

# Survey Questions

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## Spring 2013 Tracking Survey

Final Topline

5/21/2013

Data for April 17-May 19, 2013

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

Sample: n=2,252 national adults, age 18 and older, including 1,127 cell phone interviews  
Interviewing dates: 04.17.2013 – 05.19.2013

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,252]

Margin of error is plus or minus 2.5 percentage points for results based on all internet users [n=1,895]

Margin of error is plus or minus 4.7 percentage points for results based Group #1: Married or in a relationship 10 years or less [n=524]

Margin of error is plus or minus 3.6 percentage points for results based Group #2: Married or in a relationship for more than 10 years [n=904]

Margin of error is plus or minus 9.3 percentage points for results based Group #3: Not married or in relationship, looking [n=138]

Margin of error is plus or minus 4.3 percentage points for results based Group #4: Not married or in relationship, not looking [n=686]

Margin of error is plus or minus 4.2 percentage points for results based Groups #1 and #3 [n=662]

Margin of error is plus or minus 7.4 percentage points for results based on those who have ever used online dating sites or apps [n=223]

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**MAR** Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

	<u>CURRENT</u>	
%	47	Married
	6	Living with a partner
	10	Divorced
	4	Separated
	7	Widowed
	24	Never been married
	0	Don't know
	1	Refused

**MAR2** Are you currently in a committed romantic relationship, or not?

Based on those who are not married or living with a partner [N=1,040]

	<u>CURRENT</u>	
%	25	Yes, in committed romantic relationship
	71	No
	*	Don't know
	3	Refused

**MAR3** How many years have you been (married / in your current relationship)? [IF NECESSARY: Just your best guess is fine.]

Based on those who are married, living with a partner or in some other committed relationship [N=1,428]

	<u>CURRENT</u>	
%	4	Under a year
	25	1-5 years
	13	6-10 years
	29	11-25 years
	27	More than 25 years
	0	Don't know
	1	Refused

**MAR4** Would you say you are currently looking for a romantic partner, or that you are not currently looking for a partner?

Based on those who are not married, living with a partner or in some other committed relationship

	<u>CURRENT</u>		<u>SEPT 2005B</u>
%	20	Currently looking	21
	75	Currently not looking	74
	2	Don't know	5
	3	Refused	--
	[N=824]		[N=1,058]

**MARSUM** Marital/Romantic Status Summary Table

	<u>CURRENT</u>	
%	28	Group #1: Married or in a relationship 10 years or less
	38	Group #2: Married or in a relationship for more than 10 years
	7	Group #3: Not married or in relationship, looking
	28	Group #4: Not married or in relationship, not looking

**MEET** Overall, would you say it is EASY or DIFFICULT to meet people in the city or town where you live?

Based on Group 3: Single and looking for a partner

	<u>CURRENT</u>		<u>SEPT 2005B</u>
%	50	Easy to meet people	43
	47	Difficult to meet people	55
	1	Don't know	2
	2	Refused	0
	[N=138]		[N=188]

**REL1** Is your (spouse / current partner) someone you first met ONLINE or someone you first met OFFLINE?<sup>1</sup>

Based on those who are married, living with a partner or in some other committed relationship

	CURRENT TOTAL	CURRENT INTERNET USERS		SEPT 2005B INTERNET USERS
%	5	6	Met online	3
	94	94	Met offline	97
	*	*	Don't know	*
	*	1	Refused	--
	[N=1,428]	[N=1,268]		[N=1,671]

**REL2** Did you meet through an online dating site, or some other way?<sup>2</sup>

Based on those who are married, living with a partner or in some other committed relationship and met their current partner online

	CURRENT TOTAL	CURRENT INTERNET USERS		SEPT 2005B INTERNET USERS
%	63	61	Met through online dating site	41
	36	38	Some other way	56
	0	0	Don't know	3
	1	1	Refused	--
	[N=63]	[N=61]		[N=44]

**REL3** On which site did you first meet? [OPEN-END]

Based on those who are married, living with a partner or in some other committed relationship and met their current partner online [N=63]

	CURRENT	
%	83	Gave response (SPECIFY)
	3	Did not meet on any particular website (VOL.)
	12	Don't know
	1	Refused

<sup>1</sup> September 2005B trend was asked of internet users who were married, living with a partner or in some other committed relationship.

<sup>2</sup> September 2005B trend was asked of married/committed internet users who met spouse/partner online. Question wording was: "Did you meet through a dating website or some other way?"

