

Survey Questions

July 2013 Omnibus Survey Week 2

Final Topline

7/17/2013

Data for July 11-14, 2013

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

Sample: n=1,002 national adults, age 18 and older, including 500 cell phone interviews

Interviewing dates: 07.11-14.2013

Margin of error is plus or minus 3.6 percentage points for results based on Total [n=1,002]

Margin of error is plus or minus 3.7 percentage points for results based on all cell phone owners [n=912]

Margin of error is plus or minus 4.0 percentage points for results based on all internet users or smartphone users
[n=792]

Margin of error is plus or minus 4.8 percentage points for results based on all SNS or Twitter users [n=533]

INTUSE Do you use the Internet, at least occasionally?¹

| | USES INTERNET | DOES NOT USE INTERNET |
|-----------------------------------|---------------|-----------------------|
| Current | 81 | 19 |
| December 13-16, 2012 ⁱ | 85 | 15 |
| October 12-14, 2012 ⁱⁱ | 83 | 17 |
| August 2-5, 2012 ⁱⁱⁱ | 81 | 19 |
| January 5-8, 2012 ^{iv} | 83 | 17 |
| Oct. 28-Nov. 1, 2010 ^v | 80 | 20 |
| October 7-10, 2010 ^{vi} | 75 | 25 |
| June 17-20, 2010 ^{vii} | 81 | 19 |
| June 18-21, 2009 ^{viii} | 76 | 24 |

PIALQL1 Do you have a cell phone?²

| | YES | NO | DON'T KNOW ³ | REFUSED |
|---------|-----|----|-------------------------|---------|
| Current | 90 | 10 | 0 | * |

¹ The definition of an internet user varies from survey to survey. For trends August 2012 thru December 2012, an internet user is someone who uses the internet, sends/receives email, or accesses the internet a mobile device (three-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?" OR "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?"). For trends January 2012 and earlier, an internet user is someone who uses the internet or sends/receives email (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?").

² Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Trend questions were sometimes asked as an independent question and sometimes as an item in a series. Trend wording may vary from survey to survey. Wording variations include: "Do you have a cell phone (or not)?"; "Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?"; "Do you have a working cell phone?"

³ For this question and others in the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. DK and REF are reported separately where available.

| | | | | |
|---------------------------------------|----|----|---|----|
| January 3-6, 2013 ^{ix} | 89 | 11 | 0 | 0 |
| December 13-16, 2012 | 88 | 12 | * | -- |
| November 1-4, 2012 ^x | 89 | 11 | * | -- |
| October 12-14, 2012 | 88 | 12 | * | -- |
| September 27-30, 2012 ^{xi} | 89 | 11 | 0 | -- |
| September 20-23, 2012 ^{xii} | 88 | 12 | 0 | * |
| August 2-5, 2012 | 87 | 13 | * | * |
| January 12-15, 2012 ^{xiii} | 87 | 13 | 0 | * |
| January 5-8, 2012 | 88 | 11 | * | * |
| March 31-April 3, 2011 ^{xiv} | 84 | 15 | * | -- |
| December 2-5, 2010 ^{xv} | 83 | 15 | 2 | -- |
| Oct. 28-Nov. 1, 2010 | 86 | 14 | 0 | 0 |
| October 7-10, 2010 | 82 | 17 | * | -- |
| June 17-20, 2010 | 85 | 14 | 0 | * |

SMART3 Some cell phones are called “smartphones” and can access the internet. Is your cell phone a smartphone or not, or are you not sure?⁴

Based on cell phone owners

| | YES, SMARTPHONE | NO, NOT A SMARTPHONE | NOT SURE/ DON'T KNOW | REFUSED |
|--------------------------------|-----------------|----------------------|-------------------------|---------|
| Current [N=912] | 59 | 37 | 5 | * |
| January 3-6, 2013 [N=908] | 57 | 39 | 4 | 0 |
| September 20-23, 2012 [N=872] | 49 | 43 | 8 | * |
| August 2-5, 2012 [N=886] | 51 | 44 | 5 | * |
| January 12-15, 2012 [N=894] | 45 | 47 | 8 | 0 |
| March 31-April 3, 2011 [N=863] | 37 | 51 | 12 | * |

⁴ Trend wording may vary from survey to survey. Wording variations include: “Some phones are called ‘smartphones’ because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?”; “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?”

