

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

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

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

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

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		APRIL 2009 ⁱ	DECEMBER 2008 ⁱⁱ
%	16	Excellent	17	15
	26	Very good	26	26
	35	Good	34	34
	17	Fair	16	19
	5	Poor	5	5
	*	Don't know	*	*
	*	Refused	1	1

Q2 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	CURRENT		APRIL 2006 ⁱⁱⁱ	JUNE 2005 ^{iv}	JUNE 2003 ^v	MARCH/MAY 2002 ^{vi}
%	32	Most people can be trusted	36	32	32	38
	62	You can't be too careful	56	60	60	53
	5	It depends (VOL.)	5	5	5	7
	1	Don't know ¹	3	2	2	2
	1	Refused	--	--	--	--

Q3 Now I'm going to ask you about various organizations and types of organizations. How much of the time do you think you can trust [INSERT ITEM; RANDOMIZE] – just about always, most of the time, only some of the time or never?

	JUST ABOUT ALWAYS	MOST OF THE TIME	SOME OF THE TIME	NEVER	DON'T KNOW	REFUSED
a. Large corporations	2	18	55	20	5	1
b. Newspapers and television news	7	34	49	7	2	1

¹ For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. DK and REF are reported separately where eligible.

c. Financial companies such as banks, insurance companies, and stock brokers	5	28	49	15	3	1
d. News Web sites	5	28	47	9	9	2
e. Social Networking sites such as Facebook, MySpace and LinkedIn	1	11	40	27	18	2
f. Web sites that provide health information	6	29	43	9	11	2

There is no Q4.

Q5 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	YES	NO	DON'T KNOW	REFUSED
Current	76	24	*	*
April 2009	78	22	*	*
December 2008	75	25	*	--

Q6a Do you use the internet, at least occasionally?

Q6b Do you send or receive email, at least occasionally?²

	USES INTERNET	DOES NOT USE INTERNET
Current	77	23
April 2009	79	21
December 2008	74	26

² 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?"

Q7 Did you happen to use the internet YESTERDAY?³

Based on internet users [N=1,698]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Current	73	27	*	*
April 2009	73	26	1	*
December 2008	72	28	*	--

Q8 About how often do you use the internet or email from... [INSERT IN ORDER] – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on internet users [N=1,698]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	NEVER	DON'T KNOW	REFUSED
a. Home									
Current	37	21	13	13	4	4	6	*	*
April 2009	37	22	15	11	3	3	8	*	*
December 2008	35	22	15	13	4	3	6	*	*
b. Work									
Current	34	7	4	4	2	3	46	*	*
April 2009	36	8	6	4	1	2	41	*	1
December 2008	36	9	5	4	2	2	40	*	*
c. Someplace other than home or work									
Current	10	4	4	7	7	16	52	*	*
December 2008	7	4	5	9	9	16	50	*	*

There is no Q9.

³ Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday?**"

Q10 As I read the following list of items, please tell me if you happen to have each one, or not. Do you have... [INSERT ITEMS IN ORDER]?

	YES	NO	DON'T KNOW	REFUSED
a. A desktop computer				
Current	62	37	0	*
April 2009	64	36	*	*
April 2008	65	34	*	--
Dec 2007	65	35	*	--
April 2006	68	32	*	--
b. A laptop computer [includes netbook]				
Current	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--
c. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ⁴				
Current	84	15	*	*
April 2009	85	15	*	*
April 2008	78	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005 ⁵	66	34	*	--
November 23-30, 2004	65	35	*	--
d. An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book				
Current	3	97	*	*
April 2009	2	98	*	*

Q10 continued...

⁴ Prior to April 2009, item wording was "A cell phone." Beginning December 2007, this item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

⁵ Through January 2005, question was not asked as part of a series. Question wording as follows: "Do you happen to have a cell phone, or not?"

Q10 continued...

	YES	NO	DON'T KNOW	REFUSED
e. An iPod or other M-P-3 player ⁶				
Current	43	57	*	0
April 2009	45	55	*	*
December 2007	34	66	*	--
April 2006	20	79	*	--
February 2005	11	88	1	--
January 2005	11	88	1	--
f. A game console like X-Box or Play Station				
Current	37	63	*	*
April 2009	41	59	*	*
g. A portable gaming device like P-S-P or D-S				
Current	18	82	*	*

Q11 On your laptop computer, do you use [INSERT IN ORDER]?

