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# Spring Change Assessment Survey 2010

Final Topline

6/4/10

Data for April 29 – May 30, 2010

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

Sample: n= 2,252 national adults, age 18 and older, including 744 cell phone interviews  
Interviewing dates: 04.29.10 – 05.30.10

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

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

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

**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>[1]</sup>

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

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
<b>Send or read e-mail</b>					
Current	94	62	6	*	0
January 2010	92	59	8	*	*
December 2009	90	55	10	*	*
September 2009	89	58	11	*	*
<b>Get news online</b>					
Current	75	43	25	*	0
January 2010	80	44	20	*	0
April 2009	72	38	28	*	*
November 2008	70	36	30	*	*
<b>Do any banking online</b>					
Current	58	26	42	0	*
April 2009	57	24	43	*	*
December 2008	55	19	45	*	--
September 2007	53	21	47	*	--
<b>Use online classified ads or sites like Craigslist</b>					
Current	53	11	47	*	0
April 2009	49	9	51	*	0
September 2007	32	6	67	*	--

**WEB1 continued...**

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<sup>[1]</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?"

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

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

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
<b>Use a social networking site like MySpace, Facebook or LinkedIn.com<sup>[7]</sup></b>					
Current	61	38	39	0	0
January 2010	57	32	43	*	0
December 2009	56	33	44	0	*
September 2009	47	27	52	*	*

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

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

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
<b>Use Twitter or another service to share updates about yourself or to see updates about others<sup>[8]2</sup></b>					
Current	17	10	83	*	0
January 2010	19	9	81	*	*
December 2009	21	11	78	*	*
September 2009	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	--

<sup>[1]</sup> In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"

<sup>2</sup> In August 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others"

<sup>[7]</sup> In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"

<sup>[8]</sup> In August 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others"