
September Tracking Survey 2009 Final Revised Topline 12/16/09
 Data for August 18 – September 14, 2009

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

Sample: n= 2,253 national adults, age 18 and older, including 560 cell phone interviews
 Interviewing dates: 08.18.09 – 09.14.09

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]
 Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,698]

Q6a Do you use the internet, at least occasionally?

Q6b Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	77	23

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	62	37	0	*
b. A laptop computer [includes netbook]				
Current	47	53	*	*
c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ²				
Current	84	15	*	*
d. An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book				
Current	3	97	*	*

Q10 continued...

¹ 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?"

² Prior to April 2009, item wording was "A cell phone." Beginning December 2007, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

Q10 continued...

	YES	NO	DON'T KNOW	REFUSED
e. An iPod or other M-P-3 player ³				
Current	43	57	*	0
f. A game console like X-Box or Play Station				
Current	37	63	*	*
g. A portable gaming device like P-S-P or D-S				
Current	18	82	*	*

Q11 On your laptop computer, do you use [INSERT IN ORDER]?

Based on internet users who have a laptop [N=965]

	YES	NO	DON'T KNOW	REFUSED
a. WiFi or wireless connection to access the internet				
[IF NECESSARY: WiFi is a short-range wireless internet connection.]				
Current	82	17	1	*
b. Wireless broadband, such as an AirCard, to access the internet				
[IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others.]				
Current	31	64	5	*

³ Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

Q19 Thinking about some of the electronic devices you have... Do you EVER access the internet using [INSERT IN ORDER]?⁴

	YES	NO	DON'T KNOW	REF.
<i>Item A: Based on e-Book users</i>				
a. Your electronic Book device or e-Book				
Current [N=68]	35	63	2	0
<i>Item B: Based on iPod or MP3 users</i>				
b. Your iPod or other MP3 player				
Current [N=850]	15	85	*	0
<i>Item C: Based on game console users</i>				
c. Your game console like Xbox or Play Station				
Current [N=700]	23	77	*	0
<i>Item D: Based on portable gaming device users</i>				
d. Your portable gaming device like P-S-P or D-S				
Current [N=359]	16	84	*	0

WIRELESS Wireless internet use

	CURRENT	
%	54	Wireless internet user
	25	Internet user but not wireless
	21	All others

⁴ April 2009 question wording was as follows: "Thinking about these various devices... Do you EVER access the internet or email using [INSERT IN ORDER]? [If YES, ASK: Do you mostly do this at home, at work, or someplace other than home or work?]." Results for "Yes" reflect combined responses for "Mostly home," "Mostly work," "Mostly other," and volunteered category "Combination of home/work/other."

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?⁵

Based on all internet users [N=1,698]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Create or work on your own online journal or blog ⁶					
Current	11	2	88	*	0
August 2008	13	5	87	*	--
Use a social networking site like MySpace, Facebook or LinkedIn.com ⁷					
Current	47	27	52	*	*
Take material you find online – like songs, text or images – and remix it into your own artistic creation					
Current	15	2	85	*	0
December 2007 ⁸	11	n/a	89	*	--
Share something online that you created yourself, such as your own artwork, photos, stories or videos					
Current	30	4	70	0	0
December 2007 ⁹	21	n/a	79	*	--
Use Twitter or another service to share updates about yourself or to see updates about others ¹⁰					
Current	19	9	80	*	0
Visit virtual worlds such as Second Life					
Current	4	1	95	1	*
Post comments to an online news group, website, blog or photo site					
Current	26	8	74	*	*

⁵ 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?"

⁶ In Sept 2005 and before, item wording was "Create a web log or 'blog' that others can read on the web."

⁷ 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"

⁸ 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 2 Cell sample internet users [N=1,358].

⁹ 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 2 Cell sample internet users [N=1,358].

¹⁰ In August 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others"

December 2007¹¹ 22 n/a 78 * --

Q32 Have you ever created your own profile online that others can see on any social networking site like MySpace, Facebook or LinkedIn?

Based on all internet users [N=1,698]

	CURRENT		MAY 2008	
%	46	Yes	29	
	54	No	71	
	*	Don't know	*	
	*	Refused	--	

Q33 How many social networking web sites do you currently have a profile on?

Based on SNS users

	CURRENT		MAY 2008	
%	45	One	54	
	36	Two	29	
	10	Three	8	
	6	Four or more	5	
	1	Don't know	2	
	1	Refused	2	
	[n=680]		[n=328]	

Q34 On which social networking site do you have a profile? / On which Social Networking sites do you have a profile? [PRECODED OPEN-END]

Based on SNS users

	CURRENT		MAY 2008	
%	73	Facebook	22	
	48	MySpace	50	
	14	Linked In	6	
	[n=680]		[n=328]	

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

¹¹ 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].

