Appendix A. Phone, Web, and Mail Frequencies, with Phone Script

Respondents = 1273 Phone completions (of which 1038 are matched cases)
1162 Web completions (of which 836 are matched cases)
904 Mail completions (of which 831 are matched cases)

Following an introductory note on methods (A.1), this appendix provides the complete telephone script, unweighted frequency counts and percentages on every variable on the questionnaire for each survey mode, and percentages that reflect two different weighting adjustments (A.2). Geographic tabulations derived from information about the telephone number are also presented (A.3). The appendix concludes with a copy of the post-survey mailing (A.4).

A.1 – Methodological note

Except where otherwise indicated, cases coded as No Answer are excluded from all percentage calculations. For the weighted percentages in the frequency tabulations below, the respondents are weighted for number of landline telephones, for number of adults in the household, and (in the phone and web samples) for address status. All respondents are also weighted to reflect the distribution of the U.S. adult population on key demographic characteristics, using Census Bureau data on gender, age, racial/Hispanic identification, education, region, and metropolitan residence.

By definition, the mail survey covers only households for which a valid, deliverable address was obtained through reverse-lookup of the RDD telephone number. Also, all three samples (especially web and mail) were found to include some households that reported being without a landline telephone (cell-only or no-phone). To reduce coverage differences across modes, cross-tabulations are reported using matched subsamples. The matching excludes cases from any mode for which no deliverable address was obtained (as determined by thank-you mailings to the phone and web respondents), as well as cases reporting no landline phone.

For the percentages in these cross-tabulations, the matched phone and mail subsamples have been re-weighted to reflect the (Census-weighted) distribution of the matched web subsample on gender, age, racial/Hispanic identification, education, region, and metropolitan residence. This re-weighting aims to minimize the effects of any between-mode differences in coverage and/or in non-response that may remain after the matching. For purposes of significance testing, the weights have been scaled so that the weighted subsample sizes equal the actual numbers of cases within each matched subsample.

Chi-square tests of statistical significance are reported for all of the matched, weighted cross-tabulations. Beneath each such table is an indication of the p-value from a Pearson's chi-square, a test that is sensitive to any differences in the overall distribution of survey responses across all three modes. In addition, p-values are indicated for tests comparing the survey modes two at a time (phone/web, phone/mail, and mail/web). In these two-mode comparisons, when the response being analyzed is a set of nominal categories (e.g., racial identification) the test is the usual Pearson chi-square. When the response being analyzed is ordinal (e.g., income categories, from lowest to highest), the test is the Mantel-Haenszel chi-square for linear trend.

The survey questions are presented here verbatim and in order, as they were asked in the telephone interviews. The main survey questions (q1 through q21) were constructed to be virtually identical in wording across all modes. However, a few demographic questions (e.g., q12 on date of birth) were omitted from the web survey because the same information was already available from Knowledge Networks (KN) in the panel profile database. Several items at the end of the questionnaire about survey-taking behavior (q22 through q25) also varied somewhat by mode, as indicated below.

Immediately following the last survey question (q26), several additional variables are tabulated using data derived from the telephone numbers in each sample. The first of these (address status, labeled as variable x1) is specific to the households sampled. The others (x2 through x10) record characteristics of the telephone exchange (area code plus first three digits) of the sampled household, as estimated by the sampling company (Marketing Systems Group).

A **bold** font in the telephone script that is reproduced below denotes wording that the telephone interviewers were required to read. Non-bolded text indicates supplemental information that the interviewers could use, in whole or in part, at their option. Phrasing in the telephone script that differs from the web/mail questionnaire is indicated in ***italics*** (bolded or non-bolded, as appropriate). Almost all such differences are confined to the introductory information (items i1 through i4) that was provided by the telephone interviewers while inviting the respondents to participate. The same introductory information was provided to web/mail respondents in the cover email/letter that accompanied the invitation to participate in those surveys, using very similar phrasing to that in the telephone script.

A.2 – Telephone script and associated tabulations

Hello, I'm calling on behalf of the University of Wyoming for a short survey about recreation, and I'm NOT selling anything.

i1. ***First, I'm required to ask if I've I reached you on a cell phone.***

i1a. [If No (not reached on a cell) or refuses item i1] ***Your phone number was randomly chosen for a nation-wide survey about recreation and national parks. My name is*** *[First Name]* ***and I only need about 10 minutes to ask you some questions on issues facing national parks, like air quality. Would you be able to help me out with this?***

(As needed: *It's really important that we hear from all types of households, whether or not you know much about recreation or national parks. This study is a project of the University of Wyoming. The National Park Service has been informed of the study and is interested in its results. The results will be very useful for improving national parks. All of your answers are completely voluntary. All the responses nationwide will be combined and kept confidential, so that no individual's answers can be identified. Your phone number will be separated from your answers, so the final data will be anonymous. The research will help policy makers understand what people think about some issues facing the national parks, such as air quality. It will also help researchers do better surveys. This study is being sponsored by the University of Wyoming and the U.S. Environmental Protection Agency. If you would like more information about this survey, you may call our toll-free number: 1-866-966-2715. Or you may contact Dr. Burke Grandjean, Professor of Statistics at the University of Wyoming, by email: burke@uwyo.edu.*)

i1b. [If Yes to item i1 (reached on a cell)] ***I'm not allowed to interview you if you're driving or doing anything that could be dangerous, and I don't want to use your minutes. Is it safe to talk, or should I call back some other time?*** [If No (not safe), politely end call.]

i1c. [If No to item i1a] ***You might only qualify for a few questions. Can I ask those, and we can stop whenever you want?*** [If No, seek a callback appointment and politely end call.]

i1d. [If Yes to item i1a, i1b, or i1c] ***Are you at least 18 years old?***

i1e. [If No or refuses item i1d (age)]: ***I'm sorry, but I'm not allowed to interview anyone under 18. Is there someone at this phone number who is 18 or older that I can speak to now, or could I call back some other time?*** [If an adult is available now, repeat introductory information from item i1a to that adult; if not, seek a callback appointment and politely end call.]

i2. [If not-Yes to item i1 (i.e., if not reached on a cell)] ***And have I reached you at a private household in the United States?*** [If No, politely end call and code as ineligible.]

i2a. [If Yes to item i1 (i.e., if cell)] ***And do you currently live in the United States?*** [If No, politely end call and code as ineligible.]

i2b. [If Yes to items i1 and i2a (U.S. cell)] ***Your phone number was randomly chosen for a nation-wide survey about recreation and national parks. My name is*** *[First Name]* ***and I only need about 10 minutes to ask you some questions on issues facing national parks, like air quality.*** [If No (not available now), seek a callback appointment and politely end call.]

i3. [If Yes to item i2 or i2b (eligible and willing)] ***To be sure our survey covers a good sampling of U.S. adults, age 18 or older, I need to talk to the adult in your household who had the MOST RECENT birthday. Would that be you, or someone else?***

[If No (it's someone else), ask for that person; if that other person is available now, repeat introductory information from item i1a; if not, seek a callback appointment and politely end call.]

i4. [If Yes to item i3 (person on the phone was the selected respondent), or after covering introductory information from item 1a with the other person selected as the (birthday) respondent] ***This interview may be monitored by my supervisor for quality assurance.***

All of your answers will be kept confidential. You *can tell me to* skip any question you don't want to answer, or if you don't know the answer. You *can also have me* go back to a previous item at any time.

The National Park System consists of all units managed by the National Park Service, including national parks, national historic and cultural sites, and national monuments. It does NOT include any national forests or state parks.

q1. **Have you ever, in your lifetime, visited a national park, national historic or cultural site, national monument, or other unit managed by the National Park Service?**

Table Q1.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	1075	86.2%	76.0%
	No	172	13.8%	24.0%
	Total Valid	1247	100.0%	100.0%
	No Answer	26		
	Total n	1273		
Web	Yes	924	79.7%	75.7%
	No	235	20.3%	24.3%
	Total Valid	1159	100.0%	100.0%
	No Answer	3		
	Total n	1162		
Mail	Yes	831	92.8%	85.0%
	No	64	7.2%	15.0%
	Total Valid	895	100.0%	100.0%
	No Answer	9		
	Total n	904		

Table Q1.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	78.8%	77.6%	86.3%
No	21.2%	22.4%	13.7%
Total	100.0%	100.0%	100.0%
Matched Valid n	1010	822	826

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .00	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q2. [If Yes] **How many times in the past two years have you visited a unit of the National Park System?**

Table Q2.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	*None*	651	53.3%	57.8%
	One	177	14.5%	14.2%
	Two	139	11.4%	10.7%
	3 to 5	175	14.3%	11.5%
	6 to10	45	3.7%	3.2%
	11 or more visits	34	2.8%	2.6%
	Total Valid	1221	100.0%	100.0%
	No Answer	26		
	System Missing	26		
	Total Missing	52		
	Total n	1273		
Web	None	684	59.2%	60.8%
	One	171	14.8%	14.1%
	Two	155	13.4%	12.1%
	3 to 5	109	9.4%	9.7%
	6 to 10	20	1.7%	1.4%
	11 or more visits	17	1.5%	1.9%
	Total Valid	1156	100.0%	100.0%
	No Answer	3		
	System Missing	3		
	Total Missing	6		
	Total n	1162		
Mail	None	352	39.4%	42.0%
	One	179	20.0%	21.5%
	Two	151	16.9%	14.7%
	3 to 5	141	15.8%	14.1%
	6 to 10	37	4.1%	4.0%
	11 or more visits	34	3.8%	3.8%
	Total Valid	894	100.0%	100.0%
	No Answer	10		
	Total n	904		

Phone responses (originally coded in whole numbers, 0 to17 or More) have been recoded into the categories used on the Web and Mail questionnaires. All respondents answering No on q1 have been recoded from Missing to None on q2; Phone and Web respondents providing No Answer on q1 remain System Missing on q2.

Table Q2.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
None	58.2%	61.5%	40.8%
One	15.3%	13.1%	21.8%
Two	9.5%	13.2%	14.5%
3 to 5	11.4%	8.8%	15.1%
6 to 10	3.5%	1.7%	4.0%
11 or more visits	2.1%	1.7%	3.9%
Total	100.0%	100.0%	100.0%
Matched Valid n	983	820	824

Phone responses (originally coded in whole numbers, 0 to17 or More) have been recoded into the categories used on the Web and Mail questionnaires. All respondents answering No on q1 have been recoded from Missing to None on q2; Phone and Web respondents providing No Answer on q1 remain System Missing on q2.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q3. **Please tell us whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree with the following statement:**
"I plan to visit a unit of the National Park System within the next 12 months."

Table Q3.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Strongly agree	415	34.0%	32.9%
	Somewhat agree	208	17.1%	17.2%
	Neither agree nor disagree	87	7.1%	6.7%
	Somewhat disagree	175	14.4%	15.5%
	Strongly disagree	334	27.4%	27.8%
	Total Valid	1219	100.0%	100.0%
	No Answer	54		
	Total n	1273		
Web	Strongly agree	182	15.7%	16.4%
	Somewhat agree	271	23.4%	23.0%
	Neither agree nor disagree	380	32.9%	33.4%
	Somewhat disagree	134	11.6%	11.4%
	Strongly disagree	189	16.3%	15.8%
	Total Valid	1156	100.0%	100.0%
	No Answer	6		
	Total n	1162		
Mail	Strongly agree	267	29.9%	26.9%
	Somewhat agree	224	25.1%	28.5%
	Neither agree nor disagree	222	24.9%	23.8%
	Somewhat disagree	80	9.0%	7.7%
	Strongly disagree	100	11.2%	13.0%
	Total Valid	893	100.0%	100.0%
	No Answer	11		
	Total n	904		

Table Q3.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Strongly agree	30.2%	15.8%	26.5%
Somewhat agree	18.1%	23.4%	27.9%
Neither agree nor disagree	7.1%	35.4%	24.7%
Somewhat disagree	16.0%	11.1%	8.1%
Strongly disagree	28.6%	14.4%	12.8%
Total	100.0%	100.0%	100.0%
Matched Valid n	987	818	818

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	#
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q4. **In your opinion, what is the ONE most important thing the National Park Service can do to encourage you to visit units of the National Park System?**

➔ See Appendix B for complete text listings.

Table Q4.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Any comment	1137	89.3%	89.1%
	No comment	136	10.7%	10.9%
	Total n	1273	100.0%	100.0%
Web	Any comment	938	80.7%	79.8%
	No comment	224	19.3%	20.2%
	Total n	1162	100.0%	100.0%
Mail	Any comment	618	68.4%	59.8%
	No comment	286	31.6%	40.2%
	Total n	904	100.0%	100.0%

Table Q4.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Any comment	87.8%	79.8%	61.2%
No comment	12.2%	20.2%	38.8%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	830

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q5. **We would like to know how satisfied you are with the way the National Park Service manages the national parks, national historic and cultural sites, and national monuments. In general, are you very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied?**

Table Q5.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Very satisfied	512	43.9%	37.5%
	Somewhat satisfied	415	35.6%	39.3%
	Neither satisfied nor dissatisfied	189	16.2%	19.4%
	Somewhat dissatisfied	39	3.3%	2.4%
	Very dissatisfied	11	.9%	1.3%
	Total Valid	1166	100.0%	100.0%
	No Answer	107		
	Total n	1273		
Web	Very satisfied	323	28.2%	27.1%
	Somewhat satisfied	404	35.3%	35.2%
	Neither satisfied nor dissatisfied	369	32.2%	33.3%
	Somewhat dissatisfied	43	3.8%	3.8%
	Very dissatisfied	7	.6%	.5%
	Total Valid	1146	100.0%	100.0%
	No Answer	16		
	Total n	1162		
Mail	Very satisfied	329	37.9%	35.1%
	Somewhat satisfied	343	39.6%	38.8%
	Neither satisfied nor dissatisfied	169	19.5%	23.6%
	Somewhat dissatisfied	17	2.0%	1.7%
	Very dissatisfied	9	1.0%	.9%
	Total Valid	867	100.0%	100.0%
	No Answer	37		
	Total n	904		

Table Q5.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Very satisfied	39.8%	26.8%	37.1%
Somewhat satisfied	35.4%	36.1%	37.7%
Neither satisfied nor dissatisfied	20.7%	33.4%	23.0%
Somewhat dissatisfied	3.1%	3.4%	2.0%
Very dissatisfied	1.0%	.3%	.2%
Total	100.0%	100.0%	100.0%
Matched Valid n	939	810	788

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q6a. **In the past two years, have you participated in any of the following outdoor activities?**

Here's the first one:
Viewing or photographing animals or plants outdoors

(If needed: *In the past two years, have you participated in these outdoor activities?*)

