

Gates Reading Habits Survey

Data for November 16–December 21, 2011

Final Revised Topline 01/04/2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life Project and
the Gates Foundation

Sample: n=2,986 people age 16+, including an oversample of 317 e-Reader only owners, 300 tablet computer only owners and 119 e-Reader/tablet computer owners

Interviewing dates: 11.16.2011 – 12.21.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,986]

Margin of error is plus or minus 2 percentage points for results based on internet users [n=2,571]

Margin of error is plus or minus 2 percentage points for results based on cell phone owners [n=2,771]

Margin of error is plus or minus 4 percentage points for results based on total e-Reader owners [n=676]

Margin of error is plus or minus 5 percentage points for results based on total tablet owners [n=638]

Margin of error is plus or minus 5 percentage points for results based on total e-Reader only owners [n=494]

Margin of error is plus or minus 5 percentage points for results based on total tablet only owners [n=456]

Margin of error is plus or minus 8 percentage points for results based on all those who own both an e-Reader and a tablet [n=182]

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	82	18
August 2011	78	22
May 2011	78	22
January 2011 ⁱ	79	21
December 2010 ⁱⁱ	77	23
November 2010 ⁱⁱⁱ	74	26
September 2010	74	26
May 2010	79	21
January 2010 ^{iv}	75	25
December 2009 ^v	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 ^{vi}	74	26
August 2008 ^{vii}	75	25
July 2008 ^{viii}	77	23
May 2008 ^{ix}	73	27
April 2008 ^x	73	27
January 2008 ^{xi}	70	30

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?"

December 2007 ^{xii}	75	25
September 2007 ^{xiii}	73	27
February 2007 ^{xiv}	71	29
December 2006 ^{xv}	70	30
November 2006 ^{xvi}	68	32
August 2006 ^{xvii}	70	30
April 2006 ^{xviii}	73	27
February 2006 ^{xix}	73	27
December 2005 ^{xx}	66	34
September 2005 ^{xxi}	72	28
June 2005 ^{xxii}	68	32
February 2005 ^{xxiii}	67	33
January 2005 ^{xxiv}	66	34
Nov 23-30, 2004 ^{xxv}	59	41
November 2004 ^{xxvi}	61	39
June 2004 ^{xxvii}	63	37
February 2004 ^{xxviii}	63	37
November 2003 ^{xxix}	64	36
August 2003 ^{xxx}	63	37
June 2003 ^{xxxi}	62	38
May 2003 ^{xxxii}	63	37
March 3-11, 2003 ^{xxxiii}	62	38
February 2003 ^{xxxiv}	64	36
December 2002 ^{xxxv}	57	43
November 2002 ^{xxxvi}	61	39
October 2002 ^{xxxvii}	59	41
September 2002 ^{xxxviii}	61	39
July 2002 ^{xxxix}	59	41
March/May 2002 ^{xl}	58	42
January 2002 ^{xli}	61	39
December 2001 ^{xlii}	58	42
November 2001 ^{xliiii}	58	42
October 2001 ^{xliv}	56	44
September 2001 ^{xlv}	55	45
August 2001 ^{xlvi}	59	41
February 2001 ^{xlvii}	53	47
December 2000 ^{xlviii}	59	41
November 2000 ^{xlix}	53	47
October 2000 ^l	52	48
September 2000 ^{li}	50	50
August 2000 ^{lii}	49	51
June 2000 ^{liii}	47	53
May 2000 ^{liv}	48	52

Q2 Please tell me if you happen to have each of the following items, or not. Do you have...
[INSERT ITEMS IN ORDER]? [IF Q2 ITEM=YES, ASK FOLLOW-UP QUESTIONS BEFORE
MOVING TO NEXT Q2 ITEM]

	YES	NO	DON'T KNOW	REFUSED
a. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ²				
Current	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--

Q2 continued...

² Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

Q2 continued...

