

Spring Change Assessment Survey 2011

Final Topline

7/11/2011

Data for April 26–May 22, 2011

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

Sample: n= 2,277 national adults, age 18 and older, including 755 cell phone interviews
Interviewing dates: 04.26.2011 – 05.22.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,277]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,701]
Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,914]
Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,015]

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...[INSERT; RANDOMIZE]? / Did you happen to do this **yesterday**, or not?¹

Based on all internet users [N=1,701]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use a social networking site like MySpace, Facebook or LinkedIn ²					
Current	65	43	35	*	0
January 2011	61	n/a	39	0	0
December 2010	62	n/a	38	*	0
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	--

WEB1 continued...

¹ 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?” Unless otherwise noted, trends are based on all internet users for that survey.

² 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”

WEB1 continued...

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...[INSERT; RANDOMIZE]? / Did you happen to do this **yesterday**, or not?³

Based on Form A internet users [N=855]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Buy a product online, such as books, music, toys or clothing					
Current	71	6	29	*	0
May 2010	66	8	34	0	0
April 2009 ⁴	75	8	25	0	0
December 2007 ⁵	71	7	29	0	--
Sept 2007	66	6	34	*	--
August 2006	71	6	29	0	--
June 2005	67	n/a	33	*	--
November 23-30, 2004	67	6	33	0	--
Feb 2004	65	3	35	0	--
May 2003	62	5	38	0	--
March 20-25, 2003	61	4	39	*	--
March 12-19, 2003	60	3	40	0	--
March 3-11, 2003	57	5	43	0	--
Do any banking online					
Current	61	24	39	0	*
May 2010	58	26	42	0	*
April 2009	57	24	43	*	*
December 2008	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	*	--
July 2002	32	8	68	*	--
March/May 2002	30	9	70	*	--
June 2000	18	4	82	*	--

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...?/Did you happen to do this yesterday, or not?" Unless otherwise noted, trends are based on all internet users for that survey.

⁴ In April 2009, item was asked only of Form A internet users [N=808].

⁵ In December 2007, item was asked only of landline internet users or Form 1 cell phone internet users [N=1,359].

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...[INSERT; RANDOMIZE]? / Did you happen to do this **yesterday**, or not?⁶

Based on Form B internet users [N=846]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use an online search engine to help you find information on the Web					
Current	92	59	8	*	0
May 2010	87	49	12	*	*
April 2009 ⁷	88	50	12	*	0
May 2008	89	49	10	*	--
December 2006	91	41	9	1	--
August 2006	88	42	11	*	--
Dec 2005	91	38	9	1	--
September 2005	90	41	9	*	--
June 2004	84	30	16	*	--
June 2003	89	31	10	1	--
Jan 2002	85	29	14	1	--

⁶ 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?" Unless otherwise noted, trends are based on all internet users for that survey.

⁷ In April 2009, item was asked only of Form B internet users [N=879].

CELL4 Some phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?

Based on cell phone users [N=1,914]

	<u>CURRENT</u>	
%	33	Yes, is a smartphone
	53	No, is not a smartphone
	14	Not sure
	*	Refused

CELL5 Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, a Palm, or something else?

Based on cell phone users [N=1,914]

	<u>CURRENT</u>	
%	10	iPhone
	10	Blackberry
	15	Android
	2	Windows phone
	2	Palm
	8	Basic cell phone – unspecified (VOL.)
	7	Samsung – unspecified (VOL.)
	5	LG – unspecified (VOL.)
	3	Flip phone – unspecified (VOL.)
	3	Motorola – unspecified (VOL.)
	2	Nokia – unspecified (VOL.)
	2	Tracfone (VOL.)
	1	Pantech – unspecified (VOL.)
	16	Something else (SPECIFY)
	13	Don’t know
	1	Refused

Q14 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 ITEMS; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-h]?⁸

Based on cell phone users

	YES	NO	DON'T KNOW	REFUSED
a. Send or receive email				
Current [N=1,914]	38	62	0	*
December 2010 [N=1,982]	38	62	*	*
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	--
b. Send or receive text messages				
Current	73	27	0	0
December 2010	74	26	*	*
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	--
c. Take a picture				
Current	73	27	*	0
May 2010	76	24	*	*
d. Play music				
Current	34	66	0	0
May 2010	33	67	0	0
September 2009	27	73	0	0
April 2009	21	79	*	0
December 2007	17	83	*	--

⁸ In May 2011, the question was asked of all Form B cell phone users and Form A cell phone users who said in CELL7 that they do more than make calls on their phone. The percentages are based on all cell phone users, counting as “no” Form A cell phone users who said in CELL7 they use their phones only for making calls. Prior to May 2011, question was asked of all cell phone users. 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.

