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# Teens, Smartphones & Texting

*Texting volume is up while the frequency of voice calling is down. About one in four teens say they own smartphones.*

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<http://pewinternet.org/Reports/2012/Teens-and-smartphones.aspx>

# Summary of findings

The volume of texting among teens has risen from 50 texts a day in 2009 to 60 texts for the median teen text user. Older teens, boys, and blacks are leading the increase. Texting is the dominant daily mode of communication between teens and all those with whom they communicate.

The typical American teen is sending and receiving a greater number of texts than in 2009. Overall, 75% of all teens text. Here are the key findings about the role of texting in teens' lives:

- The median number of texts (i.e. the midpoint user in our sample) sent on a typical day by teens 12-17 rose from 50 in 2009 to 60 in 2011.
- Much of this increase occurred among older teens ages 14-17, who went from a median of 60 texts a day to a median of 100 two years later. Boys of all ages also increased their texting volume from a median of 30 texts daily in 2009 to 50 texts in 2011. Black teens showed an increase of a median of 60 texts per day to 80.
- Older girls remain the most enthusiastic texters, with a median of 100 texts a day in 2011, compared with 50 for boys the same age.
- 63% of all teens say they exchange text messages every day with people in their lives. This far surpasses the frequency with which they pick other forms of *daily* communication, including phone calling by cell phone (39% do that with others every day), face-to-face socializing outside of school (35%), social network site messaging (29%), instant messaging (22%), talking on landlines (19%) and emailing (6%).

**The frequency of teens' phone chatter with friends – on cell phones and landlines – has fallen. But the heaviest texters are also the heaviest talkers with their friends.**

Teens' phone conversations with friends are slipping in frequency.

- 14% of all teens say they talk daily with friends on a landline, down from 30% who said so in 2009. Nearly a third (31%) of teens say they never talk on a landline with friends (or report that they cannot do so).
- 26% of all teens (including those with and without cell phones) say they talk daily with friends on their cell phone, down from 38% of teens in 2009.

However, the Pew Internet survey shows that the heaviest texters are also the heaviest talkers. The heaviest texters (those who exchange more than 100 texts a day) are much more likely than lighter texters to say that they talk on their cell phone daily. Some 69% of heavy texters talk daily on their cell phones, compared with 46% of medium texters (those exchanging 21-100 texts a day) and 43% of light texters (those exchanging 0-20 texts a day).

### About one in four teens report owning a smartphone.

Smartphones are gaining teenage users. Some 23% of all those ages 12-17 say they have a smartphone and ownership is highest among older teens: 31% of those ages 14-17 have a smartphone, compared with just 8% of youth ages 12-13. There are no differences in ownership of smartphones versus regular cell phones by race, ethnicity, or income. Teens whose parents have a college education are slightly more likely than teens whose parents have a high school diploma or less to have a smartphone (26% vs. 19%).

### Smartphone owners are the most likely to have used a tablet computer to go online in the last month.

Overall, 16% of all teens have used a tablet computer to go online in the last 30 days and smartphone owners are also the most likely to be tablet users. Some 30% of smartphone users have used tablets to go online in the past month, while 13% of regular phone users and 9% of those without cell phones have done the same. Fewer smartphone users have used the internet on a desktop or laptop computer in the last month than regular phone users (85% vs. 93%.)

### Three quarters of teens – 77% – have cell phones. Ownership among younger teens has dropped since 2009.

Overall, 77% of those ages 12-17 have a cell phone. The percentage of younger teens ages 12 and 13 with cell phones has declined slightly since 2009; 57% of younger teens owned cell phones in 2011, compared with 66% in 2009.

### 6% of all American teens use cell phone-based location services.

Location-based services are applications (like Foursquare or Gowalla) or features on platforms (like Facebook or Twitter) that let a user “check in” to a location or share their location with friends. Overall, 6% of all American teens use location-based services on their cell phones.

- 18% of smartphone owners in the sample had shared their location, compared with 8% of regular phone owners and 2% of all other teens.
- Older teens ages 14 to 17 are more likely to use location-based services (9%) than 12 and 13-year-olds, of whom less than 1% report using a location-based service.

## Acknowledgements

The project would like to thank its research partners, Cable in the Classroom and the Family Online Safety Institute for their generous support of this project.

## About the Pew Research Center's Internet & American Life Project

The Pew Research Center's Internet & American Life Project is one of seven projects that make up the Pew Research Center, a nonpartisan, nonprofit "fact tank" that provides information on the issues, attitudes and trends shaping America and the world. The Project produces reports exploring the impact of the internet on families, communities, work and home, daily life, education, health care, and civic and political life. The Pew Internet Project takes no positions on policy issues related to the internet or other communications technologies. It does not endorse technologies, industry sectors, companies, nonprofit organizations, or individuals. While we thank our research partners for their helpful guidance, the Pew Internet Project had full control over the design, implementation, analysis and writing of this survey. The presentation of these findings, as well as any omissions or errors, is the author's responsibility alone.

## About Cable in the Classroom



Cable in the Classroom (CIC), the national education foundation of the U.S. cable industry, advocates for digital citizenship and the visionary, sensible, and effective use of cable's broadband technology, services, and content in teaching and learning. Since 1989, CIC has also supported the complimentary provision, by cable companies and programmers, of broadband and multichannel video services and educational content to the nation's schools. For more information, visit [www.ciconline.org](http://www.ciconline.org).

## About the Family Online Safety Institute



The Family Online Safety Institute is an international, non-profit organization which works to make the online world safer for kids and their families. FOSI convenes leaders in industry, government and the non-profit sectors to collaborate and innovate new solutions and policies in the field of online safety. Through research, resources, events and special projects, FOSI promotes a culture of responsibility online and encourages a sense of digital citizenship for all. FOSI's members include: AOL, AT&T, BAE Systems Detica, BT Retail, Comcast, Disney, Entertainment Software Association, Facebook, France Telecom, Google, GSM Association, Microsoft, Motion Picture Association of America, NCTA, Nominum, Optenet, RuleSpace, Sprint, Symantec, Time Warner Cable, Telecom Italia, Telefónica, TELMEX, USTelecom, The Wireless Foundation, Verizon and Yahoo!. For more information, visit [www.fosi.org](http://www.fosi.org).

# Introduction

Teens are fervent communicators. Straddling childhood and adulthood, they communicate frequently with a variety of important people in their lives: friends and peers, parents, teachers, coaches, bosses, and a myriad of other adults and institutions. This report examines the tools teens use to communicate, with a particular focus on mobile devices, and then places the use of those tools in the broader context of how teens choose to communicate with people in their lives.

What follows are the findings from a study conducted by the Pew Research Center's Internet & American Life Project in partnership with the Family Online Safety Institute and supported by Cable in the Classroom. The data discussed in this report are the result of a three-part, multi-modal study that included interviews with experts, seven focus groups with middle and high school students, and a nationally representative random-digit-dial telephone survey of teens and parents. The survey was fielded April 19 through July 14, 2011, and was administered by landline and cell phone, in English and Spanish, to 799 teens ages 12-17 and a parent or guardian. Black and Latino families were oversampled.<sup>1</sup> The margin of error for the full sample is  $\pm 5$  percentage points.<sup>2</sup>

## Cell phone ownership

### Overall cell ownership steady since 2009

According to the Pew Internet Project's 2011 teen survey, three quarters (77%) of teens have a cell phone, a figure that is similar to the 75% of teens who owned a cell phone in September 2009 and up dramatically from the 45% of teens who were cell owners in late 2004.

