Blogger Callback Survey

Final Revised Topline   7/6/06

Data for July 5, 2005 – February 17, 2006

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

Sample: *n* = 233 bloggers, age 18 and older
Interviewing dates: 07.05.05 – 02.17.06
Margin of error is plus or minus 7 percentage points for results based on the full sample [n=233]

NOTE: All trends are based on internet users age 18 and older, unless otherwise noted.

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

	CURRENT	
%	100	Yes
	*	No

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

	CURRENT	
%	100	Yes

Q7   Did you happen to use the internet YESTERDAY?

	CURRENT	
%	84	Yes
	16	No
	0	Don't know/Refused

Q12 About how many years have you been an internet user?
Q12.1 About how many months is that?

	SIX MONTHS OR LESS	A YEAR	TWO OR THREE YEARS	MORE THAN THREE YEARS	FOUR YEARS	FIVE YEARS	SIX OR MORE	DON'T KNOW/ REFUSED
Current	0	0	4	95	3	9	82	1
Jan/Feb 2006[1]	2	3	9	85	7	14	64	1
Nov/Dec 2005[2]	1	4	12	80	5	14	61	3
September 2005[3]	1	3	11	83	5	16	62	1
May/June 2005[4]	2	4	14	79	7	14	58	1
February 2005[5]	2	4	11	82	7	14	61	1
January 2005[6]	2	4	12	81	8	17	56	1
November 23-30, 2004[7]	1	4	11	83	6	17	60	2
May/June 2004[8]	2	4	15	78	9	16	54	1
February 2004[9]	2	3	14	79	10	16	53	2
November 2003[10]	2	4	16	77	9	19	49	1
July 2003[11]	2	5	19	74	9	20	44	1
June 2003[12]	2	5	19	73	12	19	42	2
April/May 2003[13]	2	5	18	74	11	19	45	1
March 12-19, 2003[14]	2	7	16	74	12	18	44	1
March 3-11, 2003[15]	2	5	14	77	12	20	45	1
February 2003[16]	1	4	19	73	9	18	46	1
December 2002[17]	1	6	23	68	13	19	36	2
November 2002[18]	2	5	23	70	12	19	39	1
October 2002[19]	3	6	22	68	12	18	38	1
September 2002[20]	2	5	23	68	13	18	38	1
July 2002[21]	2	6	24	65	13	19	33	2
March/May 2002[22]	7	10	31	52	10	15	25	*
January 2002[23]	8	13	36	43	8	13	21	*
December 2001[24]	6	13	34	47	10	14	20	*
November 2001[25]	7	12	34	47	12	12	20	*
October 2001[26]	5	15	32	47	12	14	19	1
September 2001[27]	7	15	34	44	11	14	17	*
August 2001[28]	10	15	32	43	10	13	18	*
February 2001[29]	11	16	37	35	10	11	13	1
December 2000[30]	12	19	35	34	n/a	n/a	n/a	*
November 2000[31]	11	19	33	37	n/a	n/a	n/a	*
October 2000[32]	12	20	33	35	n/a	n/a	n/a	*
September 2000[33]	11	21	37	31	n/a	n/a	n/a	*
July/August 2000[34]	14	21	33	32	n/a	n/a	n/a	*
May/June 2000[35]	15	19	33	33	n/a	n/a	n/a	*
March/April 2000[36]	18	20	32	30	n/a	n/a	n/a	*
October 1999[37]	15	22	32	31	n/a	n/a	n/a	0
July 1999	17	23	32	28	n/a	n/a	n/a	*
November 1998	20	26	34	19	n/a	n/a	n/a	1
October 1996	26	38	24	12	n/a	n/a	n/a	*

Q16 About how often do you go online from (INSERT) — several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, every few months, or less often?

		SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL) NEVER	DON'T KNOW/ REFUSED
a	Home								
	Current	64	17	9	4	2	1	2	0
	Jan/Feb 2006	29	25	17	12	5	6	6	*
	May/June 2005	27	22	15	13	6	7	10	*
	June/July 2004	27	27	17	13	5	5	7	*
	March 2004	29	24	15	13	6	5	8	*
b	Work								
	Current	43	6	5	4	1	6	35	*
	Jan/Feb 2006	35	8	5	3	2	7	40	1
	May/June 2005	35	9	5	4	2	6	39	*
	June/July 2004	28	12	5	4	1	5	44	*
	March 2004	28	10	5	6	2	4	44	*
c	Someplace other than home or work								
	Current	6	8	4	15	11	22	34	1
	Jan/Feb 2006	3	3	4	5	9	21	56	*
	March 2004	3	3	3	6	6	15	64	1

WEBA Please tell me if you ever use the internet to do any of the following things. Do you ever...?

	TOTAL HAVE EVER DONE THIS	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Create a web log or "blog" that others can read on the web			
Current	100	0	0
Look online for news or information about politics or political campaigns			
Current	72	28	0
Nov 2004	58	42	*
May/June 2004	49	51	*
February 2004	46	54	*
Nov 2002	40	60	*
Oct 2002	45	55	*
Sept 2002	42	57	*
June 26-July 26, 2002	43	57	0
Fall 2000	43	57	*
July-August 2000	30	70	*
May-June 2000	34	66	*
April 2000	34	66	*
March 2000	35	65	*

WEBA continued…

	TOTAL HAVE EVER DONE THIS	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Send or receive instant messages[1]			
Current	78	22	*
Nov/Dec 2005	37	13	63
September 2005	47	12	53
Feb 2005	40	59	*
Jan 2005	42	58	0
May/June 2004	42	58	*
February 2004	39	61	*
April/May 2003	46	54	0
March 12-19, 2003	48	52	*
June 26-July 26, 2002	46	54	*
Dec 17-23, 2001	48	52	*
Nov 19-Dec 16, 2001	47	53	*
Oct 19-Nov 18, 2001	47	52	*
Oct 8-18 , 2001	46	54	*
Oct 2-7, 2001	46	54	*
Sept 20-Oct 1, 2001	48	52	*
Sept 12-19, 2001	44	55	1
May-June 2000[2]	44	56	0
April 2000	46	54	*
Read someone else's web log or blog			
Current	90	10	0
Jan/Feb 2006	39	61	*
Sept 2005	27	71	2
May 2005	27	72	1
February 2005	23	75	2
January 2005	27	71	2
November 2004	27	71	1
Feb 2004	17	82	1
Send or receive text messages using a cell phone			
Current	55	45	0
Sept 2005	35	11	65
Post a comment to someone else's web log or blog			
Current	82	18	0
Take material you find online – like songs, text or images – and remix it into your own artistic creation			
Current	44	56	0
Jan 2005	18	82	*

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[1] Trend item wording "Send instant messages to someone who's online at the same time."

[2] This item asked May 19, 2000 through June 30, 2000 only [N=1,568].

WEBA continued…

	TOTAL HAVE EVER DONE THIS	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Share something online that you created yourself, like your own artwork, photos, stories or videos			
Current	77	23	0
Nov/Dec 2005	26	74	*

Q19 On a different subject...Please tell me if you ever get news or information from the following sources.

Q20 Did you happen to gets news or information from (INSERT) YESTERDAY, or not?

	TOTAL EVER USE SOURCE	USED SOURCE YESTERDAY	TOTAL NEVER USE SOURCE	DON'T KNOW/ REFUSED
a Newspapers				
Current	83	44	17	*
Jan/Feb 2006 *(Total GP adults)*	85	49	15	*
June/July 2004 *(Total GP adults)*	85	51	15	0
b Television				
Current	86	66	14	0
Jan/Feb 2006	90	76	10	0
June/July 2004	92	74	8	*
c Magazines				
Current	66	25	34	0
Jan/Feb 2006	56	21	44	0
June/July 2004	56	21	44	*
d The radio				
Current	76	58	24	0
Jan/Feb 2006	72	54	28	*
June/July 2004	73	54	27	*
e The Internet				
Current	95	71	5	0
Jan/Feb 2006	53	38	47	0
June/July 2004	51	30	49	*
Items f and g based on bloggers who get news from the internet [n=220]				
f Email newsletters or listservs				
Current	55	34	45	0
June/July 2004	29	15	70	*
g Blogs				
Current	47	26	52	*

Q21 Thinking about the different kinds of news available to you, what do you prefer...?

