Survey Questions

Spring Tracking Survey 2012

Final Topline 04/10/2012

Data for March 15–April 3, 2012

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

Sample: n=2,254 national adults, age 18 and older, including 903 cell phone interviews
Interviewing dates: 03.15.2012 – 04.03.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,254]
Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,954]
Margin of error is plus or minus 4 percentage points for results based on those who download apps to their cell phone [n=714]

Q11 What is the MAIN reason you don't own a cell phone? [PRECODED OPEN-END]

Based on those who do not own a cell phone [N=300]

	CURRENT	
%	38	Don't need it / Happy with landline
	21	Too expensive
	11	I'm just not interested / Just don't like them
	3	Too old / health problems
	2	Likely to get lost/broken/stolen
	2	Don't talk on the phone often
	2	Too complicated / Don't know how to use it
	1	No reception where I live
	1	Plan to get one
	1	Worried about privacy/tracking
	1	Have one for work
	*	Too small, can't use the keys effectively
	*	Worried about radiation or risk of cancer
	10	Other (SPECIFY)
	6	Don't know
	1	Refused

Q13 Thinking about your cell phone, do you think you could live without it, is it something you would miss having but could probably do without, or something you can't imagine living without?

Based on cell phone owners

	CURRENT		MARCH 2006[i]
%	37	Could live without it	29
	33	Would miss but could do without	45
	29	Can't imagine living without	26
	*	Don't know	*

	*	Refused	--
	[n=1,954]		[n=1,286]

Q16 What is the MAIN reason you don't own a smartphone? [PRECODED OPEN-END]

Based on those whose cell phone is not a smartphone [N=1,156]

	CURRENT	
%	30	Too expensive (general)
	29	Don't need one
	9	Too complicated / Don't know how to use it
	5	Just not interested / Just don't like it
	4	Phone is too expensive
	3	Data plan is too expensive
	4	Happy with current phone
	2	Only use phone for calling/texting
	2	Plan to get one / Waiting for current contract to expire / Waiting for discount or upgrade eligibility
	2	No reason / Just haven't gotten around to it
	1	Prefer to be less connected
	1	Don't know what it is / Don't know how to get one
	*	Service not available where I live
	*	Worried about privacy/tracking
	0	Worried about radiation or risk of cancer
	5	Other (SPECIFY)
	3	Don't know
	1	Refused

Q18 In general, if someone needs to get in touch with you on your cell phone, do you prefer that they call you OR that they send you a text message?

Based on cell phone owners who text message

	CURRENT		MAY 2011
%	50	Call	53
	30	Text	31
	16	It depends (VOL.)	14
	1	Don't know	1
	2	Refused	1
	[n=1,395]		[n=1,212]

Q26 Now thinking more generally about how you may or may not use your cell phone... Have you ever experienced or done any of the following? Have you ever [INSERT ITEMS IN ORDER]?

Based on cell phone owners

	YES	NO	DON'T KNOW	REFUSED
a. Sent a sexually suggestive nude or nearly nude photo or video of yourself to someone else using your cell phone				

	Current [N=1,954]	6	94	*	*
	May 2010 [N=1,917]	6	94	*	*
b.	Received a sexually suggestive nude or nearly nude photo or video of someone else you know on your cell phone				
	Current	15	84	*	1
	May 2010	15	84	*	*
c.	FORWARDED a sexually suggestive nude or nearly nude photo or video of someone else you know using your cell phone				
	Current	3	96	0	*

Q27 Do you ever sleep with your cell phone next to your bed because you want to make sure that you don't miss any calls, text messages or updates during the night, or do you never do this?[1]

Based on cell phone owners

	CURRENT		MAY 2010
%	44	Yes, do this	65
	56	No, do not do this	35
	*	Don't know	0
	0	Refused	0
	[n=1,954]		[n=1,917]

Q28 Do you ever find yourself checking your cell phone for messages, alerts or missed calls, even though you didn't notice your phone ringing or vibrating? [IF YES: How often do you do this – frequently, occasionally, or just every once in a while?]

Based on cell phone owners [N=1,954]

	CURRENT	
%	18	Yes, frequently
	21	Yes, occasionally
	28	Yes, every once in a while
	32	No
	*	Don't know
	1	Refused

Q29 Do you ever worry that you spend too much time using your phone, or do you not worry about this?

