
Spring Tracking Survey 2009**Online Video**

4/28/09

Data for March 26 – April 19, 2009

Princeton Survey Research Associates International
for the Pew Internet & American Life ProjectSample: n= 2,253 national adults, age 18 and older, including 561 cell phone interviews
Interviewing dates: 03.26.09 – 04.19.09

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,687]

Margin of error is plus or minus 3 percentage points for results based on online economic users [n=1,475]

Q6a Do you use the internet, at least occasionally?**Q6b** Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25

Q7 Did you happen to use the internet YESTERDAY?²

Based on internet users [N=1,687]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Current	73	26	1	*
December 2008	72	28	*	--
November 2008	72	27	*	--
August 2008	72	27	1	--

¹ Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"² Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"

Q15 Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEMS; ALWAYS ASK a & b FIRST; ROTATE c-j]? [IF YES: Did you happen to do this YESTERDAY, or not?]

Based on cell phone users

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
a. Record a video					
Current	19	3	81	0	0
December 2007	18	3	82	0	--
b. Watch video					
Current	14	3	86	*	0
December 2007	10	3	90	0	--

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?³

Based on all internet users [N=1,687]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Watch a television show or movie online					
Current	35	7	65	*	*

WEB2 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?⁴

Based on Form A internet users [N=808]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Watch a video on a video-sharing site like YouTube or GoogleVideo					
Current	62	19	38	0	0
May 2008	52	16	48	1	--
December 2007 ⁵	48	15	52	*	--
December 2006	33	8	66	*	--

³ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

⁴ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

⁵ In Oct-Dec 2007, results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

Q20 You mentioned you have watched a TV show or movie online. Have you ever connected your computer to a TV so you can watch video from the internet on the TV?

Based on internet users who watch TV or movies online [N=504]

	CURRENT	
%	23	Yes, have done this
	77	No, have not done this
	*	Don't know
	*	Refused

Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research International between March 26 to April 19, 2009, among a sample of 2,253 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based Internet users (n=1,687), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 5 attempts were made to complete an interview at sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest male currently at home. If no male was available, interviewers asked to speak with the youngest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2008 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older. These parameters are then compared with the sample characteristics to

construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 1: Sample Disposition

Landline	Cell	
21994	8500	Total Numbers Dialed
865	120	Non-residential
910	3	Computer/Fax
7	--	Cell phone
8195	2862	Other not working
2477	580	Additional projected not working
9540	4935	Working numbers
43.4%	58.1%	Working Rate
826	193	No Answer / Busy
1296	1120	Voice Mail
47	5	Other Non-Contact
7371	3617	Contacted numbers
77.3%	73.3%	Contact Rate
483	423	Callback
4575	2133	Refusal
2313	1061	Cooperating numbers
31.4%	29.3%	Cooperation Rate
325	152	Language Barrier
--	246	Child's cell phone
1988	663	Eligible numbers
85.9%	62.5%	Eligibility Rate
296	102	Break-off
1692	561	Completes
85.1%	84.6%	Completion Rate
20.6%	18.2%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 20.6 percent. The response rate for the cellular sample was 18.2 percent.