

# Survey questions

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## Summer Tracking Survey 2012

Final Topline

09/10/2012

Data for August 7–September 6, 2012

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

Sample: n=3,014 national adults, age 18 and older, including 1,206 cell phone interviews  
Interviewing dates: 08.07.2012 – 09.06.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=3,014]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=2,392]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=2,581]

Margin of error is plus or minus 3 percentage points for results based on online health seekers [n=1,741]

Margin of error is plus or minus 4 percentage points for results based on caregivers [n=1,171]

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**QL1** Do you have a cell phone... or a Blackberry or iPhone or other device that is also a cell phone?<sup>1</sup>

	yes	no	Don't know	Refused
Current	85	15	*	0
August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	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	*	*

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<sup>1</sup> 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 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	*	--

**SMPH** 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?<sup>2</sup>  
Based on cell phone owners

	current		April 2012	Feb 2012	May 2011
%	53	Yes, smartphone	46	45	33
	40	No, not a smartphone	44	46	53
	6	Not sure/Don't know	10	8	14
	*	Refused	*	*	*
	[n=2,581]		[n=1,954]	[n=1,961]	[n=1,914]

**CELL1** 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-f]?<sup>3</sup>  
Based on cell phone owners

	yes	no	don't know	refused
<b>Send or receive email</b>				
Current [N=2,581]	50	50	*	0
April 2012 [N=1,954]	44	56	*	*
August 2011 [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

<sup>2</sup> Prior to the current survey, question wording was slightly different: “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?”

<sup>3</sup> 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.

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</b>				
Current	80	20	*	0
April 2012	79	21	*	*
August 2011	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	--
<b>Take a picture</b>				
Current	82	18	*	*
April 2012	82	18	0	0
May 2011	73	27	*	0
May 2010	76	24	*	*
<b>Access the internet<sup>4</sup></b>				
Current	56	44	0	0
April 2012	53	46	*	*
August 2011	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	*	*
<b>Check your bank account balance or do any online banking<sup>5</sup></b>				
Current	29	70	*	*
April 2012	24	75	*	0
May 2011	18	81	0	8

<sup>4</sup> In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

<sup>5</sup> In April 2012, question was asked of Form A cell phone owners who use the internet or email on their cell phone or download apps to their cell phone [N=953]; results are re-percentage on all Form A cell phone owners.

## From April 2012 survey

### Spring Tracking Survey 2012

Final Topline

04/10/2012

Data for March 15–April 3, 2012

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

Sample: n=2,254 national adults, age 18 and older, including 903 cell phone interviews

Interviewing dates: 03.15.2012 – 04.03.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,254]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,803]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,954]

**Q17** 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-f]?<sup>6</sup>

Based on cell phone owners

<b>Download a software application or "app"</b> <sup>7</sup>	Yes	No	Don't know	refused
Current	43	57	*	*
May 2011	31	69	*	0
September 2009	22	78	1	0
<b>Record a video</b>				
Current	44	56	*	*
May 2011	34	66	0	*
May 2010	34	66	*	0
April 2009	19	81	0	0
December 2007	18	82	0	--

<sup>6</sup> 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.

<sup>7</sup> In September 2009, item wording was "Download an application for your cell phone"