	YES	NO	DON'T KNOW	REFUSED
b. A desktop or laptop computer ³				
Current	75	25	*	*
August 2011	76	24	*	*
May 2011	77	22	*	*
November 2010	77	23	0	*
September 2010	76	24	*	*
May 2010	79	21	*	0
January 2010	74	26	0	*
December 2009	73	27	*	*
September 2009	75	25	*	*
April 2009	78	22	*	*
April 2008	74	26	*	--
Dec 2007	75	25	*	--
April 2006	72	27	*	--
c. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader ⁴				
Current	10	89	1	*
August 2011	9	90	*	*
May 2011	12	88	*	0
November 2010	6	94	*	*
September 2010	5	95	*	*
May 2010	4	96	*	*
September 2009	3	97	*	*
April 2009	2	98	*	*
d. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire ⁵				
Current	10	89	1	*
August 2011	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

³ In past polls, "A desktop computer" and "A laptop computer or netbook" were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes.

⁴ In 2011, item wording was "An electronic Book device or e-Book reader, such as a Kindle or Nook." Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

⁵ In May 2011 and August 2011, item wording was "A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom." Through January 2011, item wording was "A tablet computer like an iPad"

[READ TO ALL:] Next I have some questions about READING, including things like books, magazines, journals, newspapers, and online content...

Q12 Do you ever get recommendations for things to read from any of the following sources? (First/Next), how about from... [INSERT ITEMS; RANDOMIZE a-b; ASK ITEMS c-d LAST IN ORDER]? Do you ever get reading recommendations from this source, or not?

	YES	NO	DON'T KNOW	REFUSED
a. A library or librarian, including a library website	19	80	*	*
b. A family member, friend or co-worker	64	35	*	*
<i>Item C: Based on all internet users [N=2,571]</i>				
c. An online bookstore or other website	34	65	*	*
d. The staff of a bookstore you visit in person	23	76	*	*

Q13 During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

	CURRENT	
%	18	None
	6	1 book
	13	2-3 books
	12	4-5 books
	15	6-10 books
	14	11-20 books
	17	More than 20 books
	3	Don't know
	1	Refused

Q16 Thinking about all of the books you have read in the past 12 months, were any of those... [INSERT ITEMS IN ORDER]? Were any of those... [INSERT NEXT ITEM]?

Based on those who read any books in the past 12 months [N=2,474]

	YES	NO	DON'T KNOW	REFUSED
a. Printed books	93	7	*	*
b. Audiobooks	14	86	*	0
c. Electronic books, also called e-books	21	78	*	*

Q20 Thinking about the LAST book you read, in any format, did you... [READ 1-4;
RANDOMIZE 1-3; PUNCH 4 ALWAYS LAST]

Based on those who read any books in the past 12 months [N=2,474]

	<u>CURRENT</u>	
%	48	Purchase the book
	24	Borrow the book from a friend or family member
	14	Borrow the book from a library
	13	Or did you get the book some other way? (SPECIFY)
	1	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

[READ TO ALL:] Next, I have some questions about public libraries.

Q26 First, do you have a library card?

	CURRENT	
%	58	Yes
	42	No
	*	Don't know
	*	Refused

Q27 Overall, would you say the public library is very important to you and your family, somewhat important, not too important, or not important at all?

	CURRENT	
%	38	Very important
	31	Somewhat important
	17	Not too important
	13	Not important at all
	*	Community does not have a public library (VOL.)
	1	Don't know
	1	Refused

Q28 People can use public libraries in a number of ways. In the past 12 months – that is, since [CURRENT MONTH, PREVIOUS YEAR] – have you used a public library to [INSERT ITEMS; RANDOMIZE]?

[IF YES AND HAVE E-READER OR TABLET COMPUTER: Do you ever do this using a tablet computer or e-reader, or not?]

	YES, USE TABLET OR E-READER	YES, BUT NOT USING TABLET OR E-READER	NO, DON'T USE LIBRARY FOR THIS	(VOL.) LIBRARY DOESN'T HAVE THIS	DON'T KNOW	REFUSED
a. Access specialized databases, such as legal or public records	*	22	77	*	*	*
b. Access historical documents or archives, or genealogy records	1	24	75	0	*	*
<i>Item C: Based on those who regularly read daily news or newspapers [N=1,847]</i>						
c. Access or borrow newspapers or news articles	1	24	75	0	*	*
<i>Item D: Based on those who regularly read magazines or journals [N=1,587]</i>						
d. Access or borrow magazines or journals	1	29	70	0	*	0

- Q29** In the past 12 months, have you used a public library to [INSERT ITEMS IN ORDER]?
[IF YES: About how many times in the past 12 months have you done this – one to five times, six to ten, 11 to 25, or more than 25 times?]

