Survey Questions

Spring 2013 Tracking Survey

Final Topline 5/21/2013

Data for April 17-May 19, 2013

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 1,127 cell phone interviews
Interviewing dates: 04.17.2013 – 05.19.2013

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,252]
Margin of error is plus or minus 2.5 percentage points for results based on all internet users [n=1,895]
Margin of error is plus or minus 2.4 percentage points for results based on all cell phone owners [n=2,076]
Margin of error is plus or minus 3.0 percentage points for results based on all SNS or Twitter users [n=1,325]

Margin of error is plus or minus 3.5 percentage points for results based on Form A internet users [n=970]
Margin of error is plus or minus 3.6 percentage points for results based on Form B internet users [n=925]
Margin of error is plus or minus 4.2 percentage points for results based on Form A SNS or Twitter users [n=683]
Margin of error is plus or minus 4.3 percentage points for results based on Form B SNS or Twitter users [n=642]

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?

EMINUSE Do you use the internet or email, at least occasionally?

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?[1]

	USES INTERNET	DOES NOT USE INTERNET
Current	85	15
December 2012[2]	81	19
September 2012	81	19
August 2012[3]	85	15
April 2012	82	18

[1] The definition of an internet user varies from survey to survey. In the current survey, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Current results are for both forms combined. Throughout the current topline, total internet users are defined as those who answered yes to any question INTUSE, EMLOCC, EMINUSE or INTMOB. From April 2012 thru December 2012, an internet user is someone who uses the internet at least occasionally, sends/receives email at least occasionally or accesses the internet a mobile device (three-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?" OR "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?"). From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?").

[2] December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews].

[3] August 2012 trends based on the "Civic Engagement Tracking Survey" conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews].

February 2012	80	20
	USES INTERNET	DOES NOT USE INTERNET
December 2011	82	18
August 2011	78	22
May 2011	78	22

WEB1-A Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT ITEM; RANDOMIZE]?[4]

Based on all internet users [N=1,895]

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use a social networking site like Facebook, LinkedIn or Google Plus[5]					
Current	72	n/a	28	0	*
December 2012	67	n/a	33	*	*
August 2012	69	n/a	31	0	*
February 2012	66	48	34	*	0
August 2011	64	43	35	*	0
May 2011	65	43	35	*	0
Use Twitter					
Current	18	n/a	82	*	*
December 2012	16	n/a	84	*	*
August 2012	16	n/a	84	*	0
February 2012	15	8	85	*	0
August 2011	12	5	88	*	0
May 2011	13	4	87	*	0

[4] 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…?" Unless otherwise noted, trends are based on all internet users for that survey.

[5] From April 2009 thru August 2011, item wording was "Use a social networking site like MySpace, Facebook or LinkedIn." In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"

LOC1A Thinking about how you use social networking sites... are any of your social networking accounts currently set up so that they include your LOCATION on your posts?[6]

Based on Form A SNS or Twitter users [N=683]

	CURRENT	
%	30	Yes
	65	No
	4	Don't know
	1	Refused

[6] Change in question wording over time. May 2013 question wording was: "Thinking about how you use social networking sites... are any of your social networking accounts currently set up so that they include your location on your posts?" February 2012 question wording was: "Thinking about the ways people might use social networking sites... Do you ever set up your account so that it automatically includes your location on your posts?" In May 2011, question was asked as an item in a list question with the following question wording: "Thinking about the ways people might use social networking sites... Do you ever... Set up your account so that it automatically includes your location on your posts?"

Q10 Next... [IF REACHED ON A LANDLINE, READ: Please tell me if you happen to have the following items, or not.] Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
b. A cell phone[7]				
Current	91	9	0	*
December 2012	87	13	*	0
November 2012	85	15	0	*
Sept 2012	85	15	*	0
August 2012	89	10	0	*
April 2012	88	12	*	*
February 2012	88	12	0	*
December 2011	87	13	0	*
August 2011	84	15	*	*
May 2011	83	17	*	0

SMART1 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?[8]

Based on cell phone owners

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	NOT SURE/DON'T KNOW	REFUSED
Current [N=2,076]	55	39	5	*
December 2012 [N=1,954]	52	41	6	*
November 2012 [N=1,992]	55	38	6	*
September 2012 [N=2,581]	53	40	6	*
April 2012 [N=1,954]	46	44	10	*
February 2012 [N=1,961]	45	46	8	*
May 2011 [N=1,914]	33	53	14	*

[7] Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined Landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?"; Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; " "Do you have a cell phone?"

[8] September 2012 through December 2012, question wording was: "Some cell phones are called "smartphones" because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?"

LOC2 Do you ever use your cell phone to... [INSERT ITEMS IN ORDER]?

Based on cell phone owners

	YES	NO	DON'T KNOW	REFUSED
a. Use a service such as Foursquare to 'check in' to certain locations or to share your location with your friends[9]				
Current [N=2,076]	8	92	*	*
Feb 2012 [N=1,961]	11	88	1	*
May 2011 [N=1,914]	5	94	*	0
b. Get directions, recommendations, or other information related to a location where you happen to be[10]				
Current	49	51	*	0
Feb 2012	46	53	*	*
May 2011	28	72	0	0

[9] Feb 2012 item wording was: "Use a service such as Foursquare or Gowalla to 'check in' to certain locations or to share your location with your friends." May 2011 item wording was "Use a service such as Foursquare or Gowalla to "check in" to certain locations or share your location with friends."

[10] Feb 2012 item wording was "Get directions or other information related to a location where you happen to be." May 2011 item wording was "Get directions, recommendations, or other information related to your present location."

LOC3 What location-sharing or "check-in" services do you use? [DO NOT READ; PRECODED OPEN-END]

Based on cell phone owners who use location services [N=141]

	CURRENT	
%	39	Facebook
	18	Foursquare
	14	Google Plus
	8	Google Latitude
	5	Google maps
	5	Instagram
	5	Yelp
	1	Facebook Poke
	1	Path
	1	Twitter
	21	Other (SPECIFY)
	4	None/Don't use any regularly
	7	Don't know
	1	Refused

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

Methods

This report is based on the findings of a 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 from April 17 to May 19, 2013, among a sample of 2,252 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,125) and cell phone (1,127, including 571 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based on Internet users[11] (n=1,895), the margin of sampling error is plus or minus 2.5 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 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 drawn with equal probabilities 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, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other 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. 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.

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. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.[12] This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

[11] Internet user definition includes those who use the internet or email at least occasionally or access the internet on a mobile handheld device at least occasionally.

[12] i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2012 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

Sample Disposition

Landline	Cell	
41,291	24,698	Total Numbers Dialed
1,755	411	Non-residential
1,516	88	Computer/Fax
12	----	Cell phone
24,344	9,674	Other not working
2,038	226	Additional projected not working
11,626	14,299	Working numbers
28.2%	57.9%	Working Rate
679	75	No Answer / Busy
3,442	3,668	Voice Mail
41	16	Other Non-Contact
7,464	10,540	Contacted numbers
64.2%	73.7%	Contact Rate
450	1,537	Callback
5,786	7,097	Refusal
1,228	1,906	Cooperating numbers
16.5%	18.1%	Cooperation Rate
45	68	Language Barrier
----	684	Child's cell phone
1,183	1,154	Eligible numbers
96.3%	60.5%	Eligibility Rate
58	27	Break-off
1,125	1,127	Completes
95.1%	97.7%	Completion Rate
10.0%	13.0%	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 10 percent. The response rate for the cellular sample was 13 percent.