

Methods

A nationally representative survey of 1,000 adults ages 18+ was taken October 3-6, 2013. It was conducted in English on landline and cell phones. The sample contained 852 internet users and 941 cell phone owners. The margin of error for the full sample is +/- 3.6 percentage points. The margin of error for internet users is +/- 3.9 percentage points. The margin of error for cell phone owners is +/- 3.7 percentage points.

Survey Questions

Asked of all adults (n=1,000)

Do you use the internet or email, at least occasionally?

Yes – 83%

No – 17%

Asked of all adults (n=1,000)

Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

Yes – 66%

No – 34%

Among all adults (n=1,000)

Summary of all internet users

Total internet users – 85%

Total not internet users – 15%

Asked of all adults (n=1,000)

Do you have a cell phone?

Yes – 92%

No – 8%

Asked of all cell phone owners (n=941)

Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?

Yes, smartphone - 64%

No, not a smartphone – 32%

Not sure/don't know – 4%

Asked of all internet users (n=852)

Do you ever post photos that you, yourself, have taken to any kind of website?

Yes – 52%

No – 48%

Asked of all internet users (n=852)

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

Yes – 42%

No – 57%

Asked of all internet users (n=852)

Do you ever post videos that you, yourself, have taken to any kind of website?

Yes – 26%

No – 74%

Asked of all internet users (n=852)

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

Yes – 36%

No – 64%

Asked of all cell phone owners (n=941)

On your cell phone, do you ever use the mobile app called Snapchat that is used to take and share photos and videos, or do you not use that app?

Yes – 9%

No – 91%

Asked of all cell phone owners (n=941)

Do you ever use Instagram on your cell phone, or do you not use that app?

Yes – 18%

No – 81%

Asked of all Instagram users (n=119)

How often do you use Instagram on your cell phone? Would you say...

Several times a day – 24%

About once a day – 12%

3 to 5 days a week – 13%

1 to 2 days a week – 15%

Every few weeks – 15%

Less often – 19%