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Cell Phone Activities 2013

50% of cell owners download apps to their phones; 48% listen to music services; video calling has tripled since 2011; texting remains a popular activity

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<http://pewinternet.org/Reports/2013/Cell-Activities.aspx>

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Main Findings

Fully 91% of American adults own a cell phone and many use the devices for much more than phone calls. In our most recent nationally representative survey, we checked in on some of the most popular activities people perform on their cell phones:

Cell phone activities

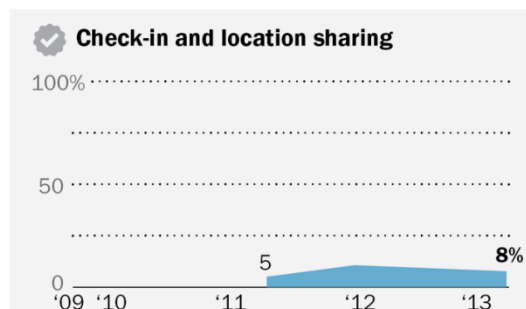
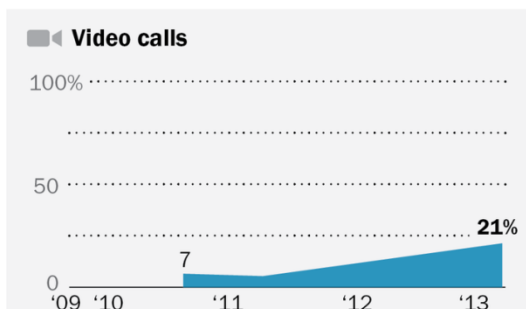
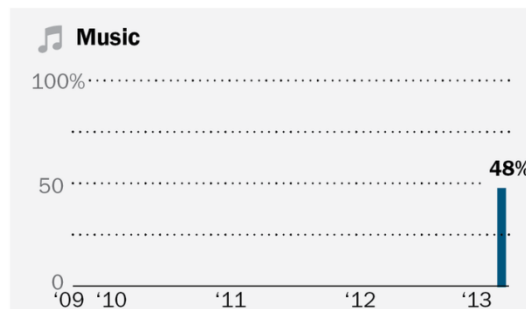
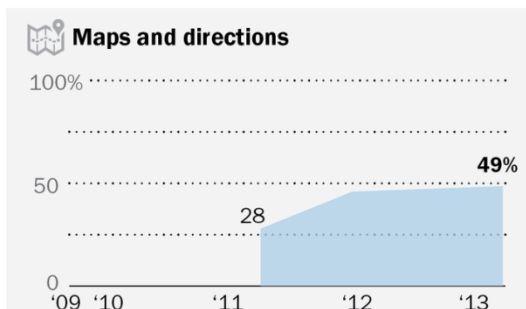
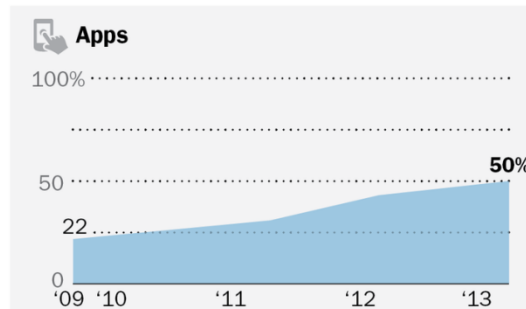
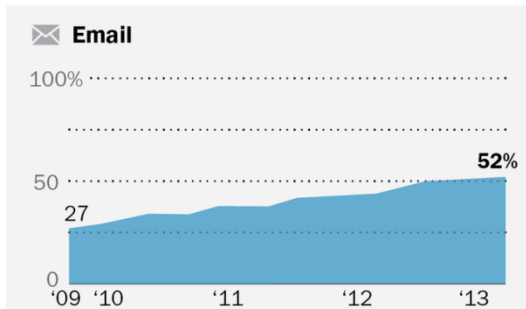
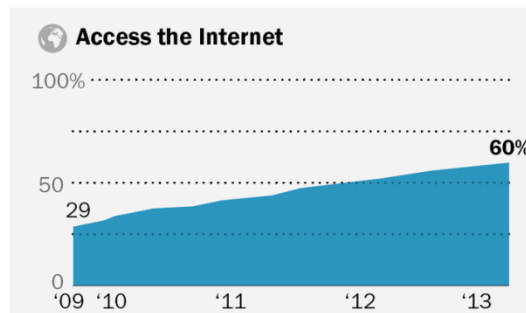
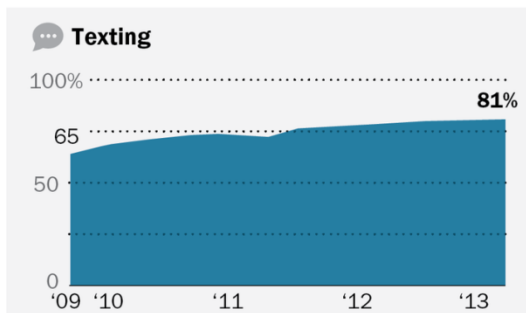
The % of cell phone owners who use their cell phone to...

