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## Spring Change Assessment Survey 2010

Final Topline

6/4/10

Data for April 29 – May 30, 2010

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

Sample: n= 2,252 national adults, age 18 and older, including 744 cell phone interviews  
Interviewing dates: 04.29.10 – 05.30.10

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,252]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,756]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,917]

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**Q10** As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

|  | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. A desktop computer  |     |    |            |         |
| Current  | 62  | 38 | *          | *       |
| b. A laptop computer or netbook <sup>1</sup>   |     |    |            |         |
| Current  | 55  | 45 | *          | 0       |
| c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone <sup>2</sup> |     |    |            |         |
| Current  | 82  | 18 | *          | 0       |
| d. An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book             |     |    |            |         |
| Current  | 4   | 96 | *          | *       |
| e. An iPod or other MP3 player <sup>3</sup>  |     |    |            |         |
| Current  | 46  | 54 | *          | 0       |

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<sup>1</sup> Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

<sup>2</sup> Prior to April 2009, item wording was "A cell phone." From April 2009 thru December 2009, item wording was "A cell phone or a Blackberry or iPhone or other device that is also a cell phone." Beginning December 2007, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

<sup>3</sup> Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

**Q10 continued...**

**Q10** As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

|   | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| f. A game console like Xbox or Play Station |     |    |            |         |
| Current                                     | 42  | 58 | *          | *       |
| September 2009                              | 37  | 63 | *          | *       |
| April 2009                                  | 41  | 59 | *          | *       |
| g. A tablet computer like an iPad           |     |    |            |         |
| Current                                     | 3   | 97 | *          | 0       |

**Q11** Does anyone in your household have a working cell phone?

Based on non-cell phone users

|   | CURRENT |            | JANUARY 2010 | DECEMBER 2009 |
|---|---------|------------|--------------|---------------|
| % | 35      | Yes        | 38           | 31            |
|   | 64      | No         | 61           | 68            |
|   | 1       | Don't know | *            | *             |
|   | 0       | Refused    | *            | *             |
|   | [n=335] |            | [n=368]      | [n=339]       |

**Q12** On your laptop computer or netbook, do you use [INSERT IN ORDER]?<sup>4</sup>

Based on internet users who have a laptop or netbook

|  | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. WiFi or wireless connection to access the internet<br>[IF NECESSARY: WiFi is a short-range wireless internet connection.]   |     |    |            |         |
| Current [N=1,144]  | 88  | 11 | 1          | 0       |
| January 2010 [N=1,019]   | 83  | 17 | 1          | 0       |
| December 2009 [N=1,000]  | 83  | 16 | 1          | *       |
| September 2009 [N=965]   | 82  | 17 | 1          | *       |
| April 2009 [N=937]   | 80  | 19 | 1          | *       |
| b. Mobile wireless broadband, such as an AirCard, to access the internet <sup>5</sup><br>[IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others.] |     |    |            |         |
| Current  | 24  | 72 | 4          | *       |
| January 2010   | 19  | 79 | 2          | 0       |
| December 2009  | 28  | 69 | 2          | *       |
| September 2009   | 31  | 64 | 5          | *       |
| April 2009   | 37  | 57 | 6          | *       |

**Q13** Thinking about when you access the internet wirelessly on your laptop or netbook – either using WiFi or mobile wireless broadband – do you ever do this [INSERT IN ORDER]?

Based on internet users who use WiFi or mobile wireless broadband on their laptop or netbook

|                                      | YES | NO | DON'T KNOW | REFUSED |
|--------------------------------------|-----|----|------------|---------|
| a. At home                           |     |    |            |         |
| Current [N=1,003]                    | 86  | 13 | 1          | 0       |
| September 2009 [N=807] <sup>6</sup>  | 91  | 9  | *          | *       |
| b. At work                           |     |    |            |         |
| Current                              | 37  | 62 | 1          | *       |
| September 2009                       | 37  | 62 | *          | *       |
| c. Someplace other than home or work |     |    |            |         |
| Current                              | 54  | 46 | *          | 0       |
| September 2009                       | 55  | 44 | 1          | *       |

