
SNS and Facebook Survey 2010

Final Topline

12/2/10

Data for October 20 – November 28, 2010

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

Sample: n= 2,255 national adults, age 18 and older, including 746 overall cell phone interviews and 610 interviews from 2008 callback sample

Interviewing dates: 10.20.10 – 11.28.10

Margin of error is plus or minus 3 percentage points for results based on Total [n=2,255]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,787]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,936]

Margin of error is plus or minus 4 percentage points for results based on Facebook users [n=877]

Q1 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	Most people can be trusted	You can't be too careful	(vol.) it depends	don't know ¹	refused
Current	41	54	3	1	*
Sept 2009 ⁱ	32	62	5	1	1
April 2006 ⁱⁱ	36	56	5	3	--
June 2005 ⁱⁱⁱ	32	60	5	2	--
June 2003 ^{iv}	32	60	5	2	--
March/May 2002 ^v	38	53	7	2	--

There is no Question 2.

Q3a Do you use the internet, at least occasionally?

Q3b Do you send or receive email, at least occasionally?²

	uses internet	Does not use internet
Current	79	21
November 2010 ^{vi}	74	26
September 2010 ^{vii}	74	26
May 2010 ^{viii}	79	21
January 2010 ^{ix}	75	25
December 2009 ^x	74	26
September 2009	77	23
April 2009 ^{xi}	79	21
December 2008 ^{xii}	74	26

¹ For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. DK and REF are reported separately where available.

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?"

November 2008 ^{xiii}	74	26
August 2008 ^{xiv}	75	25
July 2008 ^{xv}	77	23
May 2008 ^{xvi}	73	27
April 2008 ^{xvii}	73	27
January 2008 ^{xviii}	70	30
December 2007 ^{xix}	75	25
September 2007 ^{xx}	73	27
February 2007 ^{xxi}	71	29
December 2006 ^{xxii}	70	30
November 2006 ^{xxiii}	68	32
August 2006 ^{xxiv}	70	30
April 2006	73	27
February 2006 ^{xxv}	73	27
December 2005 ^{xxvi}	66	34
September 2005 ^{xxvii}	72	28
June 2005	68	32
February 2005 ^{xxviii}	67	33
January 2005 ^{xxix}	66	34
Nov 23-30, 2004 ^{xxx}	59	41
November 2004 ^{xxxi}	61	39
June 2004 ^{xxxii}	63	37
February 2004 ^{xxxiii}	63	37
November 2003 ^{xxxiv}	64	36
August 2003 ^{xxxv}	63	37
June 2003	62	38
May 2003 ^{xxxvi}	63	37
March 3-11, 2003 ^{xxxvii}	62	38
February 2003 ^{xxxviii}	64	36
December 2002 ^{xxxix}	57	43
November 2002 ^{xl}	61	39
October 2002 ^{xli}	59	41
September 2002 ^{xlii}	61	39
July 2002 ^{xliii}	59	41
March/May 2002	58	42
January 2002 ^{xliv}	61	39
December 2001 ^{xliv}	58	42
November 2001 ^{xlvi}	58	42
October 2001 ^{xlvi}	56	44
September 2001 ^{xlvi}	55	45
August 2001 ^{xlvi}	59	41
February 2001 ^l	53	47
December 2000 ^{li}	59	41
November 2000 ^{lii}	53	47
October 2000 ^{liii}	52	48
September 2000 ^{liiv}	50	50

August 2000 ^{lv}	49	51
June 2000 ^{lvi}	47	53
May 2000 ^{lvii}	48	52

WEB1 Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...?³

Based on all internet users [N=1,787]

