

---

**Spring Tracking Survey 2009**

Final Topline

4/28/09

Data for March 26 – April 19, 2009

Princeton Survey Research Associates International  
for the Pew Internet & American Life ProjectSample: n= 2,253 national adults, age 18 and older, including 561 cell phone interviews  
Interviewing dates: 03.26.09 – 04.19.09

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=1,687]

Margin of error is plus or minus 3 percentage points for results based on online economic users [n=1,475]

---

**Q1** Overall, how would you rate the quality of life for you and your family today? Would you say it is... excellent, very good, good, fair or poor?

	CURRENT		DECEMBER 2008 <sup>i</sup>
%	17	Excellent	15
	26	Very good	26
	34	Good	34
	16	Fair	19
	5	Poor	5
	*	Don't know	*
	1	Refused	1

**Q6a** Do you use the internet, at least occasionally?**Q6b** Do you send or receive email, at least occasionally?<sup>1</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25
July 2008 <sup>ii</sup>	77	23
May 2008	73	27
April 2008 <sup>iii</sup>	73	27
January 2008 <sup>iv</sup>	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29

---

<sup>1</sup> 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?"

December 2006	70	30
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
	USES INTERNET	DOES NOT USE INTERNET
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 <sup>v</sup>	48	52

**Q7** Did you happen to use the internet YESTERDAY?<sup>2</sup>

Based on internet users [N=1,687]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Current	73	26	1	*
December 2008	72	28	*	--
November 2008	72	27	*	--
August 2008	72	27	1	--
July 2008	71	28	1	--
May 2008	70	30	1	--
April 2008	72	28	*	--
December 2007	72	27	*	--
September 2007	68	32	*	--
February 2007	69	31	*	--
December 2006	65	34	*	--
November 2006	64	36	*	--
August 2006	66	34	*	--
April 2006	66	33	*	--
December 2005	63	36	*	--
September 2005	65	34	*	--
February 2005	60	40	*	--
January 2005	58	42	*	--
November 2004	61	39	*	--
June 2004	53	46	1	--
February 2004	55	44	*	--
November 2003	54	45	*	--
July 2003	52	47	1	--
June 2003	55	44	*	--
May 2003	58	42	*	--
March 3-11, 2003	60	40	0	--
February 2003	60	40	*	--
December 2002	56	44	*	--
November 2002	57	43	*	--
October 2002	57	43	0	--
September 2002	58	42	*	--
July 2002	53	47	*	--
March/May 2002	57	43	*	--
January 2002 <sup>3</sup>	59	41	*	--

**Q7 continued...**

<sup>2</sup> Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday?**"

<sup>3</sup> Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

## Q7 continued...

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Dec. 17-23, 2001	58	42	*	--
Nov. 19-Dec. 16 2001	60	40	*	--
Oct. 19-Nov. 18 2001	61	39	*	--
Oct. 8-18 2001	51	49	1	--
October 2-7 2001	56	43	1	--
Sept 20-Oct 1 2001	57	42	1	--
Sept 12-19 2001	51	49	*	--
August 2001	56	44	*	--
February 2001 <sup>4</sup>	59	41	*	--
Fall 2000 <sup>vi</sup>	56	44	*	--
August 2000	50	50	*	--
June 2000	52	48	*	--
April 2000	55	45	0	--
March 2000 <sup>vii</sup>	60	40	*	--

**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?<sup>5</sup>

Based on all internet users [N=1,687]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Send or read e-mail					
Current	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 <sup>6</sup>	91	52	9	*	--
August 2006 <sup>7</sup>	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	*	--

<sup>4</sup> Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

<sup>5</sup> 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?"

<sup>6</sup> November 2006 results for this activity series reflect the landline respondents only [N=1,578].

<sup>7</sup> 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.

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 <sup>viii</sup>	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	--
	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	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 <sup>8</sup>	72	30	28	*	--
January 2005 <sup>9</sup>	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	*	--

<sup>8</sup> 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.

<sup>9</sup> 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.

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	*	--
	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	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 <sup>10</sup>	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 <sup>11</sup>	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	3	33	*	*
August 2008	68	3	32	*	--
September 2007	64	4	36	*	--
gAugust 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	--

<sup>10</sup> In April/May 2003, this item read "Get financial information, such as the value of your stocks, mutual funds, or mortgage rates."

<sup>11</sup> This item based on those interviewed starting 10/9/01.

