Methodology

2017 National Sports Survey

Prepared by Princeton Survey Research Associates International
for the Washington Post and the University of Massachusetts Lowell

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SUMMARY

The 2017 National Sports Survey obtained telephone interviews with a nationally representative sample of 1,000 adults, age 18 or older, living in the continental United States. Telephone interviews were conducted by landline (344) and cell phone (656, including 398 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English and Spanish by Issues & Answers Network, Inc. from August 14 to 21, 2017. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.7 percentage points.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained one or more residential directory listings. The cellular sample was not list-assisted, but was dra landArtifact BID ssetemtifact BMC0.000009Q12 Tf(E) (g)ʃTJ

Contact Procedures

Interviews were conducted from August 14 to 21, 2017. As many as five attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedes are followed for the entire sample.6>>BDC 0 G 0 g 1 0 0 1 5000912 0 612

Table 1: Sample Demographics

Parameter

questionnaire wording and reporting

Table 2. Sample Disposition

Landline	Cell	
1,175	375	Non-residential/Business (4.500)
2,859	0	Ported numbers identified before dialing (4.420)
1	0	Cell in landline frame (4.420)
4,035	375	OF = Out of Frame
3,406	11,208	Not working (4.300)
50,369	0	Screened landline disconnects removed prior to dialing
800	194	Computer/fax/modem (4.200)
54,575	11,402	NWC = Not working/computer
4,627	3,323	NA/Busy all attempts (3.120, 3.130)
49,948	8,079	$UHUO_{NC}$ = Non-contact, unknown if household/unknown other
5,213	10,771	Voice mail (3.140)
0	0	Other non-contact (deaf/disabled/deceased) (3.211)
5,213	10,771	UO_{NC} = Non-contact, unknown eligibility
2,695	4,586	Refusals (3.211)
568	1,462	Callbacks (INCLUDE Spanish CBs) (3.211)
3,263	6,048	UO_R = Refusal, unknown if eligible
111	330	O = Other (language) (3.211)
0	316	Child's cell phone (4.700)
19	0	Other ineligible (4.700)
19	316	SO = Screen out
22	44	R = Refusal, known eligible (breakoffs and qualified CBs) (2.100)
344	656	I = Completed interviews (1.0)
117,530	38,021	T = Total numbers sampled

13.3%	60.7%	$e1 = (I+R+SO+O+UO_R+UO_{NC})/(I+R+SO+O+UO_R+UO_{NC}+OF+NWC)$ Est. frame eligibility of non-contacts
95.1%	68.9%	$e2 = (I+R)/(I+R+SO)$ Est. screening eligibility of unscreened contacts
24.1%	32.1%	$CON = [I + R + (e2*[O + UO_R])]/[I + R + (e2*[O + UO_R + UO_{NC}]) + (e1*e2*UHUO_{NC})]$
9.6%	12.9%	$COOP = I/[I + R + (e2*[O + UO_R])]$
2.3%	4.1%	AAPOR RR3=$I/[I+R+[e2*(UO_R+UO_{NC}+O)]+[e1*e2*UHUO_{NC}]]$ = CON W* T9y,6 Tf (+) Tj P*UH

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