	total have ever DONE THIS	----- DID YESTERD AY	have not done this	don't know	refused
Send instant messages to someone who's online at the same time					
Current	48	n/a	52	*	0
November 2010	46	18	54	*	*
May 2010	47	15	53	*	*
November 2008	38	11	62	*	0
July 2008	40	n/a	59	*	--
May 2008	40	13	59	*	--
Jan 2008	39	n/a	61	0	--
August 2006	39	10	60	*	--
April 2006	37	12	63	*	--
Dec 2005	37	13	63	*	--
September 2005	47	12	53	*	--
February 2005	40	11	59	*	--
January 2005	42	14	58	0	--
June 2004	42	12	58	*	--
February 2004	39	10	61	*	--
May 2003	46	14	54	0	--
March 12-19, 2003	48	13	52	*	--
July, 2002	46	11	54	*	--
Dec 17-23, 2001	48	14	52	*	--
Nov 19-Dec 16, 2001	47	13	53	*	--
Oct 19-Nov 18, 2001	47	14	52	*	--
Oct 8-18, 2001	46	10	54	*	--
Oct 2-7, 2001	46	11	54	*	--
Sept 20-Oct 1, 2001	48	11	52	*	--
Sept 12-19, 2001	44	10	55	1	--
June 2000 ⁴	44	10	56	0	--
April 2000	46	13	54	*	--
March 2000	45	12	55	*	--
	total have	-----	have not	don't	refused

³ 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...?" Unless otherwise noted, trends are based on all internet users for that survey.

⁴ This item asked May 19, 2000 through June 30, 2000 only [N=1,568].

	ever DONE THIS	DID YESTER DAY	done this	know	
Create or work on your own online journal or blog ⁵					
Current	14	n/a	86	*	0
January 2010	14	4	86	*	0
September 2009	11	2	88	*	0
August 2008	13	5	87	*	--
July 2008	13	n/a	86	1	--
May 2008	12	5	87	*	--
December 2007 ⁶	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	*	--
Upload photos to a website so you can share them with others online					
Current	55	n/a	45	*	0
July 2008	46	n/a	54	*	--
August 2006	37	5	63	*	--
Use Twitter to share updates about yourself or to see updates about others ⁷					
Current	13	n/a	87	*	0
November 2010	8	2	92	0	*
September 2010	24	13	76	*	0
May 2010	17	10	83	*	0
January 2010	19	9	81	*	*
December 2009	21	11	78	*	*
September 2009	19	9	80	*	0
April 2009	11	5	88	1	*
December 2008	11	4	89	1	--
November 2008	9	3	90	*	*
August 2008	6	2	93	1	--
total have -----					
	ever DONE THIS	DID YESTER DAY	have not done this	don't know	refused
Use a social networking site like MySpace, Facebook or LinkedIn.com ⁸					

⁵ In Sept 2005 and before, item wording was "Create a web log or 'blog' that others can read on the web."

⁶ 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].

⁷ In August 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others." From November 2008 thru September 2010, item wording was "Use Twitter or another service to share updates about yourself or to see updates about others". In November 2010, item wording was "Use Twitter"

Current	59	n/a	41	*	*
November 2010	61	37	39	*	*
September 2010	62	39	38	*	0
May 2010	61	38	39	0	0
January 2010	57	32	43	*	0
December 2009	56	33	44	0	*
September 2009	47	27	52	*	*
April 2009	46	27	54	*	*
December 2008	35	19	65	*	--
November 2008	37	19	63	0	0
July 2008	34	n/a	66	*	--
May 2008	29	13	70	*	--
August 2006	16	9	84	*	--
September 2005	11	3	88	1	--
February 2005	8	2	91	1	--

SNS1 On which of the following social networking sites do you currently have a profile? Do you have a profile on... [INSERT IN ORDER]?

Based on SNS or Twitter users [N=975]

	yes	no	Don't know	Refused
MySpace	29	70	*	1
Facebook	90	9	0	1
LinkedIn	17	82	*	1
Twitter	13	86	*	1
Another social networking site I haven't already mentioned (SPECIFY)	9	89	1	1

After being asked the full list in SNS1, respondents were asked SNS2-SNS3 in sequential order for each 'Yes' response in SNS1 before moving to the next 'Yes' response from SNS1.

SNS2 About how long ago did you start using [INSERT YES RESPONSES FROM SNS1] - less than 6 months ago, between 6 months and 1 year ago, more than 1 year ago but less than 2 years, or two or more years ago?

