

## Survey questions

**Pew Research Center August Tracking 2013** Final Topline 9/18/2013

Data for August 7-September 16, 2013

Survey by the Pew Research Center's Internet & American Life Project  
Fieldwork conducted by Princeton Survey Research Associates International

Sample: n=1,801 national adults, age 18 and older, including 900 cell phone interviews  
Interviewing dates: 08.07.2013 – 09.16.2013

Margin of error is plus or minus 2.6 percentage points for results based on Total [n=1,801]  
Margin of error is plus or minus 2.9 percentage points for results based on all internet users [n=1,445]  
Margin of error is plus or minus 2.7 percentage points for results based on all cell phone owners [n=1,636]  
Margin of error is plus or minus 3.3 percentage points for results based on all SNS or Twitter users [n=1,076]  
Margin of error is plus or minus 3.5 percentage points for results based on Facebook users [n=960]  
Margin of error is plus or minus 7.2 percentage points for results based on Twitter users [n=223]

**Q2** Now thinking only about the last 30 days... In the last 30 days, how often have you [INSERT ITEMS; RANDOMIZE] – frequently, sometimes, hardly ever, or never?

|  | FRE-<br>QUENTLY | SOME-<br>TIMES | HARDLY<br>EVER | NEVER | DON'T<br>KNOW | REFUSED |
|--|-----------------|----------------|----------------|-------|---------------|---------|
| a. Been upset because of something that happened unexpectedly                | 12              | 33             | 37             | 17    | *             | *       |
| b. Felt that you were unable to control the important things in your life    | 15              | 25             | 31             | 28    | 1             | 1       |
| c. Felt nervous and "stressed"   | 23              | 36             | 26             | 14    | *             | *       |
| d. Felt confident about your ability to handle any personal problems         | 68              | 20             | 6              | 4     | 1             | 1       |
| e. Felt that things were going your way                                      | 47              | 37             | 11             | 5     | 1             | *       |
| f. Found that you could not cope with all the things that you had to do      | 10              | 23             | 33             | 33    | 1             | 1       |
| g. Been able to control irritations in your life                             | 57              | 27             | 9              | 6     | 1             | 1       |
| h. Felt that you were on top of things                                       | 56              | 30             | 8              | 5     | 1             | *       |
| i. Been angered because of things that were outside of your control          | 14              | 33             | 31             | 22    | 0             | *       |
| j. Felt difficulties were piling up so high that you could not overcome them | 9               | 21             | 31             | 39    | *             | *       |

[READ TO ALL:] On a different subject...

**EMINUSE** Do you use the internet or email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?<sup>1</sup>

|                                | Use internet | Do not use internet |
|--------------------------------|--------------|---------------------|
| Current                        | 80           | 20                  |
| May 2013                       | 85           | 15                  |
| December 2012 <sup>i</sup>     | 81           | 19                  |
| November 2012 <sup>ii</sup>    | 85           | 15                  |
| September 2012                 | 81           | 19                  |
| August 2012 <sup>iii</sup>     | 85           | 15                  |
| April 2012                     | 82           | 18                  |
| February 2012                  | 80           | 20                  |
| December 2011                  | 82           | 18                  |
| August 2011                    | 78           | 22                  |
| May 2011                       | 78           | 22                  |
| January 2011 <sup>iv</sup>     | 79           | 21                  |
| December 2010 <sup>v</sup>     | 77           | 23                  |
| November 2010 <sup>vi</sup>    | 74           | 26                  |
| September 2010                 | 74           | 26                  |
| May 2010                       | 79           | 21                  |
| January 2010 <sup>vii</sup>    | 75           | 25                  |
| December 2009 <sup>viii</sup>  | 74           | 26                  |
| September 2009                 | 77           | 23                  |
| April 2009                     | 79           | 21                  |
| December 2008                  | 74           | 26                  |
| November 2008 <sup>ix</sup>    | 74           | 26                  |
| August 2008 <sup>x</sup>       | 75           | 25                  |
| July 2008 <sup>xi</sup>        | 77           | 23                  |
| May 2008 <sup>xii</sup>        | 73           | 27                  |
| April 2008 <sup>xiii</sup>     | 73           | 27                  |
| January 2008 <sup>xiv</sup>    | 70           | 30                  |
| December 2007 <sup>xv</sup>    | 75           | 25                  |
| September 2007 <sup>xvi</sup>  | 73           | 27                  |
| February 2007 <sup>xvii</sup>  | 71           | 29                  |
| December 2006 <sup>xviii</sup> | 70           | 30                  |

