Politics on Social Networking Sites

Campaign and policy-related material on SNS plays a modest role in influencing most users' views and political activities. Democrats and liberals are the most likely to say the sites have impact and are important and the politically engaged stand out in their use of the sites

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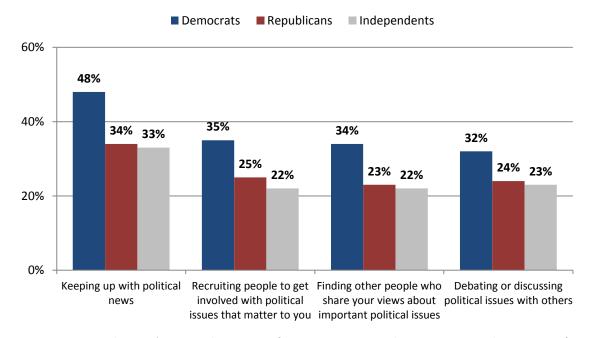
Summary of Findings

Some but not most users of social networking sites say the sites are important for a variety of political activities:

- 36% of SNS users say the sites are "very important" or "somewhat important" to them in keeping up with political news.
- 26% of SNS users say the sites are "very important" or "somewhat important" to them in recruiting people to get involved in political issues that matter to them.
- 25% of SNS users say the sites are "very important" or "somewhat important" to them for debating or discussing political issues with others.
- 25% of SNS users say the sites are "very important" or "somewhat important" to them in finding other people who share their views about important political issues.

In each activity, Democrats who use social networking sites are more likely than Republicans or independents to say the sites are important.

Social networking Democrats think the sites are more important for political activities

% of SNS users in each party/group who say that SNS are "very important" or "somewhat important" for each activity

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. N for SNS-using Democrats=523. N for SNS-using Republicans=457. N for SNS-using independents=547. Survey was conducted on landline and cell phones and in English and Spanish.

Two other notable group patterns emerge from these survey questions. SNS-using blacks are significantly more likely than SNS-using whites to feel that the sites are important for these political activities. And younger SNS users (those ages 18-29) are more likely than older site users to think the sites are important in this way.

Use of social networking sites sometimes impacts people's political views and involvement

- 25% of SNS users say they <u>have become more active in a political issue</u> after discussing it or reading posts about it on the sites.
- 16% of SNS users say they <u>have changed their views about a political issue</u> after discussing it or reading posts about it on the sites.
- 9% of SNS users say they have become <u>less involved in a political issue</u> after discussing it or reading posts about it on the sites.

Democrats and liberals who use social networking sites are more likely than others to say their activities on the sites have led them to become more active: 33% of SNS-using Democrats say this, compared with 24% of both SNS-using Republicans and SNS-using independents. Some 39% of SNS-using liberals say their use of the sites has gotten them more involved in an issue, compared with 24% of SNS-using conservatives and 21% of SNS-using moderates.

The amount of political material users post on social networking sites is relatively small

The vast majority of SNS users (84%) say they have posted little or nothing related to politics in their recent status updates, comments, and links. Only 6% of these users say that most or all of what they posted recently on social networking sites is related to politics, issues, or the 2012 campaign. Another 10% say some of what they have recently posted has been about politics.

A majority of SNS users (59%) say their friends on the sites have posted little or nothing about politics. Only 9% of what their SNS friends share and post is mostly or entirely about politics. In the case of friends' posts, though, some 30% of SNS users say some of the material from their friends is about politics.

Those who are the most politically engaged get more from social networking sites and feel the impact more

Beyond the context of social networking sites, we asked people in this survey how often they have political discussions with friends and family. Some 33% of all respondents say they "very often" have political discussions with family and friends; 34% say they "sometimes" have such conversations, 20% say they "rarely" talk about politics, and 12% say they "never" talk about politics. Those who talk very often about politics with family and friends are more likely than others to use SNS for political purposes

and say their use of the sites has affected them. Here's what the most politically engaged citizens say about their use of SNS:

- that they post about politics on SNS and are more likely to say that most of the material they post relates to politics;
- that the sites are useful to them in their political activities;
- that they have become more involved in an issue after reading what others have said on social networking sites;
- that their friends' posts are about politics and that their friends' posts are compatible with their own political views;
- that they will challenge their friends' SNS material about politics if the disagree with it;
- that they have been challenged on their own political posts.