PIAL1 We'd like to know if any of the following information about you is available on the internet for others to see. It doesn't matter if you put it there yourself or someone else did so. As I read each item, you can just tell me yes or no -- if you're not sure if something is on the internet, just say so. (First,/Next,) How about...[INSERT ITEMS IN ORDER]? [READ AS NECESSARY: Is this available on the internet, or not -- or are you not sure?]

Based on all internet users or smartphone users [N=792]

| | YES | NO | (VOL.) DOESN'T APPLY | NOT SURE/ DON'T KNOW | REFUSED |
|--|-----|----|----------------------------|-------------------------|---------|
| a. Your email address | 46 | 22 | 1 | 30 | * |
| b. Your home address | 30 | 48 | * | 22 | 1 |
| c. Your home phone number | 21 | 60 | 6 | 13 | 1 |
| d. Your cell phone number | 24 | 57 | 2 | 17 | * |
| e. Your employer or a company you work for | 44 | 42 | 9 | 5 | 0 |
| f. Your political party or political affiliation | 20 | 65 | 2 | 13 | * |
| g. Things you've written that have your name on it | 38 | 48 | 1 | 13 | * |
| h. A photo of you | 66 | 28 | * | 6 | * |
| i. Video of you | 21 | 69 | * | 9 | * |
| j. Which groups or organizations you belong to | 29 | 57 | 3 | 11 | 1 |
| k. Your birth date | 50 | 36 | * | 13 | * |

PIAL2 Do you ever worry about how much information is available about you on the internet, or is that not something you worry about?

Based on all internet users or smartphone users [N=792]

| | CURRENT | September 2009 | December 2006 |
|---|---------|----------------|---------------|
| % | 50 | 33% | 40% |
| | 50 | 67% | 60% |
| | * | * | * |
| | 0 | * | * |

PIAL3 Now, here is a list of some things that you might do online. For each activity, how much do you care that only you and those you authorize should have access to the following kinds of information? First, is it very important to you, somewhat important, or not too important to you that only you and those you authorize have access to [INSERT ITEMS; RANDOMIZE]?

How about [INSERT NEXT ITEM]? [READ AS NECESSARY: Is it very, somewhat, or not too important to you that only you and those you authorize have access to this information?]

Based on all internet users or smartphone users [N=792]

| | VERY IMPT. | SOME- WHAT IMPT. | NOT TOO IMPT. | (VOL.) NOT AT ALL IMPT. | (VOL.) DOESN'T APPLY | DON'T KNOW | REFUSED |
|--|---------------|------------------------|------------------|----------------------------------|----------------------------|---------------|---------|
| a. The websites you browse | 46 | 23 | 28 | 2 | 1 | * | * |
| b. The place where you are located when you use the internet | 54 | 16 | 26 | 2 | 1 | 1 | * |
| c. The content and files that you download | 55 | 19 | 21 | 1 | 3 | 1 | * |
| d. The times of day you are online | 33 | 17 | 45 | 3 | 1 | 1 | * |
| e. The applications or programs you use | 40 | 27 | 28 | 2 | 1 | 1 | * |
| f. The searches you perform | 44 | 25 | 27 | 2 | 2 | * | * |
| g. The content of your email | 68 | 13 | 15 | 1 | 2 | * | * |
| h. The people you exchange email with | 62 | 16 | 16 | 2 | 3 | * | * |
| i. The content of your online chats or hangouts with others | 51 | 12 | 22 | 3 | 11 | * | * |

PIAL4 Considering everything you know and have heard about the internet, do you think it is possible for someone to use the internet completely anonymously – so that none of their online activities can be easily traced back to them?

Based on all internet users or smartphone users [N=792]

| | CURRENT | |
|---|---------|------------|
| % | 37 | Yes |
| | 59 | No |
| | 4 | Don't know |
| | 1 | Refused |

PIAL5 Have you ever tried to use the internet in a way that hides or masks your identity from certain people or organizations?

Based on all internet users or smartphone users [N=792]

| | <u>CURRENT</u> | |
|---|----------------|------------|
| % | 18 | Yes |
| | 81 | No |
| | 1 | Don't know |
| | * | Refused |

PIAL6 Do you ever post comments, questions, or information on the internet [INSERT ITEMS IN ORDER]? And, then, do you ever post comments on the internet [INSERT NEXT ITEM]?

