

# Annual Gadgets Survey 2007

Final Topline

12/13/07

Data for October 24 – December 2, 2007

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

Sample: n = 2,054 adults 18 and older, including 500 cell phone users

Interviewing dates: 10.24.07 – 12.2.07

Margin of error is plus or minus 2 percentage points for results based on total sample [n=2,054]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,572]

Margin of error is plus or minus 3 percentage points for results based on landline and form 1 cell sample  
[n=1,804]

Margin of error is plus or minus 3 percentage points for results based on landline and form 2 cell sample  
[n=1,804]

Margin of error is plus or minus 3 percentage points for results based on landline only [n=1,554]

- Q1** Overall, how satisfied are you with your...(READ AND ROTATE CATEGORIES)?  
Are you very satisfied, somewhat satisfied, not too satisfied or not at all satisfied?

	VERY	SOME- WHAT	NOT TOO	NOT AT ALL	(VOL) DOESN'T APPLY	DON'T KNOW/ REFUSED
a. Time spent with your family and friends	58	29	6	4	1	2
b. Leisure activities	47	34	8	5	3	2
c. Personal financial situation	30	38	14	13	2	4
d. Work or career, if you are currently employed	34	23	5	5	30	2

- Q2** Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and the internet. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?<sup>1</sup>

	CURRENT		FEB-APRIL 2006 <sup>1</sup>
%	24	Feel overloaded	27
	69	Like having so much information available	67
	7	Don't know/Refused	7

<sup>1</sup> Feb-April 2006 question wording as following: "Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?"

**Q3** Overall, do you think that computers and technology give people MORE control over their lives, LESS control over their lives, or don't you think it makes any difference?

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	48	More	48
	16	Less	16
	29	No difference	29
	6	Don't know/Refused	8

**Q5** Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW/ REFUSED</u>
Current	76	24	0
Aug/Sept 2007 <sup>ii</sup>	74	26	*
February 2007 <sup>iii</sup>	73	27	*
December 2006 <sup>iv</sup>	73	27	*
November 2006 <sup>v</sup>	67	33	0
August 2006 <sup>vi</sup>	71	29	*
Feb-April 2006	75	25	*
Jan/Feb 2006 <sup>vii</sup>	74	25	*
Nov/Dec 2005 <sup>viii</sup>	68	31	*
September 2005 <sup>ix</sup>	74	26	0
May/June 2005 <sup>x</sup>	72	28	*
February 2005 <sup>xi</sup>	70	30	*
January 2005 <sup>xii</sup>	69	31	*
November 2004 <sup>xiii</sup>	68	32	0
May/June 2004 <sup>xiv</sup>	71	29	*
February 2004 <sup>xv</sup>	73	27	*
November 2003 <sup>xvi</sup>	72	27	*
July 2003 <sup>xvii</sup>	71	29	*
June 2003 <sup>xviii</sup>	71	29	*
April/May 2003 <sup>xix</sup>	69	31	*
March 3-11, 2003 <sup>xx</sup>	71	29	*
February 2003 <sup>xxi</sup>	70	30	0
December 2002 <sup>xxii</sup>	68	32	0
November 2002 <sup>xxiii</sup>	70	30	*
October 2002 <sup>xxiv</sup>	69	31	*
September 2002 <sup>xxv</sup>	68	32	*
July 2002 <sup>xxvi</sup>	69	31	*
March/May 2002 <sup>xxvii</sup>	69	31	*
January 2002 <sup>xxviii</sup>	67	33	0

Q5 continued...

Q5 continued...

	YES	NO	DON'T KNOW/ REFUSED
December 2001 <sup>xxix</sup>	64	36	*
November 2001 <sup>xxx</sup>	65	35	*
October 2001 <sup>xxxi</sup>	62	38	*
September 2001 <sup>xxxii</sup>	63	37	*
August 2001 <sup>xxxiii</sup>	66	34	0
February 2001 <sup>xxxiv</sup>	65	35	0
December 2000 <sup>xxxv</sup>	69	31	*
November 2000 <sup>xxxvi</sup>	65	35	*
October 2000 <sup>xxxvii</sup>	64	36	*
September 2000 <sup>xxxviii</sup>	62	38	*
July/August 2000 <sup>xxxix</sup>	63	37	*
May/June 2000 <sup>xl</sup>	60	40	*
March/April 2000 <sup>xli</sup>	63	37	*

**Q6a** Do you use the internet, at least occasionally?

**Q6b** Do you send or receive email, at least occasionally?<sup>2</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	75	25
Aug/Sept 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
Feb-April 2006	73	27
Jan/Feb 2006	73	27
Nov/Dec 2005	66	34
September 2005	72	28
May/June 2005	68	32
February 2005	67	33
January 2005	66	34
November 2004	61	39
May/June 2004	63	37
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36

Q6a/b continued...

<sup>2</sup> Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

Q6a/b continued...

	USES INTERNET	DOES NOT USE INTERNET
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
July/August 2000	49	51
May/June 2000	47	53
March/April 2000	48	52

Q7 Did you happen to use the internet YESTERDAY?<sup>3</sup>

Based on internet users [N=1,572]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
Current	72	27	*
Aug/Sept 2007	68	32	*
February 2007	69	31	*
December 2006	65	34	*
November 2006	64	36	*
August 2006	66	34	*
Feb-April 2006	66	33	*
Nov/Dec 2005	63	36	*
September 2005	65	34	*
February 2005	60	40	*
January 2005	58	42	*
November 2004	61	39	*
May/June 2004	53	46	1
February 2004	55	44	*
November 2003	54	45	*
July 2003	52	47	1
June 2003	55	44	*
April/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	*
June 26-July 26, 2002	53	47	*
March/May 2002	57	43	*
January 2002 <sup>4</sup>	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 <sup>5</sup>	59	41	*
Fall 2000 <sup>xlii</sup>	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000 <sup>xliii</sup>	55	45	0
March 2000 <sup>xliv</sup>	60	40	*

<sup>3</sup> Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday?**"

<sup>4</sup> Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

<sup>5</sup> Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

Q8 About how many years have you been an internet user?<sup>6</sup>

Q8.1 About how many months is that?

Based on internet users [N=1,572]

