
Consumer Choice Survey

Final revised Topline 10/10/07

Data for August 3 – September 5, 2007

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

Sample: $n = 2,400$ adults 18 and older, oversample of 129 cell phone users

Interviewing dates: 08.03.07 – 09.05.07

Margin of error is plus or minus 2 percentage points for results based on total sample [$n=2,400$]

Q1 Overall, are you satisfied or dissatisfied with the way things are going in this country today?

	SATISFIED	DISSATISFIED	DON'T KNOW/ REFUSED
Current	29	61	10
February 2007 ⁱ	31	59	10
December 2006 ⁱⁱ	30	62	8
November 2006 ⁱⁱⁱ	32	60	8
August 2006 ^{iv}	30	60	10
Jan/Feb 2006 ^v	36	55	8
Nov/Dec 2005 ^{vi}	35	56	9
September 2005 ^{vii}	32	61	8
May/June 2005 ^{viii}	36	54	10
February 2005 ^{ix}	41	49	10
January 2005 ^x	41	48	11
November 2004 ^{xi}	46	46	8
May/June 2004 ^{xii}	33	56	11
February 2004 ^{xiii}	40	50	10
November 2003 ^{xiv}	43	49	9
June 2003 ^{xv}	49	42	9
April/May 2003 ^{xvi}	54	37	8
February 2003 ^{xvii}	38	54	9
December 2002 ^{xviii}	41	47	11
November 2002 ^{xix}	43	48	10
September 2002 ^{xx}	44	45	10
July 2002 ^{xxi}	45	43	11
March/May 2002 ^{xxii}	52	37	11
January 2002 ^{xxiii}	58	33	9

Q1 continued...

Q1 continued...

	SATISFIED	DISSATISFIED	DON'T KNOW/ REFUSED
December 2001 ^{xxiv}	61	29	10
November 2001 ^{xxv}	62	28	9
September 2001 ^{xxvi}	46	44	11
August 2001 ^{xxvii}	44	46	10
February 2001 ^{xxviii}	53	38	10
December 2000 ^{xxix}	50	42	8
November 2000 ^{xxx}	50	41	9
September 2000 ^{xxxi}	51	40	9
May/June 2000 ^{xxxii}	51	41	8
March/April 2000 ^{xxxiii}	50	41	9

- Q2** Some people say they feel overwhelmed with all the choices of products to buy these days and all the information about products. Others say they like having so many products to choose from and so much information. How about you... do you feel overwhelmed with all the choices of products or do you like having so many choices?

	CURRENT	
%	19	Feel overwhelmed
	72	Like having so many choices
	9	Don't know/Refused

Q3 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	YES	NO	DON'T KNOW/ REFUSED
Current	74	26	*
February 2007	73	27	*
December 2006	73	27	*
November 2006	67	33	0
August 2006	71	29	*
Feb-April 2006 ^{xxxiv}	75	25	*
Jan/Feb 2006	74	25	*
Nov/Dec 2005	68	31	*
September 2005	74	26	0
May/June 2005	72	28	*
February 2005	70	30	*
January 2005	69	31	*
November 2004	68	32	0
May/June 2004	71	29	*
February 2004	73	27	*
November 2003	72	27	*
July 2003 ^{xxxv}	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 3-11, 2003 ^{xxxvi}	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002 ^{xxxvii}	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 ^{xxxviii}	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 ^{xxxix}	64	36	*
September 2000	62	38	*
July/August 2000 ^{xl}	63	37	*
May/June 2000	60	40	*
March/April 2000	63	37	*

- Q4a** Do you use the internet, at least occasionally?
Q4b Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
Feb-April 2006	73	27
Jan/Feb 2006	73	27
Nov/Dec 2005	66	34
September 2005	72	28
May/June 2005	68	32
February 2005	67	33
January 2005	66	34
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 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 ^{xii}	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?"

Q5 Did you happen to use the internet YESTERDAY?²

Based on all internet users [N=1,684]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
Current	68	32	*
February 2007	69	31	*
December 2006	65	34	*
November 2006	64	36	*
August 2006	66	34	*
Feb-April 2006	66	33	*
Nov/Dec 2005	63	36	*
September 2005	65	34	*
February 2005	60	40	*
January 2005	58	42	*
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 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 ^{xliii}	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000 ^{xliiii}	55	45	0
March 2000 ^{xliiv}	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).

