Findings**

From October 13 through October 16, 2008, the Public Opinion Research Laboratory at the University of North Florida conducted a survey consisting of 512 telephone interviews with Jacksonville adults. This survey asked respondents questions pertaining to issues relating to the lesbian, gay, bisexual, and transgendered (LGBT) community in Jacksonville. Specifically, this survey was designed to measure opinions on employment, housing issues, and moral and cultural issues pertaining to sexual minorities.

In terms of employment issues, the poll finds that:

- The vast majority of respondents agree with the statement that individuals should be treated equally, regardless of their race, age, sexual orientation, disability, or gender. Some 86% “strongly agree” that individuals should receive equal treatment at work regardless of their sexual orientation [Table 1].
- Regarding affirmative action programs, most respondents believe that a preference in hiring African-Americans is a practice that discriminates against whites [Table 3].

On housing issues for sexual minorities, the poll finds that:

- Around three quarters of respondents (73.5%) report that they would be equally comfortable having a single lesbian or a single heterosexual woman as a neighbor. About 24% report they would be more comfortable with a single heterosexual woman as a neighbor [Table 4].
- For other groups, the results are similar. 74% of respondents report that they would be equally comfortable with a physically disabled or an able bodied person as a neighbor; 84% report being equally comfortable with a white man or a black man, and 47% respond similarly when asked to choose between a single 25 year old and a single 45 year old [Table 4].

For discrimination issues:

- The majority of respondents (59.5%) view race relations as either “excellent” or “good” [Table 8].
- Similarly, nearly one third viewed the level of prejudice toward lesbians and gays as “non-existent.” Some 58% report that the level of prejudice against lesbians and gays is “low” [Table 9].

Regarding moral and cultural issues:

- A plurality of respondents in the survey (46.4%) report that the constitution should not be amended to define marriage. Furthermore, about 14% believe that the constitution should be amended to define a marriage as extending to a man and a woman, plus gay and lesbian relationships. Forty percent believe that the constitution should be amended to define a marriage as extending only to relationships between a man and a woman [Table 12].
- When asked to gauge their feelings about celebrities, over 8 out of 10 respondents reported positive feelings about Elton John and Angelina Jolie—celebrities that are sexual minorities. Similarly, over seventy percent responded positively to Ellen DeGeneres. Of the celebrities that are sexual minorities, Rosie O'Donnell received the least positive score, with 31% responding favorably. Of all the celebrities mentioned in the survey, Paris Hilton—a heterosexual—received the least positive rating, with just 18% reporting a positive perception. This indicates that factors other than sexual orientation impact respondent perception [Table 13].
- Although some 9 out of 10 (86.2%) respondents reported that prejudice against lesbians and gays is either “non-existent,” or “low,” nearly one quarter of all respondents (23.4%) agreed with the statement that a heterosexual person is more moral than a homosexual person [Table 14].
- Labels matter. Fewer respondents agreed with the morality statement when the words “straight” and “gay” were substituted for “heterosexual” and “homosexual.” More respondents also *disagreed* with the statement, “a straight person is more moral than a gay person” compared to the statement, “a heterosexual person is more moral than a homosexual person” [Table 14 and Table 15].

Other factors to consider:

- The single largest factor in explaining differences in perception of the LGBT community is whether or not the respondent has a lesbian or gay friend. Respondents with gay or lesbian friends were: 1) more likely to agree that people should receive equal treatment in the workplace regardless of their sexual orientation; 2) more likely to report being equally comfortable with either a lesbian or a heterosexual female as a neighbor; 3) more likely to report a high level of discrimination against lesbians and gays; and 4) more likely to disagree with the statement that a heterosexual is more moral than a homosexual, compared with their counterparts without lesbian or gay friends.

## II. Workplace Issues

Overall, respondents report agreement with the statements regarding workplace equality. Nearly 100% of respondents report that people should receive equal treatment regardless of their race, age, disability, or gender. About 95% of respondents report agreement with equality regarding sexual orientation, with 86% reporting that they “strongly agree.”

**Table 1: People should receive equal treatment in the workplace, whatever their: [Q2a, Q2b, Q2c, Q4a, Q4b]**

	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree
Race	96.4	3.2	0.0	0.4
Age	85.2	12.6	1.7	0.4
Sexual orientation	86.2	8.5	4.0	1.3
Disability	72.9	17.1	8.1	1.9
Gender	95.3	2.9	1.2	0.6

Although the vast majority of respondents agreed with the statement that people should receive equal treatment in the workplace regardless of their sexual orientation, there was some variation across certain groups.

