

Toplines for teen surveys

Parent/Teen Cell Phone Survey 2009

Final Revised Topline 10/1/09

Data for June 26 – September 24, 2009

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

Sample: n= 800 parents of 12-17 year olds (555 parent landline interviews and 245 parent cell phone interviews)
800 teens ages 12-17

Interviewing dates: 06.26.09 – 09.24.09

Margin of error is plus or minus 4 percentage points for results based on total parents [n=800]

Margin of error is plus or minus 4 percentage points for results based on total teens [n=800]

Margin of error is plus or minus 4 percentage points for results based on teen internet users [n=746]

TEEN QUESTIONNAIRE

Hello, my name is _____ and I am calling for Princeton Survey Research. We are conducting a short survey about things you do every day, from using the Internet to school activities and games. Your opinions are very important to us. Everything you say is completely confidential: we will not use your name in any way. And there are no right answers or wrong answers. [IF NECESSARY: We have talked to one of your parents on (PARENT INTERVIEW DATE) and they have given us permission to talk to you.]

Here's my first question...

K1a Do you use the internet, at least occasionally?

K1b Do you send or receive email, at least occasionally?

	CURRENT TEENS		FEB 2008	NOV 2007	NOV 2006	NOV 2004 ¹
%	93	Yes	93	94	93	87
	7	No	7	6	7	13
	0	Don't know	0	0	0	*
	0	Refused	--	--	--	--

¹ Trend question prior to 2006 was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

K3 We're interested in the kinds of things you do when you use the internet. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever... (INSERT; ROTATE)?²

	YES	NO	DON'T KNOW	REFUSED
<i>Item A: Based on Form A teen internet users [N=381]</i>				
a. Go online to get news or information about current events or politics ³				
Current Teens	62	38	0	0
February 2008 [N=1,033]	63	36	*	--
November 2006 [N=935]	77	23	0	--
November 2004 [N=971]	76	24	*	--
December 2000 [N=754]	68	32	*	--
<i>Item B: Based on all teen internet users [N=746]</i>				
b. Use an online social networking site like MySpace or Facebook				
Current Teens	73	27	0	0
February 2008	65	35	0	--
November 2007 ⁴	58	42	0	--
November 2006	55	45	0	--
<i>Items C thru E: Based on Form A teen internet users [N=381]</i>				
c. Buy things online, such as books, clothing, or music				
Current Teens	48	52	0	0
November 2006	38	62	0	--
November 2004	43	57	0	--
December 2000	31	69	*	--
d. Look online for health, dieting, or physical fitness information ⁵				
Current Teens	31	69	0	0
November 2006	28	72	*	--
November 2004	31	69	*	--
December 2000	26	74	*	--

K3 continued...

² In 2004 & 2000 trends, question wording was "We're interested in the kinds of things you do when you go online. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...?" In November 2007, question was "As I read the following list of items, please tell me if you, personally, happen to have each one, or not. Do you have...?"

³ In 2006, 2004 and 2000 trends, item wording was "Go online to get news or information about current events"

⁴ In November 2007, teens were asked whether they personally had an SNS profile, rather than if they ever use an SNS site. Item wording was "A profile on a social networking website like MySpace or Facebook"

⁵ Trend item wording was: "Look for health, dieting, or physical fitness information online"

K3 continued...

	YES	NO	DON'T KNOW	REFUSED
e. Look for information online about a health topic that's hard to talk about, like drug use, sexual health, or depression				
Current Teens	17	83	*	0
November 2004	22	78	0	--
<i>Items F thru H: Based on Form B teen internet users [N=365]</i>				
f. Create or work on your own online journal or blog ⁶				
Current Teens	14	85	*	0
November 2006	28	72	*	--
November 2004 ⁷	19	81	0	--
<i>Item J: Based on all teen internet users [N=746]</i>				
j. Visit virtual worlds such as Gaia, Second Life or Habbo Hotel				
Current Teens	8	92	*	0
February 2008 ⁸	10	89	*	0

⁶ 2006 and 2004 question wording was "I'm going to read another short list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?"

⁷ November 2004 item wording was "Create or work on your own online journal or weblog"

⁸ In February 2008, item was not asked as part of a series but as a standalone question: "Do you visit virtual worlds such as Gaia, Second Life or Habbo Hotel?" Question was asked of Total Teens.

Gaming & Civic Engagement Survey of Teens/Parents

Final Topline

2/26/08

Data for November 1, 2007 – February 5, 2008

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

Sample: $n = 1,102$ parents of 12-17 year-olds
1,102 12-17 year-olds

Interviewing dates: 11.01.07 – 02.05.08

Margin of error is plus or minus 3 percentage points for results based on total teens [$n=1,102$]

Margin of error is plus or minus 3 percentage points for results based on internet teens [$n=1,033$]

TEEN INTERVIEW:

WHEN CHILD IS ON THE PHONE, READ: Hello, my name is _____ and I am calling for Princeton Survey Research. We are conducting a short survey about things you do every day, from using the Internet to school activities and games. Your opinions are very important to us. Everything you say is completely confidential: we will not use your name in any way. And there are no right answers or wrong answers. Here's my first question...

