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# Mobile Giving Survey 2011

Final Topline

10/14/2011

Data for September 19–October 13, 2011

Princeton Survey Research Associates International for  
the Pew Research Center's Internet & American Life Project,  
the Berkman Center for Internet & Society at Harvard University, and  
the mGive Foundation

Sample: n=1,003 cell phone owners, including 863 who texted a donation to Haiti earthquake relief  
Interviewing dates: 09.19.2011 – 10.13.2011

Margin of error is plus or minus 3 percentage points for results based on Total [n=1,003]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=969]

Margin of error is plus or minus 3 percentage points for results based on Haiti donors [n=863]

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**Note: Percentages reported in this topline are unweighted.**

**Q1** Overall, how would you rate YOUR COMMUNITY as a place to live? Would you say it is excellent, good, only fair or poor?

|   | <u>CURRENT</u> |            |
|---|----------------|------------|
| % | 42             | Excellent  |
|   | 47             | Good       |
|   | 9              | Only fair  |
|   | 2              | Poor       |
|   | *              | Don't know |
|   | *              | Refused    |

**Q2** How much impact do you think people like you can have in making your community a better place to live — a big impact, a moderate impact, a small impact, or no impact at all?

|   | <u>CURRENT</u> |                  |
|---|----------------|------------------|
| % | 36             | Big              |
|   | 46             | Moderate         |
|   | 13             | Small            |
|   | 3              | No impact at all |
|   | 1              | Don't know       |
|   | *              | Refused          |

**LIVE2** About how long have you lived in the neighborhood where you live now? Have you lived there less than one year, 1 to 5 years, 6 to 10 years, 11 to 20 years or more than 20 years?

|   | <u>CURRENT</u> |                    |
|---|----------------|--------------------|
| % | 12             | Less than one year |
|   | 37             | One to five years  |
|   | 19             | Six to ten years   |
|   | 17             | 11 to 20 years     |
|   | 15             | More than 20 years |
|   | *              | All my life (VOL.) |
|   | *              | Don't know         |
|   | 0              | Refused            |

**LIVE3** Do you happen to know the names of your neighbors who live close to you, or not? [IF YES, PROBE:] All of them or only some of them?

|   | <u>CURRENT</u> |                                      |
|---|----------------|--------------------------------------|
| % | 22             | Yes, know them all                   |
|   | 52             | Yes, only some                       |
|   | 25             | No, do not know any                  |
|   | *              | Don't have neighbors close by (VOL.) |
|   | 0              | Don't know                           |
|   | *              | Refused                              |

[Questions 3-5 were asked in order but response choices 1-2 in each question were rotated in the same order for each respondent.]

**q3** Which of the following two statements best describes you... [READ 1-2]

|   | <u>CURRENT</u> |                                                                                                        |
|---|----------------|--------------------------------------------------------------------------------------------------------|
| % | 43             | I follow INTERNATIONAL news closely ONLY when something important is happening.                        |
|   | 55             | I follow INTERNATIONAL news closely most of the time, whether or not something important is happening. |
|   | 1              | (DO NOT READ) Don't know                                                                               |
|   | 1              | (DO NOT READ) Refused                                                                                  |

**Q4** I'd like to ask the same question, but about NATIONAL news... Which best describes you... [READ 1-2]

|   | <u>CURRENT</u> |                                                                                                   |
|---|----------------|---------------------------------------------------------------------------------------------------|
| % | 30             | I follow NATIONAL news closely ONLY when something important is happening.                        |
|   | 68             | I follow NATIONAL news closely most of the time, whether or not something important is happening. |
|   | 1              | (DO NOT READ) Don't know                                                                          |
|   | *              | (DO NOT READ) Refused                                                                             |

