
---

**August Tracking Survey 2011**
Data for July 25–August 26, 2011

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

Sample: n=2,260 national adults, age 18 and older, including 916 cell phone interviews

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,260]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,716]
Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,948]
Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,047]

---

**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]?

<table>
<thead>
<tr>
<th>Item Description</th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. A desktop computer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td>55</td>
<td>45</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2011</td>
<td>57</td>
<td>42</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>November 2010</td>
<td>61</td>
<td>39</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>September 2010</td>
<td>59</td>
<td>40</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2010</td>
<td>62</td>
<td>38</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>January 2010</td>
<td>59</td>
<td>41</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>December 2009</td>
<td>58</td>
<td>42</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>September 2009</td>
<td>62</td>
<td>37</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>April 2009</td>
<td>64</td>
<td>36</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>April 2008</td>
<td>65</td>
<td>34</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>Dec 2007</td>
<td>65</td>
<td>35</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>April 2006</td>
<td>68</td>
<td>32</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>b. A laptop computer or netbook¹</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td>57</td>
<td>43</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2011</td>
<td>56</td>
<td>44</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>January 2011</td>
<td>57</td>
<td>43</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>December 2010</td>
<td>53</td>
<td>47</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>November 2010</td>
<td>53</td>
<td>47</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>September 2010</td>
<td>52</td>
<td>48</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2010</td>
<td>55</td>
<td>45</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>January 2010</td>
<td>49</td>
<td>51</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

---

¹ Through January 2010, item wording was “A laptop computer [IF NECESSARY: includes a netbook].”

---

Q10 continued...

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2009</td>
<td>46</td>
<td>53</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>September 2009</td>
<td>47</td>
<td>53</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>April 2009</td>
<td>47</td>
<td>53</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>April 2008</td>
<td>39</td>
<td>61</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>Dec 2007</td>
<td>37</td>
<td>63</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>April 2006</td>
<td>30</td>
<td>69</td>
<td>*</td>
<td>--</td>
</tr>
</tbody>
</table>

c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone2

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>84</td>
<td>15</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2011</td>
<td>83</td>
<td>17</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>January 2011</td>
<td>84</td>
<td>16</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>December 2010</td>
<td>81</td>
<td>19</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>November 2010</td>
<td>82</td>
<td>18</td>
<td>0</td>
<td>*</td>
</tr>
<tr>
<td>September 2010</td>
<td>85</td>
<td>15</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2010</td>
<td>82</td>
<td>18</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>January 2010</td>
<td>80</td>
<td>20</td>
<td>0</td>
<td>*</td>
</tr>
<tr>
<td>December 2009</td>
<td>83</td>
<td>17</td>
<td>0</td>
<td>*</td>
</tr>
<tr>
<td>September 2009</td>
<td>84</td>
<td>15</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>April 2009</td>
<td>85</td>
<td>15</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Dec 2008</td>
<td>84</td>
<td>16</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>July 2008</td>
<td>82</td>
<td>18</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>May 2008</td>
<td>78</td>
<td>22</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>April 2008</td>
<td>78</td>
<td>22</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>January 2008</td>
<td>77</td>
<td>22</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>Dec 2007</td>
<td>75</td>
<td>25</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>Sept 2007</td>
<td>78</td>
<td>22</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>April 2006</td>
<td>73</td>
<td>27</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>January 2005</td>
<td>66</td>
<td>34</td>
<td>*</td>
<td>--</td>
</tr>
<tr>
<td>November 23-30, 2004</td>
<td>65</td>
<td>35</td>
<td>*</td>
<td>--</td>
</tr>
</tbody>
</table>

Q10 continued...

2 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.

Q10 continued...

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>d. An electronic Book device or e-Book reader, such as a Kindle or Nook³</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td>9</td>
<td>90</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2011</td>
<td>12</td>
<td>88</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>November 2010</td>
<td>6</td>
<td>94</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>September 2010</td>
<td>5</td>
<td>95</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2010</td>
<td>4</td>
<td>96</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>September 2009</td>
<td>3</td>
<td>97</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>April 2009</td>
<td>2</td>
<td>98</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>e. A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom⁴</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td>10</td>
<td>90</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2011</td>
<td>8</td>
<td>92</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>January 2011</td>
<td>7</td>
<td>92</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>November 2010</td>
<td>5</td>
<td>95</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>September 2010</td>
<td>4</td>
<td>96</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2010</td>
<td>3</td>
<td>97</td>
<td>*</td>
<td>0</td>
</tr>
</tbody>
</table>

³ Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

⁴ Through January 2011, item wording was "A tablet computer like an iPad"

**Q13** Next I have a few questions 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 IN ORDER]?^5

Based on cell phone owners

<table>
<thead>
<tr>
<th>Item</th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Send or receive email</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current [N=1,948]</td>
<td>42</td>
<td>58</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>May 2011 [N=1,914]</td>
<td>38</td>
<td>62</td>
<td>0</td>
<td>*</td>
</tr>
<tr>
<td>December 2010 [N=1,982]</td>
<td>38</td>
<td>62</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>November 2010 [N=1,918]</td>
<td>34</td>
<td>66</td>
<td>0</td>
<td>*</td>
</tr>
<tr>
<td>September 2010 [N=2,485]</td>
<td>34</td>
<td>66</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>May 2010 [N=1,917]</td>
<td>34</td>
<td>66</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>January 2010 [N=1,891]</td>
<td>30</td>
<td>70</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>December 2009 [N=1,919]</td>
<td>29</td>
<td>70</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>September 2009 [N=1,868]</td>
<td>27</td>
<td>73</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>April 2009 [N=1,818]</td>
<td>25</td>
<td>75</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>December 2007 [N=1,704]</td>
<td>19</td>
<td>81</td>
<td>0</td>
<td>--</td>
</tr>
<tr>
<td>b. Send or receive text messages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current</td>
<td>76</td>
<td>24</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>May 2011</td>
<td>73</td>
<td>27</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>December 2010</td>
<td>74</td>
<td>26</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>November 2010</td>
<td>71</td>
<td>28</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>September 2010</td>
<td>74</td>
<td>26</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>May 2010</td>
<td>72</td>
<td>28</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>January 2010</td>
<td>69</td>
<td>31</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>December 2009</td>
<td>68</td>
<td>32</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>September 2009</td>
<td>65</td>
<td>35</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>April 2009</td>
<td>65</td>
<td>35</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>December 2007</td>
<td>58</td>
<td>42</td>
<td>0</td>
<td>--</td>
</tr>
</tbody>
</table>

---

^5 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.

Q13 continued...

c. Access the internet

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
<th>DON'T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current</td>
<td>48</td>
<td>52</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>May 2011</td>
<td>44</td>
<td>56</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>December 2010</td>
<td>42</td>
<td>58</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>November 2010</td>
<td>39</td>
<td>61</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>September 2010</td>
<td>39</td>
<td>61</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>May 2010</td>
<td>38</td>
<td>62</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>January 2010</td>
<td>34</td>
<td>66</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>December 2009</td>
<td>32</td>
<td>67</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>September 2009</td>
<td>29</td>
<td>71</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>April 2009</td>
<td>25</td>
<td>74</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>

Q14 Have you ever downloaded a software application or “app” to your cell phone, or have you never done this?

Based on cell phone owners

<table>
<thead>
<tr>
<th></th>
<th>CURRENT</th>
<th>MAY 2011</th>
<th>SEPT 2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>38</td>
<td>31</td>
<td>22</td>
</tr>
<tr>
<td>Yes, have done this</td>
<td>61</td>
<td>69</td>
<td>78</td>
</tr>
<tr>
<td>No, have never done this</td>
<td>1</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>Phone cannot download apps (VOL)</td>
<td>*</td>
<td>*</td>
<td>1</td>
</tr>
<tr>
<td>Don't know</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Refused</td>
<td>[n=1,948]</td>
<td>[n=1,914]</td>
<td>[n=1,868]</td>
</tr>
</tbody>
</table>

Q15 Some cell phones come PRELOADED with “apps.” Did your cell phone happen to come with any preloaded apps, or not?

