

**PEW INTERNET PROJECT DATA MEMO**

**BY:** Research Specialist Mary Madden and PIP Director Lee Rainie (202-419-4500)  
**RE:** Music and video downloading moves beyond P2P  
**DATE:** March 2005

*One in five downloaders has copied files from other people's iPods or MP3 players  
One in four gets files via email or instant messaging*

*Most broadband users think there is little or nothing the government can do to reduce  
illegal file-sharing*

About 36 million Americans—or 27% of internet users—say they download either music or video files and about half of them have found ways outside of traditional peer-to-peer networks or paid online services to swap their files. Some 19% of current music and video downloaders, about 7 million adults, say they have downloaded files from someone else's iPod or MP3 player. Another 28%, or roughly 10 million people, say they get music and video files via email and instant messages.

This “privatization” of file-sharing is taking place as the number of Americans using paid online music services is growing and the total number of downloaders is increasing, though not nearly to the level that existed before the recording industry began to file lawsuits against suspected music file sharers in mid-2003.

There are several other highlights in the latest Pew Internet Project survey:

- As the Supreme Court prepares to hear arguments in a critical file-sharing case, 49% of all Americans and 53% of internet users believe that the firms that own and operate file-sharing networks should be deemed responsible for the pirating of music and movie files. Some 18% of all Americans think individual file traders should be held responsible and 12% say both companies and individuals should shoulder responsibility.

Almost one in five Americans (18%) say they do not know who should be held responsible or refused to answer the question.

- The public is sharply divided on the question of whether government enforcement against music and movie pirates will work, but broadband users strongly believe that a government crackdown will not succeed. Some 38% of all Americans

believe that government efforts would reduce file-sharing and 42% believe that government enforcement would not work very well.

Among broadband users, though, views are more skeptical about government anti-piracy efforts. Some 57% of broadband users believe there is not much the government can do to reduce illegal file-sharing, compared to 32% who believe that enforcement would help control piracy.

- Current file downloaders are now more likely to say they use online music services like iTunes than they are to report using p2p services. The percentage of music downloaders who have tried paid services has grown from 24% in 2004 to 43% in our most recent survey.
- The percentage of internet users who say they download music files has increased from 18% (measured in a February 2004 survey) to 22% in our latest survey from January 2005. Still, this number continues to rest well-below the peak level (32%) that we registered in October 2002.

These results come from a phone survey of 1,421 adult Internet users conducted between January 13 and February 9, 2005. It has a margin of error of plus or minus three points.

The findings are being released days before the March 29 Supreme Court hearing on the *MGM v. Grokster* file-sharing case. The central question in the case is whether providers of peer-to-peer file-sharing software should be held liable for any illegal uses of copyrighted music and video files that are shared by those using their software. Previously, the peer-to-peer companies won the case in district court and the ruling was later upheld by the 9<sup>th</sup> U.S. Circuit Court of Appeals.

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### **Further analysis**

#### ***“Privatized” sharing beyond P2P***

Digital audio players like the iPod that can store thousands of songs and other files are emerging as an alternative way to access media files and avoid some of the potential risks of peer-to-peer usage. Copying files from others' MP3 players can require elaborate workarounds depending on the type of player, the software used to rip the files, and whether or not the files are copy-protected. Still, despite these hurdles, 19% of current music and video downloaders say they have copied files from someone else's player; 15% report it as a current practice while 4% say they used to do it.

In our survey, 29% of current music and video downloaders reported owning an iPod or other MP3 player, in comparison to 15% of all internet users and 31% of always-on broadband users.

Email and instant messaging are another significant source of media files: 20% of current downloaders say they now get music or video files this way while 8% report having done

so in the past. Other music-related websites like online magazines or musicians' homepages have attracted 23% of the downloading crowd at one time or another, with 17% reporting this as an active source.

And despite intense interest in the emergence of music and movie blogs, just 7% of downloaders say they ever get material at these sites, with 4% doing so currently.

<b>Sources for Current Downloaders</b>				
<i>Do you CURRENTLY download music or video files from any of the following places? Have you EVER downloaded music or video files from this source?</i>				
	<i>Yes, currently do</i>	<i>No, but have in the past</i>	<i>No, and never have</i>	<i>DK/Refused</i>
An online music service like iTunes or BuyMusic.com	27%	8%	64%	1%
Email or instant messages you receive	20	8	72	0
Other music-related websites, such as online music magazines or musicians' homepages	17	6	78	0
A peer-to-peer network like Kazaa or Morpheus	16	17	65	1
Someone's iPod or other MP3 player	15	4	80	0
Other movie-related websites, such as online movie magazine or review sites	7	2	90	1
Music or movie blogs	4	3	91	2
An online movie download service like Movielink	2	4	94	*

*Source: Pew Internet & American Life Project Tracking Survey, January 2005. Margin of error for current downloaders is ±6%.*

***Those with broadband all around them – at home and at work -- do not think government can stop illegal file-sharing***

The majority of those “surrounded” by broadband, 57%, believe there is little or no action the government can take that will reduce the amount of illegal music file-sharing that happens online while 32% say it is possible to control it. Just over one in ten of these always-on users say they don’t know or refuse to respond.

These broadband users who have high-speed access at home and at work represent a leading edge of content consumers and content creators and are among the most likely to have used peer-to-peer services. Previous research from the Project has shown that high-

speed connections transform online behavior; users spend more time online and engage in a wider array of activities with greater frequency than dial-up users.<sup>1</sup>

The general public has conflicting sentiments about the effectiveness of government efforts to reduce illegal file-sharing. While 42% of all American adults think that there is little or nothing the U.S. government can do to reduce the amount of unlawful file-sharing that happens online, 38% say they do think the government can reduce file-sharing by enforcing laws and taking other actions. A substantial segment, 20% of the public, says they don't know or decline to answer. However, more than half (56%) of those who did not offer a response to this question do not use the internet themselves and are likely to be less informed about the issue of file-sharing online.

Among internet users, there is more doubt about the effectiveness of government enforcement; 48% think there is little or nothing the government can do compared to 39% who think the government can regulate unlawful file-sharing. Still, 13% say they don't know or decline to answer.

Can the U.S. Government Reduce Music File-Sharing?			
<i>Responses from each demographic group</i>			
	<i>U.S. gov't can reduce</i>	<i>Little or nothing gov't can do about it</i>	<i>DK/Refuse d</i>
General Public	38%	42%	20%
Internet Users	39	48	13
Home and Work Broadband Users	32	57	11
Young Adults 18-29	36	55	9
Current Music and Video Downloaders	39	54	7
iPod/MP3 Owners	40	52	8

*Source: Pew Internet & American Life Project Tracking Survey, January 2005. Margin of error is ±2% for results based on the General Public, ±3% for Internet Users, ±6% for Broadband Users, ±6% for Young Adults, ±6% for Current Downloaders, and ±7% for iPod/MP3 Owners.*

Young adults' skepticism rivals that of always-on broadband users; 55% believe illegal file-sharing is beyond government control while 36% think the activity can be controlled.

Internet users who download music or video files report similar views: 54% say little can be done while 39% think file-sharing can be curtailed through government efforts. Likewise, those who own iPods or other MP3 players are likely to be skeptical: 52% say there's little or nothing the government can do compared to 40% who say illegal file-sharing can be reduced.

<sup>1</sup> Horrigan, John. *The Broadband Difference*. Pew Internet & American Life Project. June 23, 2002. Available at: [http://www.pewinternet.org/pdfs/PIP\\_Broadband\\_Report.pdf](http://www.pewinternet.org/pdfs/PIP_Broadband_Report.pdf)

### ***Who should be held responsible for unlawful file-sharing***

Asked, “Who do you think should be held responsible for unlawful file-sharing that happens online?” Americans believe that companies who “own and operate file-sharing networks” should be liable, rather than the individual file-sharers. We have used this language in previous surveys and it does not specifically refer to companies like Grokster and StreamCast Networks, the defendants in the Supreme Court case.

