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National Polls Not Undermined by Growing Cell-Only Population
THE CELL PHONE CHALLENGE TO SURVEY RESEARCH

*Based on a survey conducted in association with
the Pew Internet & American Life Project, the Associated Press, and AOL*

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National Polls Not Undermined by Growing Cell-Only Population
THE CELL PHONE CHALLENGE TO SURVEY RESEARCH

A growing number of Americans rely solely on a cell phone for their telephone service, and many more are considering giving up their landline phones. This trend presents a challenge to public opinion polling, which typically relies on a random sample of the population of landline subscribers. A new study of the issue finds that cell-only Americans – an estimated 7%-9% of the general public – are significantly different in many ways from those reachable on a landline. They are younger, less affluent, less likely to be married or to own their home, and more liberal on many political questions.

Yet despite these differences, the absence of this group from traditional telephone surveys has only a minimal impact on the results. Specifically, the study shows that including cell-only respondents with those interviewed from a standard landline sample, and weighting the resulting combined sample to the full U.S. public demographically, changes the overall results of the poll by no more than one percentage point on any of nine key political questions included in the study.

Estimates of the respondents' likely congressional vote this fall, approval of President Bush, opinion about the decision to go to war in Iraq, and other important social and political measures are unaffected when cell-only respondents are blended into the sample. The relatively small size of the cell-only group, along with the demographic weighting performed when it is combined with the landline sample, accounts for the minimal change in the overall findings.

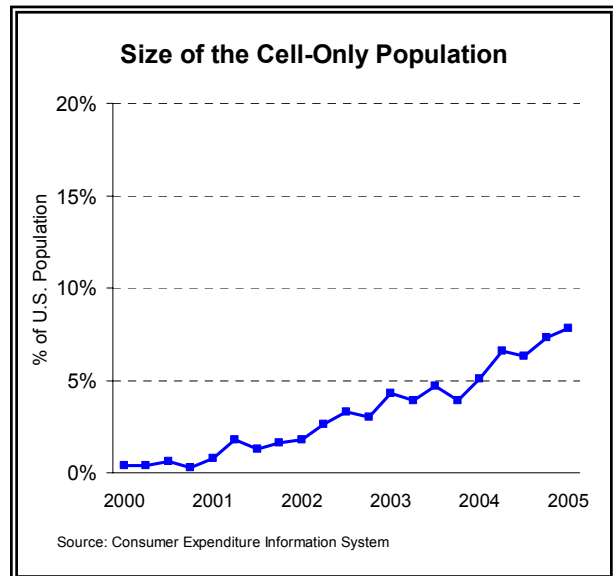
Including the Cell Phone-Only Public Makes Little Difference in Polling Results			
	Standard sample	Cell only	Blended sample (landline + cell only)
	%	%	%
<i>Presidential approval</i>			
Approve	32	35	33
Disapprove	54	58	53
Don't know/Refused	<u>14</u>	<u>7</u>	<u>13</u>
	100	100	99
<i>Using force in Iraq</i>			
Right decision	39	44	40
Wrong decision	44	46	44
Don't know/Refused	<u>16</u>	<u>11</u>	<u>16</u>
	99	101	100
<i>06 Cong. vote (among RVs)</i>			
Republican/Lean Rep	37	30	37
Democrat/Lean Dem	47	53	47
Would not vote	2	3	2
Other/DK/Ref	<u>13</u>	<u>14</u>	<u>13</u>
	99	100	99
<i>Allow gay marriage</i>			
Agree	37	51	37
Disagree	51	42	51
Don't know/Refused	<u>12</u>	<u>7</u>	<u>12</u>
	100	100	100
<i>Party Affiliation</i>			
Republican/Lean Rep	34	35	35
Democrat/Lean Dem	45	47	45
Independent/Other	<u>21</u>	<u>18</u>	<u>20</u>
	100	100	100
Sample size	(752)	(200)	(952)

The standard landline and blended samples are weighted. The cell only column is unweighted. Due to rounding, the numbers may not add to 100%. Survey conducted March 8-28, 2006.

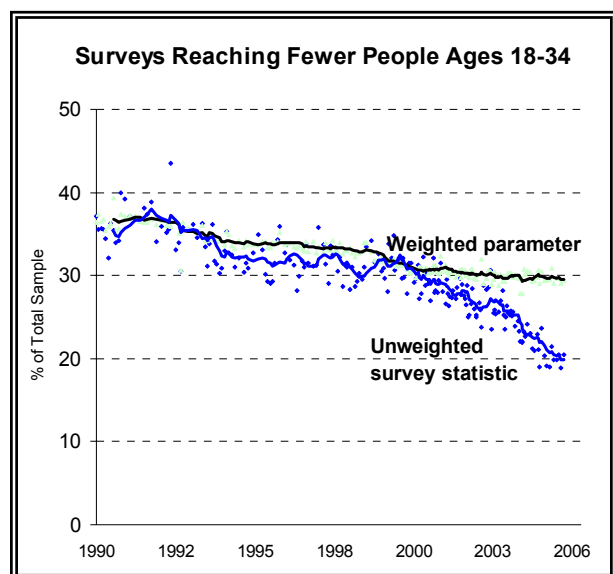
This research effort was undertaken by the Pew Research Center, in conjunction with the Associated Press and AOL, to assess the challenge posed by cell phones to random digit dial surveys. The project entailed a survey of 1,503 U.S. adults, with 752 interviewed in a conventional landline sample and 751 interviewed on their cell phones, using a sample drawn from a nationally representative cell telephone number database. The interviews were conducted March 8-28, 2006 and averaged about 11 minutes in length. Among those interviewed on their cell phones, 200 (27%) said that their cell phone was their only phone. Details about the survey, including response rates, costs, and other issues, are discussed in the body of the report below.

The Cell Phone Challenge

The number of people who have given up their landline telephones and rely solely on a cell phone has been increasing, both in the U.S. and internationally, for several years. According to the U.S. Consumer Expenditure Survey, the percentage of households paying a cell phone bill but not a landline bill rose from 0.4% in 2000 to 7.8% in the first quarter of 2005. The National Health Interview Survey estimated that, in the second half of 2005, 7.8% of adults lived in households with only a cell phone. And in the 2004 exit poll by the National Election Pool, 7.1% of voters said they relied solely on cell phones.



As the cell-only population has grown, telephone surveys by Pew and other organizations that rely on landline samples have experienced a sharp decline in the percentage of younger respondents interviewed in their samples. In Pew Research Center surveys over the past five years, the average percentage of those ages 18-34 in unweighted samples declined from 31% in 2000 to 20% through March 2006 (the population parameter was essentially unchanged through this period). This decline is consistent with the fact that the cell-only population is heavily tilted toward young people.



Profile of Cell-Only Respondents

Nearly half of the cell-only respondents in the survey (48%) are under age 30. This compares with just 14% in the landline sample (people reached on a landline) and 21% in the population as a whole, according to government statistics. Other characteristics associated with age are also distinctive in the cell-only population. Nearly three-in-ten (29%) cell-only respondents are married, compared with 57% in the landline sample. And only 24% say they own their own home; in the landline sample, 71% do so. The cell-only population also includes a higher proportion of minorities, especially Hispanics (14% vs. 6% among landline users).¹

The landline sample includes a higher proportion of college graduates than does the cell phone-only group (36% vs. 28%). But more cell-only users say they have some college experience compared with people who have landlines (by 33% vs. 24%); this may reflect the heavy reliance on cell phones among those currently attending college. The cell-only group also is significantly less affluent – more than half (53%) have annual family incomes of under \$30,000, compared with just one-quarter (25%) among the landline sample.

Landline vs. Cell Only Samples		
	<u>Landline sample</u> %	<u>Cell only</u> %
Male	48	55
Female	52	46
18-29	14	48
30-49	34	35
50-64	26	13
65+	23	4
White	80	73
Black	10	15
Hispanic	6	14
Married	57	29
Not married	41	71
Never married	18	55
Parent of minor	31	26
Own home	71	24
Rent	22	65
College grad	36	28
Some college	24	33
HS graduate	28	32
Not HS grad	10	8
\$75K+	20	9
\$50K-\$74,999	14	14
\$30K-\$49,999	20	20
Under \$30K	25	53
<i>Sample size</i>	(752)	(200)
Figures based on unweighted data.		

¹ This survey was conducted only in English.

Young Cell vs. Landline Users

Young people who rely exclusively on cell phones also are very different – in their lifestyles and family circumstances – from their landline counterparts of similar age. Far fewer cell-only people under age 30 are married, have children, or are homeowners when compared with landline users in this age category. Related to these factors, young cell-only respondents have significantly lower family incomes than young people in the landline sample.

But young cell-only users and landline users do not differ widely in their political attitudes and partisan affiliation. It is true that the cell-only young respondents are more likely to approve of Bush’s performance in office than are under-30 landline respondents (35% vs. 22%). On most other issues, however, they are more liberal and Democratic than their landline counterparts, though most of the differences do not achieve statistical significance. The modest nature of all of these differences suggests that young people – whether cell-only or not – are more similar than different politically.

Under Age 30: Landline vs. Cell-only Samples		
	<i>-Ages 18-29-</i>	
	Landline	Cell
	<u>sample</u>	<u>only</u>
<i>Marital Status</i>	%	%
Married	36	16
Not married	64	84
Parent of minor	33	18
Own home	39	12
Rent	50	73
<i>Presidential approval</i>		
Approve	22	35
Disapprove*	62	57
<i>Party Affiliation</i>		
Republican/Lean Rep*	29	33
Democrat/Lean Dem*	45	51
Refused to lean	26	16
<i>Ideology</i>		
Conservative*	22	24
Moderate*	39	38
Liberal *	23	33
<i>Policies</i>		
Iraq war right*	39	44
More help for poor	55	67
Allow gay marriage*	55	62
<i>Sample size</i>	(104)	(96)
* Differences not statistically significant Figures based on unweighted data.		

Seniors Stick With Landlines

According to data collected by the National Center for Health Statistics, 53% of Americans use both a landline and a cell phone; 37% have only a landline; and 8% rely only on a cell phone.

Like the cell-only population, Americans who rely solely on a landline are distinctive demographically. Fully 41% are ages 65 and older, compared with 16% of the general public. The landline-only group includes a greater proportion of whites than the general public (82% vs. 73%).

Among dual phone users, there are clear differences between those reached on a cell phone and those contacted on a landline. People who were interviewed on a cell phone are somewhat younger (24% under age 30 vs. 15% among those reached on a landline), more likely to be Hispanic (9% vs. 5%), and slightly more likely to have a child under 18 in the household (43% vs. 35%).

Landline and Cell Phone Publics				
% of U.S. adults ¹	37%	53%		8%
	Landline only	Landline & cell interviewed on...		Cell only
	%	Landline %	Cell %	%
18-29	10	15	24	48
30-49	25	38	41	35
50-64	22	28	25	12
65+	41	15	9	4
College grad	25	41	38	28
Some college	18	27	27	33
H.S. grad	36	25	28	32
Less than H.S.	18	6	7	8
White	82	79	75	73
Black	10	10	13	15
Asian	1	2	3	3
Other/Mixed	5	5	8	9
Hispanic	6	5	9	14
Parent of minor	20	35	43	26
	(217)	(535)	(552)	(200)

Figures based on unweighted data.
¹Source: 2005 National Health Interview Survey conducted by the National Center for Health Statistics through in-person interviewing. Figures do not sum to 100 because an estimated 2% of U.S. adults do not have a landline or a cell.

Politically, the landline-only and cell-only groups stand out as more Democratic – both in their congressional vote intention and party affiliation – than do those who have both types of phone service. Yet there are only modest differences in approval of President Bush among these four groups.

More striking is the wide divide in views about gay marriage. About half of the cell-only population (51%) favors allowing gay marriage, compared with 39% of the dual phone users and just a third of those who have only a landline phone (33%).

This difference mostly reflects the age patterns of these samples. Pew surveys have consistently found that young people – who make up about half of the cell-only population – are more supportive of gay marriage than are older Americans. And Pew surveys show that people ages 65 and older, who make up a disproportionate share of the landline-only group, are the most opposed to gay marriage.

Attitudinal Differences Between Landline and Cell Sample Respondents				
Proportion of U.S. adults¹	37%	53%		8%
	Landline only	Landline & cell interviewed on...		Cell only
	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
<i>Presidential approval</i>				
Approve	29	38	35	35
Disapprove	55	49	55	58
DK/Ref	<u>15</u>	<u>13</u>	<u>11</u>	<u>7</u>
	99	100	101	100
<i>Using force in Iraq</i>				
Right decision	32	45	43	44
Wrong decision	50	40	47	46
Don't know/Refused	<u>18</u>	<u>15</u>	<u>9</u>	<u>11</u>
	100	100	99	101
<i>06 Cong. Vote (among RVs)</i>				
Republican/Lean Rep	29	43	40	30
Democrat/Lean Dem	57	41	49	53
Would not vote	1	2	2	3
Other/DK/Ref	<u>13</u>	<u>14</u>	<u>10</u>	<u>14</u>
	100	100	101	100
<i>Party Identification</i>				
Republican/Lean Rep	27	42	39	35
Democrat/Lean Dem	52	40	48	47
Independent/Other	<u>21</u>	<u>18</u>	<u>13</u>	<u>18</u>
	100	100	100	100
<i>Policies</i>				
Allow gay marriage	33	36	42	51
More help for poor	53	45	54	62
Satisfied financially	59	72	71	64
<i>Sample size</i>	(217)	(535)	(552)	(200)

Figures based on unweighted data.
¹Source: 2005 National Health Interview Survey conducted for the National Center for Health Statistics through in-person interviewing. Figures do not sum to 100 because an estimated 2% of U.S. adults do not have a landline or a cell.

