

Survey questions

Winter Tracking Survey 2012

Final Topline

02/22/2012

Data for January 20–February 19, 2012

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

Sample: n=2,253 national adults, age 18 and older, including 901 cell phone interviews

Interviewing dates: 01.20.2012 – 02.19.2012

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,253]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,729]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=1,961]

Margin of error is plus or minus 3 percentage points for results based on SNS users [n=1,047]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,062]

Margin of error is plus or minus 3 percentage points for results based on Total who use search engines [n=1,614]

Margin of error is plus or minus 4 percentage points for results based on Form A who use search engines [n=812]

Margin of error is plus or minus 4 percentage points for results based on Form B who use search engines [n=802]

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	80	20
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011 ⁱ	79	21
December 2010 ⁱⁱ	77	23
November 2010 ⁱⁱⁱ	74	26
September 2010	74	26
May 2010	79	21
January 2010 ^{iv}	75	25
December 2009 ^v	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 ^{vi}	74	26
August 2008 ^{vii}	75	25

¹ Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

July 2008 ^{viii}	77	23
May 2008 ^{ix}	73	27
April 2008 ^x	73	27
January 2008 ^{xi}	70	30
December 2007 ^{xii}	75	25
September 2007 ^{xiii}	73	27
February 2007 ^{xiv}	71	29
December 2006 ^{xv}	70	30
November 2006 ^{xvi}	68	32
August 2006 ^{xvii}	70	30
April 2006 ^{xviii}	73	27
February 2006 ^{xix}	73	27
December 2005 ^{xx}	66	34
September 2005 ^{xxi}	72	28
June 2005 ^{xxii}	68	32
February 2005 ^{xxiii}	67	33
January 2005 ^{xxiv}	66	34

INTUSE/EMLOCC continued...

INTUSE/EMLOCC continued...

	USES INTERNET	DOES NOT USE INTERNET
Nov 23-30, 2004 ^{xxv}	59	41
November 2004 ^{xxvi}	61	39
June 2004 ^{xxvii}	63	37
February 2004 ^{xxviii}	63	37
November 2003 ^{xxix}	64	36
August 2003 ^{xxx}	63	37
June 2003 ^{xxxi}	62	38
May 2003 ^{xxxii}	63	37
March 3-11, 2003 ^{xxxiii}	62	38
February 2003 ^{xxxiv}	64	36
December 2002 ^{xxxv}	57	43
November 2002 ^{xxxvi}	61	39
October 2002 ^{xxxvii}	59	41
September 2002 ^{xxxviii}	61	39
July 2002 ^{xxxix}	59	41
March/May 2002 ^{xl}	58	42
January 2002 ^{xli}	61	39
December 2001 ^{xlii}	58	42
November 2001 ^{xliii}	58	42
October 2001 ^{xliv}	56	44
September 2001 ^{xlvi}	55	45
August 2001 ^{xlvi}	59	41
February 2001 ^{xlvi}	53	47
December 2000 ^{xlvi}	59	41
November 2000 ^{xlvi}	53	47
October 2000 ^l	52	48
September 2000 ^{li}	50	50
August 2000 ^{lii}	49	51

June 2000 ^{lii}	47	53
May 2000 ^{liv}	48	52

YEST1NW Did you happen to use the internet YESTERDAY?²

Based on all internet users [N=1,729]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW ³	REFUSED
Current	82	18	*	0
August 2011	76	23	*	0
May 2011	77	22	*	0
November 2010	76	24	*	*
September 2010	76	24	*	0
May 2010	78	22	*	0
January 2010	72	27	*	0
December 2009	71	28	1	*
September 2009	73	27	*	*
April 2009	73	26	1	*
December 2008	72	28	*	--
November 2008	72	27	*	--
August 2008	72	27	1	--
July 2008	71	28	1	--
May 2008	70	30	1	--
April 2008	72	28	*	--
December 2007	72	27	*	--
September 2007	68	32	*	--
February 2007	69	31	*	--
December 2006	65	34	*	--
November 2006	64	36	*	--
August 2006	66	34	*	--
April 2006	66	33	*	--
December 2005	63	36	*	--
September 2005	65	34	*	--
February 2005	60	40	*	--
January 2005	58	42	*	--
November 2004	61	39	*	--
June 2004	53	46	1	--
February 2004	55	44	*	--
November 2003	54	45	*	--
July 2003	52	47	1	--
June 2003	55	44	*	--
May 2003	58	42	*	--
March 3-11, 2003	60	40	0	--
February 2003	60	40	*	--