<sup>4</sup> Prior to May 2010, question wording was "On your laptop computer, do you ever use [INSERT IN ORDER]?"<sup>5</sup> Prior to January 2010, item wording was "Wireless broadband, such as an AirCard, to access the internet"

**Q14** Thinking now just about your cell phone... Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to [INSERT ITEMS; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-h]?<sup>7</sup>

Based on cell phone users

|                                     | YES | NO | DON'T KNOW | REFUSED |
|-------------------------------------|-----|----|------------|---------|
| a. Send or receive email            |     |    |            |         |
| Current [N=1,917]                   | 34  | 66 | 0          | 0       |
| b. Send or receive text messages    |     |    |            |         |
| Current                             | 72  | 28 | 0          | 0       |
| c. Take a picture                   |     |    |            |         |
| Current                             | 76  | 24 | *          | *       |
| d. Play music                       |     |    |            |         |
| Current                             | 33  | 67 | 0          | 0       |
| e. Send or receive Instant Messages |     |    |            |         |
| Current                             | 30  | 69 | 1          | *       |
| f. Record a video                   |     |    |            |         |
| Current                             | 34  | 66 | *          | 0       |
| g. Play a game                      |     |    |            |         |
| Current                             | 34  | 66 | *          | 0       |
| h. Access the internet <sup>8</sup> |     |    |            |         |
| Current                             | 38  | 62 | 0          | 0       |

#### **WIRELESS** Wireless internet use<sup>9</sup>

|                | WIRELESS<br>INTERNET USER | INTERNET USER<br>BUT NOT WIRELESS | ALL OTHERS |
|----------------|---------------------------|-----------------------------------|------------|
| Current        | 59                        | 22                                | 19         |
| January 2010   | 53                        | 24                                | 23         |
| December 2009  | 55                        | 24                                | 21         |
| September 2009 | 54                        | 25                                | 21         |
| April 2009     | 56                        | 23                                | 20         |
| December 2008  | 43                        | 30                                | 26         |
| November 2008  | 37                        | 37                                | 26         |

<sup>6</sup> In September 2009, two separate series of questions were asked: one of internet users who use WiFi on their laptop [N=772] and one of internet users who use wireless broadband on their laptop [N=305]. Trend results shown here combine those two series for each item (home/work/other).

<sup>7</sup> Prior to January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEM]?" In January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?" For January 2010, December 2009, and September 2009, an answer category "Cell phone can't do this" was available as a volunteered option; "No" percentages for those trends reflect combined "No" and "Cell phone can't do this" results.

<sup>8</sup> In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

<sup>9</sup> Definitions for wireless internet use may vary from survey to survey.

- Q15** Using your cell phone, how often do you access the internet or email – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on those who use their cell phones to access the internet

|   | CURRENT |                     | SEPT 2009 | APRIL 2009 |
|---|---------|---------------------|-----------|------------|
| % | 43      | Several times a day | 37        | 24         |
|   | 12      | About once a day    | 15        | 12         |
|   | 8       | 3-5 days a week     | 9         | 10         |
|   | 9       | 1-2 days a week     | 13        | 15         |
|   | 5       | Every few weeks     | 7         | 12         |
|   | 10      | Less often          | 11        | 14         |
|   | 12      | Never               | 7         | 13         |
|   | *       | Don't know          | *         | 0          |
|   | *       | Refused             | 0         | 0          |
|   | [n=779] |                     | [n=539]   | [n=475]    |

- Q16** Thinking about other devices you own... Do you EVER access the internet or email using [INSERT IN ORDER]?<sup>10</sup>

|   | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| <i>Item A: Based on e-Book users</i>                      |     |    |            |         |
| a. Your electronic Book device or e-Book                  |     |    |            |         |
| Current [N=97]  | 46  | 54 | 0          | 0       |
| September 2009 [N=68]                                     | 35  | 63 | 2          | 0       |
| April 2009 [N=44]   | 32  | 67 | 1          | 0       |
| <i>Item B: Based on iPod or MP3 users</i>                 |     |    |            |         |
| b. An iPod or other MP3 player <sup>11</sup>              |     |    |            |         |
| Current [N=929]   | 16  | 83 | *          | 0       |
| September 2009 [N=850]                                    | 15  | 85 | *          | 0       |
| April 2009 [N=846]  | 11  | 88 | *          | 0       |
| <i>Item C: Based on game console users</i>                |     |    |            |         |
| c. A game console like Xbox or Play Station <sup>12</sup> |     |    |            |         |
| Current [N=815]   | 29  | 71 | *          | 0       |
| September 2009 [N=700]                                    | 23  | 77 | *          | 0       |
| April 2009 [N=742]  | 22  | 78 | 0          | 0       |
| <i>Item D: Based on tablet computer users</i>             |     |    |            |         |
| d. A tablet computer like an iPad                         |     |    |            |         |
| Current [N=56]  | 59  | 41 | 0          | 0       |