Table Q6a.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	857	67.4%	58.9%
	No	414	32.6%	41.1%
	Total Valid	1271	100.0%	100.0%
	No Answer	2		
	Total n	1273		
Web	Yes	637	55.8%	56.4%
	No	504	44.2%	43.6%
	Total Valid	1141	100.0%	100.0%
	No Answer	21		
	Total n	1162		
Mail	Yes	635	73.1%	67.2%
	No	234	26.9%	32.8%
	Total Valid	869	100.0%	100.0%
	No Answer	35		
	Total n	904		

Table Q6a.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	63.0%	56.8%	67.4%
No	37.0%	43.2%	32.6%
Total	100.0%	100.0%	100.0%
Matched Valid n	1034	810	788

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	**
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	(*)
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q6b. **Hiking or jogging outdoors for at least 30 continuous minutes**

(If needed: *In the past two years, have you participated in these outdoor activities?*)

Table Q6b.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	790	62.2%	59.6%
	No	480	37.8%	40.4%
	Total Valid	1270	100.0%	100.0%
	No Answer	3		
	Total n	1273		
Web	Yes	531	46.6%	47.6%
	No	608	53.4%	52.4%
	Total Valid	1139	100.0%	100.0%
	No Answer	23		
	Total n	1162		
Mail	Yes	563	65.7%	59.2%
	No	294	34.3%	40.8%
	Total Valid	857	100.0%	100.0%
	No Answer	47		
	Total n	904		

Table Q6b.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	58.4%	48.6%	59.9%
No	41.6%	51.4%	40.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	1034	804	771

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q6c. **Snow sports, such as skiing, snowmobiling, or sledding**

(If needed: *In the past two years, have you participated in these outdoor activities?*)

Table Q6c.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	273	21.5%	22.1%
	No	998	78.5%	77.9%
	Total Valid	1271	100.0%	100.0%
	No Answer	2		
	Total n	1273		
Web	Yes	134	12.0%	12.7%
	No	983	88.0%	87.3%
	Total Valid	1117	100.0%	100.0%
	No Answer	45		
	Total n	1162		
Mail	Yes	192	23.0%	23.6%
	No	644	77.0%	76.4%
	Total Valid	836	100.0%	100.0%
	No Answer	68		
	Total n	904		

Table Q6c.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	20.5%	13.0%	22.1%
No	79.5%	87.0%	77.9%
Total	100.0%	100.0%	100.0%
Matched Valid n	1034	795	753

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	##
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q6d. **Outdoor water activities, such as swimming or boating**

(If needed: *In the past two years, have you participated in these outdoor activities?*)

Table Q6d.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	805	63.3%	63.4%
	No	466	36.7%	36.6%
	Total Valid	1271	100.0%	100.0%
	No Answer	2		
	Total n	1273		
Web	Yes	582	51.1%	51.4%
	No	556	48.9%	48.6%
	Total Valid	1138	100.0%	100.0%
	No Answer	24		
	Total n	1162		
Mail	Yes	552	64.4%	65.0%
	No	305	35.6%	35.0%
	Total Valid	857	100.0%	100.0%
	No Answer	47		
	Total n	904		

Table Q6d.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	62.9%	51.9%	64.8%
No	37.1%	48.1%	35.2%
Total	100.0%	100.0%	100.0%
Matched Valid n	1035	804	782

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	##
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q6e. **Hunting or fishing**

(If needed: *In the past two years, have you participated in these outdoor activities?*)

Table Q6e.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	468	36.8%	40.9%
	No	804	63.2%	59.1%
	Total Valid	1272	100.0%	100.0%
	No Answer	1		
	Total n	1273		
Web	Yes	345	30.7%	30.8%
	No	780	69.3%	69.2%
	Total Valid	1125	100.0%	100.0%
	No Answer	37		
	Total n	1162		
Mail	Yes	334	38.6%	43.3%
	No	532	61.4%	56.7%
	Total Valid	866	100.0%	100.0%
	No Answer	38		
	Total n	904		

Table Q6e.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	41.9%	30.8%	42.9%
No	58.1%	69.2%	57.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	1036	797	802

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

The large national parks like Yellowstone, Grand Canyon, and Great Smoky Mountains are known for their natural resources. For example, they have interesting plants and animals, remote areas and wilderness, lakes or rivers, and starry night skies.

Here are some statements about large national parks. For each statement, please tell us if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree. Remember, you *can tell me to* skip any question you don't wish to answer, or if you don't know.

q7a. ***Here's the first one:***
Animals that used to occur naturally in these parks should be brought back. ***Do you …***
(Read first 5 choices)

Table Q7a.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	**Strongly agree**	645	55.1%	60.4%
	Somewhat agree	308	26.3%	22.3%
	Neither agree nor disagree	85	7.3%	6.4%
	Somewhat disagree	84	7.2%	7.5%
	Strongly disagree	49	4.2%	3.4%
	Total Valid	1171	100.0%	100.0%
	No Answer	102		
	Total n	1273		
Web	Strongly agree	430	38.0%	38.2%
	Somewhat agree	401	35.4%	35.0%
	Neither agree nor disagree	249	22.0%	22.0%
	Somewhat disagree	47	4.1%	4.3%
	Strongly disagree	6	.5%	.6%
	Total Valid	1133	100.0%	100.0%
	No Answer	29		
	Total n	1162		
Mail	Strongly agree	431	50.5%	53.7%
	Somewhat agree	268	31.4%	29.7%
	Neither agree nor disagree	109	12.8%	11.9%
	Somewhat disagree	33	3.9%	3.5%
	Strongly disagree	13	1.5%	1.2%
	Total Valid	854	100.0%	100.0%
	No Answer	50		
	Total n	904		

Table Q7a.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Strongly agree	52.9%	36.2%	49.3%
Somewhat agree	19.4%	33.0%	27.2%
Neither agree nor disagree	17.2%	25.6%	18.6%
Somewhat disagree	7.4%	5.0%	3.9%
Strongly disagree	3.1%	.2%	1.0%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	831

Respondents providing No Answer on this question have been recoded into Neither Agree Nor Disagree.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	(#)
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q7b. **Animals that do not occur naturally in these parks should be removed.**

(If needed: *Do you* … then read first 5 choices)

Table Q7b.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Strongly agree	294	25.3%	28.9%
	Somewhat agree	278	23.9%	18.4%
	Neither agree nor disagree	167	14.3%	13.4%
	Somewhat disagree	283	24.3%	24.6%
	Strongly disagree	142	12.2%	14.8%
	Total Valid	1164	100.0%	100.0%
	No Answer	109		
	Total n	1273		
Web	Strongly agree	103	9.1%	8.7%
	Somewhat agree	269	23.9%	24.3%
	Neither agree nor disagree	488	43.3%	44.0%
	Somewhat disagree	208	18.5%	18.2%
	Strongly disagree	59	5.2%	4.8%
	Total Valid	1127	100.0%	100.0%
	No Answer	35		
	Total n	1162		
Mail	Strongly agree	117	14.0%	14.9%
	Somewhat agree	209	25.0%	23.0%
	Neither agree nor disagree	324	38.8%	39.9%
	Somewhat disagree	134	16.0%	14.8%
	Strongly disagree	52	6.2%	7.4%
	Total Valid	836	100.0%	100.0%
	No Answer	68		
	Total n	904		

Table Q7b.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Strongly agree	24.5%	7.3%	12.7%
Somewhat agree	18.2%	25.0%	19.7%
Neither agree nor disagree	22.4%	43.8%	46.6%
Somewhat disagree	22.1%	19.4%	14.0%
Strongly disagree	12.8%	4.5%	7.0%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	831

Respondents providing No Answer on this question have been recoded into Neither Agree Nor Disagree.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	#

q7c. **Basic visitor facilities should be provided in these parks, such as roads, trails, restrooms, and water fountains.**

(If needed: *Do you* … then read first 5 choices)

Table Q7c.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Strongly agree	807	64.5%	64.6%
	Somewhat agree	312	24.9%	24.6%
	Neither agree nor disagree	42	3.4%	2.9%
	Somewhat disagree	59	4.7%	4.8%
	Strongly disagree	32	2.6%	3.2%
	Total Valid	1252	100.0%	100.0%
	No Answer	21		
	Total n	1273		
Web	Strongly agree	510	44.8%	44.7%
	Somewhat agree	394	34.6%	35.8%
	Neither agree nor disagree	173	15.2%	15.0%
	Somewhat disagree	53	4.7%	4.1%
	Strongly disagree	8	.7%	.4%
	Total Valid	1138	100.0%	100.0%
	No Answer	24		
	Total n	1162		
Mail	Strongly agree	589	67.9%	69.4%
	Somewhat agree	196	22.6%	20.2%
	Neither agree nor disagree	58	6.7%	7.3%
	Somewhat disagree	17	2.0%	2.8%
	Strongly disagree	7	.8%	.3%
	Total Valid	867	100.0%	100.0%
	No Answer	37		
	Total n	904		

Table Q7c.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Strongly agree	64.0%	43.5%	65.3%
Somewhat agree	22.6%	36.3%	18.9%
Neither agree nor disagree	6.4%	15.5%	12.8%
Somewhat disagree	4.7%	4.3%	2.6%
Strongly disagree	2.3%	.5%	.4%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	831

Respondents providing No Answer on this question have been recoded into Neither Agree Nor Disagree.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	#
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q7d. **Major visitor facilities should be provided in these parks, such as lodges, restaurants, and stores.**

(If needed: *Do you* … then read first 5 choices)

Table Q7d.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Strongly agree	259	20.9%	22.8%
	Somewhat agree	332	26.8%	24.0%
	Neither agree nor disagree	105	8.5%	7.8%
	Somewhat disagree	291	23.4%	23.5%
	Strongly disagree	254	20.5%	21.9%
	Total Valid	1241	100.0%	100.0%
	No Answer	32		
	Total n	1273		
Web	Strongly agree	188	16.6%	17.7%
	Somewhat agree	279	24.6%	23.6%
	Neither agree nor disagree	300	26.4%	27.3%
	Somewhat disagree	242	21.3%	20.1%
	Strongly disagree	126	11.1%	11.3%
	Total Valid	1135	100.0%	100.0%
	No Answer	27		
	Total n	1162		
Mail	Strongly agree	211	24.3%	28.4%
	Somewhat agree	222	25.5%	27.3%
	Neither agree nor disagree	165	19.0%	15.4%
	Somewhat disagree	181	20.8%	18.6%
	Strongly disagree	90	10.4%	10.3%
	Total Valid	869	100.0%	100.0%
	No Answer	35		
	Total n	904		

Table Q7d.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Strongly agree	22.3%	15.1%	25.2%
Somewhat agree	23.9%	23.4%	26.8%
Neither agree nor disagree	11.2%	29.2%	20.1%
Somewhat disagree	22.8%	20.9%	18.4%
Strongly disagree	19.9%	11.4%	9.6%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	831

Respondents providing No Answer on this question have been recoded into Neither Agree Nor Disagree.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q7e. **The number of private vehicles in these parks should be limited during the busiest periods.**

(If needed: *Do you* … then read first 5 choices)

Table Q7e.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Strongly agree	574	47.6%	46.2%
	Somewhat agree	355	29.5%	27.6%
	Neither agree nor disagree	70	5.8%	5.1%
	Somewhat disagree	123	10.2%	13.0%
	Strongly disagree	83	6.9%	8.1%
	Total Valid	1205	100.0%	100.0%
	No Answer	68		
	Total n	1273		
Web	Strongly agree	278	24.5%	25.7%
	Somewhat agree	428	37.8%	35.7%
	Neither agree nor disagree	318	28.1%	28.2%
	Somewhat disagree	77	6.8%	7.4%
	Strongly disagree	32	2.8%	3.0%
	Total Valid	1133	100.0%	100.0%
	No Answer	29		
	Total n	1162		
Mail	Strongly agree	267	30.9%	29.1%
	Somewhat agree	342	39.6%	38.6%
	Neither agree nor disagree	152	17.6%	23.2%
	Somewhat disagree	64	7.4%	6.0%
	Strongly disagree	39	4.5%	3.0%
	Total Valid	864	100.0%	100.0%
	No Answer	40		
	Total n	904		

Table Q7e.2.Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics

Response	Phone	Web	Mail
Strongly agree	41.6%	24.0%	27.6%
Somewhat agree	26.1%	36.0%	34.9%
Neither agree nor disagree	11.1%	30.8%	28.0%
Somewhat disagree	12.7%	6.8%	6.2%
Strongly disagree	8.5%	2.4%	3.3%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	831

Respondents providing No Answer on this question have been recoded into Neither Agree Nor Disagree.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	#
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	##

q7f. **Jet-skiing and snowmobiling should be allowed in these parks.**

(If needed: *Do you* … then read first 5 choices)

Table Q7f.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Strongly agree	106	9.1%	11.0%
	Somewhat agree	237	20.3%	21.4%
	Neither agree nor disagree	111	9.5%	10.0%
	Somewhat disagree	279	23.9%	23.0%
	Strongly disagree	434	37.2%	34.6%
	Total Valid	1167	100.0%	100.0%
	No Answer	106		
	Total n	1273		
Web	Strongly agree	49	4.3%	4.3%
	Somewhat agree	126	11.1%	11.2%
	Neither agree nor disagree	374	33.0%	34.4%
	Somewhat disagree	300	26.5%	24.5%
	Strongly disagree	283	25.0%	25.6%
	Total Valid	1132	100.0%	100.0%
	No Answer	30		
	Total n	1162		
Mail	Strongly agree	42	4.9%	6.3%
	Somewhat agree	121	14.2%	12.7%
	Neither agree nor disagree	185	21.7%	29.3%
	Somewhat disagree	203	23.8%	24.1%
	Strongly disagree	303	35.5%	27.6%
	Total Valid	854	100.0%	100.0%
	No Answer	50		
	Total n	904		

Table Q7f.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Strongly agree	9.4%	3.0%	5.3%
Somewhat agree	20.3%	10.0%	10.1%
Neither agree nor disagree	18.2%	35.9%	34.8%
Somewhat disagree	20.7%	27.2%	21.3%
Strongly disagree	31.4%	23.9%	28.6%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	831

Respondents providing No Answer on this question have been recoded into Neither Agree Nor Disagree.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	*
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

q7g. **Air pollution in some of these parks is getting bad enough to cause breathing trouble.**

(If needed: *Do you* … then read first 5 choices)

Table Q7g.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Strongly agree	213	26.6%	31.1%
	Somewhat agree	187	23.3%	19.5%
	Neither agree nor disagree	157	19.6%	16.8%
	Somewhat disagree	126	15.7%	16.5%
	Strongly disagree	118	14.7%	16.1%
	Total Valid	801	100.0%	100.0%
	No Answer	472		
	Total n	1273		
Web	Strongly agree	96	8.8%	9.4%
	Somewhat agree	176	16.2%	15.3%
	Neither agree nor disagree	648	59.5%	60.4%
	Somewhat disagree	119	10.9%	10.7%
	Strongly disagree	50	4.6%	4.2%
	Total Valid	1089	100.0%	100.0%
	No Answer	73		
	Total n	1162		
Mail	Strongly agree	89	10.9%	12.4%
	Somewhat agree	142	17.4%	18.5%
	Neither agree nor disagree	429	52.6%	51.9%
	Somewhat disagree	84	10.3%	9.3%
	Strongly disagree	71	8.7%	7.9%
	Total Valid	815	100.0%	100.0%
	No Answer	89		
	Total n	904		

Table Q7g.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Strongly agree	18.7%	6.4%	9.7%
Somewhat agree	13.3%	14.3%	17.1%
Neither agree nor disagree	46.9%	65.0%	58.8%
Somewhat disagree	10.9%	9.7%	7.5%
Strongly disagree	10.2%	4.6%	6.8%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	831

Respondents providing No Answer on this question have been recoded into Neither Agree Nor Disagree.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	##
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	#

We are especially interested in your opinion about air pollution in national parks. Many people don't know a lot about the kind of air pollution we mean, so first *I* need to tell you about that.

