# Survey questions

## Health Tracking Survey 2012

Final Topline          09/10/2012

Data for August 7–September 6, 2012

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

Sample: n=3,014 national adults, age 18 and older, including 1,206 cell phone interviews
Interviewing dates: 08.07.2012 – 09.06.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=3,014]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=2,392]
Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=2,581]
Margin of error is plus or minus 3 percentage points for results based on online health seekers [n=1,741]
Margin of error is plus or minus 4 percentage points for results based on caregivers [n=1,171]

**INTUSE** Do you use the internet, at least occasionally?

**EMLOCC** Do you send or receive email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?[1]

| | USES INTERNET | DOES NOT USE INTERNET |
|---|---|---|
| Current | 81 | 19 |
| August 2012[i] | 85 | 15 |
| April 2012 | 82 | 18 |
| February 2012 | 80 | 20 |
| December 2011 | 82 | 18 |
| August 2011 | 78 | 22 |
| May 2011 | 78 | 22 |
| January 2011[ii] | 79 | 21 |
| December 2010[iii] | 77 | 23 |
| November 2010[iv] | 74 | 26 |
| September 2010 | 74 | 26 |

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[1] The definition of an internet user varies from survey to survey. From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?"). Prior to January 2005, an internet user is someone who goes online to access the internet or to send and receive email (question wording "Do you ever go online to access the Internet or World Wide Web or to send and receive email?").

**QL1** Do you have a cell phone... or a Blackberry or iPhone or other device that is also a cell phone?[2]

| | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| Current | 85 | 15 | * | 0 |
| August 2012 | 89 | 10 | 0 | * |
| April 2012 | 88 | 12 | * | * |
| February 2012 | 88 | 12 | 0 | * |
| December 2011 | 87 | 13 | 0 | * |
| August 2011 | 84 | 15 | * | * |
| May 2011 | 83 | 17 | * | 0 |
| January 2011 | 84 | 16 | * | * |
| December 2010 | 81 | 19 | * | * |
| November 2010 | 82 | 18 | 0 | * |
| September 2010 | 85 | 15 | * | * |

**SMPH** Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?[3]

Based on cell phone owners

| | CURRENT | | APRIL 2012 | FEB 2012 | MAY 2011 |
|---|---|---|---|---|---|
| % | 53 | Yes, smartphone | 46 | 45 | 33 |
| | 40 | No, not a smartphone | 44 | 46 | 53 |
| | 6 | Not sure/Don't know | 10 | 8 | 14 |
| | * | Refused | * | * | * |
| | [n=2,581] | | [n=1,954] | [n=1,961] | [n=1,914] |

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[2] Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.
[3] Prior to the current survey, question wording was slightly different: "Some cell phones are called 'smartphones' because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?"

**CELL1** Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to [INSERT ITEMS; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-f]?[4]

Based on cell phone owners

| | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| a. Send or receive email | | | | |
| Current [N=2,581] | 50 | 50 | * | 0 |
| April 2012 [N=1,954] | 44 | 56 | * | * |
| August 2011 [N=1,948] | 42 | 58 | * | 0 |
| May 2011 [N=1,914] | 38 | 62 | 0 | * |
| December 2010 [N=1,982] | 38 | 62 | * | * |
| November 2010 [N=1,918] | 34 | 66 | 0 | * |
| September 2010 [N=2,485] | 34 | 66 | * | 0 |
| b. Send or receive text messages | | | | |
| Current | 80 | 20 | * | 0 |
| April 2012 | 79 | 21 | * | * |
| August 2011 | 76 | 24 | * | * |
| May 2011 | 73 | 27 | 0 | 0 |
| December 2010 | 74 | 26 | * | * |
| November 2010 | 71 | 28 | * | 0 |
| September 2010 | 74 | 26 | * | 0 |
| c. Take a picture | | | | |
| Current | 82 | 18 | * | * |
| April 2012 | 82 | 18 | 0 | 0 |
| May 2011 | 73 | 27 | * | 0 |
| May 2010 | 76 | 24 | * | * |
| d. Access the internet[5] | | | | |
| Current | 56 | 44 | 0 | 0 |
| April 2012 | 53 | 46 | * | * |
| August 2011 | 48 | 52 | * | 0 |
| May 2011 | 44 | 56 | 0 | 0 |
| December 2010 | 42 | 58 | * | * |
| November 2010 | 39 | 61 | * | * |
| September 2010 | 39 | 61 | * | 0 |

<div align="right"><strong>CELL1 continued...</strong></div>

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[4] In May 2011, the question was asked of all Form B cell phone owners and Form A cell phone owners who said in CELL7 that they do more than make calls on their phone. The percentages shown here are based on all cell phone users, counting as "no" Form A cell phone owners who said in CELL7 they use their phones only for making calls. Prior to May 2011, question was asked of all cell phone owners. Prior to January 2010, question wording was "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 ITEM]?" In January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?" For January 2010, December 2009, and September 2009, an answer category "Cell phone can't do this" was available as a volunteered option; "No" percentages for those trends reflect combined "No" and "Cell phone can't do this" results.

[5] In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

**CELL1 continued...**

|  | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| e. Look for health or medical information online[6] | | | | |
| Current | 31 | 69 | * | * |
| April 2012 | 24 | 76 | * | 0 |
| September 2010 | 17 | 83 | * | 0 |
| f. Check your bank account balance or do any online banking[7] | | | | |
| Current | 29 | 70 | * | * |
| April 2012 | 24 | 75 | * | 0 |
| May 2011 | 18 | 81 | 0 | 8 |

**Q2**    Switching topics... In general, how would you rate your own health — excellent, good, only fair, or poor?

|  | CURRENT |  | SEPT 2010 | DEC 2008 | AUGUST 2006 | DECEMBER 2002 |
|---|---|---|---|---|---|---|
| % | 28 | Excellent | 30 | 29 | 33 | 35 |
|  | 52 | Good | 49 | 51 | 47 | 48 |
|  | 16 | Only fair | 16 | 14 | 14 | 12 |
|  | 4 | Poor | 5 | 5 | 4 | 4 |
|  | * | Don't know | * | * | 1 | 1 |
|  | * | Refused | * | * | -- | -- |

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[6] In April 2012, question was asked of cell phone owners who use the internet or email on their cell phone or download apps to their cell phone [N=953]; results are re-percentaged on all cell phone owners. In September 2010, question was a standalone question with the following question wording: "Do you ever use your cell phone to look up health or medical information?"

[7] In April 2012, question was asked of Form A cell phone owners who use the internet or email on their cell phone or download apps to their cell phone [N=953]; results are re-percentaged on all Form A cell phone owners.

**Q3** Are you now living with any of the following health problems or conditions? First, [INSERT ITEM; RANDOMIZE a-e; ITEM f ALWAYS LAST]? And what about... [INSERT ITEM]? [IF NECESSARY: Are you now living with [INSERT ITEM]?]

| | | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|---|
| a. | Diabetes or sugar diabetes | | | | |
| | Current | 11 | 88 | * | * |
| | September 2010 | 11 | 89 | * | * |
| | December 2008 | 10 | 90 | * | 1 |
| b. | High blood pressure | | | | |
| | Current | 25 | 74 | 1 | * |
| | September 2010 | 24 | 75 | 1 | * |
| | December 2008 | 23 | 76 | 1 | 1 |
| c. | Asthma, bronchitis, emphysema, or other lung conditions | | | | |
| | Current | 13 | 86 | * | * |
| | September 2010 | 12 | 88 | * | * |
| | December 2008 | 12 | 87 | * | 1 |
| d. | Heart disease, heart failure or heart attack | | | | |
| | Current | 7 | 92 | * | * |
| | September 2010 | 6 | 94 | * | * |
| | December 2008 | 7 | 92 | 1 | 1 |
| e. | Cancer | | | | |
| | Current | 3 | 96 | * | * |
| | September 2010 | 2 | 97 | * | * |
| | December 2008 | 3 | 96 | 1 | 1 |
| f. | Any other chronic health problem or condition I haven't already mentioned | | | | |
| | Current | 16 | 83 | * | * |
| | September 2010 | 17 | 82 | * | 1 |

**Q4** In the last 12 months, have you personally...[INSERT ITEMS IN ORDER]?

| | | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|---|
| a. | Faced a serious medical emergency or crisis[8] | | | | |
| | Current | 11 | 89 | * | * |
| | September 2010 | 12 | 88 | * | * |
| b. | Gone to the emergency room or been hospitalized unexpectedly | | | | |
| | Current | 17 | 83 | * | * |
| c. | Experienced any significant change in your physical health, such as gaining or losing a lot of weight, becoming pregnant, or quitting smoking[9] | | | | |
| | Current | 18 | 81 | * | * |
| | September 2010 | 17 | 83 | * | * |

[READ TO ALL:] On another topic...

**CARE2** In the past 12 months, have you provided UNPAID care to an adult relative or friend 18 years or older to help them take care of themselves? Unpaid care may include help with personal needs or household chores. It might be managing a person's finances, arranging for outside services, or visiting regularly to see how they are doing. This person need not live with you.

[IF R ASKS IF GIVING MONEY COUNTS, ASK:] Aside from giving money, do you provide any other type of unpaid care to help them take care of themselves, such as help with personal needs, household chores, arranging for outside services, or other things?

| | CURRENT | | SEPT 2010 |
|---|---|---|---|
| % | 36 | Yes | 27 |
| | 64 | No | 72 |
| | * | Don't know | * |
| | * | Refused | * |

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[8] In September 2010, question was asked as a standalone question. For December 2008 and earlier, trend question wording was: "And in the last 12 months, have you or has someone close to you faced a serious medical emergency or crisis?"
[9] In September 2010, question was asked as a standalone question with the following question wording: "And in the last 12 months, have you experienced any other significant change in your physical health, such as gaining or losing a lot of weight, becoming pregnant, or quitting smoking?"

**CARE3** Do you provide this type of care to just one adult, or do you care for more than one adult?

Based on those who provide unpaid care to adults

| | CURRENT | | SEPT 2010 |
|---|---|---|---|
| % | 66 | One adult only | 66 |
| | 34 | Provide care to multiple adults | 33 |
| | * | Don't know | * |
| | * | Refused | * |
| | [n=1,085] | | [n=790] |


**CARE4** [ASK IF PROVIDE UNPAID CARE TO ONE ADULT:] Is this person your parent or your mother-in-law or father-in-law, or not?[10]

**CARE5** [ASK IF PROVIDE UNPAID CARE TO MULTIPLE ADULTS, DON'T KNOW OR REFUSED:] Are any of the adults you care for your parent or your mother-in-law or father-in-law, or not?[11]

Based on those who provide unpaid care to adults

| | CURRENT | | SEPT 2010 |
|---|---|---|---|
| % | 47 | Yes, parent or mother-in-law/father-in-law | 38 |
| | 53 | No, not a parent or mother-in-law/father-in-law | 62 |
| | * | Don't know | * |
| | * | Refused | * |
| | [n=1,085] | | [n=790] |

**CARE6** In the past 12 months, have you provided UNPAID care to any CHILD under the age of 18 because of a medical, behavioral, or other condition or disability? This could include care for ongoing medical conditions or serious short-term conditions, emotional or behavioral problems, or developmental problems, including mental retardation.

| | CURRENT | | SEPT 2010 |
|---|---|---|---|
| % | 8 | Yes | 5 |
| | 92 | No | 94 |
| | * | Don't know | * |
| | * | Refused | * |

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[10] September 2010 question wording was slightly different: "Is this person a parent of yours, or not?"
[11] September 2010 question wording was slightly different: "Are any of the adults you care for a parent of yours, or not?"

[READ TO CELL PHONE OWNERS:] Now thinking about how you might use your cell phone to help manage your health...

**Q21** Do you receive any TEXT updates or alerts about health or medical issues, such as from your doctors or pharmacists?

Based on cell phone owners who text message [N=1,896]

|   | CURRENT | |
|---|---|---|
| % | 9 | Yes |
|   | 91 | No |
|   | * | Don't know |
|   | * | Refused |

**Q22** On your cell phone, do you happen to have any software applications or "apps" that help you track or manage your health, or not?

Based on cell phone owners

|   | CURRENT | | SEPT 2010 |
|---|---|---|---|
| % | 11 | Yes | 9 |
|   | 88 | No | 90 |
|   | 1 | Don't know | 1 |
|   | * | Refused | * |
|   | [n=2,581] | | [n=2,485] |

**Results based on smartphone owners:**

|   | CURRENT | |
|---|---|---|
| % | 19 | Yes |
|   | 80 | No |
|   | 1 | Don't know |
|   | * | Refused |
|   | [n=1,262] | |

**Q23** What kind of health apps do you currently have on your phone? [IF NECESSARY, CLARIFY: What health issue or topic do your apps deal with?] [DO NOT READ; PRECODED OPEN-END]

Based on those who have health apps on their cell phone [N=254]

|   | CURRENT | |
|---|---|---|
| % | 38 | Exercise, fitness, pedometer or heart rate monitoring (includes specific types of exercise like running, ab workouts, yoga, etc.) |
|   | 31 | Diet, food, calorie counter |
|   | 12 | Weight |
|   | 7 | Period or menstrual cycle |
|   | 5 | Blood pressure |
|   | 4 | WebMD |

| | |
|---|---|
| 3 | Pregnancy |
| 2 | Blood sugar or diabetes |
| 2 | Medication management (tracking, alerts, etc.) |
| * | Mood |
| * | Sleep |
| 14 | Other (SPECIFY) |
| 6 | Don't know |
| * | Refused |

*Note: Total may exceed 100% due to multiple responses.*

# Methodology

**Summary**

The 2012 Health Survey, sponsored by the Pew Research Center's Internet & American Life Project and the California HealthCare Foundation, obtained telephone interviews with a nationally representative sample of 3,014 adults living in the United States. Telephone interviews were conducted by landline (1,808) and cell phone (1,206, including 624 without a landline phone). The survey was conducted by Princeton Survey Research Associates International. Interviews were done in English and Spanish by Princeton Data Source from August 7 to September 6, 2012. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±2.4 percentage points.

