
Weak Ties Survey

Final Topline

3/29/04

Data for February 17 – March 17, 2004

1

Princeton Survey Research Associates
for the Pew Internet & American Life ProjectSample: $n = 2,200$ adults 18 and older

Interviewing dates: 02.17.04 – 03.17.04

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

Q1 Overall, are you satisfied or dissatisfied with the way things are going in this country today?

	SATISFIED	DISSATISFIED	DON'T KNOW /REFUSED
Current	44	49	7
February 2004 ¹	40	50	10
November 2003 ²	43	49	9
July 2003 ³	46	45	9
June 2003 ⁴	49	42	9
April/May 2003 ⁵	54	37	8
March 12-19, 2003 ⁶	42	49	10
March 3-11, 2003 ⁷	41	51	8
February 2003 ⁸	38	54	9
December 2002 ⁹	41	47	11
November 2002 ¹⁰	43	48	10
October 2002 ¹¹	40	49	11
September 2002 ¹²	44	45	10
July 2002 ¹³	45	43	11
March/May 2002 ¹⁴	52	37	11
January 2002 ¹⁵	58	33	9
December 2001 ¹⁶	61	29	10
November 2001 ¹⁷	62	28	9
October 2001 ¹⁸	57	33	10
September 2001 ¹⁹	46	44	11
August 2001 ²⁰	44	46	10
February 2001 ²¹	53	38	10
December 2000 ²²	50	42	8
November 2000 ²³	50	41	9
October 2000 ²⁴	53	39	8
September 2000 ²⁵	51	40	9
July/August 2000 ²⁶	52	39	9
May/June 2000 ²⁷	51	41	8
March/April 2000 ²⁸	50	41	9

Q5 Turning now to a different topic...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	75	25	*
February 2004	73	27	*
November 2003	72	27	*
July 2003	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 20-25, 2003 ²⁹	70	30	*
March 12-19, 2003	65	35	0
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002	69	31	*
September 2002	68	32	*
July 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
December 2001	64	36	*
November 2001	65	35	*
October 2001	62	38	*
September 2001	63	37	*
August 2001	66	34	0
February 2001	65	35	0
December 2000	69	31	*
November 2000	65	35	*
October 2000	64	36	*
September 2000	62	38	*
July/August 2000	63	37	*
May/June 2000	60	40	*
March/April 2000	63	37	*

Q6 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	GOES ONLINE	DOES NOT GO ONLINE
Current	69	31
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 20-25, 2003	58	42
March 12-19, 2003	56	44
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
July/August 2000	49	51
May/June 2000 ³⁰	47	53
March/April 2000	48	52

Q12 About how many years have you had access to the Internet? (*Note Question Wording*)³¹

Q12.1 About how many months is that?

Based on Internet users [N=1,518]

	WITHIN THE LAST SIX MONTHS	A YEAR AGO	TWO OR THREE YEARS AGO	MORE THAN THREE YEARS AGO	----- FOUR YEARS	----- FIVE YEARS	----- SIX OR MORE	DON'T KNOW /REFUSED
Current	1	4	15	79	8	17	54	1
February 2004	2	3	14	80	10	16	53	2
November 2003	2	4	16	77	9	19	49	1
July 2003	2	5	19	74	9	20	44	1
June 2003	2	5	19	73	12	19	42	2
April/May 2003	2	5	18	74	11	19	45	1
March 20-25, 2003	3	6	16	74	10	18	46	1
March 12-19, 2003	2	7	16	74	12	18	44	1
March 3-11, 2003	2	5	14	77	12	20	45	1
February 2003	1	4	19	73	9	18	46	1
December 2002	1	6	23	68	13	19	36	2
November 2002	2	5	23	70	12	19	39	1
October 2002	3	6	22	68	12	18	38	1
September 2002	2	5	23	68	13	18	38	1
July 2002	2	6	24	65	13	19	33	2
March/May 2002	7	10	31	52	10	15	25	*
January 2002	8	13	36	43	8	13	21	*
December 2001	6	13	34	47	10	14	20	*
November 2001	7	12	34	47	12	12	20	*
October 2001	5	15	32	47	12	14	19	1
September 2001	7	15	34	44	11	14	17	*
August 2001	10	15	32	43	10	13	18	*
February 2001	11	16	37	35	10	11	13	1
December 2000	12	19	35	34	n/a	n/a	n/a	*
November 2000	11	19	33	37	n/a	n/a	n/a	*
October 2000	12	20	33	35	n/a	n/a	n/a	*
September 2000	11	21	37	31	n/a	n/a	n/a	*
July/August 2000	14	21	33	32	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
March/April 2000	18	20	32	30	n/a	n/a	n/a	*
October 1999 ³²	15	22	32	31	n/a	n/a	n/a	0
July 1999	17	23	32	28	n/a	n/a	n/a	*
November 1998	20	26	34	19	n/a	n/a	n/a	1
October 1996	26	38	24	12	n/a	n/a	n/a	*