YEST1NW continued...

² Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"

³ For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. DK and REF are reported separately where available.

YEST1NW continued...

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
December 2002	56	44	*	--
November 2002	57	43	*	--
October 2002	57	43	0	--
September 2002	58	42	*	--
July 2002	53	47	*	--
March/May 2002	57	43	*	--
January 2002 ⁴	59	41	*	--
Dec. 17-23, 2001	58	42	*	--
Nov. 19-Dec. 16 2001	60	40	*	--
Oct. 19-Nov. 18 2001	61	39	*	--
Oct. 8-18 2001	51	49	1	--
October 2-7 2001	56	43	1	--
Sept 20-Oct 1 2001	57	42	1	--
Sept 12-19 2001	51	49	*	--
August 2001	56	44	*	--
February 2001 ⁵	59	41	*	--
Fall 2000 ^{iv}	56	44	*	--
August 2000	50	50	*	--
June 2000	52	48	*	--
May 2000	55	45	0	--
March 2000 ^{vi}	60	40	*	--

WEB1 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; RANDOMIZE]? / Did you happen to do this yesterday, or not?⁶

Based on all internet users [N=1,729]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use an online search engine to help you find information on the Web					
Current	91	59	8	1	0
May 2011	92	59	8	*	0
May 2010	87	49	12	*	*
April 2009 ⁷	88	50	12	*	0
May 2008	89	49	10	*	--
December 2006	91	41	9	1	--
August 2006	88	42	11	*	--
Dec 2005	91	38	9	1	--

⁴ Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

⁵ Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

⁶ 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...?/Did you happen to do this yesterday, or not?" Unless otherwise noted, trends are based on all internet users for that survey.

⁷ In April 2009, item was asked only of Form B internet users [N=879].

September 2005	90	41	9	*	--
June 2004	84	30	16	*	--
June 2003	89	31	10	1	--
Jan 2002	85	29	14	1	--

Q32 Next, I have a few questions about how you use online search engines... First, how often do you use search engines to find information online? Several times a day, about once a day, 3-5 days a week, 1-2 days a week, once every few weeks, or less often?

Based on those who use search engines

	<u>CURRENT</u>		<u>JUNE 2004⁸</u>
%	37	Several times a day	23
	17	About once a day	12
	16	3 to 5 days a week	18
	15	1 to 2 days a week	18
	7	Once every few weeks	15
	8	Less often	14
	1	Never (VOL.)	n/a
	*	Don't know	*
	*	Refused	--
	[n=1,614]		[n=1,165]

Q33 Which search engine do you use MOST OFTEN? [PRECODED OPEN-END]

Based on those who use search engines

	<u>CURRENT</u>		<u>JUNE 2004⁹</u>
%	83	Google	47
	6	Yahoo Search	26
	3	Bing	n/a
	*	AOL	5
	*	Ask	2
	*	Lycos	n/a
	*	MyWebSearch	n/a
	0	Dogpile	n/a
	0	WebCrawler	n/a
	2	Other (SPECIFY)	12
	1	None/Don't use any regularly (VOL.)	1
	3	Don't know	7
	*	Refused	--
	[n=1,614]		[n=1,165]

⁸ In June 2004, question was asked of internet users who use search engines.

⁹ In June 2004, question was asked of internet users who use search engines.

