
August Tracking Survey 2011

Final Topline

8/30/2011

Data for July 25–August 26, 2011

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

Sample: n=2,260 national adults, age 18 and older, including 916 cell phone interviews
Interviewing dates: 07.25.2011 – 08.26.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,260]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,716]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,948]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,047]

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?¹

	uses internet	Does not use internet
Current	78	22
May 2011	78	22
January 2011 ⁱ	79	21
December 2010 ⁱⁱ	77	23
November 2010 ⁱⁱⁱ	74	26
September 2010	74	26
May 2010	79	21
January 2010 ^{iv}	75	25
December 2009 ^v	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 ^{vi}	74	26
August 2008 ^{vii}	75	25
July 2008 ^{viii}	77	23
May 2008 ^{ix}	73	27
April 2008 ^x	73	27
January 2008 ^{xi}	70	30
December 2007 ^{xii}	75	25
September 2007 ^{xiii}	73	27
February 2007 ^{xiv}	71	29
December 2006 ^{xv}	70	30
November 2006 ^{xvi}	68	32
August 2006 ^{xvii}	70	30
April 2006 ^{xviii}	73	27
February 2006 ^{xix}	73	27
December 2005 ^{xx}	66	34
September 2005 ^{xxi}	72	28
June 2005 ^{xxii}	68	32
February 2005 ^{xxiii}	67	33

¹ 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?"

January 2005 ^{xxiv}	66	34
Nov 23-30, 2004 ^{xxv}	59	41
November 2004 ^{xxvi}	61	39
June 2004 ^{xxvii}	63	37
February 2004 ^{xxviii}	63	37
November 2003 ^{xxix}	64	36
August 2003 ^{xxx}	63	37
June 2003 ^{xxxi}	62	38
May 2003 ^{xxxii}	63	37
March 3-11, 2003 ^{xxxiii}	62	38
February 2003 ^{xxxiv}	64	36
December 2002 ^{xxxv}	57	43
November 2002 ^{xxxvi}	61	39
October 2002 ^{xxxvii}	59	41
September 2002 ^{xxxviii}	61	39
July 2002 ^{xxxix}	59	41
March/May 2002 ^{xl}	58	42
January 2002 ^{xli}	61	39
December 2001 ^{xlii}	58	42
November 2001 ^{xliii}	58	42
October 2001 ^{xliiv}	56	44
September 2001 ^{xliiv}	55	45
August 2001 ^{xlivi}	59	41
February 2001 ^{xlvii}	53	47
December 2000 ^{xlviii}	59	41
November 2000 ^{xlix}	53	47
October 2000 ^l	52	48
September 2000 ^{li}	50	50
August 2000 ^{lii}	49	51
June 2000 ^{liii}	47	53
May 2000 ^{liiv}	48	52

WEB1 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; RANDOMIZE]? / Did you happen to do this yesterday, or not?²
Based on all internet users [N=1,716]

	total have ever DONE THIS	----- DID YESTERDAY	have not done this	don't know	refused
Use a social networking site like MySpace, Facebook or LinkedIn ³					
Current	64	43	35	*	0
May 2011	65	43	35	*	0
January 2011	61	n/a	39	0	0
December 2010	62	n/a	38	*	0
November 2010	61	37	39	*	*
September 2010	62	39	38	*	0
May 2010	61	38	39	0	0
January 2010	57	32	43	*	0
December 2009	56	33	44	0	*
September 2009	47	27	52	*	*
April 2009	46	27	54	*	*
December 2008	35	19	65	*	--
November 2008	37	19	63	0	0
August 2008	33	17	67	*	--
July 2008	34	n/a	66	*	--
May 2008	29	13	70	*	--
August 2006	16	9	84	*	--
September 2005	11	3	88	1	--
February 2005	8	2	91	1	--
Use Twitter					
Current	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	*

Q20 Thinking about how you use social networking sites... On which social networking site or sites do you have an account? [PRECODED OPEN-END]⁴

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...?/Did you happen to do this yesterday, or not?" Unless otherwise noted, trends are based on all internet users for that survey.

³ 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"

⁴ May 2011 question was asked of SNS or Twitter users who have an SNS profile and wording was: "[IF HAVE PROFILE ON ONE SNS SITE:] On which social networking site do you currently have a profile? / [IF HAVE PROFILES

Based on SNS or Twitter users

current		May 2011	SEPT 2009	
%	87	Facebook	93	73
	14	MySpace	23	48
	11	Twitter	11	6
	10	Linked In	11	14
	2	Yahoo / Yahoo Messenger	2	1
	2	Google Buzz	1	n/a
	2	Google/Google Plus	n/a	n/a
	1	YouTube	2	1
	1	Tumblr	*	n/a
	*	Tagged	2	1
	*	My Yearbook	1	n/a
	*	Classmates.com	*	1
	0	Ustream	0	n/a
	0	Flickr	*	1
	n/a	Bebo	0	*
	n/a	Digg	0	*
	n/a	Last.FM	*	*
	5	Other (SPECIFY)	9	10
	4	Don't have my own profile on a social networking site	n/a	n/a
	2	Don't know	1	1
	2	Refused	2	3
	[n=1,047]		[n=975]	[n=680]

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

Q21 About how often do you visit social networking sites? [READ 1-6]

Based on SNS or Twitter users [N=1,047]

current	
%	33
	Several times a day
	22
	About once a day
	15
	3 to 5 days a week
	15
	1 to 2 days a week
	7
	Every few weeks
	8
	Less often
	*
	(DO NOT READ) Don't know
	*
	(DO NOT READ) Refused

ON MULTIPLE SITES:] On which social networking sites do you currently have a profile?" September 2009 question was asked of SNS users only and wording was "On which social networking site do you have a profile? / On which Social Networking sites do you have a profile?"