MODEMA At home, do you 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?

MODEMB At home, what type of connection do you have to the internet... a dial-up telephone line, a DSL line, a cable modem, satellite connection, a connection to a fixed wireless provider, a wireless connection such as an AirCard, a fiber optic connection such as FIOS or a T-1?¹²

Based on those who use the internet from home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC ¹³	----- T-1	OTHER	DK	REF.
Current [N=1,584]	7	87	30	37	15	4	*	2	3	2

¹² MODEMA was asked of Form A respondents who use the internet from home [N=760]. MODEMB was asked of Form B respondents who use the internet from home [N=824]. Results shown here reflect combined MODEMA and MODEMB percentages. Form B respondents who answered "satellite," fixed wireless provider," or "other wireless such as an Aircard or cell phone" have been combined in the "Wireless" column in the table.

¹³ 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.

Parent/Teen Cell Phone Survey 2009

Final Revised Topline 10/1/09

Data for June 26 – September 24, 2009

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

Sample: n= 800 parents of 12-17 year olds (555 parent landline interviews and 245 parent cell phone interviews)
800 teens ages 12-17

Interviewing dates: 06.26.09 – 09.24.09

Margin of error is plus or minus 4 percentage points for results based on total parents [n=800]

Margin of error is plus or minus 4 percentage points for results based on total teens [n=800]

Margin of error is plus or minus 4 percentage points for results based on teen internet users [n=746]

Margin of error is plus or minus 4 percentage points for results based on teen cell phone users [n=625]

Margin of error is plus or minus 5 percentage points for results based on teens who text [n=552]

PARENT INTERVIEW:

MODEM At home, do you 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?¹⁴

	CURRENT PARENTS		FEB 2008	NOV 2007 ¹	NOV 2006 ¹⁵	NOV 2004 ¹⁶
%	10	Dial-up telephone line	16	22	25	49
	76	High-speed	71	66	73	50
	30	DSL-enabled phone line	35	31	39	20
	32	Cable modem	26	27	27	27
	11	Wireless connection	8	7	5	2
	3	Fiber optic connection ¹⁷	2	1	1	0
	*	T-1 connection	--	--	--	--
	*	Other	*	0	1	1
	8	No computer at home (VOL.)	6	6	n/a	n/a
	4	Computer at home not connected to internet (VOL.)	4	4	n/a	n/a
	2	Don't know	2	1	1	1
	0	Refused	--	--	--	--

¹⁴ Trend question wording was as follows: "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, or a T-1 or fiber optic connection?"

¹⁵ In November 2006, question was asked only of parents who use the internet from home [N=799].

¹⁶ In November 2004, question was asked only of parents who use the internet from home [N=885].

¹⁷ Trend results for "Fiber optic connection" reflect combined "Fiber optic" and "T-1" responses.

TEEN QUESTIONNAIRE

Hello, my name is _____ and I am calling for Princeton Survey Research. We are conducting a short survey about things you do every day, from using the Internet to school activities and games. Your opinions are very important to us. Everything you say is completely confidential: we will not use your name in any way. And there are no right answers or wrong answers. [IF NECESSARY: We have talked to one of your parents on (PARENT INTERVIEW DATE) and they have given us permission to talk to you.]

Here's my first question...

K1a Do you use the internet, at least occasionally?

K1b Do you send or receive email, at least occasionally?

	CURRENT TEENS		FEB 2008	NOV 2007	NOV 2006	NOV 2004 ¹⁸
%	93	Yes	93	94	93	87
	7	No	7	6	7	13
	0	Don't know	0	0	0	*
	0	Refused	--	--	--	--

K2 Overall, how often do you use the internet — several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, or less often?

Based on teen internet users

	CURRENT TEENS		FEB 2008	NOV 2007	NOV 2006	NOV 2004 ¹⁹
%	63	Daily (NET)	62	63	61	51
	36	Several times a day	35	35	34	24
	27	About once a day	27	28	27	27
	26	Weekly (NET)	29	26	28	35
	14	3-5 days a week	18	15	17	21
	12	1-2 days a week	11	11	11	13
	11	Less often (NET)	9	10	10	14
	7	Every few weeks	4	5	5	8
	4	Less often	5	5	5	6
	1	Don't know	1	1	*	*
	0	Refused	--	--	--	--
	[n=746]		[n=1,033]	[n=664]	[n=886]	[n=971]

¹⁸ Trend question prior to 2006 was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

¹⁹ Trend question prior to 2006 was "Overall, how often do you go online?"