Older teens ages 14 to 17 are substantially more likely to have a cell phone than younger teens ages 12 and 13 – 87% of older teens have a cell phone, compared with 57% of younger teens. Since 2009, the number of older teens with mobile phones has increased from 80%, while the percentage of younger teens with cell phones has declined slightly, from 66% in 2009.

In 2011, the youngest boys are the least likely of the groups to have a mobile phone – just under half (47%) have a cell phone, compared with 67% of girls 12 to 13 and 85% of older girls and 88% of older boys. There are no differences in phone ownership between boys and girls overall, as was the case in 2009 as well.

White teens are more likely to have a cell phone than Latino teens (81% vs. 63%). Teens with parents who have a high school education or greater are more likely than teens whose parents lack a high school diploma to have a cell phone. And teens from the highest income households – where families earn more than \$75,000 annually – are more likely than any other income bracket to own a mobile phone.

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<sup>1</sup> For more details about the impact of oversampling on this study, please visit: <http://www.people-press.org/methodology/sampling/oversamples/>

<sup>2</sup> For more details about how the study was conducted, please see the Methodology section at the end of this report.

Suburban teens are more likely than urban teens to have a mobile phone (83% vs. 69%). Teen social media users are more likely than others to have a mobile phone (82% have one vs. 69% of those who do not use social media).

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## Who has a cell phone?

*% of teens within each group who have a cell phone*

All teens (n=799)	77%
Gender	
Boys (n=391)	76
Girls (n=408)	78
Age	
12-13 (n=225)	57*
14-17 (n=574)	87*
Race/Ethnicity	
White, non-Hispanic (n=442)	81*
Black, non-Hispanic (n=123)	72
Hispanic (English- and Spanish-speaking) (n=172)	63*
Household Income	
Less than \$30,000 (n=192)	62
\$30,000-\$49,999 (n=111)	75
\$50,000-\$74,999 (n=119)	72
\$75,000+ (n=304)	91**
Education level of parents	
Less than high school (n=89)	47**
High school grad (n=171)	82
Some college (n=179)	79
College+ (n=357)	82
Community type	
Urban (n=279)	69*
Suburban (n=397)	83*
Rural (n=96)	73

**Note:** \* indicates statistically significant difference between rows.

\*\*indicates a data point that is significant with regards to all other data points in the row section.

**Source:** The Pew Research Center's Internet & American Life Project Teen/Parent Survey, April 19 – July 14, 2011. n=799 teens ages 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, on landlines and cell phones.

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## 23% of teens have a smartphone.

One quarter (23%) of teens 12 to 17 indicate that their phone is a smartphone, while 54% have a regular cell phone (or are not sure what kind of phone they have), and another 23% of teens do not have a cell phone at all. Using a different series of questions to measure smartphone ownership,<sup>3</sup> we found that 46% of adults report having a smartphone of some kind in early March 2012.

Smartphone ownership is highest among older teens, as 31% of teens ages 14-17 have a smartphone, compared with just 8% of youth ages 12-13. The data suggest a cell phone ownership evolution by age. The youngest teens are the least likely to own a cell phone of any kind at all. Early high-school aged teens (14 and 15-year-olds) are much more likely to have a cell phone, but that phone is more likely to be a regular phone than a smartphone. The oldest high schoolers (16 and 17-year-olds) are the most likely to have a cell phone, and have that cell phone be a smartphone, though even they are still somewhat more likely to have a regular phone than a smartphone. Teens with parents with a college education are slightly more likely than teens with parents with a high school diploma or less to have a smartphone (26% vs. 19%).

As with adults, smartphone-owning teens are avid users of a number of social media applications—91% of teen smartphone owners use social networking sites, and 25% are Twitter users compared with 77% of teens without smartphones who use social network sites and 13% who use Twitter.

While there are no differences in ownership of smartphones compared with regular cell phones by race, ethnicity or income, some groups do express more uncertainty about whether their phone should be classified as a smartphone. Latino youth with cell phones are more likely than white youth with cells to say they are not sure whether their phone is smartphone (24% of Latino youth with cell phones say they are not sure, compared with 10% of white teens with phones). Among cell phone owners, teens from families earning less than \$30,000 annually and teens with parents without college experience are both more likely to say they're not sure whether their phone is a smartphone or not.

## Smartphone owners are much more likely than other teens to have gone online on mobile phones & tablets in the last 30 days.

Overall, half (49%) of all American teens have gone online on their mobile phones in the last 30 days. Not surprisingly given the affordances of the technology they possess, a whopping 92% of teen smartphone owners have gone online in the past 30 days on a cell phone. Comparatively, 40% of teens with regular cell phones have used a cell phone to go online in the last 30 days. Even a quarter of teens

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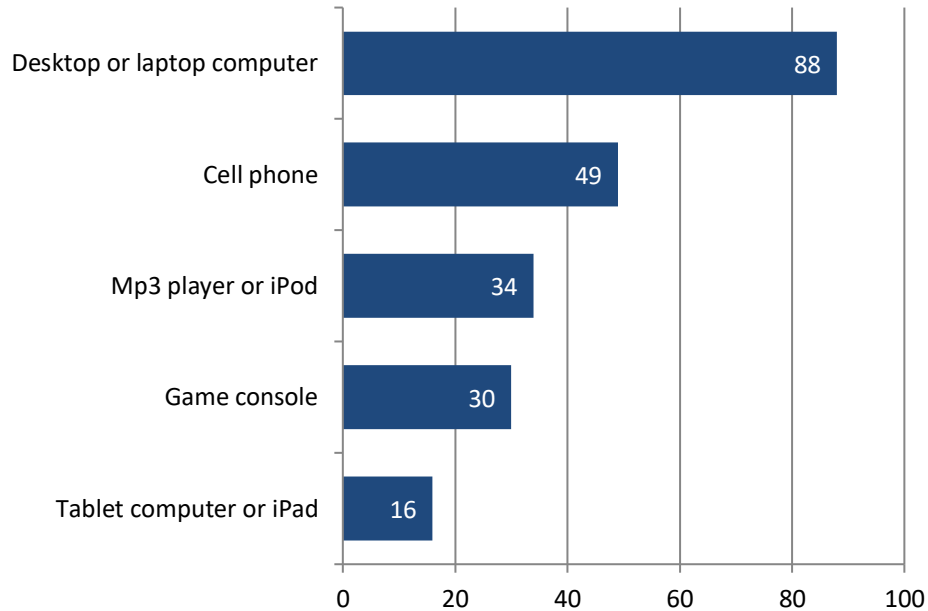
<sup>3</sup> In the teen survey, teens were first asked “Do you have a cell phone or a BlackBerry, iPhone or other device that is also a cell phone?” and then yes responses were asked “Is that a smartphone or not...or are you not sure?” The adult smartphone question began “Do you have a cell phone or a BlackBerry or iPhone or other device that is also a cell phone?” and then followed yeses with “Some phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure? Adults were then asked about the properties of their mobile phone – and those who had responded no to the smartphone question, but whose responses indicated that they owned a phone with smartphone capabilities were then added to the adult tally of smartphone owners. More details on adults and smartphones may be found in “Nearly half of American adults are smartphone owners” report, available at <http://pewinternet.org/Reports/2012/Smartphone-Update-2012.aspx>.

who do not have their own cell phone have used one to go online in the last month – potentially by borrowing the phone of a friend, parent or sibling.

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## In the last 30 days, have you used the internet on \_\_\_\_?

% of all teens



**Source:** The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone, and included an oversample of minority families.

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Smartphone-owning teens are also substantially more likely than other teens to have used a tablet computer to go online in the last 30 days; 30% of smartphone users have used tablets to go online in the past month, while 13% of regular phone users and 9% of those without cell phones have done the same.<sup>4</sup>

Smartphone owners are also a hair *less* likely than teens with other types of cell phones to have used the internet on a desktop computer in the last 30 days, with 93% of regular phone owners using a desktop or laptop, along with 85% of smartphone-owning teens.