Q6 About how often do you use the internet or email from...?

Based on all internet users [N=1,684]

	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	34	21	15	12	5	6	6	*
February 2007	31	24	15	12	6	7	5	*
November 2006	30	24	16	13	5	5	7	*
Jan/Feb 2006	29	25	17	12	5	6	6	*
May/June 2005	27	22	15	13	6	7	10	*
June/July 2004 ^{xlv}	27	27	17	13	5	5	7	*
March 2004 ^{xlvi}	29	24	15	13	6	5	8	*
b. Work								
Current	35	9	5	4	1	4	42	*
February 2007	38	9	5	3	2	5	38	1
November 2006	31	9	5	5	2	4	43	1
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	4	2	4	7	8	21	52	1
February 2007	5	3	3	5	10	22	52	*
Jan/Feb 2006	3	3	4	5	9	21	56	*
March 2004	3	3	3	6	6	15	64	1

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 all internet users [N=1,684]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Send or read e-mail				
Current	90	56	10	*
February 2007	91	56	9	*
December 2006	91	54	8	*
November 2006	91	52	9	*
August 2006 ⁶	90	53	10	*
Nov/Dec 2005	91	53	9	*
September 2005	91	54	9	*
February 2005	91	52	9	*
January 2005	90	49	9	*

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?"

⁶ August 2006 WEB1 trends were asked of internet users based on split form. Results shown for "Send or read e-mail" reflect combined responses for total internet users.

November 23-30, 2004 ^{xlvii}	92	48	8	*
November 2004	93	54	7	*
May/June 2004	93	45	7	*
February 2004	91	48	8	*
Nov 2003	91	48	8	*
June 2003	91	49	9	*
April/May 2003	93	52	7	*
March 20-25, 2003	94	50	6	*
March 12-19, 2003 ^{xlviii}	91	52	9	0
March 3-11, 2003	94	54	6	*
February 2003	91	50	9	*
Dec 2002	93	49	7	0
Nov 2002	94	51	6	*
Oct 2002	93	50	7	0
Sept 2002	93	51	7	*
July, 2002	93	46	7	*
March/May 2002	93	50	7	*
Jan 2002	95	52	5	0
Dec 17-23, 2001	95	54	5	*
Nov 19-Dec 16, 2001	95	53	5	*
Oct 19-Nov 18, 2001	94	52	6	*
Oct 8-18, 2001	95	44	5	*
Oct 2-7, 2001	92	46	7	*
Sept 20-Oct 1, 2001	94	49	6	0
Sept 12-19, 2001	93	42	7	*
Aug 2001	93	52	7	*
Feb 2001	93	53	7	*
Fall 2000	92	49	8	*
July-August 2000	93	43	7	*

WEB1 continued...

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Get financial information online, such as stock quotes or mortgage interest rates				
Current	36	10	64	*
August 2006	41	9	59	*
November 23-30, 2004	44	8	56	0
April/May 2003 ⁷	44	12	56	*
March 20-25, 2003	45	12	55	*
March 12-19, 2003	44	13	55	*
Sept 9-Oct 9, 2002	42	10	58	*
Jan 2002	47	13	53	*
Dec 17-23, 2001	44	13	56	*
Nov 19-Dec 16, 2001	47	15	53	*
Oct 19-Nov 18, 2001	44	13	56	*
Oct 8- 18, 2001 ⁸	47	13	53	*
Feb 2001	44	13	56	*
Fall 2000	44	13	56	*
July-August 2000	45	11	55	*
May-June 2000	43	12	57	*
April 2000	47	14	53	*
March 2000	44	15	56	*
Look for information online about a service or product you are thinking of buying ⁹				
Current	81	20	19	*
February 2005	78	19	21	*
February 2004	78	15	22	*
Dec 2002	83	19	17	0
May-June 2000	73	13	27	*
April 2000	72	11	28	*
March 2000	74	14	26	*
Buy a product online, such as books, music, toys or clothing				
Current	66	6	34	*
August 2006	71	6	29	0
May/June 2005	67	n/a	33	*
November 23-30, 2004	67	6	33	0
Feb 2004	65	3	35	0

WEB1 continued...

⁷ In April/May 2003, this item read "Get financial information, such as the value of your stocks, mutual funds, or mortgage rates."

⁸ This item based on those interviewed starting 10/9/01.

