

February 2007 Tracking Survey **EXCERPT**

Data for February 15 – March 7, 2007

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

Sample: $n = 2,200$ adults 18 and older

Interviewing dates: 02.15.07 – 03.07.07

Margin of error is plus or minus 2 percentage points for results based on total sample [$n=2,200$]

Margin of error is plus or minus 3 percentage points for results based on internet users [$n=1,492$]

- Q1 Overall, are you satisfied or dissatisfied with the way things are going in this country today?

	SATISFIED	DISSATISFIED	DON'T KNOW/ REFUSED
Current	31	59	10
December 2006 ⁱ	30	62	8
November 2006 ⁱⁱ	32	60	8
August 2006 ⁱⁱⁱ	30	60	10
Jan/Feb 2006 ^{iv}	36	55	8
Nov/Dec 2005 ^v	35	56	9
September 2005 ^{vi}	32	61	8
May/June 2005 ^{vii}	36	54	10
February 2005 ^{viii}	41	49	10
January 2005 ^{ix}	41	48	11
November 2004 ^x	46	46	8
May/June 2004 ^{xi}	33	56	11
February 2004 ^{xii}	40	50	10
November 2003 ^{xiii}	43	49	9
June 2003 ^{xiv}	49	42	9
April/May 2003 ^{xv}	54	37	8
February 2003 ^{xvi}	38	54	9
December 2002 ^{xvii}	41	47	11
November 2002 ^{xviii}	43	48	10
September 2002 ^{xix}	44	45	10
July 2002 ^{xx}	45	43	11
March/May 2002 ^{xxi}	52	37	11
January 2002 ^{xxii}	58	33	9
December 2001 ^{xxiii}	61	29	10
November 2001 ^{xxiv}	62	28	9
September 2001 ^{xxv}	46	44	11
August 2001 ^{xxvi}	44	46	10
February 2001 ^{xxvii}	53	38	10
December 2000 ^{xxviii}	50	42	8
November 2000 ^{xxix}	50	41	9
September 2000 ^{xxx}	51	40	9
May/June 2000 ^{xxxi}	51	41	8
March/April 2000 ^{xxxii}	50	41	9

- Q3 Overall, do you think that computers and technology give people MORE control over their lives, LESS control over their lives, or don't you think it makes any difference?

	CURRENT		FEB-APRIL 2006
%	48	More	48
	18	Less	16
	25	No difference	29
	9	Don't know/Refused	8

- Q5 Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	YES	NO	DON'T KNOW/ REFUSED
Current	73	27	*
December 2006	73	27	*
November 2006	67	33	0
August 2006	71	29	*
Feb-April 2006 ^{xxxiii}	75	25	*
Jan/Feb 2006	74	25	*
Nov/Dec 2005	68	31	*
September 2005	74	26	0
May/June 2005	72	28	*
February 2005	70	30	*
January 2005	69	31	*
November 2004	68	32	0
May/June 2004	71	29	*
February 2004	73	27	*
November 2003	72	27	*
July 2003 ^{xxxiv}	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002 ^{xxxv}	69	31	*
September 2002	68	32	*
July 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
December 2001	64	36	*
November 2001	65	35	*
October 2001 ^{xxxvi}	62	38	*
September 2001	63	37	*
August 2001	66	34	0
February 2001	65	35	0

December 2000	69	31	*
November 2000	65	35	*
October 2000 ^{xxxvii}	64	36	*
September 2000	62	38	*
July/August 2000 ^{xxxviii}	63	37	*
May/June 2000	60	40	*
March/April 2000	63	37	*

Q6a Do you use the internet, at least occasionally?

Q6b Do you send or receive email, at least occasionally?¹

	USES INTERNET	DOES NOT USE INTERNET
Current	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
Feb-April 2006	73	27
Jan/Feb 2006	73	27
Nov/Dec 2005	66	34
September 2005	72	28
May/June 2005	68	32
February 2005	67	33
January 2005	66	34
November 2004	61	39
May/June 2004	63	37
February 2004	63	37
November 2003	64	36
July 2003	63	37
June 2003	62	38
April/May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41

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?"

