Survey Questions and Methodology

Spring Tracking Survey 2012

Final Topline 04/10/2012

Data for March 15–April 3, 2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project

Sample: n=2,254 national adults, age 18 and older, including 903 cell phone interviews
Interviewing dates: 03.15.2012 – 04.03.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,254]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,803]
Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,954]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners who text message [n=1,395]

Margin of error is plus or minus 4 percentage points for results based on those who use the internet or email on their cell phone or download apps to their cell phone [n=953]
Margin of error is plus or minus 4 percentage points for results based on those who use the internet or email on their cell phone [n=929]
Margin of error is plus or minus 4 percentage points for results based on those who download apps to their cell phone [n=714]

Q33 How often, if ever, do you experience [INSERT ITEMS; RANDOMIZE] on your cell phone? Do you experience this several times per day, about once a day, a few times per week, less often, or never?

	SEVERAL TIMES PER DAY	ABOUT ONCE A DAY	A FEW TIMES PER WEEK	LESS OFTEN	NEVER	DON'T KNOW	REF.
Items A and B: Based on cell phone owners [N=1,954]							
a. Dropped phone calls	6	6	19	41	26	1	*
b. Unwanted sales or marketing calls	5	4	15	44	30	1	1
Item C: Based on cell phone owners who text message [N=1,395]							
c. Spam or unwanted text messages	4	4	17	44	31	*	*
Item D: Based on those who use the internet or email on their cell phone or download apps to their cell phone [N=953]							

d. Slow download speeds that prevent things from loading as quickly as you would like them to	12	9	25	31	21	2	1

This report is based on the findings of a 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 from March 15 to April 3, 2012, among a sample of 2,254 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,351) and cell phone (903, including 410 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.4 percentage points. For results based Internet users[1] (n=1,803), 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 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, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other 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.
Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.[2] This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region

[1] Internet user definition includes those who access the internet on their cell phones or other mobile handheld device.
[2] i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

(U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2010 National Health Interview Survey.[3]

Following is the full disposition of all sampled telephone numbers:

Table 2:Sample Disposition

Landline	Cell	
33,738	22,143	Total Numbers Dialed
1,502	332	Non-residential
1,491	45	Computer/Fax
8	----	Cell phone
15,401	8,237	Other not working
2,746	404	Additional projected not working
12,590	13,126	Working numbers
37.3%	59.3%	Working Rate
915	135	No Answer / Busy
3,472	4,465	Voice Mail
66	5	Other Non-Contact
8,137	8,521	Contacted numbers
64.6%	64.9%	Contact Rate
523	1,382	Callback
6,161	5,654	Refusal
1,453	1,485	Cooperating numbers
17.9%	17.4%	Cooperation Rate
52	43	Language Barrier
----	498	Child's cell phone
1,401	944	Eligible numbers
96.4%	63.6%	Eligibility Rate
50	41	Break-off
1,351	903	Completes
96.4%	95.7%	Completion Rate

[3] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2010. National Center for Health Statistics. June 2011.

11.1%	10.8%	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 11 percent. The response rate for the cellular sample was 11 percent.