Some previous generations of swapping networks, such as the first incarnation of Napster, were operated through centralized servers owned by the peer-to-peer companies. However, the defendants in the Grokster case, who freely distribute and sell *decentralized* peer-to-peer software online, say they do not have the capability to control the activity on their system.<sup>2</sup> The plaintiffs in the case contend that Grokster and StreamCast do have some level of control over their networks and have used filters to eliminate viruses or spoofed files in the past.<sup>3</sup>

A full 49% of respondents in our survey say that companies who own and operate networks should be responsible for infringing activity, while 18% think that the individuals should be the ones held accountable. Another 12% say that both the companies and the individuals should bear the burden and 3% say neither group or someone else altogether should be responsible (both of these were voluntary answers). A sizable segment, 18% of respondents, said they didn’t know or refused to answer the question. Again, many of these respondents who did not respond were not internet users themselves.

Internet users echo the views of the general public; 53% agree that companies who own and operate networks are responsible for the infringement that happens online, compared to 18% of users who say that individual file-sharers are an appropriate target. One in seven internet users volunteer that both the companies and the individuals sharing the files should be held responsible and 4% do not point to either group.

Broadband users are somewhat less likely to single out the companies; 44% point to those who own and operate the networks while 22% say those sharing the files should be responsible. Nearly the same percentage (19%) of these high-speed users say that both the companies and the individuals circulating files on the networks are at fault, while 7% say neither group should be blamed.

Music and video downloaders and those who own iPods or other MP3 players generally report the same views. Just over half of both groups agree that the companies should be the focus of legal action compared to one in five who says that those sharing files without permission are responsible for their own actions. Roughly one in seven volunteer that both groups are culpable and less than one in ten say neither group is to blame.

Young adults are among the least sympathetic to the plight of the companies; 59% of those aged 18-29 say those who own the networks should bear the blame for the

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<sup>2</sup> Please see: <http://www.grokster.com/groksterfaq.html>

<sup>3</sup> Please see: [http://www.musicunited.org/press/2005/0125\\_2.html](http://www.musicunited.org/press/2005/0125_2.html)

infringement on their networks. Still, 18% of young adults say it's the individual file-sharers who are at fault and 10% insist that both groups are responsible. Just 5% volunteer that neither group should bear the responsibility.

Who Should be Responsible for Unlawful File-Sharing?					
<i>Responses from each demographic group</i>					
	<i>Individual File-Sharers</i>	<i>Companies who own and operate networks</i>	<i>Both</i>	<i>Neither</i>	<i>DK/Refused</i>
General Public	18%	49%	12%	3%	18%
Internet Users	18	53	14	4	10
Broadband Users <sup>4</sup>	22	44	19	7	8
Young Adults 18-29	18	59	10	5	7
Current Music and Video Downloaders	21	54	14	6	6
iPod/MP3 Owners	19	53	12	8	7
Nov/Dec 2003 Artists Callback	15	63	14	4	4

*Source: Pew Internet & American Life Project Tracking Survey, January 2005. Margin of error is ±2% for results based on the General Public, ±3% for Internet Users, ±6% for Broadband Users, ±6% for Young Adults, ±6% for Current Downloaders, ±7% for iPod/MP3 Owners, and, ±4% for Artists.*

A separate callback survey of self-identified artists that was fielded by the Project at the end of 2003 revealed similarly strong leanings in the creative community.<sup>5</sup> Nearly two-thirds of artists (63%) said that the file-sharing companies who own and operate networks should be responsible for the infringement while 15% said the file-sharers were the appropriate target. One in seven artists pointed to both the companies and the individual infringers and 4% thought neither group should be prosecuted.

### ***Paid online services like iTunes take off***

The current music and video downloaders in our sample have pulled content from a variety of sources. Not surprisingly, in light of the current legal climate, these users are more likely to say they now use paid music and movie services than they are to say they download files from peer-to-peer networks.

Current *music* downloaders who say they have ever tried online music services like iTunes or BuyMusic.com have grown from 24% in 2004 to 43% in 2005. In 2004, 17% of music downloaders said they were actively using paid services while 7% reported

<sup>4</sup> Broadband users are defined here as those who have high-speed internet access at both home and work.

<sup>5</sup> Madden, Mary. *Artists, Musicians and the Internet*. Pew Internet & American Life Project. December 5, 2004. Available at: [http://www.pewinternet.org/pdfs/PIP\\_Artists.Musicians\\_Report.pdf](http://www.pewinternet.org/pdfs/PIP_Artists.Musicians_Report.pdf)

using them in the past. In 2005, 34% of current music downloaders say they now use paid services and 9% say they have tried them in the past. In comparison, just 2% of current *video* downloaders say they now use a paid online movie download service like Movielink and 5% have done so in the past.

