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## Exploratorium Survey

Final Topline

2/14/06

Data for January 9 – February 6, 2006

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

Sample:  $n = 2,000$  adults 18 and older

Interviewing dates: 1.9.02 – 2.6.06

Margin of error is plus or minus 3 percentage points for results based on the full sample [ $n=2,000$ ]

Margin of error is plus or minus 3 percentage points for results based on internet users [ $n=1,447$ ]

Q1 Overall, are you satisfied or dissatisfied with the way things are going in this country today?

	SATISFIED	DISSATISFIED	DON'T KNOW/ REFUSED
Current	36	55	8
Nov/Dec 2005 <sup>1</sup>	35	56	9
September 2005 <sup>2</sup>	32	61	8
May/June 2005 <sup>3</sup>	36	54	10
February 2005 <sup>4</sup>	41	49	10
January 2005 <sup>5</sup>	41	48	11
November 23-20, 2004 <sup>6</sup>	45	47	9
November 2004 <sup>7</sup>	46	46	8
May/June 2004 <sup>8</sup>	33	56	11
February 2004 <sup>9</sup>	40	50	10
November 2003 <sup>10</sup>	43	49	9
July 2003 <sup>11</sup>	46	45	9
June 2003 <sup>12</sup>	49	42	9
April/May 2003 <sup>13</sup>	54	37	8
March 12-19, 2003 <sup>14</sup>	42	49	10
March 3-11, 2003 <sup>15</sup>	41	51	8
February 2003 <sup>16</sup>	38	54	9
December 2002 <sup>17</sup>	41	47	11
November 2002 <sup>18</sup>	43	48	10
October 2002 <sup>19</sup>	40	49	11
September 2002 <sup>20</sup>	44	45	10
July 2002 <sup>21</sup>	45	43	11
March/May 2002 <sup>22</sup>	52	37	11
January 2002 <sup>23</sup>	58	33	9
December 2001 <sup>24</sup>	61	29	10
November 2001 <sup>25</sup>	62	28	9
October 2001 <sup>26</sup>	57	33	10
September 2001 <sup>27</sup>	46	44	11
August 2001 <sup>28</sup>	44	46	10
February 2001 <sup>29</sup>	53	38	10
December 2000 <sup>30</sup>	50	42	8
November 2000 <sup>31</sup>	50	41	9
October 2000 <sup>32</sup>	53	39	8
September 2000 <sup>33</sup>	51	40	9
July/August 2000 <sup>34</sup>	52	39	9
May/June 2000 <sup>35</sup>	51	41	8
March/April 2000 <sup>36</sup>	50	41	9

**Q2** I'm going to read you a few statements. For each one, please tell me if this describes you very well, somewhat well, not too well, or not at all.

	VERY WELL	SOMEWHAT WELL	NOT TOO WELL	NOT AT ALL	DON'T KNOW/ REFUSED
a After I gather all the facts about something, I make up my mind pretty quickly					
Current	55	31	8	4	1
June/July 2004	52	32	9	5	1
b I like to read about a lot of different things					
Current	54	28	9	7	1
June/July 2004	61	26	7	6	1
c I find it difficult to make up my mind when I have too much information about something					
Current	12	23	21	43	1
June/July 2004	14	22	19	45	1
d I enjoy learning about science and new scientific discoveries					
Current	43	31	12	13	1

Q5 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	YES	NO	DON'T KNOW/ REFUSED
Current	74	25	*
Nov/Dec 2005	68	31	*
September 2005	74	26	0
May/June 2005	72	28	*
February 2005	70	30	*
January 2005	69	31	*
November 23-20, 2004	70	30	0
November 2004	68	32	0
May/June 2004	71	29	*
February 2004	73	27	*
November 2003	72	27	*
July 2003	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 20-25, 2003 <sup>37</sup>	70	30	*
March 12-19, 2003	65	35	0
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002	69	31	*
September 2002	68	32	*
July 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
December 2001	64	36	*
November 2001	65	35	*
October 2001	62	38	*
September 2001	63	37	*
August 2001	66	34	0
February 2001	65	35	0
December 2000	69	31	*
November 2000	65	35	*
October 2000	64	36	*
September 2000	62	38	*
July/August 2000	63	37	*
May/June 2000	60	40	*
March/April 2000	63	37	*

