
November/December 2005 Daily Tracking Survey Final RDD Topline 1/13/06

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Data for November 29 – December 31, 2005

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

Sample: $n = 3,011$ adults 18 and older

Interviewing dates: 11.29.05 – 12.31.05

Margin of error is plus or minus 2 percentage points for results based on the full sample [$n=3,011$]

Margin of error is plus or minus 2 percentage points for results based on internet users [$n=1,931$]

Margin of error is plus or minus 3 percentage points for results based on home broadband users
[$n=1,014$]

Q5 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

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	YES	NO	DON'T KNOW/ REFUSED
Current	68	31	*
September 2005	74	26	0
May/June 2005	72	28	*
February 2005	70	30	*
January 2005	69	31	*
November 23-20, 2004	70	30	0
November 2004	68	32	0
May/June 2004	71	29	*
February 2004	73	27	*
November 2003	72	27	*
July 2003	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 20-25, 2003 ¹	70	30	*
March 12-19, 2003	65	35	0
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002	69	31	*
September 2002	68	32	*
July 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
December 2001	64	36	*
November 2001	65	35	*
October 2001	62	38	*
September 2001	63	37	*
August 2001	66	34	0
February 2001	65	35	0
December 2000	69	31	*
November 2000	65	35	*
October 2000	64	36	*
September 2000	62	38	*
July/August 2000	63	37	*
May/June 2000	60	40	*
March/April 2000	63	37	*

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	66	34
September 2005	72	28
May/June 2005	68	32
February 2005	67	33
January 2005	66	34
November 23-20, 2004	59	41
November 2004	61	39
May/June 2004	63	37
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 20-25, 2003	58	42
March 12-19, 2003	56	44
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
July/August 2000	49	51
May/June 2000 ²	47	53
March/April 2000	48	52

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?"

Q7 Did you happen to use the internet YESTERDAY?²

Based on internet users [N=1,931]

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	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
Current	63	36	*
September 2005	65	34	*
February 2005	60	40	*
January 2005	58	42	*
November 23-20, 2004	53	46	1
November 2004	61	39	*
May/June 2004	53	46	1
February 2004	55	44	*
November 2003	54	45	*
July 2003	52	47	1
June 2003	55	44	*
April/May 2003	58	42	*
March 20-25, 2003	56	44	*
March 3-11, 2003	60	40	0
February 2003	60	40	*
December 2002	56	44	*
November 2002	57	43	*
October 2002	57	43	0
September 2002	58	42	*
June 26-July 26, 2002	53	47	*
March/May 2002	57	43	*
January 2002 ³	59	41	*
Dec. 17-23, 2001	58	42	*
Nov. 19-Dec. 16 2001	60	40	*
Oct. 19-Nov. 18 2001	61	39	*
Oct. 8-18 2001	51	49	1
October 2-7 2001	56	43	1
Sept 20-Oct 1 2001	57	42	1
Sept 12-19 2001	51	49	*
August 2001	56	44	*
February 2001 ⁴	59	41	*
Fall 2000 ³	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000 ⁴	55	45	0
March 2000 ⁵	60	40	*

² Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"

³ Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

⁴ Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

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?⁵

Based on internet users [N=1,931]

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Get news online				
Current	68	31	31	*
February 2005	72	30	28	*
January 2005	73	31	27	*
November 2004	70	31	30	*
May/June 2004	72	27	28	*
February 2004	70	27	29	*
June 2003	69	26	30	*
April/May 2003	73	30	27	*
March 20-25, 2003	72	33	28	*
March 12-19, 2003	77	37	23	0
March 3-11, 2003	71	28	29	0
February 2003	71	26	29	*
Dec 2002	71	26	29	*
Nov 2002	67	28	33	*
Oct 2002	68	26	32	*
Sept 2002	70	25	30	*
July, 2002	66	22	34	*
March/May 2002	66	24	34	*
Jan 2002	71	26	29	*
Dec 17-23, 2001	70	26	29	*
Nov 19-Dec 16, 2001	74	30	26	*
Oct 19-Nov 18, 2001	71	29	29	*
Oct 8- 18, 2001	67	23	33	0
Oct 2-7, 2001	71	23	28	*
Sept 20-Oct 1, 2001	71	26	29	*
Sept 12-19, 2001	70	27	30	*
Aug 2001	64	22	35	*
Feb 2001	66	25	34	*
Fall 2000	61	22	39	*
July-August 2000	59	19	41	*
May-June 2000	60	18	40	*
April 2000	60	22	40	*
March 2000	60	22	40	*

⁵ 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?"

Q18 Next, please tell me if you ever get news or information from each of the following sources. (First/Next)...

Q19 Did you happen to get news or information from this source YESTERDAY, or not?

	TOTAL EVER USE SOURCE	----- USED SOURCE YESTERDAY	TOTAL NEVER USE SOURCE	DON'T KNOW/ REFUSED
a Local TV news	80	59	20	*
b National TV news	65	47	35	1
c A local daily newspaper	59	38	40	*
d A national daily newspaper	24	12	76	*
e The radio	66	44	34	*

Q20 Thinking about all of the news and information you get ONLINE...Do you ever use the internet to get the following KINDS of news and information, or not? Just tell me yes or no.