Respondents that reported having a sexual minority as a friend were more likely to agree with this statement than those that reported not having a sexual minority as a friend (96.2% vs. 91.8%). This represents a statistically significant relationship.

In addition, females were more likely to report agreement with the statement, compared to their male counterparts (96.9% vs. 92.2%).

**Table 2: Equal treatment in the workplace regardless of sexual orientation [Q.2c] crosstabulation**

	<b>Agree</b>	<b>Disagree</b>
<b>Age (P=.257)</b>		
18-24	96.8	3.2
25-34	95.7	4.3
35-44	91.5	8.5
45-54	95.0	5.0
55-64	98.6	1.4
65 or older	91.5	8.5
<b>Education (P=.292)</b>		
Grade school	100.0	0.0
High school graduate	93.8	6.2
Some college	96.1	3.9
College graduate	95.6	4.4
Post graduate degree	89.6	10.4
<b>Length of time at address (P=.737)</b>		
Less than 1 year	96.4	3.6
1-5 years	93.1	6.9
6-10 years	93.3	6.7
11-15 years	96.6	3.4
16-20 years	97.8	2.2
More than 20 years	94.2	5.8
<b>Registered to vote (P=.597)</b>		
Yes	94.6	5.4
No	95.0	5.0
<b>Party affiliation (P=.082)</b>		
Democrat	96.9	3.1
Republican	91.8	8.2
Other	91.7	8.3
<b>Race/ethnicity (P=.557)</b>		
White	94.7	5.3
Black or African-American	93.4	6.6
Hispanic	96.6	3.4
Asian	100.0	0.0
Other	83.3	16.7
<b>Gender (P=.021)</b>		
Male	92.5	7.5
Female	96.9	3.1
<b>Has gay/lesbian friend (P=.033)</b>		
Yes	96.2	3.8
No	91.8	8.2
<b>Has gay/lesbian family member (P=.467)</b>		
Yes	95.6	4.4
No	94.9	5.1

Although the overwhelming majority of respondents report that people should receive equal treatment in the workplace whatever their race, half of the sample report that preference in hiring and promoting African-Americans is discriminatory towards whites. Only 12.5% of respondents reported that blacks should be given preference in hiring and promotion due to past discrimination.

**Table 3: Some people say that because of past discrimination, blacks should be given preference in hiring and promotion. Others say that such a preference in hiring and promotion of blacks is wrong because it discriminates against white. What about you? [Q.3]**

Blacks should be given preference in hiring due to past discrimination	12.5
Preference in hiring blacks discriminates against whites	50.0
Neither—VOLUNTEERED	37.6

### III. Housing

When given alternatives for possible neighbors, most respondents reported that they would be equally comfortable having either alternative as their neighbor. The biggest variation for these questions was centered on age. For this question, respondents were less likely to volunteer that they would be equally comfortable with either a 25 year old or a 45 year old single person living next door to them.

The second-largest variation for this group of questions appears when examining the choice between a single lesbian versus a single heterosexual woman. Most respondents that had an opinion (23.9%) reported that they would prefer to have a single heterosexual woman living next door.

**Table 4: Respondent preference for neighbors**

Physically disabled	5.4
Able bodied person	20.5
Equally comfortable (Volunteered)	74.0
White man	10.3
Black man	6.0
Equally comfortable (Volunteered)	83.6
Single lesbian	2.6
Single heterosexual woman	23.9
Equally comfortable (Volunteered)	73.5
Single 25 year old	9.3
Single 45 year old	43.7
Equally comfortable (Volunteered)	47.0

Although most respondents report being equally comfortable with a single female or a lesbian as a neighbor, there is some variation between groups. As with the employment question, having a gay or lesbian friend is an important indicator as to how a respondent will answer the question regarding neighbors. Respondents that report having a friend that is a sexual minority are three times as likely to prefer a lesbian neighbor (3.5% vs. 1.1%). Perhaps more importantly, those with a gay or lesbian friend are more likely to report being equally comfortable with either a lesbian or heterosexual female as a neighbor (78.6%), compared to those that do not have a gay or lesbian friend (62.6%).