**Q5** And just once more about LOCAL news... Which best describes you... [READ 1-2]

|   | <u>CURRENT</u> |                                                                                                |
|---|----------------|------------------------------------------------------------------------------------------------|
| % | 32             | I follow LOCAL news closely ONLY when something important is happening.                        |
|   | 67             | I follow LOCAL news closely most of the time, whether or not something important is happening. |
|   | 1              | (DO NOT READ) Don't know                                                                       |
|   | 1              | (DO NOT READ) Refused                                                                          |

**Q6** Now I'm going to ask you about various organizations and types of organizations. How much of the time do you think you can trust [INSERT ITEM; RANDOMIZE] [READ FOR FIRST ITEM, THEN AS NECESSARY: ...just about always, most of the time, only some of the time or never]?

|                                    | <u>JUST ABOUT ALWAYS</u> | <u>MOST OF THE TIME</u> | <u>ONLY SOME OF THE TIME</u> | <u>NEVER</u> | <u>DON'T KNOW</u> | <u>REFUSED</u> |
|------------------------------------|--------------------------|-------------------------|------------------------------|--------------|-------------------|----------------|
| a. The federal government          | 5                        | 32                      | 54                           | 9            | 1                 | *              |
| b. Large corporations              | 1                        | 20                      | 63                           | 16           | 1                 | *              |
| c. International aid organizations | 5                        | 39                      | 46                           | 6            | 4                 | *              |
| d. Local charitable organizations  | 14                       | 60                      | 24                           | 2            | *                 | 0              |

**INTUSE** On a different topic... do you use the internet, at least occasionally?

|   |                |            |
|---|----------------|------------|
|   | <u>CURRENT</u> |            |
| % | 96             | Yes        |
|   | 4              | No         |
|   | 0              | Don't know |
|   | 0              | Refused    |

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

|   |                |            |
|---|----------------|------------|
|   | <u>CURRENT</u> |            |
| % | 93             | Yes        |
|   | 7              | No         |
|   | 0              | Don't know |
|   | 0              | Refused    |

**INTUSE** On a different topic... do you use the internet, at least occasionally?

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

|   |                |                           |
|---|----------------|---------------------------|
|   | <u>CURRENT</u> |                           |
| % | 97             | Uses the internet         |
|   | 3              | Does not use the internet |

**YEST1NW** Did you happen to use the internet YESTERDAY?

Based on all internet users [N=969]

|   |                |                                        |
|---|----------------|----------------------------------------|
|   | <u>CURRENT</u> |                                        |
| % | 91             | Yes, used the internet yesterday       |
|   | 9              | No, did not use the internet yesterday |
|   | *              | Don't know                             |
|   | 0              | Refused                                |

**WEB1** Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT; RANDOMIZE]? / Did you happen to do this yesterday, or not?

Based on all internet users [N=969]

|                                                                        | TOTAL<br>HAVE EVER<br>DONE THIS | -----<br>DID<br>YESTERDAY | HAVE NOT<br>DONE THIS | DON'T<br>KNOW | REFUSED |
|------------------------------------------------------------------------|---------------------------------|---------------------------|-----------------------|---------------|---------|
| Act49. Make a donation to a charity online                             | 56                              | 1                         | 44                    | *             | *       |
| Act87. Use a social networking site like MySpace, Facebook or LinkedIn | 82                              | 61                        | 17                    | *             | *       |
| Act112. Use Twitter                                                    | 22                              | 10                        | 78                    | 0             | 0       |

There are no Questions Q7 thru Q9.

**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                                                   | 62  | 38 | 0          | 0       |
| b. A laptop computer or netbook                                         | 81  | 19 | 0          | *       |
| c. An electronic Book device or e-Book reader, such as a Kindle or Nook | 23  | 77 | 0          | 0       |
| d. A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom      | 21  | 78 | *          | 0       |

There are no Questions Q11 thru Q13.