### ***Music downloading update***

The percentage of internet users who say they download music files has inched up from 18% (measured in a February 2004 survey) to 22% in our latest survey from January 2005. Still, this number continues to rest well-below the peak level (32%) that we registered in October 2002.

Men continue to be more likely music downloaders; 25% of male internet users say they download music compared to 19% of female users. Youthfulness and high-speed internet use continue to be the key indicators for music downloaders. While 40% of users aged 18-29 are music downloaders, just 18% of 30-49 year olds say they get music this way. Another 13% of 50-64 year-olds report downloading music, compared to a meager 6% of users aged 65 and over.

Home broadband users who download music have also bounced back notably. And this growth comes at a time when there are considerably more home broadband users in the market; 50% of all home internet users now have high-speed access, compared to 42% a year ago. Our latest data shows that 29% of home broadband users download music, up from 23% of home broadband users who reported this in early 2004. Still, it's important to note that these figures pale in comparison to the 41% of home broadband users who reported music downloading in the spring of 2003.

### ***Video downloading update***

The segment of internet users who say they download video files has remained consistent over the past year. According to our January 2005 survey, 15% of internet users download video files to their computer, and 3% do so on a typical day.

Male internet users continue to be twice as likely as female users to download video; 20% of online men report this compared to 11% of women.

Like music downloaders, video downloaders are also most prevalent in the 18-29 demographic and among those with high-speed internet access at home. One-quarter of users aged 18-29 and 20% of home broadband users reported video downloading in our latest survey.

### ***File-sharing update***

The percentage of users who say they share files with others online (in any context, not specifically over peer-to-peer networks) has also been stable since our last survey. While 23% of internet users said they would sometimes share music, video, picture files or computer games with others online in our February 2004 survey, 24% of internet users

report this in our latest survey. Similarly, 2% of all users were sharing files online on a typical day when we surveyed last February, compared to 5% this January.

Again, young adults and home broadband users comprise the leading edge of this activity; 30% of both groups report sharing files with others online.

### ***Reported peer-to-peer usage wanes***

Though our question wording has broadened to include either music or video files, the percentage of current music downloaders who cite peer-to-peer networks as a source of their files has decreased since our last survey. In February 2004, 58% of those who were current music downloaders said they had specifically pulled *music* files from peer-to-peer services; 31% of these music downloaders said they were actively downloading music files from these networks and 27% said they had used this source for music in the past. In our latest survey, just 41% of current music downloaders admit to trying peer-to-peer networks to download *either music or video*; 21% say they now get these files from peer-to-peer sources while 20% report doing so in the past.

When we isolate current *video* downloaders as a separate group, we find that 32% of them admit to ever using peer-to-peer to download *either music or video* files. Just 15% say they currently do this, while 17% say they used file-sharing networks in the past.

Looking at current *music and video* downloaders in the aggregate, 33% report ever using file-sharing networks to get music or video files. This group is equally as likely to say they currently use peer-to-peer (16%) as they are to say it has been a source in the past (17%).

### ***One in ten internet users are former downloaders***

While current downloaders have shifted their sources, there is another group of internet users who say they have stopped downloading altogether. These *former downloaders* don't currently report downloading music or movie files from any source but say they have downloaded files in the past. In last year's survey, we focused on former music downloaders, but this year we expanded the wording to also include former video downloaders. In all, 15% of those who don't currently download music or video files now say they did at one time. To put it another way, 11% of all internet users or 7% of all adults in our sample are former downloaders.

Most former music and video downloaders say they got their files from peer-to-peer networks like Kazaa or Morpheus; in all, 44% of former downloaders cite peer-to-peer services as a source. One-quarter had tried the paid music and movie services like iTunes or Movielink, but say they stopped for some reason.

Email and instant messages were a file source for 19% of former downloaders, and 17% cited other music or movie-related websites, such as online magazines, artist homepages or review sites. And another 11% say they were transferring their files from someone



else's iPod or other MP3 player. Just 3% say they used to get files from music or movie blogs, but no longer do.