Based on internet users who have a laptop [N=965]

	YES	NO	DON'T KNOW	REFUSED
a. WiFi or wireless connection to access the internet [IF NECESSARY: WiFi is a short-range wireless internet connection.]				
Current	82	17	1	*
April 2009	80	19	1	*
b. Wireless broadband, such as an AirCard, to access the internet [IF NECESSARY: Wireless broadband is a longer-range wireless connection, offered by many telephone companies and others.]				
Current	31	64	5	*
April 2009	37	57	6	*

⁶ Through February 2005, question was not asked as part of a series. Question wording as follows: "Do you have an iPod or other MP3 player that stores and plays music files, or do you not have one of these?"

Q12 When you access the internet using WI-FI on your LAPTOP computer, do you EVER do this [INSERT IN ORDER]?

Based on internet users who use WiFi on their laptop [N=772]

	YES	NO	(VOL.) DOESN'T APPLY/DO NOT WORK	DON'T KNOW	REFUSED
a. At home	89	10	*	*	*
b. At work	36	57	8	*	*
c. Someplace other than home or work	55	43	1	1	*

Q13 When you access the internet using WIRELESS BROADBAND on your LAPTOP computer, do you EVER do this [INSERT IN ORDER]?

Based on internet users who use wireless broadband on their laptop [N=305]

	YES	NO	(VOL.) DOESN'T APPLY/DO NOT WORK	DON'T KNOW	REFUSED
a. At home	84	16	1	0	0
b. At work	39	54	7	*	0
c. Someplace other than home or work	46	53	1	*	0

Q14 Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEMS; ALWAYS ASK a-b FIRST in order; ROTATE c-i.]?

Based on cell phone users

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) CELL PHONE CAN'T DO THIS	DON'T KNOW	REFUSED
a. Send or receive email					
Current [N=1,868]	27	72	*	*	0
April 2009 [N=1,818]	25	75	n/a	*	0
December 2007 [N=1,704]	19	81	n/a	0	--
b. Send or receive text messages					
Current	65	35	*	*	0
April 2009	65	35	n/a	*	0
December 2007	58	42	n/a	0	--
c. Send or receive pictures					
Current	52	47	*	*	*
d. Play music					
Current	27	72	1	0	0
April 2009	21	79	n/a	*	0
December 2007	17	83	n/a	*	--
e. Send or receive Instant Messages					
Current	27	71	1	1	*
April 2009	20	79	n/a	*	*
December 2007	17	83	n/a	*	--
f. Access the internet ⁷					
Current	29	71	1	*	0
April 2009	25	74	n/a	*	*
December 2007	19	81	n/a	0	--
g. Get a map or directions to another location					
Current	24	76	1	0	0
April 2009	18	82	n/a	*	*
December 2007	14	86	n/a	*	--
h. Use the GPS feature on your phone to find your location					
Current	15	82	3	*	0
i. Download an application for your cell phone					
Current	22	77	1	1	0

⁷ In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

- Q15** Using your cell phone, how often do you access the internet or email – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on those who use their cell phones to access the internet

	<u>CURRENT</u>		<u>APRIL 2009</u>
%	37	Several times a day	24
	15	About once a day	12
	9	3-5 days a week	10
	13	1-2 days a week	15
	7	Every few weeks	12
	11	Less often	14
	7	Never	13
	*	Don't know	0
	0	Refused	0
	[n=539]		[n=475]

- Q16** When you access the internet or email using your cell phone, do you ever do this [INSERT IN ORDER]? Next, do you ever use your cell phone to access the internet or email [INSERT ITEM]?

Based on those who use their cell phones to access the internet [N=539]

	<u>YES</u>	<u>NO</u>	<u>(VOL.) DOESN'T APPLY/ DO NOT WORK</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. At home	69	30	*	0	0
b. At work	53	40	7	0	0
c. Someplace other than home or work	75	24	*	*	0

Q17 You mentioned earlier that you use your cell phone to text message. On an average day, about how many text messages do you send and receive on your cell phone?

