

Survey questions

Civic Engagement Tracking Survey 2012

Final Topline

08/14/2012

Data for July 16–August 7, 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 900 cell phone interviews
Interviewing dates: 07.16.2012 – 08.07.2012

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=1,873]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners [n=2,032]

Margin of error is plus or minus 3 percentage points for results based on cell phone owners who text message
[n=1,409]

Margin of error is plus or minus 3 percentage points for results based on SNS or Twitter users [n=1,209]

INTUSE Do you use the internet, at least occasionally?

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

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?¹

USES INTERNET

DOES NOT USE
INTERNET

¹ The definition of an internet user varies from survey to survey. From January 2005 thru February 2012, an internet user is someone who uses the internet at least occasionally or sends/receives email at least occasionally (two-part definition with question wording "Do you use the internet, at least occasionally?" OR "Do you send or receive email, at least occasionally?"). Prior to January 2005, an internet user is someone who goes online to access the internet or to send and receive email (question wording "Do you ever go online to access the Internet or World Wide Web or to send and receive email?").

| | | |
|---------------------------------|----|----|
| Current | 85 | 15 |
| April 2012 | 82 | 18 |
| February 2012 | 80 | 20 |
| December 2011 | 82 | 18 |
| August 2011 | 78 | 22 |
| May 2011 | 78 | 22 |
| January 2011 | 79 | 21 |
| December 2010 | 77 | 23 |
| November 2010 | 74 | 26 |
| September 2010 | 74 | 26 |
| May 2010 | 79 | 21 |
| January 2010 | 75 | 25 |
| December 2009 | 74 | 26 |
| September 2009 | 77 | 23 |
| April 2009 | 79 | 21 |
| December 2008 | 74 | 26 |
| November 2008 | 74 | 26 |
| August 2008 | 75 | 25 |
| July 2008 | 77 | 23 |
| May 2008 | 73 | 27 |
| April 2008 | 73 | 27 |
| January 2008 | 70 | 30 |
| December 2007 | 75 | 25 |
| September 2007 | 73 | 27 |
| February 2007 ⁱ | 71 | 29 |
| December 2006 ⁱⁱ | 70 | 30 |
| November 2006 | 68 | 32 |
| August 2006 ⁱⁱⁱ | 70 | 30 |
| April 2006 | 73 | 27 |
| February 2006 ^{iv} | 73 | 27 |
| December 2005 ^v | 66 | 34 |
| September 2005 ^{vi} | 72 | 28 |
| June 2005 ^{vii} | 68 | 32 |
| February 2005 ^{viii} | 67 | 33 |
| January 2005 | 66 | 34 |
| Nov 23-30, 2004 | 59 | 41 |
| November 2004 | 61 | 39 |
| June 2004 | 63 | 37 |
| February 2004 ^{ix} | 63 | 37 |
| November 2003 ^x | 64 | 36 |
| August 2003 ^{xi} | 63 | 37 |
| June 2003 ^{xii} | 62 | 38 |
| May 2003 ^{xiii} | 63 | 37 |
| March 3-11, 2003 ^{xiv} | 62 | 38 |
| February 2003 ^{xv} | 64 | 36 |
| December 2002 ^{xvi} | 57 | 43 |
| November 2002 | 61 | 39 |
| October 2002 | 59 | 41 |
| September 2002 ^{xvii} | 61 | 39 |
| July 2002 ^{xviii} | 59 | 41 |
| March/May 2002 ^{xix} | 58 | 42 |
| January 2002 ^{xx} | 61 | 39 |
| December 2001 ^{xxi} | 58 | 42 |

| | | |
|--------------------------------|----|----|
| November 2001 ^{xxii} | 58 | 42 |
| October 2001 ^{xxiii} | 56 | 44 |
| September 2001 ^{xxiv} | 55 | 45 |
| August 2001 ^{xxv} | 59 | 41 |
| February 2001 ^{xxvi} | 53 | 47 |
| December 2000 ^{xxvii} | 59 | 41 |
| November 2000 | 53 | 47 |
| October 2000 ^{xxviii} | 52 | 48 |
| September 2000 ^{xxix} | 50 | 50 |
| August 2000 ^{xxx} | 49 | 51 |
| June 2000 ^{xxxi} | 47 | 53 |
| May 2000 ^{xxxii} | 48 | 52 |

WEB-A Next... Please tell me if you ever use the internet to do any of the following things. Do you ever...[INSERT ITEM; RANDOMIZE]?²