	SIX MONTHS OR LESS	A YEAR AGO	TWO OR THREE YEARS AGO	MORE THAN THREE YEARS AGO	----- FOUR YEARS	----- FIVE YEARS	----- SIX OR MORE	DON'T KNOW/ REFUSED
Current	1	2	8	87	3	10	74	2
February 2007	1	3	9	83	5	12	67	3
December 2006	1	4	8	85	5	11	68	2
August 2006	1	3	9	84	4	13	66	3
Feb-April 2006	2	4	11	81	6	14	62	2
Jan/Feb 2006	2	3	9	85	7	14	64	1
Nov/Dec 2005	1	4	12	80	5	14	61	3
September 2005	1	3	11	83	5	16	62	1
May/June 2005	2	4	14	79	7	14	58	1
February 2005	2	4	11	82	7	14	61	1
January 2005	2	4	12	81	8	17	56	1
May/June 2004	2	4	15	78	9	16	54	1
February 2004	2	3	14	79	10	16	53	2
November 2003	2	4	16	77	9	19	49	1
July 2003	2	5	19	74	9	20	44	1
June 2003	2	5	19	73	12	19	42	2
April/May 2003	2	5	18	74	11	19	45	1
March 3-11, 2003	2	5	14	77	12	20	45	1
February 2003	1	4	19	73	9	18	46	1
December 2002	1	6	23	68	13	19	36	2
November 2002	2	5	23	70	12	19	39	1
October 2002	3	6	22	68	12	18	38	1
September 2002	2	5	23	68	13	18	38	1
July 2002	2	6	24	65	13	19	33	2
March/May 2002	7	10	31	52	10	15	25	*
January 2002	8	13	36	43	8	13	21	*
December 2001	6	13	34	47	10	14	20	*
November 2001	7	12	34	47	12	12	20	*
October 2001	5	15	32	47	12	14	19	1
September 2001	7	15	34	44	11	14	17	*
August 2001	10	15	32	43	10	13	18	*
February 2001	11	16	37	35	10	11	13	1
December 2000	12	19	35	34	n/a	n/a	n/a	*
November 2000	11	19	33	37	n/a	n/a	n/a	*
October 2000	12	20	33	35	n/a	n/a	n/a	*
September 2000	11	21	37	31	n/a	n/a	n/a	*
July/August 2000	14	21	33	32	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
March/April 2000	18	20	32	30	n/a	n/a	n/a	*
October 1999 <sup>xiv</sup>	15	22	32	31	n/a	n/a	n/a	0
July 1999	17	23	32	28	n/a	n/a	n/a	*
November 1998	20	26	34	19	n/a	n/a	n/a	1
October 1996	26	38	24	12	n/a	n/a	n/a	*

<sup>6</sup> Prior to January 2005, question wording was "About how many years have you had access to the Internet?"; "About how many months is that?"

- Q9** About how often do you use the internet or email from...(INSERT IN ORDER) – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, or less often?

Based on internet users [N=1,572]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL) NEVER	DON'T KNOW/ REFUSED
<b>a. Home</b>								
Current	36	22	14	11	5	6	7	*
Aug/Sept 2007	34	21	15	12	5	6	6	*
February 2007	31	24	15	12	6	7	5	*
November 2006	30	24	16	13	5	5	7	*
Jan/Feb 2006	29	25	17	12	5	6	6	*
May/June 2005	27	22	15	13	6	7	10	*
June/July 2004 <sup>xlvi</sup>	27	27	17	13	5	5	7	*
March 2004 <sup>xlvii</sup>	29	24	15	13	6	5	8	*
<b>b. Work</b>								
Current	37	9	3	4	1	5	40	1
Aug/Sept 2007	35	9	5	4	1	4	42	*
February 2007	38	9	5	3	2	5	38	1
November 2006	31	9	5	5	2	4	43	1
Jan/Feb 2006	35	8	5	3	2	7	40	1
May/June 2005	35	9	5	4	2	6	39	*
June/July 2004	28	12	5	4	1	5	44	*
March 2004	28	10	5	6	2	4	44	*
<b>c. Someplace other than home or work</b>								
Current	5	4	5	7	8	22	49	*
Aug/Sept 2007	4	2	4	7	8	21	52	1
February 2007	5	3	3	5	10	22	52	*
Jan/Feb 2006	3	3	4	5	9	21	56	*
March 2004	3	3	3	6	6	15	64	1

- Q10a** When you accessed the internet from someplace other than from home or from work, did you do that [INSERT ITEM]?

Based on those who used the internet from someplace other than home or work [N=421]

	YES	NO	DON'T KNOW/ REFUSED
a. Using a laptop computer through a WIRELESS connection	53	47	0
b. Using a laptop computer through a WIRED connection	34	65	1
c. Using a DESKTOP computer through a wired connection	67	33	*
d. Using a cell phone	31	69	0
e. Using a Blackberry, Palm or other handheld device with a wireless connection	23	77	*

**Q10b** In the past 12 months, have you EVER accessed the internet from someplace other than from home or from work...[INSERT ITEM]?

Based on those who did not use the internet from someplace other than home or work [N=1,151]

	YES	NO	DON'T KNOW/ REFUSED
a. Using a laptop computer through a WIRELESS connection	30	70	*
b. Using a laptop computer through a WIRED connection	21	79	*
c. Using a DESKTOP computer through a wired connection	38	62	1

**Q11** Does ANYONE in your household use the internet from home or send and receive email from home?<sup>7</sup>

Based on Landline Non-Internet users [N=409]

	YES	NO	DON'T KNOW/ REFUSED
Current	21	79	*
May/June 2005	15	83	1
February 2005	16	83	1
January 2005	18	81	1
November 23-30, 2004	21	77	1
December 2002	23	75	1
November 2002	18	80	1
October 2002	22	77	2
September 2002	22	76	2
July 2002	21	77	1
March/May 2002	20	79	1

**Q11b** And who is it in your household that uses the internet from home? (PRECODED OPEN-END)

Based on Landline non-Internet users who have someone in their household who is an Internet user [N=76]

	CURRENT	
	51	Child/Children
%	41	Spouse/Partner
	8	Parent/Grandparent/Aunt/Uncle/Older Relative
	4	Grandchild/Grandchildren/Other Younger Relative
	4	Other member of household not related to Respondent
	0	Other (SPECIFY)
	1	Don't know/Refused

Note: Total may exceed 100% due to multiple responses.

<sup>7</sup> Prior to January 2005, question wording was "Does anyone in your household go online from home to access the Internet or World Wide Web or to send and receive e-mail?"



**Q12a** Did you EVER at some point use the Internet or email, but have since stopped for some reason?

Based on Landline Non-Internet users [N=409]

	YES	NO	DON'T KNOW/ REFUSED
Current	18	82	0
May/June 2005	17	82	1
February 2005	17	82	1
January 2005	15	85	*
December 2002	18	81	*
March/May 2002	17	83	1

**Q12b** Would you like to start using the Internet and email (again), or isn't that something you're interested in?

Based on Landline Non-Internet users [N=409]

	CURRENT		MARCH/ MAY 2002
%	10	Yes, interested	14
	89	No, not interested	84
	1	Don't know/Refused	2

**Q12c** What is the MAIN reason you don't use the internet or email? (PRECODED OPEN-END)

Based on Landline Non-Internet users [N=409]

	CURRENT		MAY/JUNE 2005
%	33	I'm just not interested	32
	12	Don't have access	31
	9	It's too difficult/frustrating	6
	7	It's too expensive	5
	7	I think it's a waste of time	3
	6	I'm too busy/Just don't have the time	4
	4	Don't have a computer	n/a
	3	Too old to learn	n/a
	3	Physically unable (e.g. poor eyesight or disabled)	n/a
	2	Just don't know how	n/a
	1	Worried about computer viruses	*
	*	Worried about spyware	*
	*	Worried about spam	n/a
	0	Worried about adware	*
	9	Other	14
	2	Don't know/Refused	4