81	send or receive text messages
60	access the internet
52	send or receive email
50	download apps
49	get directions, recommendations, or other location-based information
48	listen to music
21	participate in a video call or video chat
8	“check in” or share your location

Source: Pew Research Center’s Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Texting, accessing the internet and sending and receiving email remain popular. Some 50% of cell owners download apps—up from 22% in 2009. Many use certain location-based services like getting directions or recommendations. Nearly half of cell owners (48%) use their phones to listen to music. The proportion of cell owners who use video calling has tripled since May 2011.

Overall, almost all activities have seen steady upward growth over time.



About this survey

The findings 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 ages 18 and older. Telephone interviews were conducted in English and Spanish by landline and cell 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. More information is available in the Methods section at the end of this report.

Additional Demographic Analysis

Younger adults (those ages 18-29), the college-educated, the more affluent, and urban and suburban-dwellers are especially likely to use their phones in a variety of ways. The following tables highlight the demographic composition of those who perform certain activities on their cell phones.

Text messaging

Texting continues to be one of the most prevalent cell phone activities of all time. Fully 81% of cell owners text. It is especially popular among younger adults, the college-educated, and those living in higher-income households.

Text messaging

% of cell phone owners who send or receive text messages

All cell phone owners (n=2,076)		81%
a	Men (n=967)	81
b	Women (n=1,109)	81
Race/ethnicity		
a	White, Non-Hispanic (n=1,440)	79
b	Black, Non-Hispanic (n=238)	85
c	Hispanic (n=225)	87 ^a
Age		
a	18-29 (n=395)	97 ^{bcd}
b	30-49 (n=557)	94 ^{cd}
c	50-64 (n=594)	75 ^d
d	65+ (n=478)	35
Education attainment		
a	No high school diploma (n=144)	71
b	High school grad (n=565)	77
c	Some College (n=545)	85 ^{ab}
d	College + (n=799)	86 ^{ab}
Household income		
a	Less than \$30,000/yr (n=504)	78
b	\$30,000-\$49,999 (n=345)	80
c	\$50,000-\$74,999 (n=289)	88 ^{ab}
d	\$75,000+ (n=570)	88 ^{ab}
Urbanity		
a	Urban (n=711)	82 ^c
b	Suburban (n=965)	82 ^c
c	Rural (n=398)	76

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Accessing the internet

Six-in-ten cell owners access the internet on their phones. African-Americans and Hispanics are more likely to do so than whites. Younger adults, those with at least some college education, and those with an annual household income of over \$75,000 a year are particularly likely to access the internet via cell phone. Those who live in rural areas are less likely than urban or suburbanites to have mobile internet access.

Among those who use the internet or email on their phones, more than a third (34%) say that they mostly access the internet from their phone.¹ African-Americans, Hispanics, young adults, those with lower levels of education, and those living in lower-income households are especially likely to say their cell phone is their primary point of internet access.