There are no differences by phone ownership in internet use on a game console or on an mp3 player.

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<sup>4</sup> Note: This study did not collect data on how many teens own tablets, only whether or not they have used them to go online. Teens who have used them to go online could have used them in school, after-school or home settings.



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## Smartphone owners more likely to go online via mobile devices

*% of internet users who have used the internet in the past 30 days on the following devices*

	Smartphone owners	Regular cell phone owners <sup>5</sup>	No cell phone
<b>Devices</b>			
Cell phone	92%*	40%**	25%†
Desktop or laptop	85	93*	80
Mp3 player	39	36	26
Game console	35	28	31
Tablet computer	30*	13	9
Have not used any device to go online in past 30 days	–	3†	16**

**Source:** The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

\*indicate a data point that is significant with regards to all the other data points in the same row.

\*\* indicates a data point that is significantly different from only the data point marked with † in the same row.

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## Parents of teen smartphone owners are no more or less likely than other parents to use parental controls to manage their child's mobile use and mobile internet use.

As cell phones increasingly have the capability to connect to the internet, mobile phone providers have begun to offer parental controls to allow parents to manage or constrain their child's mobile phone use. Among all parents of teen cell phone users, 34% report using parental controls to help them manage their child's use of his or her cell phone. Just over a quarter (28%) of the parents of smartphone owning-teens say they have enabled parental controls on their child's phone, while 37% of parents with teens with regular mobile phones use parental controls. The difference in parental control use between smartphone parents and regular phone parents is not statistically significant.

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<sup>5</sup> Includes those who know they do not have a smartphone, as well as those who are not sure whether their phone is a smartphone or not.

# What do teens do with their phones?

A majority of teens exchange texts daily with others, and half exchange texts daily specifically with their friends.

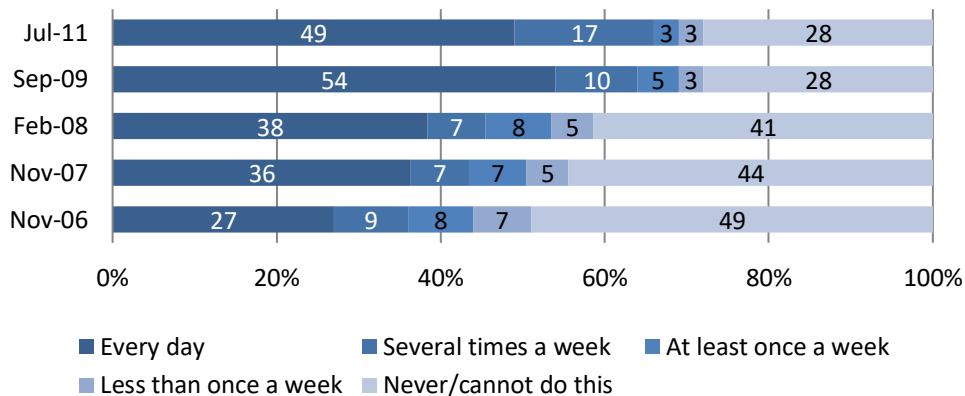
Fully 63% of all teens say they exchange text messages every day with people in their lives. Just 1% of teens say they text less than once a week, and 26% of respondents (including those without cell phones) said they do not text with other people at all.

When specifically asked about texting with friends, 49% of teens send and receive text messages with friends every day – while 28% of all teens say they never text friends.

Overall, the number of teens who text daily with friends has remained flat over the past two years. In 2009, 54% of *all* teens (regardless of whether they owned a cell phone) texted with friends daily. This is a statistically insignificant difference with the 49% of all teens who text with friends every day in 2011.

## The number of teens who text daily with friends has not changed significantly since 2009

*% of all teens (regardless of cell ownership)*



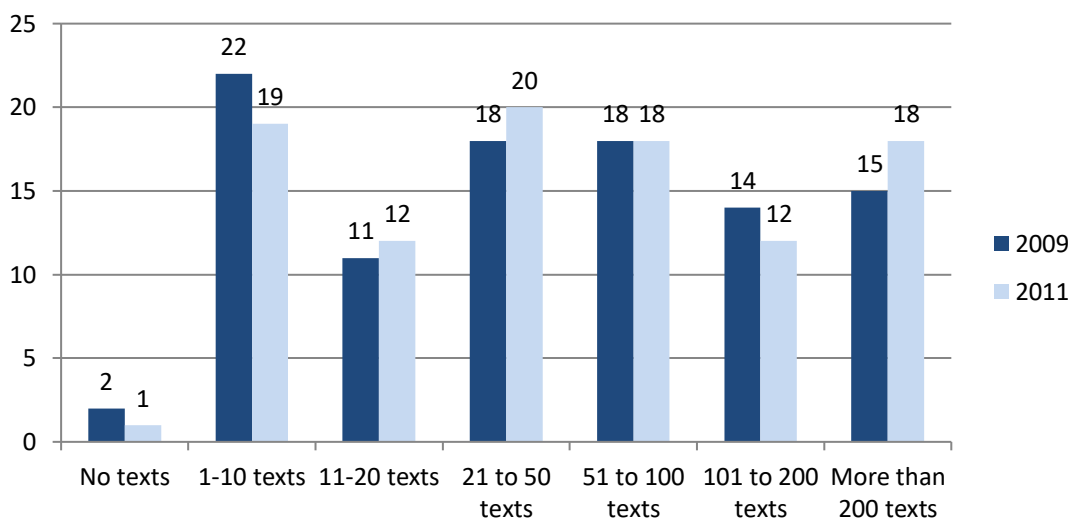
**Source:** The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

## Teens are still sending large numbers of texts, and daily averages are moving upward.

The typical American teen is sending and receiving a greater number of texts than they were in 2009; and teens who text the largest number of messages are texting even more messages on a typical day than they did two years ago.

### How many texts do teens send and receive on an average day?

*% of teen cell owners who text*



Source: The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

The median number of texts (i.e. the midpoint user in our sample) sent on a typical day by teens ages 12-17 rose from 50 in 2009 to 60 in 2011. Much of this increase occurred among older teens 14-17, who went from a median of 60 texts a day to a median of 100 two years later. Boys also had a slightly larger increase in the median number of texts sent or received each day moving from 30 texts to 50 texts on a typical day. Older girls remain the most enthusiastic texters, with a median of 100 texts a day in 2011, compared with 50 for boys the same age.

And while we see no growth in the median number of texts among white youth (flat at 50), black teens saw substantial increases, moving from a median of 60 to a median of 80 texts a day. Hispanic youth

also send and receive very large numbers of texts with a median of 100 texts sent and received each day.<sup>6</sup>

## Number of text messages sent/received per day by different groups

(among teens who text)

	Mean	Median
<b>All teen text messaging users</b>	<b>167</b>	<b>60</b>
<b>Gender</b>		
Men	168	50
Women	165	90
<b>Age</b>		
12-13	122	30
14-17	181	100
<b>Gender/Age</b>		
Girls 12-13	116	35
Boys 12-13	131	20
Girls 14-17	187	100
Boys 14-17	176	50
<b>Race/Ethnicity</b>		
White, non-Hispanic	149	50
Black, non-Hispanic	186	80
Hispanic	202	100
<b>Household Income</b>		
Less than \$30,000	212	100
\$30,000-\$49,999	162	60
\$50,000-\$74,999	128	50
\$75,000+	171	50
<b>Parent Education level</b>		
Less than high school	188	100
High School diploma	190	100
Some College	171	50
College+	135	50

**Source:** The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Teen/Parent Survey. n=799 teens ages 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, on landlines and cell phones.