**WEB1** Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?<sup>8</sup>

Based on internet users [N=1,572]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Send or read e-mail				
Current	92	60	8	*
Aug/Sept 2007	90	56	10	*
February 2007	91	56	9	*
December 2006	91	54	8	*
November 2006	91	52	9	*
August 2006 <sup>9</sup>	90	53	10	*
Nov/Dec 2005	91	53	9	*
September 2005	91	54	9	*
February 2005	91	52	9	*
January 2005	90	49	9	*
November 23-30, 2004 <sup>xlviii</sup>	92	48	8	*
November 2004	93	54	7	*
May/June 2004	93	45	7	*
February 2004	91	48	8	*
Nov 2003	91	48	8	*
June 2003	91	49	9	*
April/May 2003	93	52	7	*
March 20-25, 2003	94	50	6	*
March 12-19, 2003 <sup>xlix</sup>	91	52	9	0
March 3-11, 2003	94	54	6	*
February 2003	91	50	9	*
Dec 2002	93	49	7	0
Nov 2002	94	51	6	*
Oct 2002	93	50	7	0
Sept 2002	93	51	7	*
July, 2002	93	46	7	*
March/May 2002	93	50	7	*
Jan 2002	95	52	5	0
Dec 17-23, 2001	95	54	5	*
Nov 19-Dec 16, 2001	95	53	5	*
Oct 19-Nov 18, 2001	94	52	6	*
Oct 8-18, 2001	95	44	5	*
Oct 2-7, 2001	92	46	7	*
Sept 20-Oct 1, 2001	94	49	6	0
Sept 12-19, 2001	93	42	7	*
Aug 2001	93	52	7	*
Feb 2001	93	53	7	*
Fall 2000	92	49	8	*
July-August 2000	93	43	7	*

**WEB1 continued...**

<sup>8</sup> Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

<sup>9</sup> August 2006 WEB1 trends were asked of internet users based on split form. Results shown for "Send or read e-mail" reflect combined responses for total internet users.

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Get news online				
Current	71	37	29	*
February 2007	72	37	28	0
December 2006	67	31	33	*
November 2006	65	31	35	*
Nov/Dec 2005	68	31	31	*
February 2005	72	30	28	*
January 2005	73	31	27	*
November 2004	70	31	30	*
May/June 2004	72	27	28	*
February 2004	70	27	29	*
June 2003	69	26	30	*
April/May 2003	73	30	27	*
March 20-25, 2003	72	33	28	*
March 12-19, 2003	77	37	23	0
March 3-11, 2003	71	28	29	0
February 2003	71	26	29	*
Dec 2002	71	26	29	*
Nov 2002	67	28	33	*
Oct 2002	68	26	32	*
Sept 2002	70	25	30	*
July, 2002	66	22	34	*
March/May 2002	66	24	34	*
Jan 2002	71	26	29	*
Dec 17-23, 2001	70	26	29	*
Nov 19-Dec 16, 2001	74	30	26	*
Oct 19-Nov 18, 2001	71	29	29	*
Oct 8- 18, 2001	67	23	33	0
Oct 2-7, 2001	71	23	28	*
Sept 20-Oct 1, 2001	71	26	29	*
Sept 12-19, 2001	70	27	30	*
Aug 2001	64	22	35	*
Feb 2001	66	25	34	*
Fall 2000	61	22	39	*
July-August 2000	59	19	41	*
May-June 2000	60	18	40	*
April 2000	60	22	40	*
March 2000	60	22	40	*

WEB1 continued...

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
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*Based on all Landline internet users or Form 1 Cell internet users*

Look for health or medical information  
online<sup>10</sup>

Current [N=1,359]	75	10	25	0
December 2002	66	6	34	*
Nov 2002	66	7	34	*
Sept 2002	62	6	38	*
June 26-July 26, 2002	64	5	36	0
March/May 2002	61	5	39	*
Jan 2002	61	5	39	*
Dec 17-23, 2001	61	5	39	1
Nov 19-Dec 16, 2001	59	6	41	*
Oct 19-Nov 18, 2001	55	7	45	*
Oct 8- 18, 2001	53	7	46	*
Oct 2-7, 2001	56	5	44	0
Sept 20-Oct 1, 2001	57	5	42	*
Sept 12-19, 2001	62	3	37	*
Aug 2001	61	5	39	0
Feb 2001	57	6	42	*
Fall 2000	57	6	43	*
July-August 2000	55	5	45	*
May-June 2000	55	5	45	*
April 2000	55	6	45	*
March 2000	54	7	46	*

*Based on all Landline internet users or Form 2 Cell internet users*

Look online for news or information  
about politics or the campaign<sup>11</sup>

Current [N=1,358]	47	16	53	*
August 2006	54	19	46	*
November 2004	58	18	42	*
May/June 2004	49	13	51	*
February 2004	46	13	54	*
Nov 2002	40	13	60	*
Oct 2002	45	11	55	*
Sept 2002	42	9	57	*
June 26-July 26, 2002	43	9	57	0
Fall 2000	43	16	57	*
July-August 2000	30	8	70	*
May-June 2000	34	7	66	*
April 2000	34	7	66	*
March 2000	35	10	65	*

WEB1 continued...

<sup>10</sup> Through December 2002, item wording was as follows: "Look for health or medical information"

<sup>11</sup> In August 2006, item wording was "Look online for news or information about politics or the upcoming campaigns". Prior to August 2006, item wording was "Look for news or information about politics and the campaign".

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
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*Based on all Landline internet users or Form 1 Cell internet users*

Buy a product online, such as books,  
music, toys or clothing

Current [N=1,359]	71	7	29	0
Aug/Sept 2007	66	6	34	*
August 2006	71	6	29	0
May/June 2005	67	n/a	33	*
November 23-30, 2004	67	6	33	0
Feb 2004	65	3	35	0
April/May 2003	62	5	38	0
March 20-25, 2003	61	4	39	*
March 12-19, 2003	60	3	40	0
March 3-11, 2003	57	5	43	0
February 2003	61	3	39	*
Dec 2002	61	5	39	0
Nov 2002	60	4	40	0
Oct 2002	61	3	39	0
Sept 2002	62	4	38	*
March/May 2002	55	3	45	0
Jan 2002	57	4	43	0
Dec 17-23, 2001	56	4	44	*
Nov 19-Dec 16, 2001	59	6	41	*
Oct 19-Nov 18, 2001	57	4	43	0
Oct 8-18, 2001	55	5	44	*
Oct 2-7, 2001	57	2	43	0
Sept 20-Oct 1, 2001	50	2	50	*
Sept 12-19, 2001	55	2	45	*
Aug 2001	55	4	45	0
Feb 2001	51	3	49	*
Fall 2000	49	4	51	*
July-August 2000	48	3	52	0
May-June 2000	46	4	54	*
April 2000	47	3	53	*
March 2000	48	4	52	*

*Based on all Landline internet users or Form 2 Cell internet users*

Download VIDEO files onto your  
computer so you can play them at any  
time you want

Current [N=1,358]	27	5	73	*
Feb-April 2006	19	4	80	*
Nov/Dec 2005	18	3	82	*
May/June 2005	18	n/a	82	*
January 2005	15	3	85	0
November 23-30, 2004	14	2	86	0
Feb 2004	15	2	85	*
Nov 2003	13	2	86	*

WEB1 continued...

