

Spam Survey
June 10 – 24, 2003

Topline

7/16/03

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

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

Interviewing dates: 06.10.03 - 06.24.03

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

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

	SATISFIED	DISSATISFIED	DON'T KNOW /REFUSED
Current	49	42	9
April/May 2003 ¹	54	37	8
March 12-19, 2003 ²	42	49	10
March 3-11, 2003 ³	41	51	8
February 2003 ⁴	38	54	9
December 2002 ⁵	41	47	11
November 2002 ⁶	43	48	10
October 2002 ⁷	40	49	11
September 2002 ⁸	44	45	10
June 26-July 26, 2002 ⁹	45	43	11
March/May 2002 ¹⁰	52	37	11
January 2002 ¹¹	58	33	9
Dec. 17-23, 2001 ¹²	61	30	9
Nov. 19-Dec. 16 2001	61	28	11
Oct. 19-Nov. 18 2001	59	32	10

¹ April/May 2003 figures based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].

² March 12-19, 2003 figures based on daily tracking survey conducted March 12-19, 2003 [N=883].

³ March 3-11, 2003 figures based on daily tracking survey conducted March 3-11, 2003 [N=745].

⁴ February 2003 figures based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].

⁵ December 2002 figures based on daily tracking survey conducted Nov. 25 –Dec. 22, 2002 [N=2,038].

⁶ November 2002 figures based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745].

⁷ October 2002 figures based on daily tracking survey conducted October 7-27, 2002 [N=1,677].

⁸ September 2002 figures based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].

⁹ June 26-July 26, 2002 figures based on Sept. 11th-The Impact Online survey [N=2,501].

¹⁰ March/May 2002 figures based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

¹¹ January 2002 figures based on a daily tracking survey conducted January 3-31, 2002.

¹² December 17-23, 2001 and November 19-December 16, 2001 results based on total tracking period November 19-December 23, 2001.

Q2 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	CURRENT		MARCH/MAY 2002
%	32	Most people can be trusted	38
	60	You can't be too careful	53
	5	Depends (VOL)	7
	2	Don't Know/Refused	2

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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	71	29	*
April/May 2003	69	31	*
March 20-25, 2003 ¹³	70	30	*
March 12-19, 2003	65	35	0
March 3-11, 2003	71	29	*
February 2003	70	30	0
December 2002	68	32	0
November 2002	70	30	*
October 2002	69	31	*
September 2002	68	32	*
June 26-July 26, 2002	69	31	*
March/May 2002	69	31	*
January 2002	67	33	0
Dec. 17-23, 2001	64	36	*
Nov. 19-Dec. 16 2001	62	38	*
Oct. 19-Nov. 18 2001	66	34	*
Oct. 8-18 2001	59	41	*
October 2-7 2001	64	36	0
Sept 20-Oct 1 2001	59	41	*
Sept 12-19 2001	64	36	*
August 2001	66	34	0
February 2001	65	35	0
Fall 2000	65	35	*
July/August 2000	63	37	*
May/June 2000	61	39	*
March/April 2000	63	37	*

¹³ March 20-25, 2003 figures based on daily tracking survey conducted March 20-25, 2003 [N=1,600].

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

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	GOES ONLINE	DOES NOT GO ONLINE	DON'T KNOW /REFUSED
Current	62	38	0
April/May 2003	63	37	0
March 20-25, 2003	58	42	0
March 12-19, 2003	56	44	0
March 3-11, 2003	62	38	*
February 2003	64	36	*
December 2002	57	43	0
November 2002	61	39	0
October 2002	59	41	0
September 2002	61	39	0
June 26-July 26, 2002	59	41	0
March/May 2002	58	42	0
January 2002	61	39	0
Dec. 17-23, 2001	58	42	0
Nov. 19-Dec. 16 2001	58	42	*
Oct. 19-Nov. 18 2001	58	42	*
Oct. 8-18 2001	55	45	*
October 2-7 2001	55	45	*
Sept 20-Oct 1 2001	51	49	*
Sept 12-19 2001	55	45	*
August 2001	59	41	*
February 2001	53	47	*
Fall 2000	53	47	0
July/August 2000	50	50	*
May/June 2000	47	53	0
March/April 2000	49	51	*

q7 Did you happen to go online or check your email **yesterday?**

Based on Internet users [N=1,380]

