

73 DON'T ASK ME

Contacting households, often by telephone, is a method used by researchers to survey large samples of the population.

The newspaper headline attached to this table was



“Don’t ask me any more. I’m not interested.”

Surveys Face Growing Difficulty Reaching, Persuading Potential Respondents

	1997 %	2000 %	2003 %	2006 %	2009 %	2012 %
Contact rate (percent of households in which an adult was reached)	90	77	79	73	72	62
Cooperation rate (percent of households contacted that yielded an interview)	43	40	34	31	21	14
Response rate (percent of households sampled that yielded an interview)	36	28	25	21	15	9

PEW RESEARCH CENTER 1012 Methodology Study. Rates computed according to American Association for Public Opinion Research (AAPOR) standard definitions for CON2, COOP3 and RR3. Rates are typical for surveys conducted in each year.

Draw graphs and show calculations that the newspaper could have used in their article.

Do you agree with the headline?
Explain.

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