Accessing the internet

% of cell phone owners who access the internet on their phones

All cell phone owners (n=2,076)		60%
a	Men (n=967)	62
b	Women (n=1,109)	59
Race/ethnicity		
a	White, Non-Hispanic (n=1,440)	56
b	Black, Non-Hispanic (n=238)	72 ^a
c	Hispanic (n=225)	67 ^a
Age		
a	18-29 (n=395)	84 ^{bcd}
b	30-49 (n=557)	72 ^{cd}
c	50-64 (n=594)	45 ^d
d	65+ (n=478)	19
Education attainment		
a	No high school diploma (n=144)	48
b	High school grad (n=565)	50
c	Some College (n=545)	64 ^{ab}
d	College + (n=799)	72 ^{abc}
Household income		
a	Less than \$30,000/yr (n=504)	53
b	\$30,000-\$49,999 (n=345)	57
c	\$50,000-\$74,999 (n=289)	59
d	\$75,000+ (n=570)	77 ^{abc}
Urbanity		
a	Urban (n=711)	65 ^c
b	Suburban (n=965)	62 ^c
c	Rural (n=398)	47

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

¹ For more information on cell internet use, read our report, "[Cell Internet Use 2013](#)".

Email

Half of cell owners send or receive email from their phone. The activity is most popular among younger adults, the well-educated, those in higher income brackets, and urban and suburban-dwellers.

Mobile email

% of cell phone owners who send or receive email from their phone

All cell phone owners (n=2,076)		52%
a	Men (n=967)	55
b	Women (n=1,109)	50
Race/ethnicity		
a	White, Non-Hispanic (n=1,440)	52
b	Black, Non-Hispanic (n=238)	59
c	Hispanic (n=225)	53
Age		
a	18-29 (n=395)	73 ^{bcd}
b	30-49 (n=557)	60 ^{cd}
c	50-64 (n=594)	43 ^d
d	65+ (n=478)	17
Education attainment		
a	No high school diploma (n=144)	32
b	High school grad (n=565)	42 ^a
c	Some College (n=545)	56 ^{ab}
d	College + (n=799)	67 ^{abc}
Household income		
a	Less than \$30,000/yr (n=504)	41
b	\$30,000-\$49,999 (n=345)	47
c	\$50,000-\$74,999 (n=289)	52 ^a
d	\$75,000+ (n=570)	74 ^{abc}
Urbanity		
a	Urban (n=711)	55 ^c
b	Suburban (n=965)	56 ^c
c	Rural (n=398)	38

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Downloading apps

Half of cell owners download apps to their phone. Adults ages 18-29, the well-educated, those with higher incomes, and those living in urban and suburban areas are particularly likely to download apps.

Downloading apps

% of cell phone owners who download apps to their cell phone

All cell phone owners (n=2,076)		50%
a	Men (n=967)	52
b	Women (n=1,109)	48
Race/ethnicity		
a	White, Non-Hispanic (n=1,440)	48
b	Black, Non-Hispanic (n=238)	60 ^a
c	Hispanic (n=225)	52
Age		
a	18-29 (n=395)	77 ^{bcd}
b	30-49 (n=557)	59 ^{cd}
c	50-64 (n=594)	33 ^d
d	65+ (n=478)	14
Education attainment		
a	No high school diploma (n=144)	36
b	High school grad (n=565)	42
c	Some College (n=545)	53 ^{ab}
d	College + (n=799)	62 ^{abc}
Household income		
a	Less than \$30,000/yr (n=504)	41
b	\$30,000-\$49,999 (n=345)	48
c	\$50,000-\$74,999 (n=289)	50 ^a
d	\$75,000+ (n=570)	66 ^{abc}
Urbanity		
a	Urban (n=711)	52 ^c
b	Suburban (n=965)	52 ^c
c	Rural (n=398)	39

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Directions, recommendations, and other location-related services

Half (49%) of cell owners have used their phones to look up directions, recommendations, and other information related to their location. Young adults (ages 18-29), those who are well-educated, higher income, and urban and suburban residents are most likely to do so.

Directions, recommendations, and other location-related services

% of cell phone owners who get directions, recommendations, or other information from their phone related to their location

All cell phone owners (n=2,076)		49%
a	Men (n=967)	51
b	Women (n=1,109)	47
Race/ethnicity		
a	White, Non-Hispanic (n=1,440)	49
b	Black, Non-Hispanic (n=238)	51
c	Hispanic (n=225)	55
Age		
a	18-29 (n=395)	68 ^{bcd}
b	30-49 (n=557)	57 ^{cd}
c	50-64 (n=594)	37 ^d
d	65+ (n=478)	19
Education attainment		
a	No high school diploma (n=144)	38
b	High school grad (n=565)	42
c	Some College (n=545)	52 ^{ab}
d	College + (n=799)	59 ^{abc}
Household income		
a	Less than \$30,000/yr (n=504)	41
b	\$30,000-\$49,999 (n=345)	46
c	\$50,000-\$74,999 (n=289)	54 ^a
d	\$75,000+ (n=570)	62 ^{abc}
Urbanity		
a	Urban (n=711)	52 ^c
b	Suburban (n=965)	51 ^c
c	Rural (n=398)	40