Based on all internet users or smartphone users [N=792]

| | <u>YES</u> | <u>NO</u> | <u>(VOL.) DOESN'T APPLY</u> | <u>DON'T KNOW</u> | <u>REFUSED</u> |
|---|------------|-----------|-------------------------------------|-------------------|----------------|
| a. Using your real name | 49 | 47 | 3 | 1 | * |
| b. Using a username or screen name that people associate with you | 47 | 51 | 2 | * | * |
| c. Without revealing who you are | 25 | 72 | 2 | 1 | 0 |

PIAL7 While using the internet, have you ever done any of the following things? First, have you ever [INSERT ITEMS; RANDOMIZE] while you used the internet? How about [INSERT NEXT ITEM]? [READ AS NECESSARY: Have you ever done that while you used the internet?]

Based on all internet users or smartphone users [N=792]

| | YES | NO | (VOL.) DOESN'T APPLY | DON'T KNOW | REFUSED |
|--|-----|----|----------------------------|---------------|---------|
| a. Used a temporary username or email address | 26 | 72 | * | 1 | 0 |
| b. Used a fake name or untraceable username | 18 | 81 | 1 | * | 0 |
| c. Given inaccurate or misleading information about yourself | 13 | 85 | * | 1 | * |
| d. Set your browser to disable or turn off cookies | 41 | 53 | 1 | 5 | 0 |
| e. Cleared cookies and browser history | 64 | 32 | 1 | 3 | 0 |
| f. Used a service that allows you to browse the web anonymously, such as a proxy server, Tor software, or a virtual personal network | 14 | 82 | 1 | 3 | * |
| | YES | NO | (VOL.) DOESN'T APPLY | DON'T KNOW | REFUSED |
| g. Encrypted your communications | 14 | 79 | 1 | 5 | * |
| h. Decided not to use a website because they asked for your real name | 36 | 63 | 1 | 1 | 0 |
| i. Deleted or edited something you posted in the past | 41 | 56 | 2 | 1 | 0 |
| j. Asked someone to remove something that was posted about you online | 21 | 78 | 1 | 1 | 0 |
| k. Used a public computer to browse anonymously | 18 | 81 | 1 | 1 | 0 |

PIAL8 Have you ever tried to use the internet in ways that keep [INSERT ITEMS; RANDOMIZE] from being able to see what you have read, watched or posted online? How about [INSERT NEXT ITEM]? [READ AS NECESSARY: Have you ever tried to keep (ITEM) from being able to see your online activities?]

Based on all internet users or smartphone users [N=792]

| | YES, DID THIS | NO, DID NOT | (VOL.) DOESN'T APPLY | DON'T KNOW | REFUSED |
|---|---------------|-------------|----------------------|------------|---------|
| a. Family members or a romantic partner | 14 | 85 | * | * | 0 |
| b. Certain friends | 19 | 80 | 1 | 1 | 0 |
| c. An employer, supervisor, or coworkers | 11 | 86 | 3 | 1 | 0 |
| d. The companies or people who run the website you visited | 6 | 91 | 1 | 2 | 0 |
| e. Hackers or criminals | 33 | 62 | 1 | 3 | * |
| f. Law enforcement | 4 | 94 | 1 | 1 | * |
| g. People who might criticize, harass, or target you | 17 | 78 | 3 | 1 | * |
| h. Companies or people that might want payment for the files you download such as songs, movies, or games | 6 | 89 | 4 | * | * |
| i. People from your past | 19 | 79 | 1 | 1 | * |
| j. Advertisers | 28 | 69 | 1 | 1 | * |
| k. The government | 5 | 92 | 1 | 2 | * |

PIAL10 Suppose you said something critical about a product online, and you didn't use your real name. How easy do you think it would be for the company to find out who you are anyway? Would it be very easy, somewhat easy, not too easy, or almost impossible for the company to find out?

