

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 internet users [n=1,803]
Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,954]

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	82	18
February 2012	80	20
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011 ⁱ	79	21
December 2010 ⁱⁱ	77	23
November 2010 ⁱⁱⁱ	74	26
September 2010	74	26
May 2010	79	21
January 2010 ^{iv}	75	25
December 2009 ^v	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 ^{vi}	74	26
August 2008 ^{vii}	75	25

¹ The definition of an internet user varies from survey to survey. From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?"). Prior to January 2005, an internet user is someone who goes online to access the internet or to send and receive email (question wording "Do you ever go online to access the Internet or World Wide Web or to send and receive email?").

July 2008 ^{viii}	77	23
May 2008 ^{ix}	73	27
April 2008 ^x	73	27
January 2008 ^{xi}	70	30
December 2007 ^{xii}	75	25
September 2007 ^{xiii}	73	27
February 2007 ^{xiv}	71	29
December 2006 ^{xv}	70	30
November 2006 ^{xvi}	68	32
August 2006 ^{xvii}	70	30
April 2006 ^{xviii}	73	27
February 2006 ^{xix}	73	27
December 2005 ^{xx}	66	34
September 2005 ^{xxi}	72	28
June 2005 ^{xxii}	68	32
February 2005 ^{xxiii}	67	33
January 2005 ^{xxiv}	66	34
Nov 23-30, 2004 ^{xxv}	59	41
November 2004 ^{xxvi}	61	39
June 2004 ^{xxvii}	63	37
February 2004 ^{xxviii}	63	37
November 2003 ^{xxix}	64	36
August 2003 ^{xxx}	63	37
June 2003 ^{xxxi}	62	38
May 2003 ^{xxxii}	63	37
March 3-11, 2003 ^{xxxiii}	62	38
February 2003 ^{xxxiv}	64	36
December 2002 ^{xxxv}	57	43
November 2002 ^{xxxvi}	61	39
October 2002 ^{xxxvii}	59	41
September 2002 ^{xxxviii}	61	39
July 2002 ^{xxxix}	59	41
March/May 2002 ^{xl}	58	42
January 2002 ^{xli}	61	39
December 2001 ^{xlii}	58	42
November 2001 ^{xliii}	58	42
October 2001 ^{xliv}	56	44
September 2001 ^{xlv}	55	45
August 2001 ^{xlvi}	59	41
February 2001 ^{xlvii}	53	47
December 2000 ^{xlviii}	59	41
November 2000 ^{xliv}	53	47
October 2000 ^l	52	48
September 2000 ^{li}	50	50
August 2000 ^{lii}	49	51
June 2000 ^{liii}	47	53
May 2000 ^{liiv}	48	52

YEST1NW

Did you happen to use the internet YESTERDAY?²

Based on all internet users [N=1,803]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Current	82	18	*	0
February 2012	82	18	*	0
August 2011	76	23	*	0
May 2011	77	22	*	0
November 2010	76	24	*	*
September 2010	76	24	*	0
May 2010	78	22	*	0
January 2010	72	27	*	0
December 2009	71	28	1	*
September 2009	73	27	*	*
April 2009	73	26	1	*
December 2008	72	28	*	--
November 2008	72	27	*	--
August 2008	72	27	1	--
July 2008	71	28	1	--
May 2008	70	30	1	--
April 2008	72	28	*	--
December 2007	72	27	*	--
September 2007	68	32	*	--
February 2007	69	31	*	--
December 2006	65	34	*	--
November 2006	64	36	*	--
August 2006	66	34	*	--
April 2006	66	33	*	--
December 2005	63	36	*	--
September 2005	65	34	*	--
February 2005	60	40	*	--
January 2005	58	42	*	--
November 2004	61	39	*	--
June 2004	53	46	1	--
February 2004	55	44	*	--
November 2003	54	45	*	--
July 2003	52	47	1	--
June 2003	55	44	*	--
May 2003	58	42	*	--
March 3-11, 2003	60	40	0	--
February 2003	60	40	*	--
December 2002	56	44	*	--
November 2002	57	43	*	--
October 2002	57	43	0	--
September 2002	58	42	*	--
July 2002	53	47	*	--

² Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday?**"

March/May 2002	57	43	*	--
January 2002 ³	59	41	*	--
Dec. 17-23, 2001	58	42	*	--
Nov. 19-Dec. 16 2001	60	40	*	--
Oct. 19-Nov. 18 2001	61	39	*	--
Oct. 8-18 2001	51	49	1	--
October 2-7 2001	56	43	1	--
Sept 20-Oct 1 2001	57	42	1	--
Sept 12-19 2001	51	49	*	--
August 2001	56	44	*	--
February 2001 ⁴	59	41	*	--
Fall 2000 ^{iv}	56	44	*	--
August 2000	50	50	*	--
June 2000	52	48	*	--
May 2000	55	45	0	--
March 2000 ^{vi}	60	40	*	--

³ Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

⁴ Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

Q10 Please tell me if you happen to have each of the following items, or not. Do you have...
[INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	58	41	*	*
August 2011	55	45	*	*
May 2011	57	42	*	*
November 2010	61	39	0	*
September 2010	59	40	*	*
May 2010	62	38	*	*
January 2010	59	41	0	*
December 2009	58	42	*	*
September 2009	62	37	0	*
April 2009	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
A laptop computer ⁵				
Current	61	39	*	*
August 2011	57	43	*	*
May 2011	56	44	*	*
January 2011	57	43	*	*
December 2010	53	47	*	*
November 2010	53	47	*	*
September 2010	52	48	*	*
May 2010	55	45	*	0
January 2010	49	51	*	*
December 2009	46	53	*	*
September 2009	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--

⁵ From May 2010 through August 2011, item wording was "A laptop computer or netbook." Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

	YES	NO	DON'T KNOW	REFUSED
b. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ⁶				
Current	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--

⁶ 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.

c. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader⁷

	YES	NO	DON'T KNOW	REFUSED
Current	18	81	1	*
February 2012	14	86	*	*
December 2011	10	89	1	*
August 2011	9	90	*	*
May 2011	12	88	*	0
November 2010	6	94	*	*
September 2010	5	95	*	*
May 2010	4	96	*	*
September 2009	3	97	*	*
April 2009	2	98	*	*

d. A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire⁸

	YES	NO	DON'T KNOW	REFUSED
Current	18	81	*	*
February 2012	14	85	*	*
December 2011	10	89	1	*
August 2011	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

ⁱ January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation "Local News survey," conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

ⁱⁱ December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

ⁱⁱⁱ November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

^{iv} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

^v December 2009 trends based on the Fall Tracking "E-Government" survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

^{vi} November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].

^{vii} August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

^{viii} July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews].

^{ix} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].

⁷ In 2011, item wording was "An electronic Book device or e-Book reader, such as a Kindle or Nook." Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

⁸ In May 2011 and August 2011, item wording was "A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom." Through January 2011, item wording was "A tablet computer like an iPad"

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- ^x April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].
- ^{xi} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- ^{xii} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- ^{xiii} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- ^{xiv} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{xv} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{xvi} November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.
- ^{xvii} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{xviii} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xix} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xx} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xxi} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- ^{xxii} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{xxiii} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xxiv} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^{xxv} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xxvi} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xxvii} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xxviii} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xxix} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xxx} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xxxi} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xxxii} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xxxiii} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xxxiv} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xxxv} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xxxvi} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- ^{xxxvii} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xxxviii} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xxxix} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xl} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{xli} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- ^{xlii} December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.
- ^{xliii} November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 - November 18, 2001 and November 19 - December 16, 2001.
- ^{xliiv} October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 - October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 - November 18, 2001.
- ^{xliv} September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 - October 1, 2001.
- ^{xlvi} August 2001 trends represent a total tracking period of August 12-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

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- ^{xlvii} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{xlviii} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{xlix} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ^l October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ^{li} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{lii} August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ^{liii} June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ^{liv} May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].
- ^{lv} Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].
- ^{lvi} March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].