There is some air pollution that can't be seen, but that can still be harmful to health. This invisible air pollution causes health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath. Buses, trucks, and cars that run on gasoline or diesel are major sources of invisible air pollution.

Pollution is a complicated problem, but for this survey we just want you to think about a small part of the issue. Suppose a new program is being considered that will convert vehicles used by the National Park Service to run on electric and solar power. Park buses, maintenance trucks, and ranger vehicles would all be included. For purposes of this survey, please assume that the new program will substantially reduce the invisible air pollution in national parks. Also assume that the new program will not affect other kinds of air pollution in national parks, and that it will not affect pollution anywhere else.

This new program would be paid for by the people who visit national parks. Each adult visitor who enters a park will pay an extra fee for the program, in addition to the regular entry charge. There will NOT be a fee for children under age 17. All of the money from the extra fee will be used to make park vehicles non-polluting. Please assume that there will be no other costs, and that the program will not limit private vehicles or any other activities in the parks. Please do NOT consider what other people could or could not afford. Even if you do not usually visit national parks, we are interested in how much you think YOU can afford.

Please consider invisible air pollution at three levels: LOW, MEDIUM, or HIGH. Depending on the level, it can cause health concerns like lung irritation, painful breathing, sore throat, coughing, and shortness of breath.

When invisible air pollution is LOW, it will not cause these health concerns. There will be no reason for anyone to limit outdoor activities.

When invisible air pollution is MEDIUM, it will cause health concerns for some people. Active children and adults, and also inactive people with breathing problems like asthma, should limit their outdoor activities.

When invisible air pollution is HIGH, it will cause health concerns for everyone. All children and adults should limit or even avoid outdoor activities.

For the next few questions, please think carefully about how much you could really afford to pay to reduce invisible air pollution at a national park, considering your income and the other costs of visiting a park.

Imagine that you will be visiting a national park for one day next summer. Without the new program, invisible air pollution in the park will be MEDIUM when you visit. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.

q8. **Would you be willing to pay an extra fee of $**[amount] **per adult visitor for a program that reduces invisible air pollution, in a park you visit next summer, from MEDIUM to LOW?**

[Bid amount of **2**, **5**, **10**, **15**, or **25** randomly assigned, with probabilities of .15, .2, .3, .2, and .15.]

Table Q8.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	750	61.0%	61.8%
	No	480	39.0%	38.2%
	Total Valid	1230	100.0%	100.0%
	No Answer	43		
	Total n	1273		
Web	Yes	615	53.2%	54.8%
	No	541	46.8%	45.2%
	Total Valid	1156	100.0%	100.0%
	No Answer	6		
	Total n	1162		
Mail	Yes	437	50.9%	52.3%
	No	422	49.1%	47.7%
	Total Valid	859	100.0%	100.0%
	No Answer	45		
	Total n	904		

Table Q8.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	64.6%	56.5%	55.5%
No	35.4%	43.5%	44.5%
Total	100.0%	100.0%	100.0%
Matched Valid n	930	756	720

Respondents providing a protest comment on q9 have been excluded.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table Q8.3. Distribution of bid amount, by survey mode, weighted to Census demographics.

Mode	Bid Amount	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	$2	199	15.6%	14.0%
	$5	242	19.0%	19.6%
	$10	372	29.2%	29.6%
	$15	259	20.3%	20.7%
	$25	201	15.8%	16.1%
	Total	1273	100.0%	100.0%
Web	$2	174	15.0%	14.2%
	$5	230	19.8%	18.4%
	$10	347	29.9%	31.4%
	$15	233	20.1%	20.4%
	$25	178	15.3%	15.6%
	Total	1162	100.0%	100.0%
Mail	$2	135	14.9%	13.9%
	$5	177	19.6%	21.4%
	$10	251	27.8%	27.8%
	$15	190	21.0%	21.2%
	$25	151	16.7%	15.6%
	Total	904	100.0%	100.0%

Table Q8.4. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Bid Amount	Phone	Web	Mail
$2	15.4%	14.3%	12.7%
$5	18.7%	19.9%	19.9%
$10	30.2%	28.0%	30.3%
$15	21.6%	20.8%	20.9%
$25	13.9%	17.0%	16.3%
Total	100.0%	100.0%	100.0%
Matched Valid n	971	775	757

Respondents providing a protest comment on q9 have been excluded.

Chi-square test for overall association:	Phone/Web/Mail	###
Two-mode tests of ordinal association:	Phone vs. Web	#
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	#
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table Q8.5: Bid amount $2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	88.5%	88.0%	85.5%
No	11.5%	12.0%	14.5%
Total	100.0%	100.0%	100.0%
Matched Valid n	148	110	91

Respondents providing a protest comment on q9 have been excluded.

Chi-square test for overall association:	Phone/Web/Mail	###
Two-mode chi-square tests:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table Q8.6: Bid amount $5. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	81.6%	74.7%	78.0%
No	18.4%	25.3%	22.0%
Total	100.0%	100.0%	100.0%
Matched Valid n	179	151	143

Respondents providing a protest comment on q9 have been excluded.

Chi-square test for overall association:	Phone/Web/Mail	##
Two-mode chi-square tests:	Phone vs. Web	#
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	##
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	##

Table Q8.7: Bid amount $10. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	70.9%	53.7%	54.6%
No	29.1%	46.3%	45.4%
Total	100.0%	100.0%	100.0%
Matched Valid n	274	208	222

Respondents providing a protest comment on q9 have been excluded.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table Q8.8: Bid amount $15. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	44.7%	43.1%	41.4%
No	55.3%	56.9%	58.6%
Total	100.0%	100.0%	100.0%
Matched Valid n	203	156	148

Respondents providing a protest comment on q9 have been excluded.

Chi-square test for overall association:	Phone/Web/Mail	###
Two-mode chi-square tests:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table Q8.9: Bid amount $25. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	31.4%	28.9%	24.5%
No	68.6%	71.1%	75.5%
Total	100.0%	100.0%	100.0%
Matched Valid n	128	129	117

Respondents providing a protest comment on q9 have been excluded.

Chi-square test for overall association:	Phone/Web/Mail	##
Two-mode chi-square tests:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	##
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	##

q9. **Please provide any information that helps explain your answer to the previous question.**

➔ See Appendix C for complete text listings.

[Responses to q9 are categorized below as protest or non-protest comments. Protest comments are those that reject at least one assumption of the scenario described immediately before q8. Protests include statements such as: taxes should pay for this; the government would just waste the extra fee; the parks should be free; the polluters should pay; pollution in the parks is not really a problem; electric park vehicles will not make a difference; electric park vehicles are worthwhile only for a reason other than reducing pollution; I would pay only if I had the money; more information is needed to decide. Non-protest comments vary widely, and have not been further classified for present purposes.]

Table Q9.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Protest comment	86	7.5%	7.0%
	Any other comment	1068	92.5%	93.0%
	Total Valid	1154	100.0%	100.0%
	No Answer	119		
	Total n	1273		
Web	Protest comment	84	10.4%	9.0%
	Any other comment	727	89.6%	91.0%
	Total Valid	811	100.0%	100.0%
	No Answer	351		
	Total n	1162		
Mail	Protest comment	72	13.5%	14.2%
	Any other comment	463	86.5%	85.8%
	Total Valid	535	100.0%	100.0%
	No Answer	369		
	Total n	904		

Table Q9.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Protest comment	6.5%	7.3%	8.9%
No protest	93.5%	92.7%	91.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	1036	836	831

Respondents providing No Answer on q9 have been recoded as No Protest.

Chi-square test for overall association:	Phone/Web/Mail	#
Two-mode chi-square tests:	Phone vs. Web	##
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	*
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	#

q10. **Suppose instead that, without the new program, invisible air pollution in the park would be HIGH during this one-day visit next summer. But if the new program is funded, it would reduce invisible air pollution to LOW for your visit.**

What is the MAXIMUM extra fee you would be willing to pay per adult visitor for a program to reduce invisible air pollution, in a park you visit next summer, from HIGH to LOW?

Table Q10.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Zero	153	13.6%	13.8%
	$0.01 - 1.99	27	2.4%	2.3%
	$2.00 - 4.99	113	10.1%	8.7%
	$5.00 - 9.99	290	25.8%	27.4%
	$10.00 - 14.99	266	23.7%	22.4%
	$15.00 - 19.99	83	7.4%	8.0%
	$20.00 - 24.99	86	7.7%	7.7%
	$25.00 - 49.99	91	8.1%	8.2%
	$50 or more	15	1.3%	1.5%
	Total Valid	1124	100.0%	100.0%
	No Answer	149		
	Total n	1273		
Web	Zero	128	11.7%	10.2%
	$0.01 - 1.99	50	4.6%	4.1%
	$2.00 - 4.99	162	14.8%	14.7%
	$5.00 - 9.99	333	30.3%	29.5%
	$10.00 - 14.99	211	19.2%	19.8%
	$15.00 - 19.99	72	6.6%	7.7%
	$20.00 - 24.99	70	6.4%	6.8%
	$25.00 - 49.99	59	5.4%	5.9%
	$50 or more	13	1.2%	1.2%
	Total Valid	1098	100.0%	100.0%
	No Answer	64		
	Total n	1162		
Mail	Zero	103	13.6%	11.1%
	$0.01 - 1.99	32	4.2%	4.5%
	$2.00 - 4.99	102	13.5%	10.8%
	$5.00 - 9.99	224	29.6%	36.0%
	$10.00 - 14.99	139	18.4%	19.0%
	$15.00 - 19.99	52	6.9%	7.9%
	$20.00 - 24.99	54	7.1%	6.4%
	$25.00 - 49.99	48	6.3%	4.1%
	$50 or more	3	.4%	.2%
	Total Valid	757	100.0%	100.0%
	No Answer	147		
	Total n	904		

Responses (originally coded in precise dollars and cents) have been recoded into the categories shown.

Table Q10.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Zero	10.8%	5.5%	7.8%
$0.01 - 1.99	2.6%	3.8%	3.6%
$2.00 - 4.99	8.1%	15.3%	12.0%
$5.00 - 9.99	29.3%	32.7%	35.4%
$10.00 - 14.99	23.7%	20.9%	19.5%
$15.00 - 19.99	9.6%	7.6%	9.1%
$20.00 - 24.99	7.8%	6.9%	7.2%
$25.00 - 49.99	7.0%	6.3%	5.1%
$50 or more	1.1%	.9%	.2%
Total	100.0%	100.0%	100.0%
Matched Valid n	859	718	634

Responses (originally coded in precise dollars and cents) have been recoded into the categories shown.
Respondents providing a protest comment on q9 have been excluded.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	#
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	**
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	#

Now we have a few questions about you and your household.

q11. **What is the highest level of school you have completed? *Is it…***

(Read first 6 choices)

Table Q11.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	**Some high school**	55	4.4%	13.7%
	High school graduate or GED	209	16.6%	29.6%
	Some college or technical school	361	28.6%	28.7%
	Undergraduate degree	173	13.7%	8.6%
	Some graduate school	99	7.9%	4.0%
	Graduate degree	364	28.9%	15.3%
	Total Valid	1261	100.0%	100.0%
	No Answer	12		
	Total n	1273		
Web	Some high school	87	7.6%	10.0%
	High school graduate or GED	349	30.3%	27.5%
	Some college or technical school	338	29.4%	28.3%
	Undergraduate degree	178	15.5%	16.1%
	Some graduate school	51	4.4%	4.6%
	Graduate degree	148	12.9%	13.4%
	Total Valid	1151	100.0%	100.0%
	No Answer	11		
	Total n	1162		
Mail	Some high school	22	2.5%	11.9%
	High school graduate or GED	140	15.7%	29.9%
	Some college or technical school	248	27.9%	29.7%
	Undergraduate degree	206	23.2%	15.2%
	Some graduate school	64	7.2%	3.1%
	Graduate degree	209	23.5%	10.2%
	Total Valid	889	100.0%	100.0%
	No Answer	15		
	Total n	904		

Table Q11.2.: Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Some high school	10.7%	7.4%	6.1%
High school graduate or GED	32.9%	29.6%	36.2%
Some college or technical school	25.7%	27.7%	26.5%
Undergraduate degree	9.1%	16.7%	15.9%
Some graduate school	4.8%	4.1%	3.5%
Graduate degree	17.0%	14.5%	11.8%
Total	100.0%	100.0%	100.0%
Matched Valid n	1032	836	821

Respondents providing No Answer on the web survey have been recoded to the education category recorded for them by Knowledge Networks.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	#
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	#
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	*

q12. **In what year were you born?**

Table Q12.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Age	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	18-24	34	2.7%	10.0%
	25-34	122	9.8%	19.8%
	35-44	174	14.0%	17.8%
	45-54	274	22.0%	19.2%
	55-64	301	24.2%	15.6%
	65-74	173	13.9%	10.0%
	75 or older	165	13.3%	7.6%
	Total Valid	1243	100.0%	100.0%
	No Answer	30		
	Total n	1273		
Web	18-24	69	5.9%	7.7%
	25-34	193	16.6%	21.7%
	35-44	225	19.4%	18.9%
	45-54	249	21.4%	19.1%
	55-64	241	20.7%	17.8%
	65-74	132	11.4%	10.6%
	75 or older	53	4.6%	4.2%
	Total n	1162	100.0%	100.0%
Mail	18-24	18	2.1%	10.3%
	25-34	59	6.7%	12.2%
	35-44	134	15.3%	23.1%
	45-54	200	22.8%	19.3%
	55-64	215	24.5%	16.7%
	65-74	147	16.8%	10.7%
	75 or older	104	11.9%	7.8%
	Total Valid	877	100.0%	100.0%
	No Answer	27		
	Total n	904		

Responses on q12 (year born) have been recoded to years of age and categorized as shown. On the phone survey, two likely coding errors (year born = 1900) have been recoded to No Answer. This question was not asked on the web survey; web respondents have been assigned the age recorded for them by Knowledge Networks.