**Q14** Thinking now 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 THRU f]?

|                                                                       | YES | NO | DON'T KNOW | REFUSED |
|-----------------------------------------------------------------------|-----|----|------------|---------|
| a. Send or receive email                                              | 68  | 32 | 0          | 0       |
| b. Take a picture                                                     | 96  | 4  | 0          | 0       |
| c. Record a video                                                     | 65  | 35 | *          | *       |
| d. Access the internet                                                | 72  | 28 | 0          | 0       |
| <i>Item E: Based on SNS users [N=798]</i>                             |     |    |            |         |
| e. Access a social networking site like MySpace, Facebook or LinkedIn | 71  | 29 | 0          | 0       |
| <i>Item F: Based on Twitter users [N=214]</i>                         |     |    |            |         |
| f. Access Twitter                                                     | 71  | 29 | 0          | 0       |

**Q15a** Overall, how do you PREFER to donate money to the organizations or causes you are interested in? Do you prefer to fill out a web form online, donate in person, donate via postal mail, donate by making a phone call, or donate via text message?

|   | <u>CURRENT</u> |                                 |
|---|----------------|---------------------------------|
| % | 24             | Online web form                 |
|   | 22             | In person                       |
|   | 23             | Postal mail                     |
|   | 6              | Phone call                      |
|   | 22             | Text message                    |
|   | 2              | Depends on the situation (VOL.) |
|   | 1              | Don't know                      |
|   | 1              | Refused                         |

**Q15b** Earlier you mentioned that you have made a charitable donation online... Which of the following two statements best describes you when it comes to making online donations... [READ AND ROTATE 1-2]

Based on those who have made a charitable donation online [N=540]

|   | <u>CURRENT</u> |                                                                                           |
|---|----------------|-------------------------------------------------------------------------------------------|
| % | 51             | When I make an online donation, I usually do a lot of research before deciding to donate. |
|   | 44             | When I make an online donation, it's usually a spur-of-the-moment decision.               |
|   | 3              | Depends (VOL.)                                                                            |
|   | *              | (DO NOT READ) Don't know                                                                  |
|   | 1              | (DO NOT READ) Refused                                                                     |

**Q16** Next I'm going to read you different types of groups and organizations in which some people are active. Please tell me if you are currently active in any of these types of organizations. Are you currently active in (an/a) [INSERT ITEM; RANDOMIZE]?

|                                                                                             | YES | NO | DON'T KNOW | REFUSED |
|---------------------------------------------------------------------------------------------|-----|----|------------|---------|
| a. Church, synagogue, mosque or other place of worship                                      | 41  | 59 | 0          | *       |
| b. Community group or neighborhood association                                              | 23  | 77 | 0          | *       |
| c. Sports or recreation league                                                              | 19  | 81 | 0          | 0       |
| d. Performance or arts group, such as a choir, dance group or craft guild                   | 11  | 89 | 0          | 0       |
| e. Parent group or organization, such as the PTA or local parent support group              | 15  | 85 | 0          | 0       |
| f. Youth group, such as the Scouts, YMCA or 4-H                                             | 10  | 90 | *          | 0       |
| g. Charitable or volunteer organization, such as Habitat for Humanity or the Humane Society | 25  | 75 | *          | 0       |
| h. Political party or organization                                                          | 15  | 85 | *          | *       |
| i. Environmental group                                                                      | 8   | 92 | 0          | 0       |

**Q17** And have you ever made a monetary donation to the [INSERT ITEM IN SAME ORDER AS Q16] in which you are active?

Based on those who are active in this type of group

|                                                                                             | YES | NO | DON'T KNOW | REFUSED | [N]   |
|---------------------------------------------------------------------------------------------|-----|----|------------|---------|-------|
| a. Church, synagogue, mosque or other place of worship                                      | 95  | 5  | 0          | *       | [409] |
| b. Community group or neighborhood association                                              | 75  | 25 | 0          | 0       | [232] |
| c. Sports or recreation league                                                              | 55  | 45 | 0          | 0       | [190] |
| d. Performance or arts group, such as a choir, dance group or craft guild                   | 69  | 31 | 0          | 0       | [109] |
| e. Parent group or organization, such as the PTA or local parent support group              | 88  | 12 | 0          | 0       | [146] |
| f. Youth group, such as the Scouts, YMCA or 4-H                                             | 84  | 16 | 0          | 0       | [97]  |
| g. Charitable or volunteer organization, such as Habitat for Humanity or the Humane Society | 92  | 8  | 0          | 0       | [253] |
| h. Political party or organization                                                          | 75  | 25 | 0          | 0       | [150] |
| i. Environmental group                                                                      | 88  | 12 | 0          | 0       | [82]  |

**Q17\_1** [IF ACTIVE IN A PLACE OF WORSHIP, READ: Not counting your church or place of worship,] In the past 12 months, about how much overall would you say you have contributed to charitable or non-profit organizations? [READ 1-7]

|   | <u>CURRENT</u> |                                                        |
|---|----------------|--------------------------------------------------------|
| % | 27             | \$50 or less                                           |
|   | 19             | \$51 to \$100                                          |
|   | 20             | \$101 to \$250                                         |
|   | 13             | \$251 to \$500                                         |
|   | 8              | \$501 to \$1,000                                       |
|   | 3              | \$1,001 to \$2,500                                     |
|   | 5              | More than \$2,500                                      |
|   | 3              | (DO NOT READ) Have not donated money in past 12 months |
|   | 1              | (DO NOT READ) Don't know                               |
|   | 1              | (DO NOT READ) Refused                                  |

**Q18** Thinking now just about the group in which you are MOST involved... In the past 12 months, have you communicated with others in this group about group activities by... [INSERT FIRST ITEM]? How about by... [INSERT NEXT ITEM IN ORDER]? [READ AS NECESSARY: Have you communicated with group members this way in the past 12 months?]

Based on those who are active in any groups [N=719]

|                                                                                    | YES | NO | (VOL.)<br>DOESN'T<br>APPLY | DON'T<br>KNOW | REFUSED |
|------------------------------------------------------------------------------------|-----|----|----------------------------|---------------|---------|
| a. Attending a face-to-face meeting                                                | 66  | 34 | 0                          | 0             | *       |
| b. Printed letter or newsletter                                                    | 46  | 54 | *                          | 0             | 0       |
| c. Telephone                                                                       | 54  | 46 | 0                          | 0             | 0       |
| d. Text messaging                                                                  | 43  | 56 | *                          | *             | 0       |
| <i>Items E and F: Based on internet users who are active in any groups [N=701]</i> |     |    |                            |               |         |
| e. Email                                                                           | 74  | 25 | 0                          | *             | 0       |
| f. Using the group's website                                                       | 49  | 50 | 1                          | *             | 0       |
| <i>Item G: Based on SNS users who are active in any groups [N=581]</i>             |     |    |                            |               |         |
| g. Using a social networking site                                                  | 44  | 56 | *                          | 0             | 0       |
| <i>Item H: Based on Twitter users who are active in any groups [N=162]</i>         |     |    |                            |               |         |
| h. Using Twitter                                                                   | 15  | 85 | 0                          | 0             | 0       |



**COMPREF** Again thinking about the group in which you are MOST involved, how do you PREFER to communicate with others in this group? Do you prefer to do this by attending a face-to-face meeting, by printed letter or newsletter, by telephone, by text messaging, by email, by using the group's website, by using a social networking site such as Facebook, or by using Twitter?

Based on those who are active in any groups [N=719]

|   | <u>CURRENT</u> |                                  |
|---|----------------|----------------------------------|
| % | 37             | Attending a face-to-face meeting |
|   | 5              | Printed letter or newsletter     |
|   | 7              | Telephone                        |
|   | 6              | Text messaging                   |
|   | 31             | Email                            |
|   | 4              | Using the group's website        |
|   | 8              | Using a social networking site   |
|   | *              | Using Twitter                    |
|   | 1              | Don't know                       |
|   | 1              | Refused                          |