Q14 continued...

	YES	NO	DON'T KNOW	REFUSED
e. Download a software application or "app" ⁹				
Current	31	69	*	0
September 2009	22	78	1	0
f. Record a video				
Current	34	66	0	*
May 2010	34	66	*	0
April 2009	19	81	0	0
December 2007	18	82	0	--
g. Play a game				
Current	35	65	0	0
May 2010	34	66	*	0
April 2009	27	73	*	0
December 2007	27	73	0	--
h. Access the internet ¹⁰				
Current	44	56	0	0
December 2010	42	58	*	*
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	--

CELL9 Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?

Based on those who access the internet on their cell phone [N=746]

	CURRENT	
%	27	Mostly on cell phone
	62	Mostly on something else
	10	Both equally (VOL.)
	1	Depends (VOL.)
	*	Don't know
	*	Refused

⁹ In September 2009, item wording was "Download an application for your cell phone"

¹⁰ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

Q17 Thinking of some other things that people might do on their cell phones, do you ever use your cell phone to... [INSERT ITEMS; ALWAYS ASK a-c FIRST IN ORDER; RANDOMIZE d-g; ALWAYS ASK h-i LAST IN ORDER]?¹¹

Based on cell phone users

	YES, DO THIS	NO, DO NOT DO THIS/ HAVE NOT DONE THIS	(VOL.) CELL PHONE CAN'T DO THIS	DON'T KNOW	REFUSED
a. Watch a video					
Current [N=1,914]	26	74	*	0	0
April 2009 [N=1,818]	14	86	n/a	*	0
December 2007 [N=1,704]	10	90	n/a	0	--
b. Send a photo or video to someone					
Current	54	45	*	0	0
c. Post a photo or video online					
Current	22	78	*	*	0
<i>Item D: Based on cell users who use SNS</i>					
d. Access a social networking site like MySpace, Facebook or LinkedIn					
Current [N=953]	52	48	0	0	0
<i>Item E: Based on cell users who use Twitter</i>					
e. Access Twitter					
Current [N=188]	55	45	0	0	0
f. Check your bank account balance or do any online banking					
Current	18	81	*	0	*
g. Participate in a video call or video chat ¹²					
Current	6	94	*	0	0
September 2010	7	93	n/a	*	*

Q17 continued...

¹¹ In May 2011, the question was asked of all Form B cell phone users and Form A cell phone users who said in CELL7 that they do more than make calls on their phone. The percentages are based on all cell phone users, counting as “no” Form A cell phone users who said in CELL7 they use their phones only for making calls. Prior to May 2011, question was asked of all cell phone users and 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]?”

¹² September 2010 item wording was “Participate in a video call, video chat or teleconference”

Q17 continued...

	YES, DO THIS	NO, DO NOT DO THIS/ HAVE NOT DONE THIS	(VOL.) CELL PHONE CAN'T DO THIS	DON'T KNOW	REFUSED
h. Use a service such as Foursquare or Gowalla to "check in" to certain locations or share your location with friends					
Current	5	94	*	*	0
i. Get directions, recommendations, or other information related to your present location ¹³					
Current	28	72	*	0	0
April 2009	18	82	n/a	*	*
December 2007	14	86	n/a	*	--

¹³ April 2009 and December 2007 item wording was "Get a map or directions to another location"

August Tracking Survey 2011

Final Topline

8/30/2011

Data for July 25–August 26, 2011

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

Sample: n=2,260 national adults, age 18 and older, including 916 cell phone interviews
Interviewing dates: 07.25.2011 – 08.26.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,260]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,716]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,948]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,047]

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?¹⁴

	USES INTERNET	DOES NOT USE INTERNET
Current	78	22
May 2011	78	22
January 2011 ¹⁵	79	21
December 2010 ¹⁶	77	23
November 2010 ¹⁷	74	26
September 2010	74	26
May 2010	79	21
January 2010 ¹⁸	75	25
December 2009 ¹⁹	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 ²⁰	74	26
August 2008 ²¹	75	25

¹⁴ 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?”