**Table 5: Preference for a heterosexual female or lesbian as a neighbor [Q.5c]  
crosstabulation**

	Single lesbian	Single heterosexual	Equally comfortable
<b>Age (<i>P</i>=.007)</b>			
18-24	9.7	30.6	59.7
25-34	0.0	19.4	80.6
35-44	1.0	25.5	73.5
45-54	4.1	21.4	74.5
55-64	2.7	16.4	80.8
65 or older	1.4	31.9	66.7
<b>Education (<i>P</i>=.034)</b>			
Grade school	14.3	0.0	85.7
High school graduate	4.8	25.7	69.5
Some college	0.6	21.3	78.1
College graduate	3.8	21.4	74.8
Post graduate degree	1.5	34.3	64.2
<b>Length of time at address (<i>P</i>=.171)</b>			
Less than 1 year	0.0	30.9	69.1
1-5 years	4.2	25.6	70.2
6-10 years	1.0	23.8	75.2
11-15 years	1.8	12.5	85.7
16-20 years	4.5	15.9	79.5
More than 20 years	1.5	30.3	68.2
<b>Registered to vote (<i>P</i>=.409)</b>			
Yes	2.3	23.9	73.9
No	5.3	24.6	70.2
<b>Party affiliation (<i>P</i>=.071)</b>			
Democrat	3.1	19.9	77.0
Republican	1.1	29.4	69.5
Other	0.0	14.7	85.3
<b>Race/ethnicity (<i>P</i>=.004)</b>			
White	1.4	23.7	74.9
Black or African-American	3.4	25.7	70.9
Hispanic	3.4	31.0	65.5
Asian	17.6	0.0	82.4
Other	0.0	20.0	80.0
<b>Gender (<i>P</i>=.043)</b>			
Male	0.8	23.4	75.8
Female	4.4	24.2	71.4
<b>Has gay/lesbian friend (<i>P</i>=.000)</b>			
Yes	3.5	17.9	78.6
No	1.1	36.2	62.6
<b>Has gay/lesbian family member (<i>P</i>=.084)</b>			
Yes	3.8	19.9	76.3
No	1.6	27.1	71.3

A large majority of respondents report having a gay or lesbian friend. Over 63% reported this. In addition, about one-third of respondents in this survey reported having a gay or lesbian family member.

**Table 6: Are any of your friends gay [Q.11a]**

Yes	63.1
No	36.9

**Table 7: Are any of your family members gay [Q.12]**

Yes	32.1
No	67.9

#### **IV. Discrimination**

In addition, when asked to rate race relations in their community, a majority of respondents (59.5%) viewed race relations as either “excellent” or “good.” About 41% reported less favorable race relations in their community, with 10% reporting race relations being “poor.”

**Table 8: Rating of race relations [Q.6]**

Excellent	18.4
Good	41.1
Fair	30.6
Poor	9.9

Nearly one third of respondents interviewed for this survey (28.5%) reported that the level of prejudice toward lesbians and gays is “non-existent.” A further 58% reported that the level of prejudice against gays and lesbians is “low.” Only about 14% reported there being a high level of prejudice against lesbians and gays.

**Table 9: Level of prejudice against gays and lesbians [Q.9]**

Non-existent	28.5
Low	57.7
High	13.7

Once again, a statistically significant relationship exists between those who have a lesbian or gay friend and those who do not when examining opinions on prejudice. Those respondents that reported having a gay or lesbian friend were less likely to report there being a “non-existent” level of prejudice toward lesbians and gays.

In addition, those with gay or lesbian friends are more likely to report there being a “high” level of prejudice than those who do not have a gay or lesbian friend (15.5% vs. 10.7%).

**Table 10: Level of discrimination against lesbians and gays [Q.9]  
crosstabulation**

	<b>Non-existent</b>	<b>Low</b>	<b>High</b>
<b>Age (P=.059)</b>			
18-24	41.7	46.7	11.7
25-34	34.5	54.8	10.7
35-44	23.1	57.1	19.8
45-54	21.4	63.1	15.5
55-64	18.6	67.8	13.6
65 or older	37.5	54.2	8.3
<b>Education (P=.013)</b>			
Grade school	60.0	20.0	20.0
High school graduate	25.8	58.4	15.7
Some college	36.2	52.3	11.4
College graduate	27.0	63.1	9.8
Post graduate degree	15.1	58.5	26.4
<b>Length of time at address (P=.005)</b>			
Less than 1 year	46.5	46.5	7.0
1-5 years	20.8	58.4	20.8
6-10 years	29.5	56.8	13.7
11-15 years	17.8	71.1	11.1
16-20 years	33.3	57.1	9.5
More than 20 years	42.6	51.1	6.4
<b>Registered to vote (P=.437)</b>			
Yes	28.1	57.2	14.7
No	30.0	62.0	8.0
<b>Party affiliation (P=.054)</b>			
Democrat	31.2	48.8	20.0
Republican	26.6	63.3	10.1
Other	32.1	57.1	10.7
<b>Race/ethnicity (P=.051)</b>			
White	24.9	60.8	14.3
Black or African-American	32.0	56.2	11.7
Hispanic	28.6	42.9	28.6
Asian	56.2	43.8	0.0
Other	25.0		25.0
<b>Gender (P=.439)</b>			
Male	28.3	59.9	11.8
Female	28.8	55.3	15.8
<b>Has gay/lesbian friend (P=.010)</b>			
Yes	23.4	61.2	15.5
No	37.1	52.1	10.7
<b>Has gay/lesbian family member (P=.044)</b>			
Yes	21.1	61.3	17.6
No	31.5	57.0	11.5