Q17b Well, on an average day, would you say you send or receive ... [READ]

Based on cell phone users who text [N=1,075]

	<u>CURRENT</u>	
%	8	No text messages on your cell phone
	56	1 to 10 text messages
	11	11 to 20
	13	21 to 50
	6	51 to 100
	3	101 to 200
	3	More than 200 text messages a day
	*	Don't know/Can't say/Could not guess
	*	Refused

MEAN = 29.71 text messages a day

MEDIAN = 5.00 text messages a day

Q18 Still thinking about things you may have done with your cell phone, have you ever [INSERT ITEM IN ORDER] on your cell phone?

Based on those who listen to music on their cell phone [N=403]

	<u>YES, DO THIS</u>	<u>NO, DO NOT DO THIS</u>	<u>(VOL.) CELL PHONE CAN'T DO THIS</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. Purchased music	44	56	*	0	0
b. Listened to music streaming from a website	35	64	0	1	0

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

	<u>CURRENT</u>	
%	44	Employed full-time
	15	Employed part-time
	18	Retired
	17	Not employed for pay
	2	Have own business/self-employed (VOL.)
	3	Disabled (VOL.)
	1	Student (VOL.)
	1	Other (VOL.)
	*	Refused

Q19 Thinking about some of the electronic devices you have... Do you EVER access the internet using [INSERT IN ORDER]?⁸

	YES	NO	DON'T KNOW	REF.
<i>Item A: Based on e-Book users</i>				
a. Your electronic Book device or e-Book				
Current [N=68]	35	63	2	0
April 2009 [N=44]	32	67	1	0
<i>Item B: Based on iPod or MP3 users</i>				
b. Your iPod or other MP3 player				
Current [N=850]	15	85	*	0
April 2009 [N=846]	11	88	*	0
<i>Item C: Based on game console users</i>				
c. Your game console like Xbox or Play Station				
Current [N=700]	23	77	*	0
April 2009 [N=742]	22	78	0	0
<i>Item D: Based on portable gaming device users</i>				
d. Your portable gaming device like P-S-P or D-S				
Current [N=359]	16	84	*	0

WIRELESS Wireless internet use

	CURRENT	
%	54	Wireless internet user
	25	Internet user but not wireless
	21	All others

⁸ April 2009 question wording was as follows: "Thinking about these various devices... Do you EVER access the internet or email using [INSERT IN ORDER]? [If YES, ASK: Do you mostly do this at home, at work, or someplace other than home or work?]." Results for "Yes" reflect combined responses for "Mostly home," "Mostly work," "Mostly other," and volunteered category "Combination of home/work/other."

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?⁹

Based on all internet users [N=1,698]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Send or read e-mail					
Current	89	58	11	*	*
April 2009	90	57	9	*	0
December 2008	91	58	9	*	--
Use an online dating site ¹⁰					
Current	8	2	92	0	0
August 2008	5	2	95	*	--
December 2006	6	1	94	*	--
Listen to music online at a website for a radio station, music store, recording artist or music service					
Current	51	12	49	*	0
June 2004	34	6	66	0	--
Sept 12-19, 2001	37	4	63	*	--
Research your family's history or genealogy online ¹¹					
Current	27	1	73	*	0
August 2006 ¹²	25	1	74	*	--
May 2003	24	1	76	0	--
March 12-19, 2003	23	1	77	*	--
Create or work on your own online journal or blog ¹³					
Current	11	2	88	*	0
August 2008	13	5	87	*	--
July 2008	13	n/a	86	1	--
May 2008	12	5	87	*	--
December 2007 ¹⁴	12	n/a	88	*	--
February 2007	12	5	87	*	--
Use a social networking site like MySpace, Facebook or LinkedIn.com ¹⁵					
Current	47	27	52	*	*

⁹ 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?"

¹⁰ July 2002 and before, item wording was "Go to a dating website or other sites where you can meet other people online." In June 2003, item wording was "Go to a dating website or other site where you can meet a romantic partner online." In June 2004, item wording was "Go to a dating website or other sites where you can meet people online." In December 2006, item wording was "Use an online dating website."

¹¹ Prior to August 2006, item wording was "Research your family's history or genealogy"

¹² August 2006 trend was asked of Form A internet users [N=972].

¹³ In Sept 2005 and before, item wording was "Create a web log or 'blog' that others can read on the web."

¹⁴ December 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

¹⁵ In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"

April 2009	46	27	54	*	*
November 2008	37	19	63	0	0
May 2008	29	13	70	*	--
August 2006	16	9	84	*	--
September 2005	11	3	88	1	--
February 2005	8	2	91	1	--

WEB1 continued...