- Q6a** Do you use the internet, at least occasionally?  
**Q6b** Do you send or receive email, at least occasionally?<sup>1</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	73	27
Nov/Dec 2005	66	34
September 2005	72	28
May/June 2005	68	32
February 2005	67	33
January 2005	66	34
November 23-20, 2004	59	41
November 2004	61	39
May/June 2004	63	37
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 20-25, 2003	58	42
March 12-19, 2003	56	44
March 3-11, 2003	62	38
February 2003	64	36
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
July/August 2000	49	51
May/June 2000 <sup>38</sup>	47	53
March/April 2000	48	52

<sup>1</sup> 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?"

Q12 About how many years have you been an internet user?<sup>2</sup>

Q12.1 About how many months is that?

**Based on internet users [N=1,447]**

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	SIX MONTHS OR LESS	A YEAR AGO	TWO OR THREE YEARS AGO	MORE THAN THREE YEARS AGO	FOUR YEARS	FIVE YEARS	SIX OR MORE	DON'T KNOW/ REFUSED
Current	2	3	9	85	7	14	64	1
Nov/Dec 2005	1	4	12	80	5	14	61	3
September 2005	1	3	11	83	5	16	62	1
May/June 2005	2	4	14	79	7	14	58	1
February 2005	2	4	11	82	7	14	61	1
January 2005	2	4	12	81	8	17	56	1
November 23-30, 2004	1	4	11	83	6	17	60	2
May/June 2004	2	4	15	78	9	16	54	1
February 2004	2	3	14	79	10	16	53	2
November 2003	2	4	16	77	9	19	49	1
July 2003	2	5	19	74	9	20	44	1
June 2003	2	5	19	73	12	19	42	2
April/May 2003	2	5	18	74	11	19	45	1
March 20-25, 2003	3	6	16	74	10	18	46	1
March 12-19, 2003	2	7	16	74	12	18	44	1
March 3-11, 2003	2	5	14	77	12	20	45	1
February 2003	1	4	19	73	9	18	46	1
December 2002	1	6	23	68	13	19	36	2
November 2002	2	5	23	70	12	19	39	1
October 2002	3	6	22	68	12	18	38	1
September 2002	2	5	23	68	13	18	38	1
July 2002	2	6	24	65	13	19	33	2
March/May 2002 <sup>39</sup>	7	10	31	52	10	15	25	*
January 2002	8	13	36	43	8	13	21	*
December 2001	6	13	34	47	10	14	20	*
November 2001	7	12	34	47	12	12	20	*
October 2001	5	15	32	47	12	14	19	1
September 2001	7	15	34	44	11	14	17	*
August 2001	10	15	32	43	10	13	18	*
February 2001	11	16	37	35	10	11	13	1
December 2000	12	19	35	34	n/a	n/a	n/a	*
November 2000	11	19	33	37	n/a	n/a	n/a	*
October 2000	12	20	33	35	n/a	n/a	n/a	*
September 2000	11	21	37	31	n/a	n/a	n/a	*
July/August 2000	14	21	33	32	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
March/April 2000	18	20	32	30	n/a	n/a	n/a	*
October 1999 <sup>40</sup>	15	22	32	31	n/a	n/a	n/a	0
November 1998	20	26	34	19	n/a	n/a	n/a	1
October 1996	26	38	24	12	n/a	n/a	n/a	*

<sup>2</sup> Prior to January 2005, question wording was "About how many years have you had access to the Internet?";  
"About how many months is that?"

**Q16** About how often do you go online from (INSERT) — several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, every few months, or less often?

