Survey Questions

2012 Post-Election Tracking Survey

Data for November 14–December 9, 2012

Final Topline   12/12/2012

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

Sample: n=2,261 national adults, age 18 and older, including 908 cell phone interviews
Interviewing dates: 11.14.2012 – 12.09.2012

Margin of error is plus or minus 2.3 percentage points for results based on Total [n=2,261]
Margin of error is plus or minus 2.6 percentage points for results based on internet users [n=1,802]
Margin of error is plus or minus 2.5 percentage points for results based on cell phone owners [n=1,954]
Margin of error is plus or minus 2.6 percentage points for results based on registered voters/don't have to register [n=1,886]
Margin of error is plus or minus 3.3 percentage points for results based on SNS users [n=1,089]
Margin of error is plus or minus 3.3 percentage points for results based on SNS or Twitter users [n=1,111]
Margin of error is plus or minus 2.8 percentage points for results based on online political users [n=1,591]

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

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[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	81	19
November 2012	85	15
September 2012	81	19
August 2012	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[i]	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	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34
Nov 23-30, 2004	59	41
November 2004	61	39
June 2004	63	37
February 2004	63	37
November 2003	64	36
August 2003[ii]	63	37
June 2003	62	38
May 2003	63	37
March 3-11, 2003[iii]	62	38
February 2003	64	36
December 2002	57	43

WEB-1 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=1,802]

	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 Plus[3]					
Current	67	N/A	33	*	*
August 2012	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	*	*
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 Tumblr					
Current	6	N/A	93	1	*
August 2-5, 2012[iv]	5	N/A	94	1	0
Use Instagram					
Current	13	N/A	87	*	0
August 2-5, 2012	12	N/A	88	1	0

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[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"

Use Pinterest					
Current	15	N/A	83	2	0
August 2-5, 2012	12	N/A	87	1	*

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[i] December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample.

[ii] August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].

[iii] March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].

[iv] August 2-5, 2012 trends based on an omnibus survey conducted August 2-5, 2012 [N=1,005, including 405 cell phone interviews].