
Spring Tracking Survey 2008

Data for April 8 – May 11, 2008

Final Topline

5/19/08

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

Sample: n = 2,251 adults, age 18 and older

Interviewing dates: 04.08.08 – 05.11.08

Margin of error is plus or minus 2 percentage points for results based on total sample [n=2,251]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,553]

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

	SATISFIED	DISSATISFIED	DON'T KNOW/ REFUSED
Current	22	71	8
Aug/Sept 2007 ⁱ	29	61	10
February 2007 ⁱⁱ	31	59	10
December 2006 ⁱⁱⁱ	30	62	8
November 2006 ^{iv}	32	60	8
August 2006 ^v	30	60	10
Jan/Feb 2006 ^{vi}	36	55	8
Nov/Dec 2005 ^{vii}	35	56	9
September 2005 ^{viii}	32	61	8
May/June 2005 ^{ix}	36	54	10
February 2005 ^x	41	49	10
January 2005 ^{xi}	41	48	11
Nov 23-30, 2004 ^{xii}	45	47	9
November 2004 ^{xiii}	46	46	8
May/June 2004 ^{xiv}	33	56	11
February 2004 ^{xv}	40	50	10
November 2003 ^{xvi}	43	49	9
June 2003 ^{xvii}	49	42	9
April/May 2003 ^{xviii}	54	37	8
February 2003 ^{xix}	38	54	9
December 2002 ^{xx}	41	47	11
November 2002 ^{xxi}	43	48	10
September 2002 ^{xxii}	44	45	10
July 2002 ^{xxiii}	45	43	11
March/May 2002 ^{xxiv}	52	37	11
January 2002 ^{xxv}	58	33	9
December 2001 ^{xxvi}	61	29	10
November 2001 ^{xxvii}	62	28	9
October 2001 ^{xxviii}	57	33	10
September 2001 ^{xxix}	46	44	11
August 2001 ^{xxx}	44	46	10
February 2001 ^{xxxi}	53	38	10
December 2000 ^{xxxii}	50	42	8
November 2000 ^{xxxiii}	50	41	9
September 2000 ^{xxxiv}	51	40	9
May/June 2000 ^{xxxv}	51	41	8
March/April 2000 ^{xxxvi}	50	41	9

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	74	26	*
Oct-Dec 2007 ^{xxxvii}	76	24	0
Aug/Sept 2007	74	26	*
February 2007	73	27	*
December 2006	73	27	*
November 2006	67	33	0
August 2006	71	29	*
Feb-April 2006 ^{xxxviii}	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	*
Nov 23-30, 2004	70	30	0
November 2004	68	32	0
May/June 2004	71	29	*
February 2004	73	27	*
November 2003	72	27	*
July 2003 ^{xxxix}	71	29	*
June 2003	71	29	*
April/May 2003	69	31	*
March 3-11, 2003 ^{xl}	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002 ^{xli}	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 ^{xlii}	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 ^{xliii}	64	36	*
September 2000	62	38	*
July/August 2000 ^{xliv}	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	73	27
March/April 2008 ^{xiv}	73	27
Oct-Dec 2007	75	25
Aug/Sept 2007	73	27
February 2007	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
Nov 23-30, 2004	59	41
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

Q6a/b continued...

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?"

Q6a/b continued...

	USES INTERNET	DOES NOT USE INTERNET
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
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	47	53
March/April 2000	48	52

Q7 Did you happen to use the internet YESTERDAY?²

Based on internet users [N=1,553]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
Current	70	30	1
March/April 2008	72	28	*
Oct-Dec 2007	72	27	*
Aug/Sept 2007	68	32	*
February 2007	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	*

Q7 continued...

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

Q7 continued...

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW/ REFUSED
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	*
February 2001 ⁴	59	41	*
Fall 2000 ^{xlvi}	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000 ^{xlvii}	55	45	0
March 2000 ^{xlviii}	60	40	*

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

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

- Q8** About how many years have you been an internet user?⁵
Q8.1 About how many months is that?

