

**PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
IN COLLABORATION WITH THE ECONOMIST GROUP
2011 Tablet News Phone Survey
July 15-30, 2011**

N=1,159 tablet users (confirmed having a tablet in PEJ.1-2a and using their tablet in PEJ.3)
N=894 who get news on tablet weekly (get news on tablet at least weekly in PEJ.5c)

ASK ALL:

PEJ.1 When we spoke with you previously, you mentioned that you have a tablet computer, such as an iPad or some other brand. Is that correct? **[IF NEW RESPONDENT FROM PEJ.2c: Do you have a tablet computer, such as an iPad or some other brand? [INTERVIEWER INSTRUCTIONS: IF R SAYS THEY HAVE AN e-READER SUCH AS A KINDLE OR NOOK, PROBE TO CLARIFY WHETHER THEY HAVE TABLET COMPUTER IN ADDITION TO e-READER.]**

ASK IF HAVE A TABLET (PEJ.1=1):

PEJ.2 What brand of tablet do you have? **[OPEN-ENDED, USE PRECODE LIST. IF NECESSARY, READ BRAND NAMES FROM LIST; IF STILL DK-GO TO 2A. IF RESPONDENT ONLY MENTIONS BRAND (EXCEPT APPLE), RECORD UP TO THREE RESPONSES; DO NOT PROBE FOR ADDITIONAL MENTIONS.**

ASK IF OTHER/DK TO BRAND OF TABLET (PEJ.2=8,9):

PEJ.2a Just to confirm, a tablet computer is different than a laptop, Smartphone or eBook readers like Kindle or Nook. Do you have a tablet computer, or were you thinking of something else?

BASED ON TABLET USERS [N=1159]:

July 15-30	
<u>2011</u>	
%	
100	Own a tablet
81	Apple iPad
17	Other type of tablet
2	Don't know brand of tablet
*	Do not own a tablet
0	Don't know/Refused (VOL.)

The language for most tablet questions was customized based on whether the respondent said they had an iPad, another type of tablet or multiple tablet computers in PEJ.2.
[IF PEJ.2=1: iPad; If PEJ.2=2-8: tablet; If PEJ.2=(1 AND 2-8) OR (MORE THAN ONE FROM 2-8): tablets]

ASK IF TABLET OWNER (PEJ.2=1-7 OR PEJ.2a=1):

PEJ.3 How often do you use your [iPad/tablet/tablets] **[READ]?**

BASED ON TABLET USERS [N=1159]:

July 15-30	
<u>2011</u>	
%	
61	Several times a day
16	About once a day
14	A few times a week
4	About once a week
5	Less often
-	Never (VOL.)
-	Don't know/Refused (VOL.)

ASK IF TABLET USER (PEJ.3=1-5): [N=1159]

PEJ.4 About how much time did you spend on your [iPad/tablet/tablets] yesterday? **[OPEN-ENDED. IF NECESSARY, PROBE FOR ACTUAL ESTIMATE OF NUMBER OF HOURS AND/OR MINUTES.]**

July 15-30

2011

%

22	Did not use yesterday
21	Less than 1 hour
41	1 to less than 3 hours
11	3 to less than 5 hours
4	5 or more hours
1	Don't know/Refused (VOL.)

ASK IF TABLET USER (PEJ.3=1-5): [N=1159]

PEJ.5 How often, if at all, do you use your [iPad/tablet/tablets] to do each of the following? First, do you use your [iPad/tablet/tablets] to **[INSERT FIRST ITEM; RANDOMIZE a-d FOLLOWED BY e-i]** several times a day, about once a day, a few times a week, about once a week, less often or never? How about to **[INSERT NEXT ITEM]**? **[REPEAT AS NECESSARY: Do you use your [iPad/tablet/tablets] to [ITEM] several times a day, about once a day, a few times a week, about once a week, less often, or never?]**