<sup>1</sup> The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to “Do you ever go online to access the Internet or World Wide Web or to send and receive email?” From January 2005 thru February 2012, an internet user is someone said yes to either “Do you use the internet, at least occasionally?” (INTUSE) OR “Do you send or receive email, at least occasionally?” (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or “Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?” (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined.

|                                     |    |    |
|-------------------------------------|----|----|
| November 2006 <sup>xix</sup>        | 68 | 32 |
| August 2006 <sup>xx</sup>           | 70 | 30 |
| April 2006 <sup>xxi</sup>           | 73 | 27 |
| February 2006 <sup>xxii</sup>       | 73 | 27 |
| December 2005 <sup>xxiii</sup>      | 66 | 34 |
| September 2005 <sup>xxiv</sup>      | 72 | 28 |
| June 2005 <sup>xxv</sup>            | 68 | 32 |
| February 2005 <sup>xxvi</sup>       | 67 | 33 |
| January 2005 <sup>xxvii</sup>       | 66 | 34 |
| Nov 23-30, 2004 <sup>xxviii</sup>   | 59 | 41 |
| November 2004 <sup>xxix</sup>       | 61 | 39 |
| July 2004 <sup>xxx</sup>            | 67 | 33 |
| June 2004 <sup>xxxi</sup>           | 63 | 37 |
| March 2004 <sup>xxxii</sup>         | 69 | 31 |
| February 2004 <sup>xxxiii</sup>     | 63 | 37 |
| November 2003 <sup>xxxiv</sup>      | 64 | 36 |
| August 2003 <sup>xxxv</sup>         | 63 | 37 |
| June 2003 <sup>xxxvi</sup>          | 62 | 38 |
| May 2003 <sup>xxxvii</sup>          | 63 | 37 |
| March 3-11, 2003 <sup>xxxviii</sup> | 62 | 38 |
| February 2003 <sup>xxxix</sup>      | 64 | 36 |
| December 2002 <sup>xl</sup>         | 57 | 43 |
| November 2002 <sup>xli</sup>        | 61 | 39 |
| October 2002 <sup>xlii</sup>        | 59 | 41 |
| September 2002 <sup>xliii</sup>     | 61 | 39 |
| July 2002 <sup>xliv</sup>           | 59 | 41 |
| March/May 2002 <sup>xlv</sup>       | 58 | 42 |
| January 2002 <sup>xlvi</sup>        | 61 | 39 |
| December 2001 <sup>xlvii</sup>      | 58 | 42 |
| November 2001 <sup>xlviii</sup>     | 58 | 42 |
| October 2001 <sup>lix</sup>         | 56 | 44 |
| September 2001 <sup>i</sup>         | 55 | 45 |
| August 2001 <sup>ii</sup>           | 59 | 41 |
| February 2001 <sup>iii</sup>        | 53 | 47 |
| December 2000 <sup>iiii</sup>       | 59 | 41 |
| November 2000 <sup>lv</sup>         | 53 | 47 |
| October 2000 <sup>lv</sup>          | 52 | 48 |
| September 2000 <sup>lvi</sup>       | 50 | 50 |
| August 2000 <sup>lvii</sup>         | 49 | 51 |
| June 2000 <sup>lviii</sup>          | 47 | 53 |
| May 2000 <sup>lix</sup>             | 48 | 52 |

**WEB1-A** Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT ITEM; RANDOMIZE; ALWAYS ASK ABOUT FACEBOOK LAST]?<sup>2</sup>

Based on all internet users [N=1,445]

|  | TOTAL HAVE<br>EVER DONE<br>THIS | -----<br>DID<br>YESTERDAY | HAVE NOT<br>DONE THIS | DON'T KNOW | REFUSED |
|--|---------------------------------|---------------------------|-----------------------|------------|---------|
| <b>Use Twitter</b>   |                                 |                           |                       |            |         |
| Current  | 18                              | n/a                       | 82                    | *          | 0       |
| May 2013   | 18                              | n/a                       | 82                    | *          | *       |
| December 2012  | 16                              | n/a                       | 84                    | *          | *       |
| August 2012  | 16                              | n/a                       | 84                    | *          | 0       |
| February 2012  | 15                              | 8                         | 85                    | *          | 0       |
| August 2011  | 12                              | 5                         | 88                    | *          | 0       |
| May 2011   | 13                              | 4                         | 87                    | *          | 0       |
| January 2011   | 10                              | n/a                       | 90                    | *          | *       |
| December 2010  | 12                              | n/a                       | 88                    | *          | 0       |
| November 2010  | 8                               | 2                         | 92                    | 0          | *       |
| <b>Upload photos to a website so you<br/>can share them with others online</b> |                                 |                           |                       |            |         |
| Current  | 58                              | n/a                       | 42                    | *          | *       |
| July 2008  | 46                              | n/a                       | 54                    | *          | --      |
| August 2006  | 37                              | 5                         | 63                    | *          | --      |
| <b>Use Instagram</b>   |                                 |                           |                       |            |         |
| Current  | 17                              | n/a                       | 82                    | *          | 0       |
| December 2012  | 13                              | n/a                       | 87                    | *          | 0       |
| August 2-5, 2012 <sup>x</sup>  | 12                              | n/a                       | 88                    | 1          | 0       |
| <b>Use Pinterest</b>   |                                 |                           |                       |            |         |
| Current  | 21                              | n/a                       | 77                    | 2          | *       |
| December 2012  | 15                              | n/a                       | 83                    | 2          | 0       |
| August 2-5, 2012   | 12                              | n/a                       | 87                    | 1          | *       |
| <br>   |                                 |                           |                       |            |         |
|  | TOTAL HAVE<br>EVER DONE<br>THIS | -----<br>DID<br>YESTERDAY | HAVE NOT<br>DONE THIS | DON'T KNOW | REFUSED |
| <b>Use LinkedIn</b>  |                                 |                           |                       |            |         |
| Current  | 22                              | n/a                       | 77                    | 1          | *       |
| <b>Use Facebook<sup>3</sup></b>  |                                 |                           |                       |            |         |

<sup>2</sup> Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...[ITEM]?" Unless otherwise noted, trends are based on all internet users for that survey.

<sup>3</sup> December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

|                                    |    |     |    |   |   |
|------------------------------------|----|-----|----|---|---|
| Current                            | 71 | n/a | 29 | 0 | 0 |
| December 13-16, 2012 <sup>ki</sup> | 67 | n/a | 33 | 0 | * |

**QL1** Next... Do you have a cell phone, or not?<sup>4</sup>

|                  | yes | no | Don't know | Refused |
|------------------|-----|----|------------|---------|
| Current          | 89  | 11 | 0          | 0       |
| May 2013         | 91  | 9  | 0          | *       |
| December 2012    | 87  | 13 | *          | 0       |
| November 2012    | 85  | 15 | 0          | *       |
| Sept 2012        | 85  | 15 | *          | 0       |
| August 2012      | 89  | 10 | 0          | *       |
| April 2012       | 88  | 12 | *          | *       |
| February 2012    | 88  | 12 | 0          | *       |
| December 2011    | 87  | 13 | 0          | *       |
| August 2011      | 84  | 15 | *          | *       |
| May 2011         | 83  | 17 | *          | 0       |
| January 2011     | 84  | 16 | *          | *       |
| December 2010    | 81  | 19 | *          | *       |
| November 2010    | 82  | 18 | 0          | *       |
| September 2010   | 85  | 15 | *          | *       |
| May 2010         | 82  | 18 | *          | 0       |
| January 2010     | 80  | 20 | 0          | *       |
| December 2009    | 83  | 17 | 0          | *       |
| September 2009   | 84  | 15 | *          | *       |
| April 2009       | 85  | 15 | *          | *       |
| Dec 2008         | 84  | 16 | *          | *       |
| July 2008        | 82  | 18 | *          | --      |
| May 2008         | 78  | 22 | *          | 0       |
| April 2008       | 78  | 22 | *          | --      |
| January 2008     | 77  | 22 | *          | --      |
| Dec 2007         | 75  | 25 | *          | --      |
| Sept 2007        | 78  | 22 | *          | --      |
| April 2006       | 73  | 27 | *          | --      |
| January 2005     | 66  | 34 | *          | --      |
| Nov. 23-30, 2004 | 65  | 35 | *          | --      |

<sup>4</sup> Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined Landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?"; "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?"

**SMART1** Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?<sup>5</sup>

Based on cell phone owners

|                          | YES,<br>SMARTPHONE | NO, NOT A<br>SMARTPHONE | NOT SURE/<br>DON'T KNOW | REFUSED |
|--------------------------|--------------------|-------------------------|-------------------------|---------|
| Current [N=1,636]        | 60                 | 33                      | 6                       | *       |
| May 2013 [N=2,076]       | 55                 | 39                      | 5                       | *       |
| December 2012 [N=1,954]  | 52                 | 41                      | 6                       | *       |
| November 2012 [N=1,992]  | 55                 | 38                      | 6                       | *       |
| September 2012 [N=2,581] | 53                 | 40                      | 6                       | *       |
| April 2012 [N=1,954]     | 46                 | 44                      | 10                      | *       |
| February 2012 [N=1,961]  | 45                 | 46                      | 8                       | *       |
| May 2011 [N=1,914]       | 33                 | 53                      | 14                      | *       |

[READ TO ALL INTERNET USERS OR THOSE WHO EMAIL OR TEXT BY CELL PHONE:] Thinking about the different ways you communicate with others...

**TXTAVG1** On an average day, about how many text messages do you send and receive on your cell phone? [IF NECESSARY: Just your best guess is fine.] [OPEN-END]

**TXTAVG2** [IF DK or REF IN PREVIOUS QUESTION, ASK:] Well, on an average day, would you say you send or receive... [READ]<sup>6</sup>

Based on cell phone owners who text message

|   | Current                                     | MAY 2011  | May 2010  | Sept 2009 |
|---|---|-----------|-----------|-----------|
| % | 5   | 7         | 9         | 8         |
|   | No text messages on your cell phone         |           |           |           |
|   | 50  | 43        | 51        | 56        |
|   | 1 to 10 text messages                       |           |           |           |
|   | 15  | 15        | 13        | 11        |
|   | 11 to 20                                    |           |           |           |
|   | 16  | 19        | 13        | 13        |
|   | 21 to 50                                    |           |           |           |
|   | 8   | 9         | 7         | 6         |
|   | 51 to 100                                   |           |           |           |
|   | 2   | 3         | 3         | 3         |
|   | 101 to 200                                  |           |           |           |
|   | 4   | 4         | 5         | 3         |
|   | More than 200 text messages a day           |           |           |           |
|   | 0   | *         | *         | *         |
|   | (VOL.) Don't know/Can't say/Could not guess |           |           |           |
|   | 0   | *         | *         | *         |
|   | (VOL.) Refused                              |           |           |           |
|   | [n=1,261]                                   | [n=1,212] | [n=1,189] | [n=1,075] |

<sup>5</sup> Wording may vary from survey to survey. Wording variations include: “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?”; “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?”

<sup>6</sup> Respondents who asked how to count texts sent to a group of people were instructed to count that group text as sending one text.

**TXTAVG3** On an average day, about how many different people do you text with? [IF NECESSARY: Just your best guess is fine.] [OPEN-END]<sup>7</sup>

Based on cell phone owners who text message [N=1,261]

| Current |    |                                      |
|---------|----|--------------------------------------|
| %       | 5  | Don't text anyone on an average day  |
|         | 32 | 1-2 people                           |
|         | 30 | 3-4 people                           |
|         | 33 | 5 or more people                     |
|         | 1  | Don't know/Can't say/Could not guess |
|         | 0  | Refused                              |

**TXTAVG4** Some people attach photos to text messages. On an average day, about how many PHOTOS do you send and receive by TEXT with other people using your cell phone? [IF NECESSARY: Just your best guess is fine.] [OPEN-END]

**TXTAVG5** [IF DK or REF IN PREVIOUS QUESTION, ASK:] Well, on an average day, would you say you send and receive by text... [READ]<sup>8</sup>

Based on cell phone owners who text message [N=1,261]

| Current |    |   |
|---------|----|---|
| %       | 43 | No photos using your cell phone             |
|         | 55 | 1 to 10 photos                              |
|         | 1  | 11 to 20                                    |
|         | 1  | 21 to 50                                    |
|         | *  | 51 to 100                                   |
|         | *  | 101 to 200                                  |
|         | *  | More than 200 photos a day                  |
|         | 0  | (VOL.) Don't know/Can't say/Could not guess |
|         | *  | (VOL.) Refused                              |

**EMLAVG1** On an average day, about how many EMAILS do you send and receive, including personal and work emails, and emails you send and receive for any other reason? [IF NECESSARY: Just your best guess is fine.] [OPEN-END]

**EMLAVG2** [IF DK or REF IN PREVIOUS QUESTION, ASK:] Well, on an average day, would you say you send or receive... [READ]<sup>9</sup>

Based on all internet users or those who use their cell phone to email [N=1,455]

| Current |    |                            |
|---------|----|----------------------------|
| %       | 19 | No emails/Do not use email |
|         | 43 | 1 to 10 emails             |
|         | 12 | 11 to 20                   |
|         | 14 | 21 to 50                   |
|         | 7  | 51 to 100                  |
|         | 3  | 101 to 200                 |
|         | 1  | More than 200 emails a day |

<sup>7</sup> Respondents who asked how to count texts sent to a group of people were instructed to count each separate person in the group as someone they text with.

<sup>8</sup> Respondents who asked how to count photos texted to a group of people were instructed to count that group text as texting one photo.

<sup>9</sup> Respondents who asked how to count emails sent to a group of people were instructed to count this as sending one email.

- \* (VOL.) Don't know/Can't say/Could not guess
- \* (VOL.) Refused

**EMLAVG3** On an average day, about how many different people do you send and receive email with? [IF NECESSARY: Just your best guess is fine.] [OPEN-END]<sup>10</sup>

Based on those who send or receive email on an average day [N=1,177]

|   |    | Current                              |
|---|----|--------------------------------------|
| % | 3  | Don't email anyone on an average day |
|   | 25 | 1-2 people                           |
|   | 14 | 3-4 people                           |
|   | 58 | 5 or more people                     |
|   | 1  | Don't know/Can't say/Could not guess |
|   | *  | Refused                              |

**PICAVG1** Thinking about a slightly longer time period... In an average WEEK, about how many PHOTOS do you upload or post online so that you can share them with others? [IF NECESSARY: Just your best guess is fine.] [OPEN-END]

**PICAVG2** [IF DK or REF IN PREVIOUS QUESTION, ASK:] Well, in an average week, would you say you upload or post... [READ]

Based on internet users who upload photos [N=810]

|   |    | Current                                     |
|---|----|---|
| % | 16 | No photos                                   |
|   | 68 | 1 to 10 photos                              |
|   | 8  | 11 to 20                                    |
|   | 4  | 21 to 50                                    |
|   | 2  | 51 to 100                                   |
|   | *  | 101 to 200                                  |
|   | 1  | More than 200 photos a week                 |
|   | *  | (VOL.) Don't know/Can't say/Could not guess |
|   | *  | (VOL.) Refused                              |

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<sup>10</sup> Respondents who asked how to count emails sent to a group of people were instructed to count each separate person in the group as someone they email.



**Q4** Next I'm going to read you difficulties people sometimes experience. Please tell me if you know someone – OTHER THAN YOURSELF – who has experienced any of the following in past 12 months. Do you know someone who has... [INSERT ITEMS; RANDOMIZE] in the past 12 months? [IF YES, PROBE: Did this happen to someone close to you or to someone you are not very close to?]

|  | YES,<br>CLOSE TO<br>ME | YES, NOT<br>CLOSE TO<br>ME | YES, BOTH<br>CLOSE AND<br>NOT<br>CLOSE | NO, NOT<br>TO<br>ANYONE I<br>KNOW | DON'T<br>KNOW | REFUSED |
|--|------------------------|----------------------------|--|-----------------------------------|---------------|---------|
| a. Been hospitalized or experienced a serious accident or injury | 36                     | 12                         | 2                                      | 50                                | 0             | *       |
| b. Experienced the death of a child, partner, or spouse          | 22                     | 13                         | 1                                      | 63                                | *             | *       |
| c. Gone through a marital separation or divorce                  | 18                     | 12                         | 1                                      | 69                                | *             | *       |
| d. Been fired or laid off  | 25                     | 15                         | 2                                      | 58                                | 0             | *       |
| e. Been accused of or arrested for a crime                       | 10                     | 12                         | 1                                      | 78                                | 0             | *       |
| f. Started a new job   | 43                     | 11                         | 2                                      | 43                                | *             | *       |
| g. Experienced a demotion or pay cut at work                     | 17                     | 8                          | 1                                      | 74                                | *             | *       |
| h. Been the victim of a robbery or physical assault              | 13                     | 8                          | 1                                      | 78                                | *             | 0       |
| i. Had a child move out of the house or move back into the house | 27                     | 7                          | 1                                      | 64                                | *             | *       |
| j. Become engaged or married                                     | 31                     | 17                         | 1                                      | 50                                | *             | *       |
| k. Become pregnant, given birth, or adopted a child              | 35                     | 17                         | 2                                      | 46                                | *             | *       |
| l. Moved or changed homes  | 41                     | 13                         | 2                                      | 44                                | *             | *       |

**SNS2** Thinking about the social networking sites you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? Several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often?

|   | SEVERAL<br>TIMES A<br>DAY | ABOUT<br>ONCE A<br>DAY | 3-5 DAYS A<br>WEEK | 1-2 DAYS A<br>WEEK | EVERY FEW<br>WEEKS | LESS<br>OFTEN | DON'T<br>KNOW | REFUSED |
|---|---------------------------|------------------------|--------------------|--------------------|--------------------|---------------|---------------|---------|
| <i>Item A: Based on<br/>Twitter users [N=223]</i>       |                           |                        |                    |                    |                    |               |               |         |
| a. Twitter  | 29                        | 17                     | 10                 | 11                 | 12                 | 20            | 1             | 0       |
| <i>Item B: Based on<br/>Instagram users<br/>[N=196]</i> |                           |                        |                    |                    |                    |               |               |         |
| b. Instagram  | 35                        | 22                     | 11                 | 10                 | 6                  | 15            | 1             | 0       |
| <i>Item C: Based on<br/>Pinterest users [N=272]</i>     |                           |                        |                    |                    |                    |               |               |         |

|  |    |    |    |    |    |    |   |   |
|--|----|----|----|----|----|----|---|---|
| c. Pinterest                                   | 11 | 13 | 10 | 20 | 21 | 24 | 1 | 1 |
| <i>Item D: Based on LinkedIn users [N=341]</i> |    |    |    |    |    |    |   |   |
| d. LinkedIn                                    | 5  | 8  | 15 | 19 | 27 | 25 | * | * |
| <i>Item E: Based on Facebook users [N=960]</i> |    |    |    |    |    |    |   |   |
| e. Facebook                                    | 40 | 24 | 10 | 13 | 6  | 8  | * | 0 |

**FB4** Thinking just about your Facebook profile... How many friends do you currently have in your network? [IF NECESSARY: Just your best guess is fine.]  
Based on Facebook users [N=960]

| Current |                          |
|---------|--------------------------|
| %       | 1 No friends             |
|         | 39 1-100 friends         |
|         | 23 101-250 friends       |
|         | 20 251-500 friends       |
|         | 15 More than 500 friends |
|         | 2 Don't know             |
|         | 1 Refused                |

**FB8** How often, if ever, do you [INSERT ITEMS 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?

How often do you [INSERT NEXT ITEM]? [READ AS NECESSARY: 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 Facebook users [N=960]

| SEVERAL<br>TIMES A<br>DAY | ABOUT<br>ONCE A<br>DAY | 3-5 DAYS<br>A WEEK | 1-2 DAYS<br>A WEEK | EVERY<br>FEW<br>WEEKS | LESS<br>OFTEN | NEVER | DON'T<br>KNOW | REFUSED |
|---------------------------|------------------------|--------------------|--------------------|-----------------------|---------------|-------|---------------|---------|
|---------------------------|------------------------|--------------------|--------------------|-----------------------|---------------|-------|---------------|---------|

|  |    |    |    |    |    |    |    |   |   |
|--|----|----|----|----|----|----|----|---|---|
| a. Change or update your status on Facebook  | 4  | 6  | 6  | 15 | 16 | 27 | 25 | * | * |
| b. Click the "like" button next to other people's status, photos, links or other posts on Facebook | 29 | 15 | 12 | 13 | 9  | 12 | 10 | 1 | * |
| c. Comment on other people's photos on Facebook  | 15 | 16 | 10 | 15 | 11 | 17 | 15 | * | * |
| d. Comment on other people's status, photos, links or other posts on Facebook                      | 16 | 15 | 12 | 15 | 10 | 18 | 15 | * | * |
| e. Send private Facebook messages  | 10 | 9  | 9  | 14 | 17 | 21 | 20 | * | * |

<sup>i</sup> December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews].

<sup>ii</sup> November 2012 trends based on the Gates Library Services Survey, conducted October 15 – November 10, 2012 among those age **16 or older** [N=2,252, including 1,125 cell phone interviews].

<sup>iii</sup> August 2012 trends based on the "Civic Engagement Tracking Survey" conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews].

<sup>iv</sup> January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation "Local News survey," conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

<sup>v</sup> December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

<sup>vi</sup> November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

<sup>vii</sup> January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

<sup>viii</sup> December 2009 trends based on the Fall Tracking "E-Government" survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

<sup>ix</sup> November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].

<sup>x</sup> August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

<sup>xi</sup> July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews].

<sup>xii</sup> May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].

<sup>xiii</sup> April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].

<sup>xiv</sup> January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].

<sup>xv</sup> December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].

<sup>xvi</sup> September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users].

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- <sup>xvii</sup> February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- <sup>xviii</sup> December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- <sup>xix</sup> November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.
- <sup>xx</sup> August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- <sup>xxi</sup> April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- <sup>xxii</sup> February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- <sup>xxiii</sup> December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- <sup>xxiv</sup> September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- <sup>xxv</sup> June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- <sup>xxvi</sup> February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- <sup>xxvii</sup> January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- <sup>xxviii</sup> November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- <sup>xxix</sup> November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- <sup>xxx</sup> July 2004 trends based on the "Selective Exposure" survey, conducted June 14-July 3, 2004 [N=1,510].
- <sup>xxxi</sup> June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- <sup>xxxii</sup> March 2004 trends based on "Weak Ties" survey conducted February 17-March 17, 2004 [N=2,200].
- <sup>xxxiii</sup> February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- <sup>xxxiv</sup> November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- <sup>xxxv</sup> August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- <sup>xxxvi</sup> June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- <sup>xxxvii</sup> May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- <sup>xxxviii</sup> March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- <sup>xxxix</sup> February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- <sup>xl</sup> December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- <sup>xli</sup> November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- <sup>xlii</sup> October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- <sup>xliiii</sup> September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- <sup>xliv</sup> July 2002 trends based on 'Sept. 11<sup>th</sup>-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- <sup>xlv</sup> March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- <sup>xlvi</sup> January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- <sup>xlvii</sup> December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.
- <sup>xlviii</sup> November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 - November 18, 2001 and November 19 - December 16, 2001.
- <sup>xlix</sup> October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 - October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 - November 18, 2001.

<sup>i</sup> September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.

<sup>ii</sup> August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

<sup>iii</sup> February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

<sup>iiii</sup> December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

<sup>lv</sup> November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321].

<sup>lv</sup> October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

<sup>lvi</sup> September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

<sup>lvii</sup> August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

<sup>lviii</sup> June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

<sup>lix</sup> May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].

<sup>lx</sup> August 2-5, 2012 trends based on an omnibus survey conducted August 2-5, 2012 [N=1,005, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.

<sup>lxi</sup> December 13-16, 2012 trends based on an omnibus survey conducted December 13-16, 2012 [N=1,006, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.

## Method

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from August 7 to September 16, 2013, among a sample of 1,801 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (901) and cell phone (900, including 482 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.6 percentage points. For results based on Internet users<sup>lxi</sup> (n=1,445), the margin of sampling error is plus or minus 2.9 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 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 drawn with equal probabilities 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 seven days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures

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that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a 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 adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other 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.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.<sup>lxi</sup> This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The White, non-Hispanic subgroup was also balanced on age, education and region. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data.<sup>lxi</sup> The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2012 National Health Interview Survey.<sup>lxi</sup>

Following is the full disposition of all sampled telephone numbers:

**Sample Disposition**

| Landline | Cell   |                          |
|----------|--------|--------------------------|
| 40,985   | 27,000 | Total Numbers Dialed     |
| 1,669    | 346    | Non-residential          |
| 1,458    | 94     | Computer/Fax             |
| 15       | ----   | Cell phone               |
| 24,589   | 10,375 | Other not working        |
| 1,994    | 427    | Additional projected not |
| 11,260   | 15,758 | Working numbers          |
| 27.5%    | 58.4%  | Working Rate             |
| 665      | 142    | No Answer / Busy         |
| 3,332    | 5,501  | Voice Mail               |
| 27       | 16     | Other Non-Contact        |
| 7,236    | 10,099 | Contacted numbers        |
| 64.3%    | 64.1%  | Contact Rate             |
| 328      | 1,793  | Callback                 |
| 5,898    | 6,776  | Refusal                  |
| 1,010    | 1,530  | Cooperating numbers      |
| 14.0%    | 15.2%  | Cooperation Rate         |
| 53       | 67     | Language Barrier         |
| ----     | 540    | Child's cell phone       |
| 957      | 923    | Eligible numbers         |
| 94.8%    | 60.3%  | Eligibility Rate         |
| 56       | 22     | Break-off                |
| 901      | 901    | Completes                |
| 94.1%    | 97.6%  | Completion Rate          |
| 8.4%     | 9.5%   | 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 8 percent. The response rate for the cellular sample was 10 percent.