Based on internet users [N=1,553]

	SIX MONTHS OR LESS	A YEAR AGO	TWO OR THREE YEARS AGO	MORE THAN THREE YEARS AGO	FOUR YEARS	FIVE YEARS	SIX OR MORE	DON'T KNOW/ REFUSED
Current	1	2	7	87	5	9	73	3
Oct-Dec 2007	1	2	8	87	3	10	74	2
February 2007	1	3	9	83	5	12	67	3
December 2006	1	4	8	85	5	11	68	2
August 2006	1	3	9	84	4	13	66	3
Feb-April 2006	2	4	11	81	6	14	62	2
Jan/Feb 2006	2	3	9	85	7	14	64	1
Nov/Dec 2005	1	4	12	80	5	14	61	3
September 2005	1	3	11	83	5	16	62	1
May/June 2005	2	4	14	79	7	14	58	1
February 2005	2	4	11	82	7	14	61	1
January 2005	2	4	12	81	8	17	56	1
May/June 2004	2	4	15	78	9	16	54	1
February 2004	2	3	14	79	10	16	53	2
November 2003	2	4	16	77	9	19	49	1
July 2003	2	5	19	74	9	20	44	1
June 2003	2	5	19	73	12	19	42	2
April/May 2003	2	5	18	74	11	19	45	1
March 3-11, 2003	2	5	14	77	12	20	45	1
February 2003	1	4	19	73	9	18	46	1
December 2002	1	6	23	68	13	19	36	2
November 2002	2	5	23	70	12	19	39	1
October 2002	3	6	22	68	12	18	38	1
September 2002	2	5	23	68	13	18	38	1
July 2002	2	6	24	65	13	19	33	2
March/May 2002	7	10	31	52	10	15	25	*
January 2002	8	13	36	43	8	13	21	*
December 2001	6	13	34	47	10	14	20	*
November 2001	7	12	34	47	12	12	20	*
October 2001	5	15	32	47	12	14	19	1
September 2001	7	15	34	44	11	14	17	*
August 2001	10	15	32	43	10	13	18	*
February 2001	11	16	37	35	10	11	13	1

Q8/8.1 continued...

⁵ Prior to January 2005, question wording was "About how many years have you had access to the Internet?"; "About how many months is that?" Question wording for all trends on or before March/May 2002 was as follows: "When did you first start going online: was it within the last six months, a year ago, two or three years ago, or more than three years ago?"; "About how many years have you had internet access?"

Q8/8.1 continued...

	SIX MONTHS OR LESS	A YEAR AGO	TWO OR THREE YEARS AGO	MORE THAN THREE YEARS AGO	FOUR YEARS	FIVE YEARS	SIX OR MORE	DON'T KNOW/ REFUSED
December 2000	12	19	35	34	n/a	n/a	n/a	*
November 2000	11	19	33	37	n/a	n/a	n/a	*
October 2000	12	20	33	35	n/a	n/a	n/a	*
September 2000	11	21	37	31	n/a	n/a	n/a	*
July/August 2000	14	21	33	32	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
March/April 2000	18	20	32	30	n/a	n/a	n/a	*
October 1999 ^{xlix}	15	22	32	31	n/a	n/a	n/a	0
July 1999	17	23	32	28	n/a	n/a	n/a	*
November 1998	20	26	34	19	n/a	n/a	n/a	1
October 1996	26	38	24	12	n/a	n/a	n/a	*

Q9 About how often do you use the internet or email from...[INSERT IN ORDER] – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, or less often?