<sup>6</sup> Note: The 2011 survey included Spanish language interviewing and an oversample of non-white families. Both of these factors together make comparison of the 2011 with 2009 Hispanic findings difficult, as the 2009 survey did not include either Spanish language interviewing or an oversample.

## Heavy, medium and light texters

We divide text message users into three camps: light messagers who send and receive somewhere from 0 to 20 messages on a typical day; medium messagers who send and receive 21-to 100 texts a day and heavy texters who send and receive more than 100 texts a day.

### Heavy texters talk more frequently on their phones than lighter texters.

Heavy texters are also big talkers. Heavy texters are much more likely than those who text less often to say that they talk on their cell phone daily, with 69% of heavy texters talking daily on their cell phones, compared with 46% of medium and 43% of light texters. When it comes to speaking with friends, the difference between heavy texters and others extends to landlines as well as mobile phones. Nearly a third (30%) of heavy texters talk with friends on a landline every day, while just 8% and 10% of medium and light texters do so. Similarly, more than half (52%) of heavy texters talk daily on their cell phones with friends, while 29% of medium texters and 22% of light texters talk to friends that frequently on their cell phones.

Heavy texters are also more likely to report spending time with people in person outside of school on a daily basis than lighter texters – half (52%) of heavy texters spend time with people in person daily, while just a third (30% and 32%) of medium and light texters say the same, respectively.

Heavy and medium texters are also more likely than light texters to use an online social network site. Nine in ten (92% of heavy and 89% of medium) of these texters use these sites, compared with 68% of light texters.

### Teens who text more than 20 texts a day are more likely to own a smartphone.

Heavy and medium texters are more likely to report owning a smartphone than those who text less often. Fully 2 in 5 heavy texters (41%) and a third (33%) of medium texters own a smartphone, compared with just under 1 in 5 (19%) of lighter texters. Light texters are more likely to say that they own a regular mobile phone than those who text more often, with 70% of light texters with a regular phone, compared with half of heavy and medium texters. Heavy texters and medium texters are also more likely to report going online via a mobile phone in the last 30 days than light texters – potentially related to their greater ownership of smartphones. There are no differences in the likelihood of a texter going online on a desktop or laptop, a game console or an Mp3 player by the number of texts sent and received each day.

### Among texting teens who do not own a computer, heavy texters are the least likely to have any computer access at home.

Overall, teens who text have relatively equal access to computers – approximately three quarters of each group says they own a desktop or laptop computer. But when digging into the 26% of teens who say they do not own a desktop or laptop – a far greater percentage of the heavy texters in this non-owning group report that they do not have any access to any computer at home, even one owned by someone else in the household. Nearly half of the heavy texters in this computerless group do not have

computer access at home at all, while just a bit more than one-fifth of medium and light texters who do not personally own a computer say they lack home computer access.

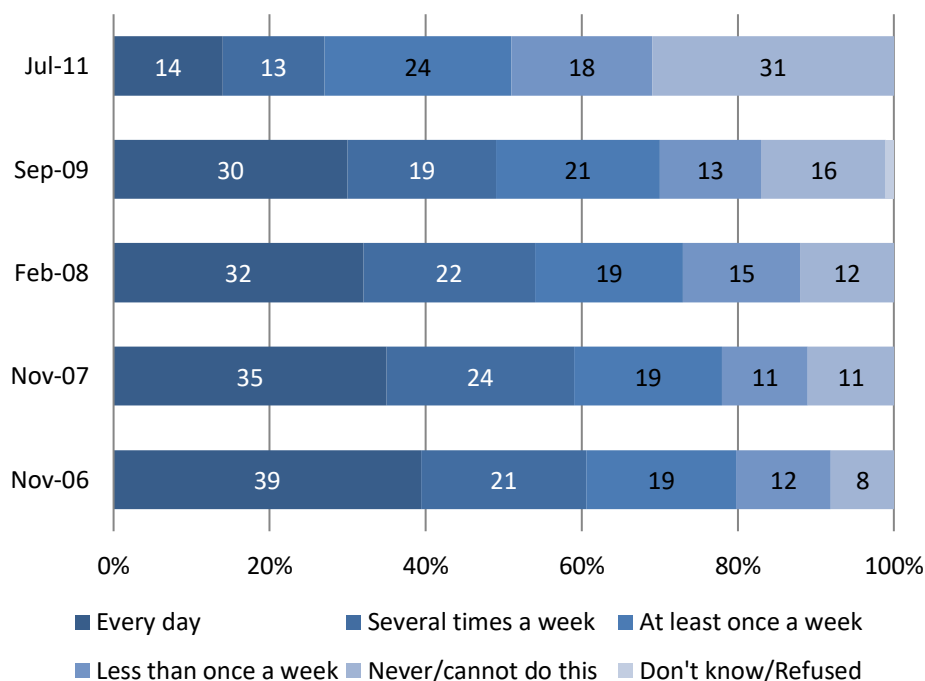
### While teens still place calls, their frequency of calling friends is declining

Nearly 2 in 5 (39%) of all teens talk to people they know on a cell phone every day, though 25% of teens say they cannot or do not ever talk on a cell phone. Landlines do not show the same kind of all-purpose utility, however – just under 1 in 5 (19%) of teens say they talk to people daily on a landline phone – while a similar 20% say they never talk to someone on a landline (or cannot do so).

However, when looking more specifically at talking with friends by voice calls, we see evidence of a decline in the frequency of voice calling for these conversations with friends. Just 14% of teens say they talk daily with friends on a landline, down from a full 30% in 2009. Nearly a third (31%) of teens say they never talk on a landline with friends (or report that they cannot do so). Cell phone calling to friends shows a similar decline – 26% of all teens (including those with and without cell phones) say they talk daily with friends on their cell phone, down from 38% of teens in 2009.

### How often do you talk to friends on a landline phone?

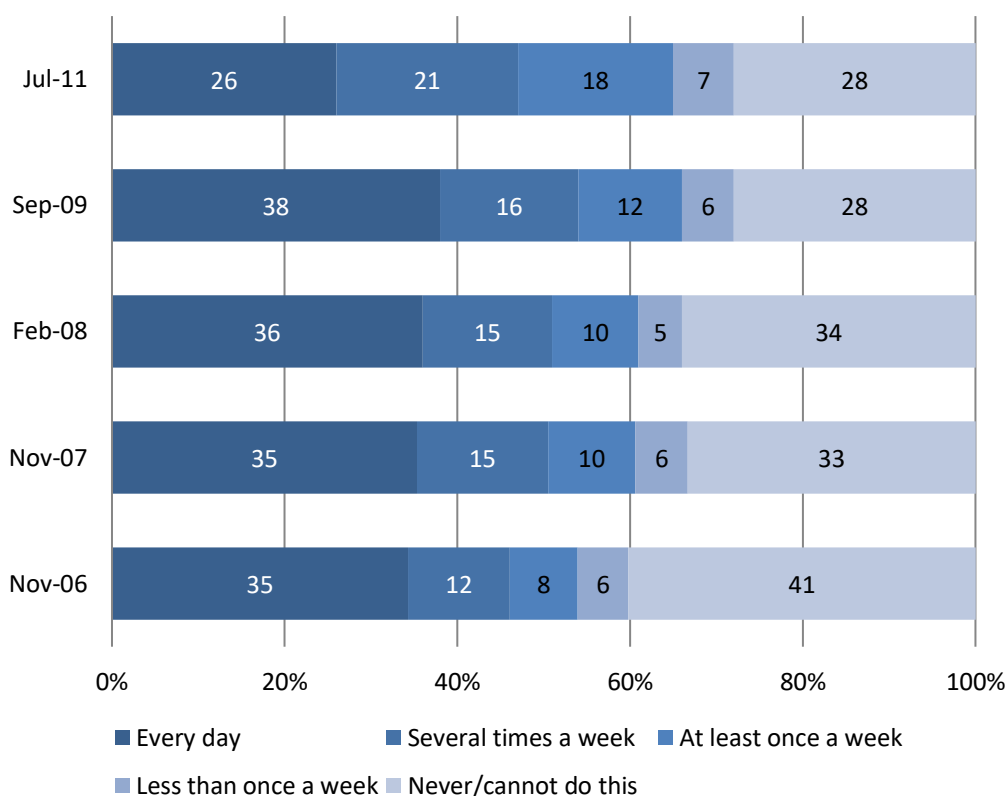
*% of all teens*



**Source:** The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Parent/Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

