

Survey Questions

DEVICE1a Next, do you have a cell phone, or not?²

Based on all adults [n=1907]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	92	8	*	0
Sept 2013	91	9	0	0
August 2013	89	11	0	0
May 2013	91	9	0	*
December 2012	87	13	*	0
November 2012	85	15	0	*
Sept 2012	85	15	*	0
August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*

² Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined Landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?"; "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?"

August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--

January 2005	66	34	*	--
Nov. 23-30, 2004	65	35	*	--

SMART1 Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?³

Based on cell phone owners

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	NOT SURE/ DON'T KNOW	(VOL.) REFUSED
Current [N=1,903]	73	20	7	*
April 2015 [N=1,900]	73	21	5	*
September 2013 [N=5,763]	61	32	7	*
August 2013 [N=1,636]	60	33	6	*
May 2013 [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,992]	55	38	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

DEVICE1 Please tell me if you happen to have each of the following items, or not. Do you have...
[INSERT ITEMS IN ORDER]?

Based on all adults [n=959]

YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
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³ Wording may vary from survey to survey. Wording variations include: “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?”; “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?”

Items B-D: Based on Form A

- b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader but NOT a Kindle Fire⁴

	19	80	1	*
Current				
	32	68	*	*
January 2014				
	24	75	1	*
September 2013				
	19	80	*	0
November 2012				
	18	81	1	*
April 2012				
	14	86	*	*
February 2012				
	10	89	1	*
December 2011				
	9	90	*	*
August 2011				
	12	88	*	0
May 2011				
	6	94	*	*
November 2010				
	5	95	*	*
September 2010				
	4	96	*	*
May 2010				
	3	97	*	*
September 2009				
	2	98	*	*
April 2009				

DEVICE1 continued...

⁴ From 2012-2013, item wording was "A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader". In 2011, item wording was "An electronic Book device or e-Book reader, such as a Kindle or Nook." Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
c. A tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire ⁵				
Current	45	54	*	*
January 2014	42	57	*	*
September 2013	35	65	*	*
May 2013	34	66	*	*
November 2012	25	75	*	*
August 2012	25	75	*	*
April 2012	18	81	*	*
February 2012	14	85	*	*
December 2011	10	89	1	*
August 2011	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

⁵ December 2011 through November 2012, item wording was "A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire." In May 2011 and August 2011, item wording was "A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom." January 2011 and earlier, item wording was "A tablet computer like an iPad"

d. A desktop or laptop computer⁶

	73	27	0	*
Current				
	78	22	*	*
November 2012				
	80	20	*	*
April 2012				
	75	25	*	*
December 2011				
	76	24	*	*
August 2011				
	77	22	*	*
May 2011				
	77	23	0	*
November 2010				
	76	24	*	*
September 2010				
	79	21	*	0
May 2010				
	74	26	0	*
January 2010				
	73	27	*	*
December 2009				
	75	25	*	*
September 2009				
	78	22	*	*
April 2009				
	74	26	*	--
April 2008				
	75	25	*	--
Dec 2007				
	72	27	*	--
April 2006				

DEVICE1 continued...

⁶ In past polls, "A desktop computer" and "A laptop computer or netbook" were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes.

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items E-G: Based on Form B</i>				
Based on all adults [n=948]				
e. A game console like Xbox or Play Station	40	60	*	0
Current	41	59	*	*
November 2010	38	62	*	*
September 2010	42	57	*	*
May 2010	42	58	*	*
September 2009	37	63	*	*
April 2009	41	59	*	*
f. An iPod or other MP3 player ⁷	40	60	*	0
Current	44	56	*	*
May 2011	43	57	*	*
November 2010	47	53	*	*
September 2010	46	54	*	0
May 2010	43	57	*	0
September 2009	45	55	*	*
April 2009				

⁷ Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

	34	66	*	--
December 2007				
	20	79	*	--
April 2006				
	11	88	1	--
February 2005				
	11	88	1	--
January 2005				
g. A portable gaming device like a PSP or Sega Genesis game player ⁸				
	14	86	*	*
Current				
	18	82	*	*
September 2009				

⁸ Prior to April 2015, item wording was "A portable gaming device like P-S-P or D-S"