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
--	---------------------------------	---------------------------	-----------------------	------------------------

*Based on all Landline internet users or Form 1 Cell internet users*

Download MUSIC files onto your  
computer so you can play them at any  
time you want

Current [N=1,359]	37	7	63	*
Feb-April 2006	27	4	73	*
Nov/Dec 2005	25	4	75	*
May/June 2005	25	n/a	75	*
January 2005	22	4	78	*
November 23-30, 2004	18	1	82	0
May/June 2004	20	2	80	*
February 2004	18	1	82	*
Nov 2003	14	1	85	*
June 2003	30	3	70	*
April/May 2003	30	4	70	*
March 12-19, 2003	28	5	72	*
Oct 2002	32	5	68	*
Sept 12-19, 2001	26	3	73	*
Aug 2001	26	3	74	*
Feb 2001	29	6	71	*
Fall 2000	24	4	76	*
July/August 2000	22	3	78	*

*Based on all Landline internet users or Form 2 Cell internet users*

Pay to access or download digital  
content online, such as music, video,  
or newspaper articles<sup>12</sup>

Current [N=1,358]	28	6	72	*
Aug/Sept 2007	17	4	83	*
August 2006	17	4	83	1
Feb-April 2006	21	4	78	*
May/June 2004	11	1	89	*

*Based on all Landline internet users or Form 1 Cell internet users*

Watch a video on a video-sharing site  
like YouTube or GoogleVideo

Current [N=1,359]	48	15	52	*
December 2006	33	8	66	*

<sup>12</sup> For the Aug/Sept 2007 and August 2006 trends, item wording was as follows: "Pay to access or download digital content online, such as a newscast, sporting event, or radio show".

**Q13** As I read the following list of items, please tell me if you happen to have each one, or not. Do you have...?

	YES	NO	DON'T KNOW/ REFUSED
a. A desktop computer			
Current	65	35	*
Feb-April 2006	68	32	*
b. A laptop computer			
Current	37	63	*
Feb-April 2006	30	69	*
c. A cell phone <sup>13</sup>			
Current	75	25	*
Aug/Sept 2007	78	22	*
Feb-April 2006	73	27	*
January 2005 <sup>14</sup>	66	34	*
November 23-30, 2004	65	35	*
d. A Blackberry, Palm or other personal digital assistant			
Current	11	89	*
Feb-April 2006	11	88	1
e. An iPod or other MP3 player <sup>15</sup>			
Current	34	66	*
Feb-April 2006	20	79	*
February 2005	11	88	1
January 2005	11	88	1
f. A digital camera			
Current	62	38	*
Feb-April 2006	55	45	*
g. A video camera			
Current	41	59	*
Feb-April 2006	43	57	*
h. A webcam			
Current	15	84	1
Feb-April 2006	13	86	1
i. A digital Video Recorder or D-V-R			
Current	38	61	*
Yes to any	89		
Mean number of gadgets	3.79		

<sup>13</sup> Item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

<sup>14</sup> Through January 2005, question was not asked as part of a series. Question wording as follows: "Do you happen to have a cell phone, or not?"

<sup>15</sup> Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

- s2** Is a cell phone your only phone, or do you also have a regular phone where you currently live?

Based on cell phone sample [N=500]

	<u>CURRENT</u>	
%	52	Cell is only phone
	48	Have regular phone at home
	*	Don't know/Refused

- Q14** Do you use your Blackberry, Palm or PDA as a cell phone, or not?

Based on those who own a PDA

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	54	Yes	26
	46	No	74
	0	Don't know/Refused	1
	[n=243]		[n=400]

- Q15** Please tell me if you ever use your cell phone (or Blackberry or other device) to do any of the following things. Do you ever use it to (INSERT ITEM)?/Did you happen to do this YESTERDAY, or not?

Based on those who own a cell phone or Blackberry [N=1,704]

	<u>TOTAL HAVE EVER DONE THIS</u>	<u>----- DID YESTERDAY</u>	<u>HAVE NOT DONE THIS</u>	<u>DON'T KNOW/ REFUSED</u>
a. Send or receive email	19	8	81	0
b. Send or receive text messages	58	31	42	0
c. Take a picture	58	15	42	*
d. Play music	17	7	83	*
e. Send or receive Instant Messages	17	6	83	*
f. Record a video	18	3	82	0
g. Watch video	10	3	90	0
h. Play a game	27	8	73	0
i. Access the internet for news, weather, sports, or other information	19	7	81	0
j. Get a map or directions to another location	14	3	86	*



- Q16** You mentioned you send or receive text messages on your cell phone (or Blackberry or other device). Were any of those text messages [INSERT IN ORDER]? Next, were any of the text messages [INSERT ITEM]?

Based on those who send or receive text messages [N=863]

	YES	NO	DON'T KNOW/ REFUSED
a. From family, friends or someone else you know	97	3	*
b. From an organization that you agreed could send you text messages	14	85	1
c. Advertisements	12	87	*
d. Alerts or updates on news, sports, travel or weather	11	89	*

- Q17** Are any of the organizations that send you text messages political, campaign or election-related groups?

Based on those who receive text messages from approved organizations [N=119]

	CURRENT	
%	7	Yes
	92	No
	1	Don't know/Refused

- Q18a** When you send and receive email, do you use a desktop or laptop computer, or some other device (...not including your cell phone (or) Blackberry)? (IF NECESSARY, PROMPT: Anything else?)

Based on those who send and receive email

	CURRENT		FEB-APRIL 2006 <sup>16</sup>
%	82	Desktop computer	86
	34	Laptop computer	29
	*	Other (SPECIFY)	9
	1	Don't know/Refused	1
	[n=1,489]		[n=2,540]

Note: Total may exceed 100% due to multiple responses.

<sup>16</sup> Feb-April 2006 question wording as follows: "When you send and receive email, do you use a desktop or laptop computer, a cell phone, a PDA, a Blackberry, or some other device?" Results shown here for "Other" reflect combined 2006 categories "Cell phone", "PDA or personal digital assistant", "Wireless email device like Blackberry", and "Other."

- Q19** There are several ways to talk to other people using the internet, including a service called "Voice over Internet protocol service" or V-O-I-P that is used by companies like Vonage, or programs like Skype or GoogleTalk. Have you ever used V-O-I-P to make a phone call over the internet?

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	10	Yes	6
	90	No	93
	*	Don't know/Refused	*

- CALL01** Do you make MOST of your phone calls using a regular landline phone... or your cell phone (or Blackberry-type device) (...or using the internet)?

IF R ASKS WHAT IS MEANT BY "REGULAR PHONE," SAY: A regular telephone is sometimes called a 'landline' or a phone that is wired to a jack in the wall.

- CALL02** Do you make MOST of your phone calls using your cell phone (or Blackberry-type device) or using the internet?

- CALL03** Do you make MOST of your phone calls using a regular landline phone or using the internet?

IF R ASKS WHAT IS MEANT BY "REGULAR PHONE," SAY: A regular telephone is sometimes called a 'landline' or a phone that is wired to a jack in the wall.

	<u>CURRENT</u>	<u>Make most calls using...</u>
%	53	Regular landline phones
	44	Cell phone/Blackberry-type device
	1	Internet
	2	Don't know/Refused

- Q20** Does anyone else in your household have a cell phone?

	<u>CURRENT</u>	
%	62	Yes
	38	No
	*	Don't know/Refused

Now I'm going to ask you about some different activities you may or may not do...