	Several times a day	About once a day	A few times a week	About once a week	Less often	Never	Don't know/Refused (VOL)
	%	%	%	%	%	%	%
a. Use social networking sites like Facebook, Twitter or LinkedIn July 15-30, 2011	24	15	10	7	6	36	*
b. Browse or search the web July 15-30, 2011	48	19	17	6	5	4	*
c. Get news, including everything from the latest headlines to in-depth articles and commentary July 15-30, 2011	29	24	16	8	7	16	*
d. Send or receive email July 15-30, 2011	36	18	12	6	9	19	*
e. Play games July 15-30, 2011	16	14	15	11	10	33	*
f. Watch movies or video July 15-30, 2011	6	7	17	14	20	37	*
g. Read books July 15-30, 2011	8	9	12	9	14	48	*
h. Create and edit documents July 15-30, 2011	7	5	8	8	17	55	*
i. Read magazines July 15-30, 2011	3	4	8	7	15	63	*

PEJ.5 TRENDS FOR COMPARISON

Pew Internet & American Life Project

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; RANDOMIZE]?**

	Yes %	No %	Don't know/ Refused %
a. Use social networking sites like Facebook, Twitter or LinkedIn April 26-May 22, 2011	52	48	-
b. Browse or search the web April 26-May 22, 2011	44	56	-
c. Go online for news and information about current events ¹ Dec 28, 2009 - Jan 19, 2010	68	32	-
d. Send or receive email April 26-May 22, 2011	38	62	*
e. Play games April 26-May 22, 2011	35	65	-
f. Watch movies or video April 26-May 22, 2011	26	74	-

ASK IF TABLET OWNER (PEJ.2=1-7 OR PEJ.2a=1):

PEJ.6 Do other people in your household regularly use your [iPad/tablet/tablets], or not?

BASED ON TABLET USERS [N=1159]:

July 15-30	
<u>2011</u>	
%	
51	Yes, other people regularly use
49	No
*	Don't know/Refused (VOL.)

ASK IF TABLET USER (PEJ.3=1-5): [N=1159]

Now, I have a few questions about how you generally consume news, not just on your tablet. Again by news we mean everything from the latest headlines to in-depth articles and commentary.

PEJ.7 Some people like to follow the news all the time. Others don't follow it that often. How about you? Would you say you follow the news **[READ]**

July 15-30	
<u>2011</u>	
%	
68	All or most of the time
18	Some of the time
9	Only now and then [OR]
5	Hardly ever
*	Never
*	Don't know/Refused (VOL.)

¹ Pew Research Center's Project for Excellence in Journalism and Pew Internet & American Life, December 28, 2009-January 19, 2010: Do you ever use your cell phone or Blackberry or other handheld device to **[INSERT; RANDOMIZE]?**

ASK IF GET NEWS LESS OFTEN OR NEVER ON TABLET BUT FOLLOW NEWS AT LEAST SOME OF THE TIME ((PEJ.5c=5,6) AND PEJ.7=1,2): [N=213]

PEJ.8 Is there any particular reason why you [IF PEJ.5cF1 or PEJ.5cF2=5: rarely; IF PEJ.5cF1 or PEJ.5cF2=6: never] use your [iPad/tablet/tablets] to follow the news? [OPEN-ENDED]

July 15-30

2011*

%

57 By platform

33 Prefer to use television

6 Prefer to use radio

5 Prefer to use other platform

24 By device

9 Prefer to use general computer

6 Prefer to use phone

5 Prefer to use desktop

4 Prefer to use laptop

16 Everyday interaction with tablet

7 Do not know how to use tablet

4 Everyday interaction other

1 Do not carry tablet

1 Another household member uses tablet

1 It is inconvenient to use

1 Only situational use of tablet

* Do not use tablet

12 Usability

4 No access to the Internet

3 Usability other

1 Small size

1 Too much information

1 Difficult to find good app

1 Takes too much time to download or save files

15 None/No answer

* **Don't know/Refused**

*Responses do not add up to 100% because multiple responses were allowed.

NO QUESTION PEJ.9

ASK IF TABLET USER (PEJ.3=1-5): [N=1159]

PEJ.10 In general, when getting news do you mainly like to get a quick overview of top news stories or do you also like to go more in depth into individual stories?

July 15-30

2011

%

39 Mainly like to get a quick overview of top news stories

56 Also like to go more in depth into individual stories

5 Don't know/Refused (**VOL.**)

Sept. 29-Oct.2

2011

%

42

53

5

ASK IF TABLET USER (PEJ.3=1-5): [N=1159]

PEJ.11 Do you mostly rely on a few trusted publications, programs and websites for news, or do you get your news from many different sources?

