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**February 2004 Tracking Survey**  
Data for February 3 – March 1, 2004

Revised Final Topline 4/1/04

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

Sample:  $n = 2,204$  adults 18 and older

Interviewing dates: 02.03.04 – 03.01.04

Margin of error is plus or minus 2 percentage points for results based on the full sample

Margin of error is plus or minus 3 percentage points for results based on Internet users

Turning to the topic of instant messaging or IM...Which do you use MORE OFTEN –  
instant messaging or regular email?

**Based on those who use IM [N=511]**

	<u>CURRENT</u>	
%	24	Instant messaging
	70	Regular email
	6	Use both equally (VOL)
	0	Don't know/Refused

**IM2** How often do you log onto instant messaging?

**Based on those who use IM [N=511]**

	<u>CURRENT</u>	
%	19	Several times a day
	17	About once a day
	12	3-5 days a week
	15	1-2 days a week
	13	Every few weeks
	24	Less often
	1	Don't know/Refused

**IM3** On a typical day, how much time do you spend actively sending and receiving  
instant messages?

**Based on those who use IM [N=511]**

	<u>CURRENT</u>	
%	47	Less than 15 minutes
	12	15 minutes to less than a half hour
	14	Half hour or more but less than 1 hour
	11	About an hour
	3	More than 1 hour but less than 2 hours
	4	2 hours or more but less than 3 hours
	2	3 hours or more but less than 4 hours

- 2 4 hours or more
- 5 Don't know/Refused

**IM4** How many people do you instant message with ON A REGULAR BASIS?  
(IF NECESSARY: Just your best guess is fine...)

**Based on those who use IM [N=511]**

<u>CURRENT</u>		
%	13	None
	32	1-2
	34	3-5
	10	6-10
	9	More than 10
	2	Don't know/Refused

**IM5** Do you use instant messaging... (INSERT)?

**Based on those who use IM [N=511]**

		<u>YES</u>	<u>NO</u>	<u>DOES NOT APPLY TO ME/ NOT EMPLOYED/ NOT A STUDENT (VOL)</u>	<u>DON'T KNOW/ REFUSED</u>
a	At home	77	21	n/a	1
b	At work	21	70	9	1
c	At school	7	75	18	1

**IM6** Do you ever instant message using a WIRELESS device?

**Based on those who use IM [N=511]**

<u>CURRENT</u>		
%	15	Yes
	83	No
	1	Don't know/Refused

**IM7** Have you created a profile for your IM screen name THAT OTHERS CAN SEE?

**Based on those who use IM [N=511]**

	<u>CURRENT</u>	
%	34	Yes
	63	No
	3	Don't know/Refused

**IM8** Are any of the following things included in your profile?

**Based on those who created profile [N=158]**

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW/ REFUSED</u>
a Your contact information, such as a phone number or email address	33	67	*
b Inspirational or funny quotes or sayings	42	58	0
c Links to interesting or funny websites	18	82	0
d Links to personal photos at an online photo service	12	88	0
e Important personal news	9	90	1

**IM9** Do you use DIFFERENT screen names when instant messaging for different reasons, such as for work, school, or personal communication?

**Based on those who use IM [N=511]**

	<u>CURRENT</u>	
%	17	Yes
	82	No
	1	Don't know/Refused

**IM10** How often do you... (INSERT)? Every day or almost every day, at least once a week, once every few weeks, once every few months, or less often?

**Based on those who use IM [N=511]**

	<u>EVERY DAY OR ALMOST EVERY DAY</u>	<u>AT LEAST ONCE A WEEK</u>	<u>ONCE EVERY FEW WEEKS</u>	<u>ONCE EVERY FEW MONTHS</u>	<u>LESS OFTEN</u>	<u>NEVER (VOL)</u>	<u>DON'T KNOW/ REFUSED</u>
a Add someone new to your buddy list	2	6	10	22	34	25	1
b Remove someone from your buddy list	2	2	4	9	37	44	2
c Block someone from communicating with you through IM	7	4	4	6	26	52	1
d Engage in several separate IM conversations at the same time	16	10	6	7	21	38	1
e Set up a group conversation on IM	3	5	4	6	20	61	1
f Post an "away" message on your IM account	18	4	4	5	14	53	2

**IM11** Do you ever do the following when posting your away message... (INSERT)?

**Based on those who post away message [N=144]**

	YES	NO	DON'T KNOW/ REFUSED
a Use a standard away message provided by your instant message program	63	37	0
b Post a specific message about what you are doing or why you are away	45	55	0
c Post a quote or thought for the day	21	79	0
d Post a phone number where you can be reached	12	88	0

**IM12** Have you ever sent an IM to someone who was in the SAME location as you, such as your home, office or classroom?

**Based on those who use IM [N=511]**

	CURRENT	
%	24	Yes
	75	No
	1	Don't know/Refused

**IM13** Have you ever received an unsolicited instant message from someone you don't know?

**Based on those who use IM [N=511]**

	CURRENT	
%	51	Yes
	48	No
	1	Don't know/Refused

**IM14** When instant messaging, do you ever... (INSERT)?

**Based on those who use IM [N=511]**

	YES	NO	DON'T KNOW/ REFUSED
a Include a link to an interesting or funny article or website	31	68	1
b Send photos or documents	30	69	1
c Send music or video files	5	95	1
d Use streaming audio or video to hear or see the people you instant message	14	84	2

**IM15** We'd like to know how often you engage in other activities WHILE YOU IM.  
 How often do you do other things ON YOUR COMPUTER or the INTERNET, such as play games or browse the Internet, AT THE SAME TIME you are instant messaging?

**Based on those who use IM [N=511]**

CURRENT

%	32	Every time or almost every time you IM
	29	Just some of the time
	38	Never
	1	Don't know/Refused

**IM16** How often do you do things NOT on your computer or the Internet, such as talk on the phone or watch television, at the same time you are instant messaging?

**Based on those who use IM [N=511]**

CURRENT

%	20	Every time or almost every time you IM
	30	Just some of the time
	49	Never
	1	Don't know/Refused

**IM17** Thinking just about IM at work....Do you generally use IM at work to keep in touch with coworkers or clients about work-related things, or to keep in touch with friends and family about non-work related things?

**Based on those who use IM at work [N=111]**

CURRENT

%	40	Keep in touch with coworkers
	33	Keep in touch with family and friends
	21	Both equally (VOL)
	5	Neither (VOL)
	*	Don't know/Refused

**IM18** Which of the following comes closest to your opinion about using IM at WORK...?

**Based on those who use IM at work [N=111]**

CURRENT

%	11	You couldn't live without it
	68	It's a mixed blessing, but mostly positive
	4	It's a mixed blessing, but mostly negative
	10	You wish you could do away with it
	8	Don't know/Refused

**IM19** How much, if at all, has using IM at work... (INSERT) — a lot, some, only a little, or not at all?

**Based on those who use IM at work [N=111]**

	A LOT	SOME	ONLY A LITTLE	NOT AT ALL	DON'T KNOW/ REFUSED
a Improved teamwork	20	20	15	41	4
b Saved time	25	25	21	26	2
c Provided moments of relief during the day	20	27	26	23	3
d Encouraged gossip	17	15	15	49	4
e Been distracting	9	20	26	43	2
f Added new sources of stress	5	6	16	71	2