Based on internet users who have a profile on this social networking site

	Under 6 mos.	6 mos. to 1 yr.	OVER 1 yr. to UNDER 2 yrs.	2 or more yrs.	Don't know	Refused
MySpace						
Current [N=222]	3	7	14	75	1	1
Facebook						
Current [N=877]	13	26	28	33	*	*
LinkedIn						
Current [N=193]	15	20	27	34	2	1
Twitter						
Current [N=121]	24	35	28	11	2	0
Another social networking site I haven't already mentioned (SPECIFY)						

⁸ In December 2008, item wording was "Use a social networking site like MySpace or Facebook." 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"

Current [N=84] 20 21 11 48 0 0

SNS3 About how often do you use... [INSERT YES RESPONSES FROM SNS1] – 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 who have a profile on this social networking site

	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
MySpace									
Current [N=222]	3	5	2	16	12	33	29	0	1
Facebook									
Current [N=877]	31	21	15	16	11	5	1	*	0
LinkedIn									
Current [N=193]	3	3	4	18	28	34	9	1	1
Twitter									
Current [N=121]	20	13	6	9	12	23	18	0	0
Another social networking site I haven't already mentioned (SPECIFY)									
Current [N=84]	15	17	14	16	19	13	5	1	0

Q4 Do you have a cell phone...or a Blackberry or iPhone or other device that is also a cell phone?⁹

	yes	no	Don't know	Refused
Current	82	18	0	*
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	*	*
December 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	*	--

⁹ Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

January 2005	66	34	*	--
Nov. 23-30, 2004	65	35	*	--

Q5 Does anyone in your household have a working cell phone?

Based on non-cell phone users

	yes	no	Don't know	Refused
Current [N=319]	41	59	0	*
November 2010 [N=339]	38	61	*	*
September 2010 [N=516]	33	67	*	*
May 2010 [N=335]	35	64	1	0
January 2010 [N=368]	38	61	*	*
December 2009 [N=339]	31	68	*	*

Q6 Thinking now just about your cell phone...Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to [INSERT ITEM; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-d; ALWAYS ASK e-f LAST in order]?¹⁰
Based on cell phone users

	yes	no	don't know	refused
Send or receive email				
Current [N=1,936]	35	65	0	0
November 2010 [N=1,918]	34	66	0	*
September 2010 [N=2,485]	34	66	*	0
May 2010 [N=1,917]	34	66	0	0
January 2010 [N=1,891]	30	70	0	0
December 2009 [N=1,919]	29	70	*	*
September 2009 [N=1,868]	27	73	*	0
April 2009 [N=1,818]	25	75	*	0
December 2007 [N=1,704]	19	81	0	--
Send or receive text messages				
Current	72	28	0	0
November 2010	71	28	*	0
September 2010	74	26	*	0
May 2010	72	28	0	0
January 2010	69	31	*	0
December 2009	68	32	*	0
September 2009	65	35	*	0
April 2009	65	35	*	0
December 2007	58	42	0	--
Send or receive Instant Messages				
Current	23	77	*	*
November 2010	25	75	*	*
September 2010	30	70	*	*
May 2010	30	69	1	*
January 2010	29	70	1	0
December 2009	31	68	1	0
September 2009	27	72	1	*
April 2009	20	79	*	*
December 2007	17	83	*	--

Q6 continued...

¹⁰ Prior to January 2010, question wording was “Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEM]?” In January 2010, question wording was “Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?” For January 2010, December 2009, and September 2009, an answer category “Cell phone can’t do this” was available as a volunteered option; “No” percentages for those trends reflect combined “No” and “Cell phone can’t do this” results.

Q6 continued...

	yes	no	don't know	refused
Access the internet ¹¹				
Current	41	59	0	*
November 2010	39	61	*	*
September 2010	39	61	*	0
May 2010	38	62	0	0
January 2010	34	66	0	0
December 2009	32	67	*	0
September 2009	29	71	*	0
April 2009	25	74	*	*
December 2007	19	81	0	--
<i>Item E: Based on those who access Twitter on their cell phones</i>				
Access Twitter to share updates about yourself or to see updates about others				
Current [N=196]	35	64	0	1
<i>Item F: Based on those who access SNS on their cell phones</i>				
Access a social networking site like MySpace, Facebook or LinkedIn.com				
Current [N=901]	43	57	0	*

Q7 Thinking about your internet use overall... 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?¹²

Based on all internet users [N=1,787]

	Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Don't know	Refused
a. Home								
Current	40	23	12	11	5	4	4	*
November 2010	41	20	13	12	5	4	4	*
September 2010	43	21	13	12	3	3	5	*
May 2010	43	21	12	11	4	3	6	*
January 2010	40	22	14	11	3	4	6	*
December 2009	38	21	13	13	4	4	6	*
September 2009	37	21	13	13	4	4	6	*
April 2009	37	22	15	11	3	3	8	*
December 2008	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	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	*

¹¹ In December 2007, item wording was “Access the internet for news, weather, sports, or other information”

¹² Beginning in July 2008, “Never” is offered as an explicitly read category. Prior to July 2008, it was a volunteered category.