K3 We're interested in the kinds of things you do when you use the internet. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever... (INSERT; ROTATE)?²⁰

	YES	NO	DON'T KNOW	REFUSED
<i>Item A: Based on Form A teen internet users [N=381]</i>				
a. Go online to get news or information about current events or politics ²¹				
Current Teens	62	38	0	0
February 2008 [N=1,033]	63	36	*	--
November 2006 [N=935]	77	23	0	--
<i>Item B: Based on all teen internet users [N=746]</i>				
b. Use an online social networking site like MySpace or Facebook				
Current Teens	73	27	0	0
February 2008	65	35	0	--
November 2006	55	45	0	--
<i>Items C thru E: Based on Form A teen internet users [N=381]</i>				
c. Buy things online, such as books, clothing, or music				
Current Teens	48	52	0	0
November 2006	38	62	0	--
d. Look online for health, dieting, or physical fitness information ²²				
Current Teens	31	69	0	0
November 2006	28	72	*	--

K3 continued...

²⁰ In 2004 & 2000 trends, question wording was "We're interested in the kinds of things you do when you go online. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...?" In November 2007, question was "As I read the following list of items, please tell me if you, personally, happen to have each one, or not. Do you have...?"

²¹ In 2006, 2004 and 2000 trends, item wording was "Go online to get news or information about current events"

²² Trend item wording was: "Look for health, dieting, or physical fitness information online"

K3 continued...

	YES	NO	DON'T KNOW	REFUSED
e. Look for information online about a health topic that's hard to talk about, like drug use, sexual health, or depression				
Current Teens	17	83	*	0
November 2004	22	78	0	--
<i>Items F thru H: Based on Form B teen internet users [N=365]</i>				
f. Create or work on your own online journal or blog ²³				
Current Teens	14	85	*	0
November 2006	28	72	*	--
November 2004 ²⁴	19	81	0	--
g. Share something online that you created yourself, such as your own artwork, photos, stories or videos				
Current Teens	38	62	*	0
November 2006	39	61	*	--
November 2004	33	67	*	--
h. Take material you find online — like songs, text or images — and remix it into your own artistic creation				
Current Teens	21	79	0	0
November 2006	26	74	*	--
November 2004	19	81	0	--
<i>Items I thru J: Based on all teen internet users [N=746]</i>				
i. Use Twitter				
Current Teens	8	91	1	0
j. Visit virtual worlds such as Gaia, Second Life or Habbo Hotel				
Current Teens	8	92	*	0
February 2008 ²⁵	10	89	*	0

²³ 2006 and 2004 question wording was "I'm going to read another short list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?"

²⁴ November 2004 item wording was "Create or work on your own online journal or weblog"

²⁵ In February 2008, item was not asked as part of a series but as a standalone question: "Do you visit virtual worlds such as Gaia, Second Life or Habbo Hotel?" Question was asked of Total Teens.

K5 As I read the following list of items, please tell me if you, personally, happen to have each one, or not. Do you have...(INSERT IN ORDER)?

	YES	NO	DON'T KNOW	REFUSED
a. A cell phone... or a Blackberry, iPhone or other device that is also a cell phone ²⁶				
Current Teens	75	25	0	0
February 2008	71	29	0	--
November 2007	71	29	0	--
b. A desktop or laptop computer				
Current Teens	69	31	0	0
February 2008	60	40	0	--
November 2007	59	41	0	--
c. An iPod or other MP3 player				
Current Teens	79	21	0	0
February 2008	74	26	*	--
d. A game console like an Xbox, a Playstation or a Wii				
Current Teens	80	20	0	0
February 2008	77	23	0	--
e. A portable gaming device like P-S-P, D-S or Gameboy				
Current Teens	51	49	0	0
February 2008	55	45	0	--

K8 Do you ever use the internet from your [INSERT IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
<i>Item A: Based on teen cell users [N=625]</i>				
a. Cell phone	27	73	*	0
<i>Item B: Based on teens who have a desktop or laptop computer [N=548]</i>				
b. Desktop or laptop computer	93	7	0	0
<i>Item C: Based on teens who have a game console [N=644]</i>				
c. Game console	24	76	0	0
<i>Item D: Based on teens who have a portable gaming device [N=408]</i>				
d. Portable gaming device	19	81	0	0

²⁶ Prior to 2009, trend wording was "A cell phone"

- K9** Thinking about all the different ways you socialize or communicate with friends... About how often do you (INSERT; ASK items a-b in order, then RANDOMIZE) – every day, several times a week, at least once a week, less than once a week, or never?

