Perceptions of Ebola in the United States

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About this Study

RIWI is currently conducting a pilot online data capture project in the United States. This report includes interim data gathered from **September 16 to December 17, 2014**, split into two waves:

- **Wave 1:** September 16 to November 30
- **Wave 2:** December 1 to December 17

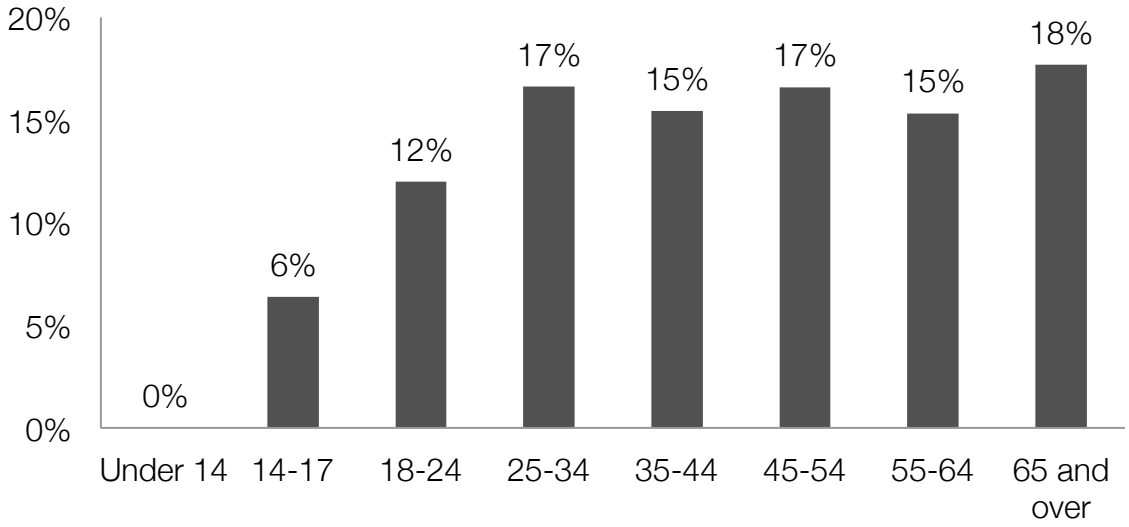
The data are being collected using RIWI's **Random Domain Intercept Technology™** (RDIT).

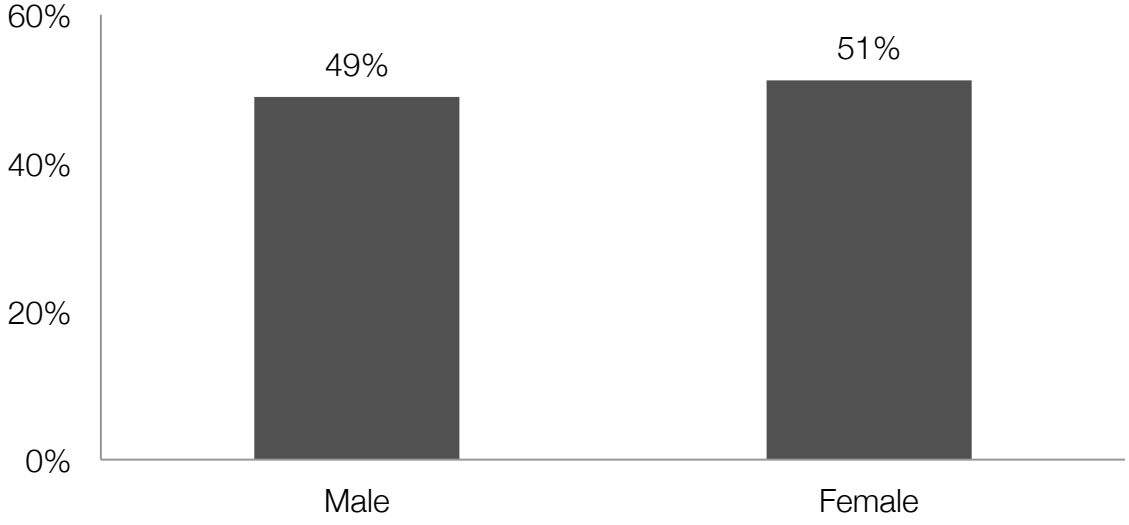
In keeping with the best practices in online data collection, margin of error statistics are not reported for the full data set, and should, like all data sets, be reviewed carefully during interpretation. Results are valid ± 1%, set at the 95% confidence interval, to the extent they represent the study population parameter: the current general online US population of approximately 280 million people.

