

Spring Change Assessment Survey 2011
Data for April 26–May 22, 2011

Final Topline

5/25/2011

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

Sample: n= 2,277 national adults, age 18 and older, including 755 cell phone interviews
Interviewing dates: 04.26.2011 – 05.22.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,277]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,701]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,914]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,015]

Q14 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]?¹

Based on cell phone users

	YES	NO	DON'T KNOW	REFUSED
a. Send or receive email				
Current [N=1,914]	38	62	0	*
December 2010 [N=1,982]	38	62	*	*
November 2010 [N=1,918]	34	66	0	*
September 2010 [N=2,485]	34	66	*	0
May 2010 [N=1,917]	34	66	0	0
January 2010 [N=1,891]	30	70	0	0
December 2009 [N=1,919]	29	70	*	*
September 2009 [N=1,868]	27	73	*	0
April 2009 [N=1,818]	25	75	*	0
December 2007 [N=1,704]	19	81	0	--
b. Send or receive text messages				
Current	73	27	0	0
December 2010	74	26	*	*

¹ In May 2011, the question was asked of all Form B cell phone users and Form A cell phone users who said in CELL7 that they do more than make calls on their phone. The percentages are based on all cell phone users, counting as “no” Form A cell phone users who said in CELL7 they use their phones only for making calls. Prior to May 2011, question was asked of all cell phone users. 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.

	YES	NO	DON'T KNOW	REFUSED
November 2010	71	28	*	0
September 2010	74	26	*	0
May 2010	72	28	0	0
January 2010	69	31	*	0
December 2009	68	32	*	0
September 2009	65	35	*	0
April 2009	65	35	*	0
December 2007	58	42	0	--
c. Take a picture				
Current	73	27	*	0
May 2010	76	24	*	*
d. Play music				
Current	34	66	0	0
May 2010	33	67	0	0
September 2009	27	73	0	0
April 2009	21	79	*	0
December 2007	17	83	*	--
e. Download a software application or "app" ²				
Current	31	69	*	0
September 2009	22	78	1	0
f. Record a video				
Current	34	66	0	*
May 2010	34	66	*	0
April 2009	19	81	0	0
December 2007	18	82	0	--
g. Play a game				
Current	35	65	0	0
May 2010	34	66	*	0
April 2009	27	73	*	0
December 2007	27	73	0	--
h. Access the internet ³				
Current	44	56	0	0
December 2010	42	58	*	*
November 2010	39	61	*	*
September 2010	39	61	*	0
May 2010	38	62	0	0
January 2010	34	66	0	0
December 2009	32	67	*	0
September 2009	29	71	*	0
April 2009	25	74	*	*
December 2007	19	81	0	--

² In September 2009, item wording was "Download an application for your cell phone"

³ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

Q17 Thinking of some other things that people might do on their cell phones, do you ever use your cell phone to... [INSERT ITEMS; ALWAYS ASK a-c FIRST IN ORDER; RANDOMIZE d-g; ALWAYS ASK h-i LAST IN ORDER]?⁴

Based on cell phone users

	YES, DO THIS	NO, DO NOT DO THIS/ HAVE NOT DONE THIS	(VOL.) CELL PHONE CAN'T DO THIS	DON'T KNOW	REFUSED
a. Watch a video					
Current [N=1,914]	26	74	*	0	0
April 2009 [N=1,818]	14	86	n/a	*	0
December 2007 [N=1,704]	10	90	n/a	0	--
b. Send a photo or video to someone					
Current	54	45	*	0	0
c. Post a photo or video online					
Current	22	78	*	*	0
<i>Item D: Based on cell users who use SNS</i>					
d. Access a social networking site like MySpace, Facebook or LinkedIn					
Current [N=953]	52	48	0	0	0
<i>Item E: Based on cell users who use Twitter</i>					
e. Access Twitter					
Current [N=188]	55	45	0	0	0
f. Check your bank account balance or do any online banking					
Current	18	81	*	0	*
g. Participate in a video call or video chat ⁵					
Current	6	94	*	0	0
September 2010	7	93	n/a	*	*

⁴ In May 2011, the question was asked of all Form B cell phone users and Form A cell phone users who said in CELL7 that they do more than make calls on their phone. The percentages are based on all cell phone users, counting as “no” Form A cell phone users who said in CELL7 they use their phones only for making calls. Prior to May 2011, question was asked of all cell phone users and 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]?”

⁵ September 2010 item wording was “Participate in a video call, video chat or teleconference”