There is a correlation between views on race relations and level of prejudice against sexual minorities. Those individuals who view race relations as “excellent” are also more likely to report that prejudice against lesbians and gays is either “non-existent” or “low.” In fact, as perception of race relations gets worse, respondents are less likely to report non-existent prejudice against lesbians and gays.

Those individuals who report race relations being poor are the most likely to report a high level of prejudice against lesbians and gays. 31% of respondents that reported race relations as “poor” also reported that there is a high level of prejudice against lesbians and gays.

**Table 11: Rating of race relations [Q.6] and perceived level of prejudice against gays and lesbians [Q.9] cross tabulation**

	Non-existent prejudice	Low prejudice	High prejudice
Race relations are excellent	32.9	55.7	11.4
Race relations are good	32.5	57.8	9.6
Race relations are fair	25.8	59.4	14.8
Race relations are poor	14.3	54.8	31.0

*P=.011*

## V. Cultural Issues and Morality

A plurality (46.4%) reported that the constitution should not be amended to define a marriage at all. Of those respondents that believe the constitution should be amended, a large majority believes that it should reflect marriage being solely between a man and a woman.

**Table 12: Should the constitution be amended to define marriage as extending only to a man and a woman, to relationships between men and women and gay and lesbian relationships, or should the constitution not be amended at all? [Q.8]**

Man and woman only	40.0
Men and woman plus gay and lesbian relationships	13.6
Not amended at all	46.4

Over 8 out of 10 respondents reported positive feelings about Elton John and Angelina Jolie. Seventy percent of those who had an opinion reported positively regarding Ellen DeGeneres. Of the celebrities that are sexual minorities, Rosie O'Donnell received the least positive score, with 30.6% reporting positive feelings toward her. Paris Hilton received the least positive score out of all celebrities, with just 18% reporting positive perception.

**Table 13: Respondent perception of celebrities [Q1a to Q1i]**

	Very positive	Somewhat positive	Somewhat negative	Very negative
James Dean	21.2	64.2	12.4	2.2
Paris Hilton	3.9	14.3	38.3	43.5
Elton John	31.0	52.4	12.8	3.7
Angelina Jolie	31.8	50.1	13.2	4.9
Ellen DeGeneres	25.6	44.8	18.5	11.1
Jack Del Rio	46.2	45.3	6.7	1.8
Oprah Winfrey	48.1	31.1	14.1	6.7
Kobe Bryant	20.3	40.8	29.7	9.2
Rosie O'Donnell	7.3	23.3	33.5	35.9

Although over 8 out of 10 (86.2%) of respondents reported prejudice against gays and lesbians as either “non-existent” or “low,” nearly one-quarter of respondents (23.4%) reported agreement with the statement that a heterosexual person is more moral than a homosexual person.

**Table 14: Heterosexual person more moral than a homosexual person [Q.10a]**  
*Split-ballot; half of respondents received 10a, and half received 10b*

Strongly agree	5.8
Somewhat agree	17.6
Somewhat disagree	29.5
Strongly disagree	47.1

Having a gay or lesbian friend or family member is a determinant in how respondents view the morality of sexual minorities. Over one-third of respondents who do not have a gay or lesbian friend reported agreement with the statement that heterosexuals are more moral than homosexuals. Of those respondents with a gay or lesbian friend, 17% responded similarly. Likewise, a statistically significant relationship exists between those with and without a gay or lesbian family member with respect to their opinions on morality. Those without a gay or lesbian family member are nearly twice as likely as those with a gay or lesbian family member (27.3% to 14.6%) to agree with the statement that heterosexuals are more moral than homosexuals.