Based on internet users [N=1,553]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL) NEVER	DON'T KNOW/ REFUSED
a. Home								
Current	37	21	15	11	5	6	6	*
Oct-Dec 2007	36	22	14	11	5	6	7	*
Aug/Sept 2007	34	21	15	12	5	6	6	*
February 2007	31	24	15	12	6	7	5	*
November 2006	30	24	16	13	5	5	7	*
Jan/Feb 2006	29	25	17	12	5	6	6	*
May/June 2005	27	22	15	13	6	7	10	*
June/July 2004 ⁱ	27	27	17	13	5	5	7	*
March 2004 ⁱⁱ	29	24	15	13	6	5	8	*
b. Work								
Current	36	8	5	5	1	7	37	1
Oct-Dec 2007	37	9	3	4	1	5	40	1
Aug/Sept 2007	35	9	5	4	1	4	42	*
February 2007	38	9	5	3	2	5	38	1
November 2006	31	9	5	5	2	4	43	1
Jan/Feb 2006	35	8	5	3	2	7	40	1
May/June 2005	35	9	5	4	2	6	39	*
June/July 2004	28	12	5	4	1	5	44	*
March 2004	28	10	5	6	2	4	44	*
c. Someplace other than home or work								
Current	6	3	4	8	9	24	45	1
Oct-Dec 2007	5	4	5	7	8	22	49	*
Aug/Sept 2007	4	2	4	7	8	21	52	1
February 2007	5	3	3	5	10	22	52	*
Jan/Feb 2006	3	3	4	5	9	21	56	*
March 2004	3	3	3	6	6	15	64	1

Q10 When you accessed the internet from someplace other than from home or from work, did you do that [INSERT ITEM IN ORDER]?

Based on those who used the internet from someplace other than home or work

	YES	NO	DON'T KNOW/ REFUSED
a. Using a laptop computer through a WIRELESS connection			
Current [N=384]	53	47	*
Oct-Dec 2007 [N=421]	53	47	0
b. Using a laptop computer through a WIRED connection			
Current	32	67	*
Oct-Dec 2007	34	65	1
c. Using a DESKTOP computer through a wired connection			
Current	66	34	*
Oct-Dec 2007	67	33	*
d. Using a cell phone			
Current	42	58	0
Oct-Dec 2007	31	69	0
e. Using a Blackberry, Palm or other handheld device with a wireless connection			
Current	24	76	0
Oct-Dec 2007	23	77	*

Q11 In the past 12 months, have you EVER accessed the internet from someplace other than from home or from work...[INSERT ITEM IN ORDER]?

Based on those who did not use the internet from someplace other than home or work

	YES	NO	DON'T KNOW/ REFUSED
a. Using a laptop computer through a WIRELESS connection			
Current [N=1,169]	27	73	*
Oct-Dec 2007 [N=1,151]	30	70	*
b. Using a laptop computer through a WIRED connection			
Current	22	77	*
Oct-Dec 2007	21	79	*
c. Using a DESKTOP computer through a wired connection			
Current	45	54	1
Oct-Dec 2007	38	62	1
d. Using a cell phone			
Current	36	64	0
e. Using a Blackberry, Palm or other handheld device with a wireless connection			
Current	11	89	*

- Q10** When you accessed the internet from someplace other than from home or from work, did you do that [INSERT ITEM IN ORDER]?
- Q11** In the past 12 months, have you EVER accessed the internet from someplace other than from home or from work...[INSERT ITEM IN ORDER]?

Based on internet users [N=1,553]

	YES	NO	DON'T KNOW/ REFUSED
a. Using a laptop computer through a WIRELESS connection			
Current	35	65	*
Oct-Dec 2007	36	64	*
b. Using a laptop computer through a WIRED connection			
Current	25	74	*
Oct-Dec 2007	25	75	1
c. Using a DESKTOP computer through a wired connection			
Current	51	48	1
Oct-Dec 2007	46	54	*
d. Using a cell phone			
Current	38	62	0
e. Using a Blackberry, Palm or other handheld device with a wireless connection			
Current	15	85	*

- Q12** In the past year, have you ever used WiFi or other wireless internet services in public places, such as airports, coffee shops or restaurants?

Based on those who accessed the internet from someplace else using a laptop through a wireless connection [N=504]

	CURRENT	
%	58	Yes
	42	No
	*	Don't know/Refused

Q13 Do you mostly use FREE WiFi services in public areas, do you mostly use WiFi you have to pay for, or do you use a mixture of free and paid services?