	Wave 1	**Wave 2**
Total min. number of completes (N)	14,156	2,433
Total number of respondents opting-in	26,369	4,984
Total opt-in response rate	53.7%	48.8%

What is your age and gender?

Weighted Data (Wave 1 + Wave 2 Total)





N = 31,243

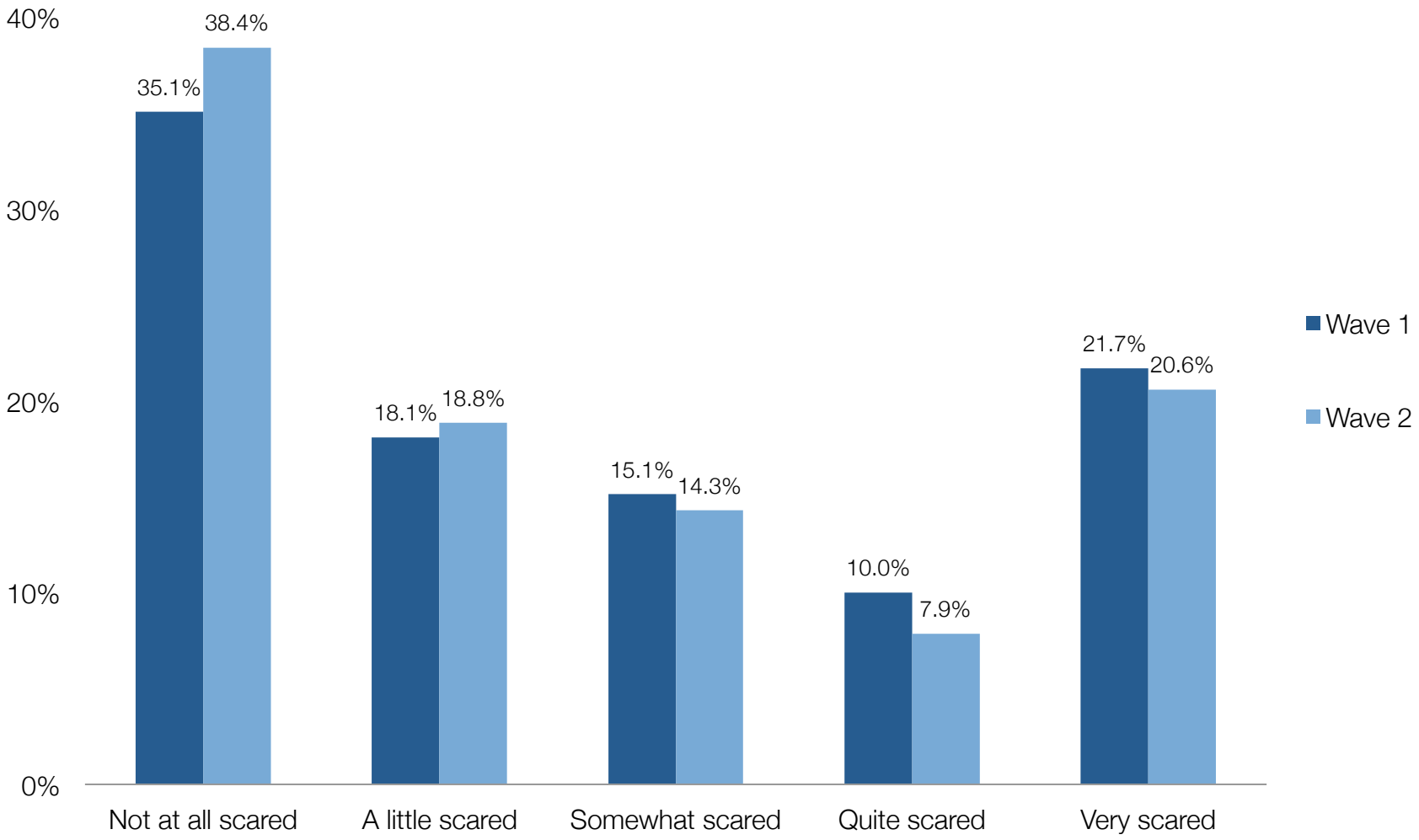
Unweighted Data

Age	Respondents
Under 14	10.0%
14-17	25.9%
18-24	27.6%
25-34	14.8%
35-44	7.0%
45-54	5.1%
55-64	3.3%
65 and over	6.3%