Patterns of Cell Phone Use

As might be expected, a solid majority of respondents in the cell phone sample who also have a landline (62%) say that they make more calls on their cell; nearly half (47%) say they make a lot more phone calls on their cell phone. Dual phone owners from the landline sample use landlines only somewhat more frequently than their cell phones; about half (48%) report making more of their calls on their landline while 42% say they make more calls on their cell phone.

Fully 91% of all respondents in the cell sample keep their cell turned on always or most of the time, compared with 73% of cell owners from the landline sample. A small but notable segment (12%) of cell owners from the landline sample say they rarely turn their cell on or do so only to make a call. Hardly anyone from the cell sample (2%) reported having their cell on this infrequently.

**All Cell Users Are Not Created Equal:
Usage Patterns Differ by Sample**

	<i>Landline & cell interviewed on...</i>		<i>Cell only¹</i>
	<u>Landline</u>	<u>Cell</u>	
<i>Keep cell turned on...</i>	%	%	%
Always	49	57	79
Most of the time	24	31	19
Some of the time	14	9	2
Rarely/Never	5	1	0
Only to make a call	7	1	1
Don't know/Refused	*	*	<u>0</u>
	<u>99</u>	<u>99</u>	<u>101</u>
 <i>Make more calls on...²</i>			
Landline phone	48	29	
<i>A lot more</i>	33	18	
<i>A few more</i>	14	11	
Cell phone	42	62	
<i>A lot more</i>	31	47	
<i>A few more</i>	11	16	
Use both equally	10	8	
Don't know/Refused	<u>1</u>	*	
	<u>101</u>	<u>99</u>	

Figures based on unweighted data.
¹ Cell only respondents are a subset of the cell sample.
² Based on those with both a landline and a cell phone.

Consequently, heavy users of cell phones are more easily reached and interviewed on their cell phones than are lighter users, resulting in a potential bias on some types of measures. One illustration of this is the fact that 27% of respondents in the cell sample identified themselves as cell-only. But U.S. government estimates indicate that only about 13%-15% of cell owners (approximately 7%-9% of the general public) are cell-only.

People in the cell sample use more cell phone features and options than do cell owners from the landline sample. More people in the cell sample say they use a cell to send and receive text messages (45% cell sample vs. 30% landline sample), take still pictures (39% vs. 22%), and surf the web (18% vs. 13%). Three-quarters of those in the cell sample (75%) have personalized their cell phone by changing the wallpaper or ring tone, compared with 59% of cell owners in the landline sample.

Most people in both samples use only one cell phone, and most do not share their cell phone with others. About one-in-five (19%) of those reached in the cell sample say they regularly use more than one cell phone; the comparable number in the landline sample was 14%. And in each sample, 16% said that another adult regularly answers their cell phone.

Dropping Your Landline?

About a quarter of landline users (23%) say they are very (8%) or somewhat likely (15%) to stop using their landline and switch instead to using only a cell phone. A narrow majority (55%) says they are not likely at all to give up their landline in favor of a cell phone. As may be expected, far more young people than older Americans say they are at least somewhat likely to abandon their landline; 40% of those under age 30 say this compared with 19% of current landline users ages 30 and older.

Implications for Tech-Focused Surveys

Asked about their general opinion of computers and technology, cell-only respondents are much more positive toward computers and technology than are landline-only respondents, and somewhat more positive than other cell phone users who are accessible on a landline.

But there is little difference between the cell-only respondents and cell phone users reached on a landline in their use of the internet and their access to broadband. The only significant difference in internet use is *how* the respondent gets service: cell-only users are less likely than others to use DSL or a dial-up line.

Internet and Technology Use				
% of U.S. adults ¹	37%	53%	8%	
	Landline only	Landline & cell interviewed on...		Cell only
<i>Feelings about computers & tech.</i>	%	%	%	%
Like	46	72	75	81
Dislike	15	4	2	2
Mixed	27	22	22	16
DK/Ref	<u>12</u>	<u>3</u>	<u>1</u>	<u>2</u>
	100	101	100	101
Use the internet	46	85	90	84
Send/receive email	41	80	83	77
<i>Internet users:</i>				
Online yesterday	64	75	72	70
<i>Home internet connection</i>				
(NET) Broadband	40	60	65	60
DSL	21	29	34	15
Cable	19	28	28	39
Wireless	0	2	2	5
T-1/Fiber optic	0	1	1	1
Dial-up	37	27	23	6
Other	1	1	*	1
No connection	21	9	10	31
DK/Ref	<u>0</u>	<u>3</u>	<u>2</u>	<u>2</u>
	99	100	100	100
	(217)	(535)	(552)	(200)

Figures based on unweighted data.
¹Source: 2005 National Health Interview Survey conducted for the National Center for Health Statistics through in-person interviewing. Figures do not sum to 100 because an estimated 2% of U.S. adults do not have a landline or a cell.

Challenges of Cell Phone Interviews

In addition to providing a look at the cell-only population, this study was designed to assess the feasibility of conducting a telephone survey in a cell phone sampling frame. The conclusion is that such surveys are feasible, but they are more difficult and expensive to conduct than landline surveys.

Because most cell phone users have to pay for incoming calls (or use pre-paid minutes for them), a \$10 incentive was offered only to respondents in the cell phone sample. Despite this inducement, gaining cooperation from people on cell phones was notably more difficult than for those on a landline phone.

The response rate was 30% in the landline frame but only 20% in the cell phone frame. It was actually easier to make contact with a respondent through the cell phone frame (the contact rate was 76% in the cell frame vs. 68% in the landline frame). But that greater accessibility did not translate into more cooperation. Half of the people reached in the landline sample (50%) cooperated with the interview, compared with roughly a quarter (28%) of those reached in the cell phone sample.

Aside from difficulties in gaining cooperation, the process of sampling cell phone numbers proved to be reasonably efficient. More of the cell phone numbers (59%) were connected to eligible respondents than were numbers in the landline sample (43%).

Interviewing people on cell phones presents several challenges that require new procedures and have implications for overall costs. Among the most important of these is the fact that federal law prohibits the use of automated dialing devices when calling cell phones; thus each number in the cell phone sample had to be dialed manually.

The \$10 incentive offer incurred additional costs. An overwhelming majority of cell phone respondents who completed the interview (86%) accepted this offer

	Landline sample %	Cell sample %
Response rate	30	20
Cooperation rate	50	28
Refusal rate	30	50
Contact rate	68	76
Eligibility rate	43	59
	(752)	(751)

Figures computed according to American Association for Public Opinion Research (AAPOR) standard definitions of Response Rate (3), Cooperation Rate (3), Refusal Rate (2), and Contact Rate (2).

	Landline sample	Cell sample
Dialing	auto	manual
Incentive	none	\$10
Median length	10 min*	11 min
Under-age cases	6	45
Voice mail message?	No	Yes

*Landline sample figure based on those with cell phones.

and provided a mailing address to which the incentive was sent.² In addition to the money paid to the respondent, the use of an incentive also incurs additional administrative work that raises the cost of the survey.