K1a Do you use the internet, at least occasionally?

K1b Do you send or receive email, at least occasionally?

	TOTAL TEENS		SEPT-NOV 2007	OCT/NOV 2006	OCT/NOV 2004 ⁹
%	93	Yes	94	93	87
	7	No	6	7	13
	0	Don't know/Refused	0	0	*

K10 Do you ever play games ONLINE whether using a computer or a game console or other device?

	TOTAL TEENS	
%	76	Yes
	24	No
	0	Don't know/Refused

⁹ Trend question prior to 2006 was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

Parents & Teens 2006 Survey

Final Topline

12/01/06

Data for October 23 – November 19, 2006

Princeton Survey Research Associates International
for the Pew Internet & American Life ProjectSample: $n = 935$ parents of 12-17 year-olds

935 12-17 year-olds [886 online teens, 49 offline teens]

Interviewing dates: 10.23.06 – 11.19.06

Margin of error is plus or minus 3 percentage points for results based on all teens

Margin of error is plus or minus 4 percentage points for results based on online teens

Teen Interview**K1a** Do you use the internet, at least occasionally?**K1b** Do you send or receive email, at least occasionally?

	CURRENT		OCT/NOV 2004 ¹⁰
%	93	Yes	87
	7	No	13
	0	Don't know/Refused	*

K7 We're interested in the kinds of things you do when you use the internet. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...?

Based on online teens

	YES, DO THIS	NO, DO NOT	DON'T KNOW/ REFUSED
j Watch a video on a video-sharing site like YouTube or GoogleVideo			
Current	57	42	*

¹⁰ Trend question prior to 2006 was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

K15 I'm going to read another short list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?

Based on online teens

	YES	NO	DON'T KNOW REFUSED
d Read the online journals or blogs of others			
Current	49	51	0
Oct/Nov 2004	38	62	0

Toplines for adult surveys

Spring Change Assessment Survey 2010

Final Topline

6/4/10

Data for April 29 – May 30, 2010

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 744 cell phone interviews
Interviewing dates: 04.29.10 – 05.30.10

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

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,756]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,917]

Q6a Do you use the internet, at least occasionally?

Q6b Do you send or receive email, at least occasionally?¹¹

	USES INTERNET	DOES NOT USE INTERNET
Current	79	21
January 2010 ¹²	75	25
December 2009 ¹³	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25
July 2008 ¹⁴	77	23
May 2008	73	27
April 2008 ¹⁵	73	27
January 2008 ¹⁶	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29
December 2006	70	30

¹¹ Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

¹² January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

¹³ December 2009 trends based on the Fall Tracking "E-Government" survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

¹⁴ July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews]

¹⁵ April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].

¹⁶ January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].

November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34
Nov 23-30, 2004	59	41
November 2004	61	39
June 2004	63	37
February 2004	63	37
November 2003	64	36
August 2003	63	37
June 2003	62	38
May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
August 2000	49	51
June 2000	47	53
May 2000	48	52

Q9e What is the MAIN reason you don't use the internet or email? [PRECODED OPEN-END]

Based on non-internet users [N=496]

	<u>CURRENT</u>		<u>APRIL 2009</u>	<u>DECEMBER 2007¹⁷</u>	<u>JUNE 2005</u>
%	31	I'm just not interested	22	33	32
	12	Don't have a computer	5	4	n/a
	10	It's too expensive	10	7	5
	9	It is too difficult/frustrating	7	9	6
	7	I think it's a waste of time	4	7	3
	6	Don't have access	16	12	31
	6	I'm too busy/Just don't have the time	4	6	4
	4	Don't need it / Don't want it	6	n/a	n/a
	4	Too old to learn	2	3	n/a
	2	Just don't know how	2	2	n/a
	2	Physically unable (e.g. poor eyesight or disabled)	1	3	n/a
	1	Worried about computer viruses	1	1	*
	*	Worried about spam	0	*	n/a
	*	Worried about spyware	0	*	*
	0	Worried about adware	0	0	*
	5	Other (SPECIFY)	13	9	14
	1	Don't know	2	2	4
	*	Refused	4	--	--

Q9f If you wanted to start using the internet and email (again), do you feel that you know enough about computers and technology to be able to do that on your own, or would you need someone to help you?

Based on non-internet users [N=496]

	<u>CURRENT</u>	
%	21	Know enough to go online (again) on my own
	61	Would need someone to help me
	14	Would not want to start using internet (VOL.)
	3	Don't know
	1	Refused

¹⁷ In December 2007, question was asked only of landline non-internet users [n=409].