June 2005	27	22	15	13	6	7	10	*	--
July 2004	27	27	17	13	5	5	7	*	--
March 2004	29	24	15	13	6	5	8	*	--
	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
b. Work									
Current	33	8	2	3	1	3	50	*	*
November 2010	35	7	3	2	1	3	48	1	1
September 2010	34	7	4	4	1	2	48	*	1
May 2010	37	8	5	4	1	2	43	*	*
January 2010	35	6	3	4	1	1	48	*	*
December 2009	33	6	4	3	1	2	49	*	*
September 2009	34	7	4	4	2	3	46	*	*
April 2009	36	8	6	4	1	2	41	*	1
December 2008	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	8	4	3	6	8	14	56	*	*
January 2010	9	4	5	8	7	15	51	*	*
September 2009	10	4	4	7	7	16	52	*	*
December 2008	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	--

There are no Questions Q8 thru Q10.

Q11 Turning now to a different topic...From time to time, most people discuss important matters with other people. Looking back over the last six months — who are the people with whom you discussed matters that are important to you? If you could, just tell me their first name or even the initials of their first AND last names, starting with the first person who comes to mind. [RECORD UP TO 5 NAMES] [PROBE: “Anyone Else?”]

	current		July 2008
%	26	Gave 1 name	30
	24	Gave 2 names	20
	15	Gave 3 names	13
	8	Gave 4 names	7
	9	Gave 5 names	6
	19	No names given/Don't know/Refused	23

Q12 thru Q15 were asked in sequential order for the first name given in Q11, then repeated in sequential order for each additional Q11 name.

Q12 People can have many different connections to others. For example, a woman can be your co-worker and also be your neighbor. Or a man could be your brother and also a member of your church. Now, I would like to go through the names you just gave me. Please list all the ways that person is connected to you. How is [INSERT NAME FROM Q11 IN ORDER] connected to you? [PROBE: What other ways?] [PRECODED OPEN-END; DO NOT READ CATEGORIES; RECORD UP TO FIVE RESPONSES]¹³

Based on total alters named by respondents and who may have multiple connections to those respondents

	current		July 2008
%	26	Friend	27
	16	Spouse/Partner	12
	9	Child of respondent	15
	9	Other Family member/Family relationship	10
	9	Brother/Sister/Sibling	9
	9	Parent of respondent	9
	9	Co-worker	7
	5	Member of Group: Church, community association, volunteer group	5
	2	Neighbor	2
	1	Advisor	1
	1	Internet/Online Friend/Acquaintance	*
	4	Other	3
	*	Don't know	*
	1	Refused	1
	[n=5,431]		[n=8,721]

Q13 In politics TODAY, would you say [INSERT NAME FROM Q11] considers (himself/herself) a Republican, Democrat, or Independent – or do you not know enough to say?

¹³ Respondents were allowed to list multiple connections for each alter, but percentages are based on the total number of responses given for all alters named. As a result, the percentages should total approximately 100% due to rounding.

Based on total alters named by respondents

	current		July 2008
%	25	Republican	22
	27	Democrat	27
	17	Independent	13
	3	No party/No preference (VOL.)	3
	*	Other party (VOL.)	*
	25	Don't know	33
	2	Refused (VOL.)	1
	[n=4,449]		[n=7,058]

Q14 In general, would you describe [INSERT NAME FROM Q11]'s political views as...
[READ 1-5]

Based on total alters named by respondents [N=4,449]

	current	
%	9	Very conservative
	29	Conservative
	26	Moderate
	16	Liberal
	7	Very liberal
	12	(DO NOT READ) Don't know
	2	(DO NOT READ) Refused

Q15 Have you made [INSERT NAME FROM Q11] a friend or contact on a social networking site like MySpace, Facebook, LinkedIn, or Twitter?¹⁴

Based on alters named by SNS or Twitter users

	current		jULY 2008
%	61	Yes	43
	38	No	57
	*	Don't know	*
	*	Refused	*
	[n=2,196]		[n=1,654]

¹⁴ Because Twitter use was not asked in July 2008, trend was asked of social networking site users. Trend question wording was slightly different: "Have you made [INSERT ALTERS NAME] a friend or contact on a social networking web site like MySpace, Facebook or LinkedIn?"

