

Methodology for the GPPC's Public Awareness and Attitudes About Genetic Technology Telephone Survey, 2002

The Genetic and Public Policy Center's Public Awareness and Attitudes About Genetic Technology Survey included telephone interviews with a nationally representative sample of 1,211 adults 18 years of age and older living in continental United States households with telephones. The interviews were conducted in English by Princeton Survey Research Associates (PSRA), Inc, from October 15 to October 29, 2002.

The telephone sample was provided by Survey Sampling, Inc. (SSI) according to PSRA specifications. The sample of households was drawn using standard *list-assisted random digit dialing* (RDD) methodology. The overall response rate for this survey was 41%. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRA it is calculated by taking the product of three component rates: 1) the contact rate, the proportion of working numbers where a request for interview was made (83%); 2) the cooperation rate, the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused (52%); and 3) the completion rate, the proportion of initially cooperating and eligible interviews that were completed (94%).

The questionnaire was developed by PSRA in collaboration with Center staff. In order to improve the quality of the data, the questionnaire was pre-tested with a small number of respondents using RDD telephone numbers. The questionnaire and survey methodology were approved by the Johns Hopkins University Institutional Review Board.

Statistical results were weighted to correct known demographic discrepancies. Weighting is generally used in survey analysis to compensate for patterns of non-response that might bias results. The interviewed sample of all adults was weighted to match national parameters for sex, age, education, race, Hispanic origin and region (U.S. Census definitions). These parameters came from a special analysis of the March 2001 Current Population Survey (CPS) that included all households in the continental United States that had a telephone. The margin of sampling error for the complete set of weighted data is 3%. In addition to sampling error, question wording and the practical difficulties of conducting surveys can also introduce error or bias into the findings. Details on the design, execution and analysis of the survey are available on the Center's website www.DNAPolicy.org.