

**November 2003 Tracking Survey** Final Topline 12/18/03  
 Data for November 18 – December 14, 2003

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

Sample:  $n = 2,013$  adults 18 and older

Interviewing dates: 11.18.03 – 12.14.03

Margin of error is plus or minus 2 percentage points for results based on the full sample

Margin of error is plus or minus 3 percentage points for results based on Internet users

- Q6** Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	GOES ONLINE	DOES NOT GO ONLINE
Current	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	47	53
March/April 2000	48	52

Turning now to the topic of religion and spirituality...

**REL1** Please tell me if you ever do any of the following when you go online? Do you ever...

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**Based on Internet users [N=1,358]**

	YES	NO	DON'T KNOW/ REFUSED
a Read online news accounts about religious affairs, such as the recent controversy surrounding the Catholic Church	32	68	*
b Get ideas online for how to celebrate religious holidays or other significant religious events, like weddings or funerals	21	79	*
c Search for places in your community where you can attend religious services	17	83	*
d Make or respond to a prayer request	7	92	*
e Download or listen online to music with religious or spiritual themes	11	89	*
f Make a donation to a religious organization or charity online	7	92	*
g Used email to plan a meeting for a religious group, like a church group	14	86	*
h Send an online greeting card for a religious holiday, like Christmas, Hanukah, or Ramadan	35	65	*
i Send, receive or forward email with religious or spiritual content	38	61	*

**REL2** Please tell me if you ever do any of the following when you go online? Do you ever...

**Based on Internet users who do any religious activity online [N=893]**

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	YES	NO	DON'T KNOW/ REFUSED
a Seek or exchange information about YOUR OWN religious faith or tradition	28	72	0
b Seek or exchange information about the religious faiths or traditions of OTHERS	26	74	*

**REL3** Do you seek information online about other faiths and traditions...

**Based on those who seek information online about other faiths [N=248]**

<u>CURRENT</u>		
%	13	For your own spiritual or religious growth
	51	Just to find out about others' beliefs
	31	(VOL) Both
	5	(VOL) Neither
	*	Don't know/Refused

## Methodology

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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 between November 18 and December 14, 2003, among a sample of 2,013 adults, 18 and older. 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 percentage points. For results based Internet users (n=1358), the margin of sampling error is plus or minus 3 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.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

New sample was released daily and was kept in the field for at least five days. This ensures that complete call procedures were followed for the entire sample. Additionally, the sample was released in replicates to make sure that the telephone numbers called are distributed appropriately across regions of the country. At least 10 attempts were made to complete an interview at every household in the sample. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Interview refusals were recontacted at least once in order to try again to complete an interview. 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 Current Population Survey (March 2003). This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. 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 2: Sample Disposition**

Total Numbers dialed	12018		
Business	977		
Computer/Fax	763		
Other Not-Working	1791		
Additional projected NW	938		
Working numbers	7550	62.8%	
No Answer	244		
Busy	69		
Answering Machine	997		
Callbacks	289		
Other Non-Contacts	196		
Contacted numbers	5755	76.2%	
Initial Refusals	741		
Second Refusals	2496		
Cooperating numbers	2518	43.8%	
No Adult in HH	30		
Other Ineligible	0		
Language Barrier	346		
Eligible numbers	2142	85.1%	
Interrupted	129		
Completes	2013	94.0%	
Response Rate	31.3%		

PSRA calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 76.2 percent were contacted by an interviewer and 43.8 percent agreed to participate in the survey. Eighty-five percent were found eligible for the interview. Furthermore, 94 percent of eligible respondents completed the interview. Therefore, the final response rate is 31.3 percent.