About the survey

These are the findings from a survey conducted from January 20-February 19, 2012 among 2,253 adults ages 18 and older, including 901 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the full sample is plus or minus 2.3 percentage points. And the margin of error of the sample dealing with social network site users (n=1,407) is plus or minus 2.9 percentage points.

Main Findings

There is considerable interest in the role that social networking sites (SNS) are playing in politics and campaigns. Both Barack Obama and Mitt Romney and scores of state and local candidates and countless advocacy groups are using Facebook pages and other social media tools to try to engage voters this year. At the same time, some analysts have expressed concerns about the impact of social networking sites on the broad political culture. It is widely believed that SNS users might be living in echo chambers where they only encounter and chat with people who share and reinforce their political views.

A survey earlier this year by the Pew Research Center's Internet & American Life Project looked at people's general use of SNS for politics and about the ways in which they interact with friends on the sites over political material.

The findings from this survey about social networking sites and politics are being covered in two reports: The first was issued in the spring and focused on citizens' answers to some of the questions in the survey that dealt with how SNS users deal with friends and political issues on the sites, especially when they agree and disagree with their friends' political postings.[1]

Overall, the survey found that 80% of American adults use the internet and 66% of those online adults participate in social networking sites (SNS) such as Facebook, LinkedIn, or Google+. That amounts to more than half of the entire U.S. population who are SNS users.
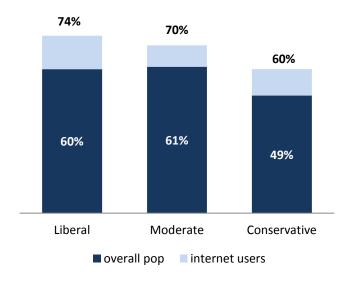
Those who describe their political beliefs as moderate or liberal are more likely than conservatives to use social networking sites: 74% of internet users who describe themselves as liberal use SNS and 70% of internet users who are moderate are SNS users —that compares with 60% of conservative internet users who are SNS users. The chart below shows what proportion of the entire population — not just internet users — falls into these categories.

There were no statistically significant differences among Democrats, Republicans, and independents in their overall use of SNS. All were equally likely at least to be social networking site users.

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[1] "Social networking sites and politics." March 12, 2012. Available at:
http://www.pewinternet.org/Reports/2012/Social-networking-and-politics.aspx

Who uses social networking sites

% of liberals, moderates, and conservatives who use SNS

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for overall survey = 2,253. N for internet users = 1,729. Survey was conducted on landline and cell phones and in English and Spanish.

In addition, some key findings in the first report:

- There is notable disagreement among friends on social networking sites when it comes to politics.
- 38% of SNS users have discovered through their friends' postings that their political beliefs were different than they thought they were.
- 18% of SNS users have blocked, unfriended, or hidden someone on the site because the person either posted too much about politics, disagreed with political posts, or bothered friends with political posts. And 16% of SNS users have friended someone whose political posts have appealed to them.
- 38% of SNS users have posted positive comments in response to a political post or status update from someone else.

These figures suggest that the majority of SNS users are not actively seeking out friends based on political affiliation or views, nor are most culling their networks to rid them of those with opposing political points of view.

This second report adds to that picture by exploring some questions in the survey dealing with the impact of political material on social networking site users.

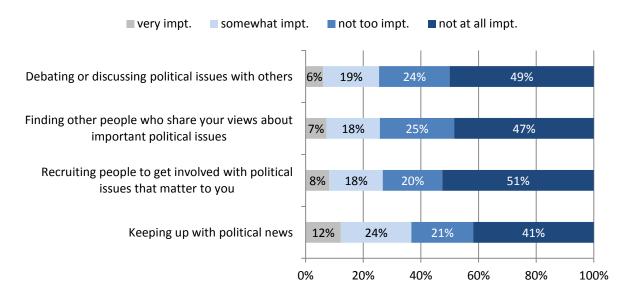## The importance of social networking sites for political activities

Users of social networking sites were asked for their overall view of how important the sites are for them personally when it comes to several aspects of political activity:

- 36% of SNS users say the sites are "very important" or "somewhat important" to them in keeping up with political news.
- 26% of SNS users say the sites are "very important" or "somewhat important" to them in recruiting people to get involved in political issues that matter to them.
- 25% of SNS users say the sites are "very important" or "somewhat important" to them for debating or discussing political issues with others.
- 25% of SNS users say the sites are "very important" or "somewhat important" to them in finding other people who share their views about important political issues.