Results from the study suggest that interviews on a cell phone take about the same amount of time to complete as interviews on a landline phone. The same questionnaire³ was administered to both samples, and the median length was 11 minutes (mean = 11.8) for the cell phone sample and 10 minutes (mean = 10.2) for the landline respondents who reported owning a cell. Most of the small difference in average length between the two sampling frames is likely due to the extra time spent by the cell sample respondents in providing a mailing address for mailing the \$10 incentive.

Cell phones tend to be personal devices, and many adolescents and younger children have their own phone. One consequence of this is that more people reached in the cell frame turned out to be ineligible because of their age than is typically the case in a household-based landline sample. Of people contacted in the cell phone frame, 45 cases were dropped from the study because the respondent was under 18. In the landline sample, only 6 cases were dropped because the sampled telephones were used exclusively by children.

Because people may not be accustomed to speaking with an unknown caller on their cell phone, two other modifications in Pew's regular protocol were used. The survey introduction included the acknowledgement that the respondent had been reached on a cell phone, and an immediate question as to whether it was safe to do an interview at that time. If the interviewer reached voice mail, a message was left explaining the purpose of the survey along with a toll-free number for the respondent to call and complete the interview at their convenience. Approximately 20 of the 751 respondents in the cell phone survey completed the interview in this way.

Data collection costs (apart from overall study design, programming, and analysis costs) were slightly more than twice as high for the cell phone sample as for the landline sample. Adding in the costs of administering and paying the \$10 incentive, the total costs of interviewing the cell phone sample were approximately 2.4 times the cost of the landline sample.

² The effect of the incentive cannot be measured directly as there was no control group of sampled cell owners who were *not* offered the incentive.

³ Respondents in the landline sampling frame who did not have a cell phone were skipped out of much of the survey, resulting in a median length of just 5 minutes.

Cell Phone Respondents Not More Distracted

According to the interviewers working on the survey, the cell phone respondents were as focused and cooperative as those reached on a landline telephone. The vast majority (93%) of those surveyed on their cell phone demonstrated good or very good cooperation. This compares with 79% of those from the landline sample.

In addition to being cooperative, the cell phone respondents were also relatively focused on the survey task. In each sample only about 10% seemed somewhat or very distracted (8% cell phone vs. 11% landline, respectively), according to interviewers who conducted the survey. Likewise, when interviewers recorded whether it sounded as though the respondent had been doing another activity during the survey, results were quite similar for the two samples. About one-in-five of those from the cell phone sample (20%) and the landline sample (17%) were preparing a meal, watching television, shopping, exchanging comments with another person, or engaged in another activity.

Evaluations of Respondent Behavior		
	Landline sample	Cell sample
<i>Respondent's cooperation</i>	%	%
Very good	53	78
Good	26	15
Fair	15	5
Poor	4	1
Very poor	<u>2</u>	<u>1</u>
	100	100
<i>Respondent distracted?</i>		
Very	2	1
Somewhat	9	7
Not too	18	16
Not at all	<u>71</u>	<u>76</u>
	100	100
<i>Respondent doing other activity?</i>		
Yes	17	20
No	<u>83</u>	<u>80</u>
	100	100

Based on interviewer rating recorded immediately after the interview.

Demographics of the Complete Cell and Landline Samples

People reached in the cell sample have a considerably different demographic profile from those reached in the landline sample, especially with respect to sex, race, age, education, and home ownership. On many variables, the landline sample was closer to the population parameter than the cell sample, though on some measures the cell sample picks up certain kinds of respondents that the landline samples under-represent.

A majority of those interviewed in the cell sample (55%) were men. Most landline surveys interview too few men, and require quotas or other techniques to obtain the proper proportion of men vs. women.⁴ As noted earlier, most landline surveys have too few young people in their samples (7% under age 25, vs. 13% in the population), but the cell phone sample had too many (21%). Conversely, the landline sample has too many older respondents (23% are 65 and older, vs. 16% in the population), while the cell phone sample had too few (just 8%).

⁴ Pew surveys use an "at home" respondent selection method that asks first for the youngest male currently at home and then for the oldest female if no male is available. This technique produces a gender distribution that is very close to the population parameter.

The cell sample also proved to be effective at reaching African Americans, as 13% of the sample identified themselves as black. Landline samples often fall short of the population parameter (11%), though the landline sample in this project was very close (10%).

Although the survey was conducted only in English, fully 11% of the cell phone sample was Hispanic compared to just 6% of the landline frame sample.⁵ Hispanics constitute approximately 12% of the U.S. population.

Both samples include too many people with college experience, compared with the U.S. population. U.S. government figures show that 26% of the public has at least a four-year college degree, compared with 36% in the landline sample and 35% in the cell sample.

The people reached through these two samples differ in other ways as well. Over seven-in-ten (71%) of those interviewed from the landline sample report being a homeowner compared with closer to half (57%) of those reached on a cell phone. (The U.S. government estimates that 69% of the public are homeowners.)

In addition, fewer of the landline sample respondents were parents of children under 18 – a finding that likely reflects the presence of more young adults in the cell phone sample. At the same time, however, the samples were fairly similar in the percentage of respondents who were married (57% in the landline sample vs. 52% in cell sample – compared with 59% from U.S. government data), though the mix of unmarried people is very different in the two samples. One-third (33%) of the cell sample reported having never been married, compared with just 18% in the landline sample; according to the government, 25% of the adult population has never been married.

Demographic Profile of the Samples			
	<u>Landline sample</u> ¹	<u>Cell sample</u>	<u>Census C.P.S.</u> ²
	%	%	%
Male	48	55	48
Female	52	45	52
18-24	7	21	13
25-34	13	21	18
35-44	18	20	20
45-54	21	17	19
55-64	15	13	14
65+	23	8	16
White	80	74	71
Black	10	13	11
Hispanic	6	11	12
<i>Education</i>			
College grad	36	35	26
Some college	24	29	23
HS graduate	28	29	36
Not HS grad	10	7	15
<i>Own or rent</i>			
Own home	71	57	69
Rent/Other	25	42	31
Married	57	52	59
Divorced	12	11	10
Widowed	12	3	6
Never Married	18	33	25

¹ Landline and cell sample columns are based on unweighted data.
² Census figures are from the 2004 and 2005 Current Population Surveys.

⁵ An additional 156 cell numbers (and 74 in the landline sample) were screened out of the survey because the person answering the phone was speaking Spanish.

ABOUT THE SURVEY

Interviewing for the survey was conducted by telephone March 8-28, 2006 among a sample of 1,503 adults age 18 and older. Of these, 1,286 were cell phone users. Approximately half of the interviews (752) were conducted using a landline number frame, with the remainder conducted from a cell phone number frame (751). Both sampling frames were designed by Survey Sampling, Inc. In order to compensate respondents for any toll charges incurred, those interviewed from the cell phone frame were offered an incentive of \$10 for completing the survey. Interviewing was conducted by the research firm Schulman, Ronca & Bucuvalas, Inc (SRBI). The samples were prepared by Survey Sampling, Inc.

