
Parents & Teens 2004 Survey

Final Topline

12/14/04

Data for October 26 – November 28, 2004

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Princeton Survey Research Associates International
for the Pew Internet & American Life ProjectSample: $n = 1,100$ parents of 12-17 year-olds

1,100 12-17 year-olds [971 online teens, 129 offline teens]

Interviewing dates: 10.26.04 – 11.28.04

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

Margin of error is plus or minus 4 percentage points for results based on parents of online teens

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

Margin of error is plus or minus 4 percentage points for results based on online teens

Unless otherwise noted, questions Q5 – MODEM are based on all parents [N=1,100]**Q5** Do you, personally, use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	ALL PARENTS	PARENTS OF ONLINE TEENS ¹		DEC 2000 ¹
%	84	89	Yes	91
	16	11	No	9
	0	0	Don't know/Refused	0
		[n=907]		[n=754]

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

	ALL PARENTS	PARENTS OF ONLINE TEENS		DEC 2000
%	80	87	Yes	87
	20	13	No	13
	0	0	Don't know/Refused	0
		[n=907]		[n=754]

¹ Parents of online teens are those who said in a screening question that their teen goes online to access the internet or to send and receive email [n=907]. This is different from the number of teens who told us during the teen portion of the survey that they go online [n=971].

- Q19** In your home, are there rules about when or for how long this child can go online, or not?

Based on parents of online teens [N=907]

	<u>CURRENT</u>		<u>DEC 2000</u>
%	64	Yes	61
	35	No	39
	1	Don't know/Refused	*
			[n=754]

- Q20** Thinking about the computer or Internet account in your home...
Do you have monitoring software or a filter that keeps people from going to some types of Internet web sites, or not?

Based on parents of online teens [N=907]

	<u>CURRENT</u>		<u>DEC 2000</u>
%	53	Yes	38
	41	No	52
	1	(VOL) Have AOL/America Online restricted account	3
	5	Don't know/Refused	7
			[n=754]

- Q21** After your [AGE]-year old [boy/girl] has been on the internet, do you ever check to see what web sites (he/she) went to, or don't you ever do that?

Based on parents of online teens [N=907]

	<u>CURRENT</u>		<u>DEC 2000</u>
%	62	Yes	61
	37	No	39
	1	Don't know/Refused	*
			[n=754]

- Q22** Overall, do you think that email and the Internet have been a GOOD thing for your child, a BAD thing, or haven't they had much effect one way or the other?

Based on parents of online teens [N=907]

	<u>CURRENT</u>		<u>DEC 2000</u>
%	67	Good thing	55
	5	Bad thing	6
	25	No effect one way or the other	38
	3	Don't know/Refused	1
			[n=754]

- Q23** Parents have different opinions about the impact of the internet on children today. Please tell me if you agree or disagree with each of the following statements...

	<u>AGREE</u>	<u>DISAGREE</u>	<u>DON'T KNOW REFUSED</u>
b Most teens are not careful enough about the information they give out about themselves online			
All parents	82	13	5
Parents of online teens	81	13	6
			Continued...

Q23 continued...

g Most teens do things online that they wouldn't want their parents to know about			
All parents	65	28	6
Parents of online teens	62	32	6

Unless otherwise noted, questions K1 – K40 are based on all teens [N=1,100]

K1 My first question is... Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	<u>CURRENT</u>	
%	87	Yes
	13	No
	*	Don't know/Refused

K7 People have different opinions about the impact of the internet on kids today. Please tell me if you agree or disagree with each of the following statements...

	<u>AGREE</u>	<u>DISAGREE</u>	<u>DON'T KNOW REFUSED</u>
b Most teens are not careful enough about the information they give out about themselves online			
All teens	78	20	2
Online teens	79	20	1
			Continued...

K7 continued...

g Most teens do things online that they wouldn't want their parents to know about			
All teens	64	34	3
Online teens	62	35	3

- K15** Is [the main] computer in a private area like your own bedroom, or in an open family area, like a living room, den, or study?

Based on teens who go online from home [N=868]

	<u>CURRENT</u>		<u>DEC 2000</u>
%	26	Private area	27
	73	Open family area	70
	n/a	(VOL) Both/Depends	3
	*	Don't know/Refused	*
			[n=680]

- K17** After you go online, do your parents ever check to see what web sites you went to, or don't they ever do that?

Based on teens who go online from home [N=868]

	<u>CURRENT</u>		<u>DEC 2000</u>
%	33	Yes	27
	59	No	64
	7	Don't know/Refused	10
			[n=680]

- K19** Did you EVER at some point use the Internet or email, but have since stopped for some reason?

Based on teens who do not go online [N=129]

	<u>CURRENT</u>	
%	47	Yes
	52	No
	1	Don't know/Refused

- K20** Why did you stop using the internet?