	EVERY DAY	SEVERAL TIMES A WEEK	AT LEAST ONCE A WEEK	LESS THAN ONCE A WEEK	NEVER/CANNOT DO THIS	DON'T KNOW	REF.
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Item G: Based on teen SNS users

- g. Send messages through social networking sites like MySpace or Facebook

Current Teens [N=552]	37	23	19	12	8	*	0
February 2008 [N=675]	42	23	21	9	4	*	--

- K11** We'd like to know the specific ways you communicate with your friends using social networking sites. Do you ever... (INSERT; ROTATE)?

Based on teen SNS users

	YES	NO	(VOL) CAN'T DO THIS ON MY SNS/CELL	DON'T KNOW	REFUSED
a. Post comments to a friend's page or wall²⁷					
Current Teens [N=552]	86	14	0	0	0
November 2007 [N=434]	77	23	*	*	--
November 2006 [N=493]	84	16	0	*	--
b. Send a bulletin or group message to a group of your friends²⁸					
Current Teens	50	50	0	0	0
November 2007	54	46	0	*	--
November 2006	61	39	0	*	--
c. Send private messages to a friend within the social networking site²⁹					
Current Teens	66	34	0	*	0
November 2007	71	28	0	1	--
November 2006	82	18	*	*	--
d. Send I-Ms or text messages to a friend through the social networking site³⁰					
Current Teens	58	42	*	*	0

²⁷ 2007 and 2006 trend item wording was "Post messages to a friend's page or wall"

²⁸ 2007 and 2006 trend item wording was "Send a bulletin or group message to all of your friends"

²⁹ 2007 and 2006 trend item wording was "Send private messages to a friend within the social networking system"

³⁰ 2007 trend item wording was "Send IMs or text messages to a friend through the social networking system"

November 2007	54	45	0	1	--
e. Post comments to a friend's blog					
Current Teens	52	47	*	*	0
November 2007	66	34	0	0	--
November 2006	76	24	0	0	--
f. Add comments to a friend's picture					
Current Teens	83	17	0	0	0
November 2007	83	16	0	*	--

	YES	NO	(VOL) CAN'T DO THIS ON MY SNS/CELL	DON'T KNOW	REFUSED
<i>Item G: Based on teen cell users who use SNS sites [n=451]</i>					
g. Use your cell phone to browse or update your social networking profile					
Current Teens	25	75	0	0	0
h. Join groups on a social networking site					
Current Teens	37	62	0	1	0

K45 Have you ever experienced or done any of the following? (First,) have you ever [INSERT IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED	
a. Been in a car when the driver was texting	48	52	*	*	
b. Been in a car when the driver used a cell phone in a way that put themselves or others in danger	40	60	*	*	
<i>Item C: Based on teens ages 16-17 who use their cell phone to text [N=222]</i>					
c. Texted while driving	34	66	0	0	
<i>Item D: Based on teen cell users ages 16-17 [N=242]</i>					
d. Talked on a cell phone while driving	52	48	0	0	
<i>Item E: Based on teen cell users who text message [N=552]</i>					

K45 continued...

K45 continued...*Items J thru K: Based on teen cell users [N=625]*

	YES	NO	DON'T KNOW	REFUSED
j. Sent a sexually suggestive nude or nearly nude photo or video of yourself to someone else using your cell phone	4	95	0	1
k. Received a sexually suggestive nude or nearly nude photo or video of someone else you know on your cell phone	15	85	0	*

ⁱ November 2007 trends based on the Pew Internet & American Life Project's "Teen/Parent Survey on Writing" conducted September 19-November 16, 2007 [n=700 parents of 12-17 year-olds, n=664 internet teens ages 12-17 and 36 offline teens ages 12-17].

ⁱⁱ November 2006 trends based on the Pew Internet & American Life Project's "Parents and Teens 2006 Survey," conducted October 23-November 19, 2006 [n=935 parents of 12-17 year-olds, n=886 internet teens ages 12-17 and 49 offline teens ages 12-17].

ⁱⁱⁱ November 2004 trends based on the Pew Internet & American Life Project's "Parents and Teens 2004 Survey," conducted October 26-November 28, 2004 [n=1,100 parents of 12-17 year-olds, n=971 internet teens ages 12-17 and 129 offline teens ages 12-17].