Based on those who used WiFi in a public place in the past year [N=290]

	<u>CURRENT</u>	
%	64	Mostly free
	4	Mostly pay
	32	A mix
	*	Do not use WiFi/Use other services (VOL)
	1	Don't know/Refused

Q14 Do you happen to have a cell phone? [IF YES: Do you ever use it to send or receive text messages?]

	<u>CURRENT</u>	
%	41	Have cell phone, send/receive text messages
	37	Have cell phone, do NOT send/receive text messages
	22	Do not have cell phone
	*	Don't know
	0	Refused

WEB1 Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to.../Did you happen to do this **yesterday**, or not?⁶

Based on internet users [N=1,553]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Get news online				
Current	73	39	27	*
Oct-Dec 2007	71	37	29	*
February 2007	72	37	28	0
December 2006	67	31	33	*
November 2006	65	31	35	*
Nov/Dec 2005	68	31	31	*
February 2005 ⁷	72	30	28	*
January 2005 ⁸	73	31	27	*
November 2004	70	31	30	*
May/June 2004	72	27	28	*
February 2004	70	27	29	*
June 2003	69	26	30	*
April/May 2003	73	30	27	*
March 20-25, 2003	72	33	28	*
March 12-19, 2003	77	37	23	0
March 3-11, 2003	71	28	29	0
February 2003	70	26	30	0
Dec 2002	71	26	29	*
Nov 2002	67	28	33	*
Oct 2002	68	26	32	*
Sept 2002	70	25	30	*
July, 2002	66	22	34	*
March/May 2002	66	24	34	*
Jan 2002	71	26	29	*

WEB1 continued...

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?"

⁷ In February 2005 Tracking, half the sample was asked old WEB1 and half the sample was asked new WEB1. Current results are for both forms combined.

⁸ In January 2005 Tracking, half the sample was asked old WEB1 and half the sample was asked new WEB1. Current results are for both forms combined.

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Dec 17-23, 2001	70	26	29	*
Nov 19-Dec 16, 2001	74	30	26	*
Oct 19-Nov 18, 2001	71	29	29	*
Oct 8- 18, 2001	67	23	33	0
Oct 2-7, 2001	71	23	28	*
Sept 20-Oct 1, 2001	71	26	29	*
Sept 12-19, 2001	70	27	30	*
Aug 2001	64	22	35	*
Feb 2001	66	25	34	*
Fall 2000	61	22	39	*
July-August 2000	59	19	41	*
May-June 2000	60	18	40	*
April 2000	60	22	40	*
March 2000	60	22	40	*
Check weather reports and forecasts online ⁹				
Current	80	30	20	*
Nov 23-30, 2004	78	22	22	0
March/May 2002	69	17	31	*
Fall 2000	62	16	38	*
July/Aug 2000	62	15	38	*
April 2000	62	17	38	*
March 2000	62	16	38	0
Look online for news or information about politics or the 2008 campaigns ¹⁰				
Current	55	23	44	*
Oct-Dec 2007 ¹¹	47	16	53	*
August 2006	54	19	46	*
November 2004	58	18	42	*
May/June 2004	49	13	51	*
February 2004	46	13	54	*
Nov 2002	40	13	60	*
Oct 2002	45	11	55	*
Sept 2002	42	9	57	*
June 26-July 26, 2002	43	9	57	0
Fall 2000	43	16	57	*
July-August 2000	30	8	70	*
May-June 2000	34	7	66	*
April 2000	34	7	66	*
March 2000	35	10	65	*

WEB1 continued...

⁹ Prior to April/May 2008, item wording was "Check weather reports and forecasts"

¹⁰ In Oct-Dec 2007, item wording was "Look online for news or information about politics or the campaign". In August 2006, item wording was "Look online for news or information about politics or the upcoming campaigns". Prior to August 2006, item wording was "Look for news or information about politics and the campaign".

¹¹ In Oct-Dec 2007, item was based on all landline internet users and Form 2 Cell sample internet users [N=1,358].