## How often do you talk to friends on your cell phone?

% of all teens



**Source:** The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Parent/Teen Survey. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

## Around 1 in 20 teens use location-based services

Location-based services are applications (like Foursquare or Gowalla) or features on platforms (like Facebook or Twitter) that let a user “check in” to a location or share their location with friends. The question we asked on our survey focused on cell phone-based use of location-based services, and was asked of cell phone owners. Overall, 6% of all American teens use location-based services on their cell phones. When focusing solely on cell phone users, fully 8% of teen cell users have used such a service on their cell phone to check in or share their location. Smartphone owners are more avid users – 18% of smartphone owners in the sample had shared their location, compared with 2% of all other teens.

Older teens ages 14 to 17 are more likely to use location-based services (9%) than 12 and 13-year-olds, of whom less than 1% report using a location-based service. Indeed, in our sample the largest group of teens who broadcast their location are 17-year-olds, of whom 19% reported using these services, compared with 6% of 15 and 16-year-olds.

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## Location-based services and age

	% of teens in this group who use location services
All teens	6%
Age Groups	
Teens 12-13	*
Teens 14-17	9
Age	
Age 12	*
Age 13	*
Age 14	2
Age 15	6
Age 16	6
Age 17	19

**Source:** The Pew Research Center's Internet & American Life Project, Teen/Parent Survey, April 19 – July 14, 2011. n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone.

\* indicates less than 1%.

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There are no statistically significant differences in use of location-based services by gender, race, household income, or parent's education level. There also appears to be a relationship between sharing one's location and sharing other information with others. Teens who use location-based services are also more likely to have ever shared a password with a friend or significant other than teens who do not use the services (11% vs. 4%).

## Communication choices

### Texting dominates teens' general communication choices

When asked generally about how they communicate with people in their lives – not just about their friends, but about all kinds of people – teens point to text messaging as the dominant daily mode of communication. Among all teens:

- 63% say that they use text to communicate with others every day.
- 39% of teens make and receive voice calls on their mobile phones every day.
- 35% of all teens socialize with others in person outside of school on a daily basis.
- 29% of all teens exchange messages daily through social network sites.
- 22% of teens use instant messaging daily to talk to others.

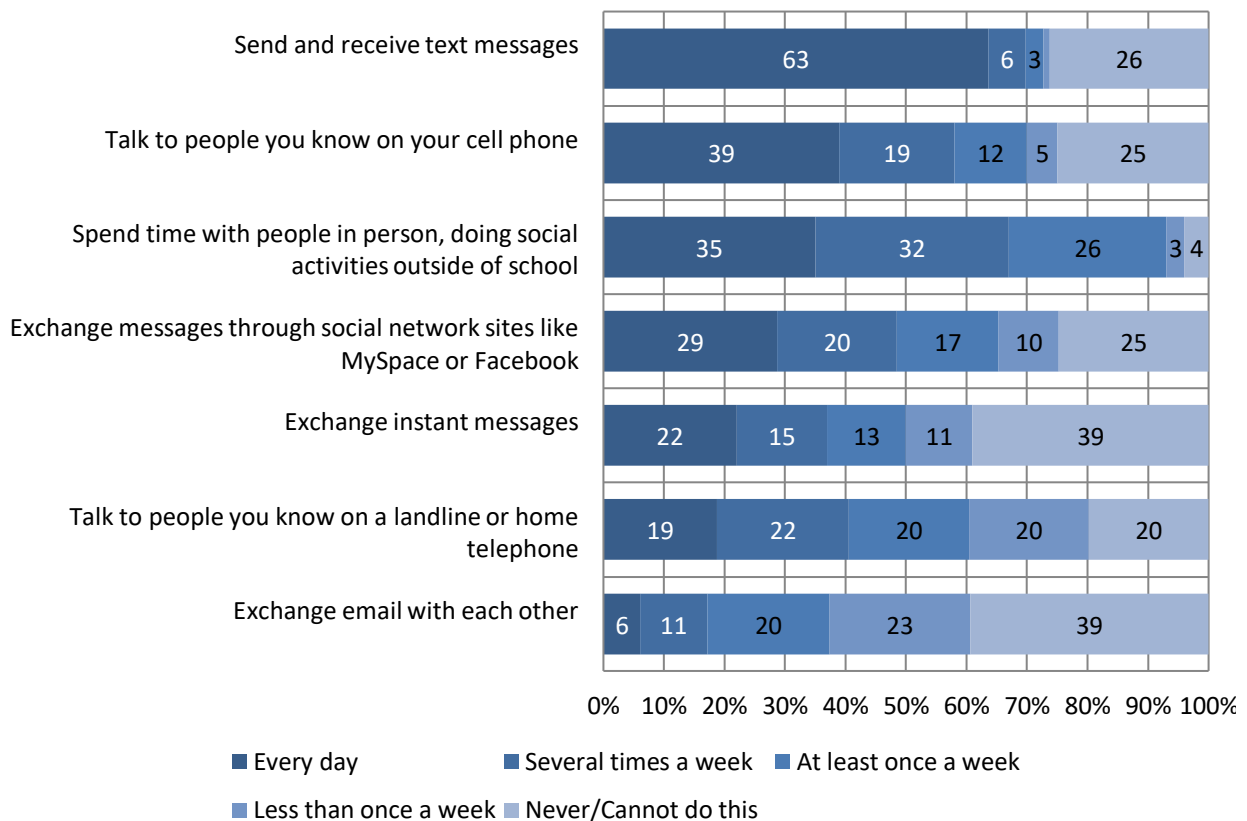


- 19% of teens talk on landlines with people in their lives daily.
- 6% of teens exchange email daily.

And increasingly, teens do not have the capability or the interest in exchanging instant messages or exchanging email. Nearly 2 in 5 teens say they never or cannot exchange instant messaging, and another 39% of teens say they never exchange email. Talking on a landline is also proving less popular, with 20% of teens saying they never or cannot talk on a landline.

## How often do you \_\_\_\_\_ to communicate or socialize with people in your life?

Based on the % of all teens, unless otherwise noted. (n=406)



Source: Teen data is from the Pew Research Center's Internet & American Life Teen-Parent survey, April 19-July 14, 2011. N=799 for teens 12-17 and parents, including oversample of minority families. Interviews were conducted in English and Spanish.

## How communication with friends has changed over time<sup>7</sup>

In addition to our general questions about how teens communicate with others, we also asked specific questions about how teens communicate with friends.

As discussed earlier in this report, texting and calling with friends via a mobile phone are the two most popular modes of communication with friends for teens. Daily text messaging with friends has remained stable since 2009 and daily voice calling with friends on cell phones has declined in the past two years, from 38% of teens calling friends daily on cells in 2009 to 26% two years later. This decline in voice calling on mobiles comes after 3 years of relatively stable findings for daily calls.