MODEMA At home, do you connect to the internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS or a T-1?¹⁸

Based on those who use the internet from home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC ¹⁹	----- T-1	OTHER	DK	REF.
Current [N=1,659]	7	86	27	33	20	5	1	2	4	1
Jan 2010 [N=1,573]	7	88	29	38	18	4	*	1	3	1
Dec 2009 [N=1,582]	9	86	28	37	17	3	1	2	4	1
Sept 2009 [N=1,584]	7	87	30	37	15	4	*	2	3	2
April 2009 [N=1,567]	9	86	29	36	15	4	1	2	3	1
Dec 2008 [N=1,538]	13	80	30	32	15	3	*	1	5	--
Nov 2008 [N=1,481]	12	82	33	34	13	3	*	1	5	--
Aug 2008 [N=1,543]	13	81	37	30	10	3	1	1	5	--
July 2008 [N=1,797]	14	81	35	30	13	3	1	1	4	--
May 2008 [N=1,463]	15	79	36	31	9	2	*	1	5	--
Dec 2007 [N=1,483]	18	77	34	31	10	2	1	1	3	--
Sept 2007 [N=1,575]	20	73	34	30	8	2	n/a	1	6	--
Feb 2007 [N=1,406]	23	70	35	28	6	1	n/a	1	6	--
Aug 2006 [N=1,787]	28	68	34	30	3	1	n/a	1	3	--
Dec 2005 [N=1,715]	35	61	29	27	4	1	n/a	1	3	--
June 2005 [N=1,204]	44	53	24	25	3	1	n/a	1	1	--
Feb 2005 [N=1,287]	47	50	22	25	3	1	n/a	1	3	--
Jan 2005 [N=1,261]	48	50	21	26	2	1	n/a	1	1	--
Feb 2004 [N=1,241]	55	42	18	23	1	1	n/a	1	2	--
Nov 2003 [N=1,199]	62	35	13	21	1	*	n/a	1	2	--

¹⁸ From September 2009 thru January 2010, the question asking about type of home internet connection (MODEM) was form split. MODEMA was asked of Form A respondents who use the internet from home. MODEMB was asked of Form B respondents who use the internet from home. Trend results shown here reflect combined MODEMA and MODEMB percentages. Form B respondents who answered "satellite," fixed wireless provider," or "other wireless such as an Aircard or cell phone" have been combined in the "Wireless" column in the table.

¹⁹ In Sept. 2007 and before, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

WIRELESS Wireless internet use²⁰

	WIRELESS INTERNET USER	INTERNET USER BUT NOT WIRELESS	ALL OTHERS
Current	59	22	19
January 2010	53	24	23
December 2009	55	24	21
September 2009	54	25	21
April 2009	56	23	20
December 2008	43	30	26
November 2008	37	37	26

²⁰ Definitions for wireless internet use may vary from survey to survey.

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?²¹

Based on all internet users [N=1,756]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Send or read e-mail					
Current	94	62	6	*	0
January 2010	92	59	8	*	*
December 2009	90	55	10	*	*
September 2009	89	58	11	*	*
April 2009	90	57	9	*	0
December 2008	91	58	9	*	--
November 2008	89	56	11	0	*
August 2008	92	60	8	*	--
December 2007	92	60	8	*	--
September 2007	90	56	10	*	--
February 2007	91	56	9	*	--
December 2006	91	54	8	*	--
November 2006 ²²	91	52	9	*	--
August 2006 ²³	90	53	10	*	--
December 2005	91	53	9	*	--
September 2005	91	54	9	*	--
February 2005	91	52	9	*	--
January 2005	90	49	9	*	--
November 23-30, 2004	92	48	8	*	--
November 2004	93	54	7	*	--
June 2004	93	45	7	*	--
February 2004	91	48	8	*	--
Nov 2003	91	48	8	*	--
June 2003	91	49	9	*	--
May 2003	93	52	7	*	--
March 20-25, 2003	94	50	6	*	--
March 12-19, 2003 ²⁴	91	52	9	0	--
March 3-11, 2003	94	54	6	*	--
February 2003	91	50	9	*	--
Dec 2002	93	49	7	0	--
Nov 2002	94	51	6	*	--
Oct 2002	93	50	7	0	--
Sept 2002	93	51	7	*	--
July, 2002	93	46	7	*	--
March/May 2002	93	50	7	*	--
Jan 2002	95	52	5	0	--

WEB1 continued...

²¹ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

²² November 2006 results for this activity series reflect the landline respondents only [N=1,578].

²³ August 2006 WEB1 trends were asked of internet users based on split form. Results shown for "Send or read e-mail" reflect combined responses for total internet users.

²⁴ March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].

WEB1 continued...

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?