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Take material you find online – like songs, text or images – and remix it into your own artistic creation					
Current	15	2	85	*	0
December 2007 ¹⁶	11	n/a	89	*	--
February 2007	17	3	83	*	--
April 2006	9	n/a	91	*	--
Jan 2005	18	3	82	*	--
Share something online that you created yourself, such as your own artwork, photos, stories or videos					
Current	30	4	70	0	0
December 2007 ¹⁷	21	n/a	79	*	--
Use Twitter or another service to share updates about yourself or to see updates about others ¹⁸					
Current	19	9	80	*	0
April 2009	11	5	88	1	*
December 2008	11	4	89	1	--
November 2008	9	3	90	*	*
August 2008	6	2	93	1	--
Visit virtual worlds such as Second Life					
Current	4	1	95	1	*
Create or work on your own webpage					
Current	14	3	86	0	0
December 2007 ¹⁹	14	n/a	86	0	--

WEB1 continued...

¹⁶ December 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 2 Cell sample internet users [N=1,358].

¹⁷ December 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 2 Cell sample internet users [N=1,358].

¹⁸ In August 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others"

¹⁹ December 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 2 Cell sample internet users [N=1,358].

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Create or work on web pages or blogs for others, including friends, groups you belong to, or for work					
Current	15	4	85	*	0
December 2007 ²⁰	13	n/a	87	0	--
Post comments to an online news group, website, blog or photo site					
Current	26	8	74	*	*
December 2007 ²¹	22	n/a	78	*	--

Q20 Have you ever used an online search engine to look up your OWN name or see what information about YOU is on the internet?²²

Based on all internet users

	CURRENT		DECEMBER 2006	AUGUST 2001
%	57	Yes	47	22
	43	No	53	78
	*	Don't know	*	*
	0	Refused	--	--
	[n=1,698]		[n=1,623]	[n=918]

Q21 Other than using a search engine, have you ever used other web sites or internet services to look up your own name or see what information about YOU is on the internet? [IF NECESSARY: Such as Facebook, Flickr or YouTube]

Based on all internet users [N=1,698]

	CURRENT	
%	20	Yes
	80	No
	*	Don't know
	0	Refused

²⁰ December 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

²¹ December 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

²² In August 2001, question wording was "Have you ever used an online search engine to look up your own name or see what information about you is on the Web?" Question was based on those who use a search engine to look up information online. Trend percentages were recalculated to reflect total internet users. "Total no" includes those who did not use an online search engine.

Q22 When you search your own name, do you find anything about yourself on the internet, or not?

Based on internet users who have searched online for information about themselves

	<u>CURRENT</u>		<u>DECEMBER 2006</u>
%	63	Yes, find things about myself on the internet	60
	35	No, do not find anything	38
	1	Don't know	1
	*	Refused	--
	[n=960]		[n=739]

Q23 When you search for your own name on the internet, are the first page of results mostly about YOU or are they mostly about SOMEONE ELSE with a name very similar or identical to yours?

Based on internet users who have searched online for information about themselves [N=960]

	<u>CURRENT</u>	
%	31	Mostly about you
	62	Mostly about someone else
	6	Don't know
	2	Refused

Q24 How often do you use a search engine to look up your own name or see what information about you is available on the internet? Do you do this on a regular basis, every once in a while, or have you only done this once or twice?

Based on internet users who used a search engine to look up information about themselves online

	<u>CURRENT</u>		<u>DECEMBER 2006</u>
%	2	On a regular basis	3
	19	Every once in a while	22
	78	Only once or twice	74
	1	Don't know	*
	*	Refused	--
	[n=939]		[n=739]

Q25 Other than using a search engine, how often do you use other web sites or internet services to look up your own name or see what information about you is available on the internet? Do you do this on a regular basis, every once in a while, or have you only done this once or twice?

Based on internet users who use internet resources other than search engines to search for information about themselves online [N=328]

	CURRENT	
%	2	On a regular basis
	26	Every once in a while
	68	Only once or twice
	2	Don't know
	2	Refused

Q26 We'd like to know if any of the following information about YOU is available on the internet for others to see – it doesn't matter if you posted it yourself or someone else posted it. As I read each item, you can just tell me yes or no -- if you're not sure if something is on the internet, just say so.