	CURRENT		JUNE/JULY 2004 (TOTAL GP ADULTS)
%	45	Getting news from sources that DON'T HAVE a particular political point of view	50
	24	Getting news from sources that CHALLENGE your political point of view	18
	18	Getting news from sources that SHARE your political point of view	22
	13	Don't know/Refused	10

Q22 Which of the following comes closest to describing why you go ONLINE to get news and information?

Based on bloggers who get news online [N=220]

	CURRENT		JUNE/JULY 2004 (TOTAL GP ADULTS)
%	42	Because getting information online is more CONVENIENT for you	40
	28	Because you can get information from a WIDER RANGE OF VIEWPOINTS on the Web	29
	9	Because you can get more IN DEPTH information on the Web	24
	18	(VOL) Combination of above	2
	3	Don't know/Refused	5

Q23 IN THE PAST MONTH, have you used any of the following things?

		YES	NO	DON'T KNOW/ REFUSED
a	A cellular phone	89	11	0
b	A digital camera	78	22	0
c	A personal digital assistant or PDA, such as a Palm Pilot or pocket PC	28	72	*
d	A laptop computer with a wireless modem	56	44	0
e	An iPod or MP3 player	47	53	0

BLOG1 About how many years have you been blogging?
BLOG2 About how many months is that?

	CURRENT	
%	18	Six months or less
	33	One year
	30	2-3 years
	19	4+ years
	6	4 years
	6	5 years
	7	6+ years
	1	Don't know/Refused

BLOG3 BEFORE you started blogging, did you have a personal website, or not?

	CURRENT	
%	37	Yes
	62	No
	*	Don't know/Refused

BLOG4 How many blogs do you have online?

	CURRENT	
%	53	One
	17	Two
	26	Three or more
	5	Don't know/Refused

BLOG5 For my next few questions, please think only about your MAIN blog, the one you spend the most time on. Are you the only author on that blog, or are there multiple authors?

	CURRENT	
%	71	Respondent only author
	29	Multiple authors
	0	Don't know/Refused

BLOG6 Do you blog under your own name, or do you use a pseudonym or made-up name?

	CURRENT	
%	43	Blog under own name
	55	Use pseudonym/made-up name
	2	Don't know/Refused

BLOG7 What type of blogging software do you use?

CURRENT

%		
	13	Live Journal
	9	MySpace
	6	Blogger
	2	Xanga
	2	FrontPage
	2	Typepad
	2	Blogspot
	1	Moveable Type
	1	Squarespace
	17	Something else
	2	Respondent created own blogging software
	5	Don't use blogging software
	38	Don't know/Refused

BLOG9 Please tell me if you ever post any of the following on your blog, or not.

		YES	NO	DON'T KNOW/ REFUSED
a	Text, in the form of essays, articles or written entries	80	20	0
b	Photos	72	28	*
c	Video	15	84	*
d	Audio	30	70	*
e	Images other than photos, like drawings, graphs or clipart	49	50	1

BLOG10 How often do you typically post new material on your blog?

CURRENT

%		
	4	Several times a day
	9	About once a day
	15	3-5 days a week
	24	1-2 days a week
	28	Every few weeks
	19	Less often
	2	Don't know/Refused

BLOG11 We'd like to know what inspires you to post new material on your blog. How often, if ever, have you been inspired to post by...?

		OFTEN	SOMETIMES	HARDLY EVER	NEVER	DON'T KNOW/ REFUSED
a	A personal experience you had	48	30	11	12	0
b	Something you read on another blog	18	36	18	28	0
c	Something you heard or read in the news media	24	31	20	26	0
d	A song, movie or TV show	16	24	19	41	0
e	Something else I haven't already mentioned	15	14	6	58	8

BLOG12 Overall, would you say...?

	CURRENT	
%	70	You only post new material when something inspires you to
	22	You usually post new material on a regular schedule
	4	(VOL) Both
	2	(VOL) Neither
	2	Don't know/Refused

BLOG13 In a typical week, approximately how many hours do you spend working on your blog?