In addition, respondents that have lived at their current address for more than 20 years are more likely to agree with this statement than those who have lived at their address for shorter periods of time. Over one quarter (26.2%) of registered voters agreed with this statement, compared to just 4% of individuals not registered to vote. African-Americans were statistically more likely to report agreement with the statement that heterosexuals are more moral than homosexuals. Finally, males were more likely than females to agree with the statement (28.7% vs. 18% of females).

**Table 15: A heterosexual person is more moral than a homosexual person [Q.10a] crosstabs**

	<b>Agree</b>	<b>Disagree</b>
<b>Age (P=.159)</b>		
18-24	35.9	64.1
25-34	22.9	77.1
35-44	21.7	78.3
45-54	10.0	90.0
55-64	26.9	73.1
65 or older	28.0	72.0
<b>Education (P=.279)</b>		
Grade school	0.0	100.0
High school graduate	20.5	79.5
Some college	26.6	73.4
College graduate	18.0	82.0
Post graduate degree	35.3	64.7
<b>Length of time at address (P=.045)</b>		
Less than 1 year	21.4	78.6
1-5 years	25.8	74.2
6-10 years	18.8	81.2
11-15 years	17.4	82.6
16-20 years	6.2	93.8
More than 20 years	46.2	53.8
<b>Registered to vote (P=.004)</b>		
Yes	26.2	73.8
No	3.6	96.4
<b>Party affiliation (P=.510)</b>		
Democrat	26.2	73.8
Republican	28.9	71.1
Other	14.3	85.7
<b>Race/ethnicity (P=.030)</b>		
White	20.4	79.6
Black or African-American	36.5	63.5
Hispanic	13.3	86.7
Asian	0.0	100.0
Other	0.0	100.0
<b>Gender (P=.037)</b>		
Male	28.7	71.3
Female	18.0	82.0
<b>Has gay/lesbian friend (P=.002)</b>		
Yes	17.3	82.7
No	35.3	64.7
<b>Has gay/lesbian family member (P=.020)</b>		
Yes	14.6	85.4
No	27.3	72.7



For this version of the question, fewer respondents reported agreement with the statement that straight persons are more moral than gay persons. Just under 17% agreed with the statement that a *straight* person is more moral than a *gay* person, compared with 23.4% that reported agreement with the statement that a *heterosexual* person is more moral than a *homosexual* person.

**Table 16: Straight person more moral than a gay person [Q.10b]**  
*Split-ballot; half of respondents received 10a, and half received 10b*

Strongly agree	11.4
Somewhat agree	5.4
Somewhat disagree	30.0
Strongly disagree	53.2

Likewise, this version of the question yielded variation when examining respondents across demographic groups. For this question, respondent party affiliation was a statistically significant factor in respondent views on morality. Ten percent of respondents that reported supporting Democratic candidates agreed with the statement that a straight person is more moral than a gay person, compared with 32.1% of respondents that reported supporting Republican candidates.

Interestingly, the presence of a gay or lesbian friend or family member did not yield statistically significant results for the respondents that were asked this version of the question.

The results of this split ballot question indicate that the terms one uses to describe members of a sexual minority matter. Overall, fewer respondents agreed with the morality statement when the words “straight” and “gay” were used to describe groups, and more respondents also disagreed when these words were used. This is true when examining data across demographic groups as well.

**Table 17: Straight person more moral than a gay person [Q.10b] crosstabs**

	Agree	Disagree
<b>Age (<math>P=.734</math>)</b>		
18-24	15.4	84.6
25-34	12.5	87.5
35-44	25.0	75.0
45-54	12.5	87.5
55-64	16.7	83.3
65 or older	19.4	80.6
<b>Education (<math>P=.050</math>)</b>		
Grade school	0.0	100.0
High school graduate	26.5	73.5
Some college	6.5	93.5
College graduate	20.0	80.0
Post graduate degree	13.8	86.2
<b>Length of time at address (<math>P=.180</math>)</b>		
Less than 1 year	19.0	81.0
1-5 years	14.5	85.5
6-10 years	30.0	70.0
11-15 years	11.5	88.5
16-20 years	10.0	90.0
More than 20 years	8.7	91.3
<b>Registered to vote (<math>P=.193</math>)</b>		
Yes	17.9	82.1
No	8.3	91.7
<b>Party affiliation (<math>P=.001</math>)</b>		
Democrat	10.0	90.0
Republican	32.1	67.9
Other	6.7	93.3
<b>Race/ethnicity (<math>P=.223</math>)</b>		
White	20.4	79.6
Black or African-American	12.3	87.7
Hispanic	25.0	75.0
Asian	0.0	100.0
Other	50.0	50.0
<b>Gender (<math>P=.552</math>)</b>		
Male	16.8	83.2
Female	17.2	82.8
<b>Has gay/lesbian friend (<math>P=.086</math>)</b>		
Yes	13.9	86.1
No	23.1	76.9
<b>Has gay/lesbian family member (<math>P=.134</math>)</b>		
Yes	12.3	87.7
No	19.8	80.2

