

**PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
IN COLLABORATION WITH THE ECONOMIST GROUP
2011 Tablet Owner Phone Surveys
5 surveys conducted June 30-July 31, 2011**

N=5,014 adults ages 18 and older

N=504 tablet users (confirmed having a tablet in PEJ.1-2a and using their tablet in PEJ.3)

ASK ALL:

PEJ.1 Do you have a tablet computer, such as an iPad or some other brand? **[INTERVIEWER INSTRUCTIONS: IF R GIVES BRAND OR DEVICE NAME, RECORD IN PEJ.2 AND PROCEED. IF R SAYS THEY HAVE AN e-READER SUCH AS A KINDLE OR NOOK, PROBE TO CLARIFY WHETHER THEY HAVE TABLET COMPUTER IN ADDITION TO e-READER.]**

ASK IF HAVE A TABLET (PEJ.1=1):

PEJ.2 What brand of tablet do you have? **[OPEN-ENDED, USE PRECODE LIST. IF NECESSARY, READ LIST. RESPONDENT ONLY HAS TO MENTION BRAND OR DEVICE NAME (i.e., Blackberry or Playbook). RECORD UP TO THREE RESPONSES; DO NOT PROBE FOR ADDITIONAL MENTIONS. IF R SAYS THEY HAVE e-READER SUCH AS A KINDLE OR NOOK, PROBE TO CLARIFY WHETHER THEY HAVE TABLET COMPUTER IN ADDITION TO e-READER.]**

ASK IF OTHER/DK TO BRAND OF TABLET (PEJ.2=8,9):

PEJ.2a Just to confirm, a tablet computer is different than a laptop, Smartphone or eBook readers like Kindle or Nook. Do you have a tablet computer, or were you thinking of something else?

June 30-July 31

2011

%

11	Yes, have a tablet computer
8	Apple iPad
1	Hewlett Packard Touchpad or TX1000
1	Dell Streak
*	Samsung Galaxy
*	Motorola Xoom
*	Blackberry Playbook
*	Toshiba Thrive
*	ViewSonic
*	Other (SPECIFY)
89	No, do not have a tablet computer
1	Don't know/Refused (VOL.)

The language for most tablet questions was customized based on whether the respondent said they had an iPad, another type of tablet or multiple tablet computers in PEJ.2.

[IF PEJ.2=1: iPad; If PEJ.2=2-8: tablet; If PEJ.2=(1 AND 2-8) OR (MORE THAN ONE FROM 2-8): tablets]

ASK IF TABLET OWNER (PEJ.2=1-7 OR PEJ.2a=1): [N=516]

PEJ.3 How often do you use your [iPad/tablet/tablets] **[READ]**?

June 30-July 31

2011

%

58	Several times a day
18	About once a day
13	A few times a week
4	About once a week [OR]
6	Less often
1	Never (VOL.)
1	Don't know/Refused (VOL.)

ASK IF USE TABLET DAILY (PEJ.3=1,2) SURVEYS 1-2: [N=131]

PEJ.4a About how much time do you spend on your [iPad/tablet/tablets] on a typical day? **[OPEN-ENDED. IF NECESSARY, PROBE FOR ACTUAL ESTIMATE OF NUMBER OF HOURS AND/OR MINUTES.]**

June 30-July 10

2011

%

18	Less than 1 hour
56	1 to less than 3 hours
14	3 to less than 5 hours
11	5 or more hours
1	Other
0	Don't know/Refused

ASK IF USE TABLET (PEJ.3=1-5) SURVEYS 3-5: [N=324]

PEJ.4b About how much time do you spend on your [iPad/tablet/tablets] yesterday? **[OPEN-ENDED. IF NECESSARY, PROBE FOR ACTUAL ESTIMATE OF NUMBER OF HOURS AND/OR MINUTES.]**

July 14-31

2011

%

20	Did not use yesterday
17	Less than 1 hour
41	1 to less than 3 hours
12	3 to less than 5 hours
6	5 or more hours
2	Other
2	Don't know/Refused

ASK IF TABLET USER (PEJ.3=1-5) SURVEYS 4-5: [N=226]

PEJ.4.1 What do you use your [iPad/tablet/tablets] for most often? **[OPEN-ENDED; ACCEPT UP TO THREE RESPONSES BUT DO NOT PROBE FOR ADDITIONAL]**

July 21-31

2011

%

28	News/information
21	Email/communicate
20	Work/business
19	Access internet
15	Entertainment/games
10	Social media
7	Other
4	None
7	Don't know/Refused

ASK IF TABLET USER (PEJ.3=1-5): [N=504]

PEJ.5 How often, if at all, do you use your [iPad/tablet/tablets] to do each of the following? First, do you use your [iPad/tablet/tablets] to **[INSERT FIRST ITEM; RANDOMIZE a-d FOLLOWED BY e-i]** several times a day, about once a day, a few times a week, about once a week, less often or never? How about to **[INSERT NEXT ITEM]**? **[REPEAT AS NECESSARY: Do you use your [iPad/tablet/tablets] to [ITEM] several times a day, about once a day, a few times a week, about once a week, less often, or never?]**

