

Survey Questions

WEB1-A Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to...[INSERT ITEM; RANDOMIZE]?³

Based on Form A internet users [N=819]

| | TOTAL HAVE EVER DONE THIS | ----- DID YESTERDAY | HAVE NOT DONE THIS | (VOL.) DON'T KNOW | (VOL.) REFUSED |
|------------------------------|---------------------------------|---------------------------|-----------------------|----------------------|-------------------|
| Use Twitter | | | | | |
| Current | 23 | n/a | 77 | 0 | 0 |
| September 2014 ⁱ | 23 | n/a | 77 | * | 0 |
| September 2013 | 20 | n/a | 80 | * | * |
| 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 |
| Aug. 2-5, 2012 ⁱⁱ | 16 | n/a | 84 | 0 | 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 | | | | | |
| Current | 28 | n/a | 72 | * | 0 |
| September 2014 | 26 | n/a | 74 | 0 | 0 |
| August 2013 | 17 | n/a | 82 | * | 0 |
| December 2012 | 13 | n/a | 87 | * | 0 |
| Aug. 2-5, 2012 | 12 | n/a | 88 | 1 | 0 |
| Use Pinterest | | | | | |
| Current | 31 | n/a | 68 | 1 | * |
| September 2014 | 28 | n/a | 72 | * | 0 |
| August 2013 | 21 | n/a | 77 | 2 | * |
| December 2012 | 15 | n/a | 83 | 2 | 0 |
| Aug. 2-5, 2012 | 12 | n/a | 87 | 1 | * |

³ From January 2005 through 2013, question wording was: "Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[ITEM]?" 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.

Use Facebook⁴

| | | | | | |
|---------------------------------|----|-----|----|---|---|
| Current | 72 | n/a | 28 | 0 | 0 |
| September 2014 | 71 | n/a | 28 | 0 | * |
| August 2013 | 71 | n/a | 29 | 0 | 0 |
| Dec. 13-16, 2012 ⁱⁱⁱ | 67 | n/a | 33 | 0 | * |
| Aug. 2-5, 2012 | 66 | n/a | 34 | * | 0 |

Based on Form B internet users [N=793]

| | TOTAL HAVE EVER DONE THIS | ----- DID YESTERDAY | HAVE NOT DONE THIS | (VOL.) DON'T KNOW | (VOL.) REFUSED |
|---|---------------------------------|---------------------------|-----------------------|----------------------|-------------------|
| Use LinkedIn | | | | | |
| Current | 25 | n/a | 74 | 1 | 0 |
| September 2014 | 28 | n/a | 72 | * | 0 |
| August 2013 | 22 | n/a | 77 | 1 | * |
| Aug. 2-5, 2012 | 20 | n/a | 79 | 1 | * |
| Use Tumblr | | | | | |
| Current | 10 | n/a | 89 | 1 | * |
| December 2012 | 6 | n/a | 93 | 1 | * |
| Aug. 2-5, 2012 | 5 | n/a | 94 | 1 | 0 |
| Read or comment in a discussion forum like reddit or Digg or Slashdot | | | | | |
| Current | 15 | n/a | 84 | 1 | 0 |
| Use messaging apps like WhatsApp, Kik or iMessage | | | | | |
| Current | 29 | n/a | 70 | * | * |
| Use an app that automatically deletes the messages you send like Snapchat or Wickr | | | | | |
| Current | 14 | n/a | 85 | 1 | 0 |

SNS2 Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? [READ AS NECESSARY: Several times a day, about once a day, a few times a week, every few weeks or less often?]⁵

| | SEVERAL TIMES A DAY | ABOUT ONCE A DAY | A FEW TIMES A WEEK | EVERY FEW WEEKS | LESS OFTEN | (VOL.) DON'T KNOW | (VOL.) REFUSED |
|---|---------------------------|------------------------|--------------------------|--------------------|---------------|-------------------------|-------------------|
| <i>Item A: Based on Twitter users</i> | | | | | | | |

⁴ Dec. 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

⁵ September 2013 trend categories were several times a day, about once a day, 3 to 5 days a week, 1 to 2 days a week, every few weeks or less often. Results shown here for "a few times a week" combine "3 to 5 days a week" and "1 to 2 days a week."

| | | | | | | | |
|---|----|----|----|----|----|---|---|
| a. Twitter | | | | | | | |
| Current Form A [N=174] | 25 | 13 | 21 | 16 | 24 | * | * |
| September 2014 [N=323] | 22 | 14 | 24 | 15 | 25 | * | 0 |
| September 2013 [N=223] | 29 | 17 | 21 | 12 | 20 | 1 | 0 |
| <i>Item B: Based on Instagram users</i> | | | | | | | |
| b. Instagram | | | | | | | |
| Current Form A [N=197] | 35 | 24 | 17 | 10 | 13 | * | * |
| September 2014 [N=317] | 32 | 17 | 24 | 10 | 16 | 1 | 0 |
| September 2013 [N=196] | 35 | 22 | 21 | 6 | 15 | 1 | 0 |
| <i>Item C: Based on Pinterest users</i> | | | | | | | |
| c. Pinterest | | | | | | | |
| Current Form A [N=207] | 9 | 14 | 30 | 25 | 22 | 1 | 1 |
| September 2014 [N=398] | 9 | 8 | 29 | 25 | 26 | 1 | 1 |
| September 2013 [N=272] | 11 | 13 | 30 | 21 | 24 | 1 | 1 |
| <i>Item D: Based on LinkedIn users</i> | | | | | | | |
| d. LinkedIn | | | | | | | |
| Current Form B [N=212] | 9 | 13 | 30 | 25 | 22 | 1 | 1 |
| September 2014 [N=463] | 7 | 6 | 25 | 31 | 30 | 1 | * |
| September 2013 [N=341] | 5 | 8 | 34 | 27 | 25 | * | * |
| <i>Item E: Based on Facebook users</i> | | | | | | | |
| e. Facebook | | | | | | | |
| Current Form A [N=572] | 43 | 27 | 21 | 4 | 5 | 0 | 0 |
| September 2014 [N=1,074] | 45 | 25 | 17 | 6 | 6 | * | * |
| September 2013 [N=960] | 40 | 24 | 23 | 6 | 8 | * | 0 |
| <i>Item F: Based on Tumblr users</i> | | | | | | | |

ⁱ September 2014 trends based on two omnibus surveys, conducted Sept. 11-14, 2014 and Sept. 18-21, 2014 [N=2,003, including 1,001 cell phone interviews]. Omnibus surveys not conducted as tracking surveys.

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

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