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**November 2003 Tracking Survey**  
Data for November 18 – December 14, 2003

Final Topline

12/18/03

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

Sample:  $n = 2,013$  adults 18 and older

Interviewing dates: 11.18.03 – 12.14.03

Margin of error is plus or minus 2 percentage points for results based on the full sample

Margin of error is plus or minus 3 percentage points for results based on Internet users

- MM1** People often look up information as they go about their daily lives – things like news, sports scores, movie times, or weather reports. In general, do you think the Internet is a good way to get this kind of everyday information?

**Based on Internet users [N=1,358]**

	CURRENT	
%	92	Yes
	6	No
	2	Don't know/Refused

- MM2** As I read each of the following, please tell me if this is something you do ONLINE using the Internet, OFFLINE not using the Internet, BOTH online and offline, or if you don't do this activity at all...

**Based on Internet users [N=1,358]**

	ONLINE ONLY	OFFLINE ONLY	BOTH ONLINE AND OFFLINE	DON'T DO THIS AT ALL	DON'T KNOW/REFUSED
a Check sports scores	12	21	14	53	*
b Check weather reports	27	27	33	14	*
c Get news	15	33	40	12	0
d Look up telephone numbers, addresses or zip codes	14	37	23	26	*
e Look at a map or get driving directions	49	12	27	12	*

**A1/B1** How often do you do this online?

**Based on those who do the activity online**

	EVERYDAY	SEVERAL TIMES A WEEK	SEVERAL TIMES A MONTH	LESS OFTEN	DON'T KNOW/ REFUSED
a Check sports scores [n=358]	20	41	20	19	1
b Check weather reports [n=813]	25	30	21	23	*
c Get news [n=767]	40	30	14	15	1
d Look up telephone numbers, addresses or zip codes [n=527]	5	18	33	44	*
e Look at a map or get driving directions [n=1,046]	2	9	29	59	*

**B2** Where do you (INSERT ITEM) MORE OFTEN -- ONLINE or OFFLINE?

**Based on those who do the activity both online and offline**

	ONLINE	OFFLINE	(VOL) BOTH EQUALLY	DON'T KNOW/ REFUSED
a Check sports scores [n=201]	32	61	7	1
b Check weather reports [n=459]	26	69	5	*
c Get news [n=564]	22	71	8	*
d Look up telephone numbers, addresses or zip codes [n=336]	34	61	5	0
e Look at a map or get driving directions [n=387]	48	40	10	1

**MM3** Now I'd like you to think about different TASKS or TRANSACTIONS people do in their everyday lives, like banking, shopping, or buying tickets to a concert or movie. In general, do you think the Internet is a good place to do these kinds of everyday tasks or transactions?

**Based on Internet users [N=1,358]**

CURRENT		
%	75	Yes
	22	No
	4	Don't know/Refused

**MM4** Please tell me if you do each of the following activities ONLINE, OFFline, BOTH on- and offline, or if you don't do the activity at all...

**Based on Internet users [N=1,358]**

	ONLINE ONLY	OFFLINE ONLY	BOTH ONLINE AND OFFLINE	DON'T DO THIS AT ALL	DON'T KNOW/ REFUSED
a Pay bills or do your banking	16	46	21	18	*
b But tickets for something like a concert, movie, play or sporting event	21	33	20	26	*
c Purchase everyday items like books, groceries, CDs or prescription drugs	7	53	19	22	*
d Schedule appointments or meetings	6	54	9	31	*

**A1/B1** How often do you do this online?

**Based on those who do the activity online**

	EVERYDAY	SEVERAL TIMES A WEEK	SEVERAL TIMES A MONTH	LESS OFTEN	DON'T KNOW/ REFUSED
a Pay bills or do your banking [n=497]	7	27	52	14	*
b But tickets for something like a concert, movie, play or sporting event [n=560]	*	*	20	79	*
c Purchase everyday items like books, groceries, CDs or prescription drugs [n=371]	*	7	40	52	1
d Schedule appointments or meetings [n=224]	21	32	31	17	0

**B2** Where do you (INSERT SHORTENED ITEM) MORE OFTEN -- ONLINE or OFFline?

**Based on those who do the activity both online and offline**

	ONLINE	OFFLINE	(VOL) BOTH EQUALLY	DON'T KNOW/ REFUSED
a Pay bills or do your banking [n=291]	34	54	12	1
b But tickets [n=277]	38	57	5	*
c Purchase everyday items [n=277]	5	93	2	0
d Schedule appointments or meetings [n=130]	39	55	6	0

**MM5** Now I'd like you to think about the routine ways people INTERACT or COMMUNICATE with one another in their everyday lives, like keeping in touch with friends and family, or sending greetings, cards or invitations. In general, do you think the Internet is a good way to do these kinds of activities?