Of course, this means that sizeable majorities of social networking site users do say the sites are not too important or not important at all for those political activities. The chart below shows that breakdown by each political activity.

Social networking sites are not overwhelmingly important to users' political activity

% of SNS users who report the sites are important to them for these purposes

Legend: very impt. | somewhat impt. | not too impt. | not at all impt.

	very impt.	somewhat impt.	not too impt.	not at all impt.
Debating or discussing political issues with others	6%	19%	24%	49%
Finding other people who share your views about important political issues	7%	18%	25%	47%
Recruiting people to get involved with political issues that matter to you	8%	18%	20%	51%
Keeping up with political news	12%	24%	21%	41%

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. Survey was conducted on landline and cell phones and in English and Spanish.

In each activity, Democrats who use social networking sites are more likely than others to say that the sites are important. In addition, compared with moderates, SNS-using liberals are also more likely to say that the sites are important for these activities.

Social networking Democrats think the sites are more important for political activities

% of SNS users in each party/group who say that SNS are "very important" or "somewhat important" for each activity
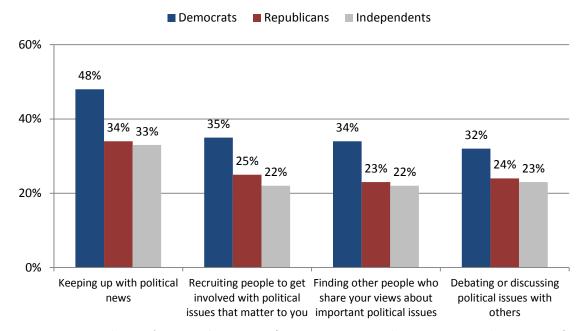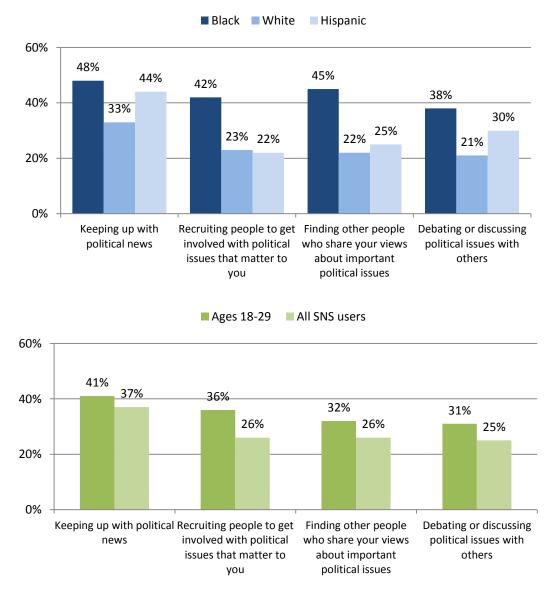
Democrats ■ Republicans ■ Independents ■

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. N for SNS-using Democrats=523. N for SNS-using Republicans=457. N for SNS-using independents=547. Survey was conducted on landline and cell phones and in English and Spanish.

At the same time, the SNS users who describe themselves as very conservative are often among the most enthusiastic about importance of the site for various purposes. There were not enough cases in this sample to do a thorough statistical analysis, but the SNS users who self-describe as very conservative were among the most likely to say that these sites are important for keeping up with political news, recruiting others to their causes, finding like-minded friends, and debating issues.

Two other notable demographic trends show up in the survey. First, SNS-using blacks are significantly more likely than SNS-using whites to feel that the sites are important for these political activities. Second, younger SNS users (those ages 18-29) are more likely than older site users to think the sites are important in this way.

Social networking blacks and young adults are more likely to say the sites are important for politics

% of SNS users in each group who say that SNS are "very important" or "somewhat important" for each activity

■ Black ■ White ■ Hispanic

Activity	Black	White	Hispanic
Keeping up with political news	48%	33%	44%
Recruiting people to get involved with political issues that matter to you	42%	23%	22%
Finding other people who share your views about important political issues	45%	22%	25%
Debating or discussing political issues with others	38%	21%	30%

■ Ages 18-29 ■ All SNS users

Activity	Ages 18-29	All SNS users
Keeping up with political news	41%	37%
Recruiting people to get involved with political issues that matter to you	36%	26%
Finding other people who share your views about important political issues	32%	26%
Debating or discussing political issues with others	31%	25%

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. N for SNS-using blacks=107. N for SNS-using whites=712. N for SNS-using Hispanics=128. N for SNS users ages 18-29=270. Survey was conducted on landline and cell phones and in English and Spanish.

The overall impact of social networking sites on users' political views

In keeping with their reports that social networking sites play modestly important roles for key political activities, site users also have mostly reserved views about the impact on their political views:
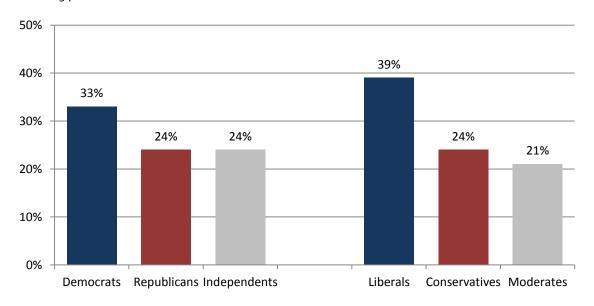
- 25% of SNS users say they have become more active in a political issue after discussing it or reading posts about it on the sites.
- 16% of SNS users say they have changed their views about a political issue after discussing it or reading posts about it on the sites.
- 9% of SNS users say they have become less involved in a political issue after discussing it or reading posts about it on the sites.

Put another way, the clear majority of SNS users do not report that their use of the sites has changed their political views or activity.

There are some noteworthy differences among partisans on several of these answers: Democrats and liberals who use social networking sites are more likely than others to say their activities on the sites have led them to become more active on a political issue.

Democrats and liberals who use social networking sites are the most likely to say they have become more involved in an issue because of the interactions they have on the sites

% of SNS users in each group who say they have become more active on a political issue after discussing it or reading posts about it on SNS

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. N for SNS-using Democrats=523. N for SNS-using Republicans=457. N for SNS-using independents=547. N for SNS-using liberals=260. N for SNS-using moderates=375. N for SNS-using conservatives=327. Survey was conducted on landline and cell phones and in English and Spanish.

SNS users who are liberals and moderates are more likely than conservatives to say their use of the sites has prompted them to change their views on a political issue: 24% of liberal SNS users say that; 18% of moderates say that; and 11% of conservatives say that.
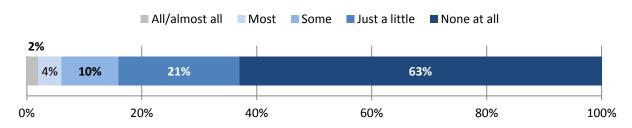
How much political posting social networkers do

The vast majority of SNS users (84%) say they have posted little or nothing related to politics in their recent status updates, comments, and links. Some 63% of SNS users say they posted nothing at all and another 21% say they posted "just a little." Only 6% of these users say that most or all of what they posted recently on social networking sites is related to politics, issues, or the 2012 campaign. Another 10% say some of what they have recently posted has been about politics.
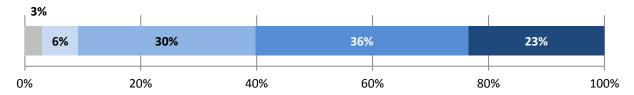
These SNS users report that their friends are somewhat more likely than they are to post political material. Yet it is still the case that a majority of SNS users (59%) say their friends on the sites have posted little or nothing about politics. Only 9% of what their SNS friends share and post is mostly or all about politics. In the case of friends' posts, though, 30% of SNS users say some of the material from their friends is about politics.

The volume of political content on social networking sites

How much political material SNS users themselves post in their status updates, comments, and links

How much political material SNS users' friends post in their status updates, comments, and links

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. Survey was conducted on landline and cell phones and in English and Spanish.

