
Spring Tracking Survey 2009

Final Revised Topline 7/16/09

Data for March 26 – April 19, 2009

Princeton Survey Research Associates International
for the Pew Internet & American Life ProjectSample: n= 2,253 national adults, age 18 and older, including 561 cell phone interviews
Interviewing dates: 03.26.09 – 04.19.09

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 internet users [n=1,687]

Margin of error is plus or minus 3 percentage points for results based on online economic users [n=1,475]

Q1 Overall, how would you rate the quality of life for you and your family today? Would you say it is... excellent, very good, good, fair or poor?

| | CURRENT | | DECEMBER 2008 ⁱ |
|---|---------|------------|-------------------------------|
| % | 17 | Excellent | 15 |
| | 26 | Very good | 26 |
| | 34 | Good | 34 |
| | 16 | Fair | 19 |
| | 5 | Poor | 5 |
| | * | Don't know | * |
| | 1 | Refused | 1 |

There is no Q2, Q3, or Q4.**Q5** Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

| | YES | NO | DON'T KNOW ¹ | REFUSED |
|-----------------------------|-----|----|-------------------------|---------|
| Current | 78 | 22 | * | * |
| December 2008 | 75 | 25 | * | -- |
| November 2008 ⁱⁱ | 73 | 27 | * | * |

Q6a Do you use the internet, at least occasionally?

¹ For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. DK and REF are reported separately where eligible.

Q6b Do you send or receive email, at least occasionally?²

| | USES INTERNET | DOES NOT USE INTERNET |
|---------------|---------------|-----------------------|
| Current | 79 | 21 |
| December 2008 | 74 | 26 |
| November 2008 | 74 | 26 |

Q7 Did you happen to use the internet YESTERDAY?³

Based on internet users [N=1,687]

| | YES, USED INTERNET YESTERDAY | NO, DID NOT USE INTERNET YESTERDAY | DON'T KNOW | REFUSED |
|---------------|------------------------------|------------------------------------|------------|---------|
| Current | 73 | 26 | 1 | * |
| December 2008 | 72 | 28 | * | -- |
| November 2008 | 72 | 27 | * | -- |

² Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

³ Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"

Q8 About how often do you use the internet or email from... [INSERT IN ORDER] – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on internet users [N=1,687]

| | | SEVERAL TIMES A DAY | ABOUT ONCE A DAY | 3-5 DAYS A WEEK | 1-2 DAYS A WEEK | EVERY FEW WEEKS | LESS OFTEN | NEVER | DON'T KNOW | REFUSED |
|----------------|---------------|---------------------------|------------------------|-----------------------|-----------------------|-----------------------|---------------|-------|---------------|---------|
| a. Home | | | | | | | | | | |
| | Current | 37 | 22 | 15 | 11 | 3 | 3 | 8 | * | * |
| | December 2008 | 35 | 22 | 15 | 13 | 4 | 3 | 6 | * | * |
| | November 2008 | 34 | 23 | 15 | 12 | 4 | 5 | 7 | * | * |
| b. Work | | | | | | | | | | |
| | Current | 36 | 8 | 6 | 4 | 1 | 2 | 41 | * | 1 |
| | December 2008 | 36 | 9 | 5 | 4 | 2 | 2 | 40 | * | * |
| | November 2008 | 36 | 7 | 4 | 4 | 2 | 3 | 44 | * | * |

Q9 Does ANYONE in your household use the internet from home or send and receive email from home?⁴

Based on non-internet users [N=566]

| | | YES | NO | DON'T KNOW | REFUSED |
|--|----------------------------|-----|----|------------|---------|
| | Current | 13 | 85 | 1 | * |
| | December 2007 ⁵ | 21 | 79 | * | -- |

Q9b And who is it in your household that uses the internet from home? (PRECODED OPEN-END)

Based on non-internet users with an internet user in the household [N=77]

| | | CURRENT | DECEMBER 2007 ⁶ |
|---|----|---|-------------------------------|
| % | 46 | Spouse/Partner | 41 |
| | 38 | Child/Children | 51 |
| | 9 | Grandchild/Grandchildren/Other Younger Relative | 4 |
| | 8 | Parent/Grandparent/Aunt/Uncle/Older Relative | 8 |
| | 7 | Other member of household not related to Respondent | 4 |
| | 2 | Other (SPECIFY) | 0 |
| | 0 | Don't know | 1 |
| | 0 | Refused | -- |

Note: Total may exceed 100% due to multiple responses.