July 15-30 <u>2011</u> %		<i>People Press</i> April 30-June 1 <u>2008</u> ² %
52	Mostly rely on a few sources	51
46	Get news from many different sources	46
1	Other (VOL.)	1
1	Don't know/Refused (VOL.)	2

ASK IF TABLET USER (PEJ.3=1-5): [N=1159]

PEJ.12 What do you find gives you the best understanding of major news events? **[READ AND RANDOMIZE]**

July 15-30 <u>2011</u> %		<i>People Press</i> April 30-June 1 <u>2008</u> ³ %
71	Reading or hearing the facts about what happened [OR]	45
26	Seeing pictures and video showing what happened	48
4	Don't know/Refused (VOL.)	7

ASK IF TABLET USER (PEJ.3=1-5): [N=1159]

PEJ.13 How do you get most of your news about national and international issues? From **[READ AND RANDOMIZE]**? **[ACCEPT TWO ANSWERS: IF ONLY ONE RESPONSE IS GIVEN, PROBE ONCE FOR ADDITIONAL: "Anything Else?"]**

July 15-30 <u>2011</u> %		<i>People Press</i> July 20-24 <u>2011</u> ⁴ %
63	The internet	43
52	Television	66
25	Newspapers	31
19	Radio	19
6	Magazines	3
1	Other (VOL.)	4
*	Don't know/Refused (VOL.)	*

NO QUESTION PEJ.14

² For full trend data, see [the Pew Research Center for the People & the Press 2008 Biennial Media Consumption Survey](#).

³ For full trend data, see [the Pew Research Center for the People & the Press 2008 Biennial Media Consumption Survey](#).

⁴ For full trend data, see [Pew Research Center for the People & the Press July 2011 Political and Media Survey](#).

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

Now, thinking specifically about the news you get on your [iPad/tablet/tablets]... again by news we mean everything from the latest headlines to in-depth articles and commentary.

PEJ.15 In general do you find that you spend **[RANDOMIZE: (MORE time getting news now that you have [an iPad/a tablet/tablets]), (LESS time getting news now that you have [an iPad/a tablet/tablets])]**, or about the SAME amount of time getting news as you did before you had [an iPad/a tablet/tablets]?

July 15-30

2011

%

30	More time
4	Less time
65	Same amount of time
*	Don't know/Refused (VOL.)

RANDOMIZE ORDER OF PEJ.16 AND 17

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.16 What one thing, if any, would you say **[IF PEJ.2=1: the iPad IS; If PEJ.2=2-7 OR PEJ.2a=1: the tablet IS; If PEJ.2=(1 AND 2-8) OR (MORE THAN ONE FROM 2-8): tablets ARE]** especially good at when it comes to news? **[OPEN-ENDED]**

July 15-30

2011

%

23	Access to the news
6	Access to multiple sources
5	Access to news and information
5	Access in general
4	Access at all times
2	Access to preferred outlets
1	Access to the Internet
1	Access other
19	Ease of use
5	Portability
5	Mobility
4	Speed
3	Ease of use in general
1	Size
2	Ease of use other
18	Tracking Topics
8	Breaking news and alerts
6	Basic overview of stories and headlines
2	Analysis and investigative stories
3	Tracking topics other
11	Convenience
6	Convenience in general
4	Easy to search for news and information
1	Convenience other
9	Reading/Interface
3	Easy to browse
2	Easy to read
1	Enlarge text
1	Navigation
2	Reading/Interface other
9	Features
4	Apps
2	Video
1	Photo and image quality

PEJ.16 CONTINUED...

July 15-30

2011

%

- 1 Download
- 2 Features other
- 4 Multimedia**
- 2 Replace one form of media with tablet
- 1 Multimedia in general
- 1 Multimedia other
- * **Other**
- 14 None/No answer**
- 4 Don't know/Refused**

*Responses do not add up to 100% because multiple responses were allowed.