The SNS users who identify themselves as very conservative are the most likely to say all or almost all of what they post is about politics. There are not enough cases for further analysis, but it appears that the very conservative have a greater share of their postings relate to politics than other ideological groups. Similarly, the social networkers who are very conservative are somewhat more likely to have friends who post a lot about politics on the sites.

Overall, there are only modest differences along partisan lines in the volume of political posting and reading political posts. Democrats who use SNS are more likely than either Republicans or independents to say that most or all of the material their friends post is about politics, although political posts from

friends are generally a minor factor for each of these groups (13% of SNS-using Democrats say all of most of the posts their friends make are about politics, compared with 7% of Republicans and 6% of independents). Democrats and Republicans who use SNS are equally likely to say most or all of the material they themselves post is about politics.

And, again, it is important to note that the biggest reality is that SNS users in all parties — 84% of SNS-using Republicans; 79% of SNS-using Democrats, and 86% of SNS-using independents — say little or nothing of their recent postings on the sites has related to politics. And notable majorities in each partisan group say little or nothing of what their friends post involves political content.
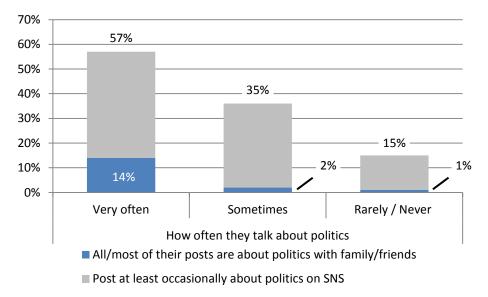
Those who are quite politically attuned use social networking sites differently and get more out of them

To see how politically interested and engaged respondents to this survey are, we asked how often they talk about politics with family and friends. Some 33% say they have such conversations very often, 34% say they sometimes have such conversations, 20% say they rarely talk about politics, and 12% say they never talk about politics. It turns out that the social networking site users who say they very often talk about politics are different in their use of the sites and in assessing the impact of the sites on them.

For starters, those who generally like to talk about politics are much more likely to post material about politics on social networking sites. Some 14% of social networking site users who say they talk "very often" to family and friends about politics also say all or most of the material they post on SNS is about politics. This compares with a tiny fraction of other SNS users who say most of their posts are about politics.

Those who talk a lot about politics to family and friends are more likely to post about politics on social networking sites

Who posts political material overall and who posts a lot of political material on SNS

In addition, those who talk to family and friends about politics a lot are more likely to have SNS friends who post a lot about politics. Some 12% of the politically engaged say all or most of their friends' posts are about politics, compared with a tiny fraction of others who say their friends post that often about politics.

Those who are politically engaged are also more likely than less-engaged SNS users to see material posted by their friends that mostly reflects their own political views. Some 34% of those who talk very often about politics say the material they see on SNS mostly agrees with their beliefs. Still, it is also the case that the most engaged are just as likely as others to see political material on the sites from their friends with which they disagree.

When they do see political postings with which they disagree, the most engaged SNS users are more likely than others to follow up with a reply. Some 35% of those who talk about politics "very often" say they usually respond to material that challenges their views by posting a comment in reply, while 55% say they ignore such posts. The SNS users who don't talk very often about politics are much more inclined simply to ignore a friend's post that challenges their point of view. About three-quarters of the less politically engaged SNS users tend to ignore material with which they disagree.

Those who talk the most and post the most about politics are also more likely than others to have drawn a strong negative reaction to the political material they contribute to SNS. Some 42% of SNS users who talk a lot about politics say they have received some blowback about their posts.

In their overall judgment, the SNS users who are politically engaged are the most enthusiastic about the role of those sites in key political activities. They are more likely than those who are less engaged with politics to say the sites are useful for keeping up with political news, for debating issues, for recruiting people to their cause, and finding others who share similar beliefs.

Those who talk a lot about politics are more likely to say the sites matter for key political activities

The share of SNS users who say that the sites are "very important" or "somewhat important" for these political activities

How often they talk about politics

■ Very often   ■ Sometimes   ■ Rarely / Never

Activity	Very often	Sometimes	Rarely / Never
Keeping up with political news	47%	42%	17%
Recruiting people to get involved with political issues that matter to you	38%	24%	15%
Debating or discussing political issues with others	38%	26%	9%
Finding other people who share your views about important political issues	32%	31%	12%

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. Survey was conducted on landline and cell phones and in English and Spanish.