Based on all internet users [N=1,756]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Dec 17-23, 2001	95	54	5	*	--
Nov 19-Dec 16, 2001	95	53	5	*	--
Oct 19-Nov 18, 2001	94	52	6	*	--
Oct 8-18, 2001	95	44	5	*	--
Oct 2-7, 2001	92	46	7	*	--
Sept 20-Oct 1, 2001	94	49	6	0	--
Sept 12-19, 2001	93	42	7	*	--
Aug 2001	93	52	7	*	--
Feb 2001	93	53	7	*	--
Fall 2000	92	49	8	*	--
August 2000	93	43	7	*	--
Get news online					
Current	75	43	25	*	0
January 2010	80	44	20	*	0
April 2009	72	38	28	*	*
November 2008	70	36	30	*	*
August 2008	75	42	25	*	--
May 2008	73	39	27	*	--
December 2007	71	37	29	*	--
February 2007	72	37	28	0	--
December 2006	67	31	33	*	--
November 2006	65	31	35	*	--
December 2005	68	31	31	*	--
February 2005 ²⁵	72	30	28	*	--
January 2005 ²⁶	73	31	27	*	--
November 2004	70	31	30	*	--
June 2004	72	27	28	*	--
February 2004	70	27	29	*	--
June 2003	69	26	30	*	--
May 2003	73	30	27	*	--
March 20-25, 2003	72	33	28	*	--
March 12-19, 2003	77	37	23	0	--
March 3-11, 2003	71	28	29	0	--
February 2003	70	26	30	0	--
Dec 2002	71	26	29	*	--
Nov 2002	67	28	33	*	--
Oct 2002	68	26	32	*	--
Sept 2002	70	25	30	*	--
July, 2002	66	22	34	*	--
March/May 2002	66	24	34	*	--
Jan 2002	71	26	29	*	--

WEB1 continued...

²⁵ In February 2005 Tracking, half the sample was asked old WEB1 and half the sample was asked new WEB1. Current results are for both forms combined.

²⁶ In January 2005 Tracking, half the sample was asked old WEB1 and half the sample was asked new WEB1. Current results are for both forms combined.

WEB1 continued...

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?

Based on all internet users [N=1,756]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Get financial information online, such as stock quotes or mortgage interest rates					
Current	37	12	63	*	0
April 2009	39	12	61	*	0
December 2008	38	11	62	0	--
September 2007	36	10	64	*	--
August 2006	41	9	59	*	--
November 23-30, 2004	44	8	56	0	--
May 2003 ²⁷	44	12	56	*	--
March 20-25, 2003	45	12	55	*	--
March 12-19, 2003	44	13	55	*	--
Sept 9-Oct 9, 2002	42	10	58	*	--
Jan 2002	47	13	53	*	--
Dec 17-23, 2001	44	13	56	*	--
Nov 19-Dec 16, 2001	47	15	53	*	--
Oct 19-Nov 18, 2001	44	13	56	*	--
Oct 8-18, 2001 ²⁸	47	13	53	*	--
Feb 2001	44	13	56	*	--
Fall 2000	44	13	56	*	--
August 2000	45	11	55	*	--
June 2000	43	12	57	*	--
April 2000	47	14	53	*	--
March 2000	44	15	56	*	--
Buy or make a reservation online for a travel service, like an airline ticket, hotel room, or rental car					
Current	66	5	34	0	0
April 2009	66	3	33	*	*
August 2008	68	3	32	*	--
September 2007	64	4	36	*	--
August 2006	63	3	37	*	--
September 2005	63	3	37	0	--
Nov 23-30, 2004	62	3	38	*	--
June 2004	55	3	44	*	--
May 2003	56	4	43	*	--
March 12-19, 2003	57	3	43	0	--

WEB1 continued...

²⁷ In April/May 2003, this item read "Get financial information, such as the value of your stocks, mutual funds, or mortgage rates."

²⁸ This item based on those interviewed starting 10/9/01.

WEB1 continued...

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?

Based on all internet users [N=1,756]

	total have ever DONE THIS	----- DID YESTERDAY	have not done this	don't know	refused
December 2002	53	1	47	0	--
July, 2002	50	1	50	0	--
June 2000	38	3	62	*	--
April 2000	35	2	65	0	--
March 2000	36	1	64	*	--
Do any banking online					
Current	58	26	42	0	*
April 2009	57	24	43	*	*
December 2008	55	19	45	*	--
September 2007	53	21	47	*	--
February 2005	41	12	58	*	--
January 2005	44	15	56	0	--
November 23-30, 2004	44	11	55	1	--
October 2002	30	7	70	*	--
Sept 2002	32	10	68	*	--
July 2002	32	8	68	*	--
March/May 2002	30	9	70	*	--
June 2000	18	4	82	*	--
Look for religious or spiritual information online					
Current	32	5	68	*	0
April 2009	28	4	71	*	*
February 2007	35	6	65	*	--
November 23-30, 2004	30	3	70	0	--
June 2003	28	4	72	*	--
March 20-25, 2003	27	3	73	*	--
March 12-19, 2003	30	4	70	0	--
November 2002	30	4	70	*	--
Sept 2002	28	4	71	*	--
Jan 2002	25	3	75	0	--
Sept 12-19, 2001	28	3	71	*	--
Aug 2001	25	3	75	*	--
March 2000	21	3	79	0	--

WEB1 continued...

WEB1 continued...

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?

