

University of Connecticut
May, 2014

Technical Report

Method: Telephone interviews conducted with U.S. residents with RDD landline and/or cellular telephones. Interviews were conducted by the UNH Survey Center. For the national survey, 4 percent of interviews were conducted in landline only households, 47 percent were conducted in cell phone only households, and 49 percent in households with both a landline and a cellular phone.

Field Period: April 22 to April 30, 2014

Hours: 9 a.m. to 9 p.m. local time

Average Completion Time: 10 minutes

Sample Size and Sampling Error: 1007, +/- 3.1%

In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Response Rate (AAPOR #3): 20%

Weighting: The data have been weighted by the number of adults in a household and the number of telephone numbers, land and cellular, at which adults in the household can be reached in order to equalize the chances of an individual adult being selected. The data have also been weighted by the age, sex and race of the respondent and the region of the country based on the American Community Survey conducted by the US Census.