RANDOMIZE ORDER OF PEJ.16 AND 17

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.17 What one thing, if any, would you say **[IF PEJ.2=1: the iPad is; If PEJ.2=2-7 OR PEJ.2a=1: the tablet is; If PEJ.2=(1 AND 2-8) OR (MORE THAN ONE FROM 2-8): tablets are]** NOT very good at when it comes to news? **[OPEN-ENDED]**

July 15-30

2011

%

- 21 Missing components**
- 16 No Adobe Flash
- 2 No access to the Internet
- 1 No keyboard/difficult to type
- 2 Missing components other
- 10 Limited news/content options**
- 3 Dislike headline news summaries/Want more in-depth news analysis
- 2 Difficult to find news
- 1 Local news unavailable
- 1 Politically biased
- 1 Need greater source variety
- 2 Limited news/content options other
- 9 Usability**
- 2 Small screen
- 1 Takes too long to download and save files
- 1 Difficult to find good apps
- 1 Difficult to multitask
- * Difficult to copy/paste
- 4 Usability other
- 3 Platforms**
- 2 Prefer print media such as magazines or newspapers to tablet
- 1 Prefer to get news from other device
- * Prefer broadcast media to tablet
- * Price and Ad Models
- 1 General Responses**
- 47 None/no answer**
- 11 Don't know/Refused**

NO QUESTIONS PEJ.18-PEJ.19

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.20 Do you have any news apps on your [iPad/tablet/tablets], or not?

July 15-30

2011

%

62	Yes, have news apps
36	No, do not
2	Don't know/Refused (VOL.)

ASK IF HAVE NEWS APPS ON TABLET (PEJ.20=1):

PEJ.21 Do you get news on your [iPad/tablet/tablets] [**RANDOMIZE**: mostly through a web browser, mostly through apps] or from both equally? [**INTERVIEWER INSTRUCTION: IF NECESSARY CAN ELABORATE THAT APPS ARE APPLICATIONS**]

ASK IF DON'T HAVE APPS ON TABLET (PEJ.20=2,9):

PEJ.22 Do you get news on your [iPad/tablet/tablets] through a web browser, or not?

BASED ON TABLET NEWS USERS N=894

July 15-30

2011

%

40	Mostly through a web browser
11	Mostly browser (with apps)
30	Browser only
21	Mostly through apps
31	Both equally
7	Neither (VOL.) [PROBE ONCE BEFORE ACCEPTING]
1	Don't know/Refused (VOL.)

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.23 How many sources or apps do you use regularly to get news on your [iPad/tablet/tablets]? [**OPEN-ENDED; IF RESPONDENT GIVES RANGE, PROBE ONCE FOR SPECIFIC NUMBER**]

July 15-30

2011

%

5	None
20	1 source or app
23	2 sources or apps
22	3 sources or apps
9	4 sources or apps
9	5 sources or apps
10	6 or more sources or apps
3	Don't know/Refused

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.24 Which sources or apps do you use most often to get news on your [iPad/tablet/tablets]?

[OPEN-ENDED; RECORD UP TO FIVE RESPONSES; PROBE ONCE FOR ADDITIONAL MENTIONS; IF RESPONDENT MENTIONS SAFARI, CHROME OR INTERNET BROWSER GENERALLY, PROBE FOR SPECIFIC SOURCES]

July 15-30

2011

%

49	Newspapers
16	New York Times
9	Local newspapers
8	USA Today
8	Wall Street Journal
5	Washington Post
1	Financial Times
1	International Newspapers other
1	The Guardian
1	Newspapers other
48	Cable TV
25	CNN
12	Fox News
5	MSNBC
2	The Weather Channel
1	CNBC
1	ESPN
1	Cable other
26	Online
5	Huffington Post
4	Drudge Report
2	Google News
2	AOL News
1	The Daily
1	Politico
1	Yahoo
1	Twitter
1	Slate.com
1	Facebook
*	Engadget
7	Online other
24	Internet browser
10	Browser (non-specific)
8	Yahoo (non-specific)
5	Google (non-specific)
1	Yahoo search/browser
*	Google search/browser
15	Network TV
6	ABC
6	Local Network
2	NBC
1	CBS
1	Network other
8	Radio
5	NPR
2	Local radio
*	Radio other
7	Wire Services
3	Associated Press
2	Bloomberg

PEJ.24 CONTINUED...