Next I'm going to ask you some general questions about people that you are acquainted with both online and offline. The first one is a list of names of people you may know.

Q16 How many people do you know named [INSERT NAME; RANDOMIZE]? (Just your best guess is fine.) [For each known acquaintance, follow up with Q17a or Q17b before moving to next Q16 item]¹⁵

	None	1	2	3 or more	don't know	refused
Walter	65	24	6	4	*	1
Rose	56	32	7	4	*	1
Bruce	55	31	8	5	*	1
Tina	51	32	9	7	*	1
Kyle	56	29	8	6	*	1
Emily	48	32	11	9	*	1
Ralph	64	26	6	3	*	1
Martha	61	27	7	4	*	1
Alan	49	33	9	9	*	1
Paula	56	32	8	3	*	1
Adam	47	33	11	9	*	1
Rachel	47	31	12	10	*	1

Q17a [ASK SNS OR TWITTER USERS WHO KNOW TWO OR MORE PEOPLE BY THIS NAME:] Thinking about the people you are acquainted with named [INSERT ITEM FROM Q16], how many of these are a friend or contact of yours on a social networking website like MySpace, Facebook, LinkedIn or Twitter?

Q17b [ASK SNS OR TWITTER USERS WHO KNOW ONE PERSON BY THIS NAME:] Is the person you are acquainted with named [INSERT ITEM FROM Q16] a friend or contact of yours on a social networking website like MySpace, Facebook, LinkedIn or Twitter?
Based on SNS or Twitter users who know someone with this name

	None	1	2	3 or more	don't know	refused
Walter						
Current [N=280]	66	29	3	1	*	0
Rose						
Current [N=376]	66	29	3	2	1	0
Bruce						
Current [N=436]	68	26	5	1	0	*
Tina						
Current [N=452]	50	35	10	4	*	0
Kyle						
Current [N=458]	51	32	10	6	1	*
Emily						

¹⁵ Includes only acquaintances who are currently living.

Current [N=564]	46	34	12	8	0	*
Ralph						
Current [N=293]	78	17	4	2	*	0
Martha						
Current [N=344]	71	25	2	2	*	*
Alan						
Current [N=491]	54	34	7	4	0	*
Paula						
Current [N=444]	60	32	6	1	1	*
Adam						
Current [N=532]	46	34	10	10	*	0
Rachel						
Current [N=566]	42	35	13	10	*	0

Q18 Next, I am going to ask about types of jobs and whether people you know hold such jobs. These people include your relatives, friends and acquaintances. Do you happen to know someone who is... [INSERT ITEM; RANDOMIZE]?¹⁶

[For each 'Yes' response in Q18, follow up with Q19 before moving to next Q18 item]

	yes	No	DON'T KNOW	Refused
A nurse				
Current	78	22	*	*
July 2008	74	26	*	*
A farmer				
Current	47	52	*	*
July 2008	48	52	*	*
A lawyer				
Current	63	37	*	*
July 2008	59	41	*	*
A middle school teacher				
Current	55	45	*	*
July 2008	54	45	*	*
A full-time babysitter				
Current	31	69	*	*
July 2008	34	66	*	*
A janitor				
Current	39	61	*	*
July 2008	40	60	*	*
A personnel manager				
Current	39	60	1	*
July 2008	39	60	1	*
A hair dresser				
Current	69	30	*	*
July 2008	67	33	0	*
A bookkeeper				
Current	40	59	*	*
July 2008	46	54	*	*
A production manager				

¹⁶ Does not include those who are retired from a given occupation.

Current	26	73	1	*
July 2008	28	71	1	*
An operator in a factory				
Current	35	65	*	*
July 2008	37	62	*	*
A computer programmer				
Current	57	43	*	*
July 2008	58	42	*	*

Q18 continued...