**Q21** First, how often, if ever, do you watch television shows or news programs?

Based on all Landline respondents or Form 1 Cell respondents [N=1,804]

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	79	Everyday or almost everyday	79
	13	A few times a week	14
	2	A few times a month	2
	2	Less often	2
	2	Never	2
	*	Don't know/Refused	*

**Q22** Do you happen to have [INSERT IN ORDER] or do you not have this?

Based on those who watch TV

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW/ REFUSED</u>
a. Cable TV			
Current [N=1,763]	64	36	*
Feb-April 2006 [N=3,917]	65	35	*
b. Satellite TV			
Current	28	72	*
Feb-April 2006	27	73	*
c. A high definition TV set or H-D-T-V <sup>17</sup>			
Current	33	65	2
Feb-April 2006	23	74	3
Yes to any	86		

**Q23** Do you ever watch TV shows or news programs on something other than your television at home – for instance on a computer, cell phone, iPod or other MP3 player or PDA?

Based on all Landline respondents or Form 1 Cell respondents

	<u>CURRENT</u>		<u>FEB-APRIL 2006<sup>18</sup></u>
%	20	Yes	13
	80	No	87
	*	Don't know/Refused	0
	[n=1,804]		[n=3,917]

<sup>17</sup> In Feb-April 2006 trend, item wording was as follows: "A high definition TV"

<sup>18</sup> Feb-April 2006 question wording as follows: "Do you ever watch TV shows or news programs on something other than your television at home – for instance on a computer, cell phone, iPod or PDA?" Trend results are based on those who watch TV.

- Q24** Can you tell me all of the different devices you ever watch TV shows or news programs on, aside from your television at home?

Based on those who watch TV on something other than their TV at home

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	69	Desktop computer	78
	39	Laptop computer	28
	7	Cell phone	9
	7	iPod or other MP3 player	3
	3	PDA or personal digital assistant	2
	1	Portable DVD player	3
	1	Wireless email device like Blackberry	1
	3	Other	3
	2	Don't know/Refused	2
	[n=336]		[n=436]

Note: Total may exceed 100% due to multiple responses.

- Q25** Do you ever take your own digital photos, or do you not do this?

Based on all Landline respondents or Form 2 Cell respondents [N=1,804]

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	47	Yes	40
	53	No	60
	*	Don't know/Refused	*

- Q26** What do you use to take digital photos – a digital camera, a cell phone that takes pictures, or something else?

Based on those who take digital photos

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	98	Digital camera	93
	27	Cell phone	20
	1	Something else (SPECIFY)	2
	*	Don't know/Refused	*
	[n=873]		[n=1,498]

Note: Total may exceed 100% due to multiple responses.

**Q27** Do you ever... (INSERT IN ORDER)?

Based on those who take digital photos

	YES	NO	DON'T KNOW/ REFUSED
a. Share your digital photos through email			
Current [N=873]	70	30	*
Feb-April 2006 [N=1,498]	66	34	*
b. Post your digital photos on the internet			
Current	34	66	*
Feb-April 2006	22	77	*
c. Copy your digital photos onto CDs or DVDs			
Current	64	36	*
Feb-April 2006 <sup>19</sup>	62	38	*
Yes to any	84		

**Q28** Do you ever record your own video, or do you not do this?

Based on all Landline respondents or Form 1 Cell respondents [N=1,804]

	CURRENT		FEB-APRIL 2006
%	22	Yes	25
	78	No	75
	*	Don't know/Refused	*

**Q29** What do you use to record your own video – a video camera, a video-equipped cell phone or PDA, or some other device?

Based on those who record their own video

	CURRENT		FEB-APRIL 2006
%	79	Video camera	89
	19	Cell phone	8
	6	Digital camera/Digital video camera	4
	5	DVR/VCR <sup>20</sup>	3
	2	PDA	1
	1	Webcam	n/a
	3	Other (SPECIFY)	3
	*	Don't know/Refused	1
	[n=398]		[n=916]

Note: Total may exceed 100% due to multiple responses.

<sup>19</sup> Feb-April 2006 item wording was as follows: "Copy your digital photos onto CDs"<sup>20</sup> In Feb-April 2006, answer category was "VCR"

**Q30** Do you ever... (INSERT IN ORDER)?

Based on those who record their own video

	YES	NO	DON'T KNOW/ REFUSED
a. Share your videos through email			
Current [N=398]	22	78	1
Feb-April 2006 [N=916]	13	87	0
b. Post your videos on the internet			
Current	14	86	0
Feb-April 2006	4	96	0
c. Copy your videos onto DVDs			
Current	47	52	*
Feb-April 2006 <sup>21</sup>	33	67	*
 Yes to any	 57		

**Q31** How often, if ever, do you listen to music or radio shows?

Based on all Landline respondents or Form 2 Cell respondents [N=1,804]

	CURRENT		FEB-APRIL 2006
%	69	Everyday or almost everyday	70
	15	A few times a week	16
	5	A few times a month	4
	4	Less often	5
	7	Never	5
	*	Don't know/Refused	*

**Q32** Do you happen to subscribe to satellite radio, or not?

Based on those who listen to music or radio

	CURRENT		FEB-APRIL 2006
%	12	Yes	8
	88	No	92
	*	Don't know/Refused	*
	[n=1,674]		[n=3,756]

<sup>21</sup> Feb-April 2006 item wording was as follows: "Copy your digital photos onto CDs"

**Q33** Are any of the radios that you have High Definition or H-D Radios?

Based on those who listen to music or radio [N=1,674]

	<u>CURRENT</u>	
%	5	Yes
	92	No
	3	Don't know/Refused

**Q34** Do you ever listen to music or radio shows on something other than a home or car radio – for instance on a desktop or laptop computer, a cell phone, iPod or other MP3 player or a PDA?

Based on all Landline respondents or Form 2 Cell respondents [N=1,804]

	<u>CURRENT</u>		<u>FEB-APRIL 2006<sup>22</sup></u>
%	31	Yes	23
	69	No	77
	*	Don't know/Refused	*

**Q35** Can you tell me all of the different devices you ever listen to music or radio shows on, aside from a radio?

Based on those who listen to music or radio on something other than their home or car radio

	<u>CURRENT</u>		<u>FEB-APRIL 2006</u>
%	57	Desktop computer	76
	43	iPod or other MP3 player	26
	31	Laptop computer	30
	10	Cell phone	7
	7	Television	5
	2	PDA or Personal digital assistant	2
	2	CD player	3
	3	Other (SPECIFY)	3
	1	Don't know/Refused	1
	[n=506]		[n=756]

Note: Total may exceed 100% due to multiple responses.

On another topic...

<sup>22</sup> Feb-April 2006 question wording was as follows: "Do you ever listen to music or radio shows on something other than a home or car radio – for instance on a desktop or laptop computer, a cell phone, iPod or PDA?" Trend question was asked of those who listen to music or radio [N=3,756]; percentages were recalculated to be based on Total.

**Q36** Do you ever use any of the following to play games whether or not you personally have one? Do you use [INSERT ITEM] to play games?

	YES	NO	DON'T KNOW/ REFUSED
a. A game console like an Xbox, a Playstation or a Wii	28	72	*
b. A portable gaming device like P-S-P, D-S or Gameboy	13	86	*
c. A desktop or laptop computer	38	62	*
d. A cell phone, Blackberry, or other handheld organizer	18	81	*

**Q37** Do you ever play games online, whether using a computer or a game console or other device?

	CURRENT	
%	23	Yes
	77	No
	*	Don't know/Refused

**Q38** How often do you play games, whether on a computer... or online... or on a game console... or on some other device? Do you do this...?

