

Survey Questions

**PEW RESEARCH CENTER'S INTERNET PROJECT/GFK PRIVACY PANEL
SURVEY #4 TOPLINE
JANUARY 27-FEBRUARY 16, 2015
TOTAL N=461 ADULTS, AGES 18 AND OLDER
SURVEY CONDUCTED ONLINE
MARGIN OF ERROR FOR ALL ADULTS IS +/- 5.8 PERCENTAGE POINTS**

Among smartphone users [n=300]

APP4 Have you ever downloaded any apps yourself, or do you only use the apps that came preloaded with your phone?

77 Yes, have downloaded apps

23 No, have not downloaded apps

0 Refused

Among smartphone owners who have downloaded apps [n=242]

APP1 How many applications or "apps" do you currently have on your cell phone? Just your best guess is fine...

30 1-10

32 11-20

16 21-30

10	31-40
5	41-50
7	More than 50
0	Refused
38	NET More than 20 apps

Among smartphone owners who have downloaded apps [n=242]

APP2a How many of these apps do you use regularly (that is, at least once a week)?

3	None
46	1-5
35	6-10
16	11+
0	Refused

Among smartphone owners who have downloaded apps [n=242]

APP5 When deciding whether or not to download an app, how important is it that...

	Very import ant	Somew hat import ant	Not very import ant	Not at all import ant	Refus ed	NET Impor tant	NET Not import ant
The app has positive ratings and reviews from other users	51	37	8	4	0	88	12
The app has been downloaded a certain number of times	22	36	28	14	<1	57	42
The app provides clear information about how it will access or use your data	59	31	9	1	0	90	10
Someone you know has used the app	17	38	26	18	0	56	44