	YES, WENT ONLINE YESTERDAY	NO, DID NOT GO ONLINE YESTERDAY	DON'T KNOW /REFUSED
Current	55	44	*
April/May 2003	58	42	*
March 20-25, 2003	56	44	*
March 12-19, 2003	60	40	0
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 ¹⁴	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 ¹⁵	59	41	*
Fall 2000	56	44	*
July/August 2000	50	50	*
May/June 2000	52	48	*
April 2000	55	45	0
March 2000	60	40	*

¹⁴ Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

¹⁵ Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

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 [N=794]

	ONLINE YESTERDAY AT HOME ONLY	ONLINE YESTERDAY AT WORK ONLY	BOTH AT HOME AND AT WORK	DON'T KNOW /REFUSED
Current	58	19	21	2
April/May 2003	57	19	22	2
March 20-25, 2003	56	20	23	2
March 12-19, 2003	59	16	23	2
March 3-11, 2003	57	17	23	3
February 2003	53	20	24	4
December 2002	58	18	21	4
November 2002	52	21	24	3
October 2002	53	21	23	3
September 2002	60	20	19	2
June 26-July 26, 2002	59	18	20	2
March/May 2002	56	18	22	3
January 2002	61	16	20	2
Dec. 17-23, 2001	56	20	22	2
Nov. 19-Dec. 16 2001	57	19	20	4
Oct. 19-Nov. 18 2001	58	20	20	2
Oct. 8-18 2001	51	23	23	3
October 2-7 2001	55	20	23	2
Sept 20-Oct 1 2001	60	21	15	5
Sept 12-19 2001	54	22	20	3
August 2001	57	23	18	3
February 2001	59	17	21	3
Fall 2000	55	20	21	3
July/August 2000	61	18	19	2
May/June 2000	58	22	18	2
April 2000	55	21	21	3
March 2000	56	21	20	3

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

Based on users who went online yesterday [N=794]

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	LESS THAN 15 MIN	15 MIN TO LESS THAN HALF HR	HALF HR OR MORE BUT LESS THAN 1 HR	ABOUT AN HR	MORE THAN 1 HR BUT LESS THAN 2 HRS	2 HRS OR MORE BUT LESS THAN 3 HRS	3 HRS OR MORE BUT LESS THAN 4 HRS	4 HRS OR MORE	DON'T KNOW/ REFUSED
Current	12	12	17	20	6	13	7	12	1
April/May 2003	7	12	17	22	8	15	9	10	1
March 20-25, 2003	8	11	19	17	10	15	8	11	1
March 12-19, 2003	9	12	13	22	12	13	6	11	1
March 3-11, 2003	9	13	16	19	7	14	8	14	*
February 2003	7	12	21	20	8	13	5	13	1
December 2002	9	14	19	18	8	13	6	12	*
January 2002	12	11	18	21	10	12	5	11	*
Dec. 17-23, 2001	9	16	19	15	10	12	6	13	1
Nov. 19-Dec. 16 2001	12	13	16	18	10	12	6	12	1
Oct. 19-Nov. 18 2001	11	13	16	22	9	11	5	10	1
Oct. 8-18 2001	14	13	18	18	7	12	6	12	1
October 2-7 2001	11	13	16	18	7	14	12	10	0
Sept 20-Oct 1 2001	18	15	18	18	9	8	5	9	1
Sept 12-19 2001	14	17	15	16	9	11	4	14	1
August 2001	12	12	18	21	5	14	5	11	1
February 2001	12	12	19	20	9	12	5	9	1
Fall 2000	10	14	18	20	9	13	6	9	1
July/August 2000	11	15	19	17	9	13	6	9	1
May/June 2000	10	14	18	18	8	12	8	11	1

Q12 About how many years have you had access to the Internet? (*Note Question Wording*)¹⁶

Q12.1 About how many months is that?

