
Spring Change Assessment Survey 2011
Data for April 26–May 22, 2011

Final Topline

5/25/2011

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

Sample: n= 2,277 national adults, age 18 and older, including 755 cell phone interviews
Interviewing dates: 04.26.2011 – 05.22.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,277]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,701]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,914]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,015]

SNS10 People use social networking sites for a number of reasons. Please tell me if each of the following is a MAJOR reason you use these sites, a MINOR reason, or not a reason at all for you. (First,/Next,) [INSERT; RANDOMIZE].

[READ FOR FIRST ITEM, THEN AS NECESSARY:] Is this a MAJOR reason you use social networking sites, a MINOR reason, or not a reason at all for you?

Based on SNS or Twitter users [N=1,015]

	MAJOR REASON	MINOR REASON	NOT A REASON	DON'T KNOW	REFUSED
a. Staying in touch with family members	64	23	13	*	*
b. Staying in touch with current friends	67	24	9	*	*
c. Connecting with old friends that you lost touch with	50	36	13	*	*
d. Making new friends	9	34	57	*	*
e. Connecting with other people who share your hobbies or interests	14	35	50	0	*
f. Reading comments or posts by celebrities, politicians or athletes	5	20	74	*	*
g. Finding potential romantic partners or people you might like to date	3	13	84	*	*