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	*	--
	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
<b>Do any banking online</b>					
Current	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	*	--
	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
<b>Use online classified ads or sites like Craig's list</b>					
Current	49	9	51	*	0
September 2007	32	6	67	*	--
August 2006	30	4	69	1	--
September 2005	22	4	77	1	--
February 2005 <sup>12</sup>	36	6	64	*	--
Dec 17-23, 2001	64	20	36	*	--
Nov 19-Dec 16, 2001	64	21	35	*	--
Oct 19-Nov 18, 2001	67	23	33	*	--
Oct 8-18, 2001	65	19	35	*	--
Oct 2-7, 2001	63	22	37	0	--
Sept 20-Oct 1, 2001	62	20	38	*	--
Sept 12-19, 2001	60	13	39	1	--
Aug 2001	61	20	39	*	--
Feb 2001	63	23	37	1	--
Fall 2000	65	21	35	*	--
August 2000	66	19	34	*	--
June 2000	61	17	39	*	--
April 2000	60	18	40	*	--
March 2000	63	21	37	0	--
<b>Buy a product online, such as books, music, toys or clothing</b>					
Current	75	8	25	0	0

<sup>12</sup> 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."

December 2007 <sup>13</sup>	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	--
	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
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	*	--
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	*	--
Look online for information about a job <sup>14</sup>					
Current	52	9	48	0	0
May 2008	47	6	53	*	--
August 2006	46	5	54	0	--
January 2005	44	7	56	0	--
June 2004	42	4	58	*	--
May 2003	43	6	57	0	--
March 12-19, 2003	44	8	56	0	--

<sup>13</sup> In December 2007, item was asked only of landline internet users or Form 1 cell phone internet users [N=1,359].

<sup>14</sup> In January 2005, item wording was "Look for information about a job online". Prior to January 2005, item wording was "Look for information about a job"



March/May 2002	47	4	53	*	--
March 2000	38	5	62	0	--
Buy or sell stocks, mutual funds, or bonds online <sup>15</sup>					
Current	11	1	89	0	*
December 2008	11	1	89	*	--
September 2007	11	1	88	*	--
November 23-30, 2004	13	1	87	0	--
Feb 2004	12	1	88	*	--
Sept 2002	12	1	87	*	--
March/May 2002	13	1	86	*	--
Feb 2001	12	1	88	*	--
Fall 2000	13	2	86	*	--
June 2000	12	2	88	*	--
April 2000	11	2	89	0	--
March 2000	12	3	88	*	--
Participate in an online auction					
Current	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	--
March/May 2002	20	2	80	*	--
August 2000	15	2	85	*	--
April 2000	15	2	85	0	--
March 2000	15	3	85	*	--
Use an online search engine to help you find information on the Web					
Current	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	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	*	--

<sup>15</sup> Through the November 23-30, 2004 trend, item wording was "Buy or sell stocks, mutual funds, or bonds"

Now thinking about the nation's economy...

**Q21** How would you rate economic conditions in this country today... excellent, good, only fair, or poor?

	CURRENT	
%	1	Excellent
	7	Good
	34	Only fair
	56	Poor
	1	Don't know
	*	Refused

Now thinking about your own personal finances...

**Q22** How would you rate your own personal financial situation? Would you say you are in excellent shape, good shape, only fair shape or poor shape financially?

	CURRENT	
%	7	Excellent shape
	39	Good shape
	35	Only fair shape
	16	Poor shape
	*	Don't know
	2	Refused

**EMPL** Are you now employed full-time, part-time, retired, or are you not employed for pay?

	CURRENT	
%	46	Employed full-time
	13	Employed part-time
	19	Retired
	17	Not employed for pay
	3	(VOL.) Disabled
	1	(VOL.) Student
	1	(VOL.) Other
	*	Refused

**OWNRENT** Do you own or rent your home?

	CURRENT	
%	63	Own
	28	Rent
	8	(VOL.) Other arrangement
	*	Don't know
	*	Refused

**Q23** For each of the following, please tell me whether or not it is something that happened to you in the past 12 months. Have you [INSERT ITEMS IN ORDER] in the past 12 months?

