
Spring Change Assessment Survey 2010

Final Topline

6/4/10

Data for April 29 – May 30, 2010

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

Sample: n= 2,252 national adults, age 18 and older, including 744 cell phone interviews
Interviewing dates: 04.29.10 – 05.30.10

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,252]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,756]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,917]

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	62	38	*	*
January 2010	59	41	0	*
December 2009	58	42	*	*
b. A laptop computer or netbook ¹				
Current	55	45	*	0
January 2010	49	51	*	*
December 2009	46	53	*	*

¹ Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

Q10 continued...

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ²				
Current	82	18	*	0
January 2010 ³	80	20	0	*
December 2009	83	17	0	*
d. An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book				
Current	4	96	*	*
September 2009	3	97	*	*
e. An iPod or other MP3 player ⁴				
Current	46	54	*	0
September 2009	43	57	*	0

² Prior to April 2009, item wording was "A cell phone." From April 2009 thru December 2009, item wording was "A cell phone or a Blackberry or iPhone or other device that is also a cell phone." Beginning December 2007, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

³ In January 2010, item wording was "A cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone."

⁴ 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?"

Q10 continued...

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
f. A game console like Xbox or Play Station				
Current	42	58	*	*
September 2009	37	63	*	*
April 2009	41	59	*	*
g. A tablet computer like an iPad				
Current	3	97	*	0

Q12 On your laptop computer or netbook, do you use [INSERT IN ORDER]?⁵

Based on internet users who have a laptop or netbook

	YES	NO	DON'T KNOW	REFUSED
a. WiFi or wireless connection to access the internet [IF NECESSARY: WiFi is a short-range wireless internet connection.]				
Current [N=1,144]	88	11	1	0
January 2010 [N=1,019]	83	17	1	0
December 2009 [N=1,000]	83	16	1	*
b. Mobile wireless broadband, such as an AirCard, to access the internet ⁶ [IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others.]				
Current	24	72	4	*
January 2010	19	79	2	0

Q13 Thinking about when you access the internet wirelessly on your laptop or netbook – either using WiFi or mobile wireless broadband – do you ever do this [INSERT IN ORDER]?

Based on internet users who use WiFi or mobile wireless broadband on their laptop or netbook

	YES	NO	DON'T KNOW	REFUSED
a. At home				
Current [N=1,003]	86	13	1	0

⁵ Prior to May 2010, question wording was "On your laptop computer, do you ever use [INSERT IN ORDER]?"

⁶ Prior to January 2010, item wording was "Wireless broadband, such as an AirCard, to access the internet"

September 2009 [N=807] ⁷	91	9	*	*
b. At work				
Current	37	62	1	*
September 2009	37	62	*	*
c. Someplace other than home or work				
Current	54	46	*	0
September 2009	55	44	1	*

Q14 Thinking now just about your cell phone... Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to [INSERT ITEMS; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-h]?⁸

Based on cell phone users

	YES	NO	DON'T KNOW	REFUSED
a. Send or receive email				
Current [N=1,917]	34	66	0	0
January 2010 [N=1,891]	30	70	0	0
December 2009 [N=1,919]	29	70	*	*
b. Send or receive text messages				
Current	72	28	0	0
January 2010	69	31	*	0
December 2009	68	32	*	0
c. Take a picture				
Current	76	24	*	*
d. Play music				
Current	33	67	0	0
e. Send or receive Instant Messages				
Current	30	69	1	*
January 2010	29	70	1	0
December 2009	31	68	1	0
f. Record a video				
Current	34	66	*	0

⁷ In September 2009, two separate series of questions were asked: one of internet users who use WiFi on their laptop [N=772] and one of internet users who use wireless broadband on their laptop [N=305]. Trend results shown here combine those two series for each item (home/work/other).

⁸ Prior to January 2010, question wording was "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]?" In January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?" For January 2010, December 2009, and September 2009, an answer category "Cell phone can't do this" was available as a volunteered option; "No" percentages for those trends reflect combined "No" and "Cell phone can't do this" results.