Based on cell phone owners [N=1,954]

	CURRENT	
%	11	Yes, worry
	89	No, do not worry
	0	Don't know

[1] In May 2010, question was part of a series with slightly different wording: "Have you ever experienced or done any of the following? (First/Next), have you ever [INSERT ITEMS IN ORDER]? / Item: Slept with your cell phone on or right next to your bed"

* Refused

Q30 Do people you know ever [INSERT ITEMS; RANDOMIZE], or does this not ever happen to you?

Based on cell phone owners [N=1,954]

	YES	NO	DON'T KNOW	REFUSED
a. Complain that you don't check your cell phone frequently enough	33	67	*	0
b. Complain that you don't respond promptly to phone calls or text messages on your cell phone	39	61	*	*
c. Tell you that you spend too much time using your cell phone	12	88	0	0

Q31 [IF ROTATED SECOND, READ: Now thinking about different ways your cell phone may or may not make things EASIER for you…] How much, if at all, has your cell phone [INSERT ITEMS; RANDOMIZE]... a lot, some, only a little, or not at all?

Based on cell phone owners [N=1,954]

	A LOT	SOME	ONLY A LITTLE	NOT AT ALL	DON'T KNOW	REFUSED
a. Made it easier for you to plan and schedule your daily routine	28	19	20	32	*	*
b. Made it easier to be productive while you are doing things like sitting in traffic, standing in line, or waiting for an appointment	26	22	21	31	*	*
c. Made it easier for you to stay in touch on a regular basis with the people you care about	65	17	11	6	*	*

Q32 [IF ROTATED SECOND, READ: Now thinking about different ways your cell phone may or may not make things HARDER for you…] How much, if at all, has your cell phone [INSERT ITEMS; RANDOMIZE]... a lot, some, only a little, or not at all?

Based on cell phone owners [N=1,954]

	A LOT	SOME	ONLY A LITTLE	NOT AT ALL	DON'T KNOW	REFUSED
a. Made it harder for you to focus on a single task without being distracted	7	12	24	57	*	*
b. Made it harder for you to forget about work at home and on the weekends	9	10	15	64	1	1
c. Made it harder to give people your undivided attention	7	14	26	53	1	*

Q34 Overall, would you say that your cell phone SAVES you time because you can always access the information you need... COSTS you time, because you are always being distracted or interrupted... OR that the amount of time your cell phone saves you and

costs you pretty much balance out?

Based on cell phone owners [N=1,954]

	CURRENT	
%	33	Saves you time
	3	Costs you time
	56	Savings and costs balance out
	6	Don't know
	3	Refused

Q39 How often do you encounter people using their cell phone in a loud or annoying manner in public – frequently, occasionally, rarely, or never?

	CURRENT		MARCH 2006
%	39	Frequently	50
	35	Occasionally	32
	15	Rarely	11
	10	Never	5
	1	Don't know	2
	*	Refused	--

Q40 In the past few months, have you, yourself, drawn criticism or dirty looks because of the way you used your cell phone in public?

Based on cell phone owners

	CURRENT		MARCH 2006
%	6	Yes	8
	93	No	91
	1	Don't know	1
	*	Refused	--
	[n=1,954]		[n=1,286]

Methodology

This report is based on the findings of a 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 from March 15 to April 3, 2012, among a sample of 2,254 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,351) and cell phone (903, including 410 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 2.4 percentage points. For results based Internet users (n=1,803), 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, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. 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.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent’s telephone usage patterns. This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2010 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

Table 2:Sample Disposition

Landline	Cell	
33,738	22,143	Total Numbers Dialed
1,502	332	Non-residential
1,491	45	Computer/Fax
8	----	Cell phone
15,401	8,237	Other not working
2,746	404	Additional projected not working
12,590	13,126	Working numbers
37.3%	59.3%	Working Rate
915	135	No Answer / Busy
3,472	4,465	Voice Mail
66	5	Other Non-Contact
8,137	8,521	Contacted numbers
64.6%	64.9%	Contact Rate
523	1,382	Callback
6,161	5,654	Refusal
1,453	1,485	Cooperating numbers
17.9%	17.4%	Cooperation Rate
52	43	Language Barrier
----	498	Child's cell phone
1,401	944	Eligible numbers
96.4%	63.6%	Eligibility Rate
50	41	Break-off
1,351	903	Completes
96.4%	95.7%	Completion Rate
11.1%	10.8%	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 11 percent. The response rate for the cellular sample was 11 percent.

[i] March 2006 trends based on a survey by the Associated Press, America Online, Pew Internet & American Life Project, conducted by Schulman, Ronca, & Bucuvalas, March 8-28, 2006 [N= 1,503].