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Send "instant messages" to someone who's online at the same time				
Current	40	13	59	*
Dec 2007-Jan 2008 ⁱⁱⁱ	39	n/a	61	0
August 2006	39	10	60	*
Feb-April 2006	37	12	63	*
Nov/Dec 2005	37	13	63	*
September 2005	47	12	53	*
February 2005	40	11	59	*
January 2005	42	14	58	0
May/June 2004	42	12	58	*
February 2004	39	10	61	*
April/May 2003	46	14	54	0
March 12-19, 2003	48	13	52	*
July, 2002	46	11	54	*
Dec 17-23, 2001	48	14	52	*
Nov 19-Dec 16, 2001	47	13	53	*
Oct 19-Nov 18, 2001	47	14	52	*
Oct 8-18, 2001	46	10	54	*
Oct 2-7, 2001	46	11	54	*
Sept 20-Oct 1, 2001	48	11	52	*
Sept 12-19, 2001	44	10	55	1
May-June 2000 ¹²	44	10	56	0
April 2000	46	13	54	*
March 2000	45	12	55	*
Look online for information about a job ¹³				
Current	47	6	53	*
August 2006	46	5	54	0
January 2005	44	7	56	0
May/June 2004	42	4	58	*
April/May 2003	43	6	57	0
March 12-19, 2003	44	8	56	0
March/May 2002	47	4	53	*
March 2000	38	5	62	0

WEB1 continued...

¹² This item asked May 19, 2000 through June 30, 2000 only [N=1,568].

¹³ In January 2005, item wording was "Look for information about a job online". Prior to January 2005, item wording was "Look for information about a job"

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Visit a state, local or federal government website ¹⁴				
Current	66	13	33	*
November 2006 ¹⁵	49	9	50	1
August 2006	66	14	33	1
November 2004	54	10	45	*
June 2003	69	9	31	*
April/May 2003	65	11	35	*
March 20-25, 2003	61	10	39	*
March 12-19, 2003	64	11	36	0
November 2002	56	10	44	*
Sept 2002	56	9	43	*
June 26-July 26, 2002	62	8	38	*
March/May 2002	59	8	41	*
Jan 2002	58	9	41	*
Sept 12-19, 2001	57	5	43	1
Aug 2001	60	7	40	*
May-June 2000 ¹⁶	51	6	49	*
April 2000	51	7	49	*
March 2000	47	7	53	*
Make a donation to a charity online				
Current	20	1	80	*
September 2005	18	1	82	*
February 2005	11	1	88	*
January 2005	13	*	86	*
Nov 23-30, 2004	12	*	88	0
December 2002	7	*	93	0
July, 2002	7	*	93	*
Dec 17-23, 2001	7	*	93	0
Nov 19-Dec 16, 2001	7	*	93	0
Oct 19-Nov 18, 2001	7	*	93	0
Oct 8-18, 2001	6	*	93	*
Oct 2-7, 2001	10	*	90	0
Sept 20-Oct 1, 2001	7	1	91	2

WEB1 continued...

¹⁴ In Nov 2006 and August 2006, item wording was "Visit a local, state or federal government website". Prior to August 2006, item wording was "Look for information from a local, state or federal government website."

¹⁵ November 2006 results reflect the RDD respondents only [N=1,578].

¹⁶ This item asked May 19, 2000 through June 30, 2000 only [N=1,568].

WEB1 continued...

	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	89	49	10	*
December 2006	91	41	9	1
August 2006	88	42	11	*
Nov/Dec 2005	91	38	9	1
September 2005	90	41	9	*
May/June 2004	84	30	16	*
June 2003	89	31	10	1
Jan 2002	85	29	14	1
Create or work on your own online journal or blog ¹⁷				
Current	12	5	87	*
Oct-Dec 2007 ¹⁸	12	n/a	88	*
February 2007	12	5	87	*
Sept 2005	9	2	90	1
February 2005	9	1	91	*
January 2005	10	2	89	1
November 2004	6	2	93	*
Feb 2004	5	1	94	1
Sept 2002	7	1	93	1
July, 2002	3	*	96	*
ACT71: Based on Form 1 internet users				
Read someone else's online journal or blog ¹⁹				
Current [N=783]	33	11	67	*
February 2007	29	10	71	*
Sept 2005	27	7	71	2
February 2005	23	5	75	2
January 2005	27	7	71	2
November 2004	27	6	71	1
Feb 2004	17	3	82	1
Use a social networking site like MySpace, Facebook or LinkedIn.com ²⁰				
Current	29	13	70	*
August 2006	16	9	84	*
September 2005	11	3	88	1
February 2005	8	2	91	1

WEB1 continued...