Q16 In general, how often do you go online (INSERT) — several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, every few months, or less often?

Based on Internet users [N=1,518]

		SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL) NEVER	DON'T KNOW/ REFUSED
a	From home	29	24	15	13	6	5	8	*
b	From work	28	10	5	6	2	4	44	*
c	From someplace other than home or work	3	3	3	6	6	15	64	1

MODEM 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? *(Note Question Wording)*³³

Based on users who go online at home [N=1,408]

	CURRENT		FEB 2004	NOV 2003
%	57	Dial-up telephone line	54	62
	40	High-speed	43	35
	18	DSL-enabled phone line	18	13
	21	Cable modem	23	21
	1	Wireless connection (either land-based or satellite)	2	1
	*	T-1 or fiber optic connection	1	*
	1	Other	1	1
	2	Don't know/Refused	2	2

BBW Do you happen to know what kind of Internet connection you have at WORK, a high-speed connection or dial-up connection through a modem?

Based on those who go online at work [N=852]

	CURRENT		FEB 2004	NOV 2003
%	68	High speed	67	69
	16	Dial-up	16	16
	2	None/Does not apply	1	2
	14	Don't know/Refused	15	13

Q17 IN THE PAST MONTH, have you used any of the following things...

	YES	NO	DON'T KNOW WHAT THIS IS (VOL)	DON'T KNOW/ REFUSED
a A cellular phone	74	26	*	*
b A digital camera	39	61	*	0
c A personal digital assistant or PDA, such as a Palm Pilot or Pocket PC	12	88	*	*

ITEMS d-f based on Internet users

[N=1,518]

d Email	90	10	0	*
e Instant messaging or IM	39	60	*	*
f A laptop computer with a wireless modem	18	81	*	0

ITEM g based on cell phone users

[N=1,623]

g A cell phone that can send and receive email	29	71	*	*
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Q18 Next, please tell me if you have been a member of any of the following kinds of groups or organizations IN THE PAST THREE YEARS...

Q19 Have you been an ACTIVE member – regularly attending meetings, contributing time or money, or holding a leadership position – or not an active member?

	TOTAL YES	----- ACTIVE MEMBER	----- NOT ACTIVE	TOTAL NO	DON'T KNOW/ REFUSED
a A business or professional association	27	18	9	73	1
b A labor union	11	7	4	88	*
c A sports league you play in yourself or a child's sports league	27	19	8	73	*
d A religious organization	44	34	10	55	*
e A hobby group or club	24	19	5	76	*
f A community service group	26	21	5	74	*
g A political or activist group	9	6	3	91	*
h Any other group or organization I haven't already mentioned	9	7	2	91	*

(READ) Our research is about people’s relationships and how they communicate with one another. I’m going to ask you questions about two different types of people in your life – those you feel VERY CLOSE to who do not live with you, such as close family and friends, and those you feel SOMEWHAT CLOSE to who do not live with you. We’d like to know how many people in your life fit into each one of these categories...

WT1 Let’s start with the people you feel VERY close to, which might include those you discuss important matters with, regularly keep in touch with, or are there for you when you need help. Thinking about ALL the people who fit this description and who do NOT live with you, how many are...

