
Spring Tracking Survey 2009

Final Revised Topline 7/16/09

Data for March 26 – April 19, 2009

Princeton Survey Research Associates International
for the Pew Internet & American Life ProjectSample: n= 2,253 national adults, age 18 and older, including 561 cell phone interviews
Interviewing dates: 03.26.09 – 04.19.09

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,687]

Margin of error is plus or minus 3 percentage points for results based on online economic users [n=1,475]

Q1 Overall, how would you rate the quality of life for you and your family today? Would you say it is... excellent, very good, good, fair or poor?

	CURRENT		DECEMBER 2008 ⁱ
%	17	Excellent	15
	26	Very good	26
	34	Good	34
	16	Fair	19
	5	Poor	5
	*	Don't know	*
	1	Refused	1

There is no Q2, Q3, or Q4.**Q5** Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	YES	NO	DON'T KNOW ¹	REFUSED
Current	78	22	*	*
December 2008	75	25	*	--
November 2008 ⁱⁱ	73	27	*	*

Q6a Do you use the internet, at least occasionally?

¹ For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. DK and REF are reported separately where eligible.

Q6b Do you send or receive email, at least occasionally?²

	USES INTERNET	DOES NOT USE INTERNET
Current	79	21
December 2008	74	26
November 2008	74	26

Q7 Did you happen to use the internet YESTERDAY?³

Based on internet users [N=1,687]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Current	73	26	1	*
December 2008	72	28	*	--
November 2008	72	27	*	--

² Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

³ Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"

Q8 About how often do you use the internet or email from... [INSERT IN ORDER] – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on internet users [N=1,687]

		SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	NEVER	DON'T KNOW	REFUSED
a. Home										
	Current	37	22	15	11	3	3	8	*	*
	December 2008	35	22	15	13	4	3	6	*	*
	November 2008	34	23	15	12	4	5	7	*	*
b. Work										
	Current	36	8	6	4	1	2	41	*	1
	December 2008	36	9	5	4	2	2	40	*	*
	November 2008	36	7	4	4	2	3	44	*	*

Q9 Does ANYONE in your household use the internet from home or send and receive email from home?⁴

Based on non-internet users [N=566]

		YES	NO	DON'T KNOW	REFUSED
	Current	13	85	1	*
	December 2007 ⁵	21	79	*	--

Q9b And who is it in your household that uses the internet from home? (PRECODED OPEN-END)

Based on non-internet users with an internet user in the household [N=77]

		CURRENT	DECEMBER 2007 ⁶
%	46	Spouse/Partner	41
	38	Child/Children	51
	9	Grandchild/Grandchildren/Other Younger Relative	4
	8	Parent/Grandparent/Aunt/Uncle/Older Relative	8
	7	Other member of household not related to Respondent	4
	2	Other (SPECIFY)	0
	0	Don't know	1
	0	Refused	--

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

⁴ Prior to January 2005, question wording was "Does anyone in your household go online from home to access the Internet or World Wide Web or to send and receive e-mail?"

⁵ In December 2007, question was asked only of landline non-internet users [n=409].

⁶ In December 2007, question was asked only of Landline non-internet users who have someone in their household who is an internet user [N=76].

Q9c Did you EVER at some point use the internet or email, but have since stopped for some reason?

Based on non-internet users [N=566]

	YES	NO	DON'T KNOW	REFUSED
Current	21	78	*	*
December 2007 ⁷	18	82	0	--
May/June 2005	17	82	1	--
February 2005	17	82	1	--
January 2005	15	85	*	--
December 2002	18	81	*	--
March/May 2002	17	83	1	--

Q9d Would you like to start using the internet and email (again), or isn't that something you're interested in?

Based on non-internet users [N=566]

	CURRENT		DECEMBER 2007 ⁸	MARCH/MAY 2002
%	11	Yes, interested	10	14
	86	No, not interested	89	84
	2	Don't know	1	2
	1	Refused	--	--

⁷ In December 2007, question was asked only of landline non-internet users [n=409].

⁸ In December 2007, question was asked only of landline non-internet users [n=409].