Q22 Overall, in your experience, are people mostly KIND or mostly UNKIND to one another on social networking sites?

Based on SNS or Twitter users [N=1,047]

current		
%	85	People are mostly kind
	5	People are mostly unkind
	5	Depends (VOL.)
	4	Don't know
	1	Refused

Q23 When you're on a social networking site, how often do you see people being generous or helpful... frequently, sometimes, only once in a while or never?

Based on SNS or Twitter users [N=1,047]

current		
%	39	Frequently
	36	Sometimes
	18	Only once in a while
	5	Never
	2	Don't know
	*	Refused

Q24 And when you're on a social networking site, how often do you see people being MEAN or CRUEL... frequently, sometimes, only once in a while or never?

Based on SNS or Twitter users [N=1,047]

current		
%	7	Frequently
	18	Sometimes
	44	Only once in a while
	29	Never
	2	Don't know
	*	Refused

Q25 How often do you see people using language, images or humor on social networking sites that you find offensive... frequently, sometimes, only once in a while or never?

Based on SNS or Twitter users [N=1,047]

current		
%	11	Frequently
	15	Sometimes
	38	Only once in a while
	35	Never
	1	Don't know
	*	Refused

Q26 When people on social networking sites are being mean or offensive, how often, if ever, do others [INSERT FIRST ITEM; RANDOMIZE]... frequently, sometimes, only once in a while or never? How often do others... [INSERT NEXT ITEM]? [READ AS NECESSARY: Frequently, sometimes, only once in a while or never?]

Based on SNS or Twitter users who have seen others being mean, cruel or offensive on SNS [N=825]

	frequent-ly	sometime	once in a while	never	don't know	refused
Tell the person to stop	21	27	24	22	6	1
Defend the person or group who is being harassed or insulted	22	32	23	15	7	1
Join in the mean or offensive behavior	10	26	31	28	5	*
Just ignore the behavior	45	28	13	8	6	1

Q27 And how about you personally? When people on social networking sites are being mean or offensive, how often do you....[INSERT FIRST ITEM; RANDOMIZE IN SAME ORDER AS Q26]? How often do you...[INSERT NEXT ITEM]? [READ AS NECESSARY: Frequently, sometimes, only once in a while or never?]

Based on SNS or Twitter users who have seen others being mean, cruel or offensive on SNS [N=825]

	frequent-ly	sometime	once in a while	never	don't know	refused
Tell the person to stop	23	22	17	34	2	1
Defend the person or group who is being harassed or insulted	24	27	16	29	3	2
Join in the mean or offensive behavior	2	5	8	84	1	*
Just ignore the behavior	45	23	13	16	2	1

Q28 In the past 12 months, when you have been on a social networking site, has anyone been mean or cruel to you personally?

Based on SNS or Twitter users [N=1,047]

current	
%	13 Yes
	86 No
	1 Don't know
	* Refused

Q29 Have you, personally, ever had an experience on a social networking site that [INSERT ITEMS; RANDOMIZE]?

Based on SNS or Twitter users [N=1,047]

	yes	no	don't know	refused
Resulted in a face to face argument or confrontation with someone	12	88	*	*
Caused a problem with your family	11	88	*	*
Resulted in a physical fight with someone else	3	96	*	*
Ended your friendship with someone	15	85	*	*
Made you feel closer to another person	61	38	1	*

Got you in trouble at work	3	97	*	*
Made you feel good about yourself	68	31	1	*

Q30 Have you ever decided NOT to post something online because you were concerned that it might reflect badly on you?

Based on all internet users [N=1,716]

	current	
%	45	Yes
	54	No
	1	Don't know
	*	Refused

Endnotes

- ⁱ 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].
- ⁱⁱ 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].
- ⁱⁱⁱ November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].
- ^{iv} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].
- ^v 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].
- ^{vi} November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].
- ^{vii} August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].
- ^{viii} 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].
- ^{ix} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].
- ^x 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].
- ^{xi} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- ^{xii} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- ^{xiii} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- ^{xiv} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{xv} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{xvi} 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.
- ^{xvii} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{xviii} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xix} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xx} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xxi} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- ^{xxii} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{xxiii} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xxiv} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^{xxv} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xxvi} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xxvii} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].

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- xxviii February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- xxix November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- xxx August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- xxxi June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- xxxii May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- xxxiii March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- xxxiv February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- xxxv December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- xxxvi November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- xxxvii October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- xxxviii September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- xxxix July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- xi March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- xii January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- xiii 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.
- xiiii 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.
- xlv 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.
- xlv 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.
- xlvi August 2001 trends represent a total tracking period of August 12-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- xlvii February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- xlviii December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- xlix November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- l October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- li September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- lii August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- liii June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- liv May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].