⁴ Prior to January 2005, question wording was "Does anyone in your household go online from home to access the Internet or World Wide Web or to send and receive e-mail?"

⁵ In December 2007, question was asked only of landline non-internet users [n=409].

⁶ In December 2007, question was asked only of Landline non-internet users who have someone in their household who is an internet user [N=76].

Q9c Did you EVER at some point use the internet or email, but have since stopped for some reason?

Based on non-internet users [N=566]

| | YES | NO | DON'T KNOW | REFUSED |
|----------------------------|-----|----|------------|---------|
| Current | 21 | 78 | * | * |
| December 2007 ⁷ | 18 | 82 | 0 | -- |
| May/June 2005 | 17 | 82 | 1 | -- |
| February 2005 | 17 | 82 | 1 | -- |
| January 2005 | 15 | 85 | * | -- |
| December 2002 | 18 | 81 | * | -- |
| March/May 2002 | 17 | 83 | 1 | -- |

Q9d Would you like to start using the internet and email (again), or isn't that something you're interested in?

Based on non-internet users [N=566]

| | CURRENT | | DECEMBER 2007 ⁸ | MARCH/MAY 2002 |
|---|---------|--------------------|-------------------------------|-------------------|
| % | 11 | Yes, interested | 10 | 14 |
| | 86 | No, not interested | 89 | 84 |
| | 2 | Don't know | 1 | 2 |
| | 1 | Refused | -- | -- |

⁷ In December 2007, question was asked only of landline non-internet users [n=409].

⁸ In December 2007, question was asked only of landline non-internet users [n=409].

Q9e What is the MAIN reason you don't use the internet or email? (PRECODED OPEN-END)

Based on non-internet users [N=566]

| | CURRENT | | DECEMBER 2007 ⁹ | JUNE 2005 |
|---|---------|--|-------------------------------|-----------|
| % | 22 | I'm just not interested | 33 | 32 |
| | 16 | Don't have access | 12 | 31 |
| | 10 | It's too expensive | 7 | 5 |
| | 7 | It is too difficult/frustrating | 9 | 6 |
| | 6 | Don't need it / Don't want it | n/a | n/a |
| | 5 | Don't have a computer | 4 | n/a |
| | 4 | I think it's a waste of time | 7 | 3 |
| | 4 | I'm too busy/Just don't have the time | 6 | 4 |
| | 2 | Too old to learn | 3 | n/a |
| | 2 | Just don't know how | 2 | n/a |
| | 1 | Worried about computer viruses | 1 | * |
| | 1 | Physically unable (e.g. poor eyesight or disabled) | 3 | n/a |
| | 0 | Worried about spyware | * | * |
| | 0 | Worried about adware | 0 | * |
| | 0 | Worried about spam | * | n/a |
| | 13 | Other (SPECIFY) | 9 | 14 |
| | 2 | Don't know | 2 | 4 |
| | 4 | Refused | -- | -- |

⁹ In December 2007, question was asked only of landline non-internet users [n=409].

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 desktop computer | | | | |
| Current | 64 | 36 | * | * |
| April 2008 | 65 | 34 | * | -- |
| Dec 2007 | 65 | 35 | * | -- |
| April 2006 | 68 | 32 | * | -- |
| b. A laptop computer | | | | |
| Current | 47 | 53 | * | * |
| April 2008 | 39 | 61 | * | -- |
| Dec 2007 | 37 | 63 | * | -- |
| April 2006 | 30 | 69 | * | -- |
| c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ¹⁰ | | | | |
| Current | 85 | 15 | * | * |
| April 2008 | 78 | 22 | * | -- |
| Dec 2007 ¹¹ | 75 | 25 | * | -- |
| Sept 2007 | 78 | 22 | * | -- |
| April 2006 | 73 | 27 | * | -- |
| January 2005 ¹² | 66 | 34 | * | -- |
| November 23-30, 2004 | 65 | 35 | * | -- |
| d. A P-D-A or other personal data device ¹³ | | | | |
| Current | 14 | 85 | 1 | * |
| April 2008 | 13 | 86 | 1 | -- |
| Dec 2007 | 11 | 89 | * | -- |
| April 2006 | 11 | 88 | 1 | -- |
| e. An electronic Book device or e-Book reader, such as a Kindle or Sony Digital Book | | | | |
| Current | 2 | 98 | * | * |

Q10 continued...

