Who Are Latino Cell Phone Only Respondents?

A Comparative Look at Demographics, Attitudes, and Behaviors of U.S. Hispanic and Non-Hispanic Cell Phone Only and Landline Respondents

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Background and Objectives

More than one in every five (23%) American homes has only cell phones and no landline phones*

One in every seven (15%) American homes has a landline yet receives all or almost all calls on cell phones*

It was reported that Hispanic adults (28%) are more likely than non-Hispanic white adults (19%) or non-Hispanic black adults (21%) to live in cell phone only households*

Given these and several other crucial survey findings from reputable sources, a study was designed by Encuesta, Inc. that explored related topics in order to assess:

- Do we really need to include a Hispanic targeted cell phone sample frame and cell phone only Hispanics sample when conducting surveys?
- Are cell phone only Hispanics different than other Hispanics or cell phone only non-Hispanics?
- Can exclusion of cell phone only Hispanics bias the survey results?

The study gathered a demographic profile and included a variety of topics such as healthcare, economic indicators, politics, and corporate responsibility

* Wireless Substitution: Early Release of Estimates From the National Health Interview Survey, January-June 2009, Blumberg and Luke, National Center for Health Statistics

Methodology

A nationally representative telephone survey was conducted with n=358 U.S. Hispanic and n=302 non-Hispanic (all other races and ethnicities in a representative mix) adults

Field dates: November 6-27, 2009

A proprietary random probability landline (RDD and listed Hispanic last name, n=443) and cell phone (RDD, n=217) frame sampling approach was used

Interviews were conducted in English or Spanish, according to respondent preference

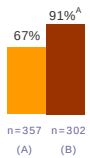
A total of 56% of all interviews conducted among Hispanics were in Spanish and 44% were in English

Almost half (46%) of Hispanics interviewed were Spanish-Dominant, 39% were Bilingual, and 15% were English-Dominant according to the Encuesta, Inc./Marin Acculturation Scale*

* The scale is based on a series of questions that determine language usage in different situations

Cell Phone Ownership

Q. Do you own a cell phone?



Hispanics Non-Hispanics

DK/Ref Excluded

Significant difference at a 95% Confidence Level

Two-thirds of Hispanics own a cell phone

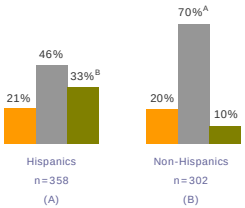
Among acculturated Hispanics (81%, Bilingual and English-Dominant, combined) and younger (69%, under 55 years old) Hispanics, cell phone ownership is more common compared to Hispanics who are Spanish-Dominant (49%) or over 55 years old (52%)

Cell Phone vs. Landline Phone

Q. Do you own a cell phone?

and

Q. Is the cell phone your only phone or do you also have a regular landline phone at home?



Cell phone only Cell phone and Landline phone

Landline only DK/Refused Excluded

Significant difference at a 95% Confidence Level

One in five Hispanics are cell phone only users, a proportion similar to non-Hispanics

Acculturated (Bilingual and English-Dominant, combined) Hispanics are more likely to only have a cell phone compared to Spanish-Dominant Hispanics (27% vs. 13%, respectively)

Younger Hispanics (between 18-34) are more likely to be cell phone only users than those 35 and older (32% vs. 12%, respectively)

Cell Phone Only Hispanics Are Different Compared to the Rest of Hispanics

	Hispanics		
	Cell Phone Only (A)	Cell Phone and Landline Phone (B)	Landline Only (C)
Base: Total Respondents	n=74	n=165	n=118
Mean Age	33.0	39.5A	42.9AB
Base: Total Respondents (DK/Ref Excluded)	n=51	n=128	n=90
Mean Household Income $ (000)	36.1C	38.2C	24.8
	%	%	%
Base: Total Respondents (DK/Ref Excluded)	n=74	n=165	n=117
U.S. Born	45BC	35B	15
Base: Total Respondents (DK/Ref Excluded)	n=73	n=160	n=116
Have Children in Household Under 18 Years Old	52	70AC	60
Base: Total Respondents (DK/Ref Excluded)	n=73	n=159	n=115
Single	47BC	28	32
Base: Total Respondents (DK/Ref Excluded)	n=71	n=160	n=114
Mean Years of Education	11.8C	11.8C	8.3

