

Spring Change Assessment Survey 2011
Data for April 26–May 22, 2011

Final Topline

5/25/2011

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

Sample: 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]

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 cell phone or a Blackberry or iPhone or other device that is also a cell phone ¹				
Current	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	*	--

¹ 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.

April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--

CELL4 Some phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?

Based on cell phone users [N=1,914]

	<u>CURRENT</u>	
%	33	Yes, is a smartphone
	53	No, is not a smartphone
	14	Not sure
	*	Refused

CELL5 Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, a Palm, or something else?

Based on cell phone users [N=1,914]

	<u>CURRENT</u>	
%	10	iPhone
	10	Blackberry
	15	Android
	2	Windows phone
	2	Palm
	8	Basic cell phone – unspecified (VOL.)
	7	Samsung – unspecified (VOL.)
	5	LG – unspecified (VOL.)
	3	Flip phone – unspecified (VOL.)
	3	Motorola – unspecified (VOL.)
	2	Nokia – unspecified (VOL.)
	2	Tracfone (VOL.)
	1	Pantech – unspecified (VOL.)
	16	Something else (SPECIFY)
	13	Don't know
	1	Refused

Q14 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; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-h]?²

Based on cell phone users

	YES	NO	DON'T KNOW	REFUSED
a. Send or receive email				
Current [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. Access the internet³				
Current	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	*	*
December 2007	19	81	0	--

² In May 2011, the question was asked of all Form B cell phone users and Form A cell phone users who said in CELL7 that they do more than make calls on their phone. Current figures have been repercentaged to all cell phone users. Prior to May 2011, question was asked of all cell phone users. 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.

³ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

CELL8 Did you happen to use the internet on your cell phone YESTERDAY?

Based on those who access the internet on their cell phone [N=746]

	<u>CURRENT</u>	
%	70	Yes, used the internet on cell phone yesterday
	30	No, did not use the internet on cell phone yesterday
	*	Don't know
	0	Refused

CELL9 Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?

Based on those who access the internet on their cell phone [N=746]

	<u>CURRENT</u>	
%	27	Mostly on cell phone
	62	Mostly on something else
	10	Both equally (VOL.)
	1	Depends (VOL.)
	*	Don't know
	*	Refused