August Health Tracking Survey 2010

Data for August 9 – September 13, 2010

Final Topline   9/17/10

Q10   As I read the following list of items, please tell me if you happen to have each one, or not. Do you have… [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	59	40	*	*
May 2010	62	38	*	*
January 2010	59	41	0	*
December 2009	58	42	*	*
September 2009	62	37	0	*
April 2009	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
b. A laptop computer or netbook[1]				
Current	52	48	*	*
May 2010	55	45	*	0
January 2010	49	51	*	*
December 2009	46	53	*	*
September 2009	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--

Q10 continued…

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[1] Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

		YES	NO	DON'T KNOW	REFUSED
c.	A cell phone or a Blackberry or iPhone or other device that is also a cell phone[2]				
	Current	85	15	*	*
	May 2010	82	18	*	0
	January 2010[3]	80	20	0	*
	December 2009	83	17	0	*
	September 2009	84	15	*	*
	April 2009	85	15	*	*
	April 2008	78	22	*	--
	Dec 2007	75	25	*	--
	Sept 2007	78	22	*	--
	April 2006	73	27	*	--
	January 2005[4]	66	34	*	--
	November 23-30, 2004	65	35	*	--
d.	An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book				
	Current	5	95	*	*
	May 2010	4	96	*	*
	September 2009	3	97	*	*
	April 2009	2	98	*	*
e.	An iPod or other MP3 player[5]				
	Current	47	53	*	*
	May 2010	46	54	*	0
	September 2009	43	57	*	0
	April 2009	45	55	*	*
	December 2007	34	66	*	--
	April 2006	20	79	*	--
	February 2005	11	88	1	--
	January 2005	11	88	1	--

Q10 continued…

[2] Prior to April 2009, item wording was "A cell phone." From April 2009 thru December 2009, item wording was "A cell phone or a Blackberry or iPhone or other device that is also a cell phone." Beginning December 2007, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

[3] In January 2010, item wording was "A cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone."

[4] Through January 2005, question was not asked as part of a series. Question wording as follows: "Do you happen to have a cell phone, or not?"

[5] Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

Q10 continued…

		YES	NO	DON'T KNOW	REFUSED
f.	A game console like Xbox or Play Station				
	Current	42	57	*	*
	May 2010	42	58	*	*
	September 2009	37	63	*	*
	April 2009	41	59	*	*
g.	A tablet computer like an iPad				
	Current	4	96	*	*
	May 2010	3	97	*	0

Methodology for "Americans and their gadgets" (2010)

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 Associates International between August 9 and September 13, 2010, among a sample of 3,001 adults, age 18 and older. Interviews were conducted in English and Spanish. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.5 percentage points. For results based Internet users (n=2,065), the margin of sampling error is plus or minus 2.9 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. The landline sample for this survey was designed to generalize to the U.S. adult population and to oversample African-Americans and Hispanics. To achieve these objectives in a cost effective manner, the design uses standard list-assisted random digit dialing (RDD) methodology, but telephone numbers are drawn disproportionately from telephone exchanges with higher than average density of African-American and/or Hispanic households. 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 7 attempts were made to complete an interview at a 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, half of the time interviewers first asked to speak with the youngest adult male currently at home. If no male was at home at the time of the call, interviewers asked to speak with the youngest adult female. For the other half of the contacts interviewers first asked to speak with the youngest adult female currently at home. If no female was available, interviewers asked to speak with the youngest adult male at home. 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.

Disproportionate sampling and non-response in telephone interviews can produce biases in survey-derived estimates. The dataset was weighted in two stages. The first stage of weighting corrected for the disproportionate landline sample design and also accounted for the overlapping landline and cellular sample frames as well as different probabilities of selection associated with the number of adults in the household. The second stage of weighting matched overall sample demographics to population parameters. The demographic weighting parameters are derived from a special analysis of the most

recently available Census Bureau's March 2009 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	
53,160	17,075	Total Numbers Dialed
2,613	441	Non-residential
2,430	32	Computer/Fax
21	---	Cell phone
27,936	6,428	Other not working
4,308	311	Additional projected not working
15,852	9,863	Working numbers
29.8%	57.8%	Working Rate
1,436	104	No Answer / Busy
2,734	2,370	Voice Mail
84	17	Other Non-Contact
11,598	7,372	Contacted numbers
73.2%	74.7%	Contact Rate
1,020	1,027	Callback
8,303	4,597	Refusal
2,275	1,748	Cooperating numbers
19.6%	23.7%	Cooperation Rate
158	60	Language Barrier
---	646	Child's cell phone
2,117	1,042	Eligible numbers
93.1%	59.6%	Eligibility Rate
116	42	Break-off
2,001	1,000	Completes
94.5%	96.0%	Completion Rate
13.6%	17.0%	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 13.6 percent. The response rate for the cellular sample was 17.0 percent.