**Q20** I'm going to read a list of events or organizations that some people have TEXTED donations to in the last few years using their cell phones. Please tell me if you happened to use your cell phone to text a donation to each of these, or not. Have you texted a charitable donation to groups that helped...[INSERT ITEMS; ALWAYS ASK a FIRST; RANDOMIZE ITEMS b-d; ITEM e ALWAYS LAST]?

|                                                                                                        | <u>YES</u> | <u>NO</u> | <u>DON'T KNOW</u> | <u>REFUSED</u> |
|--------------------------------------------------------------------------------------------------------|------------|-----------|-------------------|----------------|
| a. People living in Haiti following the January 2010 earthquake there                                  | 86         | 13        | 1                 | *              |
| b. People living in Japan following the March 2011 earthquake and tsunami                              | 36         | 62        | 2                 | *              |
| c. People living in the U.S. gulf region following the 2010 BP oil spill                               | 24         | 74        | 2                 | *              |
| d. Victims of the 2011 tornadoes in the United States, such as Tuscaloosa, Alabama or Joplin, Missouri | 16         | 83        | 1                 | *              |
| e. Some other organization or cause (SPECIFY)                                                          | 27         | 67        | 5                 | *              |

**Q20f** And have you used your cell phone to contribute money by text message to a candidate running for public office, or a group such as a political party or interest group?

|   | <u>CURRENT</u> |            |
|---|----------------|------------|
| % | 6              | Yes        |
|   | 94             | No         |
|   | *              | Don't know |
|   | *              | Refused    |

**Q21** And which of the following two statements best describes you when it comes to making donations by text message... [READ AND ROTATE 1-2]

Based on those who have texted a charitable or political donation [N=900]

|   | <u>CURRENT</u> |                                                                                                   |
|---|----------------|---------------------------------------------------------------------------------------------------|
| % | 76             | When I make a donation by text message, it's usually a spur-of-the-moment decision.               |
|   | 21             | When I make a donation by text message, I usually do a lot of research before deciding to donate. |
|   | 2              | (DO NOT READ) Depends                                                                             |
|   | 1              | (DO NOT READ) Don't know                                                                          |
|   | *              | (DO NOT READ) Refused                                                                             |

[READ IF TEXTED A DONATION TO HAITI RELIEF:] For the next several questions, I'd like you to think specifically about the charitable donation by text message you made to Haiti earthquake relief.

**HAITI1** Thinking only about donations you made using your phone's text messaging feature, how many times did you make a text donation to Haiti earthquake relief? [OPEN-END]

Based on those who texted a donation to Haiti relief [N=863]

|   | <u>CURRENT</u> |                                      |
|---|----------------|--------------------------------------|
| % | 67             | 1 time                               |
|   | 23             | 2 times                              |
|   | 9              | 3 times or more                      |
|   | 1              | Don't know/Can't say/Could not guess |
|   | 0              | Refused                              |

*There is no Question HAITI2.*

**HAITI3** Was your donation to Haiti earthquake relief the first time you used your phone's text messaging feature to make a donation to an event, cause or organization, or had you made a donation using text messaging before that event?

Based on those who texted a donation to Haiti relief [N=863]

|   | <u>CURRENT</u> |                                  |
|---|----------------|----------------------------------|
| % | 74             | First time text donation         |
|   | 22             | Had donated by text before Haiti |
|   | 5              | Don't know                       |
|   | 0              | Refused                          |

**HAITI4** In addition to your text donations to Haiti relief, did you happen to donate to Haiti earthquake relief in another way, such as online, in person or via regular mail?