February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
July/August 2000	49	51
May/June 2000 ^{xxxix}	47	53
March/April 2000	48	52

Q7 Did you happen to use the internet YESTERDAY?²

Based on internet users [N=1,492]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
Current	69	31	*
December 2006	65	34	*
November 2006	64	36	*
August 2006	66	34	*
Feb-April 2006	66	33	*
Nov/Dec 2005	63	36	*
September 2005	65	34	*
February 2005	60	40	*
January 2005	58	42	*
November 2004	61	39	*
May/June 2004	53	46	1
February 2004	55	44	*
November 2003	54	45	*
July 2003	52	47	1
June 2003	55	44	*
April/May 2003	58	42	*
March 3-11, 2003	60	40	0
February 2003	60	40	*
December 2002	56	44	*
November 2002	57	43	*
October 2002	57	43	0
September 2002	58	42	*
June 26-July 26, 2002	53	47	*
March/May 2002	57	43	*
January 2002 ³	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	*

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

³ Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

February 2001 ⁴	59	41	*
Fall 2000 ^{xi}	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000 ^{xii}	55	45	0
March 2000 ^{xiii}	60	40	*

VID01/VID02 Changing topics...We'd like to know if you ever use the internet to watch or download the following kinds of video. Do you ever watch or download...

[IF YES ASK: Did you happen to do this YESTERDAY, or not?]

Based on internet users [N=1,492]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
a. News videos	37	10	63	*
b. Comedy or humorous videos	31	7	69	*
c. Movies or TV shows	16	3	84	0
d. Music videos	22	4	78	*
e. Sports videos	14	3	86	0
f. Commercials or advertisements	13	2	87	*
g. Political videos	15	2	85	*
h. Animation or cartoons	19	3	81	*
i. Educational videos	22	3	78	*
j. Adult videos	6	1	94	*
k. Some other type of video I haven't already mentioned	6	2	93	*
Yes to any	57			

VID03 In general, what are your favorite videos to watch – those that are professionally produced or those that are produced by amateurs?

Based on online video watchers [N=800]

	CURRENT	
%	62	Professionally produced
	19	Produced by amateurs
	11	(VOL) Both equally
	8	Don't know/Refused

⁴ Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

VID04 Do you ever watch video on the internet when you're **(INSERT)**? **IF YES:** Did you happen to do this yesterday, or not?

Based on online video watchers [N=800]

	TOTAL EVER DO THIS	DID YESTERDAY	DO NOT DO THIS	DON'T KNOW/ REFUSED
a. At home	59	19	41	*
b. At work	24	6	76	*
c. Someplace other than home or work	22	3	78	*

VID05 When you watch video on the internet, do you ever watch with other people, such as friends or family – or do you always watch alone?

Based on online video watchers [N=800]

	CURRENT	
%	57	Yes, watch with others
	35	No, always watch alone
	8	Don't know/Refused

VID06 How often, if ever, do you send someone else a link to a video? Do you do this...

Based on online video watchers [N=800]

	CURRENT	
%	2	Several times a day
	1	About once a day
	10	A few times a week
	16	A few times a month
	28	Less often
	44	Never
	*	Don't know/Refused

VID07 How often, if ever, does someone else send YOU a link to a video? Does this happen...

Based on online video watchers [N=800]

	CURRENT	
%	5	Several times a day
	4	About once a day
	16	A few times a week
	25	A few times a month
	25	Less often
	24	Never
	1	Don't know/Refused

VID08 Do you ever share a link to a video by posting it on a website or blog, or do you never do this?

Based on online video watchers [N=800]

<u>CURRENT</u>		
%	10	Yes
	89	No, never do this
	*	Don't know/Refused

VID09 Do you ever RATE video you see on the internet – using a rating system – or do you never do this?

Based on online video watchers [N=800]

<u>CURRENT</u>		
%	13	Yes
	87	No, never do this
	1	Don't know/Refused

VID10 Do you ever POST A COMMENT after you see a video online, or do you never do this?

Based on online video watchers [N=800]

<u>CURRENT</u>		
%	13	Yes
	87	No, never do this
	1	Don't know/Refused

VID11 At what specific sites do you watch or download video online?

Based on online video watchers [N=800]

<u>CURRENT</u>		
%	27	YouTube
	12	News websites
	9	Cable or network TV channel websites
	9	Yahoo
	6	MySpace
	6	Google Video
	5	AOL Video
	4	MSN Video
	2	iTunes
	*	Blogs
	21	Other
	2	None
	22	Don't know/Refused

NOTE: Table exceeds 100% due to multiple response

VID12 At what site do you watch or download video MOST OFTEN?

Based on online video watchers who watch or download videos at more than one site [N=146]

<u>CURRENT</u>		
%	29	YouTube
	12	Yahoo
	10	News websites
	8	MySpace
	7	Cable or network TV channel websites
	5	MSN Video
	4	iTunes
	4	AOL Video
	3	Google Video
	1	Blogs
	14	Other
	3	Don't know/Refused

VID13 Do you ever PAY to access or download video online, or not?

Based on online video watchers [N=800]

<u>CURRENT</u>		
%	7	Yes
	93	No
	*	Don't know/Refused

VID14 Have you ever uploaded a video file online where others can watch it?

Based on internet users [N=1,492]

<u>CURRENT</u>			<u>DEC 2006</u>
%	8	Yes	8
	91	No	91
	*	Don't know/Refused	*

Methodology

This report is based on the findings of a daily tracking 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 between February 15 to March 7 2007, among a sample of 2,200 adults, 18 and older. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 2.3 percentage points. For results based Internet users (n=1,492), the margin of sampling error is plus or minus 2.8 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.

The sample for this survey is a random digit sample of telephone numbers selected from telephone exchanges in the continental United States. The random digit aspect of the sample is used to avoid "listing" bias and provides representation of both listed and unlisted numbers (including not-yet-listed numbers). The design of the sample achieves this representation by random generation of the last two digits of telephone numbers selected on the basis of their area code, telephone exchange, and bank number.

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 10 attempts were made to complete an interview at sampled households. 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 household received at least one daytime call in an attempt to find someone at home. In each contacted household, interviewers asked to speak with the youngest male currently at home. If no male was available, interviewers asked to speak with the youngest female at home. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender. All interviews completed on any given day were considered to be the final sample for that day.

Non-response in telephone interviews produces some known biases in survey-derived estimates because participation tends to vary for different subgroups of the population, and these subgroups are likely to vary also on questions of substantive interest. In order to compensate for these known biases, the sample data are weighted in analysis. The demographic weighting parameters are derived from a special analysis of the most recently available Census Bureau's March 2006 Annual Social and Economic Supplement. This analysis produces population parameters for the demographic characteristics of adults age 18 or older, living in households that contain a telephone. These parameters are then compared with the sample characteristics to construct sample weights. The weights are derived using an iterative technique that simultaneously balances the distribution of all weighting parameters.

Following is the full disposition of all sampled telephone numbers:

Table 1: Sample Disposition

	<u>Final</u>
Total Numbers dialed	19,200
Business	1,377
Computer/Fax	1,175
Cell phone	16
Other Not-Working	6,762
Additional projected NW	1,213
Working numbers	8,657
Working Rate	45.1%
No Answer	339
Busy	61
Answering Machine	1,312
Callbacks	186
Other Non-Contacts	155
Contacted numbers	6,605
Contact Rate	76.3%
Initial Refusals	2,610
Second Refusals	1,288
Cooperating numbers	2,707
Cooperation Rate	41.0%
No Adult in HH	26
Language Barrier	335
Eligible numbers	2,346
Eligibility Rate	86.7%
Interrupted	146
Completes	2,200
Completion Rate	93.8%
Response Rate	29.3%

PSRAI calculates a response rate as the product of three individual rates: the contact rate, the cooperation rate, and the completion rate. Of the residential numbers in the sample, 76 percent were contacted by an interviewer and 41 percent agreed to participate in the survey. Eighty-seven percent were found eligible for the interview. Furthermore, 94 percent of eligible respondents completed the interview. Therefore, the final response rate is 29 percent.

Endnotes

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- ⁱ December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ⁱⁱ 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.
- ⁱⁱⁱ August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{iv} Jan/Feb 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^v Nov/Dec 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} May/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} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^x November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xi} May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xii} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xiii} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xiv} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xv} April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xvi} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xvii} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xviii} November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- ^{xix} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xx} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xxi} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{xxii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ^{xxiii} 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.
- ^{xxiv} 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.

^{xxv} 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.

^{xxvi} August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

^{xxvii} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

^{xxviii} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

^{xxix} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

^{xxx} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

^{xxxi} May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

^{xxxii} March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].

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

^{xxxiv} July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].

^{xxxv} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].

^{xxxvi} 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.

^{xxxvii} October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

^{xxxviii} July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

^{xxxix} In March through June 2000, Q6 asked only of computer users (Q5=1).

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

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

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