Q34a In general, do you think Internet search engines are a fair and unbiased source of information, or do you think search engines are NOT a fair and unbiased source?

Based on Form A respondents who use search engines

	<u>CURRENT</u>		<u>JUNE 2004¹⁰</u>
%	66	Yes, they are a fair and unbiased source of information	68
	20	No, they are NOT a fair and unbiased source of information	19
	3	Depends (VOL.)	5
	9	Don't know	8
	1	Refused	--
	[n=812]		[n=1,165]

Q34b In general, how much of the information you find using search engines do you think is accurate or trustworthy? Would you say... [READ 1-5]

Based on Form B respondents who use search engines [N=802]

	<u>CURRENT</u>	
%	28	All or almost all
	45	Most
	22	Some
	2	Very little
	1	None at all
	1	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q35a When you use a search engine to look for information online, how often do you actually FIND the information you're looking for? [READ 1-4]

Based on Form A respondents who use search engines

	<u>CURRENT</u>		<u>JUNE 2004¹¹</u>
%	29	Always	17
	62	Most of the time	70
	7	Only some of the time	11
	2	Hardly ever	1
	1	(DO NOT READ) Don't know	1
	0	(DO NOT READ) Refused	--
	[n=812]		[n=1,165]

Q35b How CONFIDENT do you feel about your own searching abilities when using a search engine to find information online? [READ 1-4]

Based on Form B respondents who use search engines

	<u>CURRENT</u>		<u>JUNE 2004¹²</u>
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¹⁰ In June 2004, question was asked of internet users who use search engines.

¹¹ In June 2004, question was asked of internet users who use search engines.

¹² In June 2004, question was asked of internet users who use search engines.

%	56	Very confident	48
	37	Somewhat confident	44
	5	Not too confident	6
	1	Not confident at all	2
	*	(DO NOT READ) Don't know	*
	*	(DO NOT READ) Refused	--
	[n=802]		[n=1,165]

Q36 Thinking about recent searches you have done online using a search engine... Have you ever... [INSERT ITEM; RANDOMIZE], or has this never happened?

Based on those who use search engines [N=1,614]

	YES, HAS HAPPENED	NO, HAS NOT HAPPENED	DON'T KNOW	REFUSED
a. Discovered that really critical or important information was missing from the search results you got	34	64	2	*
b. Learned something new or important using a search engine that really helped you or increased your knowledge	86	13	1	0
c. Gotten so much information in a set of search results that you felt overwhelmed	38	61	*	*
d. Gotten conflicting or contradictory search results and could not figure out what information was correct	41	57	1	*
e. Found a really obscure fact or piece of information using a search engine that you didn't think you'd be able to find	50	49	1	*

Q37a Overall, in your experience, are search engine results getting MORE relevant and useful over time, LESS relevant and useful, or have you not seen any real difference over time?

Based on Form A respondents who use search engines [N=812]

	CURRENT	
%	52	MORE relevant and useful
	7	LESS relevant and useful
	40	No difference over time
	1	Don't know
	*	Refused

Q37b Overall, in your experience, is the QUALITY of the information you get using search engines getting BETTER over time, WORSE over time, or have you not seen any real difference?

Based on Form B respondents who use search engines [N=802]

	CURRENT	
%	55	Quality getting better

4	Quality getting worse
39	No difference in quality over time
2	Don't know
*	Refused

Q38a If a search engine kept track of what you search for, and then used that information to personalize your future search results, how would you feel about that? Would you say... [READ AND ROTATE 1-2]?

Based on Form A respondents who use search engines [N=812]

	<u>CURRENT</u>	
%	65	It's a BAD thing if a search engine collected information about your searches and then used it to rank your future search results, because it may limit the information you get online and what search results you see (OR)
	29	It's a GOOD thing if a search engine collected information about your searches and then used it to rank your future search results, because it gives you results that are more relevant to you (OR)
	2	(DO NOT READ) Neither of these
	3	(DO NOT READ) Don't know
	1	(DO NOT READ) Refused

Q38b If a search engine kept track of what you search for, and then used that information to personalize your future search results, how would you feel about that? Would you...[READ AND ROTATE 1-2]?