	YES, 1-5	YES, 6-10	YES, 11-25	YES, MORE THAN 25	NO, DON'T USE LIBRARY FOR THIS	(VOL.) LIBRARY DOESN'T HAVE THESE	DON'T KNOW	REF.
a. Get research help from a librarian <i>Item B: Based on those who read a print book in the past 12 months [N=2,295]</i>	14	4	2	1	80	n/a	*	*
b. Borrow PRINT books <i>Item C: Based on those who listened to an audiobook in the past 12 months [N=415]</i>	23	11	7	7	52	n/a	*	*
c. Borrow AUDIObooks <i>Item D: Based on those who read an e-book in the past 12 months [N=793]</i>	21	8	4	6	62	0	0	0
d. Borrow or download E-BOOKS	6	2	1	2	88	0	*	0

- Q30** As far as you know, does your public library loan out e-books?

Based on those who do not read e-books or e-book readers who do not get e-books at the public library [N=2,874]

	CURRENT	
%	22	Yes
	14	No
	63	Don't know
	*	Refused

- Q31** Have you ever TRIED to borrow or download an e-book from a public library, or have you not done this?

Based on e-book readers who do not get e-books at the public library [N=681]

	CURRENT	
%	4	Yes, have tried
	96	No, have not tried
	*	Don't know
	0	Refused

- Q32** What would you say is the MAIN reason you do not borrow e-books from your public library? [OPEN-END]

Based on e-book readers who do not get e-books at the public library [N=681]

	CURRENT	
%	98	Gave response (SPECIFY)
	2	Don't know
	0	Refused

Q33 If your public library offered [INSERT ITEMS IN ORDER], would you be very likely, somewhat likely, not too likely, or not at all likely to use this resource?

How about if your public library offered... [INSERT NEXT ITEM]? Would you be very likely, somewhat likely, not too likely, or not at all likely to use this resource?

Based on those who do not read e-books or e-book readers who do not get e-books at the public library [N=2,874]

	VERY LIKELY	SOMEWHAT LIKELY	NOT TOO LIKELY	NOT AT ALL LIKELY	DON'T KNOW	REFUSED
a. Classes or instruction on how to use handheld reading devices like e-book readers and tablet computers	11	21	19	47	2	1
b. Classes on how to download library e-books to handheld devices	12	20	19	47	1	1
c. E-book readers already loaded with the book you want to read	18	28	15	37	1	*

Q34 Would you say the selection of e-books at your local public library is excellent, very good, good, fair or poor?

Based on those who borrowed e-books from a public library in the past 12 months [N=111]

	CURRENT	
%	16	Excellent
	18	Very good
	32	Good
	23	Fair
	4	Poor
	8	Don't know
	*	Refused

Q35 Have you ever wanted to borrow a particular e-book from the public library and found that... [INSERT ITEMS IN ORDER]?

Based on those who borrowed e-books from a public library in the past 12 months [N=111]

	YES	NO	DON'T KNOW	REFUSED
a. The library did not carry that e-book	56	39	5	0
b. There was a waiting list to borrow that e-book	52	46	3	0
c. It was not compatible with your digital reading device	18	80	3	0

- Q36** Thinking about downloading or purchasing e-books from online BOOKSTORES or other online retailers... Have you ever wanted to download or purchase a particular e-book from an online store and found that [INSERT ITEMS IN ORDER]?

Based on those who read an e-book in the past 12 months [N=793]

	YES	NO	DON'T KNOW	REFUSED
a. The store did not carry that e-book	30	68	1	*
b. The store version was not compatible with your digital reading device	8	89	2	1

- Q37** When you want to read a particular e-book, do you usually look for it first...[READ AND ROTATE 1-2]?

Based on those who read an e-book in the past 12 months [N=793]

	CURRENT	
%	75	At an online bookstore or other website
	12	At your public library
	5	(DO NOT READ) Someplace else
	5	(DO NOT READ) Don't know
	3	(DO NOT READ) Refused

- Q38** In general, when you want to [INSERT ITEMS IN ORDER], do you prefer purchasing your own copy, or borrowing it from a library or some other source?