Based on Internet users [N=1,380]

	WITHIN THE LAST SIX MONTHS	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	2	5	19	73	12	19	42	2
April/May 2003	2	5	18	74	11	19	45	1
March 20-25, 2003	3	6	16	74	10	18	46	1
March 12-19, 2003	2	7	16	74	12	18	44	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
June 26-July 26, 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	*
Dec. 17-23, 2001	7	12	36	45	9	13	20	*
Nov. 19-Dec. 16 2001	6	13	33	48	11	15	20	*
Oct. 19-Nov. 18 2001	6	14	32	48	13	13	19	*
Oct. 8-18 2001	6	13	35	45	11	14	18	1
October 2-7 2001	4	18	30	48	13	13	21	*
Sept 20-Oct 1 2001	8	15	32	44	13	16	14	0
Sept 12-19 2001	7	14	34	45	11	12	19	1
August 2001	9	16	33	43	10	13	17	*
February 2001	11	16	37	35	10	11	13	2
Fall 2000	12	19	34	36	n/a	n/a	n/a	*
July/August 2000	13	21	33	33	n/a	n/a	n/a	*
May/June 2000	15	19	33	33	n/a	n/a	n/a	*
April 2000	17	20	31	32	n/a	n/a	n/a	*
March 2000	18	21	33	28	n/a	n/a	n/a	*
October 1999	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	*

¹⁶ Question wording for all trends in Q12/Q12.0 on or before March/May 2002 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?"

Q13
Q8

Do you ever go online from **home**?
When you went online yesterday, did you go online from **home**?

Based on Internet users [N=1,380]

	TOTAL, GO ONLINE FROM HOME	WENT ONLINE FROM HOME YESTERDAY	GO ONLINE FROM HOME (NOT YESTERDAY)	DON'T GO ONLINE FROM HOME	DON'T KNOW /REFUSED
Current	87	44	43	13	*
April/May 2003	90	46	45	10	0
March 20-25, 2003	89	44	45	11	*
March 12-19, 2003	85	49	36	15	0
March 3-11, 2003	89	49	40	11	0
February 2003	89	46	43	11	0
December 2002	87	44	43	12	*
November 2002	87	44	43	13	*
October 2002	88	43	45	12	0
September 2002	87	45	42	13	0
June 26-July 26, 2002	86	42	44	14	0
March/May 2002	87	45	42	13	0
January 2002	88	48	40	12	*
Dec. 17-23, 2001	88	45	43	12	0
Nov. 19-Dec. 16 2001	88	46	42	12	*
Oct. 19-Nov. 18 2001	87	47	40	13	*
Oct. 8-18 2001	87	38	50	13	0
October 2-7 2001	89	43	45	11	0
Sept 20-Oct 1 2001	87	42	44	13	*
Sept 12-19 2001	86	38	49	14	*
August 2001	84	41	42	16	0
February 2001	85	47	38	15	*
Fall 2000	83	43	41	17	*
July/August 2000	84	39	45	16	0
May/June 2000	83	39	44	17	0
April 2000	83	42	41	17	0
March 2000	81	46	35	19	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 [N=1,200]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW /REFUSED
Current	23	28	20	19	7	3	*
April/May 2003	25	29	17	19	6	4	*
March 20-25, 2003	25	27	21	16	7	3	*
March 12-19, 2003	31	28	22	11	5	3	*
March 3-11, 2003	26	29	19	17	6	3	0
February 2003	26	26	20	17	7	4	*
December 2002	24	28	18	18	8	4	1
November 2002	25	25	21	16	7	4	*
October 2002	26	28	22	16	6	3	*
September 2002	27	26	20	17	5	4	*
June 26-July 26, 2002	23	24	22	19	8	4	*
March/May 2002	24	25	21	19	6	3	1
January 2002	24	26	21	20	5	3	*
Dec. 17-23, 2001	23	29	20	17	7	3	1
Nov. 19-Dec. 16 2001	24	28	21	16	6	4	1
Oct. 19-Nov. 18 2001	24	30	21	15	6	3	1
Oct. 8-18 2001	25	26	23	18	4	3	1
October 2-7 2001	26	26	23	18	4	3	0
Sept 20-Oct 1 2001	24	28	20	19	5	3	*
Sept 12-19 2001	21	27	23	20	6	3	*
August 2001	21	28	23	18	6	4	*
February 2001	25	29	20	17	5	4	1
Fall 2000	22	29	22	18	6	3	*
July/August 2000	23	28	21	22	4	2	*
May/June 2000	23	30	22	16	6	3	*
April 2000	24	30	20	18	5	3	*
March 2000	23	29	24	16	5	2	1

- Q15** Do you ever go online from **work**?
Q9 Did you go online from **work** yesterday?

