
Winter Tracking Survey 2012

Final Topline

02/22/2012

Data for January 20–February 19, 2012

Princeton Survey Research Associates International for
the Pew Research Center's Internet & American Life ProjectSample: n=2,253 national adults, age 18 and older, including 901 cell phone interviews
Interviewing dates: 01.20.2012 – 02.19.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,961]

Q10 Please tell me if you happen to have each of the following items, or not. Do you have...

| | 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 | 88 | 12 | 0 | * |
| 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 | * | -- |
| November 23-30, 2004 | 65 | 35 | * | -- |

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.

Q11 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?

Based on cell phone owners

| | <u>CURRENT</u> | | <u>MAY 2011</u> |
|---|----------------|-------------------------|-----------------|
| % | 45 | Yes, is a smartphone | 33 |
| | 46 | No, is not a smartphone | 53 |
| | 8 | Not sure | 14 |
| | * | Refused | * |
| | [n=1,961] | | [n=,1914] |

Q12 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 owners

| | <u>CURRENT</u> | | <u>MAY 2011</u> |
|---|----------------|---------------------------------------|-----------------|
| % | 19 | iPhone | 10 |
| | 6 | Blackberry | 10 |
| | 20 | Android | 15 |
| | 2 | Windows phone | 2 |
| | 1 | Palm | 2 |
| | 16 | Basic cell phone – unspecified (VOL.) | 8 |
| | 8 | Samsung – unspecified (VOL.) | 7 |
| | 5 | LG – unspecified (VOL.) | 5 |
| | 4 | Flip phone – unspecified (VOL.) | 3 |
| | 3 | Tracfone (VOL.) | 2 |
| | 2 | Motorola – unspecified (VOL.) | 3 |
| | 1 | Nokia – unspecified (VOL.) | 2 |
| | 1 | Pantech – unspecified (VOL.) | 1 |
| | 6 | Something else (SPECIFY) | 16 |
| | 4 | Don't know | 13 |
| | * | Refused | 1 |
| | [n=1,961] | | [n=,1914] |

Q15 Thinking of some things people might do on their CELL PHONES, do you ever use your cell phone to... [INSERT ITEMS IN ORDER]?²

Based on cell phone owners

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. Use a service such as Foursquare or Gowalla to 'check in' to certain locations or to share your location with your friends ³ | | | | |
| Current [N=1,961] | 11 | 88 | 1 | * |
| May 2011 [N=1,914] | 5 | 94 | * | 0 |
| b. Get directions or other information related to a location where you happen to be ⁴ | | | | |
| Current | 46 | 53 | * | * |
| May 2011 | 28 | 72 | 0 | 0 |
| April 2009 [N=1,818] | 18 | 82 | * | * |
| December 2007 [N=1,704] | 14 | 86 | * | -- |

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. The percentages are based on all cell phone users, counting as "no" Form A cell phone users who said in CELL7 they use their phones only for making calls. Also included as "no" are those who volunteered that their cell phone could not do that activity. Prior to May 2011, question was asked of all cell phone users and 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]?"

³ May 2011 item wording was "Use a service such as Foursquare or Gowalla to "check in" to certain locations or share your location with friends"

⁴ May 2011 item wording was "Get directions, recommendations, or other information related to your present location." April 2009 and December 2007 item wording was "Get a map or directions to another location"

Parent/Teen Digital Citizenship Survey

Final Topline

7/22/2011

Data for April 19 – July 14, 2011

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life ProjectSample: n= 799 parents of 12-17 year olds, including an oversample of African-American and Latino families
799 teens ages 12-17

Interviewing dates: 04.19.2011 – 07.14.2011

Margin of error is plus or minus 5 percentage points for results based on total teens [n=799]

Margin of error is plus or minus 5 percentage points for results based on teen cell phone users [n=642]

K3 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have...[INSERT IN ORDER]?

| | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| a. A cell phone... or a Blackberry, iPhone or other device that is also a cell phone ⁵ | | | | |
| Current Teens | 77 | 23 | 0 | 0 |
| September 2009 | 75 | 25 | 0 | 0 |
| February 2008 | 71 | 29 | 0 | -- |
| November 2007 | 71 | 29 | 0 | -- |
| November 2006 | 63 | 37 | 0 | -- |
| November 2004 | 45 | 55 | 0 | -- |

K3a_1 Is that a smartphone or not... or are you not sure?

Based on teen cell phone users [N=642]

| | CURRENT TEENS | |
|---|---------------|----------------------|
| % | 30 | Yes, smartphone |
| | 56 | No, not a smartphone |
| | 14 | Not sure/Don't know |
| | 0 | Refused |

⁵ Prior to 2009, trend wording was "A cell phone"

K5 We're interested in the kinds of things you do when you use the internet. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...[INSERT; RANDOMIZE]?⁶

| | YES | NO | (VOL.) CAN'T DO THAT / DON'T KNOW HOW | DON'T KNOW | REFUSED |
|---|-----|----|---------------------------------------|------------|---------|
| <i>Item F: Based on teen internet users who have a cell phone {cont.,}</i> | | | | | |
| a. Use a service on your cell phone like Foursquare or Gowalla to "check in" to certain locations or share your location with friends | | | | | |
| Current Teens [N=634] | 8 | 92 | * | * | 0 |

⁶ In 2004 & 2000 trends, question wording was "We're interested in the kinds of things you do when you go online. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...?" In November 2007, question was "As I read the following list of items, please tell me if you, personally, happen to have each one, or not. Do you have...?"