
Spring Tracking Survey 2012

Final Topline

04/10/2012

Data for March 15–April 3, 2012

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

Sample: n=2,254 national adults, age 18 and older, including 903 cell phone interviews
Interviewing dates: 03.15.2012 – 04.03.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,254]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,803]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,954]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners who text message
[n=1,395]

Margin of error is plus or minus 4 percentage points for results based on those who use the internet or email on
their cell phone or download apps to their cell phone [n=953]

Margin of error is plus or minus 4 percentage points for results based on those who use the internet or email on
their cell phone [n=929]

Margin of error is plus or minus 4 percentage points for results based on those who download apps to their cell
phone [n=714]

Q10 Please tell me if you happen to have each of the following items, or not. Do you have... [INSERT ITEMS IN ORDER]?

A cell phone or a Blackberry or iPhone or
other device that is also a cell phone¹

Current	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*

¹ Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--

Q14 Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?

Based on cell phone owners

	current		Feb 2012	May 2011
%	46	Yes, is a smartphone	45	33
	44	No, is not a smartphone	46	53
	10	Not sure	8	14
	*	Refused	*	*
	[n=1,954]		[n=1,961]	[n=1,914]

Q15 Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, or something else?²

Based on cell phone owners

	current		FEB 2012	Dec 2011	May 2011
%	20	iPhone	19	15	10
	5	Blackberry	6	8	10
	22	Android	20	20	15
	2	Windows phone	2	2	2
	n/a	Palm	1	2	2
	16	Basic cell phone – unspecified (VOL.)	16	18	8
	7	Samsung – unspecified (VOL.)	8	7	7
	5	LG – unspecified (VOL.)	5	4	5
	4	Flip phone – unspecified (VOL.)	4	6	3
	2	Tracfone (VOL.)	3	2	2
	3	Motorola – unspecified (VOL.)	2	2	3
	2	Nokia – unspecified (VOL.)	1	2	2
	1	Pantech – unspecified (VOL.)	1	1	1

² Prior to April 2012, question wording was slightly different: “Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, a Palm, or something else?”

7	Something else (SPECIFY)	6	7	16
5	Don't know	4	4	13
*	Refused	*	*	1
[n=1,954]		[n=1,961]	[n=2,771]	[n=1,914]

Q23 Thinking of some of the things you have done recently with your cell phone... In the last 30 days, have you used your cell phone to [INSERT ITEMS; RANDOMIZE]?

Based on cell phone owners [N=1,954]

	YES	NO	DON'T KNOW	REFUSED
a. Look something up to help settle an argument or disagreement you were having	27	73	*	*
b. Coordinate a gathering, meeting or get-together	41	59	0	*
c. Solve an unexpected problem for yourself or someone else	35	64	1	*
d. Get help in an emergency situation	19	80	*	*
e. Look up the score of a sporting event	23	77	0	0
f. Get up-to-the minute traffic or public transit information so you could find the fastest way to get somewhere	20	80	0	*
g. Decide whether or not to visit a particular business, such as a restaurant	30	70	*	0