Based on Internet users [N=1,380]

	TOTAL, GO ONLINE FROM WORK	WENT ONLINE FROM WORK YESTERDAY	GO ONLINE FROM WORK (NOT YESTERDAY)	DON'T GO ONLINE FROM WORK	DON'T KNOW /REFUSED
Current	50	22	28	50	*
April/May 2003	47	24	23	53	*
March 20-25, 2003	51	24	27	49	*
March 12-19, 2003	49	23	26	51	0
March 3-11, 2003	52	24	28	48	0
February 2003	52	26	26	47	*
December 2002	52	21	31	47	*
November 2002	50	26	25	49	*
October 2002	50	25	25	50	*
September 2002	49	22	27	51	0
June 26-July 26, 2002	50	20	30	50	*
March/May 2002	49	23	26	51	*
January 2002	47	22	26	53	*
Dec. 17-23, 2001	50	24	26	50	*
Nov. 19-Dec. 16 2001	52	23	29	48	0
Oct. 19-Nov. 18 2001	49	24	25	51	*
Oct. 8-18 2001	49	23	26	51	*
October 2-7 2001	49	24	25	51	0
Sept 20-Oct 1 2001	50	20	30	50	*
Sept 12-19 2001	50	22	29	49	1
August 2001	49	23	27	50	*
February 2001	49	22	27	50	1
Fall 2000	50	23	26	50	*
July/August 2000	45	18	27	55	0
May/June 2000	50	21	29	50	*
April 2000	51	24	27	49	*
March 2000	48	24	24	52	0

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?

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Based on users who go online from work [N=704]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	DON'T KNOW /REFUSED
Current	50	19	10	11	4	4	1
April/May 2003	53	17	12	10	4	3	1
March 20-25, 2003	53	21	9	10	5	2	*
March 12-19, 2003	57	17	7	13	2	3	0
March 3-11, 2003	52	20	9	10	6	3	*
February 2003	54	20	11	8	4	2	1
December 2002	47	19	12	13	4	6	*
November 2002	52	20	11	11	4	2	*
October 2002	51	21	10	13	3	3	1
September 2002	46	22	13	12	3	3	*
June 26-July 26, 2002	49	23	9	10	6	3	*
March/May 2002	47	22	11	12	5	3	*
January 2002	48	21	11	11	5	4	1
Dec. 17-23, 2001	48	21	11	11	6	2	1
Nov. 19-Dec. 16 2001	46	23	10	12	4	3	1
Oct. 19-Nov. 18 2001	50	18	11	11	6	4	1
Oct. 8-18 2001	48	26	9	12	2	3	*
October 2-7 2001	50	25	6	10	5	2	1
Sept 20-Oct 1 2001	44	27	9	13	4	4	*
Sept 12-19 2001	41	22	10	17	5	5	1
August 2001	44	24	11	11	4	5	1
February 2001	51	19	12	11	3	3	*
Fall 2000	45	23	11	12	4	4	1
July/August 2000	43	24	12	12	5	3	1
May/June 2000	41	22	14	12	5	5	1
April 2000	44	25	11	11	5	3	1
March 2000	40	26	13	11	5	4	1

WEB1 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?

Based on Internet users [N=1,380]

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Send or read e-mail				
Current	91	49	9	*
April/May 2003	93	52	7	*
March 20-25, 2003	94	50	6	*
March 12-19, 2003	91	52	9	0
March 3-11, 2003	94	54	6	*
February 2003	91	52	8	*
Dec 2002	93	49	7	0
Nov 2002	94	51	6	*
Oct 2002	93	50	7	0
Sept 2002	93	51	7	*
June 26-July 26, 2002	93	46	7	*
March/May 2002	93	50	7	*
Jan 2002	95	52	5	0
Dec 17-23, 2001	95	54	5	*
Nov 19-Dec 16, 2001	95	53	5	*
Oct 19-Nov 18, 2001	94	52	6	*
Oct 8-18, 2001	95	44	5	*
Oct 2-7, 2001	92	46	7	*
Sept 20-Oct 1, 2001	94	49	6	0
Sept 12-19, 2001	93	42	7	*
Aug 2001	93	51	7	*
Feb 2001	93	53	7	*
Fall 2000	92	49	8	*
July-August 2000	93	43	7	*
May-June 2000	92	44	8	*
April 2000	92	50	8	0
March 2000	91	52	9	0

- Q17** Do you generally email at work, at home, or at both work and home?
Q18 Did/do you email at work, at home, or at both work and home?