Gender	Respondents
Male	52.7%
Female	47.3%

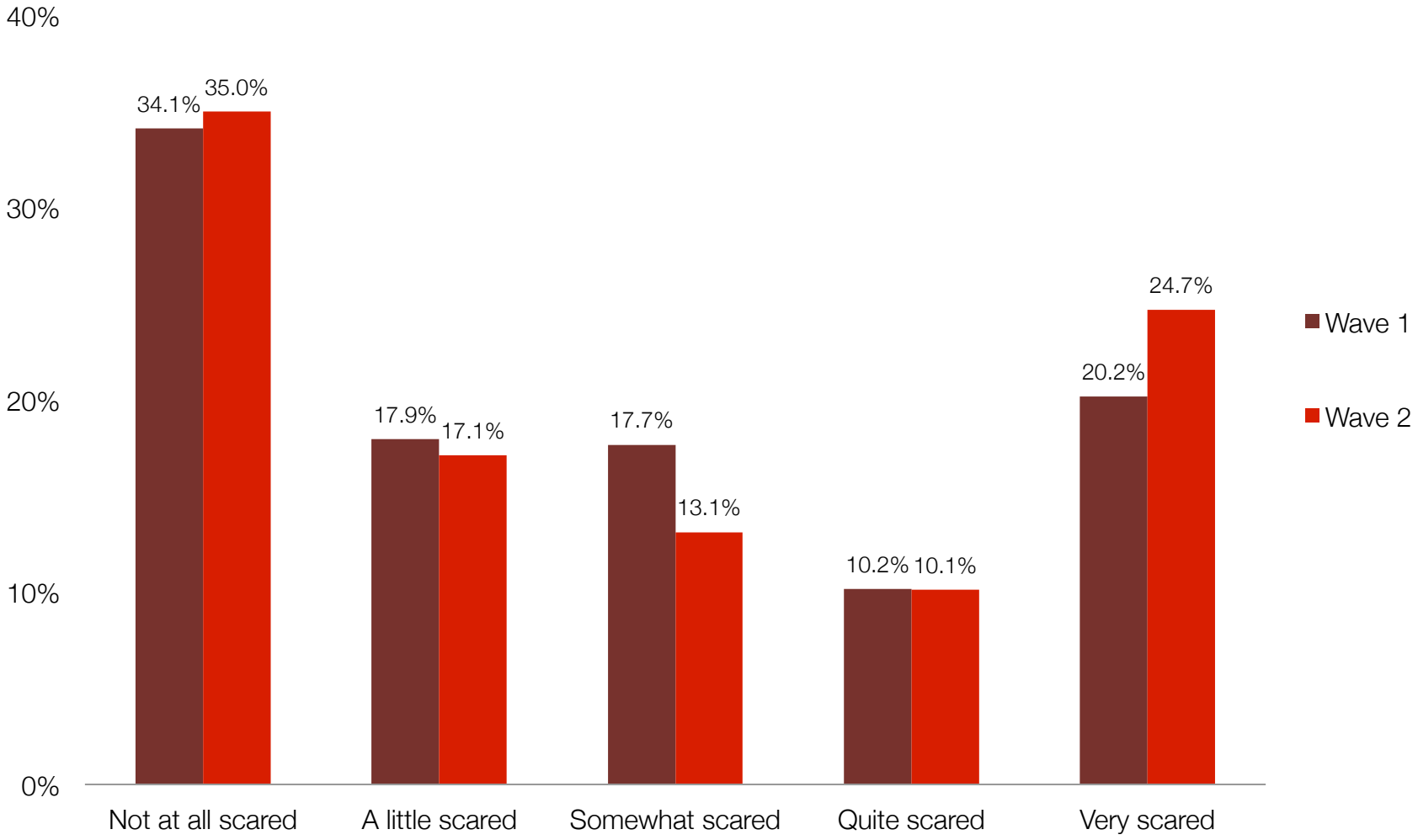
Q1 – How scared are you of the Ebola virus killing large numbers of US citizens?