Based on those who play games [N=1,063]

	CURRENT		FEB-APRIL 2006 <sup>23</sup>
%	21	Everyday or almost everyday	8
	28	A few times a week	11
	27	A few times a month	8
	20	Less often	12
	4	Never	60
	*	Don't know/Refused	*

**Q39** Do you ever visit virtual worlds online such as Second Life, There.com or Habbo Hotel?

Based on internet users [N=1,572]

	CURRENT	
%	2	Yes
	98	No
	*	Don't know/Refused

<sup>23</sup> Feb-April 2006 question wording was as follows: "How often, if ever, do you play video games, whether on a computer or the internet or on a game console like Xbox?" Trend was based on Total respondents.



**Q40** Do you play Massive Multiplayer Online Games, such as World of Warcraft?

Based on internet users [N=1,572]

	<u>CURRENT</u>	
%	6	Yes
	94	No
	0	Don't know/Refused

**Q41** Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?

	<u>YES, DO THIS</u>	<u>NO, DO NOT</u>	<u>DON'T KNOW/ REFUSED</u>
<i>Item A: Based on all Landline internet users or Form 1 Cell Internet users [N=1,359]</i>			
a. Create or work on your own online journal or blog	12	88	*
<i>Item B: Based on all Landline internet users or Form 2 Cell Internet users [N=1,358]</i>			
b. Create or work on your own webpage	14	86	0
<i>Item C: Based on all Landline internet users or Form 1 Cell Internet users [N=1,359]</i>			
c. Create or work on web pages or blogs for others, including friends, groups you belong to, or for work	13	87	0
<i>Item D: Based on all Landline internet users or Form 2 Cell Internet users [N=1,358]</i>			
d. Share something online that you created yourself, such as your own artwork, photos, stories or videos	21	79	*
<i>Item E: Based on all Landline internet users or Form 1 Cell Internet users [N=1,359]</i>			
e. Post comments to an online news group, website, blog or photo site	22	78	*
<i>Item F: Based on all Landline internet users or Form 2 Cell Internet users [N=1,358]</i>			
f. Take material you find online — like songs, text or images — and remix it into your own artistic creation	11	89	*
<i>Item G: Based on all Landline internet users or Form 1 Cell Internet users [N=1,359]</i>			
g. Create or use an avatar or online graphic representation of yourself, for example, in a virtual world such as Second Life	6	94	*

**Q42** Have you ever created your own profile online that others can see, like on a social networking site like MySpace, Facebook or LinkedIn.com?

Based on internet users

	CURRENT		DECEMBER 2006 <sup>24</sup>
%	33	Yes	20
	67	No	80
	*	Don't know/Refused	*
	[n=1,572]		[n=1,623]

**Q43** Please tell me if each of the following statements describes you very well, somewhat well, not too well or not at all. (READ AND ROTATE)

Based on internet users or those who have a cell phone or Blackberry

	VERY	SOME- WHAT	NOT TOO	NOT AT ALL	DON'T KNOW/ REFUSED
<i>Item A: Based on Landline or Form 1 Cell</i>					
a. I like that cell phones and other mobile devices allow me to be more available to others					
Current [N=1,598]	47	27	8	16	1
Feb-April 2006 [N=3,355]	48	27	8	16	1
<i>Item B: Based on Landline or Form 2 Cell</i>					
b. When I get a new electronic device, I usually need someone else to set it up or show me how to use it					
Current [N=1,598]	30	18	12	40	1
Feb-April 2006 [N=3,355]	32	17	10	39	1
<i>Item C: Based on Landline or Form 1 Cell</i>					
c. When I don't have my cell phone or access to the internet, it is really hard to get the information I need					
Current	27	19	16	36	1
<i>Item D: Based on Landline or Form 2 Cell</i>					
d. I believe I am more productive because of all of my electronic devices					
Current	29	29	13	28	1
Feb-April 2006	33	29	11	26	1
<i>Item E: Based on Landline or Form 1 Cell</i>					
e. It is good to take a break from going online and just NOT use the internet from time to time					
Current	42	27	7	20	3

**Q43 continued...**

<sup>24</sup> December 2006 question wording was as follows: "Have you ever created your own profile online that others can see, like on a social networking site like MySpace or Facebook?"

Q43 continued...

	VERY	SOME- WHAT	NOT TOO	NOT AT ALL	DON'T KNOW/ REFUSED
<i>Item F: Based on Landline or Form 2 Cell</i>					
f. In designing communication and information devices, companies do not pay enough attention to the needs of average people					
Current	20	32	18	24	6

**Q44** Thinking about your various electronic and communication devices, I'd like to know whether or not any of them have failed to work properly in the past 12 months. Did your [INSERT ITEM] fail to work in the past 12 months?

Based on Landline respondents only

	YES	NO	DON'T KNOW/ REFUSED
<i>Item A: Based on those who have a desktop or laptop computer [N=1,164]</i>			
a. Computer	39	60	1
<i>Item B: Based on those who have a cell phone [N=1,198]</i>			
b. Cell phone	29	71	*
<i>Item C: Based on those who have a Blackberry [N=155]</i>			
c. Blackberry, Palm or other personal digital assistant	26	74	*
<i>Item D: Based on those who have an iPod or other MP3 player [N=425]</i>			
d. iPod or other MP3 player	15	85	*
<i>Item E: Based on those who use the internet at home [N=1,082]</i>			
e. Internet connection at home	44	56	*

**Q45** Which one of these failed to work most recently?

Based on Landline respondents who had more than one device fail to work in the past 12 months [N=409]

	CURRENT	
%	28	Computer
	21	Cell phone
	2	Blackberry, Palm or other personal digital assistant
	3	iPod or other MP3 player
	46	Internet connection at home
	1	Don't know/Refused/Don't remember

- Q46** Now thinking about when your [INSERT NAMED OF FAILED DEVICE] failed to work properly, how did you deal with the problem? Did you...?

Based on Landline respondents who had a device fail to work in the past 12 months [N=734]

	<u>CURRENT</u>	
%	28	Fix the problem yourself
	15	Fix the problem with the help of friends or family
	38	Contact user support for help
	2	Find help online
	15	Were you NOT able to fix the problem
	3	Don't know/Refused/Don't remember

- Q47** In the course of trying to solve the problem with your [INSERT NAMED OF FAILED DEVICE], at any point did you feel any of the following things? At any point, did you feel...(INSERT ITEM)?

Based on Landline respondents who had a device fail to work in the past 12 months [N=734]

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW/ REFUSED</u>
a. DISCOURAGED with the amount of effort needed to fix the problem	48	51	1
b. CONFUSED by the information that you were getting	40	59	1
c. CONFIDENT that you were on the right path to fixing the problem	72	26	2
d. IMPATIENT to solve the problem because you had important uses for the broken technology	59	40	*

**Q48** How much, if at all, have these communication and information devices improved...(INSERT; ROTATE) – a lot, some, only a little, or not at all?