Table Q12.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Age	Phone	Web	Mail
18-24	6.1%	5.3%	8.4%
25-34	19.8%	20.1%	10.5%
35-44	18.7%	19.8%	23.6%
45-54	19.1%	19.3%	19.8%
55-64	16.0%	18.0%	17.0%
65-74	11.0%	12.8%	12.8%
75 or older	9.3%	4.7%	7.7%
Total	100.0%	100.0%	100.0%
Matched Valid n	1024	836	816

Responses on q12 (year born) have been recoded to years of age and categorized as shown. On the phone survey, two likely coding errors (year born = 1900) have been recoded to No Answer. This question was not asked on the web survey; web respondents have been assigned the age recorded for them by Knowledge Networks.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	##
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	##
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	(#)

q13. **Do you belong to any local, state, or national organization whose main purpose is to protect the environment?**

Table Q13.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	201	16.0%	10.7%
	No	1059	84.0%	89.3%
	Total Valid	1260	100.0%	100.0%
	No Answer	13		
	Total n	1273		
Web	Yes	86	7.4%	7.3%
	No	1073	92.6%	92.7%
	Total Valid	1159	100.0%	100.0%
	No Answer	3		
	Total n	1162		
Mail	Yes	143	16.3%	10.7%
	No	737	83.8%	89.3%
	Total Valid	880	100.0%	100.0%
	No Answer	24		
	Total n	904		

Table Q13.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	10.6%	6.3%	10.6%
No	89.4%	93.7%	89.4%
Total	100.0%	100.0%	100.0%
Matched Valid n	1029	819	813

Chi-square test for overall association:	Phone/Web/Mail	**
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	**

q14. (Respondent's gender; code without asking, unless unclear.)

(If needed: *And I'm required to ask*, are you male or female?)

Table Q14.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Male	506	39.7%	46.4%
	Female	767	60.3%	53.6%
	Total n	1273	100.0%	100.0%
Web	Male	526	45.3%	47.9%
	Female	636	54.7%	52.1%
	Total n	1162	100.0%	100.0%
Mail	Male	426	47.8%	49.5%
	Female	465	52.2%	50.5%
	Total Valid	891	100.0%	100.0%
	No Answer	13		
	Total n	904		

This question was not asked on the web survey; web respondents have been assigned the gender recorded for them by Knowledge Networks.

Table Q14.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Male	48.3%	48.7%	48.3%
Female	51.7%	51.3%	51.7%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	820

This question was not asked on the web survey; web respondents have been assigned the gender recorded for them by Knowledge Networks.

Chi-square test for overall association:	Phone/Web/Mail	###
Two-mode chi-square tests:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

q15. **Including yourself, how many adults, age 18 or older, currently live in your household?**

Table Q15.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	*One*	407	32.2%	21.3%
	Two	685	54.2%	55.4%
	Three	125	9.9%	12.4%
	Four	43	3.4%	8.7%
	Five	3	.2%	1.3%
	Six or more adults	2	.2%	.9%
	Total Valid	1265	100.0%	100.0%
	No Answer	8		
	Total n	1273		
Web	One	274	23.6%	24.2%
	Two	603	51.9%	49.9%
	Three	172	14.8%	14.9%
	Four	85	7.3%	8.3%
	Five	19	1.6%	1.7%
	Six or more adults	9	.8%	1.1%
	Total n	1162	100.0%	100.0%
Mail	One	223	25.6%	15.9%
	Two	509	58.4%	53.1%
	Three	95	10.9%	15.9%
	Four	31	3.6%	8.9%
	Five	10	1.1%	4.8%
	Six or more adults	4	.5%	1.4%
	Total Valid	872	100.0%	100.0%
	No Answer	32		
	Total n	904		

Phone responses (originally coded as 1 to 7 or More) have been recoded into the categories used on the mail questionnaire. This question was not asked on the web survey; web respondents have been assigned the number recorded for them by Knowledge Networks, and categorized as shown.

Table Q15.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
One	20.9%	23.8%	15.2%
Two	53.6%	53.9%	53.1%
Three	14.2%	12.6%	16.9%
Four	8.5%	6.9%	10.0%
Five	1.6%	2.2%	3.4%
Six or more adults	1.3%	.7%	1.4%
Total	100.0%	100.0%	100.0%
Matched Valid n	1037	836	815

Phone responses (originally coded as 1 to 7 or More) have been recoded into the categories used on the mail questionnaire. This question was not asked on the web survey; web respondents have been assigned the number recorded for them by Knowledge Networks, and categorized as shown.

Chi-square test for overall association: Phone/Web/Mail ***

Two-mode tests of ordinal association: Phone vs. Web (*)

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001 Phone vs. Mail ***

(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5 Mail vs. Web ***

q16. **How many children or infants, age 17 or younger, currently live in your household?**

Table Q16.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	*None*	869	68.6%	58.7%
	One	166	13.1%	15.4%
	Two	158	12.5%	16.9%
	Three	50	3.9%	4.6%
	Four	15	1.2%	1.9%
	Five	6	.5%	1.2%
	Six or more children	3	.2%	1.2%
	Total Valid	1267	100.0%	100.0%
	No Answer	6		
	Total n	1273		
Web	None	863	74.3%	73.2%
	One	155	13.3%	14.5%
	Two	99	8.5%	8.8%
	Three	33	2.8%	2.6%
	Four	6	.5%	.6%
	Five	5	.4%	.3%
	Six or more children	1	.1%	.1%
	Total n	1162	100.0%	100.0%
Mail	None	620	70.1%	58.5%
	One	110	12.4%	15.2%
	Two	103	11.6%	15.6%
	Three	35	4.0%	5.2%
	Four	14	1.6%	4.4%
	Five	2	.2%	1.0%
	Six or more children	1	.1%	.1%
	Total Valid	885	100.0%	100.0%
	No Answer	19		
	Total n	904		

Phone responses (originally coded as 0 to 7 or More) have been recoded into the categories used on the mail questionnaire. This question was not asked on the web survey; web respondents have been assigned the number recorded for them by Knowledge Networks, and categorized as shown.

Table Q16.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
None	60.8%	74.7%	59.5%
One	15.1%	12.0%	15.8%
Two	15.0%	9.3%	16.0%
Three	4.6%	2.8%	4.4%
Four	2.6%	.7%	3.2%
Five	1.1%	.3%	.9%
Six or more children	.8%	.2%	.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	1036	836	818

Phone responses (originally coded as 0 to 7 or More) have been recoded into the categories used on the mail questionnaire. This question was not asked on the web survey; web respondents have been assigned the number recorded for them by Knowledge Networks, and categorized as shown.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q17. **Not counting cell phones, business lines, or numbers that are only used for a computer or a fax, how many different residential phone numbers ring into your household that can be answered by a person?**

Table Q17.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	*None*	10	.8%	.8%
	One	1097	86.9%	91.9%
	Two	104	8.2%	5.2%
	Three	36	2.9%	1.6%
	Four	9	.7%	.3%
	Five	6	.5%	.2%
	Six or more phones	0	0.0%	0.0%
	Total Valid	1262	100.0%	100.0%
	No Answer	11		
	Total n	1273		
Web	None	88	7.6%	8.5%
	One	934	80.7%	79.2%
	Two	93	8.0%	8.7%
	Three	27	2.3%	2.2%
	Four	9	.8%	.6%
	Five	1	.1%	.1%
	Six or more phones	6	.5%	.7%
	Total Valid	1158	100.0%	100.0%
	No Answer	4		
	Total n	1162		
Mail	None	58	6.6%	9.7%
	One	708	80.0%	82.0%
	Two	75	8.5%	6.6%
	Three	32	3.6%	1.3%
	Four	6	.7%	.2%
	Five	2	.2%	.1%
	Six or more phones	4	.5%	.1%
	Total Valid	885	100.0%	100.0%
	No Answer	19		
	Total n	904		

Phone responses (originally coded as 0 to 7 or More) have been recoded into the categories used on the mail questionnaire.

Table Q17.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
One	90.9%	87.8%	91.5%
Two	6.9%	9.0%	6.5%
Three	1.5%	2.4%	1.4%
Four or more phones	.8%	.7%	.5%
Total	100.0%	100.0%	100.0%
Matched Valid n	1031	817	808

Responses of Five and above have been recoded to Four or More.

Chi-square test for overall association: Phone/Web/Mail #

Two-mode tests of ordinal association: Phone vs. Web (*)

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001 Phone vs. Mail ###

(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5 Mail vs. Web *

q18. **Does anyone in your household have a breathing problem like asthma, or a lung disease like emphysema or bronchitis?**

Table Q18.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	354	28.0%	33.3%
	No	911	72.0%	66.7%
	Total Valid	1265	100.0%	100.0%
	No Answer	8		
	Total n	1273		
Web	Yes	338	29.1%	29.3%
	No	822	70.9%	70.7%
	Total Valid	1160	100.0%	100.0%
	No Answer	2		
	Total n	1162		
Mail	Yes	246	27.6%	33.7%
	No	645	72.4%	66.3%
	Total Valid	891	100.0%	100.0%
	No Answer	13		
	Total n	904		

Table Q18.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	31.7%	27.3%	33.9%
No	68.3%	72.7%	66.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	1036	821	812

Chi-square test for overall association:	Phone/Web/Mail	*
Two-mode chi-square tests:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	##
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	**

q19. **Are you Hispanic or Latino?**

Table Q19.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Yes	53	4.2%	10.8%
	No	1207	95.8%	89.2%
	Total Valid	1260	100.0%	100.0%
	No Answer	13		
	Total n	1273		
Web	Yes	86	7.5%	11.0%
	No	1067	92.5%	89.0%
	Total Valid	1153	100.0%	100.0%
	No Answer	9		
	Total n	1162		
Mail	Yes	37	4.3%	12.9%
	No	833	95.7%	87.1%
	Total Valid	870	100.0%	100.0%
	No Answer	34		
	Total n	904		

Table Q19.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Yes	8.9%	8.2%	9.2%
No	91.1%	91.8%	90.8%
Total	100.0%	100.0%	100.0%
Matched Valid n	1033	815	801

Chi-square test for overall association: Phone/Web/Mail ###

Two-mode chi-square tests: Phone vs. Web ###

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001 Phone vs. Mail ###

(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5 Mail vs. Web ##

q20. **Here is a list of racial categories. Please select one or more to describe your race.**

(Read choices one at a time, and mark ALL that apply.)

Table Q20.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	**American Indian or Alaska Native**	49	4.1%	4.4%
	Asian	27	2.2%	3.9%
	Black or African American	82	6.8%	13.4%
	Native Hawaiian or other Pacific Islander	4	.3%	.1%
	White	1093	90.5%	79.6%
	No Answer	65		
Web	American Indian or Alaska Native	32	2.9%	4.0%
	Asian	18	1.6%	3.1%
	Black or African American	117	10.5%	12.6%
	Native Hawaiian or other Pacific islander	6	.5%	.6%
	White	966	86.6%	82.1%
	No Answer	46		
Mail	American Indian or Alaska Native	19	2.2%	3.8%
	Asian	27	3.2%	3.4%
	Black or African American	41	4.8%	14.6%
	Native Hawaiian or other Pacific islander	3	.4%	.6%
	White	781	91.6%	80.9%
	No Answer	51		

This is a mark-all-that-apply question; percentages total more than 100 within each mode.

Table Q20.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
White, non-Hispanic	74.9%	75.3%	73.9%
Black, non-Hispanic	10.5%	11.0%	11.2%
Other, non-Hispanic	4.1%	4.1%	3.7%
Hispanic	9.1%	8.4%	9.2%
Two or more races, non-Hispanic	1.4%	1.3%	2.0%
Total	100.0%	100.0%	100.0%
Matched Valid n	1011	836	804

Responses to q19 and q20 have been categorized as shown. Respondents providing No Answer on the web survey to q19 and/or q20 have been recoded to the racial/Hispanic identification category recorded for them by Knowledge Networks.

Chi-square test for overall association:	Phone/Web/Mail	###
Two-mode chi-square tests:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

q21. **Next we'd like to ask about your household income. Your answer will be kept strictly confidential, and only used for comparing groups of people. Which one of the following income groups best describes your household's total income in 2007, before taxes?**

(Read first 9 choices.)

Table Q21.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	***Less than 10,000 dollars***	50	5.0%	6.5%
	10,000 up to 15,000 dollars	51	5.1%	10.0%
	15- up to 25,000 dollars	96	9.5%	12.3%
	25- up to 35,000 dollars	99	9.8%	10.1%
	35- up to 50,000 dollars	147	14.6%	13.0%
	50- up to 75,000 dollars	194	19.2%	17.5%
	75- up to 100,000 dollars	154	15.3%	13.0%
	100,000 up to 150,000 dollars	122	12.1%	9.5%
	150,000 dollars or more	96	9.5%	8.1%
	Total Valid	1009	100.0%	100.0%
	No Answer	264		
	Total n	1273		
Web	Less than $10,000	76	7.2%	8.2%
	$10,000 up to $15,000	73	6.9%	7.2%
	$15,000 up to $25,000	128	12.1%	13.0%
	$25,000 up to $35,000	148	13.9%	14.8%
	$35,000 up to $50,000	191	18.0%	17.2%
	$50,000 up to $75,000	194	18.3%	17.4%
	$75,000 up to $100,000	118	11.1%	9.7%
	$100,000 up to $150,000	85	8.0%	7.5%
	$150,000 or more	49	4.6%	4.9%
	Total Valid	1062	100.0%	100.0%
	No Answer	100		
	Total n	1162		
Mail	Less than $10,000	10	1.3%	2.8%
	$10,000 up to $15,000	41	5.3%	8.1%
	$15,000 up to $25,000	51	6.6%	7.5%
	$25,000 up to $35,000	76	9.8%	14.6%
	$35,000 up to $50,000	148	19.0%	20.2%
	$50,000 up to $75,000	149	19.2%	17.0%
	$75,000 up to $100,000	122	15.7%	12.6%
	$100,000 up to $150,000	104	13.4%	9.8%
	$150,000 or more	76	9.8%	7.4%
	Total Valid	777	100.0%	100.0%
	No Answer	127		
	Total n	904		

Table Q21.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Less than $10,000	6.5%	6.1%	2.3%
$10,000 up to $15,000	6.9%	5.3%	5.8%
$15,000 up to $25,000	10.9%	12.6%	7.3%
$25,000 up to $35,000	9.9%	14.5%	12.3%
$35,000 up to $50,000	15.5%	17.1%	21.1%
$50,000 up to $75,000	18.7%	19.1%	17.5%
$75,000 up to $100,000	13.7%	11.6%	14.3%
$100,000 up to $150,000	10.2%	8.4%	11.3%
$150,000 or more	7.8%	5.3%	8.0%
Total	100.0%	100.0%	100.0%
Matched Valid n	834	836	739

Respondents providing No Answer on the web survey have been recoded to the income category recorded for them by Knowledge Networks.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	**
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

These last four questions will help us learn more about how people take surveys.

q22. **About how many surveys have you completed by TELEPHONE in the past 12 months, *including this one*?**

Table Q22.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	*None or One*	605	48.0%	52.0%
	Two	288	22.8%	22.8%
	3 to 5	309	24.5%	21.0%
	6 to10	40	3.2%	2.5%
	11 or more phone surveys	19	1.5%	1.7%
	Total Valid	1261	100.0%	100.0%
	No Answer	12		
	Total n	1273		
Web	None or One	800	69.6%	71.3%
	Two	172	15.0%	13.8%
	3 to 5	136	11.8%	11.7%
	6 to10	30	2.6%	2.4%
	11 or more phone surveys	11	1.0%	.8%
	Total Valid	1149	100.0%	100.0%
	No Answer	13		
	Total n	1162		
Mail	None or One	662	74.0%	77.9%
	Two	142	15.9%	14.8%
	3 to 5	80	8.9%	6.8%
	6 to10	9	1.0%	.5%
	11 or more phone surveys	2	.2%	.1%
	Total Valid	895	100.0%	100.0%
	No Answer	9		
	Total n	904		

The phone script asked first about phone surveys, then mail surveys, then Internet surveys (with all three questions coded as whole number responses, up to 17 or More). The web questionnaire asked first about web surveys (with whole number responses), then phone surveys and mail surveys (using response categories of None to 11 or More). The mail questionnaire asked first about mail surveys, then phone surveys, then web surveys (using response categories of None to 11 or More). All responses have been categorized as shown.