Based on all internet users [N=1,756]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Make a donation to a charity online					
Current	22	1	77	*	0
April 2009	19	*	80	0	*
May 2008	20	1	80	*	--
September 2005	18	1	82	*	--
February 2005	11	1	88	*	--
January 2005	13	*	86	*	--
Nov 23-30, 2004	12	*	88	0	--
December 2002	7	*	93	0	--
July, 2002	7	*	93	*	--
Dec 17-23, 2001	7	*	93	0	--
Nov 19-Dec 16, 2001	7	*	93	0	--
Oct 19-Nov 18, 2001	7	*	93	0	--
Oct 8-18, 2001	6	*	93	*	--
Oct 2-7, 2001	10	*	90	0	--
Sept 20-Oct 1, 2001	7	1	91	2	--
Use online classified ads or sites like Craigslist					
Current	53	11	47	*	0
April 2009	49	9	51	*	0
September 2007	32	6	67	*	--
August 2006	30	4	69	1	--
September 2005	22	4	77	1	--
February 2005 ²⁹	36	6	64	*	--
Use a social networking site like MySpace, Facebook or LinkedIn.com³⁰					
Current	61	38	39	0	0
January 2010	57	32	43	*	0
December 2009	56	33	44	0	*
September 2009	47	27	52	*	*
April 2009	46	27	54	*	*
December 2008	35	19	65	*	--
November 2008	37	19	63	0	0
May 2008	29	13	70	*	--
August 2006	16	9	84	*	--
September 2005	11	3	88	1	--
February 2005	8	2	91	1	--

²⁹ In February 2005, item wording as follows: "Use online classified ads or sites like Craig's list to sell or buy items, find a job, or meet other people online."

³⁰ In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"

WEB2-1 Thinking about your internet use overall... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?³¹

Based on Form A internet users [N=852]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Buy a product online, such as books, music, toys or clothing					
Current	66	8	34	0	0
April 2009 ³²	75	8	25	0	0
December 2007 ³³	71	7	29	0	--
Sept 2007	66	6	34	*	--
August 2006	71	6	29	0	--
June 2005	67	n/a	33	*	--
November 23-30, 2004	67	6	33	0	--
Feb 2004	65	3	35	0	--
May 2003	62	5	38	0	--
March 20-25, 2003	61	4	39	*	--
March 12-19, 2003	60	3	40	0	--
March 3-11, 2003	57	5	43	0	--
February 2003	61	3	39	*	--
Dec 2002	61	5	39	0	--
Nov 2002	60	4	40	0	--
Oct 2002	61	3	39	0	--
Sept 2002	62	4	38	*	--
March/May 2002	55	3	45	0	--
Jan 2002	57	4	43	0	--
Dec 17-23, 2001	56	4	44	*	--
Nov 19-Dec 16, 2001	59	6	41	*	--
Oct 19-Nov 18, 2001	57	4	43	0	--
Oct 8-18, 2001	55	5	44	*	--
Oct 2-7, 2001	57	2	43	0	--
Sept 20-Oct 1, 2001	50	2	50	*	--
Sept 12-19, 2001	55	2	45	*	--
Aug 2001	55	4	45	0	--
Feb 2001	51	3	49	*	--

WEB2-1 continued...

³¹ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?" Unless otherwise noted, trends are based on all internet users for that survey.

³² In April 2009, item was asked only of Form A internet users [N=808].

³³ In December 2007, item was asked only of landline internet users or Form 1 cell phone internet users [N=1,359].

WEB2-1 continued...

WEB2-1 Thinking about your internet use overall... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?

Based on Form A internet users [N=852]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Fall 2000	49	4	51	*	--
August 2000	48	3	52	0	--
June 2000	46	4	54	*	--
April 2000	47	3	53	*	--
March 2000	48	4	52	*	--
Visit a local, state, or federal government web site ³⁴					
Current	67	12	33	0	0
December 2009	59	10	41	*	*
November 2008	59	10	41	*	0
May 2008	66	13	33	*	--
November 2006	49	9	50	1	--
August 2006	66	14	33	1	--
November 2004	54	10	45	*	--
June 2003	69	9	31	*	--
May 2003	65	11	35	*	--
March 20-25, 2003	61	10	39	*	--
March 12-19, 2003	64	11	36	0	--
November 2002	56	10	44	*	--
Sept 2002	56	9	43	*	--
July 2002	62	8	38	*	--
March/May 2002	59	8	41	*	--
Jan 2002	58	9	41	*	--
Sept 12-19, 2001	57	5	43	1	--
Aug 2001	60	7	40	*	--
June 2000 ³⁵	51	6	49	*	--
April 2000	51	7	49	*	--
March 2000	47	7	53	*	--
Participate in an online auction					
Current	26	4	74	0	0
April 2009 ³⁶	27	3	73	0	0
September 2007	26	3	74	*	--
August 2006	27	3	73	0	--
February 2005	24	2	76	*	--
February 2004	23	3	76	*	--
Dec 2002	22	4	78	0	--

³⁴ In December 2009, item wording was "Look for information from a local, state, or federal government web site." In November 2008, item wording was "Visit a local, state or federal government website." In May 2008, item wording was "Visit a state, local or federal government website". In Nov 2006 and August 2006, item wording was "Visit a local, state or federal government website". Prior to August 2006, item wording was "Look for information from a local, state or federal government website."