	PREFER PURCHASING OWN COPY	PREFER BORROWING	(VOL.) NO PREFERENCE	DON'T KNOW	REFUSED
<i>Item A: Based on those who read a print book in the past 12 months [N=2,295]</i>					
a. Read a book in print	54	38	7	1	*
<i>Item B: Based on those who read an e-book in the past 12 months [N=793]</i>					
b. Read an e-book	61	31	6	2	*
<i>Item C: Based on those who listened to an audiobook in the past 12 months [N=415]</i>					
c. Listen to an audiobook	32	61	4	2	1

[READ TO ALL:] A few last questions for statistical purposes only...

PARREAD How often, if ever, do you read aloud to your young (child/children)? This could include books, magazines, news stories or something you read together online. Would you say you do this everyday, a few times a week, about once a week, a few times a month or less often?

Based on parents of children age 11 or younger [N=617]

	<u>CURRENT</u>	
%	45	Everyday
	31	A few times a week
	7	About once a week
	6	A few times a month
	7	Less often
	3	Never (VOL.)
	0	Don't know
	*	Refused

The remaining demographic questions are not reported in this topline.

Methodology

Gates Reading Habits Survey

Prepared by Princeton Survey Research Associates International for the Pew Research Center's Internet & American Life Project and the Gates Foundation

December 2011

SUMMARY

The Gates Reading Habits Survey, sponsored by the Pew Research Center's Internet & American Life Project and the Gates Foundation, obtained telephone interviews with a nationally representative sample of 2,986 people ages 16 and older living in the United States. Interviews were conducted via landline ($n_{LL}=1,526$) and cell phone ($n_C=1,460$, including 677 without a landline phone). The survey was conducted by Princeton Survey Research Associates International. The interviews were administered in English and Spanish by Princeton Data Source from November 16 to December 21, 2011. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for results based on the complete set of weighted data is ± 2.2 percentage points. Results based on the 2,571 internet users have a margin of sampling error of ± 2.3 percentage points.

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

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the 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 drawn with equal probabilities 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.

Contact Procedures

Interviews were conducted from November 16 to December 21, 2011. As many as 7 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. Interviewing was spread as evenly as possible across the days in field. Each telephone number was called at least one time during the day in an attempt to complete an interview.

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. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell interviewing.

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 respondents were offered a post-paid cash reimbursement for their participation.

Calls were made to the landline and cell samples until 1,125 interviews were completed in each. Once those targets were hit, screening for e-book and tablet owners was implemented. During the screening, anyone who did not respond with having an e-book or tablet device was screened-out as ineligible. All others continued the survey until approximately 700 e-Reader/Tablet owners were interviewed overall.

WEIGHTING AND ANALYSIS

The first stage of weighting corrected for the oversampling of tablet and e-reader users via screening from the landline and cell sample frames. The second stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.⁶ This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

This first-stage weight for the i^{th} case can be expressed as:

$$WT_i = \frac{1}{\left(\frac{S_{LL}}{S_{CP}} \times \frac{1}{AD_i}\right)} \text{ if respondent has no cell phone}$$

$$WT_i = \frac{1}{\left(\frac{S_{LL}}{S_{CP}} \times \frac{1}{AD_i}\right) + R} \text{ if respondent has both kinds of phones}$$

$$WT_i = \frac{1}{R} \text{ if respondent has no land line phone}$$

Where S_{LL} = size of the landline sample

S_{CP} = size of the cell phone sample

AD_i = Number of adults in the household

R = Estimated ratio of the land line sample frame to the cell phone sample frame

The equations can be simplified by plugging in the values for $S_{LL} = 1,526$ and $S_{CP} = 1,460$. Additionally, we will estimate of the ratio of the size of landline sample frame to the cell phone sample frame $R = 1.03$.

The final 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 2010 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population

⁶ i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

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.⁷⁸

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.

⁷ 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.

⁸ The phone use parameter used for this 16+ sample is the same as the parameter we use for all 18+ surveys. In other words, no adjustment was made to account for the fact that the target population for this survey is slightly different than a standard 18+ general population survey.