Based on internet users or those who have a cell phone or Blackberry

	A LOT	SOME	ONLY A LITTLE	NOT AT ALL	(VOL) DOESN'T APPLY TO ME	DON'T KNOW/REFUSED
a. Your ability to do your job						
Current [N=1,848]	41	16	8	17	17	*
Feb-April 2006 [N=3,355] <sup>25</sup>	42	17	8	23	10	*
b. Your ability to learn new things						
Current	52	26	11	10	1	*
Feb-April 2006	51	28	10	10	*	1
c. Your ability to keep in touch with friends and family						
Current	65	20	8	7	1	*
Feb-April 2006	59	22	9	9	*	*
d. Your ability to share your ideas and creations with others						
Current	33	26	15	21	5	1
Feb-April 2006	28	27	16	27	1	*

**Q49** Finally, how difficult would it be, if at all, to give up the following things in your life? If you do not use or have the item, just tell me. How hard would it be for you to give up (INSERT ITEM; ROTATE ITEMS)?

	VERY HARD	SOME-WHAT	NOT TOO	NOT AT ALL	DO NOT USE/DO NOT HAVE	DON'T KNOW/REFUSED
<i>Item A: Based on all Landline or Cell respondents who have a landline</i>						
a. Your landline telephone						
Current [N=1,833]	40	21	17	21	1	*
Feb-April 2006	48	20	12	18	1	1
March/May 2002 <sup>26</sup>	60	21	7	11	*	1
b. Your television						
Current	43	24	15	16	1	1
Feb-April 2006	44	26	14	15	*	*
March/May 2002	38	31	13	17	1	*

**Q49 continued...**

<sup>25</sup> Feb-April 2006 question wording was as follows: "How much, if at all, have these communication and information devices improved...(INSERT; ROTATE) – a lot, some, only a little, or not at all?"

<sup>26</sup> March/May 2002 trend asked about "your telephone." For all March/May trends cited in GAD8, "Do not use/Do not have" was a volunteered response category.

Q49 continued...

	VERY HARD	SOME- WHAT	NOT TOO	NOT AT ALL	DO NOT USE/ DO NOT HAVE	DON'T KNOW/ REFUSED
<i>Item C: Based on those who have a cell phone</i>						
C. Your cell phone						
Current [N=1,698]	51	23	11	14	*	*
Feb-April 2006	43	27	13	16	*	*
<i>Item D: Based on those who have a Blackberry</i>						
d. Your Blackberry, PDA or wireless email device						
Current [N=243]	36	21	18	22	2	0
Feb-April 2006 <sup>27</sup>	22	29	18	29	2	1
March/May 2002 <sup>28</sup>	6	7	6	20	62	*
<i>Items E &amp; F: Based on internet users</i>						
e. The internet						
Current [N=1,572]	45	28	12	15	1	*
Feb-April 2006 [N=2,822]	38	31	11	18	1	*
March/May 2002 [n= 2,259]	31	32	16	19	2	*
f. E-mail						
Current	37	27	13	21	2	*
Feb-April 2006	34	26	14	25	1	*
March/May 2002	32	28	15	22	2	*

<sup>27</sup> Feb-April 2006 trend item wording was as follows: "Your PDA or wireless email device"

<sup>28</sup> March/May 2002 trend asked about "your PDA, handheld computer or wireless email device." Results are based on Total respondents.

**MODEM** 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, a fiber optic connection such as FIOS (F-EYE-os) or a T-1?

Based on those who use the Internet at home

	CURRENT		AUG/SEPT 2007 <sup>29</sup>
%	18	Dial-up telephone line	20
	77	High-speed	73
	34	DSL-enabled phone line	34
	31	Cable modem	30
	10	Wireless connection (either land-based or satellite)	8
	2	Fiber optic connection	2
	1	T-1 connection	n/a
	1	Other	1
	3	Don't know/Refused	6
	[n=1,483]		[n=1,575]

THANK RESPONDENT: That concludes our interview. The results of this survey are going to be used by a non-profit research organization called the Pew Internet & American Life Project, which is looking at the impact of the Internet on people's lives. A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is [www.pewinternet.org](http://www.pewinternet.org) [w-w-w dot pew internet dot org]. Thanks again for your time. Have a nice day/evening.

<sup>29</sup> In Aug/Sept. 2007, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

## Methodology

### **Annual Gadgets Survey**

Prepared by Princeton Survey Research Associates International  
for the Pew Internet and American Life Project

December 2007

#### **SUMMARY**

The Annual Gadgets Survey, sponsored by the Pew Internet and American Life Project, obtained telephone interviews – both landline and cell phone - with a nationally representative sample of 2,054 adults living in the continental United States. The survey was conducted by Princeton Survey Research International. The interviews were conducted in English by Princeton Data Source, LLC from October 24 to December 2, 2007. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 2.4\%$ .

Details on the design, execution and analysis of the survey are discussed below.

#### **DESIGN AND DATA COLLECTION PROCEDURES**

##### **Sample Design**

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Random phone numbers for the landline sample were generated from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. Active blocks were chosen with probabilities in proportion to their share of listed telephone households. The cellular sample was not list-assisted, but was drawn through a systematic sampling from 1000-blocks dedicated to cellular service according to the Telcordia database.



## Contact Procedures

Interviews were conducted from October 24 to December 2, 2007. As many as 10 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each household received at least one daytime call in an attempt to find someone at home.

For the landline sample, interviewers asked to speak with the youngest adult male currently at home. If no male was available, interviewers asked to speak with the youngest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and 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. If this person was not an adult, they were screened out as ineligible. Cellular sample respondents were offered a post-paid cash incentive for their participation.

## WEIGHTING AND ANALYSIS

### *Total weight (totalwt)*

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. A first-stage weight of 0.5 was applied to all dual-users to account for the fact that they were included in both sample frames.<sup>30</sup> All other cases were given a first-stage weight of 1.0. The second stage of weighting balanced sample demographics to population parameters. The sample was balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The White, non-Hispanic subgroup was also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2006 Annual Social and Economic Supplement (ASEC) that included all households in the continental

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<sup>30</sup> Dual-users are defined as [a] landline respondents who have a working cell phone, or [b] cell phone respondents who have a regular land line phone where they currently live.

United States that had a telephone. The cell phone usage parameter came from an analysis of the July-December 2006 National Health Interview Survey.

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares unweighted, first stage weight, and weighted sample distributions to population parameters for the combined total of landline and cell phone respondents.

**Table 1: Sample Demographics – Total**

	<b>Parameter</b>	<b>Unweighted</b>	<b>Weighted</b>
	<u>Gender</u>		
	Male	48.2	48.3
	Female	51.8	51.7
	<u>Age</u>		
	18-24	12.4	12.8
	25-34	17.6	17.8
	35-44	19.7	18.6
	45-54	19.7	19.7
	55-64	14.3	14.5
	65+	16.3	16.5
	<u>Education</u>		
	Less than HS Grad.	14.5	11.7
	HS Grad.	35.7	36.3
	Some College	23.6	24.5
	College Grad.	26.2	27.5
	<u>Region</u>		
	Northeast	18.6	19.0
	Midwest	23.3	23.7
	South	36.2	35.7
	West	21.9	21.6
	<u>Race/Ethnicity</u>		
	White/not Hispanic	70.8	72.7
	Black/not Hispanic	10.9	10.6
	Hispanic	12.4	11.0
	Other/not Hispanic	5.9	5.8
	<u>Population Density</u>		
	1 - Lowest	20.1	20.3
	2	20.0	20.3
	3	20.1	20.3
	4	20.2	20.1
	5 - Highest	19.6	19.1
	<u>Phone Usage</u>		
	Landline Only	26.0	25.0
	Dual	60.0	61.2
	Cell Phone Only	14.0	13.8

***Landline weight (landwt)***

There are questions that were not asked of cellular respondents. The landline weight should be used to derive estimates based on those questions. The parameters used for the landline weight were the same as the parameters used for the total sample weighting with the exception of the telephone usage parameter which was dropped. Table 2 compares unweighted and weighted landline sample distributions to population parameters.