	NONE	1-5	6-10	11-20	21 OR MORE	DON'T KNOW/ REFUSED	MEAN
a Members of your immediate family– parents, siblings, adult children, or in-laws – who you are very close to	6	56	25	10	3	*	6.36
b Other relatives you are very close to	29	45	14	7	4	1	5.44
c People you know from work who you are very close to	39	48	8	3	2	1	3.14
d Neighbors you are very close to	50	41	6	2	1	*	2.07
e Other people who are not coworkers or neighbors, who you are very close to	24	47	16	7	4	1	6.34

WT2 Based on your answers, you have (INSERT TOTAL FROM WT1a-e) people you feel very close to who do not live with you. Is that number about right?

Based on those who specified number of people in very close network [N=2,197]

CURRENT	
%	1 None
	13 1-5
	21 6-10
	30 11-20
	35 21 or more
	* Don't know/Can't specify exact total
23.17	Mean

(READ) Now think about the other type -- the people you feel SOMEWHAT CLOSE to who do not live with you. They're more than just casual acquaintances, but they're not as close as the friends and relatives we just talked about.

WT3 Thinking about ALL the people who fit this description, how many are...

	NONE	1-5	6-10	11-20	21 OR MORE	DON'T KNOW/ REFUSED	MEAN
a Members of your immediate family-- parents, siblings, adult children, or in-laws – who you are somewhat close to	32	41	15	7	3	2	5.13
b Other relatives you are somewhat close to	36	37	15	8	2	2	4.92
c People you know from work who you are somewhat close to	36	39	14	7	4	1	5.79
d Neighbors you are somewhat close to	43	42	9	3	1	1	2.87
e Other people who are not coworkers or neighbors, who you are somewhat close to	34	30	17	10	7	2	8.59

WT4 Based on your answers, you have (INSERT TOTAL FROM WT3a-e) people you feel somewhat close to who do not live with you. Is that number about right?

Based on those who specified number of people in somewhat close network [N=2,194]

CURRENT		
%	7	None
	13	1-5
	15	6-10
	24	11-20
	40	21 or more
	*	Don't know/Can't specify exact total
	26.89	Mean

(READ) For my next few questions, I'd like you to think ONLY about the (INSERT TOTAL FROM WT2) people/person you feel VERY CLOSE TO...

WT5 How many of them are women?/Is this person a woman?

Based on those with at least one person in very close network [N=2,170]

<u>CURRENT</u>		
%	2	None
	38	1-5
	25	6-10
	21	11-20
	12	21 or more
	1	Don't know/Refused
	11.63	Mean

WT6 How many are the same race or ethnicity as you are?/Is this person the same race or ethnicity as you are?

Based on those with at least one person in very close network [N=2,170]

<u>CURRENT</u>		
%	2	None
	23	1-5
	23	6-10
	26	11-20
	25	21 or more
	1	Don't know/Refused
	17.70	Mean

WT7 And how many live more than one hour's travel away from where you live?/Does this person live more than one hour's travel away from where you live?

Based on those with at least one person in very close network [N=2,170]

<u>CURRENT</u>		
%	25	None
	39	1-5
	15	6-10
	11	11-20
	9	21 or more
	1	Don't know/Refused
	7.87	Mean

WT8 We'd like to know if any of these (INSERT TOTAL FROM WT2) people you feel VERY close to have ever helped you with the following activities. If you've never done the activity, just tell me.

WT8a We'd like to know if this person you feel VERY close to has ever helped you with the following activities. If you've never done the activity, just tell me.

Based on those with at least one person in very close network [N=2,170]

	YES, HAVE GOTTEN HELP	NO, HAVE NOT GOTTEN HELP	HAVE NEVER DONE THIS ACTIVITY (VOL)	DON'T KNOW/ REFUSED
a Find a new place to live	38	56	6	*
b Change jobs	33	60	7	*
c Buy a personal computer	29	60	11	*
d Make a major investment or financial decision	42	52	6	*
e Look for information about a major illness or serious medical condition	49	42	8	*
f Care for someone with a major illness or serious medical condition	53	37	10	*
g Put up drywall in your house	22	58	20	*
h Decide who to vote for in an election	17	78	5	1

WT9 Still thinking about the (INSERT TOTAL FROM WT2) people you feel very close to, how many know one another? Would you say...