Table 1: Sample Demographics

	Parameter (16+)	Unweighted	Weighted
<u>Gender</u>			
Male	48.6	47.2	48.9
Female	51.4	52.8	51.1
<u>Age</u>			
16-24	16.0	15.0	14.2
25-34	17.3	14.0	15.1
35-44	17.0	14.9	17.3
45-54	18.7	17.6	18.7
55-64	14.8	17.3	18.5
65+	16.2	21.2	16.2
<u>Education</u>			
Less than HS Graduate	16.8	11.5	15.5
HS Graduate	33.8	26.7	33.3
Some College	23.1	23.3	23.9
College Graduate	26.3	38.5	27.3
<u>Race/Ethnicity</u>			
White/not Hispanic	68.0	73.1	67.7
Black/not Hispanic	11.7	10.8	11.9
Hisp - US born	6.4	6.5	6.8
Hisp - born outside	7.5	4.3	7.3
Other/not Hispanic	6.2	5.3	6.2
<u>Region</u>			
Northeast	18.5	15.8	18.2
Midwest	22.0	24.1	22.7
South	36.9	37.3	37.0
West	22.6	22.7	22.1
<u>County Pop. Density</u>			
1 - Lowest	20.1	23.6	20.3
2	20.0	21.2	20.1
3	20.1	22.3	20.4
4	20.2	17.6	20.2
5 - Highest	19.6	15.2	18.9
<u>Household Phone Use</u>			
LLO	9.3	5.0	8.3
Dual/few, some cell	41.7	51.7	42.3
Dual/most cell	18.5	20.6	19.0
CPO	30.5	22.7	30.5

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 1.46.

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 ± 2.2 percentage points. 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 2.2 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 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:⁹

- Contact rate – the proportion of working numbers where a request for interview was made¹⁰
- 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 14 percent. The response rate for the cellular sample was 11 percent.

⁹ PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

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

Table 2: Sample Disposition

Landline	Cell	
66,518	60,997	Total Numbers Dialed
2,876	919	Non-residential
3,004	142	Computer/Fax
16	---	Cell phone
32,283	22,623	Other not working
3,844	887	Additional projected not working
24,495	36,426	Working numbers
36.8%	59.7%	Working Rate
1,281	296	No Answer / Busy
7,092	13,997	Voice Mail
118	27	Other Non-Contact
16,004	22,106	Contacted numbers
65.3%	60.7%	Contact Rate
902	3,485	Callback
11,408	14,644	Refusal
3,694	3,977	Cooperating numbers
23.1%	18.0%	Cooperation Rate
104	129	Language Barrier
1,960	2,362	Child's cell phone / Oversample Screenout
1,630	1,486	Eligible numbers
44.1%	37.4%	Eligibility Rate
104	26	Break-off
1,526	1,460	Completes
93.6%	98.3%	Completion Rate
14.1%	10.7%	Response Rate

Endnotes

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- ⁱ January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].
- ⁱⁱ December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].
- ⁱⁱⁱ November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].
- ^{iv} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].
- ^v December 2009 trends based on the Fall Tracking “E-Government” survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].
- ^{vi} November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].
- ^{vii} August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].
- ^{viii} July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews].
- ^{ix} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].
- ^x April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].
- ^{xi} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- ^{xii} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- ^{xiii} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- ^{xiv} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{xv} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{xvi} 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.
- ^{xvii} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{xviii} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xix} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xx} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xxi} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- ^{xxii} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{xxiii} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].

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- ^{xxiv} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^{xxv} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xxvi} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xxvii} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xxviii} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xxix} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xxx} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xxxi} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xxxii} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xxxiii} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xxxiv} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xxxv} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xxxvi} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- ^{xxxvii} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xxxviii} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xxxix} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xl} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{xli} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- ^{xlii} 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.
- ^{xliii} 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.
- ^{xliv} 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.
- ^{xlv} 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.
- ^{xlvi} August 2001 trends represent a total tracking period of August 12-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- ^{xlvii} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{xlviii} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{xliv} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ^l October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ^{li} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{lii} August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ^{liii} June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ^{liv} May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].