Significant difference at a 90% Confidence Level

Cell phone only Hispanics are more likely to be younger, U.S.-born, and single than the rest of Hispanics

Striking differences exist regarding the socioeconomic status between cell phone only Hispanics and landline only Hispanics

Cell Phone Only Hispanics Are Also Different Than Cell Phone Only Non-Hispanics

	Cell Phone Only	
	Hispanics (A)	Non-Hispanics (B)
Base: Total Respondents	n=74	n=61
Mean Age	33.0B	29.7
	%	%
Base: Total Respondents (DK/Ref Excluded)	n=73	n=59
Married	40B	27
Base: Total Respondents (DK/Ref Excluded)	n=73	n=60
Reside in Urban/Downtown City	67B	40

Significant difference at a 90% Confidence Level

Cell phone only Hispanics are more likely to be older, married, and live in an urban/downtown city community than cell phone only non-Hispanics

Cell Phone Only Hispanics Have Distinct Attitudes Not Only Compared to the Rest of Hispanics...

Corporate Responsibility

Q. How would you rate major corporations in all industries today in terms of their involvement in your community? Would you say they are doing more, less, or about the same as they were five years ago?

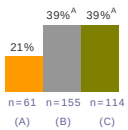


Chart shows those who believe major corporations are doing less than they were five years ago

Cell phone only Cell phone and landline phone Landline only

Base: Hispanics only DK/Ref Excluded

Significant difference at a 95% Confidence Level

Economic Indicators

Q. Now thinking about the economy in general, do you think the U.S. economy is going in the right direction or wrong direction ?

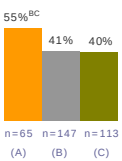


Chart shows those who believe the U.S. economy is going in the right direction

Cell phone only Cell phone and landline phone Landline only

Base: Hispanics only DK/Ref Excluded

Significant difference at a 90% Confidence Level

...But Also Compared to Cell Phone Only Non-Hispanics

Healthcare

Q. Now I would like to ask you about some of the specific proposals being considered to address healthcare. Would you favor or oppose...?

Chart shows those who favor "requiring that all Americans have health insurance with the government providing financial help for those who can't afford it"

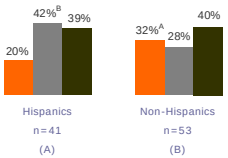
Hispanics Non-Hispanics

Base: Cell phone only DK/Ref Excluded

Significant difference at a 90% Confidence Level

Political Views

Q. How would you describe your political views?



Conservative Moderate Liberal

Base: Respondents who are U.S. citizens and cell phone only DK/Ref Excluded

Significant difference at a 80% Confidence Level

Cell Phone Usage

Q. Please tell me if you use your cell phone to do each of the following activities?

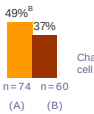


Chart shows those who use their cell phones to record video clips

Hispanics Non-Hispanics

Base: Cell phone only DK/Ref Excluded

Significant difference at a 80% Confidence Level

Conclusions

Excluding the cell phone only Hispanics when conducting research may introduce noncoverage error

A significant proportion of Hispanics are cell phone only with substantial demographic differences compared to the rest of Hispanics, especially landline only Hispanics, as well as to the cell phone only non-Hispanics. Leaving out this important population group may skew research results.

A weighting adjustment related to the cell phone only Hispanics' unique demographics may not be enough to overcome noncoverage error

This population group is different not only in terms of demographics but also socioeconomics, acculturation, as well as attitudes and behaviors related to healthcare, political views, and adoption of technology. Hence, weighting practices relying on only demographics may not resolve the issue of bias on survey findings resulting from the exclusion of cell phone only Hispanics. Furthermore, if a propensity score weighting method is to be applied, then the knowledge base and survey source must be robust.

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