

Topline Questionnaire

Q5 Now thinking about your cell phone... 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]? What about using your cell phone to... [INSERT NEXT ITEM]?^[1]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items A-C: Based on Form A cell phone owners</i>				
a. Participate in a video call or video chat ^[2]				
Current [N=933]	35	65	*	0
May 2013	21	79	*	0
May 2011	6	94	0	0
September 2010	7	93	*	*
b. Buy a product online, such as books, music, toys or clothing				
Current	48	52	*	0
c. Get directions, recommendations, or other information related to your location ^[3]				
Current	71	28	*	0
May 2013	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	*	--

^[1] 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.

^[2] September 2010 item wording was "Participate in a video call, video chat or teleconference"

^[3] May 2013 item wording was "Get directions, recommendations, or other information related to a location where you happen to be." 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"

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items D-F: Based on Form B cell phone owners</i>				
d. Get sports scores or analysis				
Current [N=970]	36	64	0	0
e. Watch movies or TV shows through a paid subscription service like NetFlix or Hulu Plus ^[4]				
Current	27	73	0	0
April 2012	14	85	*	0
f. Listen to an online radio or music service, such as Pandora or Spotify ^[5]				
Current	54	45	0	*
April 2012	51	49	0	0

^[4] May 2012 item was asked of Form B who use the internet or email on their cell phone or download apps to their cell phone [N=464].

^[5] May 2012 item was asked of Form B who use the internet or email on their cell phone or download apps to their cell phone [N=464].