

Survey Questions

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]

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?¹

| | 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...

¹ 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 ² | | | | | |
| 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 | * | -- |

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

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]

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 ³ | | | | |
| Current | 35 | 64 | * | 1 |
| September 2012 | 29 | 70 | * | * |
| April 2012 | 24 | 75 | * | 0 |
| May 2011 | 18 | 81 | 0 | 8 |

³ 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 ± 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.