Based on those with at least two people in very close network [N=2,139]

	CURRENT	
%	47	They ALL know each other
	28	MOST of them know each other
	16	About HALF know each other
	8	Only SOME know each other
	1	NONE know each other
	*	Don't know/Refused

WT10 How many of them do you...

WT11 Do you...

	NONE	1-5	6-10	11-20	21 OR MORE	DON'T KNOW/REFUSED	MEAN
Item a based on those with at least one person in very close network [N=2,170]							
a Talk with face-to-face at least once a week/Talk with this person face-to-face at least once a week	9	44	23	16	7	1	8.61
Item b based on those with at least one person in very close network and who use a cell phone [N=1,607]							
b Talk with by cellular phone at least once a week/Talk with this person by cellular phone at least once a week	18	45	19	12	5	*	6.60
Item c based on those with at least one person in very close network [N=2,170]							
c Talk with by regular landline phone at least once a week/Talk with this person by regular landline phone at least once a week	11	47	23	13	6	1	7.71
Item d based on those with at least one person in very close network and who use email [N=1,370]							
d Send email to at least once a week/Send email to this person at least once a week	31	44	13	8	4	*	5.16
Item e based on those with at least one person in very close network and who use IM [N=570]							
e Instant message with at least once a week/Instant message with this person at least once a week?	35	52	8	3	1	*	2.73

(READ) Now I want you to think ONLY about the (INSERT TOTAL FROM WT4) people/person you feel SOMEWHAT CLOSE TO...

WT12 How many of them are women?/Is this person a woman?

Based on those with at least one person in somewhat close network [N=2,063]

CURRENT	
%	4 None
	33 1-5
	23 6-10
	21 11-20
	18 21 or more
	1 Don't know/Refused
14.41	Mean

WT13 How many are the same race or ethnicity as you are?/Is this person the same race or ethnicity as you are?

Based on those with at least one person in somewhat close network [N=2,063]

CURRENT		
%	2	None
	23	1-5
	19	6-10
	24	11-20
	29	21 or more
	1	Don't know/Refused
	21.05	Mean

WT14 And how many live more than one hour's travel away from where you live?/Does this person live more than one hour's travel away from where you live?

Based on those with at least one person in somewhat close network [N=2,063]

CURRENT		
%	30	None
	31	1-5
	15	6-10
	12	11-20
	10	21 or more
	1	Don't know/Refused
	9.51	Mean

WT15 Have any of these (INSERT TOTAL FROM WT4) people you feel SOMEWHAT close to ever helped you with the following activities?

WT15a Has this person ever helped you with the following activities?

Based on those with at least one person in somewhat close network [N=2,063]

	YES, HAVE GOTTEN HELP	NO, HAVE NOT GOTTEN HELP	HAVE NEVER DONE THIS ACTIVITY (VOL)	DON'T KNOW/ REFUSED
a Find a new place to live	16	78	6	1
b Change jobs	17	75	7	1
c Buy a personal computer	9	78	12	1
d Make a major investment or financial decision	13	80	6	1
e Look for information about a major illness or serious medical condition	25	65	9	1
f Care for someone with a major illness or serious medical condition	26	62	11	1
g Put up drywall in your house	9	69	20	1
h Decide who to vote for in an election	9	85	5	1

WT16 How many of the (INSERT TOTAL FROM WT4) people you feel somewhat close to know one another? Do...

Based on those with at least two people in somewhat close network [N=2,035]

CURRENT		
%	22	They ALL know each other
	20	MOST of them know each other
	28	About HALF know each other
	26	Only SOME know each other
	3	NONE know each other
	*	Don't know/Refused

WT17 How many do you...

WT18 Do you...