The data were weighted using demographic weighting parameters derived from the March 2005 Census Bureau's Current Population Survey, along with estimates of current patterns of telephone status in the U.S., using an iterative technique that simultaneously balances the distributions of all weighting parameters.

Sampling errors for the survey are reported in the sample size table on the next page. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

ABOUT THE CENTER

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of six projects that make up the Pew Research Center, a nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world.

The Center's purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.

All of the Center's research and reports are collaborative products based on the input and analysis of the entire Center staff consisting of:

Andrew Kohut, Director
Jodie Allen, Senior Editor
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PEW RESEARCH CENTER / AP / AOL
LANDLINE AND CELLULAR PHONE STUDY
FINAL TOPLINE
March 8-28, 2006
Total N=1,503
Landline RDD Sample N=752
Cell Phone RDD Sample N=751

Sample Size Table

This table reports the sample size and margin of sampling error for each comparison group (column) on questions asked of all respondents and questions asked only of respondents who own cell phones.

Several questions were asked of more narrowly-defined groups. The sample sizes for these questions are reported in the body of the topline directly below the results.

Sample sizes for questions asked of	Comparison Groups					
	<i>Weighted figures for</i>		----- <i>Unweighted figures for</i> -----			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell- only</i>
All respondents	<i>Landline</i>	<i>plus Cell-only</i>	<i>only</i>	<i>Landline</i>	<i>Cell</i>	<i>only</i>
<i>margin of error (+/-)</i>	752	952	217	534	552	200
	4%	4%	8%	5%	5%	8%
Cell phone owners	535	734	0	534	552	200
<i>margin of error (+/-)</i>	5%	4%		5%	5%	8%

Introduction for Cellular RDD Sample:

Hello, I am _____ calling for the Associated Press news service. I know I'm calling you on your cell phone, but we are conducting a very brief survey of a random sample of Americans, and we'd like to send you \$10 for helping us out. This is not a sales call. Are you in a place where it is safe to talk?

Voice Mail Message for Cellular RDD Sample (Leave Only Once)

I am calling for the Associated Press news service. We're conducting a very brief survey of a random sample of Americans, and we'd like to send you \$10 for helping us out. The survey will only take about 10 minutes. This is not a sales call. Please call us at 1-800-XXX-XXXX between 9am and 9pm Eastern and ask for study number XXXX. Thank you very much.

Introduction for Landline RDD Sample:

Hello, I am _____ calling for the Associated Press news service. We're conducting a very brief survey of a random sample of Americans. I'd like to ask a few questions of the YOUNGEST MALE, 18 years of age or older, who is now at home. [IF NO MALE, ASK: May I please speak with the YOUNGEST FEMALE, 18 years of age or older, who is now at home?]

Q.A Are you at least 18 years old?

ASK ALL

Q.1 How do you feel about computers and technology... do you like them, dislike them, or do you have mixed feelings about them?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
Like	64	65	46	72	75	81
Dislike	7	7	15	4	2	2
Mixed feelings	23	22	27	22	22	16
Don't know	5	5	12	3	1	2

ASK LANDLINE SAMPLE ONLY:

Q.2 Do you happen to have a cell phone or not?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
Yes	72	71	0	100		
No	28	29	100	0		
Don't know	0	0	0	0		
	(N=752)	(N=752)	(N=217)			

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.3 Here are a few statements – for each one please tell me if this does or does not apply to you.
[READ AND RANDOMIZE]

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
		<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
a. I make most of my cell phone calls during hours when the minutes are free.	Yes, applies	45	44		42	39	46
	No	53	54		56	61	54
	Don't know	2	2		2	1	1
b. I often make cell phone calls to fill up my free time while I'm traveling or waiting for someone.	Yes, applies	41	43		37	47	63
	No	59	57		63	53	38
	Don't know	0	0		0	*	0
c. I sometimes don't drive as safely as I should because I am talking on my cell phone.	Yes, applies	28	28		29	36	33
	No	72	72		71	64	67
	Don't know	0	*		0	0	1
d. I often feel like I have to answer my cell phone even when it interrupts a meeting or a meal.	Yes, applies	22	23		19	31	29
	No	77	77		80	68	71
	Don't know	1	1		1	*	1

Q.3 CONTINUED...

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline RDD sample	Landline plus Cell-only	Landline only	<i>Both landline and cell reached by...</i>		Cell- only
		%	%	%	Landline %	Cell %	%
e. I have used my cell phone in an emergency and it really helped.	Yes, applies	73	73		72	78	73
	No	27	27		28	21	28
	Don't know	0	0		0	*	0
f. I have occasionally been shocked at the size of my monthly cell phone bill.	Yes, applies	32	33		29	39	46
	No	67	66		70	61	54
	Don't know	1	1		1	*	1
g. When I'm on my cell phone I'm not always truthful about exactly where I am.	Yes, applies	19	20		16	24	35
	No	80	79		84	76	64
	Don't know	1	1		1	0	2
h. Too many people try to get in touch with me because they know I have a cell phone.	Yes, applies	20	20		17	29	29
	No	78	78		82	71	70
	Don't know	2	2		1	*	2

ASK ALL

Q.4 How often do you encounter people using their cell phone in a loud or annoying manner in public?
[READ]

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline RDD sample	Landline plus Cell-only	Landline only	<i>Both landline and cell reached by...</i>		Cell- only
		%	%	%	Landline %	Cell %	%
	Frequently	51	50	52	48	44	40
	Occasionally	31	32	20	38	41	44
	Rarely	10	10	11	10	12	13
	Never	6	6	11	4	2	3
	Don't know	2	2	7	*	*	1

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.5 In the past few months have you, yourself, drawn criticism or dirty looks because of the way you used your cell phone in public?

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline RDD sample	Landline plus Cell-only	Landline only	<i>Both landline and cell reached by...</i>		Cell- only
		%	%	%	Landline %	Cell %	%
	Yes	7	8		6	9	13
	No	92	92		93	91	87
	Don't know	*	*		*	*	1

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.6 Please tell me if you use your cell phone to do each of the following activities, or not. Do you use your cell phone to...**[INSERT ITEM, RANDOMIZE]**

[IF 'NO' ASK] Is this something that you would like to do, or not?