Based on those who have ever sent or received email [N=1,272]

CURRENT		
%	13	At work
	54	At home
	29	At both work and home
	1	At school
	1	At friend or family members' house
	2	Neither/Someplace else (VOL)
	*	Don't know/Refused

EMAIL USER (ACT01A, ACT01B)

Based on Internet Users [N=1,380]

CURRENT		
%	91	Yes
	9	No

WEB1 continued...

WEB1 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?

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Get news online				
Current	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	71	26	29	*
Dec 2002	71	26	29	*
Nov 2002	67	28	33	*
Oct 2002	68	26	32	*
Sept 2002	70	25	30	*
June 26-July 26, 2002	66	22	34	*
March/May 2002	66	24	34	*
Jan 2002	71	26	29	*
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	*

WEB1 continued...

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
Check weather reports and forecasts				
Current	75	20	25	*
March/May 2002	69	17	31	*
Fall 2000	62	16	38	*
July-August 2000	62	15	38	*
April 2000	62	17	38	*
March 2000	62	16	38	0
Do any online banking				
Current	34	9	66	*
October 2002	30	7	70	*
Sept 2002	32	10	68	*
June 26-July 26, 2002	32	8	68	*
March/May 2002	30	9	70	*
May-June 2000	18	4	82	*
Look for information from a local, state, or federal government web site				
Current	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 ¹⁷	51	6	49	*
April 2000	51	7	49	*
March 2000	47	7	53	*
Make a phone call online, using the Internet				
Current	7	*	93	*
October 2002	8	1	92	*
Sept 12-17, 2001 [n=996]	12	1	87	*
Aug 2001	12	1	88	*
April 2000	10	1	90	*

¹⁷ 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
Go to a dating website or other sites where you can meet other people online				
Current	8	1	92	0
June 26-July 26, 2002	10	2	90	0
May-June 2000	9	1	91	*
Download music files onto your computer so you can play them at any time you want				
Current	30	3	70	*
April/May 2003	30	4	70	*
March 12-19, 2003	28	5	72	*
October 2002	32	5	68	*
Sept 12-19, 2001	26	3	73	*
Aug 2001	26	3	73	*
Feb 2001	29	6	71	*
Fall 2000	24	4	76	*
July-August 2000	22	3	78	*
Download other kinds of files such as games, video files, or picture files				
Current	42	6	58	0
Sept 12-19, 2001	41	4	58	*
Aug 2001	40	5	60	*
Take a class online for college credit				
Current	10	*	90	*
March/May 2002	7	1	93	0
Feb 2001	5	1	95	*
Take any other class online				
Current	8	*	92	*
March/May 2002	6	1	93	*
Feb 2001	5	1	95	*
Share files from your own computer such as music, video, or picture files, or computer games with others online				
Current	28	5	72	*
Sept 12-19, 2001	28	4	72	1
Aug 2001	25	4	75	*
Use an online search engine to help you find information on the Web				
Current	89	31	10	1
Jan 2002	85	29	14	1

SP1 Now I'm going to read a list of things that can sometimes intrude on a person's life. Please tell me if each one is a VERY BIG intrusion, a BIG intrusion, a SMALL intrusion, or NO INTRUSION AT ALL in your own life. (INSERT). (IF NECESSARY: Is this a very big intrusion, a big intrusion, a small intrusion, or no intrusion at all?)

	VERY BIG INTRUSION	BIG INTRUSION	SMALL INTRUSION	NO INTRUSION AT ALL	CAN'T ANSWER/ NO EXPERIENCE/ WITH THIS/ DOES NOT APPLY TO ME (VOL)	DON'T KNOW/ REFUSED
a Cell phone use in public places	12	20	30	35	2	1
b Telemarketing calls	42	34	13	8	2	1
c Leafblowers	3	8	24	55	6	4
d Junk mail delivered by the postal service	19	33	29	17	1	1
e Door-to-door solicitations	18	28	26	21	6	1
f Leaflets left on your car or in your front door	8	15	37	34	3	1
g Pop-up ads on the Internet	24	23	10	4	38	*
h Spam, or junk email	25	23	9	4	39	*

SP2 How much have you heard or read about SPAM, or junk email? Have you heard or read... (READ)?