Based on all internet users [N=1,873]

| | total have ever DONE THIS | DID YESTERDAY | have not done this | don't know | refused |
|--|---------------------------------|------------------|-----------------------|------------|---------|
| Use a social networking site like Facebook, LinkedIn or Google Plus³ | | | | | |
| Current | 69 | n/a | 31 | 0 | * |
| February 2012 | 66 | 48 | 34 | * | 0 |
| August 2011 | 64 | 43 | 35 | * | 0 |
| May 2011 | 65 | 43 | 35 | * | 0 |
| January 2011 | 61 | n/a | 39 | 0 | 0 |
| December 2010 | 62 | n/a | 38 | * | 0 |
| November 2010 | 61 | 37 | 39 | * | * |
| September 2010 | 62 | 39 | 38 | * | 0 |
| May 2010 | 61 | 38 | 39 | 0 | 0 |
| January 2010 | 57 | 32 | 43 | * | 0 |
| December 2009 | 56 | 33 | 44 | 0 | * |
| September 2009 | 47 | 27 | 52 | * | * |
| April 2009 | 46 | 27 | 54 | * | * |
| Use Twitter | | | | | |
| Current | 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 | * |

² 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...?" Unless otherwise noted, trends are based on all internet users for that survey.

³ From April 2009 thru August 2011, item wording was "Use a social networking site like MySpace, Facebook or LinkedIn." In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster". Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"

SNS1 Do you currently [INSERT ITEM; RANDOMIZE]?

Based on SNS or Twitter users [N=1,209]

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. Belong to a group on a social networking site that is involved in political or social issues, or that is working to advance a cause | 21 | 79 | * | * |
| b. Follow any elected officials, candidates for office or other political figures on a social networking site or on Twitter | 20 | 80 | 0 | 0 |

SNS2 Do you ever use social networking sites or Twitter to... [INSERT ITEM; RANDOMIZE]? (Next,) do you ever use social networking sites or Twitter to...[INSERT ITEM]?

Based on SNS or Twitter users [N=1,209]

| | YES | NO | DON'T KNOW | REFUSED |
|--|-----|----|------------|---------|
| a. Post links to political stories or articles for others to read | 28 | 72 | * | 0 |
| b. Post your own thoughts or comments on political or social issues | 34 | 66 | 0 | * |
| c. Encourage other people to take action on a political or social issue that is important to you | 31 | 69 | 0 | * |
| d. Encourage other people to vote | 35 | 65 | 0 | 0 |
| e. Repost content related to political or social issues that was originally posted by someone else | 33 | 67 | * | * |
| f. "Like" or promote material related to political or social issues that others have posted | 38 | 61 | * | * |

Survey methodology

This report is based on the findings of a 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 July 16 to August 7, 2012, among a sample of 2,253 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,353) and cell phone (900, including 469 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based Internet users⁴ (n=1,873), the margin of sampling error is plus or minus 2.5 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.

⁴ Internet user definition includes those who access the internet on their cell phones or other mobile handheld device.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

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 7 attempts were made to complete an interview at a sampled telephone number. 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 number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.⁵ This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity: U.S. born and non-U.S. born. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2011 Annual Social and Economic Supplement (ASEC) that included all households in the United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2011 National Health Interview Survey.⁶

Following is the full disposition of all sampled telephone numbers:

⁵ i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

⁶ Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2011. National Center for Health Statistics. July 2012.

| Sample Disposition | | |
|--------------------|--------|----------------------------------|
| Landline | Cell | |
| 33,411 | 22,498 | Total Numbers Dialed |
| 1,226 | 341 | Non-residential |
| 1,269 | 51 | Computer/Fax |
| 2 | ---- | Cell phone |
| 16,637 | 8,624 | Other not working |
| 2,714 | 317 | Additional projected not working |
| 11,563 | 13,166 | Working numbers |
| 34.6% | 58.5% | Working Rate |
| 905 | 106 | No Answer / Busy |
| 2,548 | 4,225 | Voice Mail |
| 54 | 15 | Other Non-Contact |
| 8,056 | 8,820 | Contacted numbers |
| 69.7% | 67.0% | Contact Rate |
| 499 | 1,392 | Callback |
| 6,091 | 5,953 | Refusal |
| 1,466 | 1,475 | Cooperating numbers |
| 18.2% | 16.7% | Cooperation Rate |
| 59 | 55 | Language Barrier |
| ---- | 500 | Screen-out - Child's cell phone |
| 1,407 | 920 | Eligible numbers |
| 96.0% | 62.4% | Eligibility Rate |
| 54 | 20 | Break-off |
| 1,353 | 900 | Completes |
| 96.2% | 97.8% | Completion Rate |
| 12.2% | 11.0% | Response Rate |

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 12 percent. The response rate for the cellular sample was 11 percent.

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

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

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

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- iv February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
 - v December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
 - vi September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
 - vii June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
 - viii February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
 - ix February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
 - x November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
 - xi August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
 - xii June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
 - xiii May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
 - xiv March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
 - xv February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
 - xvi December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
 - xvii September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
 - xviii July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
 - xix March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
 - xx January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
 - xxi 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.
 - xxii 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.
 - xxiii 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.
 - xxiv 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.
 - xxv 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.
 - xxvi February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
 - xxvii December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
 - xxviii October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
 - xxix September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
 - xxx August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
 - xxxi June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
 - xxxii May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].