

Survey questions

August Tracking 2013 / Facebook Survey

Final Topline

9/18/2013

Data for August 7-September 16, 2013

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

Sample: n=1,801 national adults, age 18 and older, including 900 cell phone interviews
Interviewing dates: 08.07.2013 – 09.16.2013

Margin of error is plus or minus 2.6 percentage points for results based on Total [n=1,801]

Margin of error is plus or minus 2.9 percentage points for results based on all internet users [n=1,445]

Margin of error is plus or minus 2.7 percentage points for results based on all cell phone owners [n=1,636]

Margin of error is plus or minus 3.3 percentage points for results based on all SNS or Twitter users [n=1,076]

Margin of error is plus or minus 3.5 percentage points for results based on Facebook users [n=960]

Margin of error is plus or minus 7.2 percentage points for results based on Twitter users [n=223]

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

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	80	20
May 2013	85	15
December 2012 ⁱ	81	19
November 2012 ⁱⁱ	85	15
September 2012	81	19
August 2012 ⁱⁱⁱ	85	15
April 2012	82	18
February 2012	80	20
	USES INTERNET	DOES NOT USE INTERNET

¹ The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" From January 2005 thru February 2012, an internet user is someone said yes to either "Do you use the internet, at least occasionally?" (INTUSE) OR "Do you send or receive email, at least occasionally?" (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?" (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined.

December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011 ^{iv}	79	21
December 2010 ^v	77	23
November 2010 ^{vi}	74	26
September 2010	74	26
May 2010	79	21
January 2010 ^{vii}	75	25
December 2009 ^{viii}	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 ^{ix}	74	26
August 2008 ^x	75	25
July 2008 ^{xi}	77	23
May 2008 ^{xii}	73	27
April 2008 ^{xiii}	73	27
January 2008 ^{xiv}	70	30
December 2007 ^{xv}	75	25
September 2007 ^{xvi}	73	27
February 2007 ^{xvii}	71	29
December 2006 ^{xviii}	70	30
November 2006 ^{xix}	68	32
August 2006 ^{xx}	70	30
April 2006 ^{xxi}	73	27
February 2006 ^{xxii}	73	27
December 2005 ^{xxiii}	66	34
September 2005 ^{xxiv}	72	28
June 2005 ^{xxv}	68	32
February 2005 ^{xxvi}	67	33
January 2005 ^{xxvii}	66	34
Nov 23-30, 2004 ^{xxviii}	59	41
November 2004 ^{xxix}	61	39
July 2004 ^{xxx}	67	33
June 2004 ^{xxxi}	63	37
March 2004 ^{xxxii}	69	31
February 2004 ^{xxxiii}	63	37
November 2003 ^{xxxiv}	64	36
August 2003 ^{xxxv}	63	37
June 2003 ^{xxxvi}	62	38
May 2003 ^{xxxvii}	63	37
March 3-11, 2003 ^{xxxviii}	62	38
February 2003 ^{xxxix}	64	36
December 2002 ^{xl}	57	43
November 2002 ^{xli}	61	39
October 2002 ^{xlii}	59	41

September 2002 ^{xliii}	61	39
July 2002 ^{xliv}	59	41
March/May 2002 ^{xlv}	58	42
January 2002 ^{xlvi}	61	39
December 2001 ^{xlvii}	58	42
November 2001 ^{xlviii}	58	42
October 2001 ^{xlix}	56	44
September 2001 ⁱ	55	45
August 2001 ⁱⁱ	59	41
February 2001 ⁱⁱⁱ	53	47
December 2000 ⁱⁱⁱⁱ	59	41
November 2000 ^{lv}	53	47
October 2000 ^{lv}	52	48
September 2000 ^{lvi}	50	50
August 2000 ^{lvii}	49	51
June 2000 ^{lviii}	47	53
May 2000 ^{lix}	48	52

WEB1-A Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT ITEM; RANDOMIZE; ALWAYS ASK ABOUT FACEBOOK LAST]?²

Based on all internet users [N=1,445]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use Twitter					
Current	18	n/a	82	*	0
May 2013	18	n/a	82	*	*
December 2012	16	n/a	84	*	*
August 2012	16	n/a	84	*	0
February 2012	15	8	85	*	0
August 2011	12	5	88	*	0
May 2011	13	4	87	*	0
January 2011	10	n/a	90	*	*
December 2010	12	n/a	88	*	0
November 2010	8	2	92	0	*
Current	58	n/a	42	*	*
July 2008	46	n/a	54	*	--
August 2006	37	5	63	*	--

² 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...[ITEM]?" Unless otherwise noted, trends are based on all internet users for that survey.