	NONE	1-5	6-10	11-20	21 OR MORE	DON'T KNOW/ REFUSED	MEAN
Item a based on those with at least one person in somewhat close network [N=2,063]							
a	15	45	18	13	8	1	9.06
Item b based on those with at least one person in somewhat close network and who use a cell phone [N=1,538]							
b	40	41	11	5	3	1	4.16
Item c based on those with at least one person in somewhat close network [N=2,063]							
c	27	49	14	6	3	1	5.20
Item d based on those with at least one person in somewhat close network and who use email [N=1,327]							
d	45	36	9	6	4	*	4.66
Item e based on those with at least one person in somewhat close network and who use IM [N=555]							
e	65	26	6	2	2	*	2.09

WT19 Thinking about ALL of the people we just talked about – those you feel very close to AND those you feel somewhat close to – are any of them in the following occupations...

F YES: Is this someone you feel VERY close to, SOMEWHAT close to, or both?

Based on those with at least one person in somewhat or very close network [N=2,186]

	SOMEONE VERY CLOSE DOES THIS FOR A LIVING	SOMEONE SOMEWHAT CLOSE DOES THIS FOR A LIVING	SOMEONE IN BOTH GROUPS DOES THIS FOR A LIVING	NONE DO THIS FOR LIVING	DON'T KNOW/REFUSED
a Lawyer	8	12	4	76	*
b Truck driver	10	11	5	74	*
c Sales or marketing manager	13	12	8	65	1
d Pharmacist	5	8	1	86	*
e Janitor or caretaker	9	11	5	75	*
f Engineer	15	13	6	66	1
g Cashier	9	10	7	72	1
h Waiter or waitress	8	11	7	74	1
i Computer programmer	15	14	7	63	2
j Carpenter	14	14	7	65	*

WT20 Which of the following best describes how you spend your leisure time? Do you...

<u>CURRENT</u>		
%	18	Spend most of it BY YOURSELF
	34	Spend most of your time with JUST ONE OR TWO PEOPLE
	15	Spend most of your time with a single GROUP of people
	33	Divide your time among DIFFERENT GROUPS of people
	1	Don't know/Refused

WT21 On a scale of 1 to 5, where 1 means you strongly agree and 5 means you strongly DISagree, please tell me how well each of the following statements describes YOU personally.

		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	DON'T KNOW/ REFUSED
a	I am outgoing and sociable	36	27	21	10	6	1
b	I am original, coming up with new ideas	27	29	26	11	7	1
c	I am reserved	19	21	25	15	15	3
d	I am sometimes shy and inhibited	14	18	22	20	25	1
e	I have an active imagination	39	27	19	8	6	1
f	I have an assertive personality	25	25	26	11	8	5
g	I am curious about many different things	50	26	13	6	5	1
h	I am talkative	29	23	25	14	8	1
i	I prefer work that is routine	19	13	15	21	30	2
j	I like to explore new art, music or literature	32	21	20	14	13	1
k	I tend to be quiet	18	20	24	16	22	1

WT22 Overall, do you think using the Internet has INCREASED, DECREASED, or NOT REALLY AFFECTED...

Based on Internet users [N=1,518]

		INCREASED	DECREASED	HAS NOT AFFECTED	DON'T KNOW/ REFUSED
a	The number of people you feel VERY close to in your life	28	1	70	1
b	The number of people you feel SOMEWHAT close to in your life	31	2	67	1
c	The number of CASUAL ACQUAINTANCES in your life	30	2	67	1

WT23 Do people ever complain that you spend too much time on the Internet?

Based on Internet users [N=1,518]

CURRENT		
%	12	Yes
	87	No
	1	Don't know/Refused

Methodology

The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates between February 17 and March 17, 2004, among a sample of 2,200 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.2 percentage points. For results based Internet users (n=1,518), the margin of sampling error is plus or minus 2.6 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.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. At least 10 attempts were made to complete an interview at sampled households. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each household received at least one daytime call in an attempt to find someone at home. In each contacted household, interviewers asked to speak with the youngest male currently at home. If no male was available, interviewers asked to speak with the oldest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender.