¹⁵ January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

¹⁶ December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

¹⁷ November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

¹⁸ January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

¹⁹ 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].

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

²¹ August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

HOME3NW Do you ever use the internet or email at HOME?²²

Based on all internet users [N=1,716]

	YES	NO	DON'T KNOW	REFUSED
Current	90	10	0	0
May 2011	88	12	0	*
January 2011	89	11	*	0
December 2010	95	4	*	*
November 2010	95	4	*	*
September 2010	95	5	*	*
May 2010	94	6	*	*
January 2010	94	6	*	*
December 2009	93	6	*	*
September 2009	92	6	*	*
April 2009	91	8	*	*
December 2008	92	6	*	*
November 2008	93	7	*	*
August 2008	93	7	*	--
July 2008	93	7	*	--
May 2008	95	6	*	--
December 2007	94	7	*	--
September 2007	93	6	*	--
February 2007	95	5	*	--
November 2006	93	7	*	--
February 2006	94	6	*	--
June 2005	90	10	*	--
July 2004	94	7	*	--
March 2004	92	8	*	--

²² Trend wording was as follows: "About how often do you use the internet or email from... HOME – 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?" Results shown here for "YES" reflect combined "Several times a day," "About once a day," "3-5 days a week," "1-2 days a week," "Every few weeks," and "Less often" responses. Results shown here for "NO" reflect "Never" responses. In January 2011 and May 2011, question wording was slightly different: "Do you ever use the internet or email from home?"

MODEM3B 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?²³

Based on those who use the internet at home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC ²⁴	----- T-1	----- (VOL.) OTHER BROAD-BAND	----- (VOL.) BROAD-BAND COMBO	(VOL.) NO HOME NET ACCESS	(VOL.) ACCESS NET ON CELL ONLY	(VOL.) NONE OF THE ABOVE ²⁵	DK	REF.
Current [N=1,565]	5	89	22	34	26	5	*	2	*	1	1	1	3	*
May 2011 [N=1,518]	6	88	25	31	29	4	*	n/a	n/a	n/a	n/a	1	3	1
Jan 2011 [N=1,610]	4	88	28	33	22	5	1	n/a	n/a	n/a	n/a	2	4	1
Dec 2010 [N=1,731]	6	85	27	33	19	5	*	n/a	n/a	n/a	n/a	2	6	2
Nov 2010 [N=1,560]	6	86	28	33	20	5	1	n/a	n/a	n/a	n/a	2	4	2
Sept 2010 [N=1,947]	7	86	29	31	20	6	1	n/a	n/a	n/a	n/a	2	4	1
May 2010 [N=1,659]	7	86	27	33	20	5	1	n/a	n/a	n/a	n/a	2	4	1
Jan 2010 [N=1,573]	7	88	29	38	18	4	*	n/a	n/a	n/a	n/a	1	3	1
Dec 2009 [N=1,582]	9	86	28	37	17	3	1	n/a	n/a	n/a	n/a	2	4	1
Sept 2009 [N=1,584]	7	87	30	37	15	4	*	n/a	n/a	n/a	n/a	2	3	2
April 2009 [N=1,567]	9	86	29	36	15	4	1	n/a	n/a	n/a	n/a	2	3	1
Dec 2008 [N=1,538]	13	80	30	32	15	3	*	n/a	n/a	n/a	n/a	1	5	--
Nov 2008 [N=1,481]	12	82	33	34	13	3	*	n/a	n/a	n/a	n/a	1	5	--
Aug 2008 [N=1,543]	13	81	37	30	10	3	1	n/a	n/a	n/a	n/a	1	5	--
July 2008 [N=1,797]	14	81	35	30	13	3	1	n/a	n/a	n/a	n/a	1	4	--
May 2008 [N=1,463]	15	79	36	31	9	2	*	n/a	n/a	n/a	n/a	1	5	--
Dec 2007 [N=1,483]	18	77	34	31	10	2	1	n/a	n/a	n/a	n/a	1	3	--
Sept 2007 [N=1,575]	20	73	34	30	8	2	n/a	n/a	n/a	n/a	n/a	1	6	--
Feb 2007 [N=1,406]	23	70	35	28	6	1	n/a	n/a	n/a	n/a	n/a	1	6	--

²³ From September 2009 thru January 2010, the question asking about type of home internet connection (MODEM) was form split. MODEMA was asked of Form A respondents who use the internet from home. MODEMB was asked of Form B respondents who use the internet from home. Trend 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.