How about...[INSERT IN ORDER]? Is this available on the internet, or not – or are you not sure?

Based on all internet users [N=1,698]

	YES	NO	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a. Your email address					
Current	31	35	1	32	*
December 2006	32	29	1	38	*
b. Your home address					
Current	26	50	*	23	*
December 2006	35	40	*	25	*
c. Your home phone number					
Current	21	58	1	19	*
December 2006	30	47	*	23	*
<i>Item D: Based on internet users who have a cell phone</i>					
d. Your cell phone number ²³					
Current [N=1,542]	12	69	*	19	0
December 2006	6	71	4	18	*

Q26 continued...

²³ In December 2006, item was asked of all internet users.

Q26 continued...

	YES	NO	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
<i>Item E: Based on employed internet users</i>					
e. Your employer or the company you work for ²⁴					
Current [N=1,109]	44	42	*	14	0
December 2006	35	44	9	11	*
f. Your political party or political affiliation					
Current	12	70	1	16	*
December 2006	11	68	2	19	1
g. Things you've written that have your name on it					
Current	23	64	*	13	*
December 2006	24	59	1	17	*
h. A photo of you					
Current	42	48	*	9	*
December 2006	23	67	*	10	*
i. Video of you					
Current	10	83	*	7	0
December 2006	2	92	0	5	*
j. Which groups or organizations you belong to					
Current	22	63	1	13	*
December 2006	23	63	2	12	1
k. Your birth date					
Current	33	47	*	20	*

²⁴ In December 2006, item was asked of all internet users.

Q27 Have you ever searched online to find information about... [INSERT; ROTATE]?²⁵

Based on all internet users [N=1,698]

	YES	NO	(VOL.) DOESN'T APPLY	DON'T KNOW	REFUSED
a. Family members					
Current	30	70	0	*	0
December 2006	23	77	n/a	*	--
b. Friends					
Current	38	62	0	*	0
December 2006	26	74	n/a	1	--
c. Co-workers, professional colleagues or business competitors					
Current	26	73	1	*	0
December 2006	19	80	n/a	*	--
d. Neighbors or people in your community					
Current	19	80	*	*	*
December 2006	17	82	n/a	*	--
e. Someone you are dating or in a relationship with					
Current	16	83	1	*	*
December 2006	9	90	n/a	*	--
f. Someone from your past or someone you have lost touch with					
Current	46	54	*	*	0
December 2006	36	64	n/a	*	--
g. Someone you just met or someone you were about to meet for the first time					
Current	19	81	*	*	0
December 2006	11	89	n/a	*	--
h. Someone whose services or advice you seek in a professional capacity like a doctor, lawyer or plumber					
Current	44	56	*	*	0

'Yes' to at least one:

Current	69
Dec 2006	53
Aug 2001 ²⁶	30

²⁵ In December 2006, question asked specifically about using search engines, using the following question wording: "Have you ever used a search engine to find information online about...?"

²⁶ August 2001 trend based on those who used a search engine to find information online [n=756]. Percentages were recalculated to reflect a base of total internet users [n=918]. Those who did not use a search engine to find information online were included in the percentage for "No".

- Q28** How often do you search online to find information about other people? Do you do this on a regular basis, every once in a while, or have you only done this once or twice?²⁷

Based on internet users who have searched for info about others online

	<u>CURRENT</u>		<u>DECEMBER 2006</u>
%	5	On a regular basis	7
	39	Every once in a while	36
	53	Only once or twice	54
	1	Don't know	4
	1	Refused	--
	[n=1,148]		[n=863]

- Q29** Thinking about all of the times you looked up information online about someone else... Have you ever looked online for... [INSERT ITEM. ALWAYS ASK a. first, then RANDOMIZE]?

Based on internet users who have searched for info about others online

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. Someone's contact information, like an address or phone number				
Current [N=1,148]	69	31	*	0
December 2006 [N=863]	72	27	1	--
b. A photo of someone				
Current	43	57	*	*
December 2006	31	69	1	--
c. Someone's profile on a social or professional networking site				
Current	48	52	*	0
December 2006	33	66	1	--
d. Personal background information about someone				
Current	27	73	*	0
December 2006	28	72	*	--
e. Information about someone's professional accomplishments or interests				
Current	36	64	*	*
December 2006	37	62	*	--

Q29 continued...