Based on all internet users or smartphone users [N=792]

| | CURRENT | |
|---|---------|-------------------|
| % | 42 | Very easy |
| | 37 | Somewhat easy |
| | 13 | Not too easy |
| | 3 | Almost impossible |
| | 5 | Don't know |
| | 1 | Refused |

PIAL11 As far as you know, have you ever had any of these experiences as a result of your online activities? [INSERT ITEMS; RANDOMIZE]? Have you ever had this experience as a result of your online activities? How about [INSERT NEXT ITEM]? [READ FOR FIRST ITEM, THEN AS NECESSARY: Have you ever had this experience as a result of your online activities?]

| | YES | NO | DON'T KNOW | REFUSED |
|---|-----|----|------------|---------|
| <i>Item A : Based on Total</i> | | | | |
| a. Had important personal information stolen such as your Social Security Number, your credit card, or bank account information | 10 | 88 | 2 | * |
| <i>Items B-H: Based on all internet users or smartphone users [N=792]</i> | | | | |
| b. Had an email or social networking account of yours compromised or taken over without your permission by someone else | 21 | 78 | 1 | 0 |
| c. Been the victim of an online scam and lost money | 6 | 93 | * | * |
| d. Been stalked or harassed online | 12 | 88 | * | 0 |
| e. Lost a job opportunity or educational opportunity because of something you posted online or someone posted about you online | 1 | 98 | 1 | 0 |
| f. Experienced trouble in a relationship between you and a family member or a friend because of something you posted online | 13 | 87 | * | 0 |
| g. Had your reputation damaged because of something that happened online | 6 | 93 | * | * |
| h. Something happened online that led you into physical danger | 4 | 96 | * | 0 |

PIAL12 Thinking about current laws, do you think the laws provide reasonable protections of people’s privacy about their online activities, or do you think the laws are not good enough in protecting people’s privacy online?

| | CURRENT | |
|---|---------|-----------------------|
| % | 24 | Reasonable protection |
| | 66 | Not good enough |
| | 9 | Don’t know |
| | 1 | Refused |

PIAL13 Do you think that people should have the ability to use the internet completely anonymously for certain kinds of online activities?

| | <u>CURRENT</u> | |
|---|----------------|------------|
| % | 59 | Yes |
| | 34 | No |
| | 6 | Don't know |
| | 1 | Refused |

The remaining demographic questions are not reported in this topline.

Methods

July 2013 Omnibus Week 2

Prepared by Princeton Survey Research Associates International

July 2013

The PSRAI July 2013 Omnibus Week 2 obtained telephone interviews with a nationally representative sample of 1,002 adults living in the continental United States. Telephone interviews were conducted by landline (502) and cell phone (500, including 268 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 July 11 to 14, 2013. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.6 percentage points.

ⁱ December 13-16, 2012 trends based on an omnibus survey of a nationally representative sample of 1,006 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

ⁱⁱ October 12-14, 2012 trends based on an omnibus survey of a nationally representative sample of 1,006 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

ⁱⁱⁱ August 2-5, 2012 trends based on an omnibus survey of a nationally representative sample of 1,005 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{iv} January 5-8, 2012 trends based on an omnibus survey of a nationally representative sample of 1,000 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^v October 28-November 1, 2010 trends based on an omnibus survey of a nationally representative sample of 1,003 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{vi} October 7-10, 2010 trends based on an omnibus survey of a nationally representative sample of 1,005 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{vii} June 17-20, 2010 trends based on an omnibus survey of a nationally representative sample of 1,009 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{viii} June 18-21, 2009 trends based on an omnibus survey of a nationally representative sample of 1,005 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{ix} January 3-6, 2013 trends based on an omnibus survey of a nationally representative sample of 1,003 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^x November 1-4, 2012 trends based on an omnibus survey of a nationally representative sample of 1,011 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{xi} September 27-30, 2012 trends based on an omnibus survey of a nationally representative sample of 1,005 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{xii} September 20-23, 2012 trends based on an omnibus survey of a nationally representative sample of 1,005 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{xiii} January 12-15, 2012 trends based on an omnibus survey of a nationally representative sample of 1,008 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{xiv} March 31-April 3, 2011 trends based on an omnibus survey of a nationally representative sample of 1,008 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.

^{xv} December 2-5, 2010 trends based on an omnibus survey of a nationally representative sample of 1,003 adults 18+ living in the continental United States. Interviews were conducted in English on both landlines and cell phones.