Q18 continued...

	yes	No	DON'T KNOW	Refused
A taxi driver				
Current	12	88	*	*
July 2008	13	87	*	*
A professor				
Current	46	54	*	*
July 2008	43	56	*	*
A policeman				
Current	63	37	0	*
July 2008	62	37	*	*
A Chief Executive Officer (C-E-O) of a large company				
Current	31	68	*	*
July 2008	30	69	1	*
A writer				
Current	31	68	*	*
July 2008	29	71	*	*
An administrative assistant in a large company				
Current	39	60	*	*
July 2008	43	56	1	*
A security guard				
Current	38	61	*	*
July 2008	38	62	*	*
A receptionist				
Current	56	44	*	*
July 2008	57	42	1	*
A Congressman				
Current	19	81	*	*
July 2008	19	81	*	*
A hotel bell boy				
Current	6	94	*	*
July 2008	6	94	*	*

Q19 Thinking about all of the people you know who are [INSERT ITEM FROM Q18], are any a friend or contact of yours on a social networking website like Myspace, Facebook, LinkedIn, or Twitter?¹⁷

Based on SNS or Twitter users [N=975]

	know someone with this job	-friend or contact on sns or twitter	not a friend or contact	undesigned friend or contact	do not know anyone with this job	dk	ref.
A nurse	75	49	26	1	25	0	*
A farmer	39	14	25	*	60	0	*
A lawyer	58	26	32	*	41	*	*
A middle school teacher	52	31	21	*	47	*	*
A full-time babysitter	28	17	12	*	71	*	*

¹⁷ Question items were asked of SNS or Twitter users who know someone with that occupation. Results for each item have been recalculated to be based on all SNS or Twitter users.

A janitor	31	8	22	*	69	*	*
A personnel manager	36	18	18	*	62	1	*
A hair dresser	66	34	31	*	34	*	*
A bookkeeper	32	14	17	*	68	*	*
A production manager	21	12	10	*	78	1	*
An operator in a factory	30	16	14	*	70	*	*
A computer programmer	58	39	18	*	42	*	*
A taxi driver	7	2	5	*	92	0	*
A professor	48	26	22	*	52	0	*
A policeman	58	23	34	*	42	0	*
A Chief Executive Officer (C-E-O) of a large company	29	12	16	*	71	*	*
A writer	35	25	10	*	65	*	*
An administrative assistant in a large company	38	23	14	*	62	*	*
A security guard	34	16	18	*	66	*	*
A receptionist	52	28	24	*	48	*	*
A Congressman	14	6	8	*	86	*	*
A hotel bell boy	4	2	2	0	96	*	*

Q20 The following statements inquire about your thoughts and feelings in a variety of situations. On a scale of 1 to 5, where 1 means it doesn't describe you well at all and 5 means it describes you very well, please tell me how much each statement describes you. Here's the (first/next) statement... [READ; RANDOMIZE].

	1 not at all	2	3	4	5 very well	don't know	refused
Before criticizing someone, I try to imagine how I would feel if I were in his or her place.	6	6	21	27	38	1	1
If I'm sure I'm right about something, I don't waste much time listening to other people's arguments.	17	18	26	16	22	1	1
I believe that there are two sides to every question and I try to look at them both.	4	4	14	24	54	*	*
I sometimes find it difficult to see things from the other person's point of view.	28	22	24	13	11	1	1
I try to look at everybody's side of a disagreement before I make a decision.	4	5	17	28	45	1	1
When I'm upset at someone, I usually try to put myself in their shoes for a while.	12	12	30	22	22	1	1
I sometimes try to understand my friends better by imagining how things look from their perspective.	5	5	20	32	37	1	1

Q21 People sometimes look to others for companionship, assistance, or other types of support. How often is each of the following kinds of support available to you if you need it? How about [INSERT; RANDOMIZE]? Is this available to you all of the time, most of the time, some of the time, a little of the time, or none of the time?

	all	most	some	little	none	don't know	refused
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Someone to help you if you were confined to bed	48	25	14	6	6	1	*
Someone you can count on to listen to you when you need to talk	49	30	15	4	3	*	*
Someone to give you good advice about a crisis	41	30	21	4	3	*	*
Someone to take you to the doctor if you needed it	56	25	11	3	4	*	1
Someone to have a good time with	46	29	17	4	3	*	*
Someone to give you information to help you understand a situation	35	35	22	4	3	1	*
Someone to confide in or talk about yourself or your problems	47	28	16	4	4	*	1
Someone to get together with for relaxation	39	28	22	6	4	*	*
Someone to prepare your meals if you were unable to do it yourself	45	24	16	7	7	1	*
Someone whose advice you really want	38	29	22	5	5	*	*
Someone to help with daily chores if you were sick	42	25	19	6	7	1	*
Someone to share your most private worries and fears with	43	24	18	7	7	1	*
Someone to turn to for suggestions about how to deal with a personal problem	42	29	19	4	4	*	*
Someone to do something enjoyable with	44	31	18	4	2	*	*
Someone who understands your problems	34	34	24	4	3	*	*