July 15-30

2011

%

2	Reuters
7	Aggregator
3	Flipboard
2	Pulse
3	Aggregator other
7	International Broadcast
5	BBC
1	Al Jazeera
1	International broadcast other
6	Magazines
2	Economist
1	Time
*	U.S. News & World Report
3	Magazines other
4	Other
1	Local other
6	None/no answer
4	Don't know/refused

*Responses do not add up to 100% because multiple responses were allowed.

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.25 Do you regularly get news from sources on your [iPad/tablet/tablets] that you did not get news from before you had your [iPad/tablet/tablets]?

July 15-30

2011

%

33	Yes, get news from new sources
66	No, do not
1	Don't know/Refused (VOL.)

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.26 What news source or sources do you get news from on your [iPad/tablet/tablets] that you did not get news from before? **[OPEN-ENDED; RECORD UP TO FIVE RESPONSES; PROBE ONCE FOR ADDITIONAL MENTIONS; IF RESPONDENT MENTIONS SAFARI, CHROME OR INTERNET BROWSER GENERALLY, PROBE FOR SPECIFIC SOURCES]**

July 15-30

2011

%

40	Newspapers
10	USA Today
9	New York Times
7	Wall Street Journal
5	Local newspapers
3	Washington Post
3	International Newspapers other
1	Financial Times
1	The Guardian
19	Cable TV
10	CNN
5	Fox News

PEJ.26 CONTINUED...

July 15-30

2011

%

2	MSNBC
1	CNBC
1	ESPN
*	Cable other
18	Online
5	Huffington Post
3	The Daily
1	Drudge Report
1	Slate.com
1	Yahoo
1	Politico
1	Google News
1	Slate.com
10	International Broadcast
6	BBC
2	Al Jazeera
1	International broadcast other
9	Aggregator
3	Pulse
3	Flipboard
2	Newsie
2	Zite
3	Aggregator other
8	Network TV
4	ABC
2	CBS
2	Local network
1	NBC
7	Internet browser
4	Yahoo (non-specific)
2	Browser (non-specific)
6	Wire Services
4	Associated Press
1	Bloomberg
1	Reuters
4	Radio
2	Local radio
1	NPR
1	Radio other
4	Magazines
2	Economist
2	Magazines other
12	Other
2	Weather other
2	International other
6	None/no answer
4	Don't know/refused

*Responses do not add up to 100% because multiple responses were allowed.

NO QUESTIONS PEJ.27-PEJ.28

ASK IF HAVE NEWS APPS ON TABLET (PEJ.20=1): [N=593]

PEJ.29 Thinking about the news apps you use regularly on your [iPad/tablet/tablets], please tell me whether each of the following were a major factor in your decision to get the apps in the first place, or not? First, **[INSERT FIRST ITEM, RANDOMIZE]** – was this a major factor in your decision to get the news apps you use regularly, or not? How about **[INSERT NEXT ITEM]**? **[REPEAT AS NECESSARY: Was this a major factor in your decision to get the news apps you use regularly, or not?]**

	Yes, major factor %	No, not major factor %	(VOL.) Don't know/ Refused %
a. They were from a news organization you like July 15-30, 2011	84	16	*
b. They were recommended to you July 15-30, 2011	29	71	*
c. They received good reviews July 15-30, 2011	40	58	2
d. They were free or did not cost very much July 15-30, 2011	83	16	1
e. They saw an ad for the apps July 15-30, 2011	25	73	2

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.30 Since you got your [iPad/tablet/tablets], have you paid to get news or news apps on your [iPad/tablet/tablets]?

July 15-30 <u>2011</u>		
%		
14	Yes, have paid	
85	No, have not paid	
1	Don't know/Refused	(VOL.)

ASK IF NEVER PAID FOR CONTENT OR DK (PEJ.30=2,9): [N=754]

PEJ.31 If the only way to receive content from your favorite news sources on your [iPad/tablet/tablets] was to pay for it, would you be willing to pay **[FORM 1: \$5; FORM 2: \$10]** a month, or not?