<sup>10</sup> September 2009 question wording was as follows: "Thinking about some of the electronic devices you have... Do you EVER access the internet using [INSERT IN ORDER]?" April 2009 question wording was as follows: "Thinking about these various devices... Do you EVER access the internet or email using [INSERT IN ORDER]? [If YES, ASK: Do you mostly do this at home, at work, or someplace other than home or work?]." Results for "Yes" reflect combined responses for "Mostly home," "Mostly work," "Mostly other," and volunteered category "Combination of home/work/other."

<sup>11</sup> Through September 2009, item wording was "Your iPod or other MP3 player"

<sup>12</sup> Through September 2009, item wording was "Your game console like Xbox or Play Station"

**Q17** Do you ever use your cell phone to... [INSERT ITEM; RANDOMIZE]?

Based on those who use their cell phones to access the internet [N=779]

|   | YES, DO THIS | NO, DO NOT DO THIS | (VOL.) CELL PHONE CAN'T DO THIS | DON'T KNOW | REFUSED |
|---|--------------|--------------------|---------------------------------|------------|---------|
| a. Send a photo or video to someone   | 74           | 26                 | *                               | 0          | 0       |
| b. Post a photo or video online   | 31           | 68                 | 1                               | 0          | 0       |
| c. Purchase a product, such as books, music, toys or clothing                                       | 22           | 78                 | *                               | 0          | 0       |
| d. Make a charitable donation by text message   | 10           | 89                 | 0                               | *          | 0       |
| e. Access a social networking site like MySpace, Facebook or LinkedIn.com                           | 48           | 52                 | *                               | *          | 0       |
| f. Access Twitter or another service to share updates about yourself or to see updates about others | 20           | 79                 | 1                               | 0          | 0       |
| g. Watch a video  | 40           | 60                 | *                               | 0          | 0       |

**Q18** On an average day, about how many phone calls do you make and receive on your cell phone? [OPEN-END]

Based on cell phone users [N=1,917]

|   | CURRENT |                                      |
|---|---------|--------------------------------------|
| % | 5       | No phone calls on your cell phone    |
|   | 44      | 1 to 5 calls                         |
|   | 22      | 6-10 calls                           |
|   | 14      | 11-20 calls                          |
|   | 5       | 21-30 calls                          |
|   | 6       | More than 30 phone calls             |
|   | 3       | Don't know/Can't say/Could not guess |
|   | *       | Refused                              |

MEAN= 13.10 phone calls a day  
 MEDIAN= 5.00 phone calls a day

**Q18** On an average day, about how many phone calls do you make and receive on your cell phone? [OPEN-END]

**Q18a** Well, on an average day, would you say you make or receive... [READ 1-6]

Based on cell phone users [N=1,917]

|   | <u>CURRENT</u> |  |
|---|----------------|--|
| % | 5              | No phone calls on your cell phone                  |
|   | 44             | 1 to 5 calls                                       |
|   | 23             | 6-10 calls   |
|   | 15             | 11-20 calls  |
|   | 5              | 21-30 calls  |
|   | 7              | More than 30 phone calls                           |
|   | 1              | (DO NOT READ) Don't know/Can't say/Could not guess |
|   | *              | (DO NOT READ) Refused                              |

**Q19** When you call someone on your cell phone, how often are you calling to [INSERT IN ORDER]? [READ FOR FIRST ITEM THEN AS NECESSARY: - several times a day, at least once a day, a few times a week, less often or never?]