Table Q22.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
None or One	51.8%	68.7%	77.1%
Two	22.4%	13.8%	14.9%
3 to 5	21.3%	13.8%	7.4%
6 to10	3.4%	2.7%	.4%
11 or more phone surveys	1.0%	1.0%	.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	1027	813	822

The phone script asked first about phone surveys, then mail surveys, then Internet surveys (with all three questions coded as whole number responses, up to 17 or More). The web questionnaire asked first about web surveys (with whole number responses), then phone surveys and mail surveys (using response categories of None to 11 or More). The mail questionnaire asked first about mail surveys, then phone surveys, then web surveys (using response categories of None to 11 or More). All responses have been categorized shown.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q23. **About how many surveys have you completed by MAIL in the past 12 months?**

Table Q23.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	*None or One*	921	73.2%	78.7%
	Two	164	13.0%	10.8%
	3 to 5	135	10.7%	8.1%
	6 to10	29	2.3%	2.1%
	11 or more mail surveys	9	.7%	.3%
	Total Valid	1258	100.0%	100.0%
	No Answer	15		
	Total n	1273		
Web	None or One	893	77.7%	77.6%
	Two	154	13.4%	12.8%
	3 to 5	75	6.5%	7.4%
	6 to10	23	2.0%	1.8%
	11 or more mail surveys	5	.4%	.4%
	Total Valid	1150	100.0%	100.0%
	No Answer	12		
	Total n	1162		
Mail	None or One	571	63.9%	67.7%
	Two	198	22.2%	17.6%
	3 to 5	111	12.4%	13.9%
	6 to10	8	.9%	.5%
	11 or more mail surveys	5	.6%	.3%
	Total Valid	893	100.0%	100.0%
	No Answer	11		
	Total n	904		

The phone script asked first about phone surveys, then mail surveys, then Internet surveys (with all three questions coded as whole number responses, up to 17 or More). The web questionnaire asked first about web surveys (with whole number responses), then phone surveys and mail surveys (using response categories of None to 11 or More). The mail questionnaire asked first about mail surveys, then phone surveys, then web surveys (using response categories of None to 11 or More). All responses have been recoded to the categories shown.

Table Q23.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
None or One	77.8%	76.1%	66.8%
Two	10.9%	13.1%	18.2%
3 to 5	8.7%	7.9%	14.1%
6 to10	2.2%	2.4%	.6%
11 or more mail surveys	.4%	.5%	.4%
Total	100.0%	100.0%	100.0%
Matched Valid n	1026	817	816

The phone script asked first about phone surveys, then mail surveys, then Internet surveys (with all three questions coded as whole number responses, up to 17 or More). The web questionnaire asked first about web surveys (with whole number responses), then phone surveys and mail surveys (using response categories of None to 11 or More). The mail questionnaire asked first about mail surveys, then phone surveys, then web surveys (using response categories of None to 11 or More). All responses have been recoded to the categories shown.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	(*)
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	#

q24. **About how many surveys have you completed on the INTERNET in the past 12 months?**

Table Q24.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	*None or One*	883	70.1%	73.3%
	Two	108	8.6%	7.7%
	3 to 5	134	10.6%	9.4%
	6 to10	70	5.6%	4.7%
	11 or more Internet surveys	65	5.2%	4.9%
	Total Valid	1260	100.0%	100.0%
	No Answer	13		
	Total n	1273		
Web	None or One	29	2.65%	2.5%
	Two	6	.5%	.7%
	3 to 5	45	4.1%	3.7%
	6 to10	163	14.8%	11.9%
	11 or more Internet surveys	856	77.9%	81.2%
	Total Valid	1099	100.0%	100.0%
	No Answer	63		
	Total n	1162		
Mail	None or One	671	75.5%	78.4%
	Two	85	9.6%	8.2%
	3 to 5	86	9.7%	8.3%
	6 to10	28	3.1%	3.5%
	11 or more Internet surveys	19	2.1%	1.6%
	Total Valid	889	100.0%	100.0%
	No Answer	15		
	Total n	904		

The phone script asked first about phone surveys, then mail surveys, then Internet surveys (with all three questions coded as whole number responses, up to 17 or More). The web questionnaire asked first about web surveys (with whole number responses), then phone surveys and mail surveys (using response categories of None to 11 or More). The mail questionnaire asked first about mail surveys, then phone surveys, then web surveys (using response categories of None to 11 or More). All responses have been recoded to the categories shown.

Table Q24.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
None or One	73.7%	2.2%	77.0%
Two	7.2%	.5%	8.2%
3 to 5	9.2%	3.4%	8.8%
6 to10	4.5%	12.5%	4.0%
11 or more Internet surveys	5.4%	81.5%	2.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	1020	778	808

The phone script asked first about phone surveys, then mail surveys, then Internet surveys (with all three questions coded as whole number responses, up to 17 or More). The web questionnaire asked first about web surveys (with whole number responses), then phone surveys and mail surveys (using response categories of None to 11 or More). The mail questionnaire asked first about mail surveys, then phone surveys, then web surveys (using response categories of None to 11 or More). All responses have been recoded to the categories shown.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q25. [If the answer to q15 is not 1] ***At the beginning of this survey, I said*** **it should be answered by the adult, age 18 or older, with the most recent birthday.** ***However, we understand that might not always be possible. We'd like to know how certain you are that you are actually that person. Would you say that the adult in your household who had the most recent birthday is ...***

(Read first 5 choices.)

[Web version: Sometimes a survey will say that it should be answered by the adult in the household (age 18 or older) with the "most recent birthday." So that we can compare our results with surveys like that, we want to know which adult in your household had the most recent birthday. Would that be you, or someone else? Or if you're not sure, you can indicate that.]

[Mail version: At the beginning of this survey, we said it should be answered by the adult, age 18 or older, with the most recent birthday. However, we understand that might not always be possible. Please give us your best estimate for how much of this questionnaire was actually answered by the adult in your household who had the most recent birthday. Or if you're not sure, you can indicate that.]

Table Q25.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	***Definitely you***	710	83.2%	84.9%
	Probably you	12	1.4%	1.1%
	Probably someone else	41	4.8%	3.9%
	Definitely someone else	84	9.8%	9.7%
	Or if you're not sure, you can indicate that	6	.7%	.4%
	Total Valid	853	100.0%	100.0%
	No Answer	13		
	System Missing	407		
	Total Missing	420		
	Total n	1273		
Web	Yes, that's me	790	68.4%	66.8%
	No, it's someone else	323	28.0%	28.6%
	Not sure	42	3.6%	4.6%
	Total Valid	1155	100.0%	100.0%
	No Answer	7		
	Total n	1162		
Mail	All	778	87.4%	83.1%
	Most	28	3.1%	4.6%
	Some	18	2.0%	4.8%
	None	58	6.5%	5.8%
	Not sure	8	.9%	1.7%
	Total Valid	890	100.0%	100.0%
	No Answer	14		
	Total n	904		

This table compares the responses on a question that differed substantially across modes in both wording and response choices, as indicated above. Also, while the response categories on the phone and web surveys were presented in the order shown, on the mail questionnaire the response choices went from None to All, then ended with Not Sure.

Table Q25.1a. Recoded frequency distribution, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Probably yes	722	84.6%	86.1%
	Probably not	125	14.7%	13.6%
	Not sure	6	.7%	.4%
	Total Valid	853	100.0%	100.0%
	One-adult household	407		
	No Answer	13		
	Total Missing	420		
	Total n	1273		
Web	Probably yes	279	66.3%	63.3%
	Probably not	131	31.1%	34.3%
	Not sure	11	2.6%	2.3%
	Total Valid	421	100.0%	100.0%
	One-adult household	276		
	Adult(s) not in KN panel	474		
	No Answer	13		
	Total Missing	741		
	Total n	1162		
Mail	Probably yes	597	89.2%	86.7%
	Probably not	64	9.6%	11.3%
	Not sure	8	1.2%	2.0%
	Total Valid	669	100.0%	100.0%
	One-adult household	223		
	No Answer	12		
	Total Missing	235		
	Total n	904		

The five-category response choices on q25 in the phone and mail surveys have been recoded to approximate the three-category choices in the web survey. One-adult households have been recoded to Missing in all modes. In the web survey, multi-adult households have also been coded as missing unless all of the adults are panel participants with birth date known to Knowledge Networks.

Table Q25.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Probably yes	85.0%	65.8%	88.3%
Probably not	14.5%	32.7%	10.6%
Not sure	.5%	1.5%	1.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	815	290	698

The five-category response choices in the phone and mail surveys have been recoded to approximate the three-category choices in the web survey. One-adult households have been recoded to Missing in all modes. In the web survey, multi-adult households have also been excluded unless all of the adults are panel participants with birth date known to Knowledge Networks.

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode chi-square tests:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	*
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

q26. ***That concludes the survey. Thank you very much for participating! Thinking about this topic, do you have any comments you would like to share?***

[Web version: Thank you for participating in this survey! If you have questions or comments, please call toll-free (1-866-966-2715) or write to: University of Wyoming, Dept. 3925, 1000 E. University Avenue, Laramie, WY 82071. Thinking about this topic, do you any comments you would like to share?]

[Mail version: Thank you for participating in our survey! Please mail your completed questionnaire in the envelope provided to: University of Wyoming, Dept. 3925, 1000 E. University Avenue, Laramie, WY 82071.]

➔ See Appendix D for complete text listings.

Table Q26.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Response	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Any comment	628	49.3%	45.5%
	No comment	645	50.7%	54.5%
	Total n	1273	100.0%	100.0%
Web	Any comment	284	24.4%	23.2%
	No comment	878	75.6%	76.8%
	Total n	1162	100.0%	100.0%
Mail	No comment	904	100.0%	100.0%

There was no request for a comment on the mail survey.

Table Q26.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Response	Phone	Web	Mail
Any comment	45.8%	22.4%	-
No comment	54.2%	77.6%	-
Total	100.0%	100.0%	-
Matched Valid n	1038	836	0

There was no concluding request for a comment on the mail survey.

Chi-square test: Phone vs. Web ***

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001

(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5

A.3 – Exchange-level variables and associated tabulations

NOTE: Due to a programming error by Knowledge Networks (see Appendix F), the tables in Section A.3 misclassify 22 non-respondents to the Web survey as respondents.

x1. (Was a seemingly valid residential address obtained by reverse-lookup for this telephone number, and was the mailing to that address returned by the Postal Service as undeliverable?)

Table X1.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Result	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Residential, not returned	1046	82.2%	71.2%
	Returned, undeliverable	80	6.3%	5.8%
	No address obtained	147	11.5%	23.0%
	Total	1273	100.0%	100.0%
Web	Residential, not returned	879	74.2%	69.6%
	Returned, undeliverable	58	4.9%	5.3%
	No address obtained	247	20.9%	25.1%
	Total	1184	100.0%	100.0%
Mail	Residential, not returned	904	100.0%	100.0%

Table X1.2. Cross-tabulation of total samples, weighted to Census demographics.

Result	Phone	Web	Mail
Residential, not returned	71.2%	69.6%	100.0%
Returned, undeliverable	5.8%	5.3%	0.0%
No address obtained	23.0%	25.1%	0.0%
Total	100.0%	100.0%	100.0%
Matched Valid n	1273	1184	904

This chi-square test is run without matching, on the total phone and web samples. All of the mail respondents are necessarily in the Residential Not Returned category, and all of the matched phone and web respondents are in that category as well.

Chi-square test: Phone vs. Web ##

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001

(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5

x2. (What is the geographic region of this telephone exchange, using 9 Census divisions?)

Table X2.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Region	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	New England	63	4.9%	4.8%
	Mid-Atlantic	166	13.0%	14.2%
	East-North Central	199	15.6%	14.4%
	West-North Central	126	9.9%	8.5%
	South Atlantic	242	19.0%	18.6%
	East-South Central	89	7.0%	6.6%
	West-South Central	135	10.6%	9.5%
	Mountain	110	8.6%	9.0%
	Pacific	143	11.2%	14.4%
	Total	1273	100.0%	100.0%
Web	New England	56	4.7%	3.6%
	Mid-Atlantic	176	14.9%	15.1%
	East-North Central	165	13.9%	14.7%
	West-North Central	85	7.2%	7.1%
	South Atlantic	212	17.9%	17.2%
	East-South Central	93	7.9%	6.8%
	West-South Central	144	12.2%	12.6%
	Mountain	97	8.2%	9.2%
	Pacific	156	13.2%	13.6%
	Total	1184	100.0%	100.0%
Mail	New England	52	5.8%	5.8%
	Mid-Atlantic	107	11.9%	13.1%
	East-North Central	169	18.8%	14.3%
	West-North Central	109	12.2%	7.9%
	South Atlantic	155	17.3%	16.2%
	East-South Central	49	5.5%	8.1%
	West-South Central	76	8.5%	12.8%
	Mountain	70	7.8%	7.8%
	Pacific	110	12.3%	14.1%
	Total	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Respondents on the web survey with no landline telephone exchange have been assigned to the region recorded for them by Knowledge Networks. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X2.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Region	Phone	Web	Mail
New England	5.6%	4.2%	5.7%
Mid-Atlantic	15.0%	16.3%	14.4%
East-North Central	15.3%	16.6%	15.0%
West-North Central	8.9%	7.1%	8.6%
South Atlantic	19.9%	16.4%	16.9%
East-South Central	7.7%	7.6%	8.0%
West-South Central	9.3%	13.1%	12.8%
Mountain	7.5%	7.4%	7.0%
Pacific	10.8%	11.4%	11.5%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Respondents on the web survey with no landline telephone exchange have been assigned to the region recorded for them by Knowledge Networks. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing.