Wave 1 vs. Wave 2 by Blue States Only



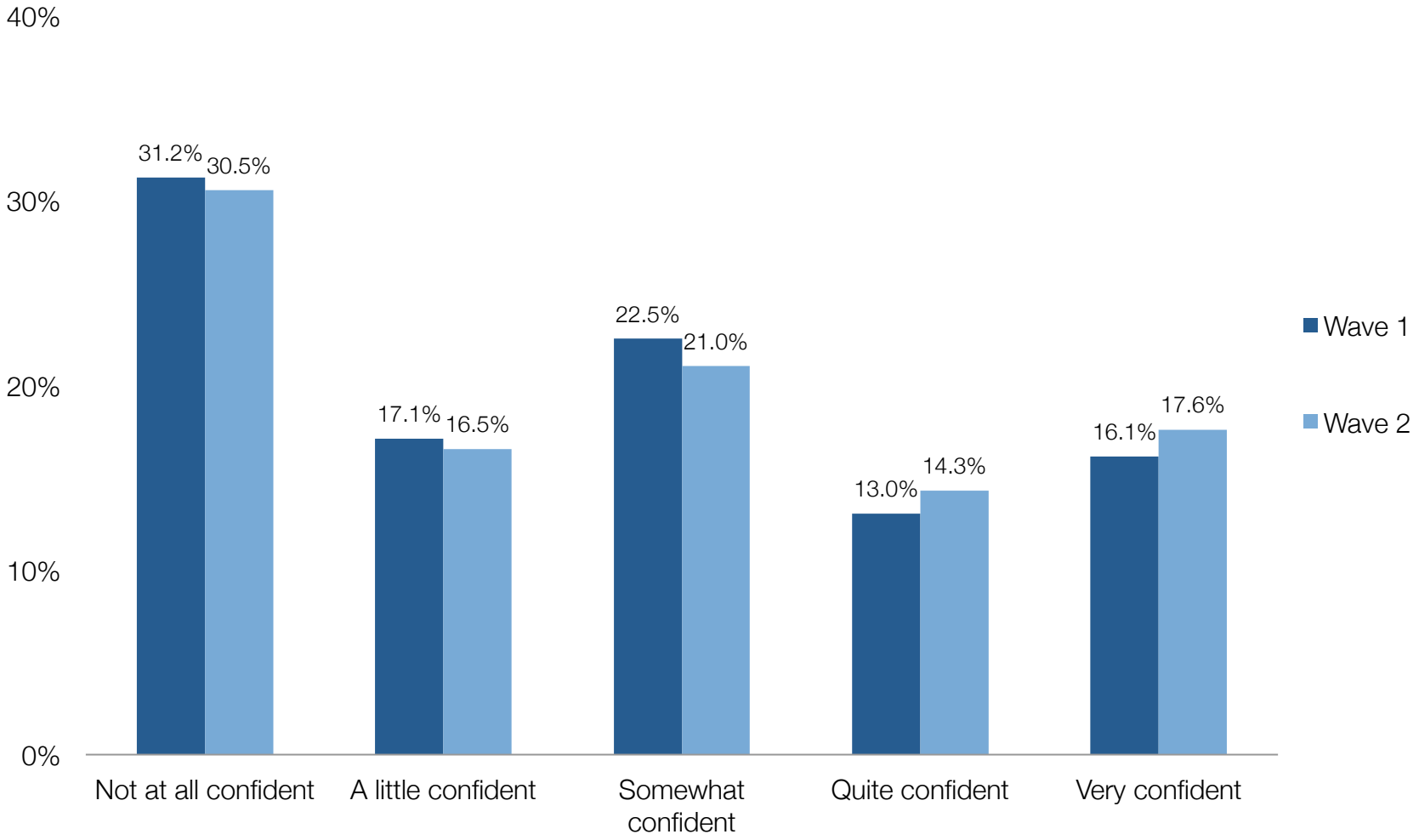
Q1 – How scared are you of the Ebola virus killing large numbers of US citizens?