Q9e What is the MAIN reason you don't use the internet or email? (PRECODED OPEN-END)

Based on non-internet users [N=566]

	CURRENT		DECEMBER 2007 ⁹	JUNE 2005
%	22	I'm just not interested	33	32
	16	Don't have access	12	31
	10	It's too expensive	7	5
	7	It is too difficult/frustrating	9	6
	6	Don't need it / Don't want it	n/a	n/a
	5	Don't have a computer	4	n/a
	4	I think it's a waste of time	7	3
	4	I'm too busy/Just don't have the time	6	4
	2	Too old to learn	3	n/a
	2	Just don't know how	2	n/a
	1	Worried about computer viruses	1	*
	1	Physically unable (e.g. poor eyesight or disabled)	3	n/a
	0	Worried about spyware	*	*
	0	Worried about adware	0	*
	0	Worried about spam	*	n/a
	13	Other (SPECIFY)	9	14
	2	Don't know	2	4
	4	Refused	--	--

⁹ In December 2007, question was asked only of landline non-internet users [n=409].

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
b. A laptop computer				
Current	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--
c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ¹⁰				
Current	85	15	*	*
April 2008	78	22	*	--
Dec 2007 ¹¹	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005 ¹²	66	34	*	--
November 23-30, 2004	65	35	*	--
d. A P-D-A or other personal data device ¹³				
Current	14	85	1	*
April 2008	13	86	1	--
Dec 2007	11	89	*	--
April 2006	11	88	1	--
e. An electronic Book device or e-Book reader, such as a Kindle or Sony Digital Book				
Current	2	98	*	*

Q10 continued...

¹⁰ Prior to April 2009, item wording was "A cell phone."

¹¹ In Dec 2007 trend, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

¹² Through January 2005, question was not asked as part of a series. Question wording as follows: "Do you happen to have a cell phone, or not?"

¹³ Prior to April 2009, item wording was "A Blackberry, Palm or other personal digital assistant"

Q10 continued...

	YES	NO	DON'T KNOW	REFUSED
f. An iPod or other M-P-3 player ¹⁴				
Current	45	55	*	*
December 2007	34	66	*	--
April 2006	20	79	*	--
February 2005	11	88	1	--
January 2005	11	88	1	--
g. A game console like X-Box or Play Station				
Current	41	59	*	*

Q11 On your laptop computer, do you use [INSERT IN ORDER]?

Based on internet users who have a laptop [N=937]

	YES	NO	DON'T KNOW	REFUSED
a. WiFi or wireless connection to access the internet [IF NECESSARY: WiFi is a short-range wireless internet connection.]	80	19	1	*
b. Wireless broadband, such as an AirCard, to access the internet [IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others.]	37	57	6	*

¹⁴ Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

- Q12** On your laptop computer, how often do you access the internet using a wireless connection of any kind – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on wireless laptop users [N=770]

	CURRENT	
%	48	Several times a day
	16	About once a day
	11	3-5 days a week
	11	1-2 days a week
	6	Every few weeks
	4	Less often
	3	Never
	1	Don't know
	*	Refused

- Q13** When you access the internet [INSERT IN ORDER], do you mostly do this at home, at work, or someplace other than home or work?

	MOSTLY HOME	MOSTLY WORK	MOSTLY OTHER	(VOL.) COMBI-NATION	DON'T KNOW	REFUSED
<i>Item A: Based on those who use WiFi on their laptop [N=728]</i>						
a. Using WiFi on your laptop computer	69	7	11	13	1	*
<i>Item B: Based on those who use wireless broadband on their laptop [N=337]</i>						
b. Using Wireless Broadband on your laptop computer	59	11	17	13	1	*

- Q14** On your desktop computer, do you use wireless broadband, such as an AirCard, to access the internet? [IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others. It is NOT Wi-Fi.]

Based on internet users who have a desktop computer [N=1,326]

	CURRENT	
%	19	Yes
	76	No
	4	Don't know
	*	Refused

Q15 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 ITEMS; ALWAYS ASK a & b FIRST; ROTATE c-j]? [IF YES: Did you happen to do this YESTERDAY, or not?]

Based on cell phone users

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
a. Send or receive email					
Current [N=1,818]	25	15	75	*	0
December 2007 [N=1,704]	19	8	81	0	--
b. Send or receive text messages					
Current	65	43	35	*	0
December 2007	58	31	42	0	--
c. Take a picture					
Current	66	19	34	*	*
December 2007	58	15	42	*	--
d. Play music					
Current	21	12	79	*	0
December 2007	17	7	83	*	--
e. Send or receive Instant Messages					
Current	20	10	79	*	*
December 2007	17	6	83	*	--
f. Record a video					
Current	19	3	81	0	0
December 2007	18	3	82	0	--
g. Watch video					
Current	14	3	86	*	0
December 2007	10	3	90	0	--
h. Play a game					
Current	27	9	73	*	0
December 2007	27	8	73	0	--
i. Access the internet ¹⁵					
Current	25	14	74	*	*
December 2007	19	7	81	0	--
j. Get a map or directions to another location					
Current	18	3	82	*	*
December 2007	14	3	86	*	--

¹⁵ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

- Q16** Using your cell phone, how often do you access the internet – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on those who use their cell phones to access the internet [N=475]

	CURRENT	
%	24	Several times a day
	12	About once a day
	10	3-5 days a week
	15	1-2 days a week
	12	Every few weeks
	14	Less often
	13	Never
	0	Don't know
	0	Refused

- Q17** When you access the internet using your cell phone, do you mostly do this at home, at work, or someplace other than home or work?

Based on those who use their cell phones to access the internet [N=475]

	CURRENT	
%	22	Mostly at home
	10	Mostly at work
	41	Mostly someplace other than home/work
	16	(VOL.) Some combo of home/work/other
	4	Don't know
	7	Refused

Q18 Thinking about these various devices... Do you EVER access the internet or email using [INSERT IN ORDER]? [If YES, ASK: Do you mostly do this at home, at work, or someplace other than home or work?]

	MOSTLY HOME	MOSTLY WORK	MOSTLY OTHER	(VOL.) COMBI-NATION	DON'T USE THIS TO ACCESS INTERNET	DON'T KNOW	REF.
<i>Item A: Based on P-D-A users [N=251]</i>							
a. Your P-D-A or other personal digital data device	8	5	23	16	47	*	*
<i>Item B: Based on e-Book users [N=44]</i>							
b. Your electronic Book device or e-Book	24	4	2	2	67	1	0
<i>Item C: Based on iPod or MP3 users [N=846]</i>							
c. An iPod or other MP3 player	6	*	3	2	88	*	0
<i>Item D: Based on game console users [N=742]</i>							
d. A game console like Xbox or Play Station	20	*	1	*	78	0	0

WIRELESS Wireless internet use

CURRENT		
%	56	Wireless internet user
	24	Internet user but not wireless
	20	All others

Q19 Thinking now about how you get information and communicate with others using a laptop or cell phone when you are AWAY from home and work... How important is it that... [INSERT ITEMS IN ORDER] – very important, somewhat important, not too important or not at all important?

Based on wireless laptop users or cell phone users [N=1,849]

	VERY	SOME-WHAT	NOT TOO	NOT AT ALL	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a. You can stay in touch easily with other people	50	31	9	9	1	*	1
b. You have easy access to information online	46	27	10	13	4	*	*
c. You can share or post content online	17	24	23	29	5	2	1

Methodology

This report is based on the findings of a daily tracking survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research International between March 26 to April 19, 2009, among a sample of 2,253 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.4 percentage points. For results based Internet users (n=1,687), the margin of sampling error is plus or minus 2.7 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 continental 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 selected with probabilities in proportion to their share of listed telephone households 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 5 attempts were made to complete an interview at 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 male currently at home. If no male was available, interviewers asked to speak with the youngest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and 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.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2008 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older. These parameters are then compared with the sample characteristics to

construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 1: Sample Disposition

Landline	Cell	
21994	8500	Total Numbers Dialed
865	120	Non-residential
910	3	Computer/Fax
7	--	Cell phone
8195	2862	Other not working
2477	580	Additional projected not working
9540	4935	Working numbers
43.4%	58.1%	Working Rate
826	193	No Answer / Busy
1296	1120	Voice Mail
47	5	Other Non-Contact
7371	3617	Contacted numbers
77.3%	73.3%	Contact Rate
483	423	Callback
4575	2133	Refusal
2313	1061	Cooperating numbers
31.4%	29.3%	Cooperation Rate
325	152	Language Barrier
--	246	Child's cell phone
1988	663	Eligible numbers
85.9%	62.5%	Eligibility Rate
296	102	Break-off
1692	561	Completes
85.1%	84.6%	Completion Rate
20.6%	18.2%	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 20.6 percent. The response rate for the cellular sample was 18.2 percent.

Endnotes

ⁱ December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone users]. Trends do not include California oversample.

ⁱⁱ November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].