## VI. Demographics

**Table 18: Age [D1]**

18-24	12.1
25-34	18.2
35-44	20.9
45-54	20.0
55-64	14.7
65 or older	14.1

**Table 19: Education [D2]**

Grade school	1.5
High school graduate	22.3
Some college	36.0
College graduate	26.7
Post graduate degree	13.5

**Table 20: Length of time at current address [D3]**

Less than a year	10.9
1-5 years	34.3
6-10 years	20.9
11-15 years	11.4
16-20 years	8.9
More than 20 years	13.6

**Table 21: Parent or guardian of a child 18 or younger [D4]**

Yes	40.6
No	59.4

**Table 22: Registered to vote [D5]**

Yes	88.1
No	11.9

**Table 23: Political party affiliation [D6]**

Democrat	47.2
Republican	44.3
Other	8.5

**Table 24: Race or ethnicity [D7]**

White	59.6
Black or African American	30.2
Hispanic	5.7
Asian	3.4
Other	1.1

**Table 25: Total household income in 2007 [D8]**

Less than \$20,000	16.0
\$20,001 to \$50,000	29.6
\$50,001 to \$75,000	20.0
\$75,0001 to \$100,000	16.9
More than \$100,000	17.5

**Table 26: Are you gay, lesbian, bisexual, or transgendered? [D9]**

No—heterosexual/straight	96.4
Bisexual	1.5
Homosexual/gay/lesbian	1.9
Transgendered	0.2

**Table 27: Respondent gender [D10]**

Male	49.3
Female	50.7

## VII. Survey Methodology

The Jacksonville Human Rights Commission LGBT Issues Survey received survey responses from 512 Jacksonville residents.

The survey was conducted by the Public Opinion Research Laboratory at the University of North Florida. The interviews were done in English from October 13 through October 16, 2008. The margin of sampling error for the entire sample is 4.33%. Margin of error is higher for cross tabulations.

### Sample Design

The telephone samples were provided by Genesys Sampling Systems at Marketing Systems Group. The sample was drawn using standard list-assisted random digit dialing (RDD) methodology.

### Procedure

Interviews were conducted from October 13 through October 16, 2008. As many as 6 attempts were made to contact every sampled telephone number. The sample is released in replicates—representative subsamples of the larger sample.

### Analysis

Respondent gender, race, and age were weighted to statistics from the 2000 Census. Responses “Do not know” and “Refused” were removed for analysis. Due to rounding, some percentages may vary.

Small scale changes in responses can be seen between groups when examining various survey responses. By contrast, statistical significance between groups is achieved when there is a strong likelihood (at least 95%), that the variation between groups was caused by there being a difference in the actual responses between groups, rather than the variation being caused by chance. When this relationship exists, the “P value” will be less than or equal to .05, indicating that there is a 5% chance or less that differences between groups was caused by chance. For example, a “P value” of .003 would indicate that there is less than a 0.3% probability that the difference between groups was caused simply by chance.

Sample Disposition

The table below illustrates the disposition coding for all sampled telephone numbers dialed in Duval County, Florida for this survey.

**Sample Disposition**

Total Numbers Dialed	7114
Business	274
Computer/Fax	574
Cell phone	51
Other non working	1277
<b>Working Numbers</b>	<b>4938</b>
<b>Working Rate (%)</b>	<b>69.4</b>
No Answer	1061
Busy	342
Answering Machine	1681
Callbacks	272
Other Non-Contacts	12
<b>Contacted numbers</b>	<b>1570</b>
<b>Contact Rate (%)</b>	<b>31.8</b>
Refusals	1018
<b>Cooperating Numbers</b>	<b>552</b>
<b>Cooperation Rate (%)</b>	<b>54.2</b>
No Adult in HH	3
Language Barrier	7
Ineligible by Screener Question	n/a
<b>Eligible Numbers</b>	<b>542</b>
<b>Eligibility Rate (%)</b>	<b>98.2</b>
Interrupted	30
Completes	512
<b>Completion Rate (%)</b>	<b>94.5</b>