Daily Internet Tracking Survey

Topline

May 2-June 30 2000 and Nov. 22-Dec. 21 2000

Princeton Survey Research Associates
for the Pew Internet in American Life Project

Q6 Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	MAY/JUNE 2000		NOV/DEC 2000
%	47	Goes online	56
	53	Does not go online	44

Q7 Did you happen to go online or check your email YESTERDAY?
Based on Internet users

	MAY/JUNE 2000		NOV-DEC 2000
%	52	Yes, went online yesterday	56
	48	No, did not go online yesterday	44
	*	Don't know/Refused	0

Q8/9 When you went online yesterday, did you go online from HOME? Did you go online from WORK yesterday?

Based on users who went online yesterday

	MAY/JUNE 2000		NOV/DEC 2000
%	58	Online yesterday at home only	56
	22	Online yesterday at work only	21
	18	Both at home and at work	20
	2	Don't know/Refused	3

Q10 Counting all of your online sessions, how much time did you spend online yesterday?

Based on users who went online yesterday

	MAY/JUNE 2000		NOV/DEC 2000
%	10	Less than 15 minutes	10
	14	15 minutes to less than a half hour	14
	18	Half hour or more but less than 1 hour	16
	18	About an hour	22
	8	More than 1 hour but less than 2 hours	10
	12	2 hours or more but less than 3 hours	12
	8	3 hours or more but less than 4 hours	5
	11	4 hour or more	10
	1	Don't know/Refused	*

Q11 What TIME did you go online yesterday — in the early morning before 9:00; between 9 and 12 noon; between noon and 5:00; between 5 and 9 in the evening; or after 9 at night? **(RECORD ALL THAT APPLY)**

Based on users who went online yesterday

	MAY/JUNE 2000		NOV/DEC 2000
%	24	In the early morning before 9:00	25
	22	Between 9:00 and 12 noon	25
	25	Between noon and 5:00	34
	24	Between 5:00 and 9:00 in the evening	32
	17	After 9:00 at night	16
	3	Don't know/Refused	2

Q12 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?

Based on Internet users

	MAY/JUNE 2000		NOV/DEC 2000
%	15	Within the last six months	12
	19	A year ago	18
	33	Two or three years ago	34
	33	More than three years ago	36
	*	Don't know/Refused	*

Q13 Do you ever go online from HOME?
Based on Internet users

	MAY/JUNE 2000		NOV/DEC 2000
%	83	Yes, go online from home	84
	39	Went online from home yesterday	43
	44	Go online from home (not yesterday)	41
	17	Don't go online from home	16
	0	Don't know/Refused	0

Q14 In general, how often do you go online from HOME — 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 users who go online from home

	MAY/JUNE 2000		NOV/DEC 2000
%	23	Several times a day	22
	30	About once a day	30
	22	3-5 days a week	22
	16	1-2 days a week	18
	6	Every few weeks	5
	3	Less often	4
	*	Don't know/Refused	*

Q15 Do you ever go online from WORK?

Based on Internet users

	MAY/JUNE 2000		NOV/DEC 2000
%	50	Yes, go online from work	51
	21	Went online from work yesterday	23
	29	Go online from work (not yesterday)	28
	50	Don't go online from work	49
	*	Don’t know/Refused	*

Q16 In general, how often do you go online from WORK — 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 users who go online from work

	MAY/JUNE 2000		NOV/DEC 2000
%	41	Several times a day	49
	22	About once a day	21
	14	3-5 days a week	11
	12	1-2 days a week	11
	5	Every few weeks	3
	5	Less often	4
	1	Don’t know/Refused	1

Q17/18 Please tell me if you ever do any of the following when you go online. Do you ever… **(INSERT)** Did you happen to do this YESTERDAY, or not?

Based on Internet users

	HAVE DONE THIS		
	EVER HAVE DONE THIS	DID YESTERDAY	NO, HAVE NOT DONE
Send or read e-mail			
May-June	92	44	8
Nov-Dec	93	49	7
Get news online			
May-June	60	18	40
Nov-Dec	63	22	37
Get financial information such as stock quotes or mortgage interest rates			
May-June	43	12	57
Nov-Dec	45	13	55
Look for health or medical information			
May-June	55	5	45
Nov-Dec	57	5	43
Not including email, do any type of work or research online for your job			
May-June	50	14	50
Nov-Dec	52	16	48
Look for news or information about politics and the campaign			
May-June	34	7	66
Nov-Dec	48	17	52
Look for information about a hobby or interest			
May-June [2]	71	18	29
Nov-Dec	79	19	21
Go online for no particular reason, just for fun or to pass the time			
May-June	61	18	39
Nov-Dec	68	23	32
Buy a product online, such as books, music, toys or clothing			
May-June	46	4	54
Nov-Dec	52	5	48

Q22/23 As I read another short list, please tell me if you ever do any of the following when you go online. Do you ever …**(INSERT ITEM; ROTATE ITEMS)** Did you happen to do this YESTERDAY, or not?

Based on Internet users

	HAVE DONE THIS		
	EVER HAVE DONE THIS	DID YESTERDAY	NO, HAVE NOT DONE
Do research for school or training			
May-June	52	12	48
Nov-Dec	53	8	47
Buy or sell stocks, mutual funds or bonds			
May-June	12	2	88
Nov-Dec	14	1	86