

Survey Questions

August 2012 Omnibus Week 1

INTUSE. Do you use the internet, at least occasionally?

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

81%

ACT.120 Next... Please answer these next questions by thinking about all the ways you use the internet with computers, laptops, mobile phones, and other devices. Please tell me if you ever use the internet or an app with any of those devices to... [INSERT ITEM; RANDOMIZE]? / Use ...

Asked of internet users

Facebook	66%
LinkedIn	20%
Twitter	16%
Tumblr	5%
Instagram	12%
Pinterest	12%

PIAL.5 Do you ever post PHOTOS that you, yourself, have taken to any kind of website?

Asked of internet users

45%

PIAL.6 Do you ever take images that you find online and share or repost them on sites designed for sharing images with many people?

Asked of internet users

35%

PIAL.7 Do you ever post VIDEOS that you, yourself, have taken to any kind of website?

Asked of internet users

18%

PIAL.8 Do you ever take videos that you find online and share or repost them on sites designed for sharing videos with many people?

Asked of internet users

25%

Methodology

August 2012 Omnibus Week 1

Prepared by Princeton Survey Research Associates International

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The PSRAI August 2012 Omnibus Week 1 obtained telephone interviews with a nationally representative sample of 1,005 adults living in the continental United States. Telephone interviews were conducted by landline (600) and cell phone (405, including 196 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English by Princeton Data Source from August 2-5, 2012. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.7 percentage points.