**INTDATE** Have you ever done any of the following things online? (First/Next), have you ever...  
 [INSERT ITEMS; RANDOMIZE]?<sup>3</sup>

	YES	NO	DON'T KNOW	REFUSED
<i>Items A &amp; B: Based on all internet users</i>				
a. Searched for information online about someone you dated in the past <sup>4</sup>				
Current [N=1,895]	24	75	0	*
September 2005B [N=2,252]	11	89	*	--
b. Flirted with someone online <sup>5</sup>				
Current	24	76	*	*
September 2005B	15	85	*	--
<i>Items C-E: Based on internet users in Groups 1,3: Committed relationship 10 years or less - OR- Single and looking<sup>6</sup></i>				
c. Searched for information online about someone you were currently dating or were about to meet for a first date <sup>7</sup>				
Current [N=616]	29	71	*	*
September 2005B [N=585]	13	87	*	--
d. Asked someone out online or via email for a first date				
Current	20	80	0	*
e. Used the internet or email to maintain a long-distance romantic relationship <sup>8</sup>				
Current	24	76	0	*
September 2005B	19	81	*	--

<sup>3</sup> Sept 2005B question wording was: "Have you ever used the internet or email to do any of the following things? Have you ever used the internet or email to...[INSERT ITEMS; ROTATE]?"

<sup>4</sup> Sept 2005B item wording was: "Search for information about someone you dated in the past"

<sup>5</sup> Sept 2005B item wording was: "Flirt with someone"

<sup>6</sup> Sept 2005B items were asked of internet users who are married or in a committed relationship FIVE years or less or who are single and looking.

<sup>7</sup> Sept 2005B item wording was: "Search for information about someone you were currently dating or were about to meet for a first date"

<sup>8</sup> Sept 2005B item wording was: "Maintain a long-distance romantic relationship with someone"

**SNSDATE1** Thinking about your experiences on social networking sites such as Facebook or Twitter... Have you ever used a social networking site to... [INSERT ITEMS; RANDOMIZE]?

	YES	NO	DON'T KNOW	REFUSED
<i>Items A &amp; B: Based on all SNS or Twitter users [N=1,325]</i>				
a. Check up on someone that you used to date or be in a relationship with	31	68	*	*
b. Post details or pictures from a date	17	83	*	*
<i>Items C-E: Based on SNS or Twitter users in Groups 1,3: Committed relationship 10 years or less -OR- Single and looking [N=495]</i>				
c. Ask someone out on a date	15	85	0	*
d. Get more information about someone you were interested in dating	30	69	*	*
e. 'Follow' or 'friend' someone because one of your friends suggested you might want to date that person	12	87	0	*

**SNSDATE2** Still thinking about your experiences on social networking sites such as Facebook or Twitter... Have you ever... [INSERT ITEMS; RANDOMIZE]?

Based on all SNS or Twitter users [N=1,325]

	YES	NO	DON'T KNOW	REFUSED
a. Unfriended or blocked someone that you used to be in a relationship with	22	78	*	*
b. Unfriended or blocked someone who was flirting with you in a way that made you feel uncomfortable	27	73	*	*
c. Untagged or deleted photos of you and someone you used to be in a relationship with	17	83	*	*

**CELLDATE** Now thinking about your cell phone... Have you ever... [INSERT ITEMS; RANDOMIZE]?

	YES	NO	DON'T KNOW	REFUSED
<i>Item A: Based on cell phone owners in Groups 1,3: Committed relationship 10 years or less - OR- Single and looking [N=639]</i>				
a. Asked someone out on a date by calling them on your cell phone	52	47	1	*
<i>Item B: Based on cell phone owners who text message in Groups 1,3: Committed relationship 10 years or less -OR- Single and looking [N=571]</i>				
b. Asked someone out on a date by sending them a text message on your cell phone	37	62	*	0

**BREAK** Have you ever... [INSERT ITEMS IN ORDER]?

Based on internet users or cell phone owners in Groups 1,3: Committed relationship 10 years or less - OR- Single and looking [N=653]

	YES	NO	DON'T KNOW	REFUSED
a. Broken up with someone you were dating or seeing romantically by text message, email, or by sending them a message online	17	83	0	*
b. Had someone break up with YOU by text message, email, or by sending you a message online	17	82	*	*

[READ TO ALL:] Thinking now about the different ways people might have met their current partner or the ways people might meet someone they'd be interested in dating...