	<b>Parameter</b>	<b>Unweighted</b>	<b>Weighted</b>
	<u>Gender</u>		
	Male	48.2	46.2
	Female	51.8	53.8
	<u>Age</u>		
	18-24	12.4	6.5
	25-34	17.6	12.1
	35-44	19.7	16.4
	45-54	19.7	21.3
	55-64	14.3	17.0
	65+	16.3	26.7
	<u>Education</u>		
	Less than HS Grad.	14.5	9.2
	HS Grad.	35.7	31.5
	Some College	23.6	26.0
	College Grad.	26.2	33.2
	<u>Region</u>		
	Northeast	18.6	17.9
	Midwest	23.3	27.1
	South	36.2	33.9
	West	21.9	21.1
	<u>Race/Ethnicity</u>		
	White/not Hispanic	70.8	80.1
	Black/not Hispanic	10.9	9.0
	Hispanic	12.4	6.3
	Other/not Hispanic	5.9	4.6
	<u>Population Density</u>		
	1 - Lowest	20.1	26.2
	2	20.0	22.1
	3	20.1	22.4
	4	20.2	16.7
	5 - Highest	19.6	12.5

### *Landline and split form cell phone weights (form1wt, form2wt)*

Two additional weights were computed to account for the fact that some questions were asked of random half samples in the cell phone survey and asked of all respondents in the landline sample. Had we used the total sample weight, cell users would have been under-represented in these questions. This weighting was done using the same strategy and parameters as the total sample weight.

### **Effects of Sample Design on Statistical Inference**

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.21.

PSRAI calculates the composite design effect for a sample of size  $n$ , with each case having a weight,  $w_i$  as:

$$deff = \frac{n \sum_{i=1}^n w_i^2}{\left( \sum_{i=1}^n w_i \right)^2} \quad \text{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect ( $\sqrt{deff}$ ). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left( \sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \quad \text{formula 2}$$

where  $\hat{p}$  is the sample estimate and  $n$  is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample—the one around 50%. For example, the margin of error for the entire sample using the total weight is  $\pm 2.4\%$ . This means that in

95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 2.4 percentage points from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude. Table 3 presents design effects and margins of error for key subgroups.

**Table 3: Design Effects and Margins of Errors for Key Subgroups**

<u>Total weight</u>	<u>n=</u>	<u>Design Effect</u>	<u>Margin of Error</u>
Total sample	2054	1.21	2.4%
Internet users	1572	1.20	2.7%
<u>Landline weight</u>			
Landline only	1554	1.28	2.8%
<u>Landline/Cell phone - form 1 weight</u>			
Landline/Cell phone - form 1	1804	1.27	2.6%
<u>Landline/Cell phone - form 2 weight</u>			
Landline/Cell phone - form 2	1804	1.28	2.6%

## RESPONSE RATE

Table 4 reports the disposition of all sampled telephone numbers ever dialed from both 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:<sup>31</sup>

- Contact rate – the proportion of working numbers where a request for interview was made<sup>32</sup>
- 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

The response rate for both samples was 21 percent.

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<sup>31</sup> PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

<sup>32</sup> PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.

**Table 4: Sample Disposition**

<u>Landline</u>	<u>Cell phone</u>	
19814	8000	Total Numbers Dialed
1135	225	Business/Government/Non-Residential
1058	11	Fax/Modem
12	NA	Cell phone
7341	3230	Other Not-Working
1490	178	Additional projected not working
8779	4356	Working numbers
44.3%	54.5%	Working Rate
442	36	No Answer
55	24	Busy
823	768	Answering Machine/Voice Mail
289	83	Other Non-Contacts
7170	3445	Contacted numbers
81.7%	79.1%	Contact Rate
338	297	Callback
4765	1943	Refusal before eligibility status known
2067	1205	Cooperating numbers
28.8%	35.0%	Cooperation Rate
NA	351	Child's cell phone
323	206	Language Barrier
1744	648	Eligible numbers
84.4%	53.8%	Eligibility Rate
190	148	Breakoff
1554	500	Complete
89.1%	77.2%	Completion Rate
21.0%	21.3%	Response Rate



## Endnotes

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- <sup>i</sup> Feb-April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- <sup>ii</sup> Aug/Sept 2007 trends based on the "Consumer Choice" survey conducted August 3-September 5, 2007 [N=2,400, including 129 cell phone user oversample]
- <sup>iii</sup> February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- <sup>iv</sup> December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- <sup>v</sup> 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.
- <sup>vi</sup> August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- <sup>vii</sup> Jan/Feb 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- <sup>viii</sup> Nov/Dec 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- <sup>ix</sup> September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- <sup>x</sup> May/June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- <sup>xi</sup> February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- <sup>xii</sup> January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- <sup>xiii</sup> November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- <sup>xiv</sup> May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- <sup>xv</sup> February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- <sup>xvi</sup> November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- <sup>xvii</sup> July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- <sup>xviii</sup> June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- <sup>xix</sup> April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- <sup>xx</sup> March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=745].
- <sup>xxi</sup> February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- <sup>xxii</sup> December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- <sup>xxiii</sup> November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- <sup>xxiv</sup> October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- <sup>xxv</sup> September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- <sup>xxvi</sup> July 2002 trends based on 'Sept. 11<sup>th</sup>-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].

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- <sup>xxvii</sup> March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- <sup>xxviii</sup> January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- <sup>xxix</sup> 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.
- <sup>xxx</sup> 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.
- <sup>xxxi</sup> 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.
- <sup>xxxii</sup> 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.
- <sup>xxxiii</sup> August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- <sup>xxxiv</sup> February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- <sup>xxxv</sup> December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- <sup>xxxvi</sup> November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- <sup>xxxvii</sup> October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- <sup>xxxviii</sup> September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- <sup>xxxix</sup> July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- <sup>xl</sup> May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- <sup>xli</sup> March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- <sup>xlii</sup> Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].
- <sup>xliii</sup> April 2000 figures based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].
- <sup>xliiv</sup> March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].
- <sup>xliv</sup> All trend results prior to March 2000 based on surveys conducted by The Pew Research Center for People & the Press.
- <sup>xlvi</sup> June/July 2004 trend figures based on the “Selective Exposure” survey, conducted June 14-July 3, 2004 [N=1,510]
- <sup>xlvii</sup> March 2004 trends based on “Weak Ties” survey conducted February 17-March 17, 2004 [N=2,200].
- <sup>xlviii</sup> November 23-30, 2004 trends based on the November Activity Tracking Survey, conducted Nov 23-Nov 30, 2004 [N=914].
- <sup>xlix</sup> March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].