³⁵ This item asked May 19, 2000 through June 30, 2000 only [N=1,568].

³⁶ In April 2009, item was asked only of Form A internet users [N=808].

WEB2-1 continued...

WEB2-1 Thinking about your internet use overall... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?

Based on Form A internet users [N=852]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
March/May 2002	20	2	80	*	--
August 2000	15	2	85	*	--
April 2000	15	2	85	0	--
March 2000	15	3	85	*	--
Download a podcast so you can listen to it or view it later ³⁷					
Current	21	3	79	*	*
May 2008	19	3	80	1	--
August 2006	12	1	88	1	--
April 2006	7	1	92	1	--

³⁷ Prior to May 2008, item wording was "Download a podcast so you can listen to it or view it at a later time"

WEB2-2 continued...

WEB2-2 Thinking about your internet use overall... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?

Based on Form B internet users [N=904]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Send instant messages to someone who's online at the same time					
Current	47	15	53	*	*
November 2008	38	11	62	*	0
May 2008	40	13	59	*	--
Jan 2008	39	n/a	61	0	--
August 2006	39	10	60	*	--
April 2006	37	12	63	*	--
Dec 2005	37	13	63	*	--
September 2005	47	12	53	*	--
February 2005	40	11	59	*	--
January 2005	42	14	58	0	--
June 2004	42	12	58	*	--
February 2004	39	10	61	*	--
May 2003	46	14	54	0	--
March 12-19, 2003	48	13	52	*	--
July, 2002	46	11	54	*	--
Dec 17-23, 2001	48	14	52	*	--
Nov 19-Dec 16, 2001	47	13	53	*	--
Oct 19-Nov 18, 2001	47	14	52	*	--
Oct 8-18, 2001	46	10	54	*	--
Oct 2-7, 2001	46	11	54	*	--
Sept 20-Oct 1, 2001	48	11	52	*	--
Sept 12-19, 2001	44	10	55	1	--
June 2000 ³⁸	44	10	56	0	--
April 2000	46	13	54	*	--
March 2000	45	12	55	*	--

WEB2-2 continued...

³⁸ This item asked May 19, 2000 through June 30, 2000 only [N=1,568].

WEB2-2 continued...

WEB2-2 Thinking about your internet use overall... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?

Based on Form B internet users [N=904]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use an online search engine to help you find information on the Web					
Current	87	49	12	*	*
April 2009 ³⁹	88	50	12	*	0
May 2008	89	49	10	*	--
December 2006	91	41	9	1	--
August 2006	88	42	11	*	--
Dec 2005	91	38	9	1	--
September 2005	90	41	9	*	--
June 2004	84	30	16	*	--
June 2003	89	31	10	1	--
Jan 2002	85	29	14	1	--
Rate a product, service or person using an online rating system					
Current	32	4	67	*	*
April 2009 ⁴⁰	31	3	68	1	0
September 2007	32	4	67	*	--
December 2006	32	3	67	1	--
August 2006	28	3	71	1	--
September 2005	30	3	69	1	--
June 2004	26	2	74	*	--
Watch a video on a video-sharing site like YouTube or GoogleVideo					
Current	66	23	34	0	*
April 2009 ⁴¹	62	19	38	0	0
May 2008	52	16	48	1	--
December 2007 ⁴²	48	15	52	*	--
December 2006	33	8	66	*	--

³⁹ In April 2009, item was asked only of Form B internet users [N=879].

⁴⁰ In April 2009, item was asked only of Form B internet users [N=879].

⁴¹ In April 2009, item was asked only of Form B internet users [N=879].

⁴² In Dec 2007, results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

Online News Survey

Final Topline

1/20/10

Data for December 28, 2009 – January 19, 2010

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

Sample: n= 2,259 national adults, age 18 and older, including 562 cell phone interviews
Interviewing dates: 12.28.09 – 01.19.10

Margin of error is plus or minus 3 percentage points for results based on Total [n=2,259]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,675]

Margin of error is plus or minus 3 percentage points for results based on online news users [n=1,582]

Q13 We're interested in how people routinely get their news and information. I'm going to ask you about some news sources you might or might not use. (Here's my first question...) On a typical day, do you get news or information from... [INSERT IN ORDER], or do you not get news from this source? On a typical day, do you get news from [INSERT NEXT ITEM], or not?

