Appendix 1

SURVEY METHODOLOGY

The results presented in this report are based on a nationally-representative probability-based sample of unmarried young adults (both men and women) age 18–29. Young adults were contacted by landline and by cell phone. Overall, 1,800 men and women were interviewed (Table 1).

TABLE 1 Unweighted Number of Respondents by Demographic Characteristics

	Men	Women	Total
By Race/Ethnicity			
White, non-Hispanic	482	432	914
Black non-Hispanic	134	220	354
Hispanic	214	186	400
Other	73	59	132
By Age			
18–19	267	231	498
20–24	392	403	795
25–29	244	263	507
Total Respondents (unweighted)	903	897	1,800

OVERALL SAMPLE DESIGN. A dual frame sample was designed for the telephone-based survey containing three components: (1) a random digit dial (RDD) sample of landline telephone numbers, (2) a targeted sample of listed telephone numbers with an increased probability of having an eligible respondent, and (3) a random sample of cell phone numbers. The sample was purchased from Marketing Systems Group (MSG). The proportion of interviews from the RDD sample was 10% of the final sample; the proportion of interviews from the targeted sample was 50% of the final sample; and the proportion of interviews from cell phones was 40% of the final sample.

OVER-SAMPLING OF MINORITY POPULATIONS. In order to conduct additional subgroup analysis by race and ethnicity, the sample was designed to interview a disproportionately high number of African Americans and Hispanics. The goal was for each subgroup to make up 20–25% of the total sample (note that interviews were conducted in English

and Spanish). This over-sampling was used for the two landline samples only—there is no method yet available to oversample by race/ethnicity among the cell phone sample.

SAMPLE DISPOSITION. Over 100,000 telephone numbers were dialed to complete the 1,800 young adult interviews. Each type of sampling (RDD, listed landline, and cell phone) had a different incidence rate. Cell phone and landline samples also had different cooperation rates. Therefore, incidence, cooperation rates and response rates were calculated separately for each sample.

EFFECTIVE INCIDENCE. The effective incidence is the proportion of screened households that had an eligible respondent (i.e. unmarried adult age 18–29). The effective incidence rate was 7% for the RDD sample, 14% for the targeted sample, and 15% for the cell phone sample.

COOPERATION RATE. Cooperation rates are a product of refusal rates and contact rates. Cooperation rates were calculated using Cooperation Rate 3 as defined by the American Association of Public Opinion Research (AAPOR), which defines those unable to do an interview as also incapable of cooperating. The cooperation rate is the proportion of eligible households for which an interview was completed. Put another way, it is the number of completed interviews over the number of households with eligible respondents (either identified directly or by a household member). The cooperation rates were 40% in the RDD landline sample, 39% in the targeted sample and 36% in the cell sample.

REFUSAL RATE. Once a Field Research interviewer spoke to an identified eligible very few individuals in the RDD (14%) or targeted landline samples (11%) refused to complete the survey. On the other hand, 37% of identified eligible respondents in the cell phone sample refused to complete the survey.

RESPONSE RATE. To calculate the response rate for this survey, Field Research used Response Rate 3 as defined by the AAPOR. While the cooperation rate described above measures completed interviews as a proportion of known eligible households, the response rate described below is a more conservative measure that additionally takes into account those households of unknown eligibility. It reflects completed interviews as a proportion of eligible and likely eligible households. Field Research estimated the number of likely eligible households by multiplying the number of households with unknown eligibility by the effective incidence rate calculated above.

The response rate was approximately 20% for each sample frame (21%-RDD, 22%-targeted, 19%-cell). These rates are in the range one expects in the current telephone survey environment and are considered quite good given the study population.

SURVEY QUESTIONNAIRE. Survey questions were developed by the Guttmacher Institute in consultation with The National Campaign to Prevent Teen and Unplanned Pregnancy. The questions sought to explore knowledge and attitude factors related to contraceptive behavior. The model below, which was developed by the Guttmacher Institute, was used to guide questionnaire development. The final average interview length was 29 minutes for female respondents and 23 minutes for male respondents.

FIGURE 1 Theoretical Framework of Factors Affecting Contraceptive Use and Avoiding Unintended Pregnancy