Chi-square test for overall association:	Phone/Web/Mail	##
Two-mode chi-square tests:	Phone vs. Web	(#)
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	##
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table X2.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	Region	Respondents, %	Non-respondents, %
Phone	New England	5.2%	6.2%
	Mid-Atlantic	12.7%	14.2%
	East-North Central	16.4%	15.9%
	West-North Central	10.3%	6.7%
	South Atlantic	19.3%	21.0%
	East-South Central	7.4%	6.3%
	West-South Central	10.7%	10.8%
	Mountain	8.1%	6.0%
	Pacific	9.9%	12.8%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	New England	5.0%	4.0%
	Mid-Atlantic	15.2%	12.1%
	East-North Central	15.4%	13.7%
	West-North Central	7.4%	5.2%
	South Atlantic	18.0%	22.6%
	East-South Central	8.0%	8.5%
	West-South Central	13.1%	12.9%
	Mountain	7.0%	7.7%
	Pacific	10.9%	13.3%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	New England	5.8%	5.1%
	Mid-Atlantic	11.9%	14.3%
	East-North Central	18.8%	16.0%
	West-North Central	12.2%	6.2%
	South Atlantic	17.3%	22.0%
	East-South Central	5.5%	6.6%
	West-South Central	8.5%	11.6%
	Mountain	7.8%	5.7%
	Pacific	12.3%	12.6%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the web survey with no landline telephone exchange have been assigned to the region recorded for them by Knowledge Networks. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those seven cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers.

Chi-square tests for Respondents vs. Non-respondents:
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5

Phone	***	*
Web	###	(*)
Mail	***	***

p-values on the far right are based on weighting each of the six subgroups to n=897.

Table X2.4. Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

Region	Phone	Web	Mail	Pooled %
New England	4.9%	3.4%	5.7%	6.1%
Mid-Atlantic	13.3%	15.9%	12.7%	14.0%
East-North Central	17.3%	14.8%	13.5%	16.0%
West-North Central	9.3%	8.1%	7.4%	7.3%
South Atlantic	18.9%	17.0%	17.9%	20.7%
East-South Central	7.6%	6.9%	7.9%	6.5%
West-South Central	8.7%	13.0%	13.3%	10.8%
Mountain	8.1%	7.6%	9.1%	6.3%
Pacific	11.8%	13.2%	12.5%	12.4%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

Partially matched cases are those in the mail sample that have a deliverable address, those in the web sample that have a reverse-lookup address, and those in the phone sample that, in addition to a reverse-lookup address, have a phone number that was not identified through the survey calling as either non-residential or non-working. Respondents on the web survey with no landline telephone exchange have been assigned to the region recorded for them by Knowledge Networks. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers. The Pooled percentages are based on all 7321 partially matched cases (respondents plus non-respondents) in the phone survey (1126+6195=7321). The Pooled data are unweighted (except when standardizing to n=897). Within each mode, the entire sample or respondents is weighted to Census demographics, and then the partially matched subsample is re-weighted by a factor of (j/k) where j is the reported number of landline phones and k is the number of adults in the household. This re-weighting is appropriate because the Pooled data approximate the distribution of U.S. households, not individuals.

Chi-square test for overall association:	Phone/Web/Mail	**	*
Two-mode chi-square tests:	Phone vs. Web	*	*
	Phone vs. Mail	*	*
	Mail vs. Web	#	#

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

x3. (Is this exchange in a metropolitan area?)

Table X3.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Location	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Non-metropolitan	298	23.4%	17.0%
	Metropolitan	975	76.6%	83.0%
	Total	1273	100.0%	100.0%
Web	Non-metropolitan	225	19.0%	16.7%
	Metropolitan	959	81.0%	83.3%
	Total	1184	100.0%	100.0%
Mail	Non-metropolitan	178	19.8%	17.3%
	Metropolitan	719	80.2%	82.7%
	Total Valid	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Respondents on the web survey with no landline telephone exchange have been assigned to the metropolitan category recorded for them by Knowledge Networks. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X3.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Location	Phone	Web	Mail
Non-metropolitan	18.7%	18.7%	19.1%
Metropolitan	81.3%	81.3%	80.9%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Respondents on the web survey with no landline telephone exchange have been assigned to the metropolitan category recorded for them by Knowledge Networks. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing.

Chi-square test for overall association:	Phone/Web/Mail	###
Two-mode chi-square tests:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table X3.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	Location	Respondents, %	Non-respondents, %
Phone	Non-metropolitan	24.0%	17.7%
	Metropolitan	76.0%	82.3%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	Non-metropolitan	24.0%	14.9%
	Metropolitan	76.0%	85.1%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	Non-metropolitan	19.8%	17.4%
	Metropolitan	80.2%	82.6%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the web survey with no landline telephone exchange have been assigned to the metropolitan category recorded for them by Knowledge Networks. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers.

Chi-square tests for Respondents vs. Non-respondents: (*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting each of the six subgroups to n=897.

Phone	***	**
Web	(*)	**
Mail	(#)	#

Table X3.4.: Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

Location	Phone	Web	Mail	Pooled %
Non-metropolitan	16.1%	18.1%	18.8%	18.6%
Metropolitan	83.9%	81.9%	81.2%	81.4%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

For details on pooling, weighting, and partial matching, see note to Table X2.4. Respondents on the web survey with no landline telephone exchange have been assigned to the metropolitan category recorded for them by Knowledge Networks. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers.

Chi-square test for overall association:	Phone/Web/Mail	#	#
Two-mode chi-square tests:	Phone vs. Web	#	#
	Phone vs. Mail	#	#
	Mail vs. Web	###	###

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

x4. (What is the average number of persons per household in this exchange?)

Table X4.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Density	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Up to 2.0	86	6.8%	5.3%
	2.0 to 2.25	154	12.1%	9.6%
	2.25 to 2.5	448	35.2%	32.5%
	2.5 to 2.75	344	27.0%	27.0%
	2.75 to 3.0	150	11.8%	11.6%
	Over 3.0	91	7.1%	14.1%
	Total	1273	100.0%	100.0%
Web	Up to 2.0	54	4.7%	5.0%
	2.0 to 2.25	109	9.6%	9.4%
	2.25 to 2.5	384	33.8%	33.5%
	2.5 to 2.75	326	28.7%	27.6%
	2.75 to 3.0	150	13.2%	14.0%
	Over 3.0	114	10.0%	10.5%
	Total Valid	1137	100.0%	100.0%
	System Missing	47		
	Total n	1184		
Mail	Up to 2.0	68	7.6%	5.9%
	2.0 to 2.25	92	10.3%	7.5%
	2.25 to 2.5	291	32.4%	29.1%
	2.5 to 2.75	262	29.2%	30.8%
	2.75 to 3.0	118	13.2%	16.0%
	Over 3.0	66	7.4%	10.8%
	Total Valid	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Decimal values obtained from the sampling company have been categorized as shown. Respondents on the web survey with no landline telephone exchange and those on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X4.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Density	Phone	Web	Mail
Up to 2.0	5.7%	5.7%	6.2%
2.0 to 2.25	9.8%	10.2%	5.8%
2.25 to 2.5	34.6%	33.2%	30.3%
2.5 to 2.75	28.5%	28.9%	34.3%
2.75 to 3.0	9.4%	14.9%	14.6%
Over 3.0	12.0%	7.1%	8.9%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	(#)
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	*

Table X4.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	Density	Respondents, %	Non-respondents, %
Phone	Up to 2.0	6.8%	6.3%
	2.0 to 2.25	12.4%	10.1%
	2.25 to 2.5	35.7%	30.1%
	2.5 to 2.75	27.4%	29.6%
	2.75 to 3.0	11.1%	14.7%
	Over 3.0	6.6%	9.3%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	Up to 2.0	5.0%	4.0%
	2.0 to 2.25	9.8%	8.5%
	2.25 to 2.5	34.8%	27.0%
	2.5 to 2.75	29.6%	32.3%
	2.75 to 3.0	12.8%	14.9%
	Over 3.0	8.0%	13.3%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	Up to 2.0	7.6%	6.2%
	2.0 to 2.25	10.3%	10.0%
	2.25 to 2.5	32.4%	29.5%
	2.5 to 2.75	29.2%	29.0%
	2.75 to 3.0	13.2%	15.2%
	Over 3.0	7.4%	10.0%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers.

Respondent vs. Non-respondent tests for ordinal association: Phone *** ***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001 Web ** ***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5 Mail ** *
p-values on the far right are based on weighting each of the six subgroups to n=897.

Table X4.4. Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

Density	Phone	Web	Mail	Pooled %
Up to 2.0	5.2%	5.0%	5.1%	6.4%
2.0 to 2.25	10.2%	9.1%	9.2%	10.4%
2.25 to 2.5	34.9%	37.6%	28.4%	31.0%
2.5 to 2.75	27.9%	28.6%	31.1%	29.3%
2.75 to 3.0	10.1%	12.9%	16.9%	14.1%
Over 3.0	11.6%	6.8%	9.2%	8.9%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

For details on pooling, weighting, and partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers.

Chi-square test for overall association:	Phone/Web/Mail	***	***
Two-mode tests of ordinal association:	Phone vs. Web	#	#
	Phone vs. Mail	(*)	(*)
	Mail vs. Web	**	**

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

x5. (What is the percentage of children, aged 0-17, in the population of this exchange?)

Table X5.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Children	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Up to 12.5%	15	1.2%	1.4%
	12.5 to 15%	13	1.0%	.5%
	15 to 17.5%	36	2.8%	2.4%
	17.5 to 20%	127	10.0%	8.9%
	20 to 22.5%	297	23.3%	19.6%
	22.5 to 25%	352	27.7%	27.1%
	25 to 27.5%	239	18.8%	20.4%
	27.5 to 30%	129	10.1%	11.5%
	30 to 32.5%	45	3.5%	5.9%
	over 32.5%	20	1.6%	2.3%
	Total	1273	100.0%	100.0%
Web	Up to 12.5%	8	.7%	1.1%
	12.5 to 15%	13	1.1%	1.7%
	15 to 17.5%	33	2.9%	2.5%
	17.5 to 20%	83	7.3%	8.1%
	20 to 22.5%	218	19.2%	17.1%
	22.5 to 25%	360	31.7%	31.1%
	25 to 27.5%	228	20.1%	20.9%
	27.5 to 30%	98	8.6%	8.3%
	30 to 32.5%	66	5.8%	6.5%
	over 32.5%	30	2.6%	2.7%
	Total Valid	1137	100.0%	100.0%
	System Missing	47		
	Total n	1184		
Mail	Up to 12.5%	12	1.3%	.7%
	12.5 to 15%	13	1.4%	.9%
	15 to 17.5%	38	4.2%	2.4%
	17.5 to 20%	64	7.1%	5.5%
	20 to 22.5%	187	20.8%	16.9%
	22.5 to 25%	262	29.2%	28.8%
	25 to 27.5%	178	19.8%	23.0%
	27.5 to 30%	89	9.9%	11.7%
	30 to 32.5%	39	4.3%	6.9%
	over 32.5%	15	1.7%	3.2%
	Total Valid	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Decimal values obtained from the sampling company have been categorized as shown. Respondents on the web survey with no landline telephone exchange and those on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X5.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Children	Phone	Web	Mail
Up to 12.5%	1.6%	.8%	.8%
12.5 to 15%	.6%	2.3%	.9%
15 to 17.5%	1.8%	2.9%	2.1%
17.5 to 20%	8.8%	8.1%	5.8%
20 to 22.5%	23.5%	18.9%	17.9%
22.5 to 25%	27.7%	30.2%	31.0%
25 to 27.5%	19.0%	21.1%	21.5%
27.5 to 30%	10.5%	7.6%	11.0%
30 to 32.5%	4.7%	5.6%	5.5%
over 32.5%	1.8%	2.4%	3.4%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	***
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	**

Table X5.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	Children	Respondents, %	Non-respondents, %
Phone	Up to 12.5%	1.2%	1.1%
	12.5 to 15%	1.1%	1.0%
	15 to 17.5%	2.8%	2.6%
	17.5 to 20%	9.9%	7.4%
	20 to 22.5%	24.1%	19.6%
	22.5 to 25%	27.9%	28.2%
	25 to 27.5%	18.5%	21.4%
	27.5 to 30%	10.1%	11.3%
	30 to 32.5%	3.0%	4.7%
	over 32.5%	1.5%	2.6%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	Up to 12.5%	.6%	1.2%
	12.5 to 15%	1.4%	1.2%
	15 to 17.5%	3.0%	.8%
	17.5 to 20%	7.2%	6.9%
	20 to 22.5%	20.2%	19.4%
	22.5 to 25%	32.0%	25.4%
	25 to 27.5%	20.1%	23.8%
	27.5 to 30%	7.5%	11.3%
	30 to 32.5%	5.8%	7.3%
	over 32.5%	2.3%	2.8%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	Up to 12.5%	1.3%	1.2%
	12.5 to 15%	1.4%	1.2%
	15 to 17.5%	4.2%	2.8%
	17.5 to 20%	7.1%	7.0%
	20 to 22.5%	20.8%	18.0%
	22.5 to 25%	29.2%	28.3%
	25 to 27.5%	19.8%	22.3%
	27.5 to 30%	9.9%	11.8%
	30 to 32.5%	4.3%	4.5%
	over 32.5%	1.7%	2.8%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers.

Respondent vs. Non-respondent tests for ordinal association: (*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5

Phone	***	**
Web	*	**
Mail	(*)	*

p-values on the far right are based on weighting each of the six subgroups to n=897.

Table X5.4. Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

Children	Phone	Web	Mail	Pooled %
Up to 12.5%	1.2%	1.0%	.7%	1.1%
12.5 to 15%	.6%	2.0%	1.0%	1.0%
15 to 17.5%	2.0%	2.6%	2.8%	2.7%
17.5 to 20%	8.2%	8.1%	5.1%	7.8%
20 to 22.5%	22.6%	18.2%	16.6%	20.3%
22.5 to 25%	26.0%	32.4%	28.0%	28.2%
25 to 27.5%	22.4%	20.9%	24.8%	21.0%
27.5 to 30%	11.3%	7.0%	13.4%	11.1%
30 to 32.5%	3.6%	5.5%	5.4%	4.4%
over 32.5%	2.1%	2.1%	2.2%	2.4%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

For details on pooling, weighting, and partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers.