**DATE1a** Have YOU, personally, ever used an online dating site such as Match.com, eHarmony, or OK Cupid?<sup>9</sup>

Based on all internet users

	CURRENT		SEPT 2005B
%	11	Yes	11
	89	No	89
	*	Don't know	*
	*	Refused	--
	[N=1,895]		[N=2,252]

<sup>9</sup> For the Sept 2005B trend, from September 14 to September 29, question wording was "Do you ever use an online dating website?" Wording was slightly altered during the field period to ensure that all online daters were being captured by the survey, not just those who were currently using online dating websites. Modified wording was: "Have you ever gone to an online dating website or other site where you can meet people online?" Results shown here combine responses to both forms of the question.

**DATE1b** Which online dating sites have you used? [Probe for additional: "Any others?"] [If says they've tried 'all' or 'most' of them, probe: Could you please tell me which ones you've used?] [DO NOT READ; PRECODED OPEN-END]<sup>10</sup>

Based on those who have ever used online dating sites

	CURRENT		SEPT 2005B
%	45	Match.com	29
	23	eHarmony	11
	17	Plenty of Fish	n/a
	15	OK Cupid	n/a
	2	Christian Mingle	1
	2	Zoosk	n/a
	1	Adult Friend Finder	4
	1	J Date	2
	1	Date Hookup	n/a
	*	Facebook	n/a
	*	Chemistry.com	n/a
	n/a	Blackplanet	3
	n/a	True.com	2
	n/a	Yahoo Personals	21
	n/a	MySpace.com	7
	n/a	American Singles	4
	n/a	AOL Profiles Page	2
	n/a	Salon Personals	1
	14	Other (SPECIFY)	26
	9	Don't know	19
	*	Refused	--
	[N=198]		[N=204]

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

**DATE2a** Have you ever used a dating app on your cell phone?

Based on those who download apps to their cell phone [N=934]

	CURRENT	
%	7	Yes
	93	No
	*	Don't know
	0	Refused

<sup>10</sup> Sept 2005B question wording was: "Earlier you said you have used an online dating website. Which dating websites have you used?"

**DATE2b** Which dating apps have you used? [Probe for additional: "Any others?"] [If says they've tried 'all' or 'most' of them, probe: Could you please tell me which ones you've used?] [DO NOT READ; PRECODED OPEN-END]

Based on those who have ever used a dating app on their cell phone [N=57]

	<u>CURRENT</u>	
%	27	Plenty of Fish
	20	OK Cupid
	10	Match.com
	8	eHarmony
	8	Zoosk
	6	Tagged
	4	Skout
	1	JDate
	1	Tinder
	15	Other (SPECIFY)
	12	Don't know
	3	Refused

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

**DATE3** (Other than yourself,) Do you personally know anyone who has... [INSERT ITEMS IN ORDER]?<sup>11</sup>

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. Used an online dating site or app <sup>12</sup>				
Current	42	56	1	*
September 2005B	31	69	1	--
b. Been in a long-term relationship with or married someone they met through an online dating site or app <sup>13</sup>				
Current	29	70	1	*
September 2005B	15	85	1	--

<sup>11</sup> Sept 2005B question wording was: "(Aside from yourself,) Do you know anyone who has...[INSERT ITEMS IN ORDER]?"

<sup>12</sup> Sept 2005B item wording was: "Used an online dating website"

<sup>13</sup> Sept 2005B item wording was: "Been in a long-term relationship with or married someone they met through a dating website"



**DATE4** Thinking about your own experiences with online dating... Have you ever... [INSERT ITEMS; RANDOMIZE]?

Based on those who have ever used online dating sites or apps [N=223]

	YES	NO	DON'T KNOW	REFUSED
a. Paid to use an online dating site (or app)	33	67	0	0
b. Used an online dating site (or app) designed for people with shared interests or backgrounds	40	59	1	0
c. Attended a group outing or event in your area organized by an online dating site	4	96	0	0

**DATES** Still thinking about your own experiences with online dating... Have you ever... [INSERT ITEMS; RANDOMIZE]?<sup>14</sup>

Based on those who have ever used online dating sites or apps

	YES	NO	DON'T KNOW	REFUSED
a. Gone on a date with someone you met through an online dating site (or app) <sup>15</sup>				
Current [N=223]	66	34	0	0
September 2005B [N=204]	43	56	1	--
b. Been in a long-term relationship or married someone you met through an online dating site (or app) <sup>16</sup>				
Current	23	76	*	0
September 2005B	17	82	1	--
c. Been contacted by someone through an online dating site (or app) in a way that made you feel harassed or uncomfortable				
Current	28	72	0	1
d. Felt like someone else seriously misrepresented themselves in their profile				
Current	54	44	2	1
e. Asked someone to help you create or review your profile				
Current	22	78	0	0
f. Been matched with or come across the profile of someone you already know				
Current	38	61	0	*

<sup>14</sup> Sept 2005B question was asked of those who have ever used online dating sites

<sup>15</sup> Sept 2005B item wording was: "Gone on a date with someone you met through a dating website"

<sup>16</sup> Sept 2005B item wording was: "Been in a long-term relationship with or married someone you met through a dating website"

**DATE6** Do you CURRENTLY have a profile posted on any online dating sites (or apps), even if you don't regularly use them?