¹⁷ In Sept 2005 and before, item wording was "Create a web log or 'blog' that others can read on the web."

¹⁸ Oct-Dec 2007 trend was not asked in the standard activity series. It was an item in a separate series, with the following question wording: "Here's another list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?" Results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

¹⁹ Prior to February 2007, item wording was "Read someone else's web log or blog."

²⁰ 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"

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Download a podcast so you can listen to it or view it later ²¹				
Current	19	3	80	1
August 2006	12	1	88	1
Feb-April 2006	7	1	92	1
Watch a video on a video-sharing site like YouTube or GoogleVideo				
Current	52	16	48	1
Oct-Dec 2007 ²²	48	15	52	*
December 2006	33	8	66	*
Download or share files using peer-to-peer file-sharing networks, such as BitTorrent or LimeWire				
Current	15	3	84	*

MODEM Does the computer you use at home connect to the Internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS or a T-1?

Based on those who use the internet from home

	CURRENT		OCT-DEC 2007	AUG/SEPT 2007 ²³
%	15	Dial-up telephone line	18	20
	79	High-speed	77	73
	36	DSL-enabled phone line	34	34
	31	Cable modem	31	30
	9	Wireless connection (either land-based or satellite)	10	8
	2	Fiber optic connection	2	2
	*	T-1 connection	1	n/a
	1	Other	1	1
	5	Don't know/Refused	3	6
	[n=1,463]		[n=1,483]	[n=1,575]

²¹ Prior to April/May 2008, item wording was "Download a podcast so you can listen to it or view it at a later time"

²² In Oct-Dec 2007, results reflect all landline internet users and Form 1 Cell sample internet users [N=1,359].

²³ In Aug/Sept. 2007, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

Q17 What do you like most about having a high-speed internet connection at home? (PRE-CODED OPEN-END)

Based on those who have high-speed internet at home [N=1,119]

	<u>CURRENT</u>	
%	75	Faster access/Greater speed
	6	The "always on" connection
	5	Convenient/Easy
	4	Doing job-related tasks from home
	3	Downloading all types of files faster
	3	Frees up phone line
	2	Finding educational materials
	1	Getting movies or TV shows
	1	Downloading music/Listening to music
	11	Other
	3	Don't know
	1	Refused

Note: Total may exceed 100% due to multiple responses.

Q18 Thinking about your high-speed internet service at home, do you subscribe to a basic broadband service, or do you pay extra for a premium service that promises faster speed?

Based on those who have high-speed internet at home [N=1,119]

	<u>CURRENT</u>	
%	54	Subscribe to basic service
	29	Subscribe to premium service at higher price
	16	Don't know
	*	Refused

Q20 Do you happen to know whether high-speed internet service is available in your neighborhood from a telephone company, a cable company or any other company?

Based on those who do not have high-speed internet at home through a DSL-enabled phone line, cable modem, fiber optic or T-1 connection [N=1,249]

	<u>CURRENT</u>	
%	63	Yes
	24	No
	13	Don't know
	1	Refused

- Q21** To the nearest dollar, about how much do you pay each month for internet access at home? If your internet access is combined with television or other services, I would like to know just the amount you pay for internet service.

Based on those who use the internet from home

	<u>CURRENT</u>		<u>NOV/DEC 2005²⁴</u>	<u>FEBRUARY 2004</u>	<u>OCTOBER 2002</u>
%	18	\$20 or less	28	29	31
	40	\$21-\$40	33	40	37
	14	\$41-\$60	13	14	8
	1	\$61-\$80	1	1	*
	*	Over \$80	1	3	*
	3	Nothing/Do not pay/Get access through work or school	6	2	9
	24	Don't know/Refused	18	11	14
	[n=1,463]		[n=1,715]	[n=1,241]	[n=912]

- Q22** Would you LIKE to have a faster, "broadband" connection, or isn't that something you're interested in?