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Listening to music

About half of cell owners (48%) listen to music on their phones. This is the first time we have asked this question, so there are no trend data to report. Men, younger adults, those living in households with an annual income over \$75,000, and urban and suburban residents are particularly likely to do so. African-Americans and Hispanics are more likely than whites to listen to music on their phones.

Listening to music

% of cell phone owners who listen to music on their phones

All cell phone owners (n=2,076)		48%
a	Men (n=967)	51 ^b
b	Women (n=1,109)	45
Race/ethnicity		
a	White, Non-Hispanic (n=1,440)	42
b	Black, Non-Hispanic (n=238)	61 ^a
c	Hispanic (n=225)	64 ^a
Age		
a	18-29 (n=395)	80 ^{bcd}
b	30-49 (n=557)	59 ^{cd}
c	50-64 (n=594)	26 ^d
d	65+ (n=478)	8
Education attainment		
a	No high school diploma (n=144)	45
b	High school grad (n=565)	41
c	Some College (n=545)	53 ^b
d	College + (n=799)	52 ^b
Household income		
a	Less than \$30,000/yr (n=504)	46
b	\$30,000-\$49,999 (n=345)	47
c	\$50,000-\$74,999 (n=289)	49
d	\$75,000+ (n=570)	58 ^{abc}
Urbanity		
a	Urban (n=711)	52 ^c
b	Suburban (n=965)	49 ^c
c	Rural (n=398)	37

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Video calling

Two-in-ten cell owners video chat from their phones. Men, younger adults, the well-educated, and urbanites are especially likely to do so. Hispanics are more likely than both African-Americans and whites to make video calls.

Video chatting

% of cell phone owners who participate in a video call or chat from their phones

All cell phone owners (n=2,076)		21%
a	Men (n=967)	23 ^b
b	Women (n=1,109)	19
Race/ethnicity		
a	White, Non-Hispanic (n=1,440)	19
b	Black, Non-Hispanic (n=238)	20
c	Hispanic (n=225)	32 ^{ab}
Age		
a	18-29 (n=395)	40 ^{bcd}
b	30-49 (n=557)	24 ^{cd}
c	50-64 (n=594)	10 ^d
d	65+ (n=478)	3
Education attainment		
a	No high school diploma (n=144)	14
b	High school grad (n=565)	18
c	Some College (n=545)	23 ^{ab}
d	College + (n=799)	25 ^{ab}
Household income		
a	Less than \$30,000/yr (n=504)	16
b	\$30,000-\$49,999 (n=345)	23 ^a
c	\$50,000-\$74,999 (n=289)	21
d	\$75,000+ (n=570)	29 ^{ac}
Urbanity		
a	Urban (n=711)	25 ^{bc}
b	Suburban (n=965)	20 ^c
c	Rural (n=398)	14

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Location sharing

Just 8% of cell owners “check in” using services like FourSquare or share their location from their phone.² This represents a significant drop from the 11% of cell owners who did so in February 2012, the last time we asked. Younger adults are more likely to share their location and Hispanics are more likely than both African-Americans and whites to do so.

Location sharing

% of cell phone owners who “check in” to or share their location from their phones

All cell phone owners (n=2,076)		8%
a	Men (n=967)	8
b	Women (n=1,109)	9
Race/ethnicity		
a	White, Non-Hispanic (n=1,440)	6
b	Black, Non-Hispanic (n=238)	9
c	Hispanic (n=225)	17 ^{ab}
Age		
a	18-29 (n=395)	13 ^{bcd}
b	30-49 (n=557)	9 ^{cd}
c	50-64 (n=594)	5
d	65+ (n=478)	3
Education attainment		
a	No high school diploma (n=144)	10
b	High school grad (n=565)	8
c	Some College (n=545)	9
d	College + (n=799)	7
Household income		
a	Less than \$30,000/yr (n=504)	9
b	\$30,000-\$49,999 (n=345)	8
c	\$50,000-\$74,999 (n=289)	12 ^d
d	\$75,000+ (n=570)	7
Urbanity		
a	Urban (n=711)	8
b	Suburban (n=965)	10 ^c
c	Rural (n=398)	5

Source: Pew Research Center’s Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=2,076 cell phone owners. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all cell phone owners is +/- 2.4 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

² For more information on location-sharing, read our report, [“Location-Based Services”](#).

