

Survey questions

Spring Change Assessment Survey 2011

EXCERPT

5/25/2011

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

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]

Form B (the form used for online phone calling question) [n=846]

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	*	--

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”

August 2006	16	9	84	*	--
September 2005	11	3	88	1	--
February 2005	8	2	91	1	--

SNS2 About how often do you visit social networking sites? (READ 1-6)³

Based on SNS or Twitter users

	current		Sept 2009	May 2008
%	31	Several times a day	22	18
	21	About once a day	21	19
	15	3 to 5 days a week	18	23
	17	1 to 2 days a week	13	15
	8	Every few weeks	n/a	n/a
	8	Less often	24	23
	*	(DO NOT READ) Don't know	1	1
	*	(DO NOT READ) Refused	*	2
	[n=1,015]		[n=680]	[n=328]

SNS3 How many social networking sites do you currently have a profile on?⁴

Based on SNS or Twitter users

	current		Sept 2009	May 2008
%	2	None	n/a	n/a
	55	One	45	54
	25	Two	36	29
	10	Three	10	8
	7	Four or more	6	5
	1	Don't know	1	2
	*	Refused	1	2
	[n=1,015]		[n=680]	[n=328]

³ Prior to May 2011, question was asked of SNS users only and wording was "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?" Results for "3-5 days a week" reflect trend category "Every few days" and "1-2 days a week" reflect trend category "Once a week."

⁴ Prior to May 2011, question was asked of SNS users only.

SNS4 [IF HAVE PROFILE ON ONE SNS SITE:] On which social networking site do you currently have a profile? / [IF HAVE PROFILES ON MULTIPLE SITES:] On which social networking sites do you currently have a profile? [PRECODED OPEN-END]⁵

Based on SNS or Twitter users who have an SNS profile

	current		SEPT 2009
%	93	Facebook	73
	23	MySpace	48
	11	Linked In	14
	11	Twitter	6
	2	Tagged	1
	2	Yahoo / Yahoo Messenger	1
	2	YouTube	1
	9	Other (SPECIFY)	10
	1	Don't know	1
	2	Refused	3
	[n=975]		[n=680]

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

SNS5 [IF HAVE PROFILE ON ONE SNS SITE:] Do you have multiple profiles on this site, or do you have only one profile? / [IF HAVE PROFILES ON MULTIPLE SITES:] Do you have multiple profiles on any social networking sites, or do you have only one profile on each site?

Based on SNS or Twitter users who have an SNS profile [N=975]

	current	
%	8	Multiple profiles
	92	One profile
	0	Don't know
	*	Refused

⁵ September 2009 question was asked of SNS users only and wording was "On which social networking site do you have a profile? / On which Social Networking sites do you have a profile?"

SNS5a Thinking now just about the profile you use most often, on which site is that profile located?
[PRECODED OPEN-END]

Based on SNS or Twitter users who have an SNS profile on multiple sites [N=383]

current		
%	79	Facebook
	5	Twitter
	3	Linked In
	3	MySpace
	1	My Yearbook
	1	YouTube
	*	Google Buzz
	*	Tagged
	0	Bebo
	0	Digg
	0	Flickr
	0	Last.FM
	0	Tumblr
	0	Ustream
	4	Other (SPECIFY)
	2	Don't know
	2	Refused

SNS6 Thinking just about the profile you use most often... Is your profile set to PUBLIC so that everyone can see it... is it PARTIALLY PRIVATE, so that friends of friends or your networks can see it... or is it PRIVATE, so that only your friends can see?

Based on SNS or Twitter users who have an SNS profile [N=975]

current		
%	20	Public
	19	Partially private
	58	Private (friends only)
	3	Don't know
	*	Refused

SNS7 On this private profile, do you limit what certain friends can and cannot see, or can all your friends see the same thing?

Based on SNS or Twitter users whose profile is at least partially private [N=756]

current		
%	26	Limit what certain friends can see
	72	All friends see the same thing
	2	Don't know
	*	Refused

SNS8 Overall, how difficult is it to manage the privacy controls on your profile? Is it very difficult, somewhat difficult, not too difficult or not difficult at all?

Based on SNS or Twitter users who have an SNS profile [N=975]

	current	
%	2	Very difficult
	16	Somewhat difficult
	30	Not too difficult
	49	Not difficult at all
	1	Do not use privacy settings (VOL.)
	2	Don't know
	*	Refused

SNS9 Thinking about the ways people might use social networking sites... Do you ever... [INSERT IN ORDER]?⁶

Based on SNS or Twitter users who have an SNS profile

	yes, do this	no, do not	don't know	refused
Delete people from your network or friends' list				
Current [N=975]	63	37	*	0
September 2009 [N=680]	56	43	1	*
Remove your name from photos that have been tagged to identify you				
Current	37	61	1	0
September 2009	30	69	*	*
Delete comments that others have made on your profile				
Current	44	56	*	0
September 2009	36	64	*	*
Post updates, comments, photos or videos that you later regret sharing				
Current	11	89	0	*
September 2009	12	87	*	*
Set up your account so that it automatically includes your location on your posts				
Current	14	84	2	0

⁶ Prior to May 2011, question was asked of SNS users only. September 2009 question wording was "Thinking about the ways you use social networking sites... Do you ever [INSERT IN ORDER]?"