

# Survey Questions

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## Spring 2013 Tracking Survey

Final Topline

5/21/2013

Data for April 17-May 19, 2013

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

Sample: n=2,252 national adults, age 18 and older, including 1,127 cell phone interviews  
Interviewing dates: 04.17.2013 – 05.19.2013

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,252]

Margin of error is plus or minus 2.5 percentage points for results based on all internet users [n=1,895]

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**INTUSE** Do you use the internet, at least occasionally?

**EMLOCC** Do you send or receive email, at least occasionally?

**EMINUSE** Do you use the internet or email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?<sup>1</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	85	15
December 2012	81	19
November 2012	85	15
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20

**INTUSE/EMLOCC/EMINUSE/INTMOB continued...**

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<sup>1</sup> The definition of an internet user varies from survey to survey. In the current survey, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Current results are for both forms combined. Throughout the current topline, total internet users are defined as those who answered yes to any question INTUSE, EMLOCC, EMINUSE or INTMOB. From April 2012 thru December 2012, an internet user is someone who uses the internet at least occasionally, sends/receives email at least occasionally or accesses the internet a mobile device (three-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?" OR "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?"). From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?"). Prior to January 2005, an internet user is someone who goes online to access the internet or to send and receive email (question wording "Do you ever go online to access the Internet or World Wide Web or to send and receive email?").

INTUSE/EMLOCC/ EMINUSE/INTMOB continued...

	USES INTERNET	DOES NOT USE INTERNET
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011	79	21
December 2010	77	23
November 2010	74	26
September 2010	74	26
May 2010	79	21
January 2010	75	25
December 2009	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25
July 2008	77	23
May 2008	73	27
April 2008	73	27
January 2008	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34
Nov 23-30, 2004	59	41
November 2004	61	39
July 2004	67	33
June 2004	63	37
March 2004	69	31
February 2004	63	37
November 2003	64	36
August 2003	63	37
June 2003	62	38
May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36

INTUSE/EMLOCC/EMINUSE/INTMOB continued...

INTUSE/EMLOCC/ EMINUSE/INTMOB continued...

December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
August 2000	49	51
June 2000	47	53
May 2000	48	52

**WEB1-A** Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT ITEM; RANDOMIZE]?

Based on all internet users [N=1,895]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Do any banking online <sup>2</sup>					
Current	61	n/a	39	*	*
May 2011	61	24	39	0	*
May 2010	58	26	42	0	*
April 2009	57	24	43	*	*
December 2008	55	19	45	*	--
September 2007	53	21	47	*	--
February 2005	41	12	58	*	--
January 2005	44	15	56	0	--
November 23-30, 2004	44	11	55	1	--
October 2002	30	7	70	*	--
Sept 2002	32	10	68	*	--
July 2002	32	8	68	*	--
March/May 2002	30	9	70	*	--
June 2000	18	4	82	*	--

<sup>2</sup> May 2011 trend was asked of Form A internet users [N=855]

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# July 2013 Omnibus Survey

7/29/2013

Data for July 25 to 28, 2013

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

Sample: n=1,003 national adults, age 18 and older, including 502 cell phone interviews  
Interviewing dates: 07.25.2013 – 07.28.2013

Margin of error is plus or minus 3.6 percentage points for results based on Total [n=1,003]  
Margin of error is plus or minus 3.8 percentage points for results based on cell phone owners [n=903]

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QL1 Do you have a cell phone?

Based on all adults

	YES	NO	DON'T KNOW	REFUSED
Current	91	9	*	*

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...

Based on cell phone owners

	YES	NO	DON'T KNOW	REFUSED
a. Check your bank account balance or do any online banking <sup>3</sup>				
Current	35	64	*	1
September 2012	29	70	*	*
April 2012	24	75	*	0
May 2011	18	81	0	8

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<sup>3</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.

# Methods

This report is based on the findings of two surveys on Americans' use of the internet.

The results of the mobile banking questions are based on data from telephone interviews with a nationally representative sample of 1,003 adults living in the continental United States. Telephone interviews were conducted by landline (501) and cell phone (502, including 230 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from July 25 to 28, 2013. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 3.6$  percentage points.

The results of the online banking questions are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 17 to May 19, 2013, among a sample of 2,252 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,125) and cell phone (1,127, including 571 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based on internet users ( $n=1,895$ ), the margin of sampling error is plus or minus 2.5 percentage points.