Wave 1 vs. Wave 2 by Red States Only



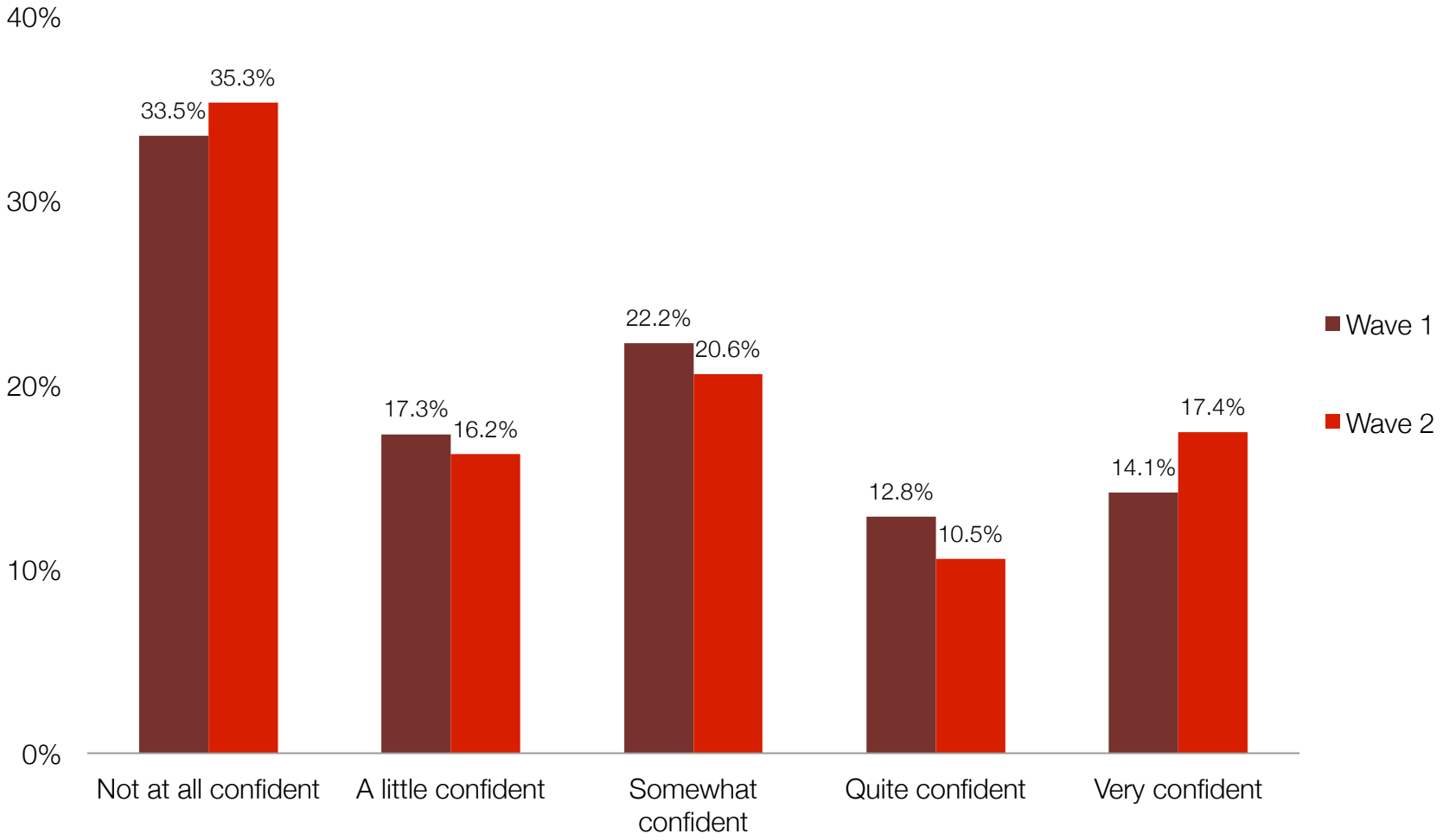
Q2 – How confident are you that US health agencies can protect you or your family against Ebola if there is an outbreak in the US?