July 15-30 <u>2011</u>		
\$5	\$10	
%		
21	10	Yes, would pay
77	89	No, would not pay
2	1	Don't know/Refused (VOL.)

PEJ.31 TREND FOR COMPARISON

Pew Research Center's Project for Excellence in Journalism and Pew Internet & American Life

If the only way to get full access to your local newspaper ONLINE on your computer, cell phone or other device was to pay a [FORM A: \$10 / FORM B: \$5] monthly subscription fee, would you pay it or not?

Jan. 12-25

2011

%

20

Yes, would pay monthly subscription fee

76

No, would not

1

Other (net already pay/already get/local not online/no local)

3

Don't know/Refused **(VOL.)**

NO QUESTION PEJ.32-PEJ.33

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.34 Since you got your [iPad/tablet/tablets], are you getting news on your [iPad/tablet/tablets] that you used to get **[INSERT ITEM; RANDOMIZE]**, or not?

	Yes, getting news that used to get elsewhere	No	(VOL.) Don't know/Refused
	%	%	%
a. From print newspapers or magazines July 15-30, 2011	59	41	*
b. Online from your laptop or desktop computer July 15-30, 2011	79	21	*
c. From television July 15-30, 2011	57	41	1

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.35 Thinking about the news you get on your [iPad/tablet/tablets], how often, if at all, do you do each of the following on your [iPad/tablet/tablets]? First, do you **[INSERT FIRST ITEM IN ORDER]** on your [iPad/tablet/tablets] regularly, sometimes, hardly ever or never? How about to **[INSERT NEXT ITEM]**? **[REPEAT AS NECESSARY: do you [ITEM] on your [iPad/tablet/tablets] regularly, sometimes, hardly ever or never]**

	Regularly	Sometimes	Hardly ever	Never	Don't know/Refused
	%	%	%	%	%
a. Check headlines July 15-30, 2011	52	30	11	6	*
b. Read in-depth articles July 15-30, 2011	42	40	12	6	*
c. Watch news videos July 15-30, 2011	16	35	29	20	*
d. Share news through email or social networking July 15-30, 2011	16	25	18	41	*

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4):

PEJ.36 Do you ever read articles from previous issues of magazines on your tablet, or not? **[IF NECESSARY: By previous issues, we mean articles from issues that are not the current issue]**

ASK IF READ PREVIOUS ISSUES OF MAGAZINES ON TABLET (PEJ.36=1)

PEJ.36a Would you say you tend to read previous issues of magazines **[RANDOMIZE: (more), (less)]** or about the same on your [iPad/tablet/tablets] than you did before you got your [iPad/tablet/tablets]? **[IF NECESSARY: By previous issues, we mean articles from issues that are not the current issue]**

ASK IF DO NOT READ PREVIOUS ISSUES OF MAGAZINES ON TABLET (PEJ.36=2,9):

[N=1653]

PEJ.36b Do you ever read articles from previous issues of magazines IN PRINT, or not? **[IF NECESSARY: By previous issues, we mean articles from issues that are not the current issue]**

July 15-30

2011

%

38	Yes, read previous issues of magazines on tablet
14	Read previous issues of magazines more than before tablet
3	Read previous issues of magazines less than before tablet
20	Read previous issues of magazines about the same
*	Don't know/Refused (VOL.)
62	No, do not read previous issues of magazines on tablet
18	Yes, read previous issues of magazines in print
44	No, do not read previous issues of magazines in print
*	Don't know/Refused (VOL.)

NO QUESTIONS PEJ.37-PEJ.39

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4):

Now, I have a few more questions about how getting news on your [iPad/tablet/tablets] compares with other ways you get news. Again by news we mean everything from the latest headlines to in-depth articles and commentary.

