

November 2004 Activity Tracking Survey

Final Topline

12/10/04

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Data for November 23 – November 30, 2004

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

Sample: $n = 914$ adults 18 and older

Interviewing dates: 11.23.04 – 11.30.04

Margin of error is plus or minus 3 percentage points for results based on the full sample

Margin of error is plus or minus 4 percentage points for results based on Internet users

HEA05 Now, we'd like to ask if you've looked for information online about certain health or medical issues. Specifically, have you ever looked for online for...?

Based on internet users [N=537]

	YES	NO	DON'T KNOW/ REFUSED
a Information about a specific disease or medical problem			
Current	66	34	*
Dec 2002	63	37	*
b Information about a certain medical treatment or procedure			
Current	51	48	*
Dec 2002	47	53	0
c Information about experimental treatments or medicines			
Current	23	77	*
Dec 2002	18	82	*

Continued...

HEA05 Continued...

	YES	NO	DON'T KNOW/ REFUSED
d Information about alternative treatments or medicines			
Current	30	70	*
Dec 2002	28	72	0
e Information about diet, nutrition, vitamins, or nutritional supplements			
Current	51	49	0
Dec 2002	44	56	0
f Information about exercise or fitness			
Current	42	58	0
Dec 2002	36	64	0
g Information about prescription or over the counter drugs			
Current	40	60	0
Dec 2002	34	66	*
h Information about immunizations or vaccinations			
Current	16	84	*
Dec 2002	13	87	0
i Information about how to quit smoking			
Current	7	93	0
Dec 2002	6	94	*
j Information about problems with drugs or alcohol			
Current	8	92	0
Dec 2002	8	92	0
k Information about depression, anxiety, stress or mental health issues			
Current	23	77	0
Dec 2002	21	79	*
l Information about environmental health hazards			
Current	18	82	0
Dec 2002	17	83	*
m Information about sexual health			
Current	11	89	0
Dec 2002	10	90	0
n Information about a particular doctor or hospital			
Current	28	72	0
Dec 2002	21	79	0
o Information related to health insurance			
Current	31	69	*
Dec 2002	25	75	*
p Information about Medicare or Medicaid			
Current	11	89	0
Dec 2002	9	91	*

Methodology

November 2004 Activity Tracking

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

December 2004

SUMMARY

The November 2004 Activity Tracking Survey, sponsored by the Pew Internet and American Life Project, obtained telephone interviews with a nationally representative sample of 914 adults living in continental United States telephone households. The interviews were conducted in English by Princeton Data Source, LLC from November 23 to November 30, 2004. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is $\pm 3.4\%$. The margin of sampling error for Internet users [n=537] is $\pm 4.4\%$.

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

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

The sample was designed to represent all continental U.S. telephone households. The telephone sample was provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. The sample was drawn using standard *list-assisted random digit dialing* (RDD) methodology. *Active blocks* of telephone numbers (area code + exchange + two-digit block number) that contained three or more residential directory listings were selected with probabilities in proportion to their share of listed telephone households; after selection two more digits were added randomly to complete the number. This method guarantees coverage of every assigned phone number regardless of whether that number is directory listed, purposely unlisted, or too new to be listed. After selection, the numbers were compared against business directories and matching numbers purged.

Contact Procedures

Interviews were conducted from November 23 to November 30, 2004. As many as 10 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 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 adult 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.

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 adults was weighted to match national parameters for sex, age, education, race, Hispanic origin and region (U.S. Census definitions). These parameters came from a special analysis of the Census Bureau's 2003 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States that had a telephone.

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 compares weighted and unweighted sample distributions to population parameters.

Table 1: Sample Demographics

	Parameter	Unweighted	Weighted
<i>Gender</i>			
	Male	47.9	47.4
	Female	52.1	52.6
<i>Age</i>			
	18-24	12.6	12.0
	25-34	18.2	14.6
	35-44	20.7	17.8
	45-54	19.1	17.7
	55-64	13.1	16.3
	65+	16.4	21.6
<i>Education</i>			
	Less than HS Grad.	15.6	10.1
	HS Grad.	35.8	37.5
	Some College	23.3	21.2
	College Grad.	25.3	31.2
<i>Region</i>			
	Northeast	19.4	17.5
	Midwest	23.1	25.9
	South	35.8	37.5
	West	21.6	19.0
<i>Race/Ethnicity</i>			
	White/not Hispanic	71.9	80.0
	Black/not Hispanic	10.7	10.7
	Hispanic	11.8	5.8
	Other/not Hispanic	5.5	3.5

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. The total sample design effect for this survey is 1.12.

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

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

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:

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

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 $\pm 3.4\%$. 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 3.4 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, 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 ever dialed from the original telephone number 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:¹

- Contact rate – the proportion of working numbers where a request for interview was made – of 72 percent²
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused – of 47 percent
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed – of 97 percent

Thus the response rate for this survey was 33 percent.

¹ PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

² PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" over 10 or more attempts are actually not working numbers.

Table 2: Sample Disposition

Total Numbers dialed	5,692	
Business	453	
Computer/Fax	380	
Other Not-Working	973	
Additional projected NW	442	
Working numbers	3,444	60.5%
No Answer	115	
Busy	33	
Answering Machine	616	
Callbacks	84	
Other Non-Contacts	117	
Contacted numbers	2,480	72.0%
Initial Refusals	1,128	
Second Refusals	188	
Cooperating numbers	1,164	46.9%
No Adult in HH	15	
Over Quotas/Screen outs	7	
Language Barrier	200	
Eligible numbers	942	80.9%
Interrupted	28	
Completes	914	97.0%
Response Rate		32.8%