

Survey Questions

September Combined Omnibus Survey 2014

9/21/2014

Data for September 11-14, 2014 and September 18-21, 2014

Princeton Survey Research Associates International for
the Pew Research Center

Sample: n=2,003 national adults, age 18 and older, including 1,001 cell phone interviews
Interviewing dates: 09.11.2014 – 09.14.2014 and 09.18.14 – 09.21.14

Margin of error is plus or minus 2.5 percentage points for results based on Total [n=2,003]
Margin of error is plus or minus 2.9 percentage points for results based on all internet users [n=1,597]

WEB1-A 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 ITEM; RANDOMIZE; ALWAYS ASK ABOUT FACEBOOK LAST]?¹

Based on all internet users [N=1,597]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use Twitter					
Current	23	n/a	77	*	0
August 2013	18	n/a	82	*	0
May 2013	18	n/a	82	*	*
December 2012	16	n/a	84	*	*
August 2012	16	n/a	84	*	0
February 2012	15	8	85	*	0
August 2011	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	*
Use Instagram					

¹ 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...[ITEM]?” Unless otherwise noted, trends are based on all internet users for that survey.

Current	26	n/a	74	0	0
August 2013	17	n/a	82	*	0
December 2012	13	n/a	87	*	0
August 2-5, 2012 ⁱ	12	n/a	88	1	0
Use Pinterest					
Current	28	n/a	72	*	0
August 2013	21	n/a	77	2	*
December 2012	15	n/a	83	2	0
August 2-5, 2012	12	n/a	87	1	*
Use LinkedIn					
Current	28	n/a	72	*	0
August 2013	22	n/a	77	1	*
Use Facebook²					
Current	71	n/a	28	0	*
August 2013	71	n/a	29	0	0
December 13-16, 2012 ⁱⁱ	67	n/a	33	0	*

SNS2 Thinking about the social networking sites you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? Several times a day, about once a day, a few days a week³, every few weeks or less often?

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	A FEW DAYS A WEEK		EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW	REFUSED
			(3-5 DAYS A WEEK)	(1-2 DAYS A WEEK)				
<i>Item A: Based on Twitter users [N=323]</i>								
a. Twitter								
Current	22	14	24		15	25	*	0
August 2013	29	17	10	11	12	20	1	0
<i>Item B: Based on Instagram users [N=317]</i>								
b. Instagram								
Current	32	17	24		10	16	1	0
August 2013	35	22	11	10	6	15	1	0
<i>Item C: Based on Pinterest users [N=398]</i>								
c. Pinterest								
Current	9	8	29		25	26	1	1

² December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

³ In August 2013, the response options were "3-5 days a week" and "1-2 days a week". These differences are denoted in the table.

August 2013	11	13	10	20	21	24	1	1
<i>Item D: Based on LinkedIn users [N=463]</i>								
d. LinkedIn								
Current	7	6	25		31	30	1	*
August 2013	5	8	15	19	27	25	*	*
<i>Item E: Based on Facebook users [N=1,074]</i>								
e. Facebook								
Current	45	25	17		6	6	*	*
August 2013	40	24	10	13	6	8	*	0

FB1 Thinking about your use of Facebook... Approximately how many TOTAL Facebook friends do you have? **[Record exact number]**

Among Facebook users [n=1,074]

	CURRENT	
%	No friends	1
	1-100	39
	101-250	19
	251-500	22
	More than 500	14
	Don't know	4
	Refused	1

FB2 Approximately how many of your TOTAL Facebook friends do you consider actual friends? **[Record exact number]**

Among Facebook users [n=1,074]

	CURRENT	
%	None	2
	1-100	71
	101-250	13
	251-500	7
	More than 500	2
	Don't know	3
	Refused	1

FB3 How often, if ever, do you share, post or comment on Facebook as opposed to reading or viewing content? Among Facebook users [n=1,074]

		CURRENT
%	Frequently	27
	Sometimes	39
	Hardly ever	28
	Never	7
	Don't know	*
	Refused	*

FB4 Thinking about who is in your Facebook network, are you Facebook friends with...
[INSERT ITEM; RANDOMIZE EXCEPT e. AND f. ALWAYS TOGETHER; c. ALWAYS AFTER a. OR b.]? How about [INSERT NEXT ITEM]?

Among Facebook users [n=1,074]

	YES	NO	DOESN'T APPLY	DON'T KNOW	REFUSED
a. Your parents					
Current	45	49	5	*	*
b. Your children					
Current	43	41	16	*	*
c. Other family members					
Current	93	7	*	0	*
d. Work colleagues					
Current	58	37	4	0	*
e. Friends from the past, such as high school or college					
Current	87	13	0	*	*
f. Current friends					
Current	91	9	*	*	*
g. Neighbors					
Current	36	63	*	*	*
h. People you have never met in person					
Current	39	61	0	0	*

Survey Methodology

The PSRAI September 2014 Omnibus Weeks 2 and 3 obtained telephone interviews with a nationally representative sample of 2,003 adults living in the continental United States. Telephone interviews were conducted by landline (1,002) and cell phone (1,001, including 594 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). Interviews were done in English and Spanish by Princeton Data Source from September 11 to 14, 2014 and September 18 to 21, 2014. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 2.5 percentage points.

ⁱ August 2-5, 2012 trends based on an omnibus survey conducted August 2-5, 2012 [N=1,005, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.

ⁱⁱ December 13-16, 2012 trends based on an omnibus survey conducted December 13-16, 2012 [N=1,006, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.