	YES	NO	(VOL) DOESN'T APPLY	DON'T KNOW	REFUSED
a. Been laid off or lost your job	14	82	5	*	*
b. Seen your investments lose more than half their value	35	58	5	2	1
<i>Item C: Based on those who are employed [N=1,171]</i>					
c. Had a cut in pay, reduction in hours, or loss of benefits at work	27	72	1	*	*
<i>Item D: Based on homeowners [N=1,611]</i>					
d. Seen the value of your home drop by one-third or more	27	59	1	13	1

**Q24** Thinking about your personal finances, have you done any of the following in the past 12 months? Have you [INSERT ITEM; RANDOMIZE] in the past 12 months, or not?

	YES	NO	(VOL) DOESN'T APPLY	DON'T KNOW	REFUSED
a. Cancelled a landline phone at home to save money	11	86	3	*	*
<i>Item B: Based on cell phone users [N=1,818]</i>					
b. Cancelled your cell phone service or cut back to a cheaper plan	22	77	*	*	*
<i>Item C: Based on internet users [N=1,687]</i>					
c. Cancelled or cut back on your internet service	9	88	3	*	*
d. Cancelled or cut back on cable TV services	22	73	4	*	*

**Q25** I'd like to ask how you are dealing with the PERSONAL impact of the nation's economic problems. In the past 12 months, did you use any of the following sources to get information and advice about your financial situation or your job situation? Did you [INSERT ITEM; Q25a ALWAYS FIRST; RANDOMIZE b-e; Q25f ALWAYS LAST] when you needed information or advice about YOUR financial or job situation?

	YES, USED THIS SOURCE	NO, DID NOT USE THIS SOURCE	DON'T KNOW	REFUSED
a. Ask friends and family members	37	62	*	1
b. Ask a financial professional such as a broker or accountant	24	75	*	*
c. Use the internet	38	62	*	*
d. Use newspapers, magazines and books	45	54	*	*
e. Use television and radio	44	55	*	*
f. Use another source not mentioned already (SPECIFY)	6	93	1	1

**Q27** Now I'd like to ask about how you are getting information about the NATION'S ECONOMIC PROBLEMS in general. In the past 12 months, did you use any of the following sources to get information, news and analysis about the nation's economic problems and the debates over how to fix the economy? Did you [INSERT ITEM; Q27a ALWAYS FIRST; RANDOMIZE b-e; Q27f ALWAYS LAST] when you needed information, news and analysis about the nation's economic problems and the efforts to fix them?

	YES, USED THIS SOURCE	NO, DID NOT USE THIS SOURCE	DON'T KNOW	REFUSED
a. Ask friends and family members	40	60	*	*
b. Ask a financial professional such as a broker or accountant	17	83	*	*
c. Use the internet	48	52	*	*
d. Use newspapers, magazines and books	64	36	*	*
e. Use television and radio	84	16	*	*
f. Use another source not mentioned already (SPECIFY)	2	97	*	*

**Q29** Thinking about all the ways you can use the internet to keep up with the news about the nation's economy... or to deal with your own financial situation... or to share your own thoughts about what is happening... About how often do you go online and do something related to the economy or your own situation... several times a day, about once a day, every few days, once a week, less often or never?

Based on internet users [N=1,687]

	CURRENT	
%	6	Several times a day
	12	About once a day
	18	Every few days
	14	Once a week
	22	Less often
	28	Never
	*	Don't know
	*	Refused

#### ONLINE ECONOMIC USER

	CURRENT	
%	69	Yes, online economic user
	31	All others

- Q30** In the last 12 months, have you been going online to check information about the economy and your finances MORE OFTEN, LESS OFTEN or about as often as you have been doing in the past?

Based on Form A online economic users [N=713]

	CURRENT	
%	31	More often
	10	Less often
	56	About as often as in the past
	1	Don't know
	1	Refused

- Q31** Now, we'd like to ask if you've looked for information and help ONLINE about various economic and financial issues. In the last 12 months, have you looked online for... [INSERT ITEM: ASK a-c IN ORDER, then RANDOMIZE d-k]?

Based on Form A online economic users [N=713]

	YES, HAVE DONE THIS	NO, HAVE NOT	(VOL) DOESN'T APPLY	DON'T KNOW	REFUSED
a. Help and information about how to spend less on everyday necessities such as food and clothing	27	73	0	0	*
b. Advice about how to protect your personal finances in this difficult economy	25	74	*	*	*
c. Information to help you understand the nation's economic problems	52	47	0	*	*
d. Information about the value of your house	18	77	4	0	0
e. Information about jobs that might be available	41	58	1	0	0
f. Information about unemployment or other government benefits	22	78	*	*	*
g. Information about getting a loan, such as an auto loan	13	86	*	0	0
h. Information about ways to earn more money, including taking a 2 <sup>nd</sup> job	27	73	1	0	0
i. Information about how to improve your skills to qualify for a better job	25	74	2	0	*
j. Information about filing for bankruptcy	3	97	0	0	0
k. Rankings or reviews online of financial companies or professionals	17	83	0	*	*

