

August Tracking Survey 2011

Final Topline

8/30/2011

Data for July 25–August 26, 2011

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life Project

Sample: n=2,260 national adults, age 18 and older, including 916 cell phone interviews
Interviewing dates: 07.25.2011 – 08.26.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,260]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,716]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,948]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,047]

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	55	45	*	*
May 2011	57	42	*	*
November 2010	61	39	0	*
September 2010	59	40	*	*
May 2010	62	38	*	*
January 2010	59	41	0	*
December 2009	58	42	*	*
September 2009	62	37	0	*
April 2009	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
b. A laptop computer or netbook ¹				
Current	57	43	*	*
May 2011	56	44	*	*
January 2011	57	43	*	*
December 2010	53	47	*	*
November 2010	53	47	*	*
September 2010	52	48	*	*
May 2010	55	45	*	0
January 2010	49	51	*	*

Q10 continued...

¹ Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

Survey questions for "Half of adult cell phone owners have apps on their phones," available at <http://pewinternet.org/Reports/2011/Apps-update.aspx>

Q10 continued...

	YES	NO	DON'T KNOW	REFUSED
December 2009	46	53	*	*
September 2009	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--
c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ²				
Current	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	*	--
November 23-30, 2004	65	35	*	--

Q10 continued...

² Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

Survey questions for "Half of adult cell phone owners have apps on their phones," available at <http://pewinternet.org/Reports/2011/Apps-update.aspx>

Q10 continued...

	YES	NO	DON'T KNOW	REFUSED
d. An electronic Book device or e-Book reader, such as a Kindle or Nook ³				
Current	9	90	*	*
May 2011	12	88	*	0
November 2010	6	94	*	*
September 2010	5	95	*	*
May 2010	4	96	*	*
September 2009	3	97	*	*
April 2009	2	98	*	*
e. A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom ⁴				
Current	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

³ Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

⁴ Through January 2011, item wording was "A tablet computer like an iPad"

Q13 Next I have a few questions about your cell phone... Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to [INSERT ITEMS IN ORDER]?⁵

Based on cell phone owners

	YES	NO	DON'T KNOW	REFUSED
a. Send or receive email				
Current [N=1,948]	42	58	*	0
May 2011 [N=1,914]	38	62	0	*
December 2010 [N=1,982]	38	62	*	*
November 2010 [N=1,918]	34	66	0	*
September 2010 [N=2,485]	34	66	*	0
May 2010 [N=1,917]	34	66	0	0
January 2010 [N=1,891]	30	70	0	0
December 2009 [N=1,919]	29	70	*	*
September 2009 [N=1,868]	27	73	*	0
April 2009 [N=1,818]	25	75	*	0
December 2007 [N=1,704]	19	81	0	--
b. Send or receive text messages				
Current	76	24	*	*
May 2011	73	27	0	0
December 2010	74	26	*	*
November 2010	71	28	*	0
September 2010	74	26	*	0
May 2010	72	28	0	0
January 2010	69	31	*	0
December 2009	68	32	*	0
September 2009	65	35	*	0
April 2009	65	35	*	0
December 2007	58	42	0	--

Q13 continued...

⁵ In May 2011, the question was asked of all Form B cell phone owners and Form A cell phone owners who said in CELL7 that they do more than make calls on their phone. The percentages shown here are based on all cell phone users, counting as "no" Form A cell phone owners who said in CELL7 they use their phones only for making calls. Prior to May 2011, question was asked of all cell phone owners. Prior to January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEM]?" In January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?" For January 2010, December 2009, and September 2009, an answer category "Cell phone can't do this" was available as a volunteered option; "No" percentages for those trends reflect combined "No" and "Cell phone can't do this" results.

Q13 continued...