**Based on internet users [N=1,447]**

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL) NEVER	DON'T KNOW/ REFUSED
<b>a Home</b>								
Current	29	25	17	12	5	6	6	*
May/June 2005	27	22	15	13	6	7	10	*
June/July 2004	27	27	17	13	5	5	7	*
March 2004	29	24	15	13	6	5	8	*
<b>b Work</b>								
Current	35	8	5	3	2	7	40	1
May/June 2005	35	9	5	4	2	6	39	*
June/July 2004	28	12	5	4	1	5	44	*
March 2004	28	10	5	6	2	4	44	*
<b>c Someplace other than home or work</b>								
Current	3	3	4	5	9	21	56	*
March 2004	3	3	3	6	6	15	64	1

**BLG1** Have you, personally, ever created an online journal, a web log or “blog” that others can read on the web?

**Based on internet users [N=1,447]**

	CURRENT		NOV/DEC 2005	SEPT 2005	FEB 2005	JAN 2005	NOV 2004	FEB 2004	SEPT 2002	JULY 2002
%	13	Yes	8	9	9	10	6	5	7	3
	87	No	92	90	91	89	93	94	93	96
	*	Don't know/ Refused	*	1	*	1	*	1	1	*

**BLG2** Have you ever read someone else's online journal, web log or blog?

**Based on internet users [N=1,447]**

	CURRENT		SEPT 2005	FEB 2005	JAN 2005	NOV 2004	FEB 2004
%	39	Yes	27	23	27	27	17
	61	No	71	75	71	71	82
	*	Don't know/ Refused	2	2	2	1	1

- Q18** Next, please tell me if you ever get news or information from each of the following sources. (First/Next)...
- Q19** Did you happen to get news or information from this source YESTERDAY, or not?

	TOTAL EVER USE SOURCE	USED SOURCE YESTERDAY	TOTAL NEVER USE SOURCE	DON'T KNOW/ REFUSED
a Newspapers				
Current	85	49	15	*
June/July 2004	85	51	15	0
b Television				
Current	90	76	10	0
June/July 2004	92	74	8	*
c Magazines				
Current	56	21	44	0
June/July 2004	56	21	44	*
d The radio				
Current	72	54	28	*
June/July 2004	73	54	27	*
e The internet				
Current	53	38	47	0
June/July 2004	51	30	49	*

**EXPL1** On a slightly different topic...If you had to rate your own basic understanding of SCIENCE, would you say it is very good, good, just fair, or poor?

	CURRENT	
%	20	Very good
	38	Good
	32	Just fair
	9	Poor
	1	Don't know/Refused

**EXPL2** Overall, how WELL INFORMED would you say you are about new scientific discoveries – very well informed, somewhat informed, not too informed, or not at all informed?

	CURRENT	
%	11	Very informed
	58	Somewhat informed
	23	Not too informed
	8	Not at all informed
	*	Don't know/Refused



**EXPL3** In general, would you say you have a good idea of what it means to study something SCIENTIFICALLY, or are you not really sure what that means?

	CURRENT	
%	66	Have a good idea what it means
	33	Not really sure
	1	Don't know/Refused

**EXPL4** In your own words, could you tell me what it means to study something scientifically?

**Based on those who know what it means to study something scientifically [N=1,357]**

	CURRENT	
%	93	Gave response
	6	Don't really know/Not sure what it means
	1	Refused

**EXPL5** Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements.

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ REFUSED
a Developments in science help make society better	31	58	8	1	3
b In order to live their daily lives, people need a good understanding of basic scientific concepts and principles	19	58	18	2	2
c Most scientific theories are eventually proven wrong and replaced by new theories	5	39	42	5	9
d Scientific research is essential to improving the quality of human lives	35	56	7	1	2
e Science creates more problems than solutions for us and our planet	3	19	52	19	6
f Scientific research today doesn't pay enough attention to the moral values of society	11	38	36	7	8
g To be a strong society, the United States needs to be competitive in science	39	50	8	1	2

**EXPL6** We're interested in where you get your SCIENCE news and information. Do you ever get science news or information from the following sources?

	YES	NO	DON'T KNOW/ REFUSED
a Television	88	12	*
b Newspapers	69	31	*
c The radio	46	54	*
d Magazines	63	37	*
e The internet	54	46	*

**EXPL7** Where do you get MOST of your science news and information?

%	CURRENT	
	41	Television
	20	The internet
	14	Magazines
	14	Newspapers
	4	Radio
	7	Other/None of these
	1	Don't know/Refused

**EXPL8** Next, please tell me if you have ever used the internet to do the following things. Have you ever used the internet to...?