	Several times a day	About once a day	A few times a week	About once a week	Less often	Never	(VOL) Don't know/Refused
	%	%	%	%	%	%	%
a. Use social networking sites like Facebook, Twitter or LinkedIn June 30-July 31, 2011	23	17	13	7	7	33	*
b. Browse or search the web June 30-July 31, 2011	42	24	16	5	8	5	*
c. Get news, including everything from the latest headlines to in-depth articles and commentary June 30-July 31, 2011	30	23	14	7	6	19	*
d. Send or receive email June 30-July 31, 2011	37	19	14	5	8	17	0
e. Play games June 30-July 31, 2011	12	11	12	12	12	41	*
f. Watch movies or video June 30-July 31, 2011	9	8	16	10	15	43	*
g. Read books June 30-July 31, 2011	10	9	12	8	11	50	1
h. Create and edit documents June 30-July 31, 2011	14	8	10	8	13	47	*
i. Read magazines July 7-31, 2011	4	6	8	8	11	63	*

ASK IF TABLET OWNER (PEJ.2=1-7 OR PEJ.2a=1): [N=516]

Thinking about the news - again by news we mean everything from the latest headlines to in-depth articles and commentary.

PEJ.6 Some people like to follow the news all the time. Others don't follow it that often. How about you? Would you say you follow the news **[READ]**

June 30-July 31

<u>2011</u>	
%	
62	All or most of the time
19	Some of the time
9	Only now and then [OR]
8	Hardly ever
1	Never (VOL.)
*	Don't know/Refused (VOL.)

ASK IF GET NEWS ON TABLET (PEJ.5c=1-4): [N=369]

PEJ.7 In general do you find that you spend **[RANDOMIZE: (MORE time getting news now that you have [an iPad/a tablet/tablets]), (LESS time getting news now that you have [an iPad/a tablet/tablets])]**, or about the SAME amount of time getting news as you did before you had [an iPad/a tablet/tablets]?

June 30-July 31

<u>2011</u>	
%	
23	More time
5	Less time
71	Same amount of time
1	Don't know/Refused (VOL.)

ASK ALL:

SEX. **[ENTER RESPONDENT'S SEX]**

Tablet users	<u>For Comparison</u>			
	<i>Pew Internet & American Life</i>	<i>Smartphone owners</i>	<i>Internet users</i>	<i>Current Population Survey</i>
June 30-July 31	April 26-May 22	April 26-May 22	June	General population
<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>
%	%	%	%	%
52 Male	54	48	48	48
48 Female	46	52	52	52
N=504				

ASK ALL:

AGE What is your age?

Tablet users	<i>Pew Internet & American Life</i>		<i>Current Population Survey</i>
	Smartphone owners	Internet users	General population
June 30-July 31	April 26-May 22	April 26-May 22	June
<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>
%	%	%	%
22 18-29	32	26	22
46 30-49	44	38	35
25 50-64	19	26	26
7 65+	5	9	17
N=482			

Results repercentaged to exclude non-response

ASK ALL:

EDUC What is the last grade or class you completed in school? **(DO NOT READ)**

Tablet users	<i>Pew Internet & American Life</i>		<i>Current Population Survey</i>
	Smartphone owners	Internet users	General population
June 30-July 31	April 26-May 22	April 26-May 22	June
<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>
%	%	%	%
26 High school or less	34	37	44
23 Some college	26	27	28
51 College graduate or higher	34	36	28
N=482			

Results repercentaged to exclude non-response

ASK ALL:

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

ASK ALL:

RACE What is your race? Are you white, black, Asian, or some other race? **[IF R SAYS HISPANIC OR LATINO, PROBE: Do you consider yourself a WHITE (Hispanic/Latino) or a BLACK (Hispanic/Latino)? IF R DOES NOT SAY WHITE, BLACK OR ONE OF THE RACE CATEGORIES LISTED, RECORD AS 'OTHER']**

Tablet users	<i>Pew Internet & American Life</i>		<i>Current Population Survey</i>
	Smartphone owners	Internet users	General population
June 30-July 31	April 26-May 22	April 26-May 22	June
<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>
%	%	%	%
65 White	60	70	68
35 Nonwhite	40	30	33
N=491			

Results repercentaged to exclude non-response

ASK ALL:

INC Last year, that is in 2009, approximately what was your total family income before taxes – just tell me when I get to the right category. **(READ)**

ASK IF ANSWERED INCOME 'DON'T KNOW/REFUSED' (INC=99):

INC1 It's important for us to have some information about household finances to make sure our survey is accurate. Keeping in mind that this is a completely confidential survey, can you please tell me if your total household income BEFORE taxes last year was over or under \$75,000?

ASK IF INCOME UNDER \$75K (INC1=2):

INC2 Was it over or under \$50,000?

ASK IF INCOME UNDER \$50K (INC2=2):

INC3 Was it over or under \$30,000?

Tablet users	<i>Pew Internet & American Life</i>		<i>Current Population Survey</i>
	Smartphone owners	Internet users	General population
June 30-July 31	April 26-May 22	April 26-May 22	June
<u>2011</u>	<u>2011</u>	<u>2011</u>	<u>2011</u>
%	%	%	%
15 Under \$30,000	23	31	36
32 \$30,000-\$74,999	38	40	36
53 \$75,000 or more	38	29	28
N=460			

Results repercentaged to exclude non-response