Use Instagram

Current	17	n/a	82	*	0
December 2012	13	n/a	87	*	0
August 2-5, 2012 ^x	12	n/a	88	1	0

Use Pinterest

Current	21	n/a	77	2	*
December 2012	15	n/a	83	2	0
August 2-5, 2012	12	n/a	87	1	*

Use LinkedIn

Current	22	n/a	77	1	*
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Use Facebook³

Current	71	n/a	29	0	0
December 13-16, 2012 ^{xi}	67	n/a	33	0	*

Q5 Recently, a government program with the aim of collecting information about people's telephone calls, emails and other online communications has been in the news. How interested are you, if at all, in this topic? [READ]

Current	
%	26
	Very interested
	34
	Somewhat interested
	19
	Not too interested
	20
	Not interested at all
	1
	(VOL.) Don't know
	*
	(VOL.) Refused

Q6 Overall, how KNOWLEDGEABLE would you say you are about the debate surrounding these government programs aimed at collecting information about people's calls, emails and other online communications? Would you say you are... [READ]

Current	
%	12
	Very knowledgeable
	42
	Somewhat knowledgeable
	28
	Not too knowledgeable
	17
	Not knowledgeable at all
	*
	(VOL.) Don't know
	*
	(VOL.) Refused

³ December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

Q7 How much information, if any, have you gotten about this debate from the following sources? (First,/Next,) how about from [INSERT ITEMS IN ORDER]?

[READ AS NECESSARY: Have you gotten a lot, some, a little, or no information about this debate from (ITEM)?]

	A LOT	SOME	A LITTLE	NONE AT ALL	DON'T KNOW	REFUSED
a. Your local print newspaper	6	14	19	60	1	*
b. TV and radio	31	27	19	22	*	*
c. Friends and family	9	22	25	42	1	*
<i>Item D: Based on Facebook users [N=960]</i>						
d. Facebook	10	16	19	54	*	*
<i>Item E: Based on Twitter users [N=223]</i>						
e. Twitter	9	13	13	65	0	0
<i>Item F: Based on all internet users [N=1,445]</i>						
f. Online news sources other than Facebook or Twitter	22	21	12	44	*	*

Q8 Thinking about the debate over the U.S. government's surveillance programs... Do you FAVOR or OPPOSE a government program to collect nearly all communications in the U.S. as part of anti-terrorism efforts?

[IF FAVOR/OPPOSE, PROBE:] Do you strongly (favor/oppose) or only somewhat (favor/oppose) these programs?

	Current	
%	13	Strongly favor
	24	Somewhat favor
	22	Somewhat oppose
	30	Strongly oppose
	7	Don't know
	3	Refused

- Q9** If the topic of the government's surveillance programs came up [INSERT FIRST ITEM; RANDOMIZE], would you be very willing, somewhat willing, somewhat unwilling, or very unwilling to join in the conversation?

What if this topic came up...[INSERT NEXT ITEM]? [READ AS NECESSARY: Would you be very willing, somewhat willing, somewhat unwilling, or very unwilling to join in the conversation?]

	VERY WILLING	SOME-WHAT WILLING	SOME-WHAT UNWILLING	VERY UNWILLING	DON'T KNOW	REFUSED
a. At a community meeting	26	39	16	16	2	1
<i>Item B: Based on those employed full or part-time [N=1015]</i>						
b. At work	26	38	15	18	1	1
c. At a restaurant with friends	32	38	14	14	1	1
d. At a family dinner	39	34	12	12	1	1
<i>Item E: Based on Facebook users [N=960]</i>						
e. On Facebook	15	26	23	34	1	*
<i>Item F: Based on Twitter users [N=223]</i>						
f. On Twitter	14	26	18	38	1	2

- Q10** Still thinking about the current debate about the government's surveillance programs... To what extent do you think [INSERT ITEMS IN ORDER] agree with your views about this issue? Do you think they mostly agree, somewhat agree, somewhat disagree, or mostly disagree with your views?

How about [INSERT NEXT ITEM]? [READ AS NECESSARY: Do you think they mostly agree, somewhat agree, somewhat disagree, or mostly disagree with your views?]

	MOSTLY AGREE	SOMEWHAT AGREE	SOMEWHAT DISAGREE	MOSTLY DISAGREE	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
<i>Item A: Based on those who are married or living with a partner [N=1,017]</i>							

a. Your spouse or partner	53	32	7	4	*	3	1
b. Other family members	35	34	11	6	*	13	2
c. Your close friends	36	36	9	4	1	12	2
<i>Item D: Based on those employed full or part-time [N=1015]</i>							
d. Your coworkers	23	38	11	5	18	18	2
e. Your neighbors	17	27	9	6	2	35	3
<i>Item F: Based on Facebook users [N=960]</i>							
f. The people in your network on Facebook	22	38	10	5	1	20	3
<i>Item G: Based on Twitter users [N=223]</i>							
g. The people who follow you on Twitter	18	32	10	8	9	22	1

Methods

This report is based on the findings of a Pew Research Center survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from August 7 to September 16, 2013, among a sample of 1,801 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (901) and cell phone (900, including 482 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.6 percentage points. For results based on Internet users⁴ (n=1,445), the margin of sampling error is plus or minus 2.9 percentage points, and for those on Facebook or Twitter (n=1,076), plus or minus 3.3 points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the 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. Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least seven days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with

⁴ Internet user definition includes those who use the internet or email at least occasionally or access the internet on a mobile handheld device at least occasionally.

the number of adults in each household and each respondent's telephone usage patterns.⁵ This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S. born and non-U.S. born. The White, non-Hispanic subgroup was also balanced on age, education and region. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data.⁶ The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2012 National Health Interview Survey.⁷

Following is the full disposition of all sampled telephone numbers:

⁵ i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

⁶ ACS analysis was based on all adults excluding those living in institutional group quarters (GCs).