Q22 Do you belong to or ever work with... [INSERT ITEM; RANDOMIZE a-e; ASK f LAST]?

	yes	no	don't know	refused
A community group or neighborhood association that focuses on issues or problems in your community				
Current	27	73	*	*
July 2008	16	83	*	*
A local sports league				
Current	19	80	*	*
July 2008	16	84	*	*
A local youth group, such as scouts or the YMCA				
Current	21	78	0	*
July 2008	16	84	*	*
A local church, synagogue, mosque or temple				
Current	54	45	*	*
July 2008	46	54	*	*
A local social club or charitable organization				
Current	38	62	*	*
July 2008	24	75	*	*
Some other local group I haven't already mentioned (SPECIFY)				
Current	12	87	1	*
July 2008	11	88	*	1

Q23 [ASK THRU NOVEMBER 2:] Thinking about the coming November elections... Have you [INSERT IN ORDER], or have you not done this?
 [ASK AFTER NOVEMBER 2:] Thinking about the recent national elections held on November 2... Did you [INSERT IN ORDER], or did you not do this?

	yes	no	don't know	refused
(Gone / Go) to any political meetings, rallies, speeches or fundraisers in support of a particular party or candidate	10	90	*	*
(Tried / Try) to convince someone to vote for a particular party or candidate	23	77	*	*

Q24 [ASK THRU NOVEMBER 2:] Do you yourself plan to vote in the election this November, or not?
 [ASK AFTER NOVEMBER 2:] A lot of people have been telling us they didn't get a chance to vote in the elections this year on November 2nd. How about you? Did things come up that kept you from voting, or did you happen to vote?

current	%	
65		Yes / Yes, voted
32		No / No, did not vote
1		Not registered (VOL.)
1		Don't know
1		Refused

FB1 Thinking again about your use of Facebook... Altogether, approximately how many people are on your FACEBOOK Friends List? (Just your best guess is fine.)

Based on Facebook users [N=877]

current	%	*	None
	14		1-25
	12		26-50
	18		51-100
	13		101-199
	25		200-499
	13		500 or more
	4		Don't know
	1		Refused

MEAN= 229.1 friends

FB2 Thinking about the [INSERT NUMBER FROM FB1] people on your Facebook friends list, how many of them are... [INSERT IN ORDER]?¹⁸

Based on Facebook users [N=877]

	None	1	2	3	4	5 or more	don't know	refused
Your siblings	21	26	23	10	6	9	4	1
Your parents	58	25	9	2	1	*	4	1
Your children	62	12	13	5	2	1	4	1
A spouse or a current romantic partner	46	47	1	1	*	1	4	1
A family member other than a sibling, parent, child or spouse	16	6	7	6	6	55	4	1
Co-workers from your current or most recent job	32	7	5	7	5	39	4	1
Co-workers from a job prior to your current or most recent job	42	8	10	5	3	28	4	1
Neighbors	62	9	7	5	2	11	4	1
People you went to high school with	16	4	4	3	3	64	5	1
Classmates from a college, university, or technical school	42	4	4	3	2	39	4	1
Members of a group you belong to, such as a church or voluntary association	45	2	4	4	2	37	4	1
People you have never met in person	50	3	5	3	2	31	4	1
People you have met in person only one time	56	4	4	3	1	25	6	2

FB3 How often, if ever, do you change or update your status on Facebook? (READ 1-7)

Based on Facebook users [N=877]

current

¹⁸ Question was asked of those who have at least one friend in their Facebook network. Results shown here are recalculated to be based on all Facebook users by combining: 1) "None" responses in FB1 with zero in FB2; 2) DK in FB1 with DK in FB2; and 3) REF in FB1 with REF in FB2.