### ***Fear of legal recourse deterred most former downloaders***

In order to follow up on a question we asked in a previous survey about the impact of the RIAA lawsuits, we decided to ask a new open-ended question about the reasons former downloaders decided to stop acquiring files. Asking this question as an open-end allows the respondent to answer freely, without being forced to choose from a list of options that may influence their response.

Among all former music and video downloaders, 28% volunteer that the *main* reason they stopped was because they were afraid to get in trouble or heard about the RIAA lawsuits. Despite the different question structure, this finding is generally consistent with the 33% of former music downloaders who cited the lawsuits as the reason they stopped downloading in February 2004.<sup>6</sup>

The second-most reported reason in the current survey came from the 15% of former downloaders who said they quit because they were getting more viruses, pop-up ads or having other computer problems that they could attribute to their downloading activity.

One in ten of the former downloaders we spoke to said they simply decided that the downloading was wrong and 7% said they found other ways to get the music or movies they wanted. Another 7% said they became fed up because it was too time-consuming to download the files and 5% said they just lost interest. Just 4% said they couldn't find the quality or type of files they wanted and 1% said that their internet service provider, school, or workplace warned them to stop. 19% cited some other reason that wasn't pre-coded into the survey responses.

### ***About The Pew Internet & American Life Project***

The Pew Internet & American Life Project is a non-profit initiative, fully-funded by The Pew Charitable Trusts to explore the impact of the internet on children, families, communities, health care, schools, the work place, and civic/political life. The Project is non-partisan and does not advocate for any policy outcomes. For more information, please visit our website: <http://www.pewinternet.org/>.

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<sup>6</sup> The February 2004 question wording read: "As you may know, the Recording Industry Association of America, RIAA, has begun taking legal action against individuals who share large numbers of music files on the Internet without permission from the copyright holder. Are these lawsuits the reason you no longer download music files, or did you stop because of some other reason?"

# January 2005 Daily Tracking Survey EXCERPT

Final Topline

2/11/05

Data for January 13 – February 9, 2005

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

Sample:  $n = 2,201$  adults 18 and older

Interviewing dates: 01.13.05 – 02.09.05

Margin of error is plus or minus 2 percentage points for results based on the full sample [n=2,201]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,421]

**WEB1** Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?<sup>7</sup>

**Based on internet users [N=1,421]**

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
<b>SHARE files from your own computer, such as music, video or picture files, or computer games with others online</b>				
Current	24	5	75	*
November 23-30, 2004	24	5	76	0
Feb 2004	23	2	77	*
Nov 2003	20	4	79	*
June 2003	28	5	72	*
Sept 12-19, 2001	28	4	72	1
August 2001	25	4	75	*
<b>Download VIDEO files onto your computer so you can play them at any time you want</b>				
Current	15	3	85	0
November 23-30, 2004	14	2	86	0
Feb 2004	15	2	85	*
Nov 2003	13	2	86	*
<b>Download MUSIC files onto your computer so you can play them at any time you want</b>				
Current	22	4	78	*
November 23-30, 2004	18	1	82	0
May/June 2004	20	2	80	*
February 2004	18	1	82	*
Nov 2003	14	1	85	*
June 2003	30	3	70	*
April/May 2003	30	4	70	*

<sup>7</sup> Prior to January 2005, question wording was “Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?” In January 2005 Tracking, half the sample was asked old WEB1 and half the sample was asked new WEB1. Current results are for both forms combined.

March 12-19, 2003	28	5	72	*
Oct 2002	32	5	68	*
Sept 12-19, 2001	26	3	73	*
Aug 2001	26	3	73	*
Feb 2001	29	6	71	*
Fall 2000	24	4	76	*
July/August 2000	22	3	78	*

**Q42** As you may know, the Recording Industry Association of America, RIAA, has begun taking legal action against individuals who are sharing large numbers of music files online without permission from the copyright holder. Who do you think should be held responsible for unlawful file-sharing that happens online?

<u>CURRENT</u>			<u>NOV/DEC 2003 ARTISTS</u>
%	18	The individuals who are sharing the music files	15
	49	The companies that own and operate file-sharing networks	63
	12	Both equally (VOL)	14
	3	Neither/Someone else (VOL)	4
	18	Don't know/Refused	4

**Q43** In general, do you think the U.S. Government can enforce laws and take other actions to reduce the amount of music file-sharing that happens on the internet...or do you think there is little or nothing the U.S. government can do about file-sharing?