Based on cell phone users [N=1,917]

|   | <u>SEVERAL<br/>TIMES A<br/>DAY</u> | <u>AT<br/>LEAST<br/>ONCE A<br/>DAY</u> | <u>A FEW<br/>TIMES A<br/>WEEK</u> | <u>LESS<br/>OFTEN</u> | <u>NEVER</u> | <u>(VOL.)<br/>DOES<br/>NOT<br/>APPLY</u> | <u>DON'T<br/>KNOW</u> | <u>REFUSED</u> |
|---|------------------------------------|--|-----------------------------------|-----------------------|--------------|--|-----------------------|----------------|
| a. Just say hello and chat  | 26                                 | 22                                     | 24                                | 16                    | 11           | n/a                                      | *                     | *              |
| b. Report where you are or check on where someone else is         | 21                                 | 24                                     | 19                                | 17                    | 19           | n/a                                      | *                     | *              |
| c. Coordinate where you are physically meeting someone            | 11                                 | 15                                     | 25                                | 30                    | 18           | n/a                                      | *                     | *              |
| d. Do things that are related to work                             | 23                                 | 9                                      | 13                                | 13                    | 32           | 9  | *                     | *              |
| e. Have a long conversation to discuss important personal matters | 9                                  | 10                                     | 24                                | 29                    | 28           | n/a                                      | *                     | *              |

**Q20** On an average day, about how many text messages do you send and receive on your cell phone? [OPEN-END]

Based on cell phone users who text message

|   | CURRENT   |                                      | SEPTEMBER<br>2009 |
|---|-----------|--------------------------------------|-------------------|
| % | 8         | No text messages on your cell phone  | 8                 |
|   | 50        | 1 to 10 text messages                | 56                |
|   | 13        | 11 to 20                             | 11                |
|   | 12        | 21 to 50                             | 13                |
|   | 7         | 51 to 100                            | 6                 |
|   | 3         | 101 to 200                           | 3                 |
|   | 4         | More than 200 text messages a day    | 3                 |
|   | 3         | Don't know/Can't say/Could not guess | *                 |
|   | *         | Refused                              | *                 |
|   | 39.10     | Mean # of text messages a day        | 29.71             |
|   | 10.00     | Median # of text messages a day      | 5.00              |
|   | [n=1,189] |                                      | [n=1,075]         |

**Q20** On an average day, about how many text messages do you send and receive on your cell phone? [OPEN-END]

**Q20a** Well, on an average day, would you say you send or receive... [READ 1-7]

Based on cell phone users who text message

|   | CURRENT   |  | SEPTEMBER<br>2009 |
|---|-----------|--|-------------------|
| % | 9         | No text messages on your cell phone                | 8                 |
|   | 51        | 1 to 10 text messages                              | 56                |
|   | 13        | 11 to 20   | 11                |
|   | 13        | 21 to 50   | 13                |
|   | 7         | 51 to 100  | 6                 |
|   | 3         | 101 to 200   | 3                 |
|   | 5         | More than 200 text messages a day                  | 3                 |
|   | *         | (DO NOT READ) Don't know/Can't say/Could not guess | *                 |
|   | *         | (DO NOT READ) Refused                              | *                 |
|   | [n=1,189] |  | [n=1,075]         |

- Q21** How often do you send or receive text messages to [INSERT IN ORDER]? [READ FOR FIRST ITEM THEN AS NECESSARY: - several times a day, at least once a day, a few times a week, less often or never?]

Based on cell phone users who text message [N=1,189]

|  | SEVERAL<br>TIMES A<br>DAY | AT<br>LEAST<br>ONCE A<br>DAY | A FEW<br>TIMES A<br>WEEK | LESS<br>OFTEN | NEVER | (VOL.)<br>DOES<br>NOT<br>APPLY | DON'T<br>KNOW | REFUSED |
|--|---------------------------|------------------------------|--------------------------|---------------|-------|--------------------------------|---------------|---------|
| a. Just say hello and chat   | 34                        | 15                           | 17                       | 18            | 16    | n/a                            | 0             | 0       |
| b. Report where you are or check on where someone else is  | 24                        | 15                           | 19                       | 21            | 21    | n/a                            | *             | 0       |
| c. Coordinate where you are physically meeting someone   | 15                        | 12                           | 22                       | 27            | 24    | n/a                            | *             | *       |
| d. Do things related to work   | 15                        | 6                            | 12                       | 16            | 44    | 7                              | 0             | 0       |
| e. Have a long message exchange to discuss important personal matters  | 9                         | 6                            | 13                       | 23            | 49    | n/a                            | *             | *       |
| f. Exchange information quietly when you are in a setting where you can't make a voice call, like a meeting or a movie | 16                        | 7                            | 19                       | 23            | 34    | n/a                            | *             | *       |