	YES	NO	DON'T KNOW	REFUSED
a. The PRINT version of a national daily newspaper such as the New York Times or USA Today	17	83	*	*
b. The PRINT version of a LOCAL newspaper	50	50	*	*
c. The local television news in your area	78	21	*	*
d. The television broadcast of a national cable or network news show on a station like CNN, FoxNews or CBS	73	26	*	0
e. A radio news program that you listen to on a car or home radio	54	46	*	0

- Q15** I'm going to read you another list of news sources you might or might not use. On a typical day, do you get news and information from... [INSERT IN ORDER], or do you not get news from this source? On a typical day, do you get news from [INSERT NEXT ITEM], or not?

	YES	NO	DON'T KNOW	REFUSED
<i>Items A thru J: Based on internet users who get news online [N=1,582]</i>				
a. A website of a national or local newspaper	38	62	*	*
b. A website of a TV news organization such as CNN, Fox or CBS	46	54	*	0
c. A website of a radio news organization such as NPR	15	85	*	*
d. A portal website like GoogleNews, AOL or Topix that gathers news from many different sources	56	44	*	0
e. A website of an international news organization such as the BBC or The Guardian, or a foreign language news site	18	82	*	*
f. A website that specializes in a particular topic like health, politics or entertainment	38	62	*	0
g. The website of an individual blogger (IF NECESSARY: who does not work for a major news organization)	11	88	*	*
h. A news website such as Digg or NewsTrust where users rank stories	7	93	*	*
i. A website that offers a mix of news and commentary, such as the Drudge Report or Huffington Post	17	83	*	0
j. A news podcast from an organization such as NPR or the New York Times	14	86	*	*
<i>Items K thru L: Based on SNS users who get news online [N=812]</i>				
k. A news organization or an individual journalist you follow on a social networking site like Facebook	23	77	0	0
l. Another individual or organization you follow on a social networking site like Facebook, including personal friends and family	51	49	*	*
<i>Items M thru N: Based on Twitter users who get news online [N=261]</i>				
m. Twitter updates from a news organization or individual journalist	18	82	0	0
n. Twitter updates from another individual or organization you follow, including personal friends and family	28	72	0	0

Q16 Thinking about all of the news and information you get online... How many websites, if any, do you routinely rely on for your news and information? Would you say [READ 1-4]

Based on internet users who get news online [N=1,582]

	<u>CURRENT</u>	
%	21	Just one site
	57	Two to five
	8	Six to ten
	3	More than ten
	11	(DO NOT READ) Don't rely on any website regularly for news
	*	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...? / Did you happen to do this **yesterday**, or not?⁴³

Based on all internet users [N=1,675]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Create or work on your own online journal or blog ⁴⁴					
Current	14	4	86	*	0
September 2009	11	2	88	*	0
August 2008	13	5	87	*	--
July 2008	13	n/a	86	1	--
May 2008	12	5	87	*	--
December 2007 ⁴⁵	12	n/a	88	*	--
February 2007	12	5	87	*	--
September 2005	9	2	90	1	--
February 2005	9	1	91	*	--
January 2005	10	2	89	1	--
November 2004	6	2	93	*	--
February 2004	5	1	94	1	--
September 2002	7	1	93	1	--
July 2002	3	*	96	*	--

⁴³ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

⁴⁴ In Sept 2005 and before, item wording was "Create a web log or 'blog' that others can read on the web."

⁴⁵ December 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

September Tracking Survey 2009 Final Revised Topline 12/16/09
Data for August 18 – September 14, 2009

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

Sample: n= 2,253 national adults, age 18 and older, including 560 cell phone interviews
Interviewing dates: 08.18.09 – 09.14.09

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,698]

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?⁴⁶

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Based on all internet users [N=1,698]					
Visit virtual worlds such as Second Life					
Current	4	1	95	1	*
Listen to music online at a website for a radio station, music store, recording artist or music service					
Current	51	12	49	*	0
June 2004	34	6	66	0	--
Sept 12-19, 2001	37	4	63	*	--
August 2001	38	4	61	*	--
February 2001	40	6	60	*	--
Fall 2000	37	7	63	*	--
August 2000	35	5	65	*	--

⁴⁶ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

Fall Tracking Survey 2008
Data for November 19 – December 20, 2008

Final Revised Topline 10/20/09

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

Sample: n= 2,253 national adults, age 18 and older, including 502 cell phone interviews ;
n= 1,023 California adults 18+, including 231 CA cell phone interviews
Interviewing dates: 11.19.08 – 12.20.08

Margin of error is plus or minus 2 percentage points for results based on total national [n=2,253]
Margin of error is plus or minus 4 percentage points for results based on total California [n=1,023]

Margin of error is plus or minus 3 percentage points for results based on National internet users [n=1,650]
Margin of error is plus or minus 3 percentage points for results based on National online health seekers [n=1,356]

Margin of error is plus or minus 4 percentage points for results based on California internet users [n=728]
Margin of error is plus or minus 5 percentage points for results based on California online health seekers [n=605]

Q16 Now, we'd like to ask if you've looked for information ONLINE about certain health or medical issues. Specifically, have you ever looked online for... [INSERT ITEM]?
[ASK a-d IN ORDER; RANDOMIZE e-i; ASK j-m LAST IN ORDER]

Based on internet users

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	DON'T KNOW	REFUSED
a. Information about a specific disease or medical problem				
Current National [N=1,650]	66	34	*	0
Current California [N=728]	63	37	*	0
August 2006	64	36	*	--
November 23-30, 2004	66	34	*	--
December 2002	63	37	*	--
b. Information about a certain medical treatment or procedure				
Current National	55	45	*	*
Current California	53	47	*	0
August 2006	51	48	1	--
November 23-30, 2004	51	48	*	--
December 2002	47	53	0	--
c. Information about doctors or other health professionals				
Current National	47	53	*	*
Current California	47	53	*	0
d. Information about hospitals or other medical facilities				
Current National	38	62	*	*
Current California	39	61	0	0
e. Information about alternative treatments or medicines				
Current National	35	65	*	*
Current California	38	62	*	0
August 2006	27	73	*	--
November 23-30, 2004	30	70	*	--
December 2002	28	72	0	--

Q16 continued...

Q16 continued...

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	DON'T KNOW	REFUSED
f. Information about experimental treatments or medicines				
Current National	20	80	*	*
Current California	22	77	*	0
August 2006	18	81	*	--
November 23-30, 2004	23	77	*	--
December 2002	18	82	*	--
g. Information about exercise or fitness				
Current National	52	48	*	0
Current California	57	43	*	0
August 2006	44	56	*	--
November 23-30, 2004	42	58	0	--
December 2002	36	64	0	--
h. Information about prescription or over-the-counter drugs				
Current National	45	55	*	*
Current California	45	55	*	0
August 2006	37	63	*	--
November 23-30, 2004	40	60	0	--
December 2002	34	66	*	--
i. Information about depression, anxiety, stress or mental health issues				
Current National	28	71	*	*
Current California	30	70	*	0
August 2006	22	78	*	--
November 23-30, 2004	23	77	0	--
December 2002	21	79	*	--
j. Information related to health insurance, including private insurance, Medicare or Medicaid				
Current National	37	63	0	*
Current California	37	63	0	0
August 2006 ⁴⁷	33	67	*	--

Q16 continued...

⁴⁷ August 2006 trend was recalculated to reflect combined responses for two separate items: "Information related to health insurance" and "Information about Medicare or Medicaid"

Q16 continued...

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	DON'T KNOW	REFUSED
k. Information about how to lose weight or how to control your weight				
Current National	33	66	*	0
Current California	35	64	*	0
l. Information about how to stay healthy on a trip overseas [IF NECESSARY: such as immunizations and shots]				
Current National	12	87	*	*
Current California	17	83	0	*
m. Information about any other health issue				
Current National	26	73	1	*
Current California	32	67	1	0
Total yes to any item above – National	83			
Total no to all items – National	17			
Total yes to any item above – CA	84			
Total no to all items – CA	16			

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?⁴⁸

Based on internet users

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Read someone else's online journal or blog ⁴⁹					
Current National	32	10	67	*	--
Current California	35	11	64	*	--
August 2008	36	12	64	*	--
May 2008 ⁵⁰	33	11	67	*	--
February 2007	29	10	71	*	--
Sept 2005	27	7	71	2	--
February 2005	23	5	75	2	--
January 2005	27	7	71	2	--
November 2004	27	6	71	1	--
Feb 2004	17	3	82	1	--

⁴⁸ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

⁴⁹ Prior to February 2007, item wording was "Read someone else's web log or blog."

⁵⁰ In May 2008, item was form split, asked only of Form 1 internet users [n=783].

August 2006 Daily Tracking Survey

Revised Final Topline 10/05/06

Data for August 1 – 31, 2006

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

Sample: $n = 2,928$ adults 18 and older

Interviewing dates: 8.1.06 – 8.31.06

Margin of error is plus or minus 2 percentage points for results based on the full sample [$n=2,928$]

Margin of error is plus or minus 3 percentage points for results based on internet users [$n=1,990$]

WEB2 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?⁵¹

Based on Form B internet users [N=1,018]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Play online games ⁵²				
Current	35	9	65	*
Nov/Dec 2005	31	8	69	*
May/June 2005	36	n/a	64	*
January 2005	32	9	68	0
November 23-30, 2004	39	8	61	0
April/May 2003	38	8	62	0
March 12-19, 2003	42	10	58	0
July, 2002	37	7	63	0
March/May 2002	36	7	64	0
July-August 2000	34	6	66	0
April 2000	33	6	67	*
March 2000	34	6	66	0
January 2005	32	9	68	0
November 23-30, 2004	39	8	61	0
April/May 2003	38	8	62	0
March 12-19, 2003	42	10	58	0
July, 2002	37	7	63	0
March/May 2002	36	7	64	0
July-August 2000	34	6	66	0
April 2000	33	6	67	*
March 2000	34	6	66	0

⁵¹ Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...?/Did you happen to do this yesterday, or not?"

⁵² Prior to January 2005, item wording was "Play a game online."