Survey Questions

Spring 2013 Tracking Survey

Final Topline 5/21/2013

Data for April 17-May 19, 2013

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 1,127 cell phone interviews
Interviewing dates: 04.17.2013 – 05.19.2013

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,252]
Margin of error is plus or minus 2.5 percentage points for results based on all internet users [n=1,895]

INTUSE Do you use the internet, at least occasionally?

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

EMINUSE Do you use the internet or email, at least occasionally?

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?[1]

	USES INTERNET	DOES NOT USE INTERNET
Current	85	15
December 2012	81	19
November 2012	85	15
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20

INTUSE/EMLOCC/EMINUSE/INTMOB continued...

[1] The definition of an internet user varies from survey to survey. In the current survey, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Current results are for both forms combined. Throughout the current topline, total internet users are defined as those who answered yes to any question INTUSE, EMLOCC, EMINUSE or INTMOB. From April 2012 thru December 2012, an internet user is someone who uses the internet at least occasionally, sends/receives email at least occasionally or accesses the internet a mobile device (three-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?" OR "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?"). From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?"). Prior to January 2005, an internet user is someone who goes online to access the internet or to send and receive email (question wording "Do you ever go online to access the Internet or World Wide Web or to send and receive email?").

INTUSE/EMLOCC/ EMINUSE/INTMOB continued...

	USES INTERNET	DOES NOT USE INTERNET
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011	79	21
December 2010	77	23
November 2010	74	26
September 2010	74	26
May 2010	79	21
January 2010	75	25
December 2009	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25
July 2008	77	23
May 2008	73	27
April 2008	73	27
January 2008	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34
Nov 23-30, 2004	59	41
November 2004	61	39
July 2004	67	33
June 2004	63	37
March 2004	69	31
February 2004	63	37
November 2003	64	36
August 2003	63	37
June 2003	62	38
May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36

INTUSE/EMLOCC/EMINUSE/INTMOB continued...

INTUSE/EMLOCC/ EMINUSE/INTMOB continued...

December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
August 2000	49	51
June 2000	47	53
May 2000	48	52

WEB1-A 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 ITEM; RANDOMIZE]?

Based on all internet users [N=1,895]

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use Reddit					
Current	6	n/a	90	4	*

Methods

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 17 to May 19, 2013, among a sample of 2,252 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,125) and cell phone (1,127, including 571 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based on Internet users2 (n=1,895), the margin of sampling error is plus or minus 2.5 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 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.

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

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.3 This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

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[2] Internet user definition includes those who use the internet or email at least occasionally or access the internet on a mobile handheld device at least occasionally.

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

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2012 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

Sample Disposition

Landline	Cell	
41,291	24,698	Total Numbers Dialed
1,755	411	Non-residential
1,516	88	Computer/Fax
12	----	Cell phone
24,344	9,674	Other not working
2,038	226	Additional projected not working
11,626	14,299	Working numbers
28.2%	57.9%	Working Rate
679	75	No Answer / Busy
3,442	3,668	Voice Mail
41	16	Other Non-Contact
7,464	10,540	Contacted numbers
64.2%	73.7%	Contact Rate
450	1,537	Callback
5,786	7,097	Refusal
1,228	1,906	Cooperating numbers
16.5%	18.1%	Cooperation Rate
45	68	Language Barrier
----	684	Child's cell phone
1,183	1,154	Eligible numbers
96.3%	60.5%	Eligibility Rate
58	27	Break-off
1,125	1,127	Completes
95.1%	97.7%	Completion Rate
10.0%	13.0%	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 10 percent. The response rate for the cellular sample was 13 percent.