

Methodology

Annenberg Media Survey - Lawyers

Prepared by Princeton Survey Research Associates International
for the Annenberg Foundation Trust at Sunnylands and The Annenberg
Public Policy Center

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Summary

In 2005, the Annenberg Foundation Trust at Sunnylands and The Annenberg Public Policy Center commissioned PSRAI to conduct a study of the Supreme Court as a key democratic institution. This study interviewed 859 lawyers—299 who were interviewed by telephone and 560 who completed an online version of the survey. The telephone interviews were conducted by Princeton Data Source, LLC from March 25, 2005 to May 5, 2005. The online survey was administered by PSRAI from March 18, 2005 to May 16, 2005.

Sample Design and Selection

This study was designed to be representative of lawyers who are admitted to practice before the U.S. Supreme Court and the U.S. Circuit Courts of Appeals. The sampling frame was the *Martindale-Hubbell Law Directory*, obtained through Nexis.

A total of 859 lawyers were interviewed, including 38 law professors.

Contact Procedures

Fieldwork was conducted from March 18, 2005 to May 16, 2005. Each respondent was sent a letter introducing the research and inviting them to complete the survey online. The letter also listed an 800 number that respondents could call if they preferred to take the survey by phone. Roughly two weeks after sending the letter, interviewers called those who had not completed the survey online to encourage them to complete the survey and to see if they preferred to take the phone rather than online survey. After roughly four weeks, those who had not completed the survey online were called and invited to complete the telephone survey. Over the period of the survey, 20 or more attempts were made to contact each potential respondent. Calls were staggered over different times of the day and days of the week to maximize the chance of making contact. More lawyers completed the survey online (560) than by phone (299).

Response Rates

The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed—48 percent. At PSRAI it is calculated by taking the product of three component rates:¹

- Contact rate—the proportion of working numbers where a request for interview was made—of 68 percent.
- Cooperation rate—the proportion of contacted numbers where consent for interview was at least initially obtained, versus those refused—of 71 percent.
- Completion rate—the proportion of initially cooperating and eligible interviews that were completed— of 100 percent.

¹ PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.