Wave 1 vs. Wave 2 by Blue States Only

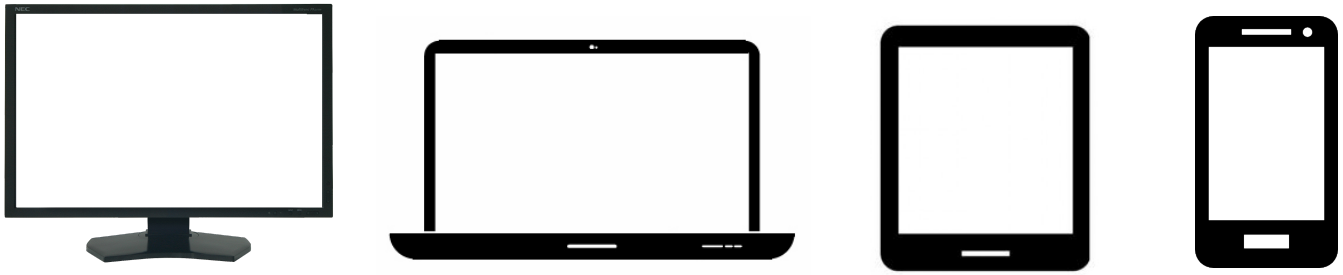


Q2 – How confident are you that US health agencies can protect you or your family against Ebola if there is an outbreak in the US?

Wave 1 vs. Wave 2 by Red States Only



RIWI's patented Random Domain Intercept Technology (RDIT™) is the only all-device technology capable of randomly intercepting online survey respondents in every Web-enabled country and territory in the world.



RDIT Unique Capabilities:

- Captures data from respondents in every country and territory for ongoing tracking
- Randomly collects data, removing biases to provide the best Web Intelligence
- Gathers data from majority first-time respondents generating the most varied sample
- Reaches respondents on all Web-enabled devices, from smartphones to desktops
- Provides rapid results in otherwise hard-to-reach countries

How it Works: RDIT™

When users navigate the Web by typing into the URL bar, this is referred to as direct navigation. When mistakes occur on any device in any country, such as input errors on non-trademarked URLs or other input errors during direct navigation, users commonly land on sites that deliver ads or land on non-existent sites (e.g. “this page does not exist”). RDIT accesses a highly scalable global flow of direct navigation users and filters this randomized data stream through the privacy-compliant RIWI engine.

The RIWI engine:

- Checks and cleans for ‘bots’
- Ensures the sites are full sites, and not ‘pop-unders’ or ‘pop-overs’ or ‘interstitials’
- Ensures there is no potential trademark infringement to any URL from which the respondent is exposed to the survey prior to the DNS redirect to the survey page
- Ensures low latency to enable anyone who chooses not to opt in to exit instantaneously
- Recognizes the device type, browser and operating system
- Acquires the country code and IP location
- Uses software and proprietary mathematical latitudinal and longitudinal approaches to ensure the respondent, as best as possible, is responding from the targeted geography
- Chooses an applicable language and delivers the appropriate survey in a privacy-compliant manner on any device including smartphones and tablets, with exceptional speed. The surveys are delivered in full-screen format, allowing for maximum readability on all devices.
- Feeds the geo-located anonymized data (that are assigned unique identifiers) to a secure, hosted database with multiple back-ups from which the data are ported into CSV or any other file formats
- Removes duplicate responses from the same IP address, if any, during post-processing

Methodology and Limitations

Specific to this study, RIWI undertook its traditional approach, with additional considerations:

- Respondents were geographically representative of the random Web-enabled population
- Compared to all other modalities of data collection, including self-selected incentivized panel respondent surveys; social media analytics; river sampling; gamification; and focus groups, RIWI's proprietary random domain intercept technology covers a much wider representative sampling of the population parameter: the Web enabled population as a function of usage of Web-enabled devices
- Approximately 70 percent of RIWI respondents never take a survey in the past month or longer
- All random respondents opt in, and RIWI privacy defaults to strictest rules in the world
- Data are skewed to younger Web users, so Census re-weighting to age/ gender splits was undertaken
- Topic salience bias and self-selection bias are mitigated by high response rates and high sample size
- No personally identifiable information is collected except for IP address, which is then validated by two mathematical formulae (Haversine and Equirectangular approximation) for city hub confirmation
- In keeping with best practice in online survey data collection, it is inappropriate to provide margin of error statistics for the full data set. To the extent that margin of error statistics are provided herein, they confirm statistically valid results as a function of the representativeness of the Web-user population.