	CURRENT	
%	59	1-2
	26	3-9
	10	10 or more
	6	Don't know/Refused
	2.00	Median

BLOG14 Where do you USUALLY blog from – home, work, or someplace else?

	CURRENT	
%	83	Home
	7	Work
	3	Someplace else
	6	(VOL) Both home and work equally
	*	Don't know/Refused

BLOG15 Does your blog include a list of links to other blogs, like a blog roll, or not?

	CURRENT	
%	41	Yes
	57	No
	2	Don't know/Refused

BLOG16 Approximately how many links are on your blog roll or list?

Based on those who have a blog roll [N=92]

	CURRENT	
%	43	Fewer than 10
	29	10-49
	18	50 or more
	10	Don't know/Refused
	10.00	Median

BLOG17 How often do you read other people's web diaries or blogs?

Based on those who read others' blogs [N=212]

	CURRENT	
%	19	Several times a day
	16	About once a day
	16	3-5 days a week
	20	1-2 days a week
	15	Every few weeks
	13	Less often
	0	Don't know/Refused

BLOG18 Do you happen to know if your blog is included on anyone else's blog roll or list of links?

	CURRENT	
%	46	Yes, blog is on others' blog rolls
	34	No
	20	Don't know
	0	Refused

BLOG19 Approximately how many other blogs link to your site?

Based on those whose blog is on others' blog rolls [N=104]

%	CURRENT	
%	27	Fewer than 10
	29	10-49
	19	50 or more
	24	Don't know
	1	Refused
	13.00	Median

BLOG20 In a typical day, about how many hits do you get on your blog?

%	CURRENT	
%	22	Fewer than 10
	17	10-99
	13	100 or more
	47	Don't know
	1	Refused
	12.00	Median

BLOG21 Who reads your blog? Would you say your audience is mostly people you personally know – like friends, family members and colleagues – or mostly people you've never met?

%	CURRENT	
%	49	Mostly people respondent personally knows
	35	Mostly people respondent has never met
	14	(VOL) Both equally
	3	Don't know
	0	Refused

BLOG22 Overall, would you say you blog...?

%	CURRENT	
%	52	Mostly for yourself
	32	Mostly for your audience
	14	(VOL) Both equally
	1	(VOL) Neither
	1	Don't know/Refused

BLOG23 Do you allow comments on your blog, or not?

%	CURRENT	
	87	Yes
	13	No
	1	Don't know/Refused

BLOG24 Do you provide an RSS feed of your blog, or not?

%	CURRENT	
	18	Yes
	59	No
	23	Don't know/Refused

BLOG25 Is your blog mostly about one specific topic, like politics or food, or do you blog about a lot of different topics?

%	CURRENT	
	35	One topic
	64	A lot of different topics
	1	Don't know/Refused

BLOG26 What would you say is the MAIN topic of your blog?

%	CURRENT	
	37	My life and personal experiences (personal diaries, journals)
	11	Politics and government
	7	Entertainment (movies, music, MP3 blogs)
	6	Sports
	5	General news and current events
	5	Business
	4	Technology (computers, internet, programming)
	2	Religion/Spirituality/Faith
	1	A particular hobby
	1	Health (general health, an illness)
	18	Other
	3	Don't know/Refused

BLOG27 Do you make money through your blog, or not?

%	CURRENT	
	8	Yes
	92	No
	0	Don't know/Refused

BLOG28 Do you make money on your blog...?

Based on those who make money on their blog [N=18]

		YES	NO	DON'T KNOW/ REFUSED
a	Through advertising	56	44	0
b	Through reader contributions, like a "tip jar"	29	66	5
c	Through premium content that is only accessibly by paying a fee	19	81	0
d	By selling items on your site	68	32	0

BLOG29 Which of the following three statements BEST describes what your blog means to you...?