The SNS users who are the most politically engaged are also more likely than others to say their use of social networking sites has prompted them to become more active in an issue that mattered to them.

Those who talk a lot about politics are more likely to say their use of the sites has prompted them to get more involved in an issue

The share of SNS users who say they have become more involved in an issue after discussing it or reading posts about it on SNS
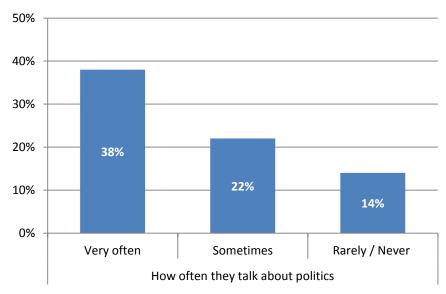

Source: Pew Research Center's Internet & American Life Project January 20-February 19, 2012 tracking survey. N for social networking site users = 1,047. Survey was conducted on landline and cell phones and in English and Spanish.

Survey Questions

Q16   On a different topic... How often, if ever, do you talk about politics or current events with your family and friends? [READ 1-4]

	current	
%	33	Very often
	34	Sometimes
	20	Rarely
	12	Never
	*	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q20   Overall, how important are social networking sites to you personally when it comes to...[INSERT ITEM; RANDOMIZE]? Are they very important, somewhat important, not too important or not at all important?

Based on SNS users [N=1,047]

		VERY IMPT.	SOME-WHAT IMPT.	NOT TOO IMPT.	NOT AT ALL IMPT.	(VOL.) DON'T DO THIS / DON'T USE SNS FOR THIS	DON'T KNOW	REFUSED
a.	Keeping up with political news	12	24	21	41	1	1	*
b.	Debating or discussing political issues with others	6	19	24	49	2	1	*
c.	Finding other people who share your views about important political issues	7	18	25	47	1	1	*
d.	Recruiting people to get involved with political issues that matter to you	8	18	20	51	2	1	*

Q21   Thinking about everything YOU HAVE POSTED recently on social networking sites, such as status updates, comments, or links to news stories — about how much of what you have posted is related to politics, political issues or the 2012 elections? [READ 1-5]
Based on SNS users [N=1,047]

		current	
%	2		All or almost all of it
	4		Most
	10		Some
	21		Just a little
	63		None at all
	*		(DO NOT READ) Don't know
	*		(DO NOT READ) Refused

Q22   How about the people you are friends with on social networking sites? How much of what THEY SHARE AND POST is related to politics, political issues or the 2012 elections? [READ 1-5]
Based on SNS users [N=1,047]

		current	
%	3		All or almost all of it
	6		Most
	30		Some
	36		Just a little
	23		None at all
	2		(DO NOT READ) Don't know
	*		(DO NOT READ) Refused

Q23   How often do you [INSERT ITEMS IN ORDER] with the political opinions or political content your friends post on social networking sites? Would you say always or almost always, most of the time, only sometimes or never?
Based on those whose friends post political content on SNS [N=763]

	always or almost always	most of the time	only sometimes	never	don't know	refused
AGREE	7	18	64	9	1	1
DISAGREE	6	11	73	9	1	*

Q24   When one of your friends posts something about POLITICS on a social networking site that you DISAGREE with, how do you USUALLY respond? Do you usually...[READ AND ROTATE 1-2]
Based on those whose friends post political content that they disagree with on SNS [N=684]

		current	
%	66		Ignore the post you disagree with (OR)
	28		Respond to it by posting a comment or posting something of your own (OR)
	5		(DO NOT READ) It depends
	1		(DO NOT READ) Neither/Something else
	0		(DO NOT READ) Don't know
	*		(DO NOT READ) Refused

Q25 Have you ever learned that someone's political beliefs were DIFFERENT than you thought they were, based on something they posted on a social networking site, or has this never happened to you?
Based on SNS users [N=1,047]

	current	
%	38	Yes
	60	No
	1	Don't know
	*	Refused

Q26 When you yourself have posted something political on a social networking site, have you ever gotten a strong NEGATIVE reaction from a friend or someone who follows you – or has this never happened?
Based on SNS users who post political content on SNS [N=378]

	current	
%	37	Yes, have ever gotten a strong negative reaction
	63	No, has never happened
	*	Don't know
	0	Refused