Based on teens who used to go online [N=60]

	<u>CURRENT</u>	
%	25	No longer have access
	23	I just lost interest
	8	Not safe/Had a bad experience
	5	Too expensive
	3	My parents don't let me go online anymore
	3	I was spending too much time online/Waste of time
	1	It was too difficult/frustrating
	24	Other
	7	Don't know/Refused

K20a What is the MAIN reason you don't use the internet?

Based on teens who never used the internet [N=69]

	<u>CURRENT</u>	
%	20	I'm just not interested
	20	I'm too busy/Just don't have the time
	17	Don't have access
	8	It is too difficult/frustrating
	6	It's not safe
	4	My parents don't let me go online
	4	I think it's a waste of time
	2	It's too expensive
	7	Other
	13	Don't know/Refused

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Methodology

Parents & Teens 2004

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

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SUMMARY

The Parents & Teens 2004 Survey sponsored by the Pew Internet and American Life Project obtained telephone interviews with a nationally representative sample of 1,100 teens 12 to 17 years-old and their parents living in continental United States telephone households. The interviews were conducted in English by Princeton Data Source, LLC from October 26 to November 28, 2004. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is $\pm 3.3\%$.

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 teens ages 12 to 17 in continental U.S. telephone households. The sample is also representative of parents living with their teenage children.

The telephone sample was pulled from previous PIAL projects fielded in 2004 and 2003. Households with a child age 18 or younger were called back and screened to find 12 to 17 year-olds. The original telephone samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. These samples were drawn using standard *list-assisted random digit dialing* (RDD) methodology.

Contact Procedures

Interviews were conducted from October 26 to November 28, 2004. 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 first determined if a child age 12 to 17 lived in the household. Households with no children of the proper age were deemed ineligible and screened out. In eligible households, interviewers first conducted a short interview with a parent or guardian. Then interviews were conducted with the target child.²

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for patterns of nonresponse that might bias results. The interviewed sample was weighted to match national parameters for both parent and child demographics. The parent demographics used for weighting were: sex; age; education; race; Hispanic origin; marital status and region (U.S. Census definitions). The child demographics used for weighting were gender and age. These parameters came from a special analysis of the Census Bureau's 2003 Annual Social and

² In households with more than one 12 to 17 year-old interviewers asked parents about, and conducted interviews with, a child selected at random.

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

	<u>Parameter</u>	<u>Unweighted</u>	<u>Weighted</u>
<u>Census Region</u>			
Northeast	18.6	16.9	18.8
Midwest	22.6	27.0	23.7
South	35.7	36.5	36.7
West	23.1	19.6	20.8
<u>Parent's Sex</u>			
Male	44.2	41.4	43.4
Female	55.8	58.6	56.6
<u>Parent's Age</u>			
LT 35	10.2	8.7	10.1
35-39	20.7	15.7	18.8
40-44	29.4	29.1	30.3
45-49	23.7	26.2	24.1
50-54	11.2	12.5	11.8
55+	4.7	7.9	4.8
<u>Parent's Education</u>			
Less than HS grad.	13.4	4.4	9.4
HS grad.	35.5	30.0	36.2
Some college	23.3	27.1	24.6
College grad.	27.7	38.5	29.8
<u>Parent's Race/Ethnicity</u>			
White, not Hispanic	67.5	82.3	71.6
Black, not Hispanic	11.3	8.7	11.4
Hispanic	15.3	5.1	11.1
Other race, not Hispanic	5.8	3.9	5.9
<u>Parent's Marital Status</u>			
Married	83.3	80.0	82.5
Not married	16.7	20.0	17.5

<u>Kid's Sex</u>			
Male	50.7	50.0	51.7
Female	49.3	50.0	48.3
<u>Kid's Age</u>			
12	16.7	17.1	16.9
13	16.7	14.9	15.9
14	16.7	16.5	16.0
15	16.7	17.8	16.9
16	16.7	17.3	17.2
17	16.7	16.4	17.1

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 1.26.

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 $\pm 3.3\%$. 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 3.3 percentage points away from their true values in the population. 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 callback telephone numbers ever dialed. 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:³

- Contact rate – the proportion of working numbers where a request for interview was made – of 86 percent⁴
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused – of 69 percent
- Completion rate – the proportion of initially cooperating and eligible interviews that agreed to the child interview and were completed – of 83 percent

Thus the response rate for this survey was 49 percent.⁵

Endnotes

¹ Dec 2000 trends based on the Pew Internet & American Life Project's Parents, Kids and the Internet Survey, n=754 parents of online 12-17 year-olds and 754 12-17 year-olds who go online.

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

⁴ PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" over 10 or more attempts are actually not working numbers.

⁵ The response rates for the original surveys that provided the callback sample averaged approximately 32 percent.