⁹ Through Dec 2002, item wording matched the current wording ("Look for information about a service or product you are thinking about buying"); For February 2004, item was "Research a product or service"; For February 2005, item was "Research a product or service online"

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
April/May 2003	62	5	38	0
March 20-25, 2003	61	4	39	*
March 12-19, 2003	60	3	40	0
March 3-11, 2003	57	5	43	0
February 2003	61	3	39	*
Dec 2002	61	5	39	0
Nov 2002	60	4	40	0
Oct 2002	61	3	39	0
Sept 2002	62	4	38	*
March/May 2002	55	3	45	0
Jan 2002	57	4	43	0
Dec 17-23, 2001	56	4	44	*
Nov 19-Dec 16, 2001	59	6	41	*
Oct 19-Nov 18, 2001	57	4	43	0
Oct 8-18 , 2001	55	5	44	*
Oct 2-7, 2001	57	2	43	0
Sept 20-Oct 1, 2001	50	2	50	*
Sept 12-19, 2001	55	2	45	*
Aug 2001	55	4	45	0
Feb 2001	51	3	49	*
Fall 2000	49	4	51	*
July-August 2000	48	3	52	0
May-June 2000	46	4	54	*
April 2000	47	3	53	*
March 2000	48	4	52	*
Buy or make a reservation online for a travel service, like an airline ticket, hotel room, or rental car				
Current	64	4	36	*
August 2006	63	3	37	*
September 2005	63	3	37	0
Nov 23-30, 2004	62	3	38	*
May/June 2004	55	3	44	*
April/May 2003	56	4	43	*
March 12-19, 2003	57	3	43	0
December 2002	53	1	47	0
July, 2002	50	1	50	0
May-June 2000	38	3	62	*
April 2000	35	2	65	0
March 2000	36	1	64	*

WEB1 continued...

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Buy or sell stocks, mutual funds, or bonds online¹⁰				
Current	11	1	88	*
November 23-30, 2004	13	1	87	0
Feb 2004	12	1	88	*
Sept 2002	12	1	87	*
March/May 2002	13	1	86	*
Feb 2001	12	1	88	*
Fall 2000	13	2	86	*
May-June 2000	12	2	88	*
April 2000	11	2	89	0
March 2000	12	3	88	*
Do any banking online				
Current	53	21	47	*
February 2005	41	12	58	*
January 2005	44	15	56	0
November 23-30, 2004	44	11	55	1
October 2002	30	7	70	*
Sept 2002	32	10	68	*
June 26-July 26, 2002	32	8	68	*
March/May 2002	30	9	70	*
May-June 2000	18	4	82	*
Participate in an online auction				
Current	26	3	74	*
August 2006	27	3	73	0
February 2005	24	2	76	*
February 2004	23	3	76	*
Dec 2002	22	4	78	0
March/May 2002	20	2	80	*
July-August 2000	15	2	85	*
April 2000	15	2	85	0
March 2000	15	3	85	*
Rate a product, service or person using an online rating system				
Current	32	4	67	*
December 2006	32	3	67	1
August 2006	28	3	71	1
September 2005	30	3	69	1
May/June 2004	26	2	74	*

WEB1 continued...

¹⁰ Through the November 23-30, 2004 trend, item wording was "Buy or sell stocks, mutual funds, or bonds"

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Pay to access or download digital content online, such as a newscast, sporting event, or radio show ¹¹				
Current	17	4	83	*
August 2006	17	4	83	1
Feb-April 2006	21	4	78	*
May/June 2004	11	1	89	*
Use online classified ads or sites like Craig's list				
Current	32	6	67	*
August 2006	30	4	69	1
September 2005	22	4	77	1
February 2005 ¹²	36	6	64	*
Post a comment or review online about a product you bought or a service you received				
Current	30	3	70	*

Now, on another topic...

Q8 Do you enjoy going shopping or is it just something you have to do?

	CURRENT	
%	42	Enjoy shopping
	48	Just something I have to do
	7	Depends on the kind of shopping (VOL)
	3	Don't know/Refused

Q9 In an average week, how often would you say you go to a store to buy something, including everyday items such as groceries, as well as bigger items such as electronics and gifts...?

	CURRENT	
%	41	Once a week or less often
	40	Two or three times a week
	10	Four or five times a week
	8	Six or more times a week
	1	Don't know/Refused

¹¹ Prior to August 2006, item wording was "PAY to access or download digital content online, such as music, video, or newspaper articles"

¹² In February 2005, item wording as follows: "Use online classified ads or sites like Craig's list to sell or buy items, find a job, or meet other people online."