Spring 2013 Tracking Survey
Data for April 17-May 19, 2013

Final Topline

5/21/2013

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 2.4 percentage points for results based on all cell phone owners [n=2,076]

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 ³				
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
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	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?⁴

Based on cell phone owners

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	NOT SURE/DON'T KNOW	REFUSED
Current [N=2,076]	55	39	5	*

³ 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?"

⁴ 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?"

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	*

Q11 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; RANDOMIZE]?⁵

Based on cell phone owners

	YES	NO	DON'T KNOW	REFUSED
a. Send or receive email				
Current [N=2,076]	52	47	*	0
Sept 2012 [N=2,581]	50	50	*	0
April 2012 [N=1,954]	44	56	*	*
August 2011 [N=1,948]	42	58	*	0
May 2011 [N=1,914]	38	62	0	*
December 2010 [N=1,982]	38	62	*	*
November 2010 [N=1,918]	34	66	0	*
September 2010 [N=2,485]	34	66	*	0
May 2010 [N=1,917]	34	66	0	0
January 2010 [N=1,891]	30	70	0	0
December 2009 [N=1,919]	29	70	*	*
September 2009 [N=1,868]	27	73	*	0
April 2009 [N=1,818]	25	75	*	0
December 2007 [N=1,704]	19	81	0	--
b. Download a software application or "app"⁶				
Current	50	50	*	*
April 2012	43	57	*	*
May 2011	31	69	*	0
September 2009	22	78	1	0
c. Access the internet⁷				
Current	60	40	0	0

⁵ In May 2011, the question was asked of all Form B cell phone owners and Form A cell phone owners who said in CELL7 that they do more than make calls on their phone. The percentages shown here are based on all cell phone users, counting as "no" Form A cell phone owners who said in CELL7 they use their phones only for making calls. Prior to May 2011, question was asked of all cell phone owners. 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.

⁶ In September 2009, item wording was "Download an application for your cell phone"

⁷ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

Sept 2012	56	44	0	0
April 2012	53	46	*	*
August 2011	48	52	*	0
May 2011	44	56	0	0
December 2010	42	58	*	*
November 2010	39	61	*	*
September 2010	39	61	*	0
May 2010	38	62	0	0
January 2010	34	66	0	0
December 2009	32	67	*	0
September 2009	29	71	*	0
April 2009	25	74	*	*
d. Participate in a video call or video chat ⁸				
Current	21	79	*	0
May 2011	6	94	0	0
September 2010	7	93	*	*
e. Listen to music				
Current	48	52	0	0
f. Send or receive text messages				
Current	81	19	*	*
Sept 2012	80	20	*	0
April 2012	79	21	*	*
August 2011	76	24	*	*
May 2011	73	27	0	0
December 2010	74	26	*	*
November 2010	71	28	*	0
September 2010	74	26	*	0
May 2010	72	28	0	0
January 2010	69	31	*	0
December 2009	68	32	*	0
September 2009	65	35	*	0
April 2009	65	35	*	0
December 2007	58	42	0	--

⁸ September 2010 item wording was "Participate in a video call, video chat or teleconference"

Q12 Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?

Based on those who use the internet or email on their cell phone

	<u>CURRENT</u>		<u>APRIL 2012</u>	<u>MAY 2011</u>
%	34	Mostly on cell phone	31	27
	53	Mostly on something else	60	62
	11	Both equally (VOL.)	7	10
	1	Depends (VOL.)	2	1
	*	Don't know	*	*
	*	Refused	*	*
	[n=1,185]		[n=929]	[n=746]

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

Based on cell phone owners

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
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
April 2009 [N=1,818]	18	82	*	*
Dec 2007 [N=1,704]	14	86	*	--

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." April 2009 and December 2007 item wording was "Get a map or directions to another location"

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 users¹¹ (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		
<u>Landline</u>	<u>Cell</u>	<u>-</u>
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