Based on internet users [N=1,931]

	YES	NO	DON'T KNOW/ REFUSED
a Financial news	40	60	*
b Entertainment news	52	48	*
c Local or community news	44	56	*
d Medical or health news	45	55	*
e Science or technology news	45	54	*
f News about politics or public affairs	54	46	*
Total yes to any item above	81		
Total no to all items		19	

Q21 Have you ever REGISTERED at a website – by giving your name or other information or creating a username – in order to get access to news or information on that site, or have you never done this?

Based on internet users [N=1,931]

	CURRENT	
%	46	Yes
	54	No
	*	Don't know/Refused

- Q22** Have you ever PAID to get news content from a website, such as full articles, broadcast news, or video clips?

Based on internet users [N=1,931]

	<u>CURRENT</u>	
%	6	Yes
	94	No
	*	Don't know/Refused

- Q23** Do you ever use web sites or email services where you set up PREFERENCES or KEYWORD ALERTS for news and information you want to receive, or do you not do this?

Based on internet users [N=1,931]

	<u>CURRENT</u>	
%	19	Yes
	81	No
	*	Don't know/Refused

- Q24** What kinds of news or information do you receive through these customized sites or alert services?

Based on internet users who set up preferences or keyword alerts [N=339]

	<u>CURRENT</u>	
%	30	General news/Headlines/Breaking news
	15	Weather
	13	News or info related to R's business or industry
	11	Sports
	11	Financial
	10	Entertainment
	9	Health
	6	Science/Technology
	5	Politics
	2	Travel
	2	Horoscopes
	20	Other
	5	Don't know/Refused

Note: Table exceeds 100% due to multiple response

Q25 Do you ever get news or information from...Did you happen to get news or information from this source YESTERDAY, or not?

Based on internet users [N=1,931]

	TOTAL EVER USE SOURCE	----- USED SOURCE YESTERDAY	TOTAL NEVER USE SOURCE	DON'T KNOW/ REFUSED
a The website of a NATIONAL TV news organization, like CNN.com or MSNBC.com	46	14	54	*
b The website of a LOCAL TV news organization	31	8	69	*
c The website of a NATIONAL daily newspaper, like USAToday.com or WSJ.com	20	6	80	*
d The website of a LOCAL daily newspaper	32	9	67	*
e The website of a RADIO news organization, like NPR.org	13	2	87	*
f Internet BLOGS	9	3	90	1
g The website of an INTERNATIONAL news organization, such as the BBC or Aljazeera	12	3	88	*
h The website of an ALTERNATIVE news organization, such as AlterNet.org or NewsMax.com	6	2	94	*
i Internet news LISTSERVS	5	2	94	1
j A portal news service like Google News or Yahoo News	39	16	61	*
Total yes to any item above	73			
Total no to all items	27			

MODEM Does the computer you use at HOME connect to the Internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, or a T-1 or fiber optic connection?

Based on those who use the internet at home [N=1,715]

CURRENT	MAY/JUNE					
	2005	FEB 2005	JAN 2005	FEB 2004	NOV 2003 ⁶	
% 35	Dial-up telephone line	44	47	48	55	62
61	High-speed	53	50	50	42	35
29	DSL-enabled phone line	24	22	21	18	13
27	Cable modem	25	25	26	23	21
4	Wireless connection (either land-based or satellite)	3	3	2	1	1
1	T-1 or fiber optic connection	1	1	1	1	*
1	Other	1	1	1	1	1
3	Don't know/Refused	1	3	1	2	2

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 Associates International between November 29 to December 31, 2005, among a sample of 3,011 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 1.9 percentage points. For results based Internet users (n=1,931), the margin of sampling error is plus or minus 2.4 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.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

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 10 attempts were made to complete an interview at sampled households. 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 household received at least one daytime call in an attempt to find someone at home. In each contacted household, interviewers asked to speak with the youngest male currently at home. If no male was available, interviewers asked to speak with the oldest 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. All interviews completed on any given day were considered to be the final sample for that day.

⁶ In November 2003, question wording was "Does the computer you use at home connect to the internet through a standard telephone line, or do you have...?"

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 Annual Social and Economic Supplement (March 2005). This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. 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

	<u>Final</u>
Total Numbers dialed	20,297
Business	1,784
Computer/Fax	1,398
Cell phone	50
Other Not-Working	3,763
Additional projected NW	1,014
Working numbers	12,288
	Working Rate 60.5%
No Answer	239
Busy	65
Answering Machine	2,007
Callbacks	318
Other Non-Contacts	200
Contacted numbers	9,459
	Contact Rate 77.0%
Initial Refusals	4,616
Second Refusals	1,040
Cooperating numbers	3,803
	Cooperation Rate 40.2%
No Adult in HH	26
Language Barrier	517
Eligible numbers	3,260
	Eligibility Rate 85.7%
Interrupted	249
Completes	3,011
	Completion Rate 92.4%
	Response Rate 28.6%

PSRAI calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 77 percent were contacted by an interviewer and 40 percent agreed to participate in the survey. Eighty-six percent were found eligible for the interview. Furthermore, 92 percent of eligible respondents completed the interview. Therefore, the final response rate is 29 percent.

Endnotes

- ¹ March 20-25, 2003 figures based on daily tracking survey conducted March 20-25, 2003 [N=1,600].
- ² In March through June 2000, Q6 asked only of computer users (Q5=1).
- ³ Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].
- ⁴ April 2000 figures based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].
- ⁵ March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].