**Based on internet users [N=1,447]**

	YES	NO	DON'T KNOW/ REFUSED
a Look up the meaning of a particular scientific term or concept	70	30	*
b Look for an answer to a question you have about a scientific concept or theory	68	31	1
c Check the accuracy of a scientific fact or statistic	52	47	1
d Compare different or opposing scientific theories	37	62	1
e Download scientific data, graphs or charts	43	57	*
f Learn more about a science story or scientific discovery you first heard or read about offline	65	34	1
g Complete a science assignment for school, either for yourself or for a child	55	45	*
Total yes to any item	87		

**EXPL9** Which of the following comes closest to describing WHY you use the internet to get science news and information?

**Based on those who get science news or information online [N=1,282]**

	CURRENT	
%	71	Because getting science information online is easy and convenient
	13	Because you can get more accurate science information online
	12	Because you can get science information online that is not available anyplace else
	1	Some other reason (VOL)
	3	Don't know/Refused

**EXPL10** Do you ever do any of the following to check the reliability of the science information you find online? Do you ever...?

**Based on those who get science news or information online [N=1,282]**

	YES	NO	DON'T KNOW/ REFUSED
a Compare it to other information you find online to make sure it's correct	62	38	1
b Compare it to an OFFLINE source like a science journal or encyclopedia	54	46	*
c Look up the original source of the information or the original study it's based on	54	45	1
Total yes to any item	80		

**EXPL11** Is the internet usually the FIRST place you go when you want science news and information, or do you usually look someplace else first? IF OTHER SOURCE: Where do you usually look FIRST for science information?

**Based on those who get science news or information online [N=1,282]**

	CURRENT	
%	61	Internet first place respondent goes
	34	Go to other source first
	5	Magazines
	5	Books/Textbooks
	4	Library
	4	Television
	3	Encyclopedia/Periodicals
	3	Newspaper
	1	Journals
	9	Other
	3	Depends (VOL)
	2	Don't know/Refused

**EXPL12** When using the internet, do you ever come across science news and information when you may have been going online for some other purpose?

**Based on internet users [N=1,447]**

	<u>CURRENT</u>	
%	65	Yes
	34	No
	1	Don't know/Refused

**EXPL13** As I read a short list of science topics, please tell me if you are very interested, somewhat interested, or not at all interested in each topic.

	<u>VERY INTERESTED</u>	<u>SOMEWHAT INTERESTED</u>	<u>NOT AT ALL INTERESTED</u>	<u>DON'T KNOW/ REFUSED</u>
a The origins of the universe	29	37	33	1
b The origins of life on this planet	35	40	24	1
c Stem cell research	31	40	26	3
d Global warming and changes in the Earth's climate	42	39	18	1
e The human genome and DNA	36	41	22	1
f Space and space exploration	31	41	28	1
Total at least somewhat interested in one of the above items	96			

**MODULE** Distribution of respondents across follow-up modules

	<u>CURRENT</u>	
%	26	Stem cell module
	38	Global warming module
	29	Origins of life module
	7	No follow-up module

**STEM CELL MODULE**

**SC1** How closely do you follow stories about stem cell research – very closely, fairly closely, not too closely, or not at all closely?

**Based on those in stem cell module [N=539]**

	<u>CURRENT</u>	
%	18	Very closely
	48	Fairly closely
	28	Not too closely
	6	Not at all closely
	*	Don't know/Refused

**sc2** Do you ever get news or information about stem cell research from the INTERNET or through EMAIL?

**Based on internet users in stem cell module [N=420]**

	<u>CURRENT</u>	
%	38	Yes
	62	No
	*	Don't know/Refused

**sc3** Can you recall any specific websites where you have gotten news or information online about stem cell research?

**Based on internet users who get news/information about stem cell research online [N=159]**

	<u>CURRENT</u>	
%	49	Gave response
	50	Can't recall
	*	Refused

**sc4** How often do you get news or information about stem cell research from the Internet or through email – everyday day or almost everyday, several times a week, several times a month, or less often?