- Q14** Thinking now just about your cell phone... Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to [INSERT ITEMS; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-h]?⁹

Based on cell phone users

	YES	NO	DON'T KNOW	REFUSED
g. Play a game				
Current	34	66	*	0
h. Access the internet ¹⁰				
Current	38	62	0	0
January 2010	34	66	0	0
December 2009	32	67	*	0

WIRELESS Wireless internet use¹¹

	WIRELESS INTERNET USER	INTERNET USER BUT NOT WIRELESS	ALL OTHERS
Current	59	22	19
January 2010	53	24	23
December 2009	55	24	21

- Q15** Using your cell phone, how often do you access the internet or email – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on those who use their cell phones to access the internet

	CURRENT		SEPT 2009	APRIL 2009
%	43	Several times a day	37	24
	12	About once a day	15	12
	8	3-5 days a week	9	10
	9	1-2 days a week	13	15
	5	Every few weeks	7	12
	10	Less often	11	14
	12	Never	7	13
	*	Don't know	*	0
	*	Refused	0	0
	[n=779]		[n=539]	[n=475]

⁹ Prior to January 2010, question wording was "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]?" In January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?" For January 2010, December 2009, and September 2009, an answer category "Cell phone can't do this" was available as a volunteered option; "No" percentages for those trends reflect combined "No" and "Cell phone can't do this" results.

¹⁰ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

¹¹ Definitions for wireless internet use may vary from survey to survey.

Q16 Thinking about other devices you own... Do you EVER access the internet or email using [INSERT IN ORDER]?¹²

	YES	NO	DON'T KNOW	REFUSED
<i>Item A: Based on e-Book users</i>				
a. Your electronic Book device or e-Book Current [N=97]	46	54	0	0
<i>Item B: Based on iPod or MP3 users</i>				
b. An iPod or other MP3 player ¹³ Current [N=929]	16	83	*	0
<i>Item C: Based on game console users</i>				
c. A game console like Xbox or Play Station ¹⁴ Current [N=815]	29	71	*	0
<i>Item D: Based on tablet computer users</i>				
d. A tablet computer like an iPad Current [N=56]	59	41	0	0

Q17 Do you ever use your cell phone to... [INSERT ITEM; RANDOMIZE]?

Based on those who use their cell phones to access the internet [N=779]

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) CELL PHONE CAN'T DO THIS	DON'T KNOW	REFUSED
a. Send a photo or video to someone	74	26	*	0	0
b. Post a photo or video online	31	68	1	0	0
c. Purchase a product, such as books, music, toys or clothing	22	78	*	0	0
d. Make a charitable donation by text message	10	89	0	*	0
e. Access a social networking site like MySpace, Facebook or LinkedIn.com	48	52	*	*	0
f. Access Twitter or another service to share updates about yourself or to see updates about others	20	79	1	0	0
g. Watch a video	40	60	*	0	0

¹² September 2009 question wording was as follows: "Thinking about some of the electronic devices you have... Do you EVER access the internet using [INSERT IN ORDER]?" April 2009 question wording was as follows: "Thinking about these various devices... Do you EVER access the internet or email using [INSERT IN ORDER]? [If YES, ASK: Do you mostly do this at home, at work, or someplace other than home or work?]." Results for "Yes" reflect combined responses for "Mostly home," "Mostly work," "Mostly other," and volunteered category "Combination of home/work/other."

¹³ Through September 2009, item wording was "Your iPod or other MP3 player"

¹⁴ Through September 2009, item wording was "Your game console like Xbox or Play Station"

Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International between April 29 and May 30, 2010, among a sample of 2,252 adults, age 18 and older. Interviews were conducted in English. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based Internet users (n=1,756), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the 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. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, half of the time interviewers first asked to speak with the youngest adult male currently at home. If no male was at home at the time of the call, interviewers asked to speak with the youngest adult female. For the other half of the contacts interviewers first asked to speak with the youngest adult female currently at home. If no female was available, interviewers asked to speak with the youngest adult male at home. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2009 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 1: Sample Disposition

Landline	Cell	
20,895	12,699	Total Numbers Dialed
1,160	251	Non-residential
982	18	Computer/Fax
12	---	Cell phone
8,886	4,906	Other not working
1,675	176	Additional projected not working
8,180	7,348	Working numbers
39.1%	57.9%	Working Rate
558	59	No Answer / Busy
870	2,054	Voice Mail
68	13	Other Non-Contact
6,684	5,222	Contacted numbers
81.7%	71.1%	Contact Rate
521	740	Callback
4,305	3016	Refusal
1,858	1,466	Cooperating numbers
27.8%	28.1%	Cooperation Rate
284	235	Language Barrier
---	460	Child's cell phone
1,574	771	Eligible numbers
84.7%	52.6%	Eligibility Rate
66	27	Break-off
1,508	744	Completes
95.8%	96.5%	Completion Rate
21.8%	19.3%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent.