

**1. Smartphone user**

Do you have a smartphone, such as an iPhone, Android, BlackBerry or other device?

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	56%	55%	57%	71%	73%	46%	32%	59%	54%	56%
No	44%	45%	43%	29%	27%	54%	68%	41%	46%	44%
Not sure	-	-	-	-	-	-	-	-	-	-
Totals (Unweighted N)	100% (1,000)	100% (482)	100% (518)	100% (190)	100% (273)	100% (381)	100% (156)	100% (324)	100% (448)	100% (228)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	56%	52%	61%	73%	52%	57%	72%	53%	47%	58%	63%
No	44%	48%	39%	27%	48%	43%	28%	47%	53%	42%	37%
Not sure	-	-	-	-	-	-	-	-	-	-	-
Totals (Unweighted N)	100% (1,000)	100% (753)	100% (112)	100% (135)	100% (433)	100% (269)	100% (162)	100% (174)	100% (215)	100% (360)	100% (251)

**2. Carry cellphone**

Where do you usually carry your cellphone?

*Asked of smartphone users*

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
In my pocket	56%	83%	32%	67%	59%	52%	34%	50%	60%	56%
In a purse or another type of bag	31%	3%	58%	23%	33%	38%	33%	41%	29%	23%
Somewhere else	7%	10%	4%	3%	5%	8%	22%	6%	5%	13%
I don't carry my phone around with me	3%	4%	2%	4%	3%	2%	5%	2%	4%	2%
Not sure	2%	1%	3%	4%	1%	0%	7%	0%	2%	5%
Totals (Unweighted N)	100% (571)	100% (271)	100% (300)	100% (137)	100% (200)	100% (189)	100% (45)	100% (199)	100% (240)	100% (132)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
In my pocket	56%	58%	53%	53%	57%	49%	59%	67%	48%	55%	58%
In a purse or another type of bag	31%	31%	33%	31%	31%	40%	26%	29%	31%	32%	33%
Somewhere else	7%	7%	7%	6%	5%	8%	13%	3%	11%	8%	5%
I don't carry my phone around with me	3%	2%	1%	9%	4%	3%	1%	—	7%	1%	4%
Not sure	2%	2%	6%	1%	3%	0%	2%	—	2%	4%	0%
Totals (Unweighted N)	100% (571)	100% (412)	100% (62)	100% (97)	100% (220)	100% (159)	100% (120)	100% (91)	100% (103)	100% (221)	100% (156)

**3. Thinness - importance**

How important is the thinness of your cell phone to you when deciding which phone to purchase?

*Asked of smartphone users*

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	18%	20%	17%	14%	20%	18%	25%	19%	21%	13%
Somewhat important	44%	44%	43%	35%	47%	50%	39%	45%	38%	54%
Not very important	24%	22%	25%	35%	17%	23%	17%	24%	27%	17%
Not at all important	11%	12%	10%	12%	11%	7%	19%	9%	11%	14%
Not sure	3%	2%	4%	4%	4%	2%	1%	3%	4%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(568)	(270)	(298)	(137)	(199)	(187)	(45)	(197)	(240)	(131)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very important	18%	14%	32%	26%	20%	16%	23%	23%	16%	18%	18%
Somewhat important	44%	47%	31%	39%	39%	52%	44%	39%	44%	43%	47%
Not very important	24%	26%	18%	18%	23%	23%	20%	24%	27%	22%	24%
Not at all important	11%	11%	14%	11%	13%	8%	10%	12%	12%	12%	9%
Not sure	3%	2%	6%	5%	5%	1%	2%	2%	1%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(568)	(411)	(61)	(96)	(220)	(157)	(119)	(90)	(103)	(220)	(155)

**4. Depth and batter life**

If you had to choose, which of the following would you prefer?

*Asked of smartphone users*

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
A thinner phone with shorter battery life	12%	11%	12%	6%	15%	13%	12%	15%	11%	8%
A thicker phone with longer battery life	73%	71%	76%	74%	74%	71%	76%	75%	69%	81%
Not sure	15%	18%	12%	19%	11%	16%	12%	9%	20%	11%
Totals (Unweighted N)	100% (570)	100% (270)	100% (300)	100% (137)	100% (199)	100% (189)	100% (45)	100% (198)	100% (240)	100% (132)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
A thinner phone with shorter battery life	12%	10%	13%	18%	10%	11%	18%	12%	4%	10%	19%
A thicker phone with longer battery life	73%	75%	70%	70%	69%	81%	70%	73%	83%	74%	65%
Not sure	15%	15%	17%	11%	20%	8%	12%	14%	12%	15%	17%
Totals (Unweighted N)	100% (570)	100% (412)	100% (62)	100% (96)	100% (219)	100% (159)	100% (120)	100% (91)	100% (103)	100% (221)	100% (155)

**5. Smartphone use**

What do you use your phone for most often?

Select all that apply

*Asked of smartphone users*

	Gender			Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Texting	72%	66%	77%	75%	75%	69%	61%	76%	71%	67%
Making phone calls	72%	73%	72%	62%	70%	79%	91%	69%	69%	85%
Using social media	44%	42%	45%	63%	43%	30%	29%	44%	47%	36%
Reading websites	44%	48%	40%	59%	47%	32%	24%	44%	49%	32%
Watching videos or listening to music	32%	38%	27%	48%	35%	19%	15%	31%	38%	21%
Not sure	2%	3%	2%	5%	3%	0%	0%	1%	4%	0%
Totals	(572)	(272)	(300)	(137)	(201)	(189)	(45)	(200)	(240)	(132)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Texting	72%	75%	52%	73%	65%	76%	75%	69%	69%	67%	82%
Making phone calls	72%	74%	64%	73%	72%	63%	77%	65%	64%	71%	85%
Using social media	44%	40%	41%	58%	46%	43%	37%	42%	45%	45%	41%
Reading websites	44%	42%	39%	53%	41%	45%	46%	52%	34%	43%	47%
Watching videos or listening to music	32%	27%	39%	48%	32%	32%	29%	22%	31%	38%	31%
Not sure	2%	1%	9%	2%	3%	1%	1%	4%	1%	4%	1%
Totals	(572)	(413)	(62)	(97)	(220)	(159)	(121)	(91)	(103)	(221)	(157)