**Based on internet users who get news/information about stem cell research online [N=159]**

	<u>CURRENT</u>	
%	3	Everyday or almost everyday
	8	Several times a week
	32	Several times a month
	56	Less often
	1	Don't know/Refused

- sc5** Where have you gotten MOST of your news and information about stem cell research? From school, from television, from newspapers, from radio, from magazines, or from the Internet and email?

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**Based on those in stem cell module [N=539]**

	<u>CURRENT</u>	
%	42	Television
	25	Newspapers
	20	The internet and email
	17	Magazines
	7	Radio
	5	School
	4	None of these/Someplace else (VOL)
	1	Don't know/Refused

**NOTE: Table exceeds 100% due to multiple response**

- sc7** Overall, would you say it is EASY or DIFFICULT to find the scientific information you need to understand stem cell research?

**Based on those in stem cell module [N=539]**

	<u>CURRENT</u>	
%	56	Easy to find
	30	Difficult to find
	14	Don't know/Refused

**sc8** If you wanted to learn more about stem cell research, where would you go FIRST for more information?

**Based on those in stem cell module [N=539]**

	<u>CURRENT</u>	
%	67	The internet
	11	Library
	4	Science magazines
	3	Scientific journals
	2	Television
	2	Newspapers
	2	Doctor
	5	Other
	4	Don't know
	0	Refused

**sc9** Is there a particular website you would go to, or would you do a general search using a search engine?

**Based on those who would go to internet first to learn more about stem cell research [N=342]**

	<u>CURRENT</u>	
%	10	Particular website
	88	General search
	2	Don't know/Refused

**sc10** In general, do you favor or oppose the use of stem cells in medical research?

**Based on those in stem cell module [N=539]**

	<u>CURRENT</u>	
%	76	Favor
	9	Oppose
	15	Don't know/Refused

**GLOBAL WARMING/CLIMATE CHANGE MODULE**

**GW1** How closely do you follow stories about global warming and climate change – very closely, fairly closely, not too closely, or not at all closely?

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**Based on those in global warming module [N=741]**

	<u>CURRENT</u>	
%	21	Very closely
	47	Fairly closely
	25	Not too closely
	7	Not at all closely
	*	Don't know/Refused

**GW2** Do you ever get news or information about global warming and climate change from the INTERNET or through EMAIL?

**Based on internet users in global warming module [N=521]**

	<u>CURRENT</u>	
%	49	Yes
	51	No
	*	Don't know/Refused

**GW3** Can you recall any specific websites where you have gotten news or information online about global warming and climate change?

**Based on internet users who get news/information about global warming online [N=257]**

	<u>CURRENT</u>	
%	42	Gave response
	58	Can't recall
	*	Refused

**GW4** How often do you get news or information about global warming and climate change from the Internet or through email – everyday or almost everyday, several times a week, several times a month, or less often?

**Based on internet users who get news/information about global warming online [N=257]**

	<u>CURRENT</u>	
%	4	Everyday or almost everyday
	5	Several times a week
	37	Several times a month
	53	Less often
	*	Don't know/Refused



**GW5** Where have you gotten MOST of your news and information about global warming and climate change? From school, from television, from newspapers, from radio, from magazines, or from the Internet and email?

**Based on those in global warming module [N=741]**

%	CURRENT	
	51	Television
	23	Newspapers
	19	The internet and email
	9	Magazines
	8	School
	5	Radio
	3	None of these/Someplace else (VOL)
	1	Don't know/Refused

**NOTE: Table exceeds 100% due to multiple response**

**GW7** Overall, would you say it is EASY or DIFFICULT to find the scientific information you need to understand global warming and climate change?

**Based on those in global warming module [N=741]**

%	CURRENT	
	64	Easy to find
	26	Difficult to find
	10	Don't know/Refused

**GW8** If you wanted to learn more about global warming and climate change, where would you go FIRST for more information?