²⁷ In December 2006, question asked specifically about using search engines, using the following question wording: "How often do you use a search engine to find information online about another person? Do you do this on a regular basis, every once in a while, or have you only done this once or twice?"

Q29 continued...

	YES	NO	DON'T KNOW	REFUSED
f. Someone else's public records, such as real estate transactions, divorce proceedings, bankruptcies, or other legal actions				
Current	27	73	*	0
December 2006	31	69	*	--
g. Information about the relationship status of someone you know, for example, whether they are single or in a relationship				
Current	17	83	0	0

Q30 If you could no longer use the internet to look up information about someone else, what impact, if any, would this have on your life? Would you say a major impact, a minor impact or no impact at all?

Based on internet users who have searched for info about others online [N=1,148]

	CURRENT	
%	13	Major impact
	38	Minor impact
	48	No impact at all
	*	Don't know
	*	Refused

Q31 [IF NON-INTERNET USER, READ:] As you may know, there is information on the internet about many people, some of which other people can discover by searching online. Now I am going to read you some statements about searching for information about people on the internet.

[IF INTERNET USER, READ:] Now I am going to read you some statements about searching for information about people on the internet.

[READ TO ALL:] For each statement, let me know if you agree or disagree with the statement. The [first/next] statement is [INSERT IN ORDER]. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

	STRONGLY AGREE	SOME- WHAT AGREE	(VOL.) NEITHER AGREE NOR DISAGREE	SOME- WHAT DISAGREE	STRONGLY DISAGREE	DON'T KNOW	REFUSED
a. Getting to know new people now is easier and more meaningful because you can learn things online about the people you meet.	9	36	5	22	21	5	2
b. It's not fair to judge people based on the information you find online.	40	34	3	9	9	4	1
c. It bothers me that people think it's normal to search for information about others online.	24	25	6	24	16	3	1

Q32 Have you ever created your own profile online that others can see on any social networking site like MySpace, Facebook or LinkedIn?

Based on all internet users [N=1,698]

	CURRENT		MAY 2008	DECEMBER 2007	DECEMBER 2006 ²⁸
%	46	Yes	29	33	20
	54	No	71	67	80
	*	Don't know	*	*	*
	*	Refused	--	--	--

²⁸ December 2006 question wording was as follows: "Have you ever created your own profile online that others can see, like on a social networking site like MySpace or Facebook?"

Q33 How many social networking web sites do you currently have a profile on?

Based on SNS users

	CURRENT		MAY 2008
%	45	One	54
	36	Two	29
	10	Three	8
	6	Four or more	5
	1	Don't know	2
	1	Refused	2
	[n=680]		[n=328]

Q34 On which social networking site do you have a profile? / On which Social Networking sites do you have a profile? [PRECODED OPEN-END]

Based on SNS users [N=680]

	CURRENT	
%	73	Facebook
	48	MySpace
	14	Linked In
	6	Twitter
	1	Tagged
	1	Yahoo
	1	Classmates.com
	1	Flickr
	1	YouTube
	*	Bebo
	*	Last.FM
	*	Digg
	10	Other (SPECIFY)
	1	Don't know
	3	Refused

Note: Total may exceed 100% due to multiple responses.

- Q35** How often do you visit [the social networking web site where you have a profile / the social networking web site with the profile you use most often] – several times a day, about once a day, every few days, once a week or less often?

Based on SNS users

	<u>CURRENT</u>		<u>MAY 2008</u>
%	22	Several times a day	18
	21	About once a day	19
	18	Every few days	23
	13	Once a week	15
	24	Less often	23
	1	Don't know	1
	*	Refused	2
	[n=680]		[n=328]

- Q36** Thinking about the ways you use social networking sites... Do you ever [INSERT IN ORDER]?

Based on SNS users [N=680]

	<u>YES, DO THIS</u>	<u>NO, DO NOT</u>	<u>DON'T KNOW</u>	<u>REFUSED</u>
a. Change the privacy settings for your profile to limit what you share with others online	65	34	1	*
b. Keep some people from seeing certain updates	52	47	1	*
c. Filter updates posted by some of your friends	41	56	2	*
d. Delete people from your network or friends' list	56	43	1	*
e. Remove your name from photos that have been tagged to identify you	30	69	*	*
f. Delete comments that others have made on your profile	36	64	*	*
g. Post updates, comments, photos or videos that you later regret sharing	12	87	*	*

- Q37** Have you ever tried to remove any of the information you regretted posting to a social networking site?