	CURRENT	
%	23	A lot
	23	Some
	25	Only a little
	28	Nothing at all
	1	Don't know/Refused

SP3 Which of the following statements comes closest to your own opinion about spam or junk email?

Based on those who have heard of spam [N=1,601]

	CURRENT	
%	21	Spam is just part of life on the Internet and is not that big of a deal
	71	Spam is a real problem on the Internet and more should be done to control it
	1	Both (VOL)
	1	Neither (VOL)
	6	Don't know/Refused

SP4 Which of the following best describes how spam affects your life on the Internet?

Based on Internet Users [N=1,380]

		<u>CURRENT</u>
%	25	Spam is a big problem for me
	57	Spam is annoying, but not a big problem
	16	Spam is not a problem at all for me
	1	Don't know/Refused

18

EMPL Are you now employed full-time, part-time, retired, or are you not employed for pay?

		<u>CURRENT</u>
%	52	Employed full-time
	11	Employed part-time
	20	Retired
	13	Not employed for pay
	2	Disabled (VOL)
	*	Student (VOL)
	1	Other (VOL)
	*	Don't know/Refused

STUD Are you also a full- or part-time student?

		<u>CURRENT</u>
%	14	Total student
	7	Yes, full-time student
	7	Yes, part-time student
	86	Not a student
	*	Don't know/Refused

SP5 Do you have an email account for work?

SP6 How many work email accounts do you have?

Based on email users who are employed [N=962]

		<u>CURRENT</u>
%	53	Yes, have email account(s) for work
	45	One
	5	Two
	2	Three
	2	Four or more
	*	DK/Ref
	47	No, don't have email account for work
	*	Don't know/Refused

SP7 Overall, about how many email messages do you receive in your work (account/accounts) on a typical day?

Based on those who have work email account [N=530]

<u>CURRENT</u>		
%	29	5 or fewer
	15	6-10
	9	11-15
	12	16-20
	14	21-30
	9	31-50
	8	51-100
	3	Greater than 100
	1	Don't know/Refused

SP8 Of all the email you receive in your work (account/accounts) on a typical day, we'd like to know what percentage are related to your work, what percentage are personal messages, and what percentage are junk email or spam. (First) about what percentage are (INSERT)?

Based on those who receive email at work [N=513]

		<u>NONE</u>	<u>LESS THAN 10%</u>	<u>10-25%</u>	<u>26-39%</u>	<u>40-59%</u>	<u>60-80%</u>	<u>81% OR MORE</u>	<u>DON'T KNOW/REFUSED</u>
a	Related to your work	1	8	6	1	9	20	53	*
b	Personal messages	31	43	17	2	3	1	2	*
c	Junk email or spam	40	26	12	4	6	6	5	1

SP8.1 Do you get so many unwanted email messages in your work (account/accounts) that it's sometimes hard to get to the ones you want to read, or not?

Based on those who get spam at work [N=300]

<u>CURRENT</u>		
%	34	Yes
	65	No
	1	Don't know/Refused

SP9 On a typical day at work, how much time do you spend dealing with spam in your work email (account/accounts)?

Based on those who receive email at work [N=513]

<u>CURRENT</u>		
%	40	No time
	23	Less than 5 minutes
	15	5 to less than 15 minutes
	11	15 minutes to less than half an hour
	5	Half hour to less than one hour
	5	One hour or more
	1	Don't know/Refused

SP10 As far as you know, does your employer use filters to block spam from entering your work email (account/accounts)?

Based on those who have work email account [N=530]

<u>CURRENT</u>		
%	62	Yes
	24	No
	15	Don't know/Refused

SP11 Do you, personally, apply your own filters to block or manage spam in your work email (account/accounts)?

Based on those who have work email account [N=530]

<u>CURRENT</u>		
%	18	Yes
	82	No
	*	Don't know/Refused

SP12 Do you have a personal email account?

SP13 How many personal email accounts do you have?

Based on Email users [N=1,272]

<u>CURRENT</u>		
%	85	Yes, have personal email account
	56	One
	18	Two
	6	Three
	4	Four or more
	1	DK/Ref
	15	No, don't have personal email account
	*	Don't know/Refused

SP14 Overall, about how many email messages do you receive in your personal (account/accounts) on a typical day?