**Q32** In the last 12 months, have you gone online to... [INSERT ITEMS IN ORDER]?

Based on Form A online economic users [N=713]

	YES, HAVE DONE THIS	NO, HAVE NOT	(VOL) DOESN'T APPLY	DON'T KNOW	REFUSED
a. Sell personal items through auction sites such as E-Bay or online classified sites like Craigslist	23	77	*	0	0
b. Find and use online coupons to save money on something you needed to buy	40	60	0	0	0
c. Find the lowest price available for something you needed to buy	67	33	0	0	0

**Q33** I'm going to read a list of things you may or may not have ever done online related to economic issues or personal finances. Just tell me if you happened to have done each one, or not, in the last 12 months. Have you... [INSERT ITEM; RANDOMIZE] in the last 12 months?

Based on Form A online economic users [N=713]

	YES	NO	DON'T KNOW	REFUSED
a. Signed up to receive online updates about general economic news or personal financial issues	13	87	0	*
b. Shared photos, videos or audio files online about economic or financial issues	11	88	0	*
c. Tagged or categorized online content about economic or financial issues	12	87	*	*

**Q34** Have you ever posted comments, queries or information about the economy or personal finances in any of these places online? [INSERT ITEM; RANDOMIZE] – have you ever posted there about general economic or personal financial matters?

Based on Form A online economic users [N=713]

	YES	NO	DON'T KNOW	REFUSED
a. In an online discussion, a listserv, or other online group forum	8	92	0	0
b. On a blog	6	93	*	*
<i>Item C: Based on Form A online economic users who use social networking sites [N=293]</i>				
c. On a social networking site such as Facebook, MySpace or LinkedIn	15	85	0	0
d. On a website of any kind, such as a financial site or news site that allows comments and discussion	9	91	0	0
<i>Item E: Based on Form A online economic users who use Twitter [N=66]</i>				
e. On Twitter or other status updates	15	85	0	0

**Q35** Thinking about what you have done on social networking sites like Facebook and MySpace, have you... [INSERT ITEM; ROTATE]?

Based on Form A SNS users [N=307]

	YES	NO	DON'T KNOW	REFUSED
a. Started or joined a finance-related group on a social networking site	4	95	1	0
b. Followed your friends' personal financial experiences on a social networking site	9	91	0	0
c. Shared your own financial experiences on a social networking site	9	91	0	0
d. Contacted others through the site about the possibility of a new job	17	83	0	0
e. Discussed the possibility on a social networking site that you or others might lose their jobs	15	84	1	0

**Q36** What impact, if any, has the information and advice you found online had on your personal finances and decisions? Has what you found online had a MAJOR impact, a MINOR impact or no impact at all on... [INSERT ITEM; ROTATE]?

Based on Form A online economic users [N=713]

	MAJOR	MINOR	NO IMPACT	DON'T KNOW	REFUSED
a. Helping you cut back on everyday expenses such as food, gas and clothing	10	34	54	1	1
b. Helping you decide whether to change jobs	5	18	76	*	1
c. Helping you decide whether to move to a new city or town	6	15	79	*	*
d. Helping you upgrade your job skills	6	21	73	*	*
e. Helping you decide whether to start a new business	5	12	83	0	*

**MODEM** 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?<sup>16</sup>

Based on those who use the internet from home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC <sup>17</sup>	----- T-1	OTHER	DK	REF.
Current [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	--

<sup>16</sup> In November 2003, question wording was "Does the computer you use at home connect to the internet through a *standard telephone line*, or do you have...?" February 2004 thru September 2007, question wording was "Does the computer you use at home 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, or a T-1 or fiber optic connection?" From December 2007 thru December 2008, question wording was "Does the computer you use at home 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?"

<sup>17</sup> 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.



## Endnotes

- 
- <sup>i</sup> December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone users]. Trends do not include California oversample.
- <sup>ii</sup> July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone respondents]
- <sup>iii</sup> 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].
- <sup>iv</sup> January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- <sup>v</sup> May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- <sup>vi</sup> Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].
- <sup>vii</sup> March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].
- <sup>viii</sup> March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].