Based on SNS users who post info on their SNS profile and later regret sharing it [N=72]

	<u>CURRENT</u>	
%	80	Yes
	20	No
	0	Don't know
	0	Refused

Q38 What were the types of items you tried to remove? Was it [INSERT IN ORDER]?

Based on SNS users who tried to remove info they regretted posting on their SNS profile [N=58]

	YES	NO	DON'T KNOW	REFUSED
a. A photo or video	81	19	0	0
b. Written material like a comment or blog posting	71	29	0	0
c. Something else (SPECIFY)	1	92	7	0

Q39 Do you ever worry about how much information is available about YOU on the internet, or is that not something you really worry about?²⁹

Based on all internet users

	CURRENT		DECEMBER 2006
%	33	Yes, worry about it	40
	67	No, don't worry about it	60
	*	Don't know	*
	*	Refused	--
	[n=1,698]		[n=1,623]

Q40 Do you ever take steps to try to limit the amount of information that's available about you on the internet, or is that not something you ever do?³⁰

Based on all internet users

	CURRENT		DECEMBER 2006
%	33	Yes, try to limit info	38
	67	No, don't do that	61
	*	Don't know	1
	*	Refused	--
	[n=1,698]		[n=1,623]

²⁹ In December 2006, question wording was as follows: "Do you ever worry about how much information is available about YOU online, or is that not something you really worry about?"

³⁰ In December 2006, question wording was as follows: "Do you ever take steps to try to limit the amount of information that's available about you online, or is that not something you ever do?"

Q41 Have you, personally, ever been contacted by someone from your past who found you through the internet, or has this never happened to you?

Based on all internet users

	CURRENT		DECEMBER 2006
%	40	Yes, have been contacted	20
	60	No, never happened	79
	*	Don't know	1
	0	Refused	--
	[n=1,698]		[n=1,623]

Q42 Have you, personally, had any BAD experiences because embarrassing or inaccurate information was posted about you on the internet, or has this never happened to you?³¹

Based on all internet users

	CURRENT		DECEMBER 2006
%	4	Yes, had any bad experiences	4
	95	No, never happened	95
	*	Don't know	*
	0	Refused	--
	[n=1,698]		[n=1,623]

Q43 Have you ever asked someone to remove information about you that was posted on the internet, including things like photos or videos, or have you never done this?³²

Based on all internet users

	CURRENT		DECEMBER 2006
%	8	Yes, have done this	6
	92	No, never did this	93
	*	Don't know	*
	0	Refused	--
	[n=1,698]		[n=1,623]

³¹ In December 2006, question wording was as follows: "Have you, personally, had any BAD experiences because embarrassing or inaccurate information was posted about you online, or has this never happened to you?"

³² In December 2006, question wording was as follows: "Have you ever asked someone to remove information about you that was posted online, including things like photos or videos, or have you never done this?"

Q44 What were the types of items you asked to be removed? Was it [INSERT IN ORDER]?

Based on internet users who asked someone to remove information about them online [N=115]

	YES	NO	DON'T KNOW	REFUSED
a. A photo or video	76	24	0	0
b. Written material like a comment or blog posting	37	63	0	0
c. Something else (SPECIFY)	14	86	1	0

Q45 Are you usually successful at getting this information about you removed, or not?

Based on internet users who asked someone to remove information about them online [N=115]

	CURRENT	
%	82	Yes
	17	No
	2	Don't know
	0	Refused

Q46 Have you ever posted comments, queries or information on the internet [INSERT ITEM; RANDOMIZE]?

Based on all internet users [N=1,698]

	YES	NO	DON'T KNOW	REFUSED
a. Using your real name	40	59	*	*
b. Using a username or screen name that people associate with you	35	64	1	*
c. Anonymously	18	82	*	*

Q47 When you post information on the internet, do you usually use your real name, a username or screen name, or do you usually post anonymously?