Based on those who have personal email account [N=1,073]

CURRENT		
%	35	5 or fewer
	19	6-10
	9	11-15
	10	16-20
	8	21-30
	8	31-50
	7	51-100
	3	Greater than 100
	2	Don't know/Refused

SP15 Of all the email you receive in your personal (account/accounts) on a typical day, we'd like to know what percentage are personal messages, what percentage are related to work, and what percentage are junk email or spam. (First,) about what percentage are... (INSERT)?

SP15.1 Of all the email you receive in your personal (account/accounts) on a typical day, we'd like to know what percentage are personal messages, and what percentage are junk email or spam. (First,) about what percentage are... (INSERT)?

Based on those who receive email in personal account [N=1,039]

		NONE	LESS THAN 10%	10-25%	26-39%	40-59%	60-80%	81% OR MORE	NOT EMPL	DON'T KNOW/REFUSED
a	Personal messages	2	31	16	5	14	15	16	n/a	1
b	Related to work	56	13	6	1	2	*	1	21	*
c	Junk email or spam ¹⁸	7	12	10	4	15	21	30	n/a	*

SP15.2 Do you get so many unwanted email messages in your personal (account/accounts) that it's sometimes hard to get to the ones you want to read, or not?

Based on those who get spam in personal account [N=958]

CURRENT		
%	55	Yes
	44	No
	*	Don't know/Refused

¹⁸ The combined variable for SP15c and SP15.1c is henceforth called PERSPAM.

SP16 On a typical day, how much time do you spend dealing with spam in your personal email (account/accounts)?

Based on those who receive email in personal account [N=1,039]

22

		<u>CURRENT</u>
%	7	No time
	33	Less than 5 minutes
	32	5 to less than 15 minutes
	14	15 minutes to less than a half hour
	6	Half hour to less than one hour
	6	One hour or more
	2	Don't know/Refused

SP17 Do you use any filters to block spam from your personal email (account/accounts)?

Based on those who have personal email account [N=1,073]

		<u>CURRENT</u>
%	37	Yes
	61	No
	2	Don't know/Refused

PROV3 Who provides your email service for your personal email (account/accounts)?

Based on those who have personal email account [N=1,073]

		<u>CURRENT</u>
%	27	AOL
	16	Yahoo
	11	Hotmail
	10	MSN
	4	Earthlink/Mindspring
	3	Time Warner/Road Runner/AOL Broadband
	2	Comcast
	2	Bell
	2	Juno Web
	2	AT&T Worldnet
	2	Cox
	1	Verizon (East and West)
	1	Compuserve
	*	Prodigy
	*	Ameritech
	*	Worldcom
	24	Other (SPECIFY)
	5	Don't know/Refused

TYPE OF EMAIL USER (Q17, Q18)

Based on Email users [N=1,272]

CURRENT		
%	6	Work only
	50	Personal only
	35	Both
	9	Undesignated

23

TOTAL VOLUME OF EMAIL (SP7, SP14)

Based on Email users [N=1,272]

CURRENT		
%	23	5 or fewer
	13	6-10
	8	11-15
	8	16-20
	11	21-30
	10	31-50
	11	51-100
	6	Greater than 100
	10	Undesignated

TOTAL PERCENT SPAM (WEIGHTED AVERAGE OF SP8c, PERSPAM)

Based on Email users [N=1,272]

CURRENT		
%	7	None
	14	Less than 10%
	13	10-25%
	6	26-39%
	13	40-59%
	16	60-80%
	19	81% or more
	12	Undesignated

TOTAL TIME SPENT ON SPAM (SP9, SP16)

Based on Email users [N=1,272]

CURRENT		
%	7	No time
	28	Less than 5 minutes
	25	5 to less than 15 minutes
	13	15 minutes to less than a half hour
	8	Half hour to less than one hour
	7	One hour or more
	13	Undesignated

SPAM FILTERS SUMMARY TABLE (SP10, SP11, SP17)

Based on Email users [N=1,272]

CURRENT

%	28	Total filters on work account
	25	Employer filters
	7	Own filters on work account
	31	Total filters on personal account
	47	Total any filter
	44	Total no filter
	9	Undesignated

SP18 We'd like to know if you have ever done the following things to avoid receiving spam or junk email in an email account. (First), Have you ever... (INSERT)?

Based on Email users [N=1,272]

	YES, WORK EMAIL