

---

## Spring Tracking Survey 2008

Final Topline

5/19/08

Data for April 8 – May 11, 2008

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

Sample: n = 2,251 adults, age 18 and older  
Interviewing dates: 04.08.08 – 05.11.08

Margin of error is plus or minus 2 percentage points for results based on total sample [n=2,251]  
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,553]

---

### [Q1 – Q14 omitted]

**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?<sup>1</sup>

Based on internet users [N=1,553]

Use a social networking site like MySpace, Facebook or LinkedIn.com <sup>2</sup>	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
	Current	29	13	70
August 2006	16	9	84	*
September 2005	11	3	88	1
February 2005	8	2	91	1

### [Q15 omitted]

---

<sup>1</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...?/Did you happen to do this yesterday, or not?"

<sup>2</sup> 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"

**Q16** Have you ever created your own profile online that others can see, like on a social networking site like MySpace, Facebook or LinkedIn.com?

Based on internet users

	CURRENT		OCT-DEC 2007	DECEMBER 2006 <sup>3</sup>
%	29	Yes	33	20
	71	No	67	80
	*	Don't know/Refused	*	*
	[n=1,553]		[n=1,572]	[n=1,623]

[Q17-Q32 omitted, no Q33]

**Q34** Thinking about what you have done on social networking sites like Facebook and MySpace, have you... [INSERT ITEM; ROTATE]?

Based on those who use social networking web sites [N=409]

	YES	NO	DON'T KNOW/ REFUSED
a. Gotten any campaign or candidate information on the sites	22	78	*
b. Started or joined a political group on a social networking site	9	90	*
c. Discovered your friends' political interests or affiliations on the site	29	70	*
d. Signed up as a "friend" of any candidates on a social networking site	10	90	*

[Q35-36 omitted]

## SOCIAL NETWORKING SITES

**Q37** Now, turning to another subject... You said you have a profile online at a social networking web site such as MySpace, Facebook or LinkedIn.com. How many social networking web sites do you currently have a profile on?

Based on those who have a profile on a social networking web site [N=328]

	CURRENT	
%	54	One
	29	Two
	8	Three
	5	Four or more
	2	Don't know
	2	Refused

<sup>3</sup> December 2006 question wording was as follows: "Have you ever created your own profile online that others can see, like on a social networking site like MySpace or Facebook?"

**Q38** How many total profiles do you have online, counting all web sites?

Based on those who have a profile on a social networking web site [N=328]

	<u>CURRENT</u>	
%	43	One
	25	Two
	12	Three
	13	Four or more
	4	Don't know
	2	Refused

**Q39** Do you have a single profile on each site, or do you have multiple profiles on one web site?

Based on those who have multiple SNS profiles on multiple web sites [N=132]

	<u>CURRENT</u>	
%	83	I only have a single profile on each site
	17	Some are multiple profiles on same site
	0	Don't know
	0	Refused

**Q40** On which social networking web site is your profile? / On which social networking web site is the profile you use or update most often? (PRECODED OPEN-END)

Based on those who have a profile on a social networking web site [N=328]

	<u>CURRENT</u>	
%	50	MySpace
	22	Facebook
	6	Linked In
	2	Yahoo
	1	YouTube
	1	Classmates.com
	*	Flickr
	0	Tagged
	0	Bebo
	0	Last.FM
	0	Digg
	10	Other
	2	Don't know
	5	Refused

**Q41** How often do you visit [the social networking web site where you have a profile / the social networking web site with the profile you use most often] – several times a day, about once a day, every few days, once a week or less often?

Based on those who have a profile on a social networking web site [N=328]

	CURRENT	
%	18	Several times a day
	19	About once a day
	23	Every few days
	15	Once a week
	23	Less often
	1	Don't know
	2	Refused

**Q42** Thinking about the privacy protections you can set for [your profile / the profile you use most often]... Do you currently [READ AND ROTATE]?

Based on those who have a profile on a social networking web site and were interviewed after April 8<sup>th</sup> [N=318]

	YES	NO	DON'T KNOW	REFUSED
a. Restrict access to your full profile so that only your friends can view it	60	36	2	2
b. Limit who can see certain information like photos or posts to your wall	58	39	2	2

**Q43** What are the different ways you use social networking sites? Do you ever use those sites to... [INSERT; RANDOMIZE]?

Based on those who have a profile on a social networking web site [N=328]

	YES	NO	DON'T KNOW	REFUSED
a. Make new friends	49	50	0	*
b. Stay in touch with friends	89	10	*	*
c. Flirt with someone	20	78	1	1
d. Make plans with your friends	57	43	0	*
e. Make new business or professional contacts	28	72	0	*
f. Promote yourself or your work	28	71	0	*
g. Organize with other people for an event, issue or cause	42	57	0	*

**Q44** How easy do you think it would be for someone to find out who you are from your profile on a social networking web site? Do you think... [READ 1-3 IN ORDER]?

Based on those who have a profile on a social networking web site [N=328]

	<u>CURRENT</u>	
%	43	It would be pretty easy
	33	They would have to work at it but they could figure it out eventually
	20	It would be very difficult for someone to find out who you are from your profile
	3	Don't know
	*	Refused

**Q45** Earlier you mentioned that you have more than one profile online. Why do you have more than one profile? (PRECODED OPEN-END)

Based on those who multiple SNS profiles [N=172]

	<u>CURRENT</u>	
%	24	My friends use many different websites, so I have more than one profile online to keep in touch with them
	19	Some profiles are for professional or work relationships and other profiles are for friends
	6	Just use different sites
	4	I have an older profile from a site that I don't really use anymore
	4	I have a different profile for different parts of my personality
	3	It's fun
	3	I have a profile so I can view content on the website
	3	It was just something to do
	2	Some profiles are specifically for gaming
	1	Someone else told me to sign up on a particular site
	26	Other
	5	Don't know
	1	Refused

Note: Total may exceed 100% due to multiple responses.

**Q46** Have you ever had an online profile in the past at a social networking site such as MySpace, Facebook or LinkedIn.com that you have since deleted?

Based on internet users [N=1,553]

	<u>CURRENT</u>	
%	10	Yes
	89	No
	1	Don't know
	*	Refused

**Q47** Why did you delete that profile? (PRECODED OPEN-END)

Based on internet users who have ever deleted their SNS profile [N=111]

	<u>CURRENT</u>	
%	20	Just stopped using it
	16	I got bored with it
	11	Didn't like the site or I found another site I liked better
	8	Too much spam/unwanted contact on the profile
	6	It took up too much time
	4	Hacked or stolen password
	3	My friends all moved to a different website
	3	Did not want my personal information on the web
	3	My spouse/partner wanted me to delete it
	3	It was too complicated/confusing
	2	Needed something older/younger/more professional
	2	I'm not allowed to have one anymore
	2	Got married or met someone
	1	Website I was using changed
	1	I was being stalked
	0	Wanted to change my online image/persona
	0	Wanted to connect with/meet more people like me
	0	Some features of the site made me uncomfortable
	18	Other
	1	Don't know
	1	Refused

Note: Total may exceed 100% due to multiple responses.