

About the Mid-December Omnibus Survey

These results come from a phone survey of 1,006 American adults ages 18+ between December 13 and 16, 2012. It was conducted in English on landline and cell phones. The margin of error for the whole sample is +/- 3.6 percentage points; for the results from 860 internet users in the sample +/- 3.9 percentage points; for the results from 525 Facebook users in the sample is +/- 5.0 percentage points.

Survey questions

PIAL2 Do you ever use Facebook?

[Asked of internet users (n=860)]

Yes	67%
No	33%

PIAL3 Did you ever use Facebook in the past, or have you never used it?

[Asked of internet users who don't use Facebook (n=334)]

Yes, have used in the past	20%
No, have never used	80%

PIAL5 Would you like to start using Facebook, or is that not something you're interested in?

[Asked of internet users who don't use Facebook (n=334)]

Yes, interested	8%
No, not interested	91%
Don't know	1%

PIAL6 Have you ever voluntarily taken a break from using Facebook for a period of several weeks or more?

[Asked of Facebook users (n=525)]

Yes, have done this	61%
No, have not done this	39%

PIAL8 Thinking about the impact of Facebook on your life overall, would you say that over the last year Facebook has become MORE important to you, LESS important to you, or that it is about as important as it was a year ago?

[Asked of Facebook users (n=525)]

More important	12%
Less important	28%

About as important as a year ago 59%
Have been using Facebook for less than one year (VOL) 1%

PIAL9 And over the last year, would you say that the amount of time you spend using Facebook on a typical day has increased, decreased, or stayed about the same?

[Asked of Facebook users (n=525)]

Increased 13%
Decreased 34%
Stayed about the same 53%

PIAL10 Now thinking about the upcoming year, do you expect to spend MORE time on Facebook, LESS time on Facebook, or do you expect to spend about as much time on Facebook as you do now?

[Asked of Facebook users (n=525)]

More time – 3%
Less time – 27%
Same as now – 69%

Methodology

December 2012 Omnibus Week 2

The PSRAI December 2012 Omnibus Week 2 obtained telephone interviews with a nationally representative sample of 1,006 adults living in the continental United States. Telephone interviews were conducted by landline (601) and cell phone (405, including 191 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 December 13 to 16, 2012. 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.