**Based on Internet users [N=1,358]**

CURRENT		
%	85	Yes
	14	No
	1	Don't know/Refused

**MM6** Please tell me if you do each of the following things ONLINE, OFFline, BOTH on- and offline, or if you don't do them at all...

**Based on Internet users [N=1,358]**

	ONLINE ONLY	OFFLINE ONLY	BOTH ONLINE AND OFFLINE	DON'T DO THIS AT ALL	DON'T KNOW/REFUSED
a Communicate with friends or family	20	19	56	5	*
b Send greetings, cards or invitations	14	38	29	19	0
c Plan get togethers or meetings for groups or clubs you belong to	13	35	17	34	*
d Look for new people to meet or date	3	19	4	75	*

**A1/B1** How often do you do this online?

**Based on those who do the activity online**

	EVERYDAY	SEVERAL TIMES A WEEK	SEVERAL TIMES A MONTH	LESS OFTEN	DON'T KNOW/REFUSED
a Communicate with friends or family [n=1,046]	23	39	24	14	*
b Send greetings, cards or invitations [n=569]	2	11	33	53	0
c Plan get togethers or meetings for groups or clubs you belong to [n=436]	5	16	41	37	0
d Look for new people to meet or date [n=84]	13	15	27	44	1

**B2** Where do you (INSERT SHORTENED ITEM) MORE OFTEN -- ONline or OFFline?

**Based on those who do the activity both online and offline**

	ONLINE	OFFLINE	(VOL) BOTH EQUALLY	DON'T KNOW/ REFUSED
a Communicate with friends or family [n=789]	17	72	11	1
b Send greetings, cards or invitations [n=395]	26	66	7	1
c Plan get togethers or meetings [n=252]	24	66	10	0
d Look for new people to meet or date [n=51]	18	60	22	0

**MM7** Now I'd like you to think about the routine things people do for PERSONAL ENJOYMENT or ENTERTAINMENT, like playing games or pursuing hobbies. In general, do you think the Internet is a good place to do these kinds of activities?

**Based on Internet users [N=1,358]**

	CURRENT	
%	69	Yes
	26	No
	5	Don't know/Refused

**MM8** Please tell me if you do each of the following things ONline, OFFline, BOTH on- and offline, or if you don't do them at all...

**Based on Internet users [N=1,358]**

	ONLINE ONLY	OFFLINE ONLY	BOTH ONLINE AND OFFLINE	DON'T DO THIS AT ALL	DON'T KNOW/ REFUSED
a Play games	15	40	20	26	0
b Pursue hobbies	8	53	20	20	*
c Read for pleasure	4	68	11	17	0
d Watch videos, previews, or cartoons	3	59	8	30	0
e Listen to music or radio	5	67	15	13	*

**A1/B1** How often do you do this online?

**Based on those who do the activity online**

	EVERYDAY	SEVERAL TIMES A WEEK	SEVERAL TIMES A MONTH	LESS OFTEN	DON'T KNOW/ REFUSED
a Play games [n=443]	20	32	25	23	0
b Pursue hobbies [n=374]	9	30	34	27	*
c Read for pleasure [n=195]	22	33	26	19	0
d Watch videos, previews, or cartoons [n=138]	8	25	36	31	*
e Listen to music or radio [n=254]	26	29	21	24	0

**B2** Where do you (INSERT ITEM) MORE OFTEN -- ONLINE or OFFLINE?

**Based on those who do the activity both online and offline**

	ONLINE	OFFLINE	(VOL) BOTH EQUALLY	DON'T KNOW/ REFUSED
a Play games [n=254]	33	60	7	*
b Pursue hobbies [n=271]	16	68	15	1
c Read for pleasure [n=148]	24	68	7	1
d Watch videos, previews, or cartoons [n=96]	9	87	4	0
e Listen to music or radio [n=193]	10	84	6	0

**MM9** Overall, how much of a role does the Internet play in the way you go about your daily routines and activities?

**Based on Internet users [N=1,358]**

<u>CURRENT</u>		
%	30	A major role,
	58	A minor role,
	12	Or no role at all?
	*	Don't know/Refused

**MM10** What is the single most significant way the Internet affects your daily routines and activities?

**Based on those for whom the Internet plays a role in daily routines [N=1,197]**

<u>CURRENT</u>		
%	81	Gave verbatim response
	14	Nothing/Doesn't really affect my daily routines or activities
	5	Don't know/Refused

**MM11** Thinking about the different kinds of activities we've talked about, is there an everyday activity you think you do MORE OF than you would otherwise BECAUSE YOU CAN DO IT ON THE INTERNET?

**Based on Internet users [N=1,358]**

<u>CURRENT</u>		
%	53	Yes
	44	No
	2	Don't know/Refused

**MM12** If you couldn't use the Internet AT ALL tomorrow, how much would this affect your daily routines and activities?

**Based on Internet users [N=1,358]**

<u>CURRENT</u>		
%	22	A lot
	19	Some
	23	A little
	36	Not at all
	*	Don't know/Refused