Based on those who have ever used online dating sites or apps [N=223]

	<u>CURRENT</u>	
%	41	Yes
	56	No
	3	Don't know
	*	Refused

**DATE7** Thinking about the profile that you use most often, is your profile photo visible to anyone, or do you control who can see your photo?

Based on those who currently have a profile posted on any online dating sites or apps [N=89]

	<u>CURRENT</u>	
%	73	Photo visible to anyone
	20	Respondent controls who sees photo
	3	Don't know
	5	Refused

**DATE8** Next, I'm going to read some reasons people might use online dating. For each one, please tell me if it is a MAJOR reason YOU personally use online dating, a MINOR reason, or not a reason at all for you. (First/Next), [INSERT ITEMS; RANDOMIZE; ALWAYS ASK a-b TOGETHER IN ORDER]? Is this a MAJOR reason you use online dating, a MINOR reason, or not a reason at all for you?

Based on those who currently have a profile posted on any online dating sites or apps [N=89]

	<u>MAJOR REASON</u>	<u>MINOR REASON</u>	<u>NOT A REASON</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. Meeting people who share similar interests or hobbies	60	19	21	0	0
b. Finding someone for a long-term relationship or marriage	46	31	22	1	0
c. Meeting people who share your beliefs or values	52	19	29	0	0
d. Meeting people who just want to have fun without being in a serious relationship	25	42	34	0	0
e. Having a schedule that makes it hard to meet interesting people in other ways	33	43	24	0	1

**DATE9** Many people have different opinions about online dating. Please tell me if you AGREE or DISAGREE with the following statements about online dating. [INSERT ITEMS; RANDOMIZE; ALWAYS ASK a-b TOGETHER, ALWAYS ASK c-d TOGETHER]. Do you agree or disagree with this statement?<sup>17</sup>

	AGREE	DISAGREE	DON'T KNOW	REFUSED
a. Online dating is a good way to meet people				
Current Total [N=2,252]	56	36	6	2
Current Internet users [N=1,895]	59	34	6	1
September 2005B Internet users [N=2,252]	44	44	11	1
b. Online dating allows people to find a better match for themselves because they can get to know a lot more people				
Current Total	51	41	7	1
Current Internet users	53	39	6	1
September 2005B Internet users	47	38	15	1
c. People who use online dating sites are desperate <sup>18</sup>				
Current Total	23	70	6	1
Current Internet users	21	73	4	1
September 2005B Internet users	29	61	9	1
d. Online dating keeps people from settling down because they always have options for people to date				
Current Total	33	57	9	2
Current Internet users	32	59	8	1

<sup>17</sup> Sept 2005B question was asked only of internet users

<sup>18</sup> Sept 2005B item wording was: "People who use online dating are desperate"

## Methods

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from April 17 to May 19, 2013, among a sample of 2,252 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,125) and cell phone (1,127, including 571 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based on Internet users (n=1,895), the margin of sampling error is plus or minus 2.5 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2012 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

<b>Sample Disposition</b>		
<u>Landline</u>	<u>Cell</u>	<u>-</u>
41,291	24,698	Total Numbers Dialed
1,755	411	Non-residential
1,516	88	Computer/Fax
12	----	Cell phone
24,344	9,674	Other not working
2,038	226	Additional projected not working
11,626	14,299	Working numbers
28.2%	57.9%	Working Rate
679	75	No Answer / Busy
3,442	3,668	Voice Mail
41	16	Other Non-Contact
7,464	10,540	Contacted numbers
64.2%	73.7%	Contact Rate
450	1,537	Callback
5,786	7,097	Refusal
1,228	1,906	Cooperating numbers
16.5%	18.1%	Cooperation Rate
45	68	Language Barrier
----	684	Child's cell phone
1,183	1,154	Eligible numbers
96.3%	60.5%	Eligibility Rate
58	27	Break-off
1,125	1,127	Completes
95.1%	97.7%	Completion Rate
10.0%	13.0%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- **Contact rate** – the proportion of working numbers where a request for interview was made
- **Cooperation rate** – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- **Completion rate** – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 10 percent. The response rate for the cellular sample was 13 percent.