
Spring Change Assessment Survey 2011

Final Topline

5/25/2011

Data for April 26–May 22, 2011

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life ProjectSample: n= 2,277 national adults, age 18 and older, including 755 cell phone interviews
Interviewing dates: 04.26.2011 – 05.22.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,277]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,701]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,914]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,015]

Q18 On an average day, about how many phone calls do you make and receive on your cell phone? [OPEN-END]**Q18a** [IF DK or REF IN PREVIOUS QUESTION, ASK:] Well, on an average day, would you say you make or receive... [READ 1-6]

Based on cell phone users

	<u>CURRENT</u>		<u>MAY 2010</u>
%	4	No phone calls on your cell phone	5
	48	1-5 calls	44
	23	6-10 calls	23
	13	11-20 calls	15
	4	21-30 calls	5
	7	More than 30 phone calls	7
	*	(DO NOT READ) Don't know/Can't say/Could not guess	1
	*	(DO NOT READ) Refused	*
	[n=1,914]		[n=1,917]

Q20 On an average day, about how many text messages do you send and receive on your cell phone? [OPEN-END]

Q20a [IF DK or REF IN PREVIOUS QUESTION, ASK:] Well, on an average day, would you say you send or receive... [READ 1-7]

Based on cell phone users who text message

	<u>CURRENT</u>		<u>MAY 2010</u>	<u>SEPTEMBER 2009</u>
%	7	No text messages on your cell phone	9	8
	43	1 to 10 text messages	51	56
	15	11 to 20	13	11
	19	21 to 50	13	13
	9	51 to 100	7	6
	3	101 to 200	3	3
	4	More than 200 text messages a day	5	3
	*	(DO NOT READ) Don't know/Can't say/Could not guess	*	*
	*	(DO NOT READ) Refused	*	*
	[n=1,212]		[n=1,189]	[n=1,075]

Q21 In general, if someone needs to get in touch with you on your cell phone, do you prefer that they call you OR that they send you a text message?

Based on cell phone users who text message [N=1,212]

	<u>CURRENT</u>	
%	53	Call
	31	Text
	14	It depends (VOL.)
	1	Don't know
	1	Refused