	YES	NO	DON'T KNOW	REFUSED
c. Access the internet ⁶				
Current	48	52	*	0
May 2011	44	56	0	0
December 2010	42	58	*	*
November 2010	39	61	*	*
September 2010	39	61	*	0
May 2010	38	62	0	0
January 2010	34	66	0	0
December 2009	32	67	*	0
September 2009	29	71	*	0
April 2009	25	74	*	*

Q14 Have you ever downloaded a software application or "app" to your cell phone, or have you never done this?⁷

Based on cell phone owners

	CURRENT		MAY 2011	SEPT 2009
%	38	Yes, have done this	31	22
	61	No, have never done this	69	78
	1	Phone cannot download apps (VOL.)	n/a	n/a
	*	Don't know	*	1
	0	Refused	0	0
	[n=1,948]		[n=1,914]	[n=1,868]

Q15 Some cell phones come PRELOADED with "apps." Did your cell phone happen to come with any preloaded apps, or not?⁸

Based on cell phone owners

	CURRENT		MAY 2010
%	43	Yes	38
	46	No	52
	10	Don't know	11
	*	Refused	0
	[n=1,948]		[n=1,917]

⁶ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

⁷ Prior to August 2011, cell phone app downloads were asked as part of a series of activities. In May 2011, question wording was "Do you ever use your cell phone to...Download a software application or app?" In September 2009, question wording was "Do you ever use your cell phone to... Download an application for your cell phone?"

⁸ May 2010 question wording was slightly different: "Some phones come preloaded with apps. Did your cell phone happen to come with any preloaded apps, or not?"

Q16 How many of the apps on your cell phone do you use on a regular basis, meaning you use them at least once a week? [READ 1-6]

Based on those who have apps on their cell phone [N=852]

	<u>CURRENT</u>	
%	17	None
	21	1 to 2
	30	3 to 5
	18	6 to 10
	7	11 to 20
	6	More than 20
	2	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

TAB1 Earlier you said you have a tablet computer like an iPad, Samsung Galaxy or Motorola Xoom. Do you ever download software applications or "apps" to your tablet computer, or do you not do this?

Based on those who have a tablet computer [N=207]

	<u>CURRENT</u>	
%	75	Yes
	24	No
	1	Don't know
	0	Refused

TAB2 How many of the apps on your tablet computer do you use on a regular basis, meaning you use them at least once a week? [READ 1-6]

Based on those who have a tablet computer [N=207]

	<u>CURRENT</u>	
%	8	None
	18	1 to 2
	33	3 to 5
	18	6 to 10
	12	11 to 20
	9	More than 20
	2	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Survey questions for "Half of adult cell phone owners have apps on their phones," available at <http://pewinternet.org/Reports/2011/Apps-update.aspx>

APP1 Thinking about ALL of the apps you have downloaded, to either a cell phone or tablet computer, have you ever PAID for an app, or do you only download apps that are free?⁹

Based on those who download apps to their cell phone or tablet computer

	<u>CURRENT</u>		<u>MAY 2011</u>	<u>MAY 2010</u>
%	46	Yes, have paid for apps	38	47
	53	Only download apps that are free	61	52
	*	Don't know	1	1
	*	Refused	*	*
	[n=658]		[n=474]	[n=432]

APP2 What is the HIGHEST dollar amount you have ever paid to download a single app?

Based on those who pay for apps [N=309]

	<u>CURRENT</u>	
%	22	\$1 to \$2
	30	\$3 to \$5
	18	\$6 to \$10
	10	\$11 to \$20
	17	More than \$20
	3	Don't know
	*	Refused

⁹ Prior to August 2011, question was asked of those who download apps to their cell phone. Trend question wording was slightly different: "Earlier you said you have downloaded apps to your cell phone. Thinking about all of the apps you have downloaded, have you ever PAID for an app, or have you only downloaded apps that are free?"

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APPS Have you ever downloaded an app that... [INSERT ITEMS; ITEMS a-b ALWAYS FIRST IN ORDER THEN RANDOMIZE]?

Based on those who download apps to their cell phone or tablet computer [N=658]

	YES	NO	DON'T KNOW	REFUSED
a. Helped you get more information about an event you were attending	35	64	1	0
b. Helped you get more information about a destination you were visiting	53	46	*	*
c. Helped you learn about something you were interested in	64	36	*	0
d. Provided regular updates on news, weather, sports or stocks	74	26	0	0
e. Allowed you to watch movies or TV shows online	43	57	*	0
f. Helped you with work-related tasks	48	52	0	0
g. Helped you shop or make purchases	46	54	0	0
h. Helped you communicate with friends or family	67	33	0	0
i. Helped you track or manage your health	29	71	*	*