**Based on those in global warming module [N=741]**

	<u>CURRENT</u>	
%	59	The internet
	12	Library
	7	Television
	5	Newspapers
	3	Science magazines
	3	Scientific journals
	1	Books
	5	Other
	5	Don't know
	*	Refused

**GW9** Is there a particular website you would go to, or would you do a general search using a search engine?

**Based on those who would go to internet first to learn more about global warming [N=415]**

	<u>CURRENT</u>	
%	7	Particular website
	92	General search
	2	Don't know/Refused

**GW10** In general, do you think that...?

**Based on those in global warming module [N=741]**

	<u>CURRENT</u>	
%	24	Global warming is the result of NATURAL changes in the Earth's atmosphere
	64	Global warming is the result of HUMAN ACTIVITY such as driving cars and burning fuels
	12	Don't know/Refused

**ORIGINS OF LIFE MODULE**

**OL1** How closely do you follow stories about the origins of life on this planet – very closely, fairly closely, not too closely, or not at all closely?

**Based on those in origins of life module [N=571]**

	<u>CURRENT</u>	
%	19	Very closely
	41	Fairly closely
	26	Not too closely
	13	Not at all closely
	1	Don't know/Refused

**OL1b** In general, do you think that...?  
**OL1c** And do you think that...?

**Based on those in origins of life module [N=571]**

	<u>CURRENT</u>	
%	60	Humans and other living things have evolved over time
	28	Humans and other living things have evolved due to natural processes such as natural selection
	25	A supreme being guided the evolution of living things for the purpose of creating humans and other life in the form it exists today
	6	Don't know/Refused
	30	Humans and other living things have existed in their present form since the beginning of time
	10	Don't know/Refused

**OL2** Do you ever get news or information about the origins of life on this planet from the INTERNET or through EMAIL?

**Based on internet users in origins of life module [N=415]**

	<u>CURRENT</u>	
%	42	Yes
	58	No
	0	Don't know/Refused

**OL3** Can you recall any specific websites where you have gotten news or information online about the origins of life on this planet?

**Based on internet users who get news/information about the origins of life online [N=171]**

	<u>CURRENT</u>	
%	23	Gave response
	77	Can't recall
	*	Refused

**OL4** How often do you get news or information about the origins of life from the Internet or through email – everyday day or almost everyday, several times a week, several times a month, or less often?

**Based on internet users who get news/information about the origins of life online [N=171]**

	CURRENT	
%	4	Everyday or almost everyday
	13	Several times a week
	32	Several times a month
	51	Less often
	0	Don't know/Refused

**OL5** Where have you gotten MOST of your news and information about the origins of life on this planet? From school, from television, from newspapers, from radio, from magazines, or from the Internet and email?

**Based on those in origins of life module [N=571]**

	CURRENT	
%	34	School
	31	Television
	13	The internet and email
	11	Magazines
	10	Newspapers
	9	Bible/Church
	3	Radio
	8	None of these/Someplace else (VOL)
	2	Don't know/Refused

**NOTE: Table exceeds 100% due to multiple response**

**OL7** Overall, would you say it is EASY or DIFFICULT to find the scientific information you need to understand the origins of life on this planet?

**Based on those in origins of life module [N=571]**

	CURRENT	
%	65	Easy to find
	29	Difficult to find
	6	Don't know/Refused

- OL8** If you wanted to learn more about the origins of life on this planet, where would you go FIRST for more information?

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**Based on those in origins of life module [N=571]**

	<u>CURRENT</u>	
%	42	The internet
	19	Library
	11	Bible/Church
	6	Books/Reference books
	4	Scientific journals
	3	Science magazines
	3	Television
	1	Newspapers
	6	Other
	5	Don't know
	1	Refused

- OL9** Is there a particular website you would go to, or would you do a general search using a search engine?

**Based on those who would go to internet first to learn more about the origins of life [N=221]**

	<u>CURRENT</u>	
%	7	Particular website
	91	General search
	2	Don't know/Refused

**DEMOGRAPHIC QUESTIONS AGE THROUGH ED3 NOT TABBED**

**MUS** In the past 12 months, have you visited...?

	YES	NO	DON'T KNOW/ REFUSED
a An art museum	32	68	*
b A science or technology museum	23	77	*
c A zoo or aquarium	48	52	0
d A planetarium	14	86	*
e A natural history museum	26	74	*
f A public library	70	30	0
Yes to any item above	82		

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**SCTV** Please tell me if you watch the following television shows or channels regularly, once in a while, or not at all.