Q10 Would you shop more often if [INSERT ITEM] or wouldn't that make any difference?

	YES, WOULD SHOP MORE OFTEN	WOULDN'T MAKE A DIFFERENCE	DON'T KNOW/ REFUSED
a. You had more time to do so	22	77	1
b. You had more money to spend	49	50	1
c. There were more stores that you like...near where you live	29	70	1

Q11 Thinking now about buying a product that is different from the things you buy regularly ... Would you say you are more likely to research the product before buying or are you more likely to make a purchase on an impulse?

	CURRENT	
%	69	More likely to do research first
	25	More likely to impulse buy
	6	Don't know/Refused

Questions Q15 and Q16 are based on all internet users in the survey.

Q15 Here are some statements about shopping online. For each, please tell me how much you agree or disagree with the statement. [INSERT ITEM]...Do you strongly agree, agree, disagree or strongly disagree?

Based on all internet users [N=1,684]

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ REFUSED
a. The internet is the best place to buy items that are hard to find	26	51	14	3	6
b. Shopping online is complicated	4	22	54	13	7
c. Shopping online is convenient	25	53	13	3	6
d. I don't like giving my credit card number or personal information online	36	39	19	3	2
e. The internet is the best place to find bargains	10	39	37	4	10
f. Shopping online saves me time	21	47	22	3	7
g. I prefer to see the things I buy before I buy them	30	54	12	1	3

Q16 When you go online to look for information or assistance before buying a product, at any point in your going online do you feel any of the following things? At any point, do you feel...?

Based on all internet users [N=1,684]

	YES	NO	DON'T KNOW/ REFUSED
a. OVERWHELMED by the amount of information you find online	30	68	2
b. EAGER to share your new knowledge with others	53	45	3
c. CONFUSED by the information you found online	32	66	2
d. RELIEVED by the information you found online	63	32	5
e. FRUSTRATED by a lack of information or an inability to find what you are looking for online	43	54	3
f. CONFIDENT that you will make the right purchase decision	79	17	4

MODEM I have a few questions about your internet access...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=1,575]

	CURRENT	
%	20	Dial-up telephone line
	73	High-speed
	34	DSL-enabled phone line
	30	Cable modem
	8	Wireless connection (either land-based or satellite)
	2	T-1 or fiber optic connection
	1	Other
	6	Don't know/Refused

THANK RESPONDENT: That concludes our interview. The results of this survey are going to be used by a non-profit research organization called the Pew Internet & American Life Project, which is looking at the impact of the Internet on people's lives. A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is www.pewinternet.org [w-w-w dot pew internet dot org]. Thanks again for your time. Have a nice day/evening.

Methodology

The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International between August 3 to September 5, 2007, among a sample of 2,400 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based Internet users (n=1,684), 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.

Interviews were conducted using a dual-frame sample design. Both landline and cellular random-digit dial (RDD) samples were used. A total of 2,271 interviews were conducted from RDD landline sample and the remaining 129 interviews were conducted by calling RDD cellular sample.

The landline sample for this survey is a list-assisted random digit sample of telephone numbers selected from landline 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.

The cell phone sample is also RDD and is drawn from dedicated cellular exchanges based on the most recently available Telcordia TPM (Terminating Point Master) Data file. Since there is no source or list of assigned cellular telephone numbers, the cell phone sample is not list assisted.

In each contacted landline household, interviewers asked to speak with the youngest male currently at home. If no male was available, interviewers asked to speak with the youngest 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.

For the cell phone sample, interviews were conducted with whoever answered the cell phone as long as they were an adult. Voicemail messages were left only one time giving some information about the study and providing a toll-free number that people could call to conduct an interview at their convenience.

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. At least 10 attempts were made to complete an interview for each sampled phone number. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each sampled phone number received at least one daytime call in an attempt to make contact with a respondent.

The data was weighted to help correct for potential bias that might be introduced due to non-response and to account for the dual-frame sample design. The demographic weighting parameters are derived from a special analysis of the Census Bureau's March 2006 Annual Social and Economic Supplement Survey. This analysis produces population parameters for the demographic characteristics of adults age 18 or older living in the continental United States. One weighting parameter – phone use – was taken from the 2005 U.S. Consumer Expenditure Survey. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters. Table 1 compares unweighted and weighted sample distributions to population parameters.

