Survey Questions

Spring 2013 Tracking Survey

Data for April 17-May 19, 2013

Final Topline   5/21/2013

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

Sample: n=2,252 national adults, age 18 and older, including 1,127 cell phone interviews
Interviewing dates: 04.17.2013 – 05.19.2013

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,252]
Margin of error is plus or minus 2.5 percentage points for results based on all internet users [n=1,895]
Margin of error is plus or minus 2.4 percentage points for results based on all cell phone owners [n=2,076]

Q10 Next... [IF REACHED ON A LANDLINE, READ: Please tell me if you happen to have the following items, or not.] Do you have... [INSERT ITEMS IN ORDER]?

a. A cell phone[1]

	YES	NO	DON'T KNOW	REFUSED
Current	91	9	0	*
December 2012	87	13	*	0
November 2012	85	15	0	*
Sept 2012	85	15	*	0
August 2012	89	10	0	*
April 2012	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	*	--

[1] Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined Landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey.

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	*	--

SMART1 Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?[2]

Based on cell phone owners

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	NOT SURE/DON'T KNOW	REFUSED
Current [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,992]	55	38	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

SMART2 Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, or something else?[3]

Based on cell phone owners

%	CURRENT		FEB 2012	DEC 2011	MAY 2011
	25	iPhone	19	15	10
	4	Blackberry	6	8	10
	28	Android	20	20	15
	1	Windows	2	2	2
	n/a	Palm	1	2	2
	15	Basic cell phone – unspecified (VOL.)	16	18	8
	7	Flip phone – unspecified (VOL.)	4	6	3
	5	Samsung – unspecified (VOL.)	8	7	7
	3	LG – unspecified (VOL.)	5	4	5
	1	Tracfone (VOL.)	3	2	2
	1	Motorola – unspecified (VOL.)	2	2	3
	1	Nokia – unspecified (VOL.)	1	2	2
	*	Pantech – unspecified (VOL.)	1	1	1
	3	Something else (SPECIFY)	6	7	16
	5	Don't know	4	4	13
	1	Refused	*	*	1
	[n=2,076]		[n=1,961]	[n=2,771]	[n=,1914]

[2] September 2012 through December 2012, question wording was: "Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?"
[3] Prior to the current survey, question wording was: "Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, a Palm, or something else?"

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 April 17 to May 19, 2013, among a sample of 2,252 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,125) and cell phone (1,127, including 571 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 2.3 percentage points. For results based on Internet users[4] (n=1,895), the margin of sampling error is plus or minus 2.5 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 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 drawn with equal probabilities 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

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[4] Internet user definition includes those who use the internet or email at least occasionally or access the internet on a mobile handheld device at least occasionally.

telephone usage patterns.5 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 basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2012 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

Sample Disposition		
Landline	Cell	
41,291	24,698	Total Numbers Dialed
1,755	411	Non-residential
1,516	88	Computer/Fax
12	----	Cell phone
24,344	9,674	Other not working
2,038	226	Additional projected not working
11,626	14,299	Working numbers
28.2%	57.9%	Working Rate
679	75	No Answer / Busy
3,442	3,668	Voice Mail
41	16	Other Non-Contact
7,464	10,540	Contacted numbers
64.2%	73.7%	Contact Rate
450	1,537	Callback
5,786	7,097	Refusal
1,228	1,906	Cooperating numbers
16.5%	18.1%	Cooperation Rate
45	68	Language Barrier
----	684	Child's cell phone
1,183	1,154	Eligible numbers
96.3%	60.5%	Eligibility Rate
58	27	Break-off
1,125	1,127	Completes
95.1%	97.7%	Completion Rate
10.0%	13.0%	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 10 percent. The response rate for the cellular sample was 13 percent.