Chi-square test for overall association:	Phone/Web/Mail	***	***
Two-mode tests of ordinal association:	Phone vs. Web	##	##
	Phone vs. Mail	**	**
	Mail vs. Web	***	***

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

x6. (What is the percentage of young adults, aged 18-24, in the population of this exchange?)

Table X6.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Young	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Up to 5%	15	1.2%	.8%
	5 to 7.5%	135	10.6%	9.6%
	7.5 to 10%	830	65.2%	62.8%
	10 to 12.5%	194	15.2%	19.1%
	12.5 to 15%	45	3.5%	3.8%
	over 17.5%	54	4.2%	4.0%
	Total	1273	100.0%	100.0%
Web	Up to 5%	8	.7%	.6%
	5 to 7.5%	93	8.2%	7.9%
	7.5 to 10%	750	66.0%	66.9%
	10 to 12.5%	220	19.3%	18.6%
	12.5 to 15%	32	2.8%	2.6%
	over 17.5%	34	3.0%	3.5%
	Total Valid	1137	100.0%	100.0%
	System Missing	47		
	Total n	1184		
Mail	Up to 5%	14	1.6%	.7%
	5 to 7.5%	119	13.3%	11.6%
	7.5 to 10%	560	62.4%	60.9%
	10 to 12.5%	147	16.4%	20.6%
	12.5 to 15%	21	2.3%	2.1%
	over 17.5%	36	4.0%	4.2%
	Total Valid	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Decimal values obtained from the sampling company have been categorized as shown. Respondents on the web survey with no landline telephone exchange and those on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X6.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Young	Phone	Web	Mail
Up to 5%	1.1%	.8%	.8%
5 to 7.5%	9.5%	8.4%	12.4%
7.5 to 10%	62.6%	67.6%	62.1%
10 to 12.5%	18.1%	17.4%	18.2%
12.5 to 15%	4.7%	2.4%	2.3%
over 17.5%	4.2%	3.3%	4.2%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Chi-square test for overall association:	Phone/Web/Mail	*
Two-mode tests of ordinal association:	Phone vs. Web	#
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	(#)
#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table X6.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	Young	Respondents, %	Non-respondents, %
Phone	Up to 5%	1.2%	.8%
	5 to 7.5%	10.6%	11.8%
	7.5 to 10%	64.9%	65.3%
	10 to 12.5%	15.0%	17.5%
	12.5 to 15%	3.8%	2.4%
	over 17.5%	4.4%	2.2%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	Up to 5%	.7%	.8%
	5 to 7.5%	8.9%	7.7%
	7.5 to 10%	66.4%	63.7%
	10 to 12.5%	18.9%	21.4%
	12.5 to 15%	2.3%	3.2%
	over 17.5%	2.8%	3.2%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	Up to 5%	1.6%	.9%
	5 to 7.5%	13.3%	12.2%
	7.5 to 10%	62.4%	63.6%
	10 to 12.5%	16.4%	18.1%
	12.5 to 15%	2.3%	2.9%
	over 17.5%	4.0%	2.3%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers.

Respondent vs. Non-respondent tests for ordinal association: (*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5

Phone	**	(*)
Web	#	(#)
Mail	###	###

p-values on the far right are based on weighting each of the six subgroups to n=897.

Table X6.4. Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

Young	Phone	Web	Mail	Pooled %
Up to 5%	.6%	.7%	.7%	.8%
5 to 7.5%	9.9%	8.5%	11.1%	11.6%
7.5 to 10%	62.3%	70.3%	59.6%	65.3%
10 to 12.5%	18.2%	16.2%	21.5%	17.1%
12.5 to 15%	5.2%	1.5%	1.9%	2.6%
over 17.5%	3.7%	2.7%	5.1%	2.6%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

For details on pooling, weighting, and partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers.

Chi-square test for overall association:	Phone/Web/Mail	***	***
Two-mode tests of ordinal association:	Phone vs. Web	**	**
	Phone vs. Mail	###	###
	Mail vs. Web	**	**

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

x7. (What is the percentage of seniors, aged 65 and older, in the population of this exchange?)

Table X7.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Seniors	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Up to 5%	9	.7%	.5%
	5 to 7.5%	73	5.7%	7.1%
	7.5 to 10%	181	14.2%	17.7%
	10 to 12.5%	284	22.3%	23.5%
	12.5 to 15%	332	26.1%	24.8%
	15 to 17.5%	193	15.2%	14.0%
	17.5 to 20%	111	8.7%	7.8%
	20 to 22.5%	44	3.5%	2.3%
	over 22.5%	46	3.6%	2.3%
	Total	1273	100.0%	100.0%
Web	Up to 5%	12	1.1%	1.1%
	5 to 7.5%	56	4.9%	5.0%
	7.5 to 10%	187	16.4%	17.5%
	10 to 12.5%	294	25.9%	26.7%
	12.5 to 15%	274	24.1%	22.8%
	15 to 17.5%	165	14.5%	13.8%
	17.5 to 20%	83	7.3%	6.9%
	20 to 22.5%	32	2.8%	3.3%
	over 22.5%	34	3.0%	2.8%
	Total Valid	1137	100.0%	100.0%
	System Missing	47		
	Total n	1184		
Mail	Up to 5%	12	1.3%	1.3%
	5 to 7.5%	61	6.8%	10.0%
	7.5 to 10%	152	16.9%	18.0%
	10 to 12.5%	193	21.5%	25.3%
	12.5 to 15%	209	23.3%	22.9%
	15 to 17.5%	131	14.6%	12.4%
	17.5 to 20%	70	7.8%	5.3%
	20 to 22.5%	27	3.0%	1.7%
	over 22.5%	42	4.7%	3.0%
	Total Valid	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Decimal values obtained from the sampling company have been categorized as shown. Respondents on the web survey with no landline telephone exchange and those on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X7.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Seniors	Phone	Web	Mail
Up to 5%	.6%	1.3%	1.6%
5 to 7.5%	6.8%	4.8%	8.3%
7.5 to 10%	14.5%	16.6%	18.0%
10 to 12.5%	25.0%	24.8%	24.2%
12.5 to 15%	24.9%	23.2%	22.9%
15 to 17.5%	15.1%	14.5%	14.1%
17.5 to 20%	8.4%	7.7%	6.0%
20 to 22.5%	2.0%	3.7%	1.8%
over 22.5%	2.8%	3.3%	2.9%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Chi-square test for overall association:	Phone/Web/Mail	*
Two-mode tests of ordinal association:	Phone vs. Web	###
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	**
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	**

Table X7.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	Seniors	Respondents, %	Non-respondents, %
Phone	Up to 5%	.7%	1.0%
	5 to 7.5%	5.5%	7.2%
	7.5 to 10%	13.7%	16.4%
	10 to 12.5%	22.0%	23.1%
	12.5 to 15%	26.6%	23.2%
	15 to 17.5%	15.6%	15.6%
	17.5 to 20%	8.6%	6.8%
	20 to 22.5%	3.5%	2.9%
	over 22.5%	3.7%	3.7%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	Up to 5%	.9%	.4%
	5 to 7.5%	4.2%	7.3%
	7.5 to 10%	15.3%	24.2%
	10 to 12.5%	26.0%	23.0%
	12.5 to 15%	24.4%	25.0%
	15 to 17.5%	15.2%	10.1%
	17.5 to 20%	7.8%	5.2%
	20 to 22.5%	2.8%	2.8%
	over 22.5%	3.5%	2.0%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	Up to 5%	1.3%	1.2%
	5 to 7.5%	6.8%	7.7%
	7.5 to 10%	16.9%	15.7%
	10 to 12.5%	21.5%	24.7%
	12.5 to 15%	23.3%	23.5%
	15 to 17.5%	14.6%	13.9%
	17.5 to 20%	7.8%	6.5%
	20 to 22.5%	3.0%	3.0%
	over 22.5%	4.7%	3.9%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers.

Respondent vs. Non-respondent tests for ordinal association:
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5

Phone	**	*
Web	**	***
Mail	#	#

p-values on the far right are based on weighting each of the six subgroups to n=897.

Table X7.4. Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

Seniors	Phone	Web	Mail	Pooled %
Up to 5%	.5%	1.1%	1.2%	.9%
5 to 7.5%	5.6%	4.2%	8.2%	7.0%
7.5 to 10%	16.0%	14.7%	18.6%	16.0%
10 to 12.5%	24.2%	26.0%	24.9%	22.9%
12.5 to 15%	28.1%	22.7%	25.6%	23.8%
15 to 17.5%	14.1%	15.6%	11.0%	15.6%
17.5 to 20%	6.9%	7.6%	5.2%	7.1%
20 to 22.5%	2.1%	4.7%	1.8%	3.0%
over 22.5%	2.5%	3.5%	3.3%	3.7%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

For details on pooling, weighting, and partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers.

Chi-square test for overall association:	Phone/Web/Mail	***	***
Two-mode tests of ordinal association:	Phone vs. Web	*	*
	Phone vs. Mail	**	**
	Mail vs. Web	***	***

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

x8. (What is the percentage of white, non-Hispanics in the population of this exchange?)

Table X8.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Whites	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Up to 5%	9	.7%	.9%
	5 to 10%	17	1.3%	2.4%
	10 to 25%	36	2.8%	6.1%
	25 to 50%	147	11.5%	14.4%
	50 to 75%	285	22.4%	22.7%
	75 to 90%	356	28.0%	23.6%
	90 to 95%	220	17.3%	15.9%
	95 to 97.5%	158	12.4%	10.3%
	over 97.5%	45	3.5%	3.6%
	Total	1273	100.0%	100.0%
Web	Up to 5%	16	1.4%	1.0%
	5 to 10%	25	2.2%	2.7%
	10 to 25%	62	5.5%	5.7%
	25 to 50%	135	11.9%	12.6%
	50 to 75%	318	28.0%	30.4%
	75 to 90%	283	24.9%	23.2%
	90 to 95%	171	15.0%	13.9%
	95 to 97.5%	94	8.3%	7.3%
	over 97.5%	33	2.9%	3.1%
	Total Valid	1137	100.0%	100.0%
	System Missing	47		
	Total n	1184		
Mail	Up to 5%	7	.8%	2.3%
	5 to 10%	5	.6%	.6%
	10 to 25%	20	2.2%	4.0%
	25 to 50%	98	10.9%	16.0%
	50 to 75%	221	24.6%	26.9%
	75 to 90%	265	29.5%	26.3%
	90 to 95%	147	16.4%	12.8%
	95 to 97.5%	102	11.4%	8.6%
	over 97.5%	32	3.6%	2.5%
	Total Valid	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Decimal values obtained from the sampling company have been categorized as shown. Respondents on the web survey with no landline telephone exchange and those on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X8.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Whites	Phone	Web	Mail
Up to 5%	1.2%	1.0%	2.6%
5 to 10%	2.1%	1.8%	.9%
10 to 25%	4.1%	4.8%	3.7%
25 to 50%	12.4%	11.1%	14.0%
50 to 75%	22.9%	30.1%	25.1%
75 to 90%	25.4%	24.9%	28.2%
90 to 95%	15.7%	14.9%	14.3%
95 to 97.5%	11.8%	8.4%	8.5%
over 97.5%	4.3%	2.9%	2.7%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Chi-square test for overall association:	Phone/Web/Mail	**
Two-mode tests of ordinal association:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	*
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table X8.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	Whites	Respondents, %	Non-respondents, %
Phone	Up to 5%	.8%	1.5%
	5 to 10%	1.3%	1.9%
	10 to 25%	2.3%	5.2%
	25 to 50%	10.5%	12.7%
	50 to 75%	22.3%	26.2%
	75 to 90%	29.1%	27.6%
	90 to 95%	17.3%	13.1%
	95 to 97.5%	12.7%	8.8%
	over 97.5%	3.6%	2.9%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	Up to 5%	1.5%	2.8%
	5 to 10%	1.9%	4.8%
	10 to 25%	5.0%	8.5%
	25 to 50%	11.0%	17.7%
	50 to 75%	27.5%	23.4%
	75 to 90%	25.8%	24.2%
	90 to 95%	15.3%	9.7%
	95 to 97.5%	9.2%	7.3%
	over 97.5%	2.8%	1.6%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	Up to 5%	.8%	1.9%
	5 to 10%	.6%	1.9%
	10 to 25%	2.2%	5.8%
	25 to 50%	10.9%	14.6%
	50 to 75%	24.6%	26.5%
	75 to 90%	29.5%	27.0%
	90 to 95%	16.4%	11.9%
	95 to 97.5%	11.4%	7.9%
	over 97.5%	3.6%	2.5%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers.

Respondent vs. Non-respondent tests for ordinal association: Phone *** ***

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001 Web *** ***

(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5 Mail *** ***

p-values on the far right are based on weighting each of the six subgroups to n=897.

Table X8.4. Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

Whites	Phone	Web	Mail	Pooled %
Up to 5%	1.1%	1.1%	2.3%	1.4%
5 to 10%	2.0%	1.5%	.7%	1.8%
10 to 25%	5.1%	4.5%	4.2%	4.8%
25 to 50%	13.1%	10.6%	19.0%	12.4%
50 to 75%	24.9%	32.8%	26.9%	25.6%
75 to 90%	25.1%	23.9%	23.9%	27.8%
90 to 95%	14.5%	15.9%	11.7%	13.7%
95 to 97.5%	10.6%	7.2%	8.6%	9.4%
over 97.5%	3.7%	2.6%	2.7%	3.0%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

For details on pooling, weighting, and partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers.

Chi-square test for overall association:	Phone/Web/Mail	***	***
Two-mode tests of ordinal association:	Phone vs. Web	#	##
	Phone vs. Mail	**	**
	Mail vs. Web	*	*

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

x9. (What is the percentage of households in this exchange with annual income less than $10,000?)