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 Census Bureau's March 2003 Annual Social and Economic Supplement Survey. This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. 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

Total Numbers dialed	11131		
Business	876		
Computer/Fax	647		
Other Not-Working	1646		
Additional projected NW	769		
Working numbers	7193	64.6%	
No Answer	184		
Busy	72		
Answering Machine	717		
Callbacks	123		
Other Non-Contacts	147		
Contacted numbers	5950	82.7%	
Initial Refusals	314		
Second Refusals	3036		
Cooperating numbers	2600	43.7%	
No Adult in HH	10		
Other Ineligible	0		
Language Barrier	308		
Eligible numbers	2282	87.8%	
Interrupted	82		
Completes	2200	96.4%	
Response Rate	34.8%		

PSRAI calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 83 percent were contacted by an interviewer and 44 percent agreed to participate in the survey. Eighty-eight percent were found eligible for the interview. Furthermore, 96 percent of eligible respondents completed the interview. Therefore, the final response rate is 35 percent.

Endnotes

- ¹ February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ² November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ³ July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ⁴ June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ⁵ April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ⁶ March 12-19, 2003 trends based on daily tracking survey conducted March 12-19, 2003 [N=883].
- ⁷ March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=745].
- ⁸ February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ⁹ December 2002 trends based on daily tracking survey conducted Nov. 25 -Dec. 22, 2002 [N=2,038].
- ¹⁰ November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- ¹¹ October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ¹² September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ¹³ July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ¹⁴ March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ¹⁵ January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ¹⁶ 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.
- ¹⁷ 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.
- ¹⁸ 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.
- ¹⁹ 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.
- ²⁰ August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- ²¹ February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ²² December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ²³ November 2000 trends based on a daily tracking survey conducted November 2, 2000 - December 1 [N=6,322].

- ²⁴ October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ²⁵ September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ²⁶ July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ²⁷ May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ²⁸ March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- ²⁹ March 20-25, 2003 figures based on daily tracking survey conducted March 20-25, 2003 [N=1,600].
- ³⁰ In March through June 2000, Q6 asked only of computer users (Q5=1).
- ³¹ Question wording for all trends in Q12/Q12.0 on or before March/May 2002 as follows: “When did you first start going online: was it within the last six months, a year ago, two or three years ago, or more than three years ago?”; “About how many years have you had Internet access?”
- ³² All trend results prior to March 2000 based on surveys conducted by The Pew Research Center for People & the Press.
- ³² Question wording for all trends in MODEM on or before November 2003 as follows: “Does the computer you use at home connect to the Internet through a *standard* 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? ”

February 2005 Daily Tracking Survey

Final Topline

3/24/05

Data for February 21 – March 21, 2005

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

Sample: $n = 2,201$ adults 18 and older

Interviewing dates: 02.21.05 – 03.21.05

Margin of error is plus or minus 2 percentage points for results based on the full sample [$n=2,201$]Margin of error is plus or minus 3 percentage points for results based on internet users [$n=1,450$]

- 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	70	30	*
January 2005	69	31	*
November 23-20, 2004	70	30	0
November 2004	68	32	0
May/June 2004	71	29	*
February 2004	73	27	*
November 2003	72	27	*
July 2003	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 20-25, 2003 ³²	70	30	*
March 12-19, 2003	65	35	0
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002	69	31	*
September 2002	68	32	*
July 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
December 2001	64	36	*
November 2001	65	35	*
October 2001	62	38	*
September 2001	63	37	*
August 2001	66	34	0
February 2001	65	35	0
December 2000	69	31	*

- Q6a** Do you use the internet, at least occasionally?
Q6b Do you send or receive email, at least occasionally?³²

	USES INTERNET	DOES NOT USE INTERNET
Current	67	33
January 2005	66	34
November 23-20, 2004	59	41
November 2004	61	39
May/June 2004	63	37
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 20-25, 2003	58	42
March 12-19, 2003	56	44
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

BIG01 Now I'd like to ask you about some important decisions or changes that may have occurred in your life. In the last two years have you...?

BIG02 Thinking about the process you went through as you made this decision or dealt with this event, would you say the Internet played a **crucial** role in this, an important role, a minor role, or no role at all?³²

Based on Internet users [N=1,450]

	TOTAL YES	----- YES, CRUCIAL ROLE	----- YES, IMPORTANT ROLE	----- YES, MINOR ROLE	----- YES, NO ROLE AT ALL	NO	DON'T KNOW/ REFUSED
a Bought a car							
Current	46	5	7	10	23	54	*
January 2002	45	5	7	10	23	55	*
b Made a major investment or financial decision							
Current	41	5	7	10	19	59	1
January 2002	35	3	7	9	16	65	*
c Gotten additional education or training for your career							
Current	39	8	7	11	13	61	0
January 2002	41	5	7	11	18	58	*
d Chosen a school or college for yourself or your child							
Current	29	7	6	7	10	71	*
January 2002	28	3	7	9	9	72	*
e Helped another person deal with a major illness or health condition							
Current	49	4	8	12	24	51	*
January 2002	39	3	7	12	17	61	*

BIG03 Which of these important life decisions or events happened most recently?