Table 1: Sample Demographics

	Parameter	Unweighted	Weighted
<u>Gender</u>			
	Male	48.2	48.1
	Female	51.8	51.9
<u>Age</u>			
	18-24	12.4	12.4
	25-34	17.6	17.3
	35-44	19.7	19.5
	45-54	19.7	19.7
	55-64	14.3	14.4
	65+	16.3	16.7
<u>Education</u>			
	Less than HS Grad.	14.5	13.8
	HS Grad.	35.7	35.8
	Some College	23.6	23.8
	College Grad.	26.2	26.6
<u>Region</u>			
	Northeast	18.6	18.6
	Midwest	23.3	23.3
	South	36.2	36.3
	West	21.9	21.8
<u>Race/Ethnicity</u>			
	White/not Hispanic	70.8	71.4
	Black/not Hispanic	10.9	11.0
	Hispanic	12.4	11.7
	Other/not Hispanic	5.9	5.9
<u>Population Density</u>			
	1 - Lowest	20.1	20.4
	2	20.0	20.2
	3	20.1	20.2
	4	20.2	20.1
	5 - Highest	19.6	19.1
<u>Telephone Usage</u>			
	Not Cell Phone only	92.2	92.9
	Cell Phone only	7.8	7.1

Following is the full disposition of all sampled telephone numbers:

Table 2: Sample Disposition

Landline Sample	Cell Phone Sample	Total	
29191	2500	31691	Total Numbers Dialed
2018	47	2065	Business/Government
1771	9	1780	Fax/Modem
33	13	46	Not landline/ not cell phone
10333	852	11185	Other Not-Working
1721	84	1805	Additional projected Not-Working
13315	1495	14810	Working numbers
45.6%	59.8%	46.7%	Working Rate
502	21	522	No Answer
72	8	80	Busy
2024	344	2368	Answering Machine
10	0	10	Non-Contacts after determined eligible
179	28	207	Other Non-Contacts
10528	1095	11623	Contacted numbers
79.1%	73.2%	78.5%	Contact Rate
656	159	815	Callbacks
6863	678	7541	Refusal before eligibility status is known
3009	258	3267	Cooperating numbers
28.6%	23.6%	28.1%	Cooperation Rate
534	57	591	Language Barrier
2475	201	2676	Eligible numbers
82.3%	77.9%	81.9%	Eligibility Rate
204	72	276	Interrupted
2271	129	2400	Completes
91.8%	64.2%	89.7%	Completion Rate
20.7%	11.1%	19.8%	Response Rate

PSRAI calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the working phone numbers in the combined sample (landline plus cell phone), 78 percent were contacted by an interviewer and 28 percent agreed to participate in the survey. Eighty-two percent were found eligible for the interview. Furthermore, 90 percent of eligible respondents completed the interview. Therefore, the final response rate is 20 percent.

Endnotes

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- ⁱ February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ⁱⁱ December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ⁱⁱⁱ November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.
- ^{iv} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^v Jan/Feb 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{vi} Nov/Dec 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{vii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- ^{viii} May/June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{ix} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^x January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^{xi} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xii} May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xiii} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xiv} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xv} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xvi} April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xvii} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xviii} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xix} November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- ^{xx} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xxi} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xxii} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{xxiii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ^{xxiv} 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.

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- ^{xxv} 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.
- ^{xxvi} 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.
- ^{xxvii} 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.
- ^{xxviii} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{xxix} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{xxx} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ^{xxxi} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{xxxii} May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ^{xxxiii} March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- ^{xxxiv} Feb-April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xxxv} July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xxxvi} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=745].
- ^{xxxvii} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xxxviii} 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.
- ^{xxxix} October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ^{xi} July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ^{xii} In March through June 2000, Q6 asked only of computer users (Q5=1).
- ^{xiii} Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].
- ^{xiiii} April 2000 figures based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].
- ^{xlv} March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].
- ^{xlv} June/July 2004 trend figures based on the "Selective Exposure" survey, conducted June 14-July 3, 2004 [N=1,510]
- ^{xlvi} March 2004 trends based on "Weak Ties" survey conducted February 17-March 17, 2004 [N=2,200].
- ^{xlvii} November 23-30, 2004 trends based on the November Activity Tracking Survey, conducted Nov 23-Nov 30, 2004 [N=914].
- ^{xlviii} March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].