²⁴ 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.

²⁵ May 2011 and earlier trend percentages for "None of the above" reflect "Other (SPECIFY)" responses.

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	55	45	*	*
May 2011	57	42	*	*
November 2010	61	39	0	*
September 2010	59	40	*	*
May 2010	62	38	*	*
January 2010	59	41	0	*
December 2009	58	42	*	*
September 2009	62	37	0	*
April 2009	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
b. A laptop computer or netbook ²⁶				
Current	57	43	*	*
May 2011	56	44	*	*
January 2011	57	43	*	*
December 2010	53	47	*	*
November 2010	53	47	*	*
September 2010	52	48	*	*
May 2010	55	45	*	0
January 2010	49	51	*	*
December 2009	46	53	*	*
September 2009	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--

Q10 continued...

²⁶ Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

Q10 continued...

	YES	NO	DON'T KNOW	REFUSED
c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ²⁷				
Current	84	15	*	*
May 2011	83	17	*	0
January 2011	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--
d. An electronic Book device or e-Book reader, such as a Kindle or Nook ²⁸				
Current	9	90	*	*
May 2011	12	88	*	0
November 2010	6	94	*	*
September 2010	5	95	*	*
May 2010	4	96	*	*
September 2009	3	97	*	*
April 2009	2	98	*	*

²⁷ 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.

²⁸ Through November 2010, item wording was "An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book".

Q10 continued...

	YES	NO	DON'T KNOW	REFUSED
e. A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom ²⁹				
Current	10	90	*	*
May 2011	8	92	*	0
January 2011	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

Q12 You said you have [a Laptop; an e-Book reader; a tablet computer]. Do you ever use [this device / any of those devices] to go online wirelessly, either at home or somewhere else?³⁰

Based on those who have a laptop/netbook, e-Book reader, or tablet computer

	CURRENT		MAY 2011
%	87	Yes	75
	13	No	24
	*	Don't know	*
	*	Refused	*
	[n=1,300]		[n=1,380]

WIRELESS Wireless internet use³¹

	WIRELESS INTERNET USER	INTERNET USER BUT NOT WIRELESS	ALL OTHERS
Current	63	16	21
May 2011	59	20	21
December 2010	59	20	20
November 2010	57	20	23
September 2010	57	20	23
May 2010	59	22	19
January 2010	53	24	23
December 2009	55	24	21
September 2009	54	25	21
April 2009	56	23	20
December 2008	43	30	26
November 2008	37	37	26

²⁹ Through January 2011, item wording was "A tablet computer like an iPad"

³⁰ In May 2011, question was also asked of those who have an MP3 player.

³¹ Definitions for wireless internet use may vary from survey to survey.

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...[INSERT; RANDOMIZE]? / Did you happen to do this yesterday, or not?³²

Based on all internet users [N=1,716]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Send or read e-mail					
Current	91	59	9	*	0
November 2010	92	61	8	*	*
September 2010	91	61	9	*	*
May 2010	94	62	6	*	0
January 2010	92	59	8	*	*
December 2009	90	55	10	*	*
September 2009	89	58	11	*	*
April 2009	90	57	9	*	0
December 2008	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 ³³	91	52	9	*	--
August 2006 ³⁴	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 ³⁵	91	52	9	0	--
March 3-11, 2003	94	54	6	*	--
February 2003	91	50	9	*	--

WEB1 continued...

³² 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?" Unless otherwise noted, trends are based on all internet users for that survey.

³³ November 2006 results for this activity series reflect the landline respondents only [N=1,578].

³⁴ 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.

³⁵ March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use a social networking site like MySpace, Facebook or LinkedIn ³⁶					
Current	64	43	35	*	0
May 2011	65	43	35	*	0
January 2011	61	n/a	39	0	0
December 2010	62	n/a	38	*	0
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
August 2008	33	17	67	*	--
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	--

³⁶ 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"