RANDOMIZE PEJ.40-42; RANDOMIZE "MORE" OR "LESS"/"EASIER" IN SAME ORDER THROUGHOUT

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.40 Do you think it is **[RANDOMIZE: (easier to learn new things with an [iPad/tablet/tablets]), (more difficult to learn new things with an [iPad/tablet/tablets])]**, or is there not much difference from other ways of getting the news? **[IF R VOLUNTEERS "It depends" PROBE ONCE FOR EASIER/MORE DIFFICULT/NOT MUCH DIFFERENCE, OTHERWISE CODE AS DEPENDS]**

July 15-30

2011

%

38	Easier
4	More difficult
57	Not much difference
*	It depends (VOL.)
1	Don't know/Refused (VOL.)

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.41 Do you **[RANDOMIZE: (enjoy the news more on your [iPad/tablet/tablets]), (enjoy the news less on your [iPad/tablet/tablets])]** or enjoy the news about as much on your [iPad/tablet/tablets] as other ways of getting the news? **[IF R VOLUNTEERS "It depends" PROBE ONCE FOR MORE/LESS/ABOUT AS MUCH, OTHERWISE CODE AS DEPENDS]**

July 15-30

2011

%

31	Enjoy the news more
8	Enjoy the news less
60	About as much
*	It depends (VOL.)
1	Don't know/Refused (VOL.)

ASK IF GET NEWS ON TABLET AT LEAST WEEKLY (PEJ.5c=1-4): [N=894]

PEJ.42 All in all, is the news you get on your [iPad/tablet/tablets] **[RANDOMIZE: (worth more to you), (worth less to you)]** or worth about the same to you as news that you get in other ways? **[IF R VOLUNTEERS "It depends" PROBE ONCE FOR MORE/LESS/ABOUT THE SAME, OTHERWISE CODE AS DEPENDS]**

July 15-30

2011

%

16	Worth more
5	Worth less
78	About the same
*	It depends (VOL.)
1	Don't know/Refused (VOL.)

NO QUESTIONS PEJ.43-PEJ.47

ASK IF TABLET USER (PEJ.3=1-5): [N=1159]

PEJ.50 Do you currently subscribe to a print edition of a newspaper or news magazine, or not?

ASK IF HAVE A PRINT SUBSCRIPTION (PEJ.50=1):

PEJ.51 Does your print subscription also include access to digital content online or from your [iPad/tablet/tablets] or smartphone, or does your print subscription not include digital access?

July 15-30

2011

%

46	Yes, currently subscribe to print edition
27	Yes, print subscription includes digital
14	No, does not include digital
5	Don't know/Refused (VOL.)
54	No, don't currently subscribe to print edition
*	Don't know/Refused (VOL.)

EMPLOY: Are you employed full-time, part-time or not employed? [N=1159]

July 15-30

2011

%

61	Full-time
12	Part-time
26	Not employed
1	Don't know/Refused

ASK IF EMPLOYED FULL OR PART TIME (EMPLOY=1,2): [N=843]

Q.52 On a typical day, about how long does it take you to get to work? **[DO NOT READ]**

July 15-30		<i>People Press</i>	
<u>2011</u>		April 30-June 1	
<u>%</u>		<u>2008</u>	
<u>%</u>		<u>%</u>	
12	Work at home/no time	9	
23	Less than 15 minutes	29	
31	15 to less than 30 minutes	33	
26	30 minutes less than 1 hour	19	
7	1 hour or more	8	
1	Don't Know/Refused (VOL.)	2	

ASK IF HAVE A COMMUTE (Q.52=2-5,9): [N=734]

Q.53 How do you usually get to work? **[ACCEPT MULTIPLE RESPONSES] [IF RESPONDENT SAYS "CAR" ASK: Do you drive yourself or carpool or share a ride?]**
[RETURN TO THIS VARIABLE]

July 15-30		<i>People Press</i>	
<u>2011</u>		April 30-June 1	
<u>%</u>		<u>2008</u>	
<u>%</u>		<u>%</u>	
4	Walk	4	
81	Drive yourself	85	
6	Carpool/share ride	5	
9	Take mass transit (train, bus, subway, etc.)	5	
2	Some other way (SPECIFY_____)	2	
*	Don't know/Refused	*	

ASK IF HAVE A COMMUTE (Q.52=2-5,9): [N=734]

Q.54 Do you typically get any news during your commute to work?

July 15-30		<i>People Press</i>	
<u>2011</u>		April 30-June 1	
<u>%</u>		<u>2008</u>	
<u>%</u>		<u>%</u>	
63	Yes	56	
36	No	43	
1	Don't know/Refused (VOL.)	1	