Based on those who texted a donation to Haiti relief [N=863]

|   | <u>CURRENT</u> |                                        |
|---|----------------|----------------------------------------|
| % | 19             | Yes, made other Haiti donations        |
|   | 80             | No, did not make other Haiti donations |
|   | 1              | Don't know                             |
|   | 0              | Refused                                |

**HAITI5** During the Haiti crisis, information about making a donation by text message appeared in a number of places, such as televised events, on the internet, and in the news. Where do you, personally, remember seeing information about how to text a donation to Haiti relief efforts? [PRECODED OPEN-END]

Based on those who texted a donation to Haiti relief [N=863]

|   | <u>CURRENT</u> |                                                                 |
|---|----------------|-----------------------------------------------------------------|
| % | 89             | On television                                                   |
|   | 4              | On the internet (general)                                       |
|   | 3              | In an online news story or blog post                            |
|   | 2              | On the radio                                                    |
|   | 2              | In a text message                                               |
|   | 2              | In posts on social networking sites such as Facebook or Twitter |
|   | *              | In an email                                                     |
|   | *              | In a print newspaper                                            |
|   | 2              | Other (SPECIFY)                                                 |
|   | 2              | Don't know                                                      |
|   | *              | Refused                                                         |

*Note: Total may exceed 100% due to multiple responses.*

**HAITI16** When you first heard about the text donation campaign for Haiti, did you immediately use your phone to make a text donation, or did you wait a while before texting a donation?

[IF WAITED TO DONATE, ASK: And how long did you wait before you made your donation? Was it one day or less, more than one day but less than one week, or one week or more?]

Based on those who texted a donation to Haiti relief [N=863]

|   | <u>CURRENT</u> |                                                 |
|---|----------------|-------------------------------------------------|
| % | 50             | Donated immediately                             |
|   | 23             | Waited one day or less                          |
|   | 20             | Waited more than one day and less than one week |
|   | 5              | Waited one week or more                         |
|   | 2              | Don't know                                      |
|   | 0              | Refused                                         |

**HAITI17** Before you made your text donation, did you do additional research about the organization you were donating to or how your donation would be spent, or did you not do this?

Based on those who waited before texting a donation to Haiti relief [N=416]

|   | <u>CURRENT</u> |                                    |
|---|----------------|------------------------------------|
| % | 30             | Yes, did additional research       |
|   | 70             | No, did not do additional research |
|   | *              | Don't know                         |
|   | 0              | Refused                            |

**HAITI18** Again thinking about your donation to Haiti earthquake relief using text messaging... after making your donation, did you encourage any of your friends or family members to make a similar donation BY TEXT?

Based on those who texted a donation to Haiti relief [N=863]

|   | <u>CURRENT</u> |            |
|---|----------------|------------|
| % | 43             | Yes        |
|   | 56             | No         |
|   | 1              | Don't know |
|   | *              | Refused    |

**HAITI9** And how did you encourage others to make a TEXT donation to Haiti relief? Did you do so by [INSERT ITEM; RANDOMIZE], or not? Did you encourage others to make a TEXT donation by... [INSERT NEXT ITEM], or not?

Based on those who texted a donation to Haiti relief and encouraged others to donate as well [N=373]

|                                                                                                                                    | YES, DID THIS | NO, DID NOT DO THIS | DON'T KNOW | REFUSED |
|------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------------|------------|---------|
| a. Talking to others face-to-face                                                                                                  | 75            | 24                  | 1          | 0       |
| <i>Item B: Based on SNS or Twitter users who texted a donation to Haiti relief and encouraged others to donate as well [N=311]</i> |               |                     |            |         |
| b. Posting about your experience on a social networking site such as Facebook or Twitter                                           | 25            | 73                  | 2          | 0       |
| <i>Item C: Based on internet users who texted a donation to Haiti relief and encouraged others to donate as well [N=363]</i>       |               |                     |            |         |
| c. Sending an email                                                                                                                | 10            | 90                  | *          | 0       |
| d. Calling others on the phone                                                                                                     | 38            | 62                  | *          | 0       |
| e. Sending a text message                                                                                                          | 34            | 65                  | 2          | 0       |

**HAITI10** And as far as you know, did any of your friends or family members also make text donations to Haiti relief?

Based on those who texted a donation to Haiti relief [N=863]

|   | CURRENT |            |
|---|---------|------------|
| % | 52      | Yes        |
|   | 17      | No         |
|   | 31      | Don't know |
|   | *       | Refused    |

**HAITI11** How closely have you followed events in Haiti following the earthquake, such as the ongoing reconstruction efforts? Would you say you've followed this very closely, somewhat closely, not too closely, or not at all?