	REGULARLY	ONCE IN A WHILE	NOT AT ALL	DON'T KNOW/ REFUSED
a Nova	11	29	59	1
b Discovery	43	42	14	*
c National Geographic	24	45	31	*
d A&E	22	43	33	1
e The History Channel	35	45	19	*
f The Learning Channel	23	39	37	1
Watch at least one of these regularly	61			

**SMAG** Do you happen to subscribe to any of the following magazines? Just tell me yes or no.

	YES	NO	DON'T KNOW/ REFUSED
a Scientific American	4	96	0
b Time	14	86	*
c Newsweek	10	90	*
d Science	4	96	*
e Nature	4	96	*
f National Geographic	18	82	*
g Popular Science	7	93	0
h Discover	6	94	*
Yes to any item above	32		

**DEMOGRAPHIC QUESTIONS MAR THROUGH INC NOT TABBED**

**INT1** Finally, in the past 12 months, did you happen to visit any of the following websites?  
Just tell me yes or no.

**Based on internet users [N=1,447]**

	YES	NO	DON'T KNOW/ REFUSED
a The website of a major news organization, such as cnn.com or msnbc.com	70	30	1
b Discovery.com	31	68	1
c Nasa.gov	19	81	1
d PBS.org	28	71	1
e Nature.com	9	91	1
f NationalGeographic.com	23	76	1
g The website of the Smithsonian Institute, www.si.edu	14	86	1
h Science.com	10	89	1
i USGS.gov	23	75	1
 Total yes to any item	 81		

## Methodology

### Exploratorium Survey

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Prepared by Princeton Survey Research Associates International  
for the Pew Internet and American Life Project

February 2006

#### SUMMARY

The Exploratorium Survey, sponsored by the Pew Internet and American Life Project, obtained telephone interviews with a nationally representative sample of 2,000 adults age 18 and older living in continental United States telephone households. The survey was constructed by Princeton Survey Research Associates International. The interviews were conducted in English by Princeton Data Source, LLC from January 9 to February 6, 2006. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 2.5\%$ . The number of adult internet users is 1,447 with a margin of sampling error of  $\pm 2.9\%$ .

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

#### DESIGN AND DATA COLLECTION PROCEDURES

##### Sample Design

The sample was designed to represent all continental U.S. telephone households. The telephone sample was provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. The sample was drawn using standard *list-assisted random digit dialing* (RDD) methodology. *Active blocks* of telephone numbers (area code + exchange + two-digit block number) that contained three or more residential directory listings were selected with probabilities in proportion to their share of listed telephone households; after selection two more digits were added randomly to complete the number. This method guarantees coverage of every assigned phone number regardless of whether that number is directory listed, purposely unlisted, or too new to be listed. After selection, the numbers were compared against business directories and matching numbers purged.



## Contact Procedures

Interviews were conducted from January 9 to February 6, 2006. As many as 10 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. Each household received at least one daytime call in an attempt to find someone at home. In each contacted household, interviewers asked to speak with the youngest adult male currently at home. If no male was available, interviewers asked to speak with the oldest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender.

## **WEIGHTING AND ANALYSIS**

Weighting is generally used in survey analysis to compensate for patterns of nonresponse that might bias results. The weight variable balances the interviewed sample of all adults to match national parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), and population density. The White, non-Hispanic subgroup was also balanced on age, education and region. These parameters came from a special analysis of the Census Bureau's 2005 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States that had a telephone.

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.

**Table 1: Sample Demographics**

	<b>2005 Parameter</b>	<b>Unweighted</b>	<b>Denwt (WEIGHT)</b>
<u>Gender</u>			
	Male	48.1	44.9
	Female	51.9	55.2
<u>Age</u>			
	18-24	12.6	6.5
	25-34	17.7	12.6
	35-44	19.9	18.2
	45-54	19.5	20.8
	55-64	13.8	17.8
	65+	16.5	24.1
<u>Education</u>			
	Less than HS Grad.	15.0	8.9
	HS Grad.	36.1	31.9
	Some College	23.1	24.0
	College Grad.	25.8	35.2
<u>Region</u>			
	Northeast	19.0	17.5
	Midwest	23.1	25.7
	South	35.9	36.9
	West	22.0	20.0
<u>Race/Ethnicity</u>			
	White/not Hispanic	71.2	82.7
	Black/not Hispanic	10.9	8.8
	Hispanic	12.1	6.0
	Other/not Hispanic	5.8	2.4
<u>Population Density</u>			
	1 - Lowest	20.1	26.5
	2	20.0	22.8
	3	20.1	21.4
	4	20.2	15.6
	5 - Highest	19.6	13.8