DESIGN AND DATA COLLECTION PROCEDURES

**Sample Design**

A combination of landline and cell random digit dial (RDD) samples was used to reach a representative sample of all adults the United States who have access to either a landline or cellular telephone. Both samples were disproportionately-stratified to increase the incidence of African-American and Hispanic respondents. Within strata, phone numbers were drawn with equal probabilities. The landline samples were list-assisted and drawn from active blocks containing three or more residential listing while the cell samples were not list-assisted, but were drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

**Contact Procedures**

Interviews were conducted from August 7 to September 6, 2012. As many as 7 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each phone number received at least one daytime call.

For the landline sample, interviewers asked to speak with either the youngest male or youngest female currently at home based on a random rotation. If no male/female was available at the time of the call, interviewers asked to speak with the youngest adult of the opposite sex. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell sample.

For the cell sample, interviews were attempted with the person who answered the phone. Interviewers first verified that the person was and adult and in a safe place before continuing with the interview.

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to adjust for effects of the sample design and to compensate for patterns of nonresponse that might bias results. The weighting was accomplished in multiple stages to account for the disproportionately-stratified sample, the overlapping landline and cell sample frames and differential non-response associated with sample demographics.

The first-stage of weighting compensated for the disproportionate sample design. This adjustment (called SAMPWT in the dataset) was computed by dividing the proportion of the population from each stratum by the proportion of sample drawn from the stratum. The landline and cell samples were drawn using the same relative sampling fractions within strata so the. Table 1 shows the SAMPWT values by strata.

Table 1. SAMPWT by Stratum

| Strata | Population Dist'n | Sample Dist'n | SAMPWT |
|--------|-------------------|---------------|--------|
| 1 | 10.8% | 4.1% | 2.63 |
| 2 | 9.0% | 3.4% | 2.63 |
| 3 | 9.8% | 3.7% | 2.63 |
| 4 | 9.5% | 3.6% | 2.63 |
| 5 | 10.6% | 8.1% | 1.31 |
| 6 | 9.0% | 10.2% | 0.88 |
| 7 | 9.7% | 11.1% | 0.88 |
| 8 | 11.4% | 17.4% | 0.66 |
| 9 | 9.3% | 17.8% | 0.53 |
| 10 | 10.7% | 20.5% | 0.53 |

The second stage of weighting corrected for different probabilities of selection based on the number of adults in each household and each respondents telephone use (i.e., whether the respondent has access to a landline, to a cell phone or to both types of phone).
The second-stage weight can be expressed as:

$$\frac{1}{LL_i \left( \frac{S_{LL}}{S_{CP}} \times \frac{1}{AD_i} \right) + (CP_i \times R)}$$

| | |
|---|---|
| $LL_i$ | =1 if respondent has a landline phone and =0 if respondent has no landline phone |
| CP | =1 if respondent has a cell phone and =0 if respondent has no cell phone |
| $S_{LL}$ | the size of the landline sample |
| $S_{CP}$ | the size of the cell sample |
| R | the estimated ratio of the size of the landline sample frame to the size of the cell sample frame. For this survey R=0.55. |

Both adjustments were incorporated into a first-stage weight that was used as an input weight for post-stratification. The data was raked to match sample distributions to population parameters. The African-American and White/Other samples were raked to match parameters for sex by age, sex by education, age by education and region. Hispanics were raked to match population parameters for sex by age, sex by education, age by education and region. In addition, the Hispanic group was raked to a nativity parameter.

The combined data was then raked to match population parameters for sex by age, sex by education, age by education, region, household phone use and population density. The white, non-Hispanic subgroup was also balanced by age, education and region. The telephone usage parameter was derived from an analysis of recently available National Health Interview Survey data[12]. The population density parameter is county-based and was derived from Census 2000 data. All other weighting parameters were derived from the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC).

This stage of weighting, which incorporated each respondent's first-stage weight, was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. The raking corrects for differential non-response that is related to particular demographic characteristics of the sample. This weight ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the population. Table 2 compares full sample weighted and unweighted sample demographics to population parameters.

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[12] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2011. National Center for Health Statistics. June 2012.