Table X9.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	Low Income	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Up to 2.5%	81	6.4%	6.0%
	2.5 to 5%	323	25.4%	24.0%
	5 to 7.5%	294	23.1%	24.7%
	7.5 to 10%	253	19.9%	17.8%
	10 to 12.5%	136	10.7%	9.5%
	12.5 to 15%	94	7.4%	9.5%
	15 to 17.5%	48	3.8%	4.2%
	17.5 to 20%	21	1.6%	2.3%
	over 20%	23	1.8%	2.1%
	Total	1273	100.0%	100.0%
Web	Up to 2.5%	225	19.8%	20.5%
	2.5 to 5%	287	25.2%	25.1%
	5 to 7.5%	213	18.7%	18.5%
	7.5 to 10%	168	14.8%	15.4%
	10 to 12.5%	110	9.7%	8.5%
	12.5 to 15%	67	5.9%	6.2%
	15 to 17.5%	34	3.0%	2.5%
	17.5 to 20%	15	1.3%	1.3%
	over 20%	18	1.6%	1.9%
	Total Valid	1137	100.0%	100.0%
	System Missing	47		
	Total n	1184		
Mail	Up to 2.5%	87	9.7%	7.4%
	2.5 to 5%	270	30.1%	25.6%
	5 to 7.5%	227	25.3%	23.8%
	7.5 to 10%	141	15.7%	20.1%
	10 to 12.5%	86	9.6%	10.7%
	12.5 to 15%	40	4.5%	4.6%
	15 to 17.5%	26	2.9%	3.8%
	17.5 to 20%	7	.8%	1.1%
	over 20%	13	1.4%	2.9%
	Total Valid	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Decimal values obtained from the sampling company have been categorized as shown. Respondents on the web survey with no landline telephone exchange and those on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X9.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

Low Income	Phone	Web	Mail
Up to 2.5%	5.5%	21.2%	8.5%
2.5 to 5%	23.4%	26.1%	25.9%
5 to 7.5%	22.9%	18.4%	20.2%
7.5 to 10%	19.2%	13.8%	20.7%
10 to 12.5%	10.4%	9.3%	11.8%
12.5 to 15%	9.7%	5.6%	5.0%
15 to 17.5%	4.2%	2.8%	3.9%
17.5 to 20%	2.3%	1.3%	1.0%
over 20%	2.4%	1.6%	3.1%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	***
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	*
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	***

Table X9.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	Low Income	Respondents, %	Non-respondents, %
Phone	Up to 2.5%	6.3%	8.2%
	2.5 to 5%	24.2%	26.3%
	5 to 7.5%	23.4%	22.7%
	7.5 to 10%	20.2%	17.4%
	10 to 12.5%	11.2%	11.2%
	12.5 to 15%	7.1%	6.7%
	15 to 17.5%	4.0%	3.3%
	17.5 to 20%	1.6%	2.1%
	over 20%	2.0%	2.2%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	Up to 2.5%	19.1%	12.9%
	2.5 to 5%	25.5%	25.4%
	5 to 7.5%	18.7%	18.5%
	7.5 to 10%	14.6%	18.5%
	10 to 12.5%	9.9%	7.7%
	12.5 to 15%	6.0%	7.3%
	15 to 17.5%	3.4%	5.2%
	17.5 to 20%	1.2%	2.4%
	over 20%	1.6%	2.0%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	Up to 2.5%	9.7%	7.8%
	2.5 to 5%	30.1%	24.8%
	5 to 7.5%	25.3%	23.4%
	7.5 to 10%	15.7%	17.2%
	10 to 12.5%	9.6%	10.6%
	12.5 to 15%	4.5%	7.2%
	15 to 17.5%	2.9%	3.9%
	17.5 to 20%	.8%	2.7%
	over 20%	1.4%	2.4%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers.

Respondent vs. Non-respondent tests for ordinal association:
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5

	#	#
Phone	#	#
Web	*	***
Mail	***	*

p-values on the far right are based on weighting each of the six subgroups to n=897.

Table X9.4. Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

Low Income	Phone	Web	Mail	Pooled %
Up to 2.5%	5.9%	18.3%	6.8%	7.9%
2.5 to 5%	21.7%	29.0%	23.3%	26.0%
5 to 7.5%	23.5%	18.4%	25.2%	22.8%
7.5 to 10%	20.4%	15.1%	18.8%	17.9%
10 to 12.5%	10.5%	9.0%	9.3%	11.2%
12.5 to 15%	8.9%	5.4%	5.4%	6.8%
15 to 17.5%	4.3%	2.9%	4.6%	3.4%
17.5 to 20%	1.4%	.6%	2.0%	2.0%
over 20%	3.5%	1.4%	4.7%	2.1%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

For details on pooling, weighting, and partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers.

Chi-square test for overall association:	Phone/Web/Mail	***	***
Two-mode tests of ordinal association:	Phone vs. Web	***	***
	Phone vs. Mail	##	##
	Mail vs. Web	***	***

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

x10. (What is the percentage of households with annual income greater than $100,000?)

Table X10.1. Frequency distribution of total sample, by survey mode, weighted to Census demographics.

Mode	High Income	Unweighted Frequency	Unweighted Percent	Weighted Percent
Phone	Up to 5%	28	2.2%	3.0%
	5 to 7.5%	124	9.7%	10.0%
	7.5 to 10%	228	17.9%	15.6%
	10 to 12.5%	196	15.4%	16.4%
	12.5 to 15%	129	10.1%	11.0%
	15 to 17.5%	96	7.5%	7.8%
	17.5 to 20%	83	6.5%	7.4%
	20 to 22.5%	56	4.4%	3.5%
	22.5 to 25%	68	5.3%	4.7%
	25 to 27.5%	47	3.7%	3.3%
	27.5 to 30%	40	3.1%	4.0%
	30 to 32.5%	39	3.1%	3.2%
	32.5 to 35%	22	1.7%	2.0%
	35 to 37.5%	19	1.5%	1.4%
	37.5 to 40%	20	1.6%	2.0%
	over 40%	78	6.1%	4.8%
	Total	1273	100.0%	100.0%
Web	Up to 5%	29	2.6%	2.8%
	5 to 7.5%	109	9.6%	8.5%
	7.5 to 10%	175	15.4%	14.3%
	10 to 12.5%	170	15.0%	14.2%
	12.5 to 15%	125	11.0%	12.5%
	15 to 17.5%	113	9.9%	11.1%
	17.5 to 20%	71	6.2%	5.6%
	20 to 22.5%	60	5.3%	5.2%
	22.5 to 25%	41	3.6%	3.5%
	25 to 27.5%	52	4.6%	5.7%
	27.5 to 30%	27	2.4%	2.3%
	30 to 32.5%	30	2.6%	2.0%
	32.5 to 35%	20	1.8%	1.6%
	35 to 37.5%	27	2.4%	3.1%
	37.5 to 40%	12	1.1%	.9%
	over 40%	76	6.7%	6.6%
	Total Valid	1137	100.0%	100.0%
	System Missing	47		
	Total n	1184		
Mail	Up to 5%	11	1.2%	1.2%
	5 to 7.5%	68	7.6%	9.0%
	7.5 to 10%	129	14.4%	15.5%
	10 to 12.5%	106	11.8%	13.7%
	12.5 to 15%	95	10.6%	12.5%
	15 to 17.5%	73	8.1%	7.8%
	17.5 to 20%	64	7.1%	7.2%
	20 to 22.5%	46	5.1%	6.8%
	22.5 to 25%	50	5.6%	5.4%
	25 to 27.5%	54	6.0%	3.3%
	27.5 to 30%	44	4.9%	3.7%
	30 to 32.5%	36	4.0%	3.7%
	32.5 to 35%	18	2.0%	1.9%
	35 to 37.5%	20	2.2%	1.8%
	37.5 to 40%	14	1.6%	1.2%
	over 40%	69	7.7%	5.3%
	Total Valid	897	100.0%	100.0%
	System Missing	7		
	Total n	904		

Decimal values obtained from the sampling company have been categorized as shown. Respondents on the web survey with no landline telephone exchange and those on the mail survey who obliterated the identification code when returning the questionnaire are coded as System Missing.

Table X10.2. Cross-tabulation of matched subsamples (excluding households with no landline phone or no deliverable address), weighted to the Web subsample's Census-weighted demographics.

High Income	Phone	Web	Mail
Up to 5%	3.6%	2.9%	1.4%
5 to 7.5%	9.6%	8.2%	10.3%
7.5 to 10%	16.2%	15.2%	16.1%
10 to 12.5%	16.2%	14.4%	12.7%
12.5 to 15%	11.4%	12.4%	12.0%
15 to 17.5%	8.0%	10.4%	7.0%
17.5 to 20%	7.3%	4.8%	6.7%
20 to 22.5%	4.2%	5.3%	5.7%
22.5 to 25%	4.2%	3.5%	5.6%
25 to 27.5%	3.4%	5.1%	3.4%
27.5 to 30%	3.6%	2.7%	4.0%
30 to 32.5%	3.9%	2.2%	3.3%
32.5 to 35%	1.4%	1.5%	2.0%
35 to 37.5%	.8%	3.7%	2.0%
37.5 to 40%	1.9%	.8%	1.5%
over 40%	4.4%	6.9%	6.4%
Total	100.0%	100.0%	100.0%
Matched Valid n	1038	836	824

Chi-square test for overall association:	Phone/Web/Mail	***
Two-mode tests of ordinal association:	Phone vs. Web	*
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Phone vs. Mail	**
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail vs. Web	###

Table X10.3. Unweighted frequency distributions comparing respondents and non-respondents in partially matched subsamples, by survey mode.

Mode	High Income	Respondents, %	Non-respondents, %
Phone	Up to 5%	2.1%	1.9%
	5 to 7.5%	10.3%	9.2%
	7.5 to 10%	18.3%	15.3%
	10 to 12.5%	15.5%	13.5%
	12.5 to 15%	10.1%	10.3%
	15 to 17.5%	7.7%	8.8%
	17.5 to 20%	6.1%	6.3%
	20 to 22.5%	4.5%	5.4%
	22.5 to 25%	5.2%	4.9%
	25 to 27.5%	3.9%	4.0%
	27.5 to 30%	3.0%	4.0%
	30 to 32.5%	2.9%	2.8%
	32.5 to 35%	1.5%	2.6%
	35 to 37.5%	1.1%	2.2%
	37.5 to 40%	1.5%	2.0%
	over 40%	6.1%	6.8%
	Total	100.0%	100.0%
	Partially Matched n	1126	6195
Web	Up to 5%	2.8%	3.2%
	5 to 7.5%	10.0%	10.1%
	7.5 to 10%	15.7%	14.1%
	10 to 12.5%	15.4%	16.9%
	12.5 to 15%	10.8%	13.3%
	15 to 17.5%	9.6%	8.9%
	17.5 to 20%	5.9%	4.0%
	20 to 22.5%	5.2%	5.2%
	22.5 to 25%	3.8%	3.6%
	25 to 27.5%	4.3%	4.0%
	27.5 to 30%	2.6%	3.6%
	30 to 32.5%	2.7%	1.6%
	32.5 to 35%	1.5%	2.0%
	35 to 37.5%	2.3%	2.4%
	37.5 to 40%	1.2%	2.0%
	over 40%	6.3%	4.8%
	Total	100.0%	100.0%
	Partially Matched n	937	248
Mail	Up to 5%	1.2%	1.9%
	5 to 7.5%	7.6%	10.1%
	7.5 to 10%	14.4%	14.4%
	10 to 12.5%	11.8%	13.4%
	12.5 to 15%	10.6%	11.3%
	15 to 17.5%	8.1%	8.2%
	17.5 to 20%	7.1%	6.0%
	20 to 22.5%	5.1%	4.8%
	22.5 to 25%	5.6%	6.0%
	25 to 27.5%	6.0%	4.3%
	27.5 to 30%	4.9%	3.8%
	30 to 32.5%	4.0%	3.2%
	32.5 to 35%	2.0%	2.1%
	35 to 37.5%	2.2%	2.0%
	37.5 to 40%	1.6%	2.3%
	over 40%	7.7%	6.3%
	Total	100.0%	100.0%
	Valid n	897	3281
	System Missing	7	0
	Partially Matched n	904	3281

For detail on the partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are included in the mail Respondent group, but coded as System Missing. Those cases are also included in the mail Non-respondent group, with whatever code is associated with their respective telephone numbers. [Table note continues …]

Table X10.3, table note continued:

Respondent vs. Non-respondent tests for ordinal association:	Phone	***	**
(*), p < .075; *, p < .05; **, p < .01; ***, p < .001	Web	###	###
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5	Mail	**	*

p-values on the far right are based on weighting each of the six subgroups to n=897.

Table X10.4. Cross-tabulation of partially matched subsamples, by survey mode. Also, an expected distribution derived from the pooled phone sample (including both respondents and non-respondents).

High Income	Phone	Web	Mail	Pooled %
Up to 5%	2.8%	3.4%	1.4%	2.0%
5 to 7.5%	11.2%	8.8%	11.9%	9.3%
7.5 to 10%	16.7%	14.6%	14.7%	15.8%
10 to 12.5%	16.2%	14.1%	14.6%	13.8%
12.5 to 15%	9.8%	11.8%	11.6%	10.3%
15 to 17.5%	9.8%	10.4%	7.2%	8.6%
17.5 to 20%	6.5%	5.7%	8.2%	6.3%
20 to 22.5%	4.1%	6.5%	5.8%	5.2%
22.5 to 25%	4.1%	4.7%	5.2%	4.9%
25 to 27.5%	3.3%	4.3%	3.2%	4.0%
27.5 to 30%	3.6%	2.1%	3.6%	3.8%
30 to 32.5%	3.9%	2.0%	3.3%	2.8%
32.5 to 35%	1.2%	1.9%	1.6%	2.5%
35 to 37.5%	.5%	3.4%	1.7%	2.0%
37.5 to 40%	1.3%	.7%	1.1%	1.9%
over 40%	5.1%	5.5%	4.7%	6.7%
Total	100.0%	100.0%	100.0%	100.0%
Partially Matched n	1126	937	897	7321

For details on pooling, weighting, and partial matching, see note to Table X2.4. Respondents on the mail survey who obliterated the identification code when returning the questionnaire are excluded as System Missing when calculating the percentages in the Mail column. They are included in calculating the Pooled percentages, with whatever code is associated with their respective telephone numbers.

Chi-square test for overall association:	Phone/Web/Mail	***	***
Two-mode tests of ordinal association:	Phone vs. Web	(*)	(*)
	Phone vs. Mail	#	##
	Mail vs. Web	###	##

(*), p < .075; *, p < .05; **, p < .01; ***, p < .001
(#), p > .075; #, p > .1; ##, p > .3; ###, p > .5
p-values on the far right are based on weighting partially matched cases in each mode to n=897.

A.4 – The text of the post-survey mailing

Survey Research Center
University of Wyoming, Dept. 3925
1000 E. University Avenue
Laramie, WY 82071

Current Household Members
123 Any Street
Anytown, ST 99999

A few weeks ago someone in your household may have taken part in an important nationwide survey about recreation and national parks. The researchers at the University of Wyoming for whom we conducted the survey have asked us to send you this postcard, to say thanks for answering their survey!

To ensure your privacy, the researchers do not know the names or addresses of anyone who participated in that telephone survey. The address for sending you this card was obtained using directory listings and other public sources. We know that there are many errors in those sources. Please accept our apology if this postcard has reached you in error.

There is no need for you to contact us or take any other action if this postcard does not apply to you. Thank you!