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**Spring Change Assessment Survey 2010**

Final Topline

6/4/10

Data for April 29 – May 30, 2010

Princeton Survey Research Associates International  
for the Pew Research Center's Internet & American Life ProjectSample: n= 2,252 national adults, age 18 and older, including 744 cell phone interviews  
Interviewing dates: 04.29.10 – 05.30.10

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

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,756]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,917]

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**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	62	38	*	*
b. A laptop computer or netbook <sup>1</sup>				
Current	55	45	*	0
c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone <sup>2</sup>				
Current	82	18	*	0
January 2010 <sup>3</sup>	80	20	0	*

**Q11** Does anyone in your household have a working cell phone?

Based on non-cell phone users

	CURRENT		JANUARY 2010	DECEMBER 2009
%	35	Yes	38	31
	64	No	61	68
	1	Don't know	*	*
	0	Refused	*	*
	[n=335]		[n=368]	[n=339]

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<sup>1</sup> Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."<sup>2</sup> Prior to April 2009, item wording was "A cell phone." From April 2009 thru December 2009, item wording was "A cell phone or a Blackberry or iPhone or other device that is also a cell phone." Beginning December 2007, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.<sup>3</sup> In January 2010, item wording was "A cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone."

**Q14** Thinking now just about your cell phone... 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-h]?<sup>4</sup>

Based on cell phone users

	YES	NO	DON'T KNOW	REFUSED
a. Send or receive email				
Current [N=1,917]	34	66	0	0
January 2010 [N=1,891]	30	70	0	0
b. Send or receive text messages				
Current	72	28	0	0
January 2010	69	31	*	0
c. Take a picture				
Current	76	24	*	*
d. Play music				
Current	33	67	0	0
e. Send or receive Instant Messages				
Current	30	69	1	*
January 2010	29	70	1	0
f. Record a video				
Current	34	66	*	0
g. Play a game				
Current	34	66	*	0
h. Access the internet <sup>5</sup>				
Current	38	62	0	0
January 2010	34	66	0	0

**WIRELESS** Wireless internet use<sup>6</sup>

	WIRELESS INTERNET USER	INTERNET USER BUT NOT WIRELESS	ALL OTHERS
Current	59	22	19
January 2010	53	24	23

<sup>4</sup> 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>5</sup> In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

<sup>6</sup> Definitions for wireless internet use may vary from survey to survey.

**Q15** Using your cell phone, how often do you access the internet or email – 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

	CURRENT		SEPT 2009	APRIL 2009
%	43	Several times a day	37	24
	12	About once a day	15	12
	8	3-5 days a week	9	10
	9	1-2 days a week	13	15
	5	Every few weeks	7	12
	10	Less often	11	14
	12	Never	7	13
	*	Don't know	*	0
	*	Refused	0	0
	[n=779]		[n=539]	[n=475]

**Q17** Do you ever use your cell phone to... [INSERT ITEM; RANDOMIZE]?

Based on those who use their cell phones to access the internet [N=779]

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) CELL PHONE CAN'T DO THIS	DON'T KNOW	REFUSED
a. Send a photo or video to someone	74	26	*	0	0
b. Post a photo or video online	31	68	1	0	0
c. Purchase a product, such as books, music, toys or clothing	22	78	*	0	0
d. Make a charitable donation by text message	10	89	0	*	0
e. Access a social networking site like MySpace, Facebook or LinkedIn.com	48	52	*	*	0
f. Access Twitter or another service to share updates about yourself or to see updates about others	20	79	1	0	0
g. Watch a video	40	60	*	0	0

**Q24** Have you ever downloaded an application or “app” to your phone, or have you never done this?

Based on cell phone users

	CURRENT		JANUARY 2010 <sup>7</sup>	SEPT 2009 <sup>8</sup>
%	29	Yes, have done this	49	22
	70	No, have never done this	50	77
	1	Phone can NOT download apps (VOL.)	*	1
	*	Don't know	*	1
	*	Refused	0	0
	[n=1,917]		[n=572]	[n=1,868]

**Q25** Some phones come preloaded with apps. Did your cell phone happen to come with any preloaded apps, or not?

Based on cell phone users [N=1,917]

	CURRENT	
%	38	Yes
	52	No
	11	Don't know
	0	Refused

**Q26** How many apps do you currently have on your phone, including those that came preloaded on the phone and those you downloaded yourself?

Based on cell phone users who download apps or have preloaded apps [N=694]

	CURRENT	
%	26	5 or less
	17	6-10
	19	11-20
	16	21-50
	3	More than 50
	18	Don't know
	1	Refused

MEAN= 18.10 apps  
MEDIAN= 10.00 apps

<sup>7</sup> In January 2010, question was part of a series with the following question wording: “Do you ever use your cell phone or Blackberry or other handheld device to... [INSERT ITEM]?” Item wording was as follows: “Download an application, also called an “app,” that allows you to access news, weather, sports or other information.” Question series was based on those who use their cell phone to access the internet [n=572].

<sup>8</sup> In September 2009, question was part of a series with the following question wording: “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]?” Item wording was as follows: “Download an application for your cell phone.”

- Q27** Some people have apps on their phone but do not actually use them. Do you ever use any of the apps on your phone, or do you never use them? [IF YES, ASK: Have you used an app on your cell phone in the past 30 days?]

Based on cell phone users who download apps or have preloaded apps [N=694]

	CURRENT	
%	62	Yes, have used apps in past 30 days
	6	Yes, have used apps but not in past 30 days
	31	No, have never used them
	*	Don't know
	0	Refused

- Q28** When was your most recent app DOWNLOAD to your cell phone? Please consider only NEW app downloads and not updates to apps you already had on your phone. Was your most recent app download...[READ 1-4]

Based on cell phone users who download apps [N=432]

	CURRENT	
%	33	Within the past week
	20	Within the past month
	14	More than 1 month but less than 3 months ago
	29	3 months ago or longer
	4	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

- Q29** Thinking about all of the apps you have downloaded, have you ever PAID for an app, or do you only download apps that are free?

Based on cell phone users who download apps [N=432]

	CURRENT	
%	47	Yes, have paid for app
	52	Only download apps that are free
	1	Don't know
	*	Refused

## Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International between April 29 and May 30, 2010, among a sample of 2,252 adults, age 18 and older. Interviews were conducted in English. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based Internet users (n=1,756), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, half of the time interviewers first asked to speak with the youngest adult male currently at home. If no male was at home at the time of the call, interviewers asked to speak with the youngest adult female. For the other half of the contacts interviewers first asked to speak with the youngest adult female currently at home. If no female was available, interviewers asked to speak with the youngest adult male at home. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2009 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

**Table 1: Sample Disposition**

Landline	Cell	
20,895	12,699	Total Numbers Dialed
1,160	251	Non-residential
982	18	Computer/Fax
12	---	Cell phone
8,886	4,906	Other not working
1,675	176	Additional projected not working
8,180	7,348	Working numbers
39.1%	57.9%	Working Rate
558	59	No Answer / Busy
870	2,054	Voice Mail
68	13	Other Non-Contact
6,684	5,222	Contacted numbers
81.7%	71.1%	Contact Rate
521	740	Callback
4,305	3016	Refusal
1,858	1,466	Cooperating numbers
27.8%	28.1%	Cooperation Rate
284	235	Language Barrier
---	460	Child's cell phone
1,574	771	Eligible numbers
84.7%	52.6%	Eligibility Rate
66	27	Break-off
1,508	744	Completes
95.8%	96.5%	Completion Rate
21.8%	19.3%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent.