
Fall Tracking Survey 2008
Data for November 19 – December 20, 2008

Final Topline

12/29/08

Princeton Survey Research Associates International
for the Pew Internet & American Life Project

Sample: n= 2,253 national adults, age 18 and older, including 502 cell phone interviews ;
Interviewing dates: 11.19.08 – 12.20.08

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

Margin of error is plus or minus 3 percentage points for results based on National internet users [n=1,650]

Margin of error is plus or minus 3 percentage points for results based on National online health seekers [n=1,356]

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 NATIONAL	
%	15	Excellent
	26	Very good
	34	Good
	19	Fair
	5	Poor
	*	Don't know
	1	Refused

No Q2,Q3,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 National	75	25	*	--
November 2008 ⁱ	73	27	*	*
August 2008 ⁱⁱ	75	25	*	--
May 2008 ⁱⁱⁱ	74	26	*	--
December 2007 ^{iv}	76	24	0	--
September 2007 ^v	74	26	*	--
February 2007 ^{vi}	73	27	*	--
December 2006 ^{vii}	73	27	*	--
November 2006 ^{viii}	67	33	0	--
August 2006 ^{ix}	71	29	*	--
April 2006 ^x	75	25	*	--
February 2006 ^{xi}	74	25	*	--
December 2005 ^{xii}	68	31	*	--
September 2005 ^{xiii}	74	26	0	--
June 2005 ^{xiv}	72	28	*	--
February 2005 ^{xv}	70	30	*	--
January 2005 ^{xvi}	69	31	*	--
Nov 23-30, 2004 ^{xvii}	70	30	0	--
November 2004 ^{xviii}	68	32	0	--
June 2004 ^{xix}	71	29	*	--
February 2004 ^{xx}	73	27	*	--
November 2003 ^{xxi}	72	27	*	--
August 2003 ^{xxii}	71	29	*	--
June 2003 ^{xxiii}	71	29	*	--
May 2003 ^{xxiv}	69	31	*	--
March 3-11, 2003 ^{xxv}	71	29	*	--
February 2003 ^{xxvi}	70	30	0	--
December 2002 ^{xxvii}	68	32	0	--
November 2002 ^{xxviii}	70	30	*	--
October 2002 ^{xxix}	69	31	*	--
September 2002 ^{xxx}	68	32	*	--
July 2002 ^{xxxi}	69	31	*	--
March/May 2002 ^{xxxii}	69	31	*	--
January 2002 ^{xxxiii}	67	33	0	--

Q5 continued...

¹ For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. As was done in November 2008, DK and REF are reported separately where eligible.

Q5 continued...

	YES	NO	DON'T KNOW	REFUSED
December 2001 ^{xxxiv}	64	36	*	--
November 2001 ^{xxxv}	65	35	*	--
October 2001 ^{xxxvi}	62	38	*	--
September 2001 ^{xxxvii}	63	37	*	--
August 2001 ^{xxxviii}	66	34	0	--
February 2001 ^{xxxix}	65	35	0	--
December 2000 ^{xl}	69	31	*	--
November 2000 ^{xli}	65	35	*	--
October 2000 ^{xlii}	64	36	*	--
September 2000 ^{xliii}	62	38	*	--
August 2000 ^{xliv}	63	37	*	--
June 2000 ^{xlv}	60	40	*	--
April 2000 ^{xlvi}	63	37	*	--

Q6a Do you use the internet, at least occasionally?

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

	USES INTERNET	DOES NOT USE INTERNET
Current National	74	26
November 2008	74	26
August 2008	75	25
July 2008 ^{xlvi}	77	23
May 2008	73	27
April 2008 ^{xlviii}	73	27
January 2008 ^{xliv}	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34

Q6a/b continued...

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?"

Q6a/b continued...

	USES INTERNET	DOES NOT USE INTERNET
Nov 23-30, 2004	59	41
November 2004	61	39
June 2004	63	37
February 2004	63	37
November 2003	64	36
August 2003	63	37
June 2003	62	38
May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
August 2000	49	51
June 2000	47	53
May 2000 ¹	48	52

Q7 Did you happen to use the internet YESTERDAY?³

Based on internet users

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
Current National [N=1,650]	72	28	*
November 2008	72	27	*
August 2008	72	27	1
July 2008	71	28	1
May 2008	70	30	1
April 2008	72	28	*
December 2007	72	27	*
September 2007	68	32	*
February 2007	69	31	*
December 2006	65	34	*
November 2006	64	36	*
August 2006	66	34	*
April 2006	66	33	*
December 2005	63	36	*
September 2005	65	34	*
February 2005	60	40	*
January 2005	58	42	*
November 2004	61	39	*
June 2004	53	46	1
February 2004	55	44	*
November 2003	54	45	*
July 2003	52	47	1
June 2003	55	44	*
May 2003	58	42	*
March 3-11, 2003	60	40	0
February 2003	60	40	*
December 2002	56	44	*
November 2002	57	43	*
October 2002	57	43	0
September 2002	58	42	*
July 2002	53	47	*
March/May 2002	57	43	*
January 2002 ⁴	59	41	*

Q7 continued...

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

⁴ Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

Q7 continued...

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
Dec. 17-23, 2001	58	42	*
Nov. 19-Dec. 16 2001	60	40	*
Oct. 19-Nov. 18 2001	61	39	*
Oct. 8-18 2001	51	49	1
October 2-7 2001	56	43	1
Sept 20-Oct 1 2001	57	42	1
Sept 12-19 2001	51	49	*
August 2001	56	44	*
February 2001 ⁵	59	41	*
Fall 2000 ⁱⁱ	56	44	*
August 2000	50	50	*
June 2000	52	48	*
April 2000	55	45	0
March 2000 ⁱⁱⁱ	60	40	*

⁵ Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

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

	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 National [N=1,650]	35	22	15	13	4	3	6	*	*
November 2008	34	23	15	12	4	5	7	*	*
August 2008	35	22	15	13	5	3	7	*	--
July 2008 ⁶	29	25	17	14	4	4	7	*	--
May 2008	37	21	15	11	5	6	6	*	--
December 2007	36	22	14	11	5	6	7	*	--
September 2007	34	21	15	12	5	6	6	*	--
February 2007	31	24	15	12	6	7	5	*	--
November 2006	30	24	16	13	5	5	7	*	--
February 2006	29	25	17	12	5	6	6	*	--
June 2005	27	22	15	13	6	7	10	*	--
July 2004 ^{liii}	27	27	17	13	5	5	7	*	--
March 2004 ^{liv}	29	24	15	13	6	5	8	*	--
b. Work									
Current National	36	9	5	4	2	2	40	*	*
November 2008	36	7	4	4	2	3	44	*	*
August 2008	37	7	5	5	2	2	42	1	--
July 2008	32	8	4	3	1	2	48	2	--
May 2008	36	8	5	5	1	7	37	1	--
December 2007	37	9	3	4	1	5	40	1	--
September 2007	35	9	5	4	1	4	42	*	--
February 2007	38	9	5	3	2	5	38	1	--
November 2006	31	9	5	5	2	4	43	1	--
February 2006	35	8	5	3	2	7	40	1	--
June 2005	35	9	5	4	2	6	39	*	--
July 2004	28	12	5	4	1	5	44	*	--
March 2004	28	10	5	6	2	4	44	*	--
c. Someplace other than home or work									
Current National	7	4	5	9	9	16	50	*	*
November 2008	5	3	4	6	10	17	55	*	*
August 2008	5	2	4	8	9	16	56	1	--
July 2008	4	3	3	8	6	18	57	1	--
May 2008	6	3	4	8	9	24	45	1	--
December 2007	5	4	5	7	8	22	49	*	--
September 2007	4	2	4	7	8	21	52	1	--
February 2007	5	3	3	5	10	22	52	*	--
February 2006	3	3	4	5	9	21	56	*	--
March 2004	3	3	3	6	6	15	64	1	--

⁶ Beginning in July 2008, "Never" is offered as an explicitly read category. Prior to July 2008, it was a volunteered category.

Q9 When you accessed the internet from someplace other than from home or from work, did you do that [INSERT ITEMS IN ORDER]?

Based on those who used the internet from someplace other than home or work

	YES	NO	DON'T KNOW	REFUSED
a. Using a laptop computer through a WIRELESS connection				
Current National [N=748]	53	46	1	--
Nov 2008 [N=626]	48	51	1	*
May 2008 [N=384]	53	47	*	--
Dec 2007 [N=421]	53	47	0	--
b. Using a laptop computer through a WIRED connection				
Current National	28	71	1	--
Nov 2008	29	70	1	0
May 2008	32	67	*	--
Dec 2007	34	65	1	--
c. Using a DESKTOP computer through a wired connection				
Current National	62	37	1	--
Nov 2008	68	32	*	*
May 2008	66	34	*	--
Dec 2007	67	33	*	--
d. Using a cell phone				
Current National	44	56	*	--
Nov 2008	34	65	*	*
May 2008	42	58	0	--
Dec 2007	31	69	0	--
e. Using a Blackberry, iPhone or other handheld device with a wireless connection ⁷				
Current National	30	70	1	--
Nov 2008	24	75	*	*
May 2008	24	76	0	--
Dec 2007	23	77	*	--

⁷ Prior to November 2008, item wording was as follows: "Using a Blackberry, Palm or other handheld device with a wireless connection"

Q10 In the past 12 months, have you EVER accessed the internet from someplace other than from home or from work [INSERT ITEMS IN ORDER]?

Based on those who did not use the internet from someplace other than home or work

	YES	NO	DON'T KNOW	REFUSED
a. Using a laptop computer through a WIRELESS connection				
Current National [N=902]	20	80	*	--
Nov 2008 [N=965]	21	79	*	0
May 2008 [N=1,169]	27	73	*	--
Dec 2007 [N=1,151]	30	70	*	--
b. Using a laptop computer through a WIRED connection				
Current National	15	84	1	--
Nov 2008	17	82	1	*
May 2008	22	77	*	--
Dec 2007	21	79	*	--
c. Using a DESKTOP computer through a wired connection				
Current National	38	61	1	--
Nov 2008	43	56	1	*
May 2008	45	54	1	--
Dec 2007	38	62	1	--
d. Using a cell phone				
Current National	32	68	*	--
Nov 2008	24	76	*	0
May 2008	36	64	0	--
e. Using a Blackberry, iPhone or other handheld device with a wireless connection ⁸				
Current National	8	91	*	--
Nov 2008	10	90	0	*
May 2008	11	89	*	--

⁸ Prior to November 2008, item wording was as follows: "Using a Blackberry, Palm or other handheld device with a wireless connection"

- Q9** When you accessed the internet from someplace other than from home or from work, did you do that [INSERT ITEMS IN ORDER]?
- Q10** In the past 12 months, have you EVER accessed the internet from someplace other than from home or from work [INSERT ITEMS IN ORDER]?

Based on internet users

	YES	NO	DON'T KNOW	REFUSED
a. Using a laptop computer through a WIRELESS connection				
Current National [N=1,650]	36	63	1	--
Nov 2008	33	66	*	*
May 2008	35	65	*	--
Dec 2007	36	64	*	--
b. Using a laptop computer through a WIRED connection				
Current National	22	78	1	--
Nov 2008	22	77	1	*
May 2008	25	74	*	--
Dec 2007	25	75	1	--
c. Using a DESKTOP computer through a wired connection				
Current National	50	49	1	--
Nov 2008	54	45	1	*
May 2008	51	48	1	--
Dec 2007	46	54	*	--
d. Using a cell phone				
Current National	38	62	*	--
Nov 2008	29	71	*	*
May 2008	38	62	0	--
e. Using a Blackberry, iPhone or other handheld device with a wireless connection				
Current National	19	81	*	--
Nov 2008	16	83	*	*
May 2008	15	85	*	--

- Q11** IF LANDLINE SAMPLE: Do you happen to have a cell phone? [IF YES, ASK: Do you ever use it to send or receive text messages?]
IF CELL PHONE SAMPLE: Do you ever use your cell phone to send or receive text messages?

	CURRENT NATIONAL		MAY 2008
%	50	Have cell phone, send/receive text messages	41
	34	Have cell phone, do NOT send/receive text messages	37
	16	Do not have cell phone	22
	*	Don't know	*
	*	Refused	0

- WEB1** Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?⁹

Based on internet users

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Send or read e-mail					
Current National [N=1,650]	91	58	9	*	--
November 2008	89	56	11	0	*
August 2008	92	60	8	*	--
December 2007	92	60	8	*	--
September 2007	90	56	10	*	--
February 2007	91	56	9	*	--
December 2006	91	54	8	*	--
November 2006 ¹⁰	91	52	9	*	--
August 2006 ¹¹	90	53	10	*	--
December 2005	91	53	9	*	--
September 2005	91	54	9	*	--
February 2005	91	52	9	*	--
January 2005	90	49	9	*	--
November 23-30, 2004	92	48	8	*	--
November 2004	93	54	7	*	--
June 2004	93	45	7	*	--
February 2004	91	48	8	*	--
Nov 2003	91	48	8	*	--
June 2003	91	49	9	*	--
May 2003	93	52	7	*	--
March 20-25, 2003	94	50	6	*	--
March 12-19, 2003 ^{iv}	91	52	9	0	--
March 3-11, 2003	94	54	6	*	--

⁹ 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...?/Did you happen to do this yesterday, or not?"

¹⁰ November 2006 results for this activity series reflect the landline respondents only [N=1,578].

¹¹ August 2006 WEB1 trends were asked of internet users based on split form. Results shown for "Send or read e-mail" reflect combined responses for total internet users.

February 2003	91	50	9	*	--
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WEB1 continued...**WEB1 continued...**

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Dec 2002	93	49	7	0	--
Nov 2002	94	51	6	*	--
Oct 2002	93	50	7	0	--
Sept 2002	93	51	7	*	--
July, 2002	93	46	7	*	--
March/May 2002	93	50	7	*	--
Jan 2002	95	52	5	0	--
Dec 17-23, 2001	95	54	5	*	--
Nov 19-Dec 16, 2001	95	53	5	*	--
Oct 19-Nov 18, 2001	94	52	6	*	--
Oct 8-18, 2001	95	44	5	*	--
Oct 2-7, 2001	92	46	7	*	--
Sept 20-Oct 1, 2001	94	49	6	0	--
Sept 12-19, 2001	93	42	7	*	--
Aug 2001	93	52	7	*	--
Feb 2001	93	53	7	*	--
Fall 2000	92	49	8	*	--
August 2000	93	43	7	*	--
Get financial information online, such as stock quotes or mortgage interest rates					
Current National	38	11	62	0	--
September 2007	36	10	64	*	--
August 2006	41	9	59	*	--
November 23-30, 2004	44	8	56	0	--
April/May 2003 ¹²	44	12	56	*	--
March 20-25, 2003	45	12	55	*	--
March 12-19, 2003	44	13	55	*	--
Sept 9-Oct 9, 2002	42	10	58	*	--
Jan 2002	47	13	53	*	--
Dec 17-23, 2001	44	13	56	*	--
Nov 19-Dec 16, 2001	47	15	53	*	--
Oct 19-Nov 18, 2001	44	13	56	*	--
Oct 8- 18, 2001 ¹³	47	13	53	*	--
Feb 2001	44	13	56	*	--
Fall 2000	44	13	56	*	--
July-August 2000	45	11	55	*	--
May-June 2000	43	12	57	*	--
April 2000	47	14	53	*	--
March 2000	44	15	56	*	--

WEB1 continued...

¹² In April/May 2003, this item read "Get financial information, such as the value of your stocks, mutual funds, or mortgage rates."

¹³ This item based on those interviewed starting 10/9/01.

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Do any banking online					
Current National	55	19	45	*	--
September 2007	53	21	47	*	--
February 2005	41	12	58	*	--
January 2005	44	15	56	0	--
November 23-30, 2004	44	11	55	1	--
October 2002	30	7	70	*	--
Sept 2002	32	10	68	*	--
June 26-July 26, 2002	32	8	68	*	--
March/May 2002	30	9	70	*	--
May-June 2000	18	4	82	*	--
Buy or sell stocks, mutual funds, or bonds online¹⁴					
Current National	11	1	89	*	--
September 2007	11	1	88	*	--
November 23-30, 2004	13	1	87	0	--
Feb 2004	12	1	88	*	--
Sept 2002	12	1	87	*	--
March/May 2002	13	1	86	*	--
Feb 2001	12	1	88	*	--
Fall 2000	13	2	86	*	--
May-June 2000	12	2	88	*	--
April 2000	11	2	89	0	--
March 2000	12	3	88	*	--
Participate in an online discussion, a listserv, or other online group forum that helps people with personal issues or health problems¹⁵					
Current National	7	1	92	*	--
August 2006	12	3	88	*	--
December 2002	54	4	46	*	--
Sept 2002	47	5	52	*	--
May-June 2000 ¹⁶	36	3	64	*	--

WEB1 continued...

¹⁴ Through the November 23-30, 2004 trend, item wording was "Buy or sell stocks, mutual funds, or bonds"

¹⁵ Prior to August 2006, item wording was "Go to web sites that provide information or support for people interested in a specific medical condition or personal situations"

¹⁶ This item asked May 19 through June 30, 2000 only [N=1,568]

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Create or work on your own online journal or blog¹⁷					
Current National	11	3	89	*	--
August 2008	13	5	87	*	--
July 2008	13	n/a	86	1	--
May 2008	12	5	87	*	--
December 2007 ¹⁸	12	n/a	88	*	--
February 2007	12	5	87	*	--
September 2005	9	2	90	1	--
February 2005	9	1	91	*	--
January 2005	10	2	89	1	--
November 2004	6	2	93	*	--
February 2004	5	1	94	1	--
September 2002	7	1	93	1	--
July 2002	3	*	96	*	--
Read someone else's online journal or blog¹⁹					
Current National	32	10	67	*	--
August 2008	36	12	64	*	--
May 2008 ²⁰	33	11	67	*	--
February 2007	29	10	71	*	--
Sept 2005	27	7	71	2	--
February 2005	23	5	75	2	--
January 2005	27	7	71	2	--
November 2004	27	6	71	1	--
Feb 2004	17	3	82	1	--

WEB1 continued...

¹⁷ In Sept 2005 and before, item wording was "Create a web log or 'blog' that others can read on the web."

¹⁸ December 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

¹⁹ Prior to February 2007, item wording was "Read someone else's web log or blog."

²⁰ In May 2008, item was form split, asked only of Form 1 internet users [n=783].

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use a social networking site like MySpace or Facebook²¹					
Current National	35	19	65	*	--
November 2008	37	19	63	0	0
May 2008	29	13	70	*	--
August 2006	16	9	84	*	--
September 2005	11	3	88	1	--
February 2005	8	2	91	1	--
Look for information on Wikipedia					
Current National	47	12	52	1	--
February 2007	36	8	62	2	--
Use Twitter or another service to share updates about yourself or to see updates about others²²					
Current National	11	4	89	1	--
November 2008	9	3	90	*	*
May 2008	6	2	93	1	--

²¹ In November 2008 and May 2008, item wording was "Use a social networking site like MySpace, Facebook or LinkedIn.com." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn."

²² In May 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others"

MODEM Does the computer you use at home connect to the internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS or a T-1?

Based on those who use the internet from home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC ²³	----- T-1	OTHER	DON'T KNOW/ REFUSED
Current National [N=1,538]	13	80	30	32	15	3	*	1	5
Nov 2008 [N=1,481]	12	82	33	34	13	3	*	1	5
Aug 2008 [N=1,543]	13	81	37	30	10	3	1	1	5
July 2008 [N=1,797]	14	81	35	30	13	3	1	1	4
May 2008 [N=1,463]	15	79	36	31	9	2	*	1	5
Dec 2007 [N=1,483]	18	77	34	31	10	2	1	1	3
Sept 2007 [N=1,575]	20	73	34	30	8	2	n/a	1	6
Feb 2007 [N=1,406]	23	70	35	28	6	1	n/a	1	6
Aug 2006 [N=1,787]	28	68	34	30	3	1	n/a	1	3
Dec 2005 [N=1,715]	35	61	29	27	4	1	n/a	1	3
June 2005 [N=1,204]	44	53	24	25	3	1	n/a	1	1
Feb 2005 [N=1,287]	47	50	22	25	3	1	n/a	1	3
Jan 2005 [N=1,261]	48	50	21	26	2	1	n/a	1	1
Feb 2004 [N=1,241]	55	42	18	23	1	1	n/a	1	2
Nov 2003 ²⁴ [N=1,199]	62	35	13	21	1	*	n/a	1	2

THANK RESPONDENT: That concludes our interview. The results of this survey are going to be used by a non-profit research organization called the Pew Internet & American Life Project, which is looking at the impact of the internet on people's lives. A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is www.pewinternet.org [w-w-w dot pew internet dot org]. Thanks again for your time. Have a nice day/evening.

²³ In Sept. 2007 and before, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

²⁴ In November 2003, question wording was "Does the computer you use at home connect to the internet through a standard telephone line, or do you have...?"

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 Associates between November 19 to December 20, 2008, among a national sample of 2,253 adults. For results based on the national sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.3 percentage points. For results based national Internet users (n=1,650), 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 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 samples were selected using standard list-assisted RDD methods from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular samples were not list-assisted, but were 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 10 attempts were made to complete an interview at sampled households. 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 household received at least one daytime call in an attempt to find someone at home.

In each contacted household in 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 also vary on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. There are two weight variables in the dataset. The first is called WEIGHT and should be used when deriving estimates for the nation as a whole or any subset of the nation.

A two-stage weighting procedure was used to weight this dual-frame sample for each weighting. A first-stage weight of 0.5 was applied to all dual-users to account for the

fact that they were included in both sample frames.²⁵ All other cases were given a first-stage weight of 1. The second stage of weighting balanced sample demographics to match population parameters. The sample was balanced to match population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The basic weighting parameters came from a special analysis of the Census Bureau's 2007 Annual Social and Economic Supplement (ASEC). The population density parameter comes from 2000 Census data. The cell phone usage parameter came from an analysis of the July-December 2006 National Health Interview Survey.

Table 1 on the following page is the full disposition of all sampled telephone numbers. At PSRAI it is calculated by taking the product of three component rates:²⁶

- Contact rate – the proportion of working numbers where a request for interview was made²⁷
- 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 land line sample were 21 percent. The response rate for the cellular sample were 25 percent.

²⁵ Dual-users are defined as [a] landline respondents who have a working cell phone, or [b] cell phone respondents who have a regular land line phone where they currently live.

²⁶ PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

²⁷ PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.

Table 1: Sample Disposition

National			
Landline	Cell		
20,826	5,357		Total Numbers Dialed
1,274	81		Non-residential
1,050	9		Computer/Fax
6			Cell phone
8,171	2,111		Other not working
1,606	134		Additional projected not working
8,719	3,022		Working numbers
41.9%	56.4%		Working Rate
535	45		No Answer / Busy
826	422		Answering Machine / Voice Mail
85	56		Other Non-Contact
7,273	2,499		Contacted numbers
83.4%	82.7%		Contact Rate
429	192		Callback
4,803	1,461		Refusal
2,041	846		Cooperating numbers
28.1%	33.9%		Cooperation Rate
83	82		Language Barrier
	190		Child's cell phone
1,958	574		Eligible numbers
95.9%	67.8%		Eligibility Rate
207	72		Break-off
1,751	502		Completes
89.4%	87.5%		Completion Rate
20.9%	24.5%		Response Rate

Endnotes

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- ⁱ November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].
- ⁱⁱ August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].
- ⁱⁱⁱ May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].
- ^{iv} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone users].
- ^v September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users].
- ^{vi} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{vii} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{viii} 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.
- ^{ix} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^x April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xi} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xii} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xiii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- ^{xiv} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{xv} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xvi} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^{xvii} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xviii} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xix} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xx} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xxi} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xxii} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xxiii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xxiv} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xxv} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xxvi} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xxvii} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].

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- ^{xxviii} November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- ^{xxix} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xxx} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xxxi} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xxxii} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{xxxiii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ^{xxxiv} 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.
- ^{xxxv} 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.
- ^{xxxvi} 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.
- ^{xxxvii} 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.
- ^{xxxviii} 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.
- ^{xxxix} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{xl} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{xli} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ^{xlii} October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ^{xliiii} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{xliv} August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ^{lv} June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ^{lvi} April 2000 figures based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].
- ^{lvii} July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone respondents]
- ^{lviii} 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].
- ^{lix} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- ⁱ May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- ⁱⁱ Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].
- ⁱⁱⁱ March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].
- ⁱⁱⁱⁱ July 2004 trend figures based on the "Selective Exposure" survey, conducted June 14-July 3, 2004 [N=1,510].
- ^{lv} March 2004 trends based on "Weak Ties" survey conducted February 17-March 17, 2004 [N=2,200].
- ^{lv} March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].