	CURRENT	
%	13	My blog is very important to me and it's a big part of my life
	40	My blog is like a hobby for me, and I enjoy working on it when I can
	44	My blog is something I do, but not something I spend a lot of time on
	2	(VOL) None of these
	1	Don't know/Refused

BLOG30 Here are some reasons a person might blog. Please tell me if each one is a reason YOU PERSONALLY blog, or not. IF YES: Is it a MAJOR reason or only a MINOR reason?

		TOTAL YES	MAJOR REASON	MINOR REASON	TOTAL NO, NOT A REASON	DON'T KNOW/ REFUSED
a	To express yourself creatively	77	52	25	23	0
b	To influence the way other people think	51	27	24	49	0
c	To motivate other people to action	61	29	32	38	1
d	To document your personal experiences and share them with others	76	50	26	24	0
e	To share practical knowledge or skills with others	64	34	30	35	*
f	To network or to meet new people	50	16	34	50	0
g	To entertain people	61	28	33	39	0
h	To stay in touch with friends and family	60	37	22	40	0
i	To make money	15	7	8	85	0
j	To store resources or information that is important to you	48	28	21	52	0

BLOG32 Has your blog ever received attention from or been mentioned by any of the following?

	YES	NO	DON'T KNOW/ REFUSED
a Public officials, politicians, or political campaigns	10	89	1
b The news media	9	90	1
c Other bloggers	60	35	5
d Local community members	20	77	3
e Colleagues, coworkers or bosses	35	64	1
f Family members	52	47	*

BLOG33 How often, if ever, do you do each of the following things on your blog? If an item doesn't apply to you, just say so and I'll go to the next one.

	OFTEN	SOMETIMES	HARDLY EVER	NEVER	(VOL) DOESN'T APPLY TO ME	DON'T KNOW/ REFUSED
a Quote other people or media sources directly	15	25	13	41	5	0
b Post corrections to something you have written	11	27	21	38	2	*
c Take content from other sources and remix it into something new	12	19	19	48	2	1
d Discuss current events or news	30	29	16	25	1	0
e Include links to original source material you have cited or used in some way	35	22	14	27	2	0
f Spend extra time trying to verify facts you want to include in your post	35	21	14	28	2	0
g Respond to posts or comments from others	42	28	11	17	2	0
h Get permission to post copyrighted material	12	8	11	50	17	1

BLOG34 Overall, do you consider your blog a form of JOURNALISM, or not?

	CURRENT	
%	34	Yes
	65	No
	1	Don't know/Refused

BLOG35 Aside from your blog, have you ever published your own writing or media creations anywhere else, either online or offline – or is your blog the only place you have published original material?

	CURRENT	
%	44	Have published other places
	54	Blog is only place respondent has published original material
	2	Don't know/Refused

BLOG36 If you had to say, do you think you'll still be blogging a year from now, or not?

	CURRENT	
%	82	Yes
	11	No
	3	(VOL) Have already stopped blogging
	4	Don't know
	0	Refused

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=228]

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

Methodology

Blogger Callback Survey

Prepared by Princeton Survey Research Associates International
for the Pew Internet and the American Life Project

March 2006

SUMMARY

The Blogger Callback Survey, sponsored by the Pew Internet and American Life Project (PIAL), obtained telephone interviews with 233 self-identified bloggers from previous surveys conducted for PIAL. The interviews were conducted in English by Princeton Data Source, LLC from July 5, 2005 to February 17, 2006. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±6.7%.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

Sample for this survey was collected from several recent PIAL general population surveys.[3] All respondents who said they wrote their own blogs were eligible for this callback survey. Sample for the original surveys was drawn using standard *list-assisted random digit dialing* (RDD) methodology.

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[3] The survey used for callback sample were: February 2004 and 2005 Tracking Surveys; November 2004 Tracking; November Activity Tracking; January 2005 Tracking; September 2005 Tracking; the Exploratorium Survey; Nov/Dec 2005 Tracking Survey; the Spyware Survey; and PSRAI's Demographic Tracking Survey.

Contact Procedures

Interviews were conducted from July 5, 2005 to February 17, 2006. As many as 10 attempts were made to contact every sampled telephone number. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each household received at least one daytime call in an attempt to find someone at home.