Table 2. Sample Demographics

| | Parameter | Unweighted | Weighted |
|---|---|---|---|
| **Gender** | | | |
| Male | 48.6 | 44.4 | 48.9 |
| Female | 51.4 | 55.6 | 51.1 |
| | | | |
| **Age** | | | |
| 18-24 | 12.8 | 10.0 | 12.8 |
| 25-34 | 18.0 | 12.4 | 17.5 |
| 35-44 | 17.2 | 13.2 | 17.3 |
| 45-54 | 19.0 | 17.8 | 19.2 |
| 55-64 | 16.0 | 18.5 | 16.0 |
| 65+ | 17.0 | 28.1 | 17.3 |
| | | | |
| **Education (changed)** | | | |
| Less than HS Graduate | 13.3 | 9.0 | 11.7 |
| HS Graduate | 30.4 | 27.7 | 30.6 |
| Some College/Assoc Degree | 28.5 | 26.0 | 28.8 |
| College Graduate | 27.8 | 37.3 | 28.9 |
| | | | |
| **Race/Ethnicity** | | | |
| White/not Hispanic | 67.8 | 63.0 | 68.1 |
| Black/not Hispanic | 11.5 | 16.8 | 11.8 |
| Hisp - US born | 6.6 | 7.6 | 6.6 |
| Hisp - born outside | 7.4 | 6.8 | 7.0 |
| Other/not Hispanic | 6.7 | 5.7 | 6.5 |
| | | | |
| **Region** | | | |
| Northeast | 18.3 | 16.4 | 19.2 |
| Midwest | 21.7 | 19.0 | 22.1 |
| South | 36.8 | 41.5 | 36.1 |
| West | 23.2 | 23.0 | 22.6 |

*(continued…)*

Table 2. Sample Demographics *(…continued)*

| | Parameter | Unweighted | Weighted |
|---|---|---|---|
| **County Pop. Density** | | | |
| 1 - Lowest | 20.1 | 18.8 | 20.4 |
| 2 | 20.0 | 18.0 | 20.1 |
| 3 | 20.1 | 18.9 | 20.2 |
| 4 | 20.2 | 20.0 | 19.9 |
| 5 - Highest | 19.6 | 24.4 | 19.3 |

| | | | |
|---|---|---|---|
| Household Phone Use | | | |
| LLO | 7.0 | 7.9 | 7.2 |
| Dual - few,some cell | 39.0 | 54.4 | 40.3 |
| Dual - most cell | 18.8 | 16.9 | 18.9 |
| CPO | 35.2 | 20.8 | 33.6 |

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response. The total sample design effect for this survey is 1.75.

PSRAI calculates the composite design effect for a sample of size *n*, with each case having a weight, $w_i$ as:

$$deff = \frac{n \sum_{i=1}^{n} w_i^2}{\left( \sum_{i=1}^{n} w_i \right)^2} \qquad \text{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (√*deff* ). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left( \sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \qquad \text{formula 2}$$

where $\hat{p}$ is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±2.4 percentage points. This means that in 95 out of every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 2.4 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, question wording and reporting inaccuracy may contribute additional error of greater or lesser magnitude. Table 3 shows design effects and margins of error for key subgroups.

Table 3. Design Effects and Margins of Sampling Error

|  | Sample Size | Design Effect | Margin of Error |
|---|---|---|---|
| Total Sample | 3,014 | 1.75 | 2.4 percentage points |
| White, not Hispanic | 1,864 | 1.75 | 3.0 percentage points |
| African American, not Hispanic | 497 | 1.62 | 5.6 percentage points |
| Hispanic | 427 | 1.56 | 5.9 percentage points |

RESPONSE RATE

Table 4 reports the disposition of all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible sample that was ultimately interviewed.[13]

**Table 4. Sample Disposition**

| Landline | Cell | |
|---|---|---|
| 1807 | 1205 | I=Completes |
| 8660 | 10980 | R=Refusal and breakoff |
| 3941 | 5570 | NC=Non contact |
| 164 | 87 | O=Other |
| 40051 | 13668 | OF=Business/computer/not working/child's cell phone |
| 4225 | 619 | UH/UO=Unknown household/Unknown other |
| 0.27 | 0.57 | AAPOR's e=(I+R+NC+O)/(I+R+NC+O+OF) |
| **11.5%** | **6.6%** | **AAPOR RR3=I/[I+R+NC+O+(e*UH/UO)]** |

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[i] August 2012 trends based on the Civic Engagement Tracking Survey 2012, conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews].

[ii] January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation "Local News survey," conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

[iii] December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

[iv] November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

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[13] The sample disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.