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline RDD sample	Landline plus Cell-only	Landline only	<i>Both landline and cell reached by...</i>		Cell- only
		%	%	%	Landline	Cell	%
a. Take still pictures	Yes	26	27		22	36	48
	No, would like this	22	22		24	15	16
	No, would not like this	52	51		54	49	36
	Don't know	*	*		*	*	1
b. Play music or MP3 files	Yes	6	7		5	7	11
	No, would like this	23	22		22	16	20
	No, would not like this	70	70		72	76	69
	Don't know	1	1		1	*	1
c. Record video clips	Yes	4	5		4	9	12
	No, would like this	22	22		22	12	15
	No, would not like this	73	73		74	79	73
	Don't know	1	1		1	*	1
d. Play games	Yes	20	21		15	24	36
	No, would like this	17	16		18	6	4
	No, would not like this	63	63		67	70	61
	Don't know	*	*		*	0	0
e. Use the internet	Yes	14	15		13	16	24
	No, would like this	19	19		20	14	16
	No, would not like this	67	66		67	69	59
	Don't know	*	*		*	0	1

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.6g Have you personalized your cell phone by changing the wallpaper or ringtone?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell- only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
Yes	63	64		59	72	82
No	37	36		41	27	18
Don't know	0	0		0	*	0

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.7 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?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell- only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
Could live without	32	30		33	22	14
Would miss but could do without	45	44		45	47	40
Can't live without	22	25		21	31	47
Don't know	*	*		1	*	0

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.8 Have you ever received unsolicited text messages on your cell phone from advertisers?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell- only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
Yes	16	17		16	21	24
No	83	83		84	79	76
Don't know	*	*		*	*	0

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.9 Have you ever used your cell phone or a text messaging to vote in some kind of contest that has been shown on television, like "American Idol" or "Dancing with the Stars"?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell- only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
Yes	6	7		5	9	16
No	94	93		95	91	85
Don't know	0	0		0	0	0

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.10 Now I'd like to get your thoughts on some newer technologies. For each one please tell me if it is something that you would like to do on your cell phone or not. If you do it already, just tell me that. First... [INSERT ITEM, RANDOMIZE; KEEP ITEMS a,b,c AS A BLOCK WITH ITEM a ALWAYS FIRST AND ITEM b ALWAYS SECOND] Is this something that you would like to do, or not? How about [INSERT NEXT ITEM]?

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		
		<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	
		<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	<i>%</i>	
a. Send and receive text messages	Do this already	36	37		30	40	57
	Would like to do this	11	12		12	14	19
	Would NOT like to do this	53	50		58	46	24
	Don't know	*	*		*	0	1
b. Send and receive instant messages through AOL's A-I-M or Yahoo	Do this already	8	8		6	8	11
	Would like to do this	10	11		9	15	17
	Would NOT like to do this	81	81		84	77	72
	Don't know	1	1		1	*	1
c. Have desktop instant messages forwarded to your phone	Do this already	3	3		2	4	7
	Would like to do this	17	17		16	20	20
	Would NOT like to do this	79	79		81	75	73
	Don't know	1	1		1	1	1
d. Send and receive email	Do this already	9	9		8	12	12
	Would like to do this	22	23		22	29	32
	Would NOT like to do this	68	67		69	60	57
	Don't know	1	1		1	*	0
e. Watch video or TV programs	Do this already	2	2		1	2	4
	Would like to do this	13	14		12	17	21
	Would NOT like to do this	85	84		87	81	75
	Don't know	*	*		*	*	0
f. Use mobile search features for movie listings, weather, stock quotes, etc.	Do this already	6	7		6	8	17
	Would like to do this	26	26		25	27	30
	Would NOT like to do this	68	67		70	65	54
	Don't know	0	0		0	1	0
g. Use mobile maps for driving directions	Do this already	5	6		5	3	7
	Would like to do this	45	45		44	53	54
	Would NOT like to do this	49	48		50	44	39
	Don't know	1	1		1	*	0

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.11a If it were possible to have desktop instant messages AUTOMATICALLY forwarded to your phone but only from selected friends and family, would you use that feature?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
Yes	33	35		33	44	49
No	61	59		61	48	46
(VOL) It depends/Maybe	5	5		5	7	6
Don't know (Vol.)	1	1		1	1	0

IF ANSWERED '1' IN Q11a ASK

Q.11b How about having instant messages from EVERYONE automatically forwarded to your phone, would you use that feature?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
Yes	21	22		17	26	31
No	78	77		82	71	64
(VOL) It depends/Maybe	1	1		1	3	5
Don't know	0	0		0	*	0
	(N=174)	(N=272)		(N=174)	(N=243)	(N=98)

LANDLINE RESPONDENTS WHO OWN A CELL PHONE

(IF ANSWERED '1' IN Q2 ASK)

Q.12 Did I reach you on a cell phone for this call?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
Yes	1	1		1		
No	99	99		99		
Don't know	0	0		0		
	(N=535)	(N=535)		(N=534)		

CELL SAMPLE & L-LINE REACHED ON CELL

(IF CELL SAMPLE OR '1' IN Q12 ASK)

Q.13 Is the cell phone your only phone or do you also have a regular telephone at home?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<u>Landline RDD sample</u>	<u>Landline plus Cell-only</u>	<u>Landline only</u>	<u>Both landline and cell reached by...</u>		<u>Cell-only</u>
	%	%	%	<u>Landline</u>	<u>Cell</u>	%
Cell is only phone		94			0	100
Has regular phone at home		6			100	0
Don't know		0			0	0
		(N=204)			(N=552)	(N=200)

CELL PHONE ONLY

(IF ANSWERED '1' IN Q13 ASK)

Q.14 When was the last time you had a regular telephone at home? Was it...[READ]

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<u>Landline RDD sample</u>	<u>Landline plus Cell-only</u>	<u>Landline only</u>	<u>Both landline and cell reached by...</u>		<u>Cell-only</u>
	%	%	%	<u>Landline</u>	<u>Cell</u>	%
Within the last six months						22
Within the last twelve month						12
More than a year ago						63
(VOL) Never had a regular telephone						3
Don't know (Vol.)						1

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.15 Do any other people age 18 or older regularly ANSWER your cell phone, or just you?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<u>Landline RDD sample</u>	<u>Landline plus Cell-only</u>	<u>Landline only</u>	<u>Both landline and cell reached by...</u>		<u>Cell-only</u>
	%	%	%	<u>Landline</u>	<u>Cell</u>	%
Yes, others	15	15		16	16	15
No, just respondent	85	85		84	84	86
Don't know	0	0		0	0	0

SHARES PHONE

(IF ANSWERED '1' IN Q15 ASK)

Q.16 How many other people age 18 or older answer your cell phone?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<u>Landline RDD sample</u>	<u>Landline plus Cell-only</u>	<u>Landline only</u>	<u>Both landline and cell reached by...</u>		<u>Cell-only</u>
	%	%	%	<u>Landline</u>	<u>Cell</u>	%
1 other person	69	69		72	63	62
2 other people	20	20		18	17	21
3+ other people	12	11		10	19	17
Don't know	*	0		0	1	0
	(N=83)	(N=112)		(N=83)	(N=90)	(N=29)

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.17 Are there other cell phones that you use regularly, or is it just the one?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
Yes, use other cell phones	13	13		13	18	19
No	87	87		87	82	81
Don't know	0	0		0	0	0

MULTIPLE CELL PHONE USER

(IF ANSWERED '1' IN Q17 ASK)

Q.18 How many other cell phones do you use regularly?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
1 other cell phone	63	65		60	77	76
2 other cell phones	23	22		25	13	18
3 or more	14	13		15	10	5
	(N=72)	(N=110)		(N=72)	(N=102)	(N=38)