%	6	Several times a day
	9	About once a day
	12	3-5 days a week
	17	1-2 days a week
	18	Every few weeks
	22	Less often
	16	Never
	*	(DO NOT READ) Don't know
	1	(DO NOT READ) Refused

FB4 How often, if ever, do you click the “like” button next to other people's status, wall, or links on Facebook? (READ 1-7)

Based on Facebook users [N=877]

	current	
%	15	Several times a day
	10	About once a day
	10	3-5 days a week
	14	1-2 days a week
	10	Every few weeks
	17	Less often
	22	Never
	1	(DO NOT READ) Don't know
	1	(DO NOT READ) Refused

FB5 How often, if ever, do you comment on other people's photos on Facebook? (READ 1-7)

Based on Facebook users [N=877]

	current	
%	9	Several times a day
	10	About once a day
	10	3-5 days a week
	18	1-2 days a week
	16	Every few weeks
	20	Less often
	15	Never
	*	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

FB6 How often, if ever, do you comment on other people's status, wall, or links on Facebook? (READ 1-7)

Based on Facebook users [N=877]

	current	
%	12	Several times a day
	9	About once a day

13	3-5 days a week
18	1-2 days a week
15	Every few weeks
17	Less often
15	Never
1	(DO NOT READ) Don't know
1	(DO NOT READ) Refused

FB7 How often, if ever, do you send private Facebook messages? (READ 1-7)
Based on Facebook users [N=877]

	current	
%	4	Several times a day
	6	About once a day
	8	3-5 days a week
	18	1-2 days a week
	20	Every few weeks
	24	Less often
	18	Never
	1	(DO NOT READ) Don't know
	1	(DO NOT READ) Refused

A few last questions for statistical purposes only...

Q25 About how long have you lived in the neighborhood where you live now? Have you lived there... (READ 1-5)

	current	
%	12	Less than one year
	26	One to five years
	18	Six to ten years
	19	11 to 20 years
	24	More than 20 years
	*	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q26 What best describes where you live? Do you live in a detached single-family house... a townhouse or semi-detached house... an apartment, condominium or co-op... or something else?

	current	
%	69	A detached single-family house
	7	A townhouse or semi-detached house (includes duplexes)
	14	An apartment, condominium or co-op
	8	Something else

- * Don't know
- 1 Refused

Q27 Do you know the names of your neighbors who live close to you, or not? [IF YES: Do you know all of them, most of them or only some of them?]

	current	
%	24	Yes, know all of them
	27	Yes, know most of them
	30	Yes, know only some of them
	18	No, do not know any
	*	Do not have neighbors close by (VOL.)
	*	Don't know
	*	Refused

Endnotes

ⁱ September 2009 trends based on the September Tracking 2009 survey, conducted August 18 – September 14, 2009 [N=2,253, including 560 cell phone interviews].

ⁱⁱ April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].

ⁱⁱⁱ June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].

^{iv} June 2003 trends based on ‘Internet Spam’ survey conducted June 10-24, 2003 [N=2,200].

^v March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

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

^{vii} September 2010 trends based on the September Health Tracking Survey 2010, conducted August 9 – September 13, 2010 [N=3,001, including 1,000 cell phone interviews].

^{viii} May 2010 trends based on the Spring Change Assessment 2010 survey, conducted April 29 – May 30, 2010 [N=2,252, including 744 cell phone interviews].

^{ix} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

^x 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].

^{xi} April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews].

^{xii} December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample.

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- ^{xiii} November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].
- ^{xiv} August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].
- ^{xv} 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]
- ^{xvi} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].
- ^{xvii} 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].
- ^{xviii} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- ^{xix} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- ^{xx} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- ^{xxi} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{xxii} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{xxiii} 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.
- ^{xxiv} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{xxv} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xxvi} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xxvii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct. 13, 2005 [N=2,251].
- ^{xxviii} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xxix} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb. 9, 2005 [N=2,201].
- ^{xxx} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xxxi} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xxxii} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xxxiii} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xxxiv} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xxxv} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xxxvi} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xxxvii} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xxxviii} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xxxix} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xl} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- ^{xli} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xlii} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xliiii} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xliiv} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- ^{xliiv} 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.}
- ^{xlivi} 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.
- ^{xliivii} 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.
- ^{xliiviii} 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.

xlix August 2001 trends represent a total tracking period of August 12-31, 2001 ^[N=1,505]¹. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

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

li December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

lii November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

liii October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

liv September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

lv August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

lvi June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

lvii May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].