- Q22** Please tell me if you agree or disagree with each of the following statements. (The first statement is.../Next...) [INSERT ITEM; RANDOMIZE a-e]? [READ FOR FIRST ITEM THEN AS NECESSARY: Do you agree or disagree with that statement?]

Based on cell phone users [N=1,917]

|  | AGREE | DISAGREE | (VOL.) BOTH /<br>NEITHER | DON'T<br>KNOW | REFUSED |
|--|-------|----------|--------------------------|---------------|---------|
| a. I feel safer because I can always use my cell phone to get help.  | 91    | 8        | 1                        | *             | *       |
| b. I like that my cell phone makes it easy to arrange plans with other people.                               | 88    | 10       | 1                        | *             | *       |
| c. I get irritated when a call or text on my cell phone interrupts me.                                       | 42    | 53       | 4                        | 1             | *       |
| d. When I am bored, I use my cell phone to entertain myself.   | 39    | 60       | *                        | *             | *       |
| e. I think it's rude when someone repeatedly interrupts a conversation or meeting to check their cell phone. | 86    | 12       | 1                        | *             | *       |

**Q23** Have you ever experienced or done any of the following? (First/Next), have you ever [INSERT IN ORDER]?

|  | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. Been in a car when the driver was sending or reading text messages on their cell phone                          | 49  | 51 | *          | 0       |
| b. Been in a car when the driver used a cell phone in a way that put themselves or others in danger                | 44  | 56 | *          | *       |
| <i>Item C: Based on cell phone users who text message [N=1,189]</i>  |     |    |            |         |
| c. Sent or read a text message while driving   | 47  | 53 | 0          | 0       |
| <i>Item D: Based on cell phone users [N=1,917]</i>   |     |    |            |         |
| d. Talked on a cell phone while driving  | 75  | 25 | *          | 0       |
| <i>Items F thru I: Based on cell phone users [N=1,917]</i>   |     |    |            |         |
| f. Slept with your cell phone on or right next to your bed   | 65  | 35 | 0          | 0       |
| i. Physically bumped into another person or object because you were distracted by talking or texting on your phone | 17  | 83 | *          | 0       |

## 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 April 29 and May 30, 2010, among a sample of 2,252 adults, age 18 and older. Interviews were conducted in English. 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=1,756), 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 7 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, 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   |                                  |
|----------|--------|----------------------------------|
| 20,895   | 12,699 | Total Numbers Dialed             |
| 1,160    | 251    | Non-residential                  |
| 982      | 18     | Computer/Fax                     |
| 12       | ---    | Cell phone                       |
| 8,886    | 4,906  | Other not working                |
| 1,675    | 176    | Additional projected not working |
| 8,180    | 7,348  | Working numbers                  |
| 39.1%    | 57.9%  | Working Rate                     |
| 558      | 59     | No Answer / Busy                 |
| 870      | 2,054  | Voice Mail                       |
| 68       | 13     | Other Non-Contact                |
| 6,684    | 5,222  | Contacted numbers                |
| 81.7%    | 71.1%  | Contact Rate                     |
| 521      | 740    | Callback                         |
| 4,305    | 3016   | Refusal                          |
| 1,858    | 1,466  | Cooperating numbers              |
| 27.8%    | 28.1%  | Cooperation Rate                 |
| 284      | 235    | Language Barrier                 |
| ---      | 460    | Child's cell phone               |
| 1,574    | 771    | Eligible numbers                 |
| 84.7%    | 52.6%  | Eligibility Rate                 |
| 66       | 27     | Break-off                        |
| 1,508    | 744    | Completes                        |
| 95.8%    | 96.5%  | Completion Rate                  |
| 21.8%    | 19.3%  | 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 21.8 percent. The response rate for the cellular sample was 19.3 percent.