<u>CURRENT</u>		
%	38	US government can reduce file-sharing
	42	Little or nothing US government can do about file-sharing
	20	Don't know/Refused

**DLVD1** You said you don't currently download music or video files. Have you EVER downloaded music or video files in the past?

**Based on those who don't currently download music or video files [N=1,064]**

<u>CURRENT</u>		
%	15	Yes
	85	No
	*	Don't know/Refused

**DLVD2** Have you ever downloaded music or video files from the following places...?

**Based on those who downloaded music or video files in the past [N=142]**

	YES	NO	DON'T KNOW/ REFUSED
a A peer-to-peer network like Kazaa or Morpheus	44	56	1
b An online music service like iTunes or BuyMusic.com	19	80	1
c An online movie download service like MovieLink	6	93	1
d Someone's iPod or other MP3 player	11	88	1
e Other music-related websites, such as online music magazines or musicians' homepages	14	85	1
f Music or movie blogs	3	96	2
g Other movie-related websites, such as online movie magazine or review sites	3	97	0
h Email or instant messages you receive	19	81	0

**DLVD3** What is the MAIN reason you no longer download music or video files?

**Based on those who downloaded music or video files in the past [N=142]**

	CURRENT	
%	28	I was afraid to get in trouble/heard about the RIAA lawsuits
	15	I was getting more viruses, pop-up ads or having other computer problems because of it
	10	I decided that it was wrong
	7	I found other ways to get the music or movies I wanted
	7	Too time-consuming/Too slow
	5	Just lost interest
	4	I couldn't find the quality or type of files that I wanted
	1	My internet service provider, school or workplace warned me to stop doing it
	19	Some other reason
	4	Don't know/Refused

**DLVD5** Do you CURRENTLY download music or video files from any of the following places?  
Have you EVER downloaded music or video files from this source?

**Based on those who currently download music or video files [N=357]**

	YES, CURRENTLY DO	NO, BUT HAVE IN THE PAST	NO, AND NEVER HAVE	DON'T KNOW/ REFUSED
a A peer-to-peer network like Kazaa or Morpheus	16	17	65	1
b An online music service like iTunes or BuyMusic.com	27	8	64	1
c An online movie download service like MovieLink	2	4	94	*
d Someone's iPod or other MP3 player	15	4	80	0
e Other music-related websites, such as online music magazines or musicians' homepages	17	6	78	0
f Music or movie blogs	4	3	91	2
g Other movie-related websites, such as online movie magazine or review sites	7	2	90	1
h Email or instant messages you receive	20	8	72	0

## Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates between January 13 to February 9, 2005, among a sample of 2,201 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 2.2 percentage points. For results based Internet users (n=1,421), the margin of sampling error is plus or minus 2.7 percentage points. The margin of error for estimates based on Form A or Form B respondents is plus or minus 3.2 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. 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 10 attempts were made to complete an interview at sampled households. 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 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 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. 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 by form in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's 2004 Annual Social and Economic Supplement (March 2004). 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:

<b>Sample Disposition</b>	
Total Numbers dialed	13,855
Business	1,037

Computer/Fax	920		
Other Not-Working	2,550		
Additional projected NW	954		
	<hr/>		
Working numbers	8,394	60.6%	
No Answer	257		
Busy	62		
Answering Machine	1,489		
Callbacks	198		
Other Non-Contacts	142		
	<hr/>		
Contacted numbers	6,247	74.4%	
Initial Refusals	2,884		
Second Refusals	585		
	<hr/>		
Cooperating numbers	2,778	44.5%	
No Adult in HH	19		
Language Barrier	337		
	<hr/>		
Eligible numbers	2,422	87.2%	
Interrupted	221		
	<hr/>		
Completes	2,201	90.9%	
	<hr/>		
Response Rate	30.1%		

PSRAI 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, 74 percent were contacted by an interviewer and 45 percent agreed to participate in the survey. Eighty-seven percent were found eligible for the interview. Furthermore, 91 percent of eligible respondents completed the interview. Therefore, the final response rate is 30 percent.