¹⁰ Prior to April 2009, item wording was "A cell phone."

¹¹ In Dec 2007 trend, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

¹² Through January 2005, question was not asked as part of a series. Question wording as follows: "Do you happen to have a cell phone, or not?"

¹³ Prior to April 2009, item wording was "A Blackberry, Palm or other personal digital assistant"

Q10 continued...

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| f. An iPod or other M-P-3 player ¹⁴ | | | | |
| Current | 45 | 55 | * | * |
| December 2007 | 34 | 66 | * | -- |
| April 2006 | 20 | 79 | * | -- |
| February 2005 | 11 | 88 | 1 | -- |
| January 2005 | 11 | 88 | 1 | -- |
| g. A game console like X-Box or Play Station | | | | |
| Current | 41 | 59 | * | * |

Q11 On your laptop computer, do you use [INSERT IN ORDER]?

Based on internet users who have a laptop [N=937]

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. WiFi or wireless connection to access the internet [IF NECESSARY: WiFi is a short-range wireless internet connection.] | 80 | 19 | 1 | * |
| b. Wireless broadband, such as an AirCard, to access the internet [IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others.] | 37 | 57 | 6 | * |

¹⁴ Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

- Q12** On your laptop computer, how often do you access the internet using a wireless connection of any kind – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on wireless laptop users [N=770]

| | CURRENT | |
|---|---------|---------------------|
| % | 48 | Several times a day |
| | 16 | About once a day |
| | 11 | 3-5 days a week |
| | 11 | 1-2 days a week |
| | 6 | Every few weeks |
| | 4 | Less often |
| | 3 | Never |
| | 1 | Don't know |
| | * | Refused |

- Q13** When you access the internet [INSERT IN ORDER], do you mostly do this at home, at work, or someplace other than home or work?

| | MOSTLY HOME | MOSTLY WORK | MOSTLY OTHER | (VOL.) COMBI-NATION | DON'T KNOW | REFUSED |
|--|-------------|-------------|--------------|---------------------|------------|---------|
| <i>Item A: Based on those who use WiFi on their laptop [N=728]</i> | | | | | | |
| a. Using WiFi on your laptop computer | 69 | 7 | 11 | 13 | 1 | * |
| <i>Item B: Based on those who use wireless broadband on their laptop [N=337]</i> | | | | | | |
| b. Using Wireless Broadband on your laptop computer | 59 | 11 | 17 | 13 | 1 | * |

- Q14** On your desktop computer, do you use wireless broadband, such as an AirCard, to access the internet? [IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others. It is NOT Wi-Fi.]

Based on internet users who have a desktop computer [N=1,326]

| | CURRENT | |
|---|---------|------------|
| % | 19 | Yes |
| | 76 | No |
| | 4 | Don't know |
| | * | Refused |

Q15 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 ITEMS; ALWAYS ASK a & b FIRST; ROTATE c-j]? [IF YES: Did you happen to do this YESTERDAY, or not?]