Based on internet users who post info online using their real name, screen name or anonymously [N=840]

	CURRENT	
%	45	Use real name
	41	User name/Screen name
	8	Anonymously
	3	Don't know
	2	Refused

Q48 In your current job, would you say you need to make information available about yourself online in order to market yourself on the internet, or is that not something you need to do for your job?³³

Based on those who are employed

	CURRENT		DECEMBER 2006
%	12	Yes, need to market myself/make info available online	10
	87	No, not something I need to do	90
	1	Don't know	1
	*	Refused	--
	[n=1,244]		[n=1,339]

Q49 Does your company have policies about how you present yourself on the internet – for example, what you can post on blogs and websites, or what information you can share about yourself online – or does it not have policies about that?³⁴

Based on those who are employed

	CURRENT		DECEMBER 2006
%	25	Yes, has policies	20
	67	No, does not	69
	8	Don't know	10
	*	Refused	1
	[n=1,244]		[n=1,339]

³³ In December 2006, question wording was as follows: "In your current occupation, would you say you need to market yourself on the internet or make information available about yourself online, or is that not something you need to do for your job?"

³⁴ In December 2006, question wording was as follows: "Does your employer have any policies or guidelines about how you present yourself on the internet – for example, what you can post on blogs and websites, or what information you can share about yourself online – or do they not have any policies about that?"

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

MODEMB At home, what type of connection do you have to the internet... a dial-up telephone line, a DSL line, a cable modem, satellite connection, a connection to a fixed wireless provider, a wireless connection such as an AirCard, a fiber optic connection such as FIOS or a T-1?³⁵

Based on those who use the internet from home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC ³⁶	----- T-1	OTHER	DK	REF.
Current [N=1,584]	7	87	30	37	15	4	*	2	3	2
April 2009 [N=1,567]	9	86	29	36	15	4	1	2	3	1
Dec 2008 [N=1,538]	13	80	30	32	15	3	*	1	5	--

THANK RESPONDENT: That concludes our interview. The results of this survey are going to be used by a non-profit research organization called the Pew Internet & American Life Project, which is looking at the impact of the internet on people's lives. A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is www.pewinternet.org. Thanks again for your time. Have a nice day/evening.

³⁵ MODEMA was asked of Form A respondents who use the internet from home [N=760]. MODEMB was asked of Form B respondents who use the internet from home [N=824]. Results shown here reflect combined MODEMA and MODEMB percentages. Form B respondents who answered "satellite," fixed wireless provider," or "other wireless such as an Aircard or cell phone" have been combined in the "Wireless" column in the table.

³⁶ 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.

Methodology

This report is based on the findings of a daily tracking 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 between August 18 to September 14, 2009, among a sample of 2,253 adults, age 18 and older. Interviews were conducted in both English (n=2,179) and Spanish (n=74). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.3 percentage points. For results based Internet users (n=1,698), the margin of sampling error is plus or minus 2.7 percentage 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 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. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households 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 five 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 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, half of the time interviewers first asked to speak with the youngest adult male currently at home. If no male was at home at the time of the call, interviewers asked to speak with the youngest adult female. For the other half of the contacts interviewers first asked to speak with the youngest adult female currently at home. If no female was available, interviewers asked to speak with the youngest adult male at home. 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.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2008 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older. These parameters are then compared with the sample characteristics to

construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 2: Sample Disposition

Landline	Cell	
21,993	8,765	Total Numbers Dialed
1,215	172	Non-residential
1,156	9	Computer/Fax
13	---	Cell phone
9,203	3,296	Other not working
1,154	167	Additional projected not working
9,252	5,121	Working numbers
42.1%	58.4%	Working Rate
385	56	No Answer / Busy
1,597	1,511	Voice Mail
49	4	Other Non-Contact
7,221	3,550	Contacted numbers
78.1%	69.3%	Contact Rate
670	633	Callback
4,710	2,100	Refusal
1,841	817	Cooperating numbers
25.5%	23.0%	Cooperation Rate
75	16	Language Barrier
---	229	Child's cell phone
1,766	572	Eligible numbers
95.9%	70.0%	Eligibility Rate
73	11	Break-off
1,693	561	Completes
95.9%	98.1%	Completion Rate
19.1%	15.6%	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 19.1 percent. The response rate for the cellular sample was 15.6 percent.

Endnotes

ⁱ April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews].

ⁱⁱ December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample.

ⁱⁱⁱ April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].

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

^v June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].

^{vi} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.