Based on those who said internet was 'crucial' or 'important' in more than one major moment in past two years [N=231]

	<u>CURRENT</u>	
%	20	Bought a car
	20	Made a major investment or financial decision
	22	Got additional education or training for your career
	23	Chose a school or a college for yourself or your child
	15	Helped another person deal with a major illness or health condition
	1	Don't know/Refused

BIGITEM Summary table of major life moment respondent was asked about in follow-up series

Based on internet users [N=1,450]

	<u>CURRENT</u>	
%	7	Bought a car
	6	Made a major investment or financial decision
	9	Got additional education or training for your career
	8	Chose a school or a college for yourself or your child
	8	Helped another person deal with a major illness or health condition
	47	Internet not important/crucial in any of these major moments past two years
	13	Experienced none of these major moments in past two years

BIG04 We'd like to know the specific role the internet played in that decision or event. Did the internet mostly...

Based on those for whom internet played 'crucial' or 'important' role in major moment in past two years

	TOTAL		BOUGHT CAR	MADE INVEST/ FIN DEC	GOT EDUC/ TRAINING FOR CAREER	CHOSE SCHOOL OR COLLEGE	HELPED SOMEONE WITH MAJOR ILLNESS
%	34	Help you find advice or support from other people	26	36	34	35	36
	30	Help you find information or compare options	36	34	30	28	26
	28	Help you find professional or expert services	30	23	23	29	34
	5	Something else (VOL)	7	3	8	4	4
	3	Don't know/Refused	1	3	5	5	1
	[n=560]		[n=108]	[n=87]	[n=126]	[n=109]	[n=130]

BIG05 At any point during this process, did you get BAD information or advice on the internet that made your experience more difficult, or wasn't this a problem for you?

Based on those for whom internet played 'crucial' or 'important' role in major moment in past two years

	TOTAL		BOUGHT CAR	MADE INVEST/ FIN DEC	GOT EDUC/ TRAINING FOR CAREER	CHOSE SCHOOL OR COLLEGE	HELPED SOMEONE WITH MAJOR ILLNESS
%	5	Yes, got bad information or advice	2	5	8	5	6
	94	No, wasn't a problem for me	98	95	91	95	91
	1	Don't know/Refused	0	0	1	0	3
	[n=560]		[n=108]	[n=87]	[n=126]	[n=109]	[n=130]

BIG06 Thinking about all of the different sources of information you used as you went through this process, was the most important source something you found ON THE INTERNET or something you found OFFLINE?

Based on those for whom internet played 'crucial' or 'important' role in major moment in past two years

	TOTAL		BOUGHT CAR	MADE INVEST/ FIN DEC	GOT EDUC/ TRAINING FOR CAREER	CHOSE SCHOOL OR COLLEGE	HELPED SOMEONE WITH MAJOR ILLNESS
%	57	Something found on the internet	65	55	54	55	58
	37	Something found offline	28	40	40	41	38
	6	Don't know/Refused	7	4	7	4	5
	[n=560]		[n=108]	[n=87]	[n=126]	[n=109]	[n=130]

BIG07 What was the single most important source of information you used as you went through this process?

Based on those for whom internet played 'crucial' or 'important' role in major moment in past two years [N=560]

	CURRENT	
%	90	Gave verbatim response
	10	Don't know/Refused

BIG08 Which of the following best describes how you felt as you went through this process...?