Based on cell phone users

| | TOTAL HAVE EVER DONE THIS | ----- DID YESTERDAY | HAVE NOT DONE THIS | DON'T KNOW | REFUSED |
|--|---------------------------------|---------------------------|-----------------------|------------|---------|
| a. Send or receive email | | | | | |
| Current [N=1,818] | 25 | 15 | 75 | * | 0 |
| December 2007 [N=1,704] | 19 | 8 | 81 | 0 | -- |
| b. Send or receive text messages | | | | | |
| Current | 65 | 43 | 35 | * | 0 |
| December 2007 | 58 | 31 | 42 | 0 | -- |
| c. Take a picture | | | | | |
| Current | 66 | 19 | 34 | * | * |
| December 2007 | 58 | 15 | 42 | * | -- |
| d. Play music | | | | | |
| Current | 21 | 12 | 79 | * | 0 |
| December 2007 | 17 | 7 | 83 | * | -- |
| e. Send or receive Instant Messages | | | | | |
| Current | 20 | 10 | 79 | * | * |
| December 2007 | 17 | 6 | 83 | * | -- |
| f. Record a video | | | | | |
| Current | 19 | 3 | 81 | 0 | 0 |
| December 2007 | 18 | 3 | 82 | 0 | -- |
| g. Watch video | | | | | |
| Current | 14 | 3 | 86 | * | 0 |
| December 2007 | 10 | 3 | 90 | 0 | -- |
| h. Play a game | | | | | |
| Current | 27 | 9 | 73 | * | 0 |
| December 2007 | 27 | 8 | 73 | 0 | -- |
| i. Access the internet ¹⁵ | | | | | |
| Current | 25 | 14 | 74 | * | * |
| December 2007 | 19 | 7 | 81 | 0 | -- |
| j. Get a map or directions to another location | | | | | |
| Current | 18 | 3 | 82 | * | * |
| December 2007 | 14 | 3 | 86 | * | -- |

¹⁵ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

- Q16** Using your cell phone, how often do you access the internet – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on those who use their cell phones to access the internet [N=475]

| | CURRENT | |
|---|---------|---------------------|
| % | 24 | Several times a day |
| | 12 | About once a day |
| | 10 | 3-5 days a week |
| | 15 | 1-2 days a week |
| | 12 | Every few weeks |
| | 14 | Less often |
| | 13 | Never |
| | 0 | Don't know |
| | 0 | Refused |

- Q17** When you access the internet using your cell phone, do you mostly do this at home, at work, or someplace other than home or work?

Based on those who use their cell phones to access the internet [N=475]

| | CURRENT | |
|---|---------|---------------------------------------|
| % | 22 | Mostly at home |
| | 10 | Mostly at work |
| | 41 | Mostly someplace other than home/work |
| | 16 | (VOL.) Some combo of home/work/other |
| | 4 | Don't know |
| | 7 | Refused |

Q18 Thinking about these various devices... Do you EVER access the internet or email using [INSERT IN ORDER]? [If YES, ASK: Do you mostly do this at home, at work, or someplace other than home or work?]

| | MOSTLY HOME | MOSTLY WORK | MOSTLY OTHER | (VOL.) COMBI-NATION | DON'T USE THIS TO ACCESS INTERNET | DON'T KNOW | REF. |
|---|-------------|-------------|--------------|---------------------|-----------------------------------|------------|------|
| <i>Item A: Based on P-D-A users [N=251]</i> | | | | | | | |
| a. Your P-D-A or other personal digital data device | 8 | 5 | 23 | 16 | 47 | * | * |
| <i>Item B: Based on e-Book users [N=44]</i> | | | | | | | |
| b. Your electronic Book device or e-Book | 24 | 4 | 2 | 2 | 67 | 1 | 0 |
| <i>Item C: Based on iPod or MP3 users [N=846]</i> | | | | | | | |
| c. An iPod or other MP3 player | 6 | * | 3 | 2 | 88 | * | 0 |
| <i>Item D: Based on game console users [N=742]</i> | | | | | | | |
| d. A game console like Xbox or Play Station | 20 | * | 1 | * | 78 | 0 | 0 |

WIRELESS Wireless internet use

| CURRENT | | |
|---------|----|--------------------------------|
| % | 56 | Wireless internet user |
| | 24 | Internet user but not wireless |
| | 20 | All others |

Q19 Thinking now about how you get information and communicate with others using a laptop or cell phone when you are AWAY from home and work... How important is it that... [INSERT ITEMS IN ORDER] – very important, somewhat important, not too important or not at all important?

Based on wireless laptop users or cell phone users [N=1,849]

| | VERY | SOME-WHAT | NOT TOO | NOT AT ALL | (VOL.) DOESN'T APPLY | DON'T KNOW | REFUSED |
|---|------|-----------|---------|------------|----------------------|------------|---------|
| a. You can stay in touch easily with other people | 50 | 31 | 9 | 9 | 1 | * | 1 |
| b. You have easy access to information online | 46 | 27 | 10 | 13 | 4 | * | * |
| c. You can share or post content online | 17 | 24 | 23 | 29 | 5 | 2 | 1 |