December Tracking Survey 2009 Final Topline 1/4/10

Data for November 30 – December 27, 2009

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

Sample: n= 2,258 national adults, age 18 and older, including 565 cell phone interviews
Interviewing dates: 11.30.09 – 12.27.09

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,258]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,676]

Q27 Do you know the names of your neighbors who live close to you, or not? [IF YES: Do you know all of them, most of them or only some of them?]

	CURRENT		JULY 2008
%	19	Yes, know all of them	18
	24	Yes, know most of them	21
	29	Yes, know only some of them	30
	28	No, do not know any	29
	1	(VOL.) Do not have neighbors close by	1
	*	Don't know	1
	*	Refused	1

Q28 For these next few questions, I'd like you to think about activities you may or may not have done in your community. In the past 12 months, have you…[INSERT; ALWAYS ASK a & b FIRST IN ORDER, THEN RANDOMIZE]?

	YES, HAVE DONE THIS	NO, HAVE NOT	DON'T KNOW	REFUSED
a. Talked face-to-face with your neighbors about community issues	46	53	*	*
b. Talked on the phone with your neighbors about community issues	21	79	*	*
Item C: Based on email users [N=1,613]				
c. Exchanged email with your neighbors about community issues	13	87	*	*
Item D: Based on all internet users [N=1,676]				
d. Read a blog dealing with community issues	14	85	*	0
Item E: Based on texters [N=1,113]				
e. Exchanged TEXT MESSAGES with neighbors about community issues	6	94	*	0
Item F: Based on SNS users [N=849]				
f. Joined an online group focused on community issues on a social networking site	8	91	*	0

Item G: Based on Twitter users [N=307]

g.	Followed your neighbors using Twitter or another status update service	14	86	*	0

Q29 Do you belong to a group email list, list-serv or online discussion forum for your neighborhood?

Based on all internet users [N=1,676]

	CURRENT		JULY 2008[1]
%	7	Yes	5
	93	No	94
	*	Don't know	1
	*	Refused	*

Q30 In some communities, people can receive alerts about community issues via email or text messages. In the past 12 months, have you signed up for alerts about [INSERT; RANDOMIZE]? [IF YES: Is that an email alert, a text alert or both?]

Based on email users or texters [N=1,738]

		YES, EMAIL ALERT	YES, TEXT ALERT	YES, BOTH	NO, HAVE NOT DONE THIS	DON'T KNOW	REFUSED
a.	Traffic congestion or road closings in your community	2	2	1	95	*	*
b.	School events such as school closings	8	3	5	83	1	*
c.	Warnings of bad weather in your area	7	4	3	86	*	*
d.	Crime in your neighborhood	4	1	1	93	*	*

[1] July 2008 question wording was as follows: "Do you belong to an email list, list-serv or discussion forum for your neighborhood?" Question was asked of Total respondents, but results shown here have been recalculated to be based on all internet users.

Methodology

This report is based on the findings of a daily tracking 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 between November 30 and December 27, 2009, among a sample of 2,258 adults, age 18 and older. Interviews were conducted in both English (n=2,197) and Spanish (n=61). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based Internet users (n=1,676), the margin of sampling error is plus or minus 2.8 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 7 attempts were made to complete an interview at 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, half of the time interviewers first asked to speak with the youngest adult male currently at home. If no male was at home at the time of the call, interviewers asked to speak with the youngest adult female. For the other half of the contacts interviewers first asked to speak with the youngest adult female currently at home. If no female was available, interviewers asked to speak with the youngest adult male at home. 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.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2009 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 1:Sample Disposition

Landline	Cell	
21990	8100	**T** Total Numbers Dialed
1263	183	**OF** Non-residential
1068	6	**OF** Computer/Fax
10	0	**OF** Cell phone
9496	3132	**OF** Other not working
1130	140	**UH** Additional projected not working
9023	4639	Working numbers
41.0%	57.3%	Working Rate
377	47	**UH** No Answer / Busy
1201	1101	**UO_{NC}** Voice Mail
40	8	**UO_{NC}** Other Non-Contact
7405	3483	Contacted numbers
82.1%	75.1%	Contact Rate
668	642	**UO_{R}** Callback
4868	1940	**UO_{R}** Refusal
1869	901	Cooperating numbers
25.2%	25.9%	Cooperation Rate
66	27	**IN1** Language Barrier
0	291	**IN2** Child's cell phone
1803	583	Eligible numbers
96.5%	64.7%	Eligibility Rate
110	18	**R** Break-off
1693	565	**I** Completes
93.9%	96.9%	Completion Rate
19.5%	18.8%	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 19.5 percent. The response rate for the cellular sample was 18.8 percent.