## 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 1.28.

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  $\pm 2.5\%$ . 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 2.5 percentage points away from their true values in the population. The margin of error for estimates based on adult internet users is  $\pm 2.9\%$ . 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 sample. 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>3</sup>

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- Contact rate – the proportion of working numbers where a request for interview was made – of 78 percent<sup>4</sup>
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused – of 43 percent
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed – of 88 percent

Thus the response rate for this survey was 30 percent.

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<sup>3</sup> PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

<sup>4</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 2: Sample Disposition**

	<u>Final</u>
Total Numbers dialed	13,087
Business	1,156
Computer/Fax	891
Cell phone	22
Other Not-Working	2,385
Additional projected NW	757
Working numbers	7,876
<b>Working Rate</b>	<b>60.2%</b>
No Answer	185
Busy	47
Answering Machine	1,276
Callbacks	74
Other Non-Contacts	132
Contacted numbers	6,163
<b>Contact Rate</b>	<b>78.2%</b>
Initial Refusals	2,762
Second Refusals	749
Cooperating numbers	2,652
<b>Cooperation Rate</b>	<b>43.0%</b>
No Adult in HH	25
Language Barrier	355
Eligible numbers	2,272
<b>Eligibility Rate</b>	<b>85.7%</b>
Interrupted	272
Completes	2,000
<b>Completion Rate</b>	<b>88.0%</b>
<b>Response Rate</b>	<b>29.6%</b>

## Endnotes

- <sup>1</sup> Nov/Dec 2005 trends based on daily tracking survey conducted Nov. 29-Dec.31, 2005 [N=3,011].
- <sup>2</sup> September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- <sup>3</sup> May/June 2005 trends based on the Spyware Survey, conducted May 4-June7, 2005 [N=2,001].
- <sup>4</sup> February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- <sup>5</sup> January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- <sup>6</sup> November 23-30, 2004 trends based on the November Activity Tracking Survey, conducted Nov 23-Nov 30, 2004 [N=914].
- <sup>7</sup> November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- <sup>8</sup> May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- <sup>9</sup> February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- <sup>10</sup> November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- <sup>11</sup> July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- <sup>12</sup> June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- <sup>13</sup> April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- <sup>14</sup> March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].
- <sup>15</sup> March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=745].
- <sup>16</sup> February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- <sup>17</sup> December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- <sup>18</sup> November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- <sup>19</sup> October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- <sup>20</sup> September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- <sup>21</sup> July 2002 trends based on 'Sept. 11<sup>th</sup>-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- <sup>22</sup> March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- <sup>23</sup> January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- <sup>24</sup> 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.
- <sup>25</sup> 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.
- <sup>26</sup> 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.
- <sup>27</sup> 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.

<sup>28</sup> August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

<sup>29</sup> February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

<sup>30</sup> December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

<sup>31</sup> November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

<sup>32</sup> October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

<sup>33</sup> September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

<sup>34</sup> July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

<sup>35</sup> May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

<sup>36</sup> March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].

<sup>37</sup> March 20-25, 2003 figures based on daily tracking survey conducted March 20-25, 2003 [N=1,600].

<sup>38</sup> In March through June 2000, Q6 asked only of computer users (Q5=1).

<sup>39</sup> Question wording for all trends in Q12/Q12.0 on or before March/May 2002 as follows: “When did you first start going online: was it within the last six months, a year ago, two or three years ago, or more than three years ago?”; “About how many years have you had Internet access?”

<sup>40</sup> All trend results prior to March 2000 based on surveys conducted by The Pew Research Center for People & the Press.