Based on those for whom internet played 'crucial' or 'important' role in major moment in past two years

	TOTAL		BOUGHT CAR	MADE INVEST/ FIN DEC	GOT EDUC/ TRAINING FOR CAREER	CHOSE SCHOOL OR COLLEGE	HELPED SOMEONE WITH MAJOR ILLNESS
%	15	You had too much information and sometimes felt overwhelmed	9	13	16	12	22
	71	You had all the information you needed and felt it was manageable	80	72	71	74	62
	11	You were missing important information that you wish you had	8	14	9	14	12
	3	Don't know/Refused	3	1	5	1	4
	[n=560]		[n=108]	[n=87]	[n=126]	[n=109]	[n=130]

BIG09 I'm going to read another short list of some important decisions or changes that may have occurred in your life. In the LAST TWO YEARS, have you...?

BIG10 Thinking about the process you went through as you made this important decision or dealt with this event, would you say the Internet played a CRUCIAL role in this, an important role, a minor role or no role at all?

Based on Internet users [N=1,450]

	TOTAL YES	YES, CRUCIAL ROLE	YES, IMPORTANT ROLE	YES, MINOR ROLE	YES, NO ROLE AT ALL	NO	DON'T KNOW/ REFUSED
a Experienced the death of a family member or close friend							
Current	49	1	2	5	41	51	*
b Found a new place to live							
Current	24	4	4	4	12	76	0
January 2002	32	3	4	5	20	68	*
c Changed jobs							
Current	25	3	3	4	15	75	*
January 2002	28	3	4	5	17	71	*

Continued...

BIG09/BIG10 continued...

BIG09/BIG10 continued...

	TOTAL YES	YES, CRUCIAL ROLE	YES, IMPORTANT ROLE	YES, MINOR ROLE	YES, NO ROLE AT ALL	NO	DON'T KNOW/ REFUSED
d Received a major promotion and/or raise at work							
Current	22	*	1	2	20	78	*
January 2002	29	2	1	3	23	71	*
e Started a major new romantic relationship							
Current	9	1	1	1	7	91	*
January 2002	13	1	1	1	9	87	*
f Ended a major romantic relationship							
Current	10	*	*	1	9	89	*
January 2002	14	1	1	1	12	86	*
g Gotten married							

	Current	5	1	1	*	3	95	*
	January 2002	7	*	1	1	5	93	*
h	Gotten divorced							
	Current	3	*	*	*	2	97	*
	January 2002	5	*	*	*	4	95	*
i	Dealt yourself with a major illness or other health condition							
	Current	19	1	4	4	9	81	*
	January 2002	17	1	3	5	7	83	0
j	Become involved in a lawsuit, criminal case or other legal action							
	Current	9	*	1	2	6	91	*
	January 2002	8	*	1	1	6	92	*
k	Started a new hobby or become more involved with a hobby							
	Current	27	4	4	9	11	72	*
	January 2002	30	4	6	10	10	70	*

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 from February 21 to March 21, 2005, among a sample of 2,201 adults, 18 and older. 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=1,450), the margin of sampling error is plus or minus 2.8 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.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

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 10 attempts were made to complete an interview at sampled households. 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 household received at least one daytime call in an attempt to find someone at home. In each contacted household, interviewers asked to speak with the youngest male currently at home. If no male was available, interviewers asked to speak with the oldest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender. 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 2003 Annual Social and Economic Supplement (March 2004). This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. 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:

Sample Disposition			
Total Numbers dialed	13,805		
Business	1,053		
Computer/Fax	915		
Other Not-Working	2,619		
Additional projected NW	961		
Working numbers	8,257	59.8%	
No Answer	259		
Busy	61		
Answering Machine	1,586		
Callbacks	230		
Other Non-Contacts	167		
Contacted numbers	5,954	72.1%	
Initial Refusals	2,619		
Second Refusals	652		
Cooperating numbers	2,683	45.1%	
No Adult in HH	22		
Language Barrier	277		
Eligible numbers	2,384	88.9%	
Interrupted	183		
Completes	2,201	92.3%	
Response Rate		30.0%	

PSRAI calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 72 percent were contacted by an interviewer and 45 percent agreed to participate in the survey. Eighty-nine percent were found eligible for the interview. Furthermore, 92 percent of eligible respondents completed the interview. Therefore, the final response rate is 30 percent.