Based on those who have dial-up at home

	<u>CURRENT</u>		<u>NOV/DEC 2005</u>	<u>FEBRUARY 2004</u>	<u>OCTOBER 2002</u>
%	36	Yes, interested	39	40	38
	62	No, not interested	60	58	57
	1	Don't know/Refused	1	2	5
	[n=249]		[n=633]	[n=689]	[n=661]

- Q23** What would it take to get you to switch to broadband? (PRE-CODED OPEN-END)

Based on those who have dial-up at home [N=249]

	<u>CURRENT</u>	
%	35	The price has to come down/be more affordable/Cheaper
	10	It would have to become available where I live
	4	When my cable/telephone company offers it where I live
	2	Someone else will pay for it
	2	If it was free
	0	When my children get older
	11	Other
	19	Nothing will convince me to get broadband
	16	Don't know
	4	Refused

Note: Total may exceed 100% due to multiple responses.

²⁴ In November/December 2005, the question was based on all internet users [N=1,931]. Results shown here are recalculated to reflect just those who use the internet from home [N=1,715].

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 International between April 8 to May 11, 2008, among a sample of 2,251 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 2.4 percentage points. For results based Internet users (n=1,553), 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 2007 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

22,996	Total Numbers Dialed
1,396	Business / Government
1,250	Computer/Fax
8	Cell phone
8,577	Other Not-Working
1,595	Additional projected NW
10,171	Working numbers
44.2%	Working Rate
474	No Answer
58	Busy
821	Answering Machine
100	Other Non-Contact
8,718	Contacted numbers
85.7%	Contact Rate
209	Callback
5,610	Refusal 1 - Refusal before eligibility status known
2,899	Cooperating numbers
33.3%	Cooperation Rate
356	Language Barrier
2,543	Eligible numbers
87.7%	Eligibility Rate
292	Incomplete
2,251	Complete
88.5%	Completion Rate
25.2%	Response Rate

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, 86 percent were contacted by an interviewer and 33 percent agreed to participate in the survey. Eighty-eight percent were found eligible for the interview. Furthermore, 89 percent of eligible respondents completed the interview. Therefore, the final response rate is 25 percent.

Endnotes

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- ⁱ August/September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users].
- ⁱⁱ February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ⁱⁱⁱ December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{iv} 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.
- ^v August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{vi} Jan/Feb 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{vii} Nov/Dec 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{viii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- ^{ix} May/June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^x February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xi} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^{xii} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xiii} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xiv} May/June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xv} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xvi} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xvii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xviii} April/May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xix} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xx} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xxi} November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].
- ^{xxii} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xxiii} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xxiv} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{xxv} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002.
- ^{xxvi} 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.
- ^{xxvii} 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.

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- ^{xxviii} 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.
- ^{xxix} 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.
- ^{xxx} 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.
- ^{xxxi} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{xxxii} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{xxxiii} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ^{xxxiv} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{xxxv} May/June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ^{xxxvi} March/April 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036].
- ^{xxxvii} Oct-Dec 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone users].
- ^{xxxviii} Feb-April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xxxix} July 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xl} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xli} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xlii} 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.
- ^{xliii} October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ^{xliv} July/August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ^{xlv} March/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].
- ^{xlvi} Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].
- ^{xlvii} April 2000 figures based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].
- ^{xlviii} March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].
- ^{xlix} All trend results prior to March 2000 based on surveys conducted by The Pew Research Center for People & the Press.
- ^l June/July 2004 trend figures based on the "Selective Exposure" survey, conducted June 14-July 3, 2004 [N=1,510]
- ^{li} March 2004 trends based on "Weak Ties" survey conducted February 17-March 17, 2004 [N=2,200].
- ^{lii} Dec 2007-Jan 2008 trends based on the "Networked Families" survey, conducted December 13, 2007 – January 13, 2008 [N=2,252].