

**AP / AOL / PEW RESEARCH CENTER
SURVEY OF CELLULAR PHONE USERS
PRELIMINARY TOPLINE**

March 8-28, 2006

Total N=1,503 / Landline RDD Sample N=752 / Cell Phone RDD Sample N=751

ASK ALL

Q.1 How do you feel about computers and technology... do you like them, dislike them, or do you have mixed feelings about them?

		<u>Dec</u> <u>1998</u>
63	Like	61
7	Dislike	6
24	Mixed feelings	26
<u>6</u>	Don't know/Refused	<u>7</u>
100		100

QUESTION 2 USED FOR ADMINISTRATIVE PURPOSES ONLY

CELL PHONE OWNER [N=1,286]

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.3 Here are a few statements – for each one please tell me if this does or does not apply to you.

[READ AND RANDOMIZE]

	<u>Yes</u>	<u>No</u>	<u>DK/</u> <u>Ref.</u>
a. I make most of my cell phone calls during hours when the minutes are free	43	55	2=100
b. I often make cell phone calls to fill up my free time while I'm traveling or waiting for someone	41	59	*=100
c. I sometimes don't drive as safely as I should because I am talking on my cell phone	28	72	*=100
d. I often feel like I have to answer my cell phone even when it interrupts a meeting or a meal	24	75	1=100
e. I have used my cell phone in an emergency and it really helped	74	26	*=100
f. I have occasionally been shocked at the size of my monthly cell phone bill	36	63	1=100
g. When I'm on my cell phone I'm not always truthful about exactly where I am	22	77	1=100
h. Too many people try to get in touch with me because they know I have a cell phone	22	77	1=100

ASK ALL

Q.4 How often do you encounter people using their cell phone in a loud or annoying manner in public?
[READ]

- 50 Frequently
- 32 Occasionally
- 11 Rarely OR
- 5 Never
- 2 Don't know/Refused (**VOL. DO NOT READ**)
- 100

CELL PHONE OWNER [N=1,286] (IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.5 In the past few months have you, yourself, drawn criticism or dirty looks because of the way you used your cell phone in public?

- 8 Yes
- 91 No
- 1 Don't know/Refused
- 100

CELL PHONE OWNER [N=1,286] (IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.6 Please tell me if you use your cell phone to do each of the following activities, or not. Do you use your cell phone to...**[INSERT ITEM, RANDOMIZE]**

[IF 'NO' ASK] Is this something that you would like to do, or not?

	<u>Yes</u>	No, would <u>like to do this</u>	No, would not <u>like to do this</u>	Don't know/ <u>Refused</u>
a. Take still pictures	28	19	53	*=100
b. Play music or MP3 files	6	19	74	1=100
c. Record video clips	6	17	76	1=100
d. Play games	22	12	66	*=100
e. Use the internet	14	16	70	*=100

CELL PHONE OWNER [N=1,286] (IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.6g Have you personalized your cell phone by changing the wallpaper or ringtone?

- 65 Yes
- 35 No
- * Don't know/Refused
- 100

CELL PHONE OWNER [N=1,286] (IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.7 Thinking about your cell phone, do you think you could live without it, is it something you would miss having but could probably do without, or something you can't imagine living without?

- 29 Could live without
- 45 Would miss but could do without
- 26 Can't live without
- * Don't know/Refused
- 100

CELL PHONE OWNER [N=1,286] (IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.8 Have you ever received unsolicited text messages on your cell phone from advertisers?

- 18 Yes
- 81 No
- 1 Don't know/Refused
- 100

CELL PHONE OWNER [N=1,286] (IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.9 Have you ever used your cell phone or a text messaging to vote in some kind of contest that has been shown on television, like "American Idol" or "Dancing with the Stars"?

- 8 Yes
- 92 No
- 0 Don't know/Refused
- 100

CELL PHONE OWNER [N=1,286] (IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.10 Now I'd like to get your thoughts on some newer technologies. For each one please tell me if it is something that you would like to do on your cell phone or not. If you do it already, just tell me that. First... [INSERT ITEM, RANDOMIZE; KEEP ITEMS a,b,c AS A BLOCK WITH ITEM a ALWAYS FIRST AND ITEM b ALWAYS SECOND] Is this something that you would like to do, or not? How about [INSERT NEXT ITEM]?

	<u>Do this already</u>	<u>Would like to do this</u>	<u>Would NOT like to do this</u>	<u>DK/Ref.</u>
a. Send and receive text messages	35	13	52	*=100
b. Send and receive instant messages through AOL's A-I-M or Yahoo	7	11	81	1=100
c. Have desktop instant messages forwarded to your phone	3	17	79	1=10
d. Send and receive email	8	24	68	*=100
e. Watch video or TV programs	2	14	84	*=100
f. Use mobile search features for movie listings, weather, stock quotes, etc.	7	24	69	*=100
g. Use mobile maps for driving directions	4	47	48	1=100

CELL PHONE OWNER [N=1,286]

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.11a If it were possible to have desktop instant messages AUTOMATICALLY forwarded to your phone but only from selected friends and family, would you use that feature?

38 Yes
55 No
6 It depends/Maybe (VOL.)
1 Don't know/Refused
100

IF ANSWERED '1' IN Q11a ASK [N=515]

Q.11b How about having instant messages from EVERYONE automatically forwarded to your phone, would you use that feature?

25 Yes
73 No
2 It depends/Maybe (VOL.)
* Don't know/Refused
100

CELL PHONE OWNER [N=1,286]

(IF CELL SAMPLE OR ANSWERED '1' IN Q.2 ASK)

Q.22 How often is your cell phone turned on? Would you say... [READ]

52 Always
24 Most of the time
15 Some of the time
4 Rarely, OR
5 Only when you make a call
* Never (VOL. DO NOT READ)
* Don't know/Refused (VOL. DO NOT READ)
100

Q40a Do you use the internet, at least occasionally?

73 Yes
27 No
* Don't know/Refused
100

Q40b Do you send or receive email, at least occasionally?

66 Yes
34 No
* Don't know/Refused
100

INTERNET USERS [N=1,231] (IF [Q40a=1] OR [Q40b=1] ASK)

Q41 Did you happen to use the internet or email YESTERDAY?

- 70 Yes, used the internet yesterday
 - 30 No, did not use the internet yesterday
 - * Don't know/Refused
- 100

INTERNET USERS [N=1,231]

(IF [Q40a=1] OR [Q40b=1] ASK)

MODEM Do you connect to the internet from home? [IF YES 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, or a T-1 or fiber optic connection?]

- 26 Dial-up telephone line
 - 27 DSL-enabled phone line
 - 26 Cable modem
 - 2 Wireless connection (either "land-based" or "satellite")
 - 1 T-1 or fiber optic connection
 - 1 Other (**SPECIFY, MAKE SURE NOT ONE OF ABOVE**)
 - 15 NO, DOES NOT CONNECT TO INTERNET FROM HOME
 - 2 Don't know/Refused
- 100