Based on Form B respondents who use search engines [N=802]

	<u>CURRENT</u>	
%	73	NOT BE OKAY with a search engine keeping track of your searches and using that information to personalize your future search results because you feel it is an invasion of privacy (OR)
	23	Be OKAY with a search engine keeping track of your searches and using that information to personalize your future search results, even if it means they are gathering information about you (OR)
	1	(DO NOT READ) Neither of these
	2	(DO NOT READ) Don't know
	1	(DO NOT READ) Refused

Q39 As you may know, businesses sometimes use TARGETED ADVERTISING to reach online consumers. Targeted advertising uses information about a person’s online behavior collected by websites and search engines to determine what advertisements that person will see online.

Have you, personally, ever noticed advertisements online that are directly related to things you have recently searched for or sites you have recently visited, or has this never happened to you?

Based on all internet users [N=1,729]

	<u>CURRENT</u>	
%	59	Yes, I’ve noticed this
	39	No, this hasn’t happened to me
	2	Don’t know
	*	Refused

Q40 Which of the following statements comes closest to how you, personally, feel about TARGETED ADVERTISING being used online – even if neither is exactly right? [READ AND ROTATE 1-2]

Based on all internet users [N=1,729]

	<u>CURRENT</u>	
%	68	I’m NOT OKAY with targeted advertising because I don’t like having my online behavior tracked and analyzed (OR)
	28	I’m OKAY with targeted advertising because it means I see advertisements and get information about things I’m really interested in (OR)
	2	(DO NOT READ) Neither of these
	1	(DO NOT READ) Don’t know
	1	(DO NOT READ) Refused

Q41 Are you aware of any ways internet users like yourself can limit how much personal information websites collect about you, or are you not aware of any ways to do this?

Based on all internet users [N=1,729]

	<u>CURRENT</u>	
%	38	Yes, aware of ways to do this
	60	No, not aware of any ways to do this
	1	Don’t know
	*	Refused

Q42 Have you, personally, done any of the following to limit the information websites gather about you? (First,/Next,) How about...[INSERT ITEM; RANDOMIZE]? Have you done this, or not?

Based on those who are aware of ways to limit personal information collected by websites [N=633]

	YES, HAVE DONE THIS	NO, HAVE NOT DONE THIS	DON'T KNOW	REFUSED
a. Changed your browser settings	65	33	2	*
b. Deleted your web history	81	18	*	*
c. Used the privacy settings of websites	75	24	1	*

ⁱ January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation "Local News survey," conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

ⁱⁱ December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

ⁱⁱⁱ November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

^{iv} January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

^v December 2009 trends based on the Fall Tracking "E-Government" survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

^{vi} November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].

^{vii} August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

^{viii} July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews].

^{ix} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].

^x April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].

^{xi} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].

^{xii} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].

^{xiii} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].

^{xiv} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].

^{xv} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].

^{xvi} November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.

^{xvii} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].

^{xviii} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].

^{xix} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].

^{xx} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].

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- xxi September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- xxii June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- xxiii February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- xxiv January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- xxv November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- xxvi November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- xxvii June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- xxviii February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- xxix November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- xxx August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- xxxi June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- xxxii May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- xxxiii March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- xxxiv February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- xxxv December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- xxxvi November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- xxxvii October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- xxxviii September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- xxxix July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- xl March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- xli January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- xlii 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.
- xliiii 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.
- xliiv 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.
- xlv 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.
- xlvi August 2001 trends represent a total tracking period of August 12-31, 2001 ^[N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- xlvii February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- xlviii December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- xlix November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- l October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- li September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- lii August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- liii June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

^{iv} May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].

^{lv} Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].

^{lvi} March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].