The only increase seen in communicating with friends is in messaging through social networks. Nearly 3 in 10 (29%) of teens communicate with friends daily through messages on social networks sites, up modestly from the 21% who did so daily in 2006. Messaging through social networks has shown a gradual increase over the past 6 years.

Email and instant messaging both show a gradual decline in daily use since 2006, with 23% of teens using instant messaging daily with friends, down from 28% in 2006. Email is even less used on a daily basis – 8% of teens say they email daily with friends, down from 14% in 2006. More than half (54%) of all teens now say they never use email to talk with friends, and one third of teens say they never use instant messaging or send messages via social media sites.

Face-to-face communication remains an important mode of communication with friends as well, though teens may be meeting with friends face-to-face outside of school a bit less frequently than they were in the past. While the number of teens who meet with friends face-to-face on daily basis has declined slightly to 25% from 33% in 2009, teens who say they talk with friends face-to-face outside of school several times a week has increased to 37% from 28% in 2009.

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<sup>7</sup> Hey, why are the numbers different for these questions than what you reported in the past? For simplicity and ease of comparison between different communication tools, we are now stating all of the data for these communication choice questions out of “all teens,” rather than out of smaller subgroups as we had done previously.

# Methodology

## 2011 Teens and Digital Citizenship Survey

Prepared by Princeton Survey Research Associates International for the Pew Research Center's Internet and American Life Project

**JULY 2011**

### Summary

The 2011 Teens and Digital Citizenship Survey sponsored by the Pew Research Center's Internet and American Life Project obtained telephone interviews with a nationally representative sample of 799 teens ages 12 to 17 years old and their parents living in the continental United States. The survey was conducted by Princeton Survey Research Associates International. The interviews were conducted in English and Spanish by Princeton Data Source, LLC from April 19 to July 14, 2011. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is  $\pm 4.8$  percentage points.

In addition to the two surveys, this study conducted 7 focus groups with teens between the ages of 12 and 19 in the greater Washington, DC metro area in January and February 2011. Participants were recruited via word of mouth, email, schools, and non-profit organizations. A total of 57 youth participated in the focus groups, though each group averaged 8 to 14 people. Groups were co-ed, but were broken into middle school and high school aged youth. The groups were balanced for gender and crossed the socio-economic and family structure spectrum. Black youth were over-represented. All participants were required to have access to either a computer or a cell phone to participate. Participants were paid a \$40 cash incentive for their participation. Parental consent was obtained for all minor participants, as was the assent of the minor participants themselves. Eighteen and 19 year-old participants consented to their own participation.

Further details on the design, execution, and analysis of the teen and parent telephone survey are discussed below.

### Design and Data Collection Procedures

#### *Sample Design*

A combination of landline and cellular random digit dial (RDD) samples was used to represent all teens and their parents in the continental 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.

Both samples were disproportionately stratified to increase the incidence of blacks and Latinos. The same stratification scheme was used for both sample frames and was based on the estimated incidence of minority groups at the county level. All counties in the continental United States were divided into ten strata based on the estimated proportion of African American and Latino populations. Strata with higher minority densities were oversampled relative to strata with lower densities. Phone numbers were drawn with equal probabilities within strata. The disproportionate sample design was accounted for in the weighting and does not affect the representative nature of the sample.<sup>8</sup>

### **Contact Procedures**

Interviews were conducted from April 19 to July 14, 2011. As many as 7 attempts were made to contact and interview a parent at every sampled telephone number. After the parent interview, if the teen was not immediately available, an additional 7 calls were made to interview an eligible teen. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each telephone number received at least one daytime call in an attempt to complete an interview.

Contact procedures were slightly different for the landline and cell samples. For the landline sample, interviewers first determined if the household had any 12 to 17 year-old residents. Households with no teens were screened-out as ineligible. In eligible households, interviewers first conducted a short parent interview with either the father/male guardian or mother/female guardian. The short parent interview asked some basic household demographic questions as well as questions about a particular teen in the household (selected at random if more than one teen lived in the house.)

For the cell phone sample, interviews first made sure that respondents were in a safe place (for example, not driving) to talk and that they were speaking with an adult. Calls made to minors were screened-out as ineligible. If the person was not in a safe place to talk a callback was scheduled. Interviewers then asked if any 12- to 17-year-olds lived in their household. Cases where no teens lived in the household were screened-out as ineligible. If there was an age-eligible teen in the household, the interviewers asked if the person on the cell phone was a parent of the child. Those who were parents went on to complete the parent interview. Those who were not parents were screened-out as ineligible.

For both samples, after the parent interview was complete an interview was completed with the target child. Data was kept only if the child interview was completed.<sup>9</sup>

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<sup>8</sup> For more information on oversampling, see the Pew Research Center for People and Press's website and their discussion of the implications of this survey technique: <http://www.people-press.org/methodology/sampling/oversamples/>

<sup>9</sup> At the start of the field period, we used a modified screener that allowed us to complete a teen interview prior to a parent interview. After a few weeks in the field (April 19-June 1), it became clear that completing the teen interview first was not productive. Therefore the screener was modified to the one described here where a parent was always interviewed first. There are 16 "teen-first" interviews included in the overall sample.

Interviewers were given instructions to tell parents – if asked – that they should not remain on the phone with the child during the interview, but that if they were concerned they could sit nearby. The interviewer then coded whether or not the parent remained on the phone with the child. In this survey, 90 of the 799 interviews (or 11%) had a parent listening on the phone during the child’s interview. Parents who elected to remain on the phone while their child completed the interview were more likely to be listening to the interviews of girls and children age 12 and to a lesser extent, age 13. These parents were also more likely to be white. Teens whose parents listened to their interview were less likely to use the internet, use social network sites, or go online using a mobile phone. Among those teens whose parents attended their interview who do use social network sites, they were more likely to report using Facebook than teens whose parents did not listen in. We elected to retain these interviews as a part of our larger sample – first because there were very few statistically significant differences between the responses of teens whose parents listened in, and those whose parents did not. Second, in the places where we did see modest differences, understanding what might be behind those differences was difficult to tease out – the age of the child may have been a factor, or how the parent parented that child, or the fact that the parent was listening to the interview. So rather than introduce additional bias into the data, we elected to leave the cases in the data set, and note in the text where the parent’s listening made a statistically significant difference in the responses of the teen.

## Weighting and analysis

Weighting is generally used in survey analysis to compensate for patterns of nonresponse and disproportionate sample designs that might bias survey estimates. This sample was weighted in three stages. The first stage of weighting corrected for the disproportionate RDD sample designs. For each stratum the variable SAMPWT was computed as the ratio of the size of the sample frame in the stratum divided by the amount of sample ordered in the stratum.

The second stage of weighting involved correcting for different probabilities of selection based on respondents’ phone use patterns. Respondents who have both a landline and a cell phone have a greater chance of being sampled than respondents with access to only one kind of phone. To correct for this we computed a variable called PUA (Phone Use Adjustment). Respondents with one kind of phone (either landline or cell) were assigned a PUA of 0.5 while respondents with both types of phones were assigned a PUA of 1.0. SAMPWT and PUA were then multiplied together to use as an input weight (WEIGHT1) for post-stratification raking

The interviewed sample was raked to match national parameters for both parent and child demographics. The parent demographics used for weighting were: sex; age; education; race; Hispanic origin; number of 12- to 17-year-olds in household; phone use and region (U.S. Census definitions). The child demographics used for weighting were gender and age. The parameters came from a special analysis of the Census Bureau’s 2010 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States. The phone use parameter was derived from recent PSRAI survey data.

Raking was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

**Table 1: Sample Demographics**

	<u>Parameter</u>	<u>Unweighted</u>	<u>Weighted</u>
<u>Census Region</u>			
	Northeast	17.9	14.3
	Midwest	22.2	16.4
	South	36.4	41.6
	West	23.5	27.8
<u>Parent's Sex</u>			
	Male	43.8	32.0
	Female	56.2	68.0
<u>Parent's Age</u>			
	LT 35	10.3	9.9
	35-39	18.6	15.0
	40-44	25	21.7
	45-49	25.5	25.8
	50-54	13.6	16.2
	55+	7.0	11.4
<u>Parent's Education</u>			
	Less than HS grad.	12.4	11.2
	HS grad.	34.3	21.5
	Some college	23.4	22.5
	College grad.	29.9	44.8
<u>Parent's Race/Ethnicity</u>			
	White~Hispanic	63.4	56.4
	Black~Hispanic	11.7	15.7
	Hispanic	18.1	21.9
	Other~Hispanic	6.8	6.0

**Table 1: Sample Demographics (continued)**

<u>Parent's Phone Use</u>			
Landline only	9.0	6.6	8.9
Dual Users	62.8	85.2	68.3
Cell Phone only	28.2	8.1	22.8
<u># of 12-17 Kids in HH</u>			
One	70.3	67.5	69.8
Two	25.0	27.2	24.9
Three+	4.7	5.4	5.3
<u>Kid's Sex</u>			
Male	51.0	48.9	51.4
Female	49.0	51.1	48.6
<u>Kid's Age</u>			
12	16.7	13.9	16.9
13	16.7	14.3	16.3
14	16.7	17.8	16.9
15	16.7	15.9	16.2
16	16.7	17.6	16.1
17	16.7	20.5	17.7

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## Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.95.

PSRAI calculates the composite design effect for a sample of size  $n$ , with each case having a weight,  $w_i$  as:

$$deff = \frac{n \sum_{i=1}^n w_i^2}{\left( \sum_{i=1}^n w_i \right)^2} \quad \text{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (*vdeff*). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left( \sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \quad \text{formula 2}$$

where  $\hat{p}$  is the sample estimate and  $n$  is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is  $\pm 4.8\%$ . This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 4.8 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

## Response Rate

Table 2 reports the disposition of all sampled callback telephone numbers ever dialed. 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:<sup>10</sup>

- **Contact rate** – the proportion of working numbers where a request for interview was made<sup>11</sup>
- **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 agreed to the child interview and were completed

Thus the response rate for landline sample was 12 percent and the response rate for the cell sample was 7 percent.

Please see the next page for the sample disposition table.

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<sup>10</sup> PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

<sup>11</sup> PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" are actually not working numbers.



**Table 2: Sample Disposition**

<b>Landline</b>	<b>Cell</b>	
209894	98227	<b>T</b> Total Numbers Dialed
10139	1364	<b>OF</b> Non-residential
9484	151	<b>OF</b> Computer/Fax
118	0	<b>OF</b> Cell phone
119777	34759	<b>OF</b> Other not working
10321	2467	<b>UH</b> Additional projected not working
60055	59486	Working numbers
28.6%	60.6%	Working Rate
3440	822	<b>UH</b> No Answer / Busy
12565	26222	<b>UO<sub>NC</sub></b> Voice Mail
206	60	<b>UO<sub>NC</sub></b> Other Non-Contact
43844	32382	Contacted numbers
73.0%	54.4%	Contact Rate
3251	5251	<b>UO<sub>R</sub></b> Callback
29595	21279	<b>UO<sub>R</sub></b> Refusal
10998	5852	Cooperating numbers
25.1%	18.1%	Cooperation Rate
518	204	<b>IN1</b> Language Barrier
9541	5389	<b>IN2</b> Child's cell phone
939	259	Eligible numbers
8.5%	4.4%	Eligibility Rate
321	78	<b>R</b> Break-off
618	181	<b>I</b> Completes
65.8%	69.9%	Completion Rate
12.1%	6.9%	Response Rate

# Survey questions

## Parent/Teen Digital Citizenship Survey

Final Topline

7/22/2011

Data for April 19 – July 14, 2011

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

Sample: n= 799 parents of 12-17 year olds, including an oversample of African-American and Latino families  
799 teens ages 12-17

Interviewing dates: 04.19.2011 – 07.14.2011

Margin of error is plus or minus 5 percentage points for results based on total parents [n=799]

Margin of error is plus or minus 5 percentage points for results based on total teens [n=799]

Margin of error is plus or minus 5 percentage points for results based on teen internet users [n=770]

Margin of error is plus or minus 5 percentage points for results based on teen cell phone users [n=642]

Margin of error is plus or minus 6 percentage points for results based on teens who text [n=620]

Margin of error is plus or minus 6 percentage points for results based on teen SNS or Twitter users [n=623]

**K1a** Do you use the internet, at least occasionally, for example on either a computer or a cell phone?

**K1b** Do you send or receive email, at least occasionally?<sup>12</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current Teens	95	5
Sept 2009	93	7
Feb 2008	93	7
Nov 2007	94	6
Nov 2006	93	7
Nov 2004	87	13

<sup>12</sup> 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?" Trend question from Nov 2006 thru Sept 2009 was "Do you use the internet, at least occasionally? / Do you send or receive email, at least occasionally?"

**K2** Overall, how often do you use the internet — several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, or less often?<sup>13</sup>

Based on teen internet users

	(NET) DAILY	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	(NET) WEEKLY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	(NET) LESS OFTEN	EVERY FEW WEEKS	LESS OFTEN	DK	REF
Current Teens [N=770]	70	46	24	24	15	9	6	2	4	*	*
Sept 2009 [N=746]	63	36	27	26	14	12	11	7	4	1	0
Feb 2008 [N=1,033]	62	35	27	29	18	11	9	4	5	1	--
Nov 2007 [N=664]	63	35	28	26	15	11	10	5	5	1	--
Nov 2006 [N=886]	61	34	27	28	17	11	10	5	5	*	--
Nov 2004 [N=971]	51	24	27	35	21	13	14	8	6	*	--
Dec 2000 [N=754]	42	n/a	n/a	45	n/a	n/a	13	n/a	n/a	*	--

**K3** As I read the following list of items, please tell me if you happen to have each one, or not. Do you have...[INSERT IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A cell phone... or a Blackberry, iPhone or other device that is also a cell phone <sup>14</sup>				
Current Teens	77	23	0	0
September 2009	75	25	0	0
February 2008	71	29	0	--
November 2007	71	29	0	--
November 2006	63	37	0	--
November 2004	45	55	0	--
b. A desktop or laptop computer <sup>15</sup>				
Current Teens	74	26	0	0
September 2009	69	31	0	0
February 2008	60	40	0	--
November 2007	59	41	0	--
November 2006	79	21	0	--

<sup>13</sup> Trend question prior to 2006 was "Overall, how often do you go online?"

<sup>14</sup> Prior to 2009, trend wording was "A cell phone"

<sup>15</sup> In November 2004 and November 2006, "desktop computer" and "laptop computer" were asked as separate items. Results shown here have been recalculated to combine the two items.