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for patterns of nonresponse that might bias results. The interviewed sample of all bloggers was weighted to match parameters for sex, age, education, race, Hispanic origin, and region. These parameters were defined as the weighted demographics of all self-identified bloggers from the general population surveys from which callback sample was garnered. Table 1 compares weighted and unweighted sample distributions to population parameters.

Weighting 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*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population

Table 1: Sample Demographics

	Parameter	Unweighted	Weighted
Gender			
Male	58.6	61.4	58.5
Female	41.4	38.6	41.5
Age			
18-24	34.4	28.9	33.1
25-34	22.0	25.9	22.7
35-44	18.5	18.1	18.7
45-54	14.0	15.9	14.2
55-64	8.6	8.6	8.8
65+	2.5	2.6	2.5
Education			
Less than HS Grad.	8.6	3.9	6.6
HS Grad.	22.9	22.7	23.3
Some College	32.2	34.3	33.0
College Grad.	36.3	39.1	37.1
Region			
Northeast	19.2	18.0	19.1
Midwest	18.9	20.2	19.1
South	32.8	34.3	32.7
West	29.1	27.5	29.1
Race/Ethnicity			
White/not Hispanic	64.8	75.5	65.8
Black/not Hispanic	9.3	6.1	9.3
Hispanic	14.6	11.4	14.3
Other/not Hispanic	11.3	7.0	10.7

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 systematic non-response and disproportionate sampling. The total sample design effect for this survey is 1.10.

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 ($\sqrt{deff}$). 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 ±6.7%. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 6.7 percentage points away from their true values in that 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, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

RESPONSE RATE

Table 2 reports the disposition of all sampled telephone numbers dialed from the original callback sample. 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:[4]

- o Contact rate – the proportion of working numbers where a request for interview was made – of 88 percent[5]

- o Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused – of 85 percent

- o Completion rate – the proportion of initially cooperating and eligible interviews that were completed – of 95 percent

Thus the response rate for this survey was 71 percent.[6]

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[4] PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

[5] For this callback survey, PSRAI assumes that 25 percent of cases that result in a constant disposition of "No answer" or "Busy" over 10 or more attempts are actually not working numbers.

[6] Response rates for the original RDD surveys ranged from 28.4% to 34.6%.

Table 2: Sample Disposition

	Final
Total Numbers dialed	1,016
Business	17
Computer/Fax	26
Other Not-Working	68
Additional projected NW	11
Working numbers	894
Working Rate	**88.0%**
Answering Machine	1
Callbacks	23
Other Non-Contacts	82
Contacted numbers	788
Contact Rate	**88.2%**
Initial Refusals	67
Second Refusals	51
Cooperating numbers	670
Cooperation Rate	**85.0%**
No Adult in HH	27
Language Barrier	8
Ineligible	390
Eligible numbers	245
Eligibility Rate	**36.6%**
Interrupted	12
Completes	233
Completion Rate	**95.1%**
Response Rate	**71.3%**

Endnotes

[1] Jan/Feb 2006 trends based on the Exploratorium survey conducted Jan.9-Feb.6, 2006 [N=2,000].

[2] Nov/Dec 2005 trends based on daily tracking survey conducted Nov. 29-Dec.31, 2005 [N=3,011].

[3] September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].

[4] May/June 2005 trends based on the Spyware Survey, conducted May 4-June7, 2005 [N=2,001].

[5] February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].

[6] January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].

[7] November 23-30, 2004 trends based on the November Activity Tracking Survey, conducted Nov 23-Nov 30, 2004 [N=914].

[8] May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].

[9] February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].

[10] November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].

[11] July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].

[12] June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].

[13] April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].

[14] March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].

[15] March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=745].

[16] February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].

[17] December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038].

[18] November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].

[19] October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].

[20] September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].

[21] July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].

[22] March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

[23] January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.

[24] December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.

[25] November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001.

[26] October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001.

[27] September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.

[28] August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

[29] February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

[30] December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

[31] November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

[32] October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

[33] September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

[34] July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

[35] May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

[36] March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].

[37] All trend results prior to March 2000 based on surveys conducted by The Pew Research Center for People & the Press.