L-LINE AND CELL USER

(IF [CELL SMPL & Q13=2] OR [L-LINE SMPL & Q2=1] ASK)

Q.19 Thinking about all the phone calls you make, do you make more calls with your cell phone or more calls with your regular home phone?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
More with cell phone	44	43		42	62	
More with home phone	46	47		48	29	
(VOL) About equal	9	9		10	8	
Don't know	1	1		1	*	
	(N=535)	(N=535)		(N=534)	(N=552)	

USE CELL PHONE MORE

(IF ANSWERED '1' IN Q19 ASK)

Q.20a Would that be a LOT MORE or just a FEW more with your cell phone?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell- only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
A lot more	33	33		31	46	
A few more	10	10		11	16	
Don't know	<u>1</u>	*		*	<u>0</u>	
	44	43		42	62	
	(N=225)	(N=225)		(N=224)	(N=344)	

USE REGULAR PHONE MORE

(IF ANSWERED '2' IN Q19 ASK)

Q.20b Would that be a LOT MORE or just a FEW more with your regular home phone?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell- only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
A lot more	32	32		33	18	
A few more	13	14		14	11	
Don't know	<u>1</u>	<u>1</u>		<u>1</u>	*	
	46	47		48	29	
	(N=256)	(N=256)		(N=256)	(N=162)	

LANDLINE USER

(IF [L-LINE SAMPLE] OR [Q13=2] ASK)

Q.21 How likely are you to stop using your regular home phone and switch instead to using only a cell phone.
Are you... [READ]

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell- only</i>
	<i>%</i>	<i>%</i>	<i>%</i>	<i>Landline</i>	<i>Cell</i>	<i>%</i>
Very likely	8	8	3	8	17	
Somewhat likely	17	17	9	19	24	
Not that likely	23	23	16	28	26	
Not likely at all	51	51	71	44	32	
Don't know	1	1	1	1	1	
	(N=752)	(N=752)	(N=217)	(N=534)	(N=552)	

CELL PHONE OWNER

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.22 How often is your cell phone turned on? Would you say... **[READ]**

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus <u>Cell-only</u> %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
Always	53	56	49	57	79	
Most of the time	22	21	24	31	19	
Some of the time	15	13	14	9	2	
Rarely	4	4	5	1	0	
Only when you make a call (VOL) Never	6	5	7	1	1	
Don't know	*	*	*	*	0	0

Now just a few questions to find out how you feel about some issues facing the country. First....

ASK ALL

Q.23 Do you approve or disapprove of the way George W. Bush is handling his job as president? **[IF DK ENTER AS DK. IF DEPENDS PROBE ONCE WITH Overall do you approve or disapprove of the way George W. Bush is handling his job as president? IF STILL DEPENDS ENTER AS DK]**

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus <u>Cell-only</u> %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
Approve	32	33	29	38	35	35
Disapprove	54	53	55	49	55	58
Don't know	14	13	15	13	11	7

Q.24 Here are a few statements. For each one just tell me if you agree or disagree with it. The first statement is... **[INSERT FIRST ITEM; RANDOMIZE]**. Do you agree or disagree with that? How about **[INSERT NEXT ITEM]**?

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline RDD <u>sample</u> %	Landline plus <u>Cell-only</u> %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
				<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
a. Government regulation of business usually does more harm than good.	Agree	45	46	47	46	54	47
	Disagree	32	32	23	35	36	40
	Don't know	22	22	30	20	11	13
b. The government should help more needy people even if it means going deeper in debt.	Agree	50	51	53	45	54	62
	Disagree	36	36	30	43	37	33
	Don't know	14	13	18	12	9	6
c. I am generally satisfied with the way things are going for me financially	Agree	65	65	59	72	71	64
	Disagree	32	32	37	25	28	36
	Don't know	3	3	4	3	1	1

Q.24 CONTINUED...

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline	Landline	<i>Both landline and</i>			Cell-
		RDD	plus	Landline	<i>cell reached by...</i>		only
		<u>sample</u>	<u>Cell-only</u>	<u>only</u>	<u>Landline</u>	<u>Cell</u>	<u>only</u>
d. Gays and lesbians should be allowed to marry legally.	Agree	37	37	33	36	42	51
	Disagree	51	51	58	51	49	42
	Don't know	12	12	9	13	9	7

Q.25 Do you think the U.S. made the right decision or the wrong decision in using military force against Iraq?

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline	Landline	<i>Both landline and</i>			Cell-
		RDD	plus	Landline	<i>cell reached by...</i>		Cell-
		<u>sample</u>	<u>Cell-only</u>	<u>only</u>	<u>Landline</u>	<u>Cell</u>	<u>only</u>
		%	%	%	%	%	%
	Right decision	39	40	32	45	43	44
	Wrong decision	44	44	50	40	47	46
	Don't know	16	16	18	15	9	11

Q.26 If the 2006 elections for U.S. Congress were being held TODAY, would you vote for the Republican Party's candidate or the Democratic Party's candidate for Congress in your district?

IF ANSWERED '3' OTHER OR '9' DON'T KNOW IN Q.26, ASK

Q.26a As of TODAY, do you LEAN more to the Republican or the Democrat?

BASED ON REGISTERED VOTERS

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline	Landline	<i>Both landline and</i>			Cell-
		RDD	plus	Landline	<i>cell reached by...</i>		Cell-
		<u>sample</u>	<u>Cell-only</u>	<u>only</u>	<u>Landline</u>	<u>Cell</u>	<u>only</u>
		%	%	%	%	%	%
	Rep./Lean Rep.	37	37	29	43	40	30
	Dem./Lean Dem.	47	47	57	41	49	53
	Would not vote	2	2	1	2	2	3
	Other/Don't know	13	13	13	14	10	14
		(N=622)	(N=760)	(N=173)	(N=448)	(N=452)	(N=139)

ASK ALL

Q.27 Do you happen to know which party has the most members in the House of Representatives in Washington right now?

		<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
		Landline	Landline	<i>Both landline and</i>			Cell-
		RDD	plus	Landline	<i>cell reached by...</i>		Cell-
		<u>sample</u>	<u>Cell-only</u>	<u>only</u>	<u>Landline</u>	<u>Cell</u>	<u>only</u>
		%	%	%	%	%	%
	Republicans	54	54	50	61	64	51
	Democrats	6	6	5	6	5	6
	(VOL) Other	1	1	*	1	0	0
	Don't know	40	40	44	32	31	43

Now, just a few questions for statistical purposes only.
SEX [ENTER RESPONDENT'S SEX:]

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u>	Landline plus <u>Cell-only</u>	Landline <u>only</u>	<i>Both landline and cell reached by...</i>		Cell- <u>only</u>
	%	%	%	<u>Landline</u>	<u>Cell</u>	%
Male	48	48	46	49	55	55
Female	52	52	54	51	45	46