Q27 When using social networking sites, have you ever blocked, UNfriended or hidden someone because they...[INSERT ITEM; RANDOMIZE]? Have you ever blocked, UNfriended or hidden someone on a social networking site because they... [INSERT NEXT ITEM]?
Based on SNS users [N=1,047]

	yES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	don't know	refused
Posted TOO FREQUENTLY about politics or political issues	10	90	*	*
Posted something about politics or political issues that you DISAGREED with or found OFFENSIVE	9	90	*	*
ARGUED about political issues on the site with you or someone you know	8	92	*	*
Disagreed with something YOU posted about politics or political issues	4	95	*	*
Posted something related to politics or political issues that you worried would OFFEND your other friends or people who follow you	5	94	*	*

Q28 Thinking about all the times you have blocked, hidden or unfriended someone on a social networking site BECAUSE OF POLITICS OR POLITICAL ISSUES... Were any of those people...[INSERT ITEMS IN ORDER], or not?
Based on SNS users who have ever blocked, hidden or unfriended someone on SNS [N=177]

	Yes	No	don't know	refused
A member of your family	18	81	1	0
A close personal friend	31	69	0	0
A coworker	21	78	1	0
A more distant friend or acquaintance	67	32	1	0
Someone you have never met in person	31	68	1	1

Q29 Have you ever done any of the following on a social networking site? (First/Next), have you ever...[INSERT ITEM; RANDOMIZE], or have you not done this?
Based on SNS users [N=1,047]

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	don't know	refused
Friended or followed someone because they SHARE YOUR POLITICAL VIEWS	16	84	*	0
Clicked the "like" button in response to POLITICAL comments or material posted by someone else	47	52	1	*
Posted a positive comment in response to a POLITICAL post or status update from someone else	38	61	1	0

Q30 Have you ever decided NOT to post a political comment or link on a social networking site because you were worried it might upset or offend someone?
Based on SNS users [N=1,047]

	current	
%	22	Yes
	77	No
	*	Don't know
	*	Refused

Q31 Thinking about how using social networks might affect your political views overall... Have you, personally, ever...[INSERT ITEM; RANDOMIZE]?
Based on SNS users [N=1,047]

	Yes	No	don't know	refused
Changed your views about a political issue AFTER discussing it or reading posts about it on a social networking site	16	83	1	*
Become MORE active or involved in a political issue after discussing it or reading posts about it on a social networking site	25	74	1	*
Become LESS active or involved in a political issue after discussing it or reading posts about it on a social networking site	9	90	1	*

Methodology

This report is based on the findings of a 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 from January 20 to February 19, 2012, among a sample of 2,253 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,352) and cell phone (901, including 440 without a landline phone). 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=1,729), 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.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples

were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

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 seven attempts were made to complete an interview at a sampled telephone number. 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 number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.[2] This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2010 National Health Interview Survey.[3]

Following is the full disposition of all sampled telephone numbers:

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[2] i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.
[3] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2010. National Center for Health Statistics. June 2011.

Sample Disposition

Landline	Cell	
33,732	22,499	Total Numbers Dialed
1,396	274	Non-residential
1,483	47	Computer/Fax
8	----	Cell phone
14,936	8,237	Other not working
3,094	467	Additional projected not working
12,815	13,474	Working numbers
38.0%	59.9%	Working Rate
1,031	156	No Answer / Busy
4,290	5,288	Voice Mail
40	16	Other Non-Contact
7,454	8,014	Contacted numbers
58.2%	59.5%	Contact Rate
513	1,256	Callback
5,491	5,273	Refusal
1,450	1,485	Cooperating numbers
19.5%	18.5%	Cooperation Rate
67	41	Language Barrier
----	524	Child's cell phone
1,383	920	Eligible numbers
95.4%	62.0%	Eligibility Rate
31	19	Break-off
1,352	901	Completes
97.8%	97.9%	Completion Rate
11.1%	10.8%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. 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:

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

Thus the response rate for the landline sample was 11 percent. The response rate for the cellular sample was 11 percent.