Based on those who texted a donation to Haiti relief [N=863]

|   | CURRENT |                  |
|---|---------|------------------|
| % | 3       | Very closely     |
|   | 38      | Somewhat closely |
|   | 43      | Not too closely  |
|   | 15      | Not at all       |
|   | *       | Don't know       |
|   | *       | Refused          |

**HAITI12** Since making your text message donation to Haiti relief, have you received any follow up contacts — by phone, text message or email — from the organization that you donated to?

Based on those who texted a donation to Haiti relief [N=863]

|   | <u>CURRENT</u> |            |
|---|----------------|------------|
| % | 17             | Yes        |
|   | 80             | No         |
|   | 3              | Don't know |
|   | 0              | Refused    |

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

## **Methodology**

### **Mobile Giving Survey**

Prepared by Princeton Survey Research Associates International for the Pew Research Center's Internet & American Life Project, the Berkman Center for Internet & Society at Harvard University, the mGive Foundation

October 2011

### **SUMMARY**

The Mobile Giving Survey obtained telephone interviews with a sample of 1,003 adults who were listed in making donations via text messages on their cell phone. The survey was conducted by Princeton Survey Research Associates International. The interviews were conducted in English by Princeton Data Source from Sept. 19-Oct. 13, 2011. The margin of sampling error for the complete set of data is  $\pm 3.1$  percentage points.

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

### **DESIGN AND DATA COLLECTION PROCEDURES**

#### **Sample Design**

The universe for this study is cell phone users who contributed money to Haitian earthquake relief via text messages that were routed through the mGive.com servers after the earthquake in January 2010. The universe included all those who contributed in this manner.

The universe contained 565,211 cellular phone numbers. The numbers were randomized and then grouped into replicates. Replicates were released in order until the targeted number of completes was achieved. A total of 41,606 numbers were dialed.

## Contact Procedures

Interviews were conducted from Sept. 19-Oct. 13, 2011. As many as 5 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 each call, interviewers verified that that respondent was an adult 18 years or older. After confirming that the respondent has been using the phone number since at least January 2010, interviewers then asked the person on the phone if they would be willing to participate in a 15 minute survey.

## RESPONSE RATE

Table 1 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:<sup>1</sup>

- Contact rate – the proportion of working numbers where a request for interview was made<sup>2</sup>
- 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 sample was 7 percent.

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<sup>1</sup> PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

<sup>2</sup> PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.



**Table 1: Sample Disposition**

|        |                                                   |
|--------|---------------------------------------------------|
| 41,606 | Total Numbers Dialed                              |
| 254    | Non-residential                                   |
| 5      | Computer/Fax                                      |
| 4,574  | Other not working                                 |
| 207    | Additional projected not working                  |
| 36,566 | Working numbers                                   |
| 87.9%  | Working Rate                                      |
| 69     | No Answer / Busy                                  |
| 22,193 | Voice Mail                                        |
| 13     | Other Non-Contact                                 |
| 14,291 | Contacted numbers                                 |
| 39.1%  | Contact Rate                                      |
| 2,769  | Callback                                          |
| 9,054  | Refusal                                           |
| 2,468  | Cooperating numbers                               |
| 17.3%  | Cooperation Rate                                  |
| 98     | Language Barrier                                  |
| 1,354  | Child's cell phone / Screened-out / Ineligible S2 |
| 1,016  | Eligible numbers                                  |
| 41.2%  | Eligibility Rate                                  |
| 13     | Break-off                                         |
| 1,003  | Completes                                         |
| 98.7%  | Completion Rate                                   |
| 6.7%   | Response Rate                                     |