Based on cell phone owners

<table>
<thead>
<tr>
<th></th>
<th>CURRENT</th>
<th>MAY 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>43</td>
<td>38</td>
</tr>
<tr>
<td>Yes</td>
<td>46</td>
<td>52</td>
</tr>
<tr>
<td>Don't know</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Refused</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>[n=1,948]</td>
<td>[n=1,917]</td>
<td></td>
</tr>
</tbody>
</table>

Q16  How many of the apps on your cell phone do you use on a regular basis, meaning you use them at least once a week? [READ 1-6]

Based on those who have apps on their cell phone [N=852]

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>17</td>
</tr>
<tr>
<td>1 to 2</td>
<td>21</td>
</tr>
<tr>
<td>3 to 5</td>
<td>30</td>
</tr>
<tr>
<td>6 to 10</td>
<td>18</td>
</tr>
<tr>
<td>11 to 20</td>
<td>7</td>
</tr>
<tr>
<td>More than 20</td>
<td>6</td>
</tr>
<tr>
<td>(DO NOT READ) Don’t know</td>
<td>2</td>
</tr>
<tr>
<td>(DO NOT READ) Refused</td>
<td>*</td>
</tr>
</tbody>
</table>

TAB1   Earlier you said you have a tablet computer like an iPad, Samsung Galaxy or Motorola Xoom. Do you ever download software applications or “apps” to your tablet computer, or do you not do this?

Based on those who have a tablet computer [N=207]

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>75</td>
</tr>
<tr>
<td>No</td>
<td>24</td>
</tr>
<tr>
<td>Don’t know</td>
<td>1</td>
</tr>
<tr>
<td>Refused</td>
<td>0</td>
</tr>
</tbody>
</table>

TAB2   How many of the apps on your tablet computer do you use on a regular basis, meaning you use them at least once a week? [READ 1-6]

Based on those who have a tablet computer [N=207]

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>8</td>
</tr>
<tr>
<td>1 to 2</td>
<td>18</td>
</tr>
<tr>
<td>3 to 5</td>
<td>33</td>
</tr>
<tr>
<td>6 to 10</td>
<td>18</td>
</tr>
<tr>
<td>11 to 20</td>
<td>12</td>
</tr>
<tr>
<td>More than 20</td>
<td>9</td>
</tr>
<tr>
<td>(DO NOT READ) Don’t know</td>
<td>2</td>
</tr>
<tr>
<td>(DO NOT READ) Refused</td>
<td>*</td>
</tr>
</tbody>
</table>

**APP1**  Thinking about ALL of the apps you have downloaded, to either a cell phone or tablet computer, have you ever PAID for an app, or do you only download apps that are free?\(^9\)

Based on those who download apps to their cell phone or tablet computer

<table>
<thead>
<tr>
<th>CURRENT</th>
<th>MAY 2011</th>
<th>MAY 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>% 46</td>
<td>Yes, have paid for apps</td>
<td>38</td>
</tr>
<tr>
<td>53</td>
<td>Only download apps that are free</td>
<td>61</td>
</tr>
<tr>
<td>* Don't know</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>* Refused</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>[n=658]</td>
<td></td>
<td>[n=474] [n=432]</td>
</tr>
</tbody>
</table>

**APP2**  What is the HIGHEST dollar amount you have ever paid to download a single app?

Based on those who pay for apps [N=309]

<table>
<thead>
<tr>
<th>CURRENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>% 22</td>
</tr>
<tr>
<td>30</td>
</tr>
<tr>
<td>18</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>17</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>* Refused</td>
</tr>
</tbody>
</table>

**APP5** Have you ever downloaded an app that... [INSERT ITEMS; ITEMS a-b ALWAYS FIRST IN ORDER THEN RANDOMIZE]?

Based on those who download apps to their cell phone or tablet computer [N=658]

<table>
<thead>
<tr>
<th>Activity</th>
<th>YES</th>
<th>NO</th>
<th>DON’T KNOW</th>
<th>REFUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Helped you get more information about an event you were attending</td>
<td>35</td>
<td>64</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>b. Helped you get more information about a destination you were visiting</td>
<td>53</td>
<td>46</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>c. Helped you learn about something you were interested in</td>
<td>64</td>
<td>36</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>d. Provided regular updates on news, weather, sports or stocks</td>
<td>74</td>
<td>26</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>e. Allowed you to watch movies or TV shows online</td>
<td>43</td>
<td>57</td>
<td>*</td>
<td>0</td>
</tr>
<tr>
<td>f. Helped you with work-related tasks</td>
<td>48</td>
<td>52</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>g. Helped you shop or make purchases</td>
<td>46</td>
<td>54</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>h. Helped you communicate with friends or family</td>
<td>67</td>
<td>33</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>i. Helped you track or manage your health</td>
<td>29</td>
<td>71</td>
<td>*</td>
<td>*</td>
</tr>
</tbody>
</table>