NO QUESTIONS 28 THROUGH 39

Q.40a Do you use the internet, at least occasionally?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u>	Landline plus <u>Cell-only</u>	Landline <u>only</u>	<i>Both landline and cell reached by...</i>		Cell- <u>only</u>
	%	%	%	<u>Landline</u>	<u>Cell</u>	%
Yes	74	74	46	85	90	84
No	25	26	54	14	10	16
Don't know	1	1	0	1	0	0

Q.40b Do you send or receive email, at least occasionally?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u>	Landline plus <u>Cell-only</u>	Landline <u>only</u>	<i>Both landline and cell reached by...</i>		Cell- <u>only</u>
	%	%	%	<u>Landline</u>	<u>Cell</u>	%
Yes	67	67	41	80	83	77
No	32	32	59	19	17	24
Don't know	1	1	0	1	0	0

INTERNET USERS

(IF [Q40a=1] OR [Q40b=1] ASK)

Q.41 Did you happen to use the internet or email YESTERDAY?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u>	Landline plus <u>Cell-only</u>	Landline <u>only</u>	<i>Both landline and cell reached by...</i>		Cell- <u>only</u>
	%	%	%	<u>Landline</u>	<u>Cell</u>	%
Yes, used the Internet yesterday	71	71	64	75	72	70
No, did not use the internet yesterday	29	28	36	24	27	30
Don't know	1	1	1	*	*	0
	(N=564)	(N=733)	(N=107)	(N=456)	(N=498)	(N=170)

INTERNET USERS

(IF [Q40a=1] OR [Q40b=1] ASK):

MODEM Do you connect to the internet from home? [IF YES: Does the computer you use at home connect to the Internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, or a T-1 or fiber optic connection?]

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
Dial-up telephone line	28	27	37	27	23	6
DSL-enabled phone line	29	27	21	29	34	15
Cable modem	25	26	19	28	28	39
Wireless connection (either land-based or satellite)	2	2	0	2	2	5
T-1 or fiber optic connection	1	1	0	1	1	1
Other	1	1	1	1	*	1
No, does not connect to internet from home	12	13	21	9	10	31
Don't know	3	3	0	3	2	2
	(N=564)	(N=733)	(N=107)	(N=456)	(N=498)	(N=170)

ASK ALL:

AGE What is your age?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
18-24	12	12	5	7	17	31
25-34	16	17	11	14	17	32
35-44	20	20	11	21	22	17
45-54	19	19	16	23	21	8
55-64	13	13	14	16	14	10
65+	17	17	41	15	9	4
Don't know	3	2	2	4	1	1

EDUC

What is the last grade or class that you completed in school? **[DO NOT READ]**

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	<i>Landline RDD sample</i>	<i>Landline plus Cell-only</i>	<i>Landline only</i>	<i>Both landline and cell reached by...</i>		<i>Cell-only</i>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>Landline</u>	<u>Cell</u>	<u>%</u>
Less than high school	12	12	18	6	7	8
High school grad	37	36	36	25	28	32
Some college	24	24	18	27	27	33
College grad	26	26	25	41	38	28
Don't know	2	2	2	2	*	0

HISP Are you, yourself, of Hispanic origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Spanish background?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus Cell-only %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
Yes	10	10	6	5	9	14
No	88	88	93	92	90	86
Don't know	2	2	1	2	*	0

[INTERVIEWER: IF RESPONDENT ANSWERED 1 'HISPANIC' IN HISP, ASK: Are you white Hispanic, black Hispanic, or some other race? IF NON-HISPANIC ASK:]

RACE What is your race? Are you white, black, Asian, or some other?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus Cell-only %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
White	74	75	82	79	75	73
Black	11	11	10	10	13	15
Asian	3	3	1	2	3	3
Other or mixed race	8	8	5	5	8	9
Don't know	4	3	2	4	1	2

MARITAL Are you married, divorced, separated, widowed, or never been married?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus Cell-only %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
Married	52	51	45	59	58	25
Divorced	12	12	13	12	10	15
Separated	2	2	1	1	3	4
Widowed	9	9	20	8	3	2
Never been married	23	24	19	17	25	55
Don't know	3	2	1	3	*	0

PARENT Are you the parent or guardian of any children under 18 now living in your household?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus Cell-only %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
Yes	33	32	20	35	43	26
No	65	66	79	62	57	75
Don't know	2	2	1	3	1	0

INCOME

Last year, that is in 2005, what was your total family income from all sources, before taxes? Just stop me when I get to the right category. **[READ]**

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus Cell-only %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i> <u>Landline</u> <u>Cell</u> % %		Cell- <u>only</u> %
Less than \$10,000	6	7	12	2	5	18
10 to under \$20,000	13	13	21	7	8	17
20 to under \$30,000	9	10	11	8	9	19
30 to under \$40,000	11	11	10	10	10	8
40 to under \$50,000	10	11	10	11	10	13
50 to under \$75,000	13	13	9	16	19	14
75 to under \$100,000	7	7	3	10	11	4
\$100 to under \$150,000	7	7	3	10	11	3
\$150,000 or more	4	4	0	6	8	3
Don't know	20	18	22	20	10	4

REGIST Are you NOW registered to vote in your precinct or election district or haven't you been able to register so far?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus Cell-only %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i> <u>Landline</u> <u>Cell</u> % %		Cell- <u>only</u> %
Yes, registered	79	78	80	84	82	70
No, not registered	18	19	18	13	17	29
Don't know	3	3	2	3	1	2

PARTY In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus Cell-only %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i> <u>Landline</u> <u>Cell</u> % %		Cell- <u>only</u> %
Republican	26	26	24	31	26	27
Democrat	32	32	40	27	34	33
Independent	30	30	29	30	32	33
(VOL) No preference	4	4	2	4	5	7
(VOL) Other party	*	*	0	*	1	1
Don't know	8	7	6	8	3	2

IF ANSWERED 3, 4, 5 OR 9 IN PARTY, ASK:

PARTYLN As of today do you lean more to the Republican Party or more to the Democratic Party?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus <u>Cell-only</u> %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
Republican	19	20	9	24	32	21
Democrat	31	31	34	32	35	35
Other/Don't know/Refused	50	48	57	44	33	44

ASK ALL:

IDEO In general, would you describe your political views as... **[READ]**

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus <u>Cell-only</u> %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
Very conservative	3	3	5	4	6	6
Conservative	30	30	30	32	24	23
Moderate	38	38	34	40	45	37
Liberal	12	12	12	10	14	24
Very liberal	4	4	4	3	5	5
Don't know	13	13	14	11	6	7

OWNRENT Do you own or rent your home?

	<i>Weighted figures for</i>		<i>----- Unweighted figures for -----</i>			
	Landline RDD <u>sample</u> %	Landline plus <u>Cell-only</u> %	Landline <u>only</u> %	<i>Both landline and cell reached by...</i>		Cell- <u>only</u> %
			<u>Landline</u>	<u>Landline</u>	<u>Cell</u>	
Own	66	64	68	73	68	24
Rent	25	28	26	19	23	65
(VOL.) Other arrangement	3	4	3	3	7	9
Don't know	5	4	3	5	2	2