⁷Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2012. National Center for Health Statistics. June 2013.

Sample Disposition

Landline	Cell	
40,985	27,000	Total Numbers Dialed
1,669	346	Non-residential
1,458	94	Computer/Fax
15	----	Cell phone
24,589	10,375	Other not working
1,994	427	Additional projected not
11,260	15,758	Working numbers
27.5%	58.4%	Working Rate
665	142	No Answer / Busy
3,332	5,501	Voice Mail
27	16	Other Non-Contact
7,236	10,099	Contacted numbers
64.3%	64.1%	Contact Rate
328	1,793	Callback
5,898	6,776	Refusal
1,010	1,530	Cooperating numbers
14.0%	15.2%	Cooperation Rate
53	67	Language Barrier
----	540	Child's cell phone
957	923	Eligible numbers
94.8%	60.3%	Eligibility Rate
56	22	Break-off
901	901	Completes
94.1%	97.6%	Completion Rate
8.4%	9.5%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. 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:

Contact rate – the proportion of working numbers where a request for interview was made

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 were completed

Thus the response rate for the landline sample was 8 percent. The response rate for the cellular sample was 10 percent.

ⁱ December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews].

ⁱⁱ November 2012 trends based on the Gates Library Services Survey, conducted October 15 – November 10, 2012 among those age **16 or older** [N=2,252, including 1,125 cell phone interviews].

ⁱⁱⁱ August 2012 trends based on the “Civic Engagement Tracking Survey” conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews].

^{iv} January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

^v December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

^{vi} November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

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

^{viii} 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].

^{ix} November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20–December 4, 2008 [N=2,254].

^x August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

^{xi} 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]

^{xii} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8–May 11, 2008 [N=2,251].

^{xiii} 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].

^{xiv} January 2008 trends based on the Networked Families survey, conducted December 13, 2007–January 13, 2008 [N=2,252].

^{xv} December 2007 trends based on the Annual Gadgets survey, conducted October 24–December 2, 2007 [N=2,054, including 500 cell phone interviews].

^{xvi} September 2007 trends based on the Consumer Choice survey, conducted August 3–September 5, 2007 [N=2,400, oversample of 129 cell phone users].

^{xvii} February 2007 trends based on daily tracking survey conducted February 15–March 7, 2007 [N=2,200].

^{xviii} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].

^{xix} November 2006 trends based on Post-Election tracking survey, conducted Nov. 8–Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.

^{xx} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].

^{xxi} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15–Apr. 6, 2006 [N=4,001].

^{xxii} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9–Feb. 6, 2006 [N=2,000].

^{xxiii} December 2005 trends based on daily tracking survey conducted Nov. 29–Dec. 31, 2005 [N=3,011].

^{xxiv} September 2005 trends based on daily tracking survey conducted Sept. 14–Oct. 13, 2005 [N=2,251].

^{xxv} June 2005 trends based on the Spyware Survey, conducted May 4–June 7, 2005 [N=2,001].

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- xxvi February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- xxvii January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- xxviii November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- xxix November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- xxx July 2004 trends based on the “Selective Exposure” survey, conducted June 14-July 3, 2004 [N=1,510].
- xxxi June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- xxxii March 2004 trends based on “Weak Ties” survey conducted February 17-March 17, 2004 [N=2,200].
- xxxiii February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- xxxiv November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- xxxv August 2003 trends based on ‘E-Government’ survey conducted June 25-August 3, 2003 [N=2,925].
- xxxvi June 2003 trends based on ‘Internet Spam’ survey conducted June 10-24, 2003 [N=2,200].
- xxxvii May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- xxxviii March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- xxxix February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- xl December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- xli November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- xlvi October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- xlvi September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- xlvii July 2002 trends based on ‘Sept. 11th-The Impact Online’ survey conducted June 26-July 26, 2002 [N=2,501].
- xlviii March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- xlix January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- l December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.
- li November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001.
- lii October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001.
- lii September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.
- lii August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- liii February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- liiii December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- liiii November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321].
- liiii October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- liiii September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- liiii August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- liiii June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- liiii May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- liiii August 2-5, 2012 trends based on an omnibus survey conducted August 2-5, 2012 [N=1,005, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.

^{lxi} December 13-16, 2012 trends based on an omnibus survey conducted December 13-16, 2012 [N=1,006, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.