**K3a\_1** Is that a smartphone or not... or are you not sure?

Based on teen cell phone users [N=642]

	CURRENT TEENS	
%		
	30	Yes, smartphone
	56	No, not a smartphone
	14	Not sure/Don't know
	0	Refused

**K3a\_2** Can you use your cell phone to send or receive text messages?

Based on teen cell phone users [N=642]

	CURRENT TEENS	
%		
	97	Yes
	3	No
	*	Don't know
	0	Refused

**K3b\_1** Is there a computer that you can use at home?

Based on teens who do not have a computer [N=175]

	CURRENT TEENS	
%		
	63	Yes
	37	No
	0	Don't know
	0	Refused

**K4** In the last 30 days, have you used the internet on [INSERT IN ORDER]?

	YES	NO	DON'T HAVE / DOESN'T APPLY	DON'T KNOW	REFUSED
a. A cell phone	49	50	1	0	0
b. A desktop or laptop computer	88	12	0	0	0
c. A game console	30	70	0	0	0
d. An MP3 player or iPod	34	65	*	*	0
e. A tablet computer or iPad	16	83	1	*	0

**K5** 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; RANDOMIZE]?<sup>16</sup>

	YES	NO	(VOL.) CAN'T DO THAT / DON'T KNOW HOW	DON'T KNOW	REFUSED
<i>Items A thru E: Based on teen internet users</i>					
a. Use an online social networking site like MySpace or Facebook					
Current Teens [N=770]	80	20	0	*	0
September 2009 [N=746]	73	27	n/a	0	0
February 2008 [N=1,033]	65	35	n/a	0	0
November 2007 <sup>17</sup> [N=664]	60	40	n/a	0	0
November 2006 <sup>18</sup> [N=886]	55	45	n/a	0	0
b. Use Twitter					
Current Teens	16	84	0	0	0
September 2009	8	91	n/a	1	0

*Item F: Based on teen internet users who have a cell phone {cont.,}*

<sup>16</sup> 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...?"

<sup>17</sup> 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." Item was asked of Total Teens. Results shown here are for teen internet users only.

<sup>18</sup> In November 2006, teens were asked whether they personally had ever created an SNS profile, rather than if they ever use an SNS site. Question wording was "Have you ever created your own profile online that others can see, like on a social networking site like MySpace or Facebook?"



**[Please note – all data for the following questions K9F1 and K9F2 are stated based on teens who own the device necessary to engage in that type of communication (with the exception of landline phones – all teens were asked the landline question, and face-to-face communication.) In the report these data are restated based on all teens for simplicity and ease of comparison. So the numbers reflected below differ from what is reported in the body of this document.]**

**K9F1** Thinking about all the different ways you socialize or communicate with friends... About how often do you [INSERT; ASK ITEMS a-b FIRST IN ORDER, THEN RANDOMIZE] – every day, several times a week, at least once a week, less than once a week, or never?

Based on Form 1 teens

	EVERY DAY	SEVERAL TIMES A WEEK	AT LEAST ONCE A WEEK	LESS THAN ONCE A WEEK	NEVER/CANNOT DO THIS	DON'T KNOW	REF.
<b>a. Spend time with friends IN PERSON, doing social activities outside of school</b>							
Current Teens [N=393]	25	37	22	9	6	0	0
September 2009	33	28	23	11	4	0	*
February 2008	29	34	24	8	4	0	--
November 2007	39	34	19	5	3	*	--
November 2006	31	34	24	6	3	*	--
<b>b. Talk to friends on a landline or home telephone</b>							
Current Teens	14	13	24	18	31	0	0
September 2009	30	19	21	13	16	1	*
February 2008	32	22	19	15	12	*	--
November 2007	35	24	19	11	11	*	--
November 2006	39	21	19	12	8	*	--
<i>Item C: Based on Form 1 teens who text message</i>							
<b>c. Send text messages to each other<sup>19</sup></b>							
Current Teens [N=298]	65	23	4	3	4	*	0
Current Total Form 1 Teens <sup>20</sup>	49	17	3	3	28	*	0
September 2009	54	10	5	3	28	*	0
February 2008	38	7	8	5	41	0	-

<sup>19</sup> Trends are based on all teens.

<sup>20</sup> Percentages for "Never/Cannot do this" include Form 1 teens who do not have a cell phone or who do not text message.

**K9F1 continued...**

November 2007	36	7	7	5	44	*	--
November 2006	27	9	8	7	49	*	--

*Item D: Based on Form 1 teen cell phone users*

d. Talk to friends on your cell phone

Current Teens [N=306]	34	28	23	9	6	0	0
September 2009 [N=625]	50	21	15	8	4	*	0
February 2008 [N=803]	51	22	14	7	7	0	--
November 2007 [N=504]	50	22	14	9	5	*	--
November 2006 [N=618]	55	18	12	9	6	0	--

	EVERY DAY	SEVERAL TIMES A WEEK	AT LEAST ONCE A WEEK	LESS THAN ONCE A WEEK	NEVER/CANNOT DO THIS	DON'T KNOW	REF.
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*Items E thru F: Based on Form 1 teen internet users*

e. Exchange instant messages with friends<sup>21</sup>

Current Teens [N=375]	24	18	14	14	28	1	0
September 2009 [N=746]	26	17	13	10	33	1	0
February 2008 [N=1,033]	26	13	14	11	35	*	--
November 2007 [N=664]	31	14	14	9	31	*	--
November 2006 [N=886]	30	14	16	8	31	*	--

f. Exchange email with each other<sup>22</sup>

Current Teens	8	8	18	15	51	*	0
September 2009	11	14	19	18	37	0	0
February 2008	16	18	19	17	30	0	--
November 2007	17	16	20	21	26	*	--
November 2006	15	16	21	19	29	1	--

<sup>21</sup> Prior to the current survey, trend item wording was "Send instant messages to friends"

<sup>22</sup> Prior to the current survey, trend item wording was "Send email to each other"



*Item G: Based on Form 1 teen SNS or Twitter users*

	EVERY DAY	SEVERAL TIMES A WEEK	AT LEAST ONCE A WEEK	LESS THAN ONCE A WEEK	NEVER/CANNOT DO THIS	DON'T KNOW	REF.
g. Exchange messages through social networking sites like MySpace or Facebook <sup>23</sup>							
Current Teens [N=297]	40	22	21	9	8	*	0
September 2009 [N=552]	37	23	19	12	8	*	0
February 2008 [N=675]	42	23	21	9	4	*	--
November 2007 [N=434]	40	22	18	11	7	1	--
November 2006 [N=493]	41	23	18	10	8	*	--

**K9F2** Thinking about all the different ways you socialize or communicate with people in your life... About how often do you [INSERT; ASK ITEMS a-b FIRST IN ORDER, THEN RANDOMIZE] – every day, several times a week, at least once a week, less than once a week, or never?

Based on Form 2 teens

	EVERY DAY	SEVERAL TIMES A WEEK	AT LEAST ONCE A WEEK	LESS THAN ONCE A WEEK	NEVER/CANNOT DO THIS	DON'T KNOW	REF.
<i>Items A &amp; B: Based on Form 2 teens [N=406]</i>							
a. Spend time with people IN PERSON, doing social activities outside of school	35	32	26	3	4	0	0
b. Talk to people you know on a landline or home telephone	19	22	20	20	20	*	0
<i>Item C: Based on Form 2 teens who text message [N=322]</i>							
c. Send and receive text messages	85	9	4	1	*	0	0
<i>Item D: Based on Form 2 teen cell phone users [N=336]</i>							
d. Talk to people you know on your cell phone	51	24	16	6	3	0	0
<i>Items E thru F: Based on Form 2 teen internet users [N=395]</i>							
e. Exchange instant messages	23	15	14	12	33	3	*
f. Exchange email with each other	7	12	21	24	35	1	0
<i>Item G: Based on Form 2 teen SNS or Twitter users [N=326]</i>							

<sup>23</sup> Prior to the current survey, trend item wording was “Send messages through social networking sites like MySpace or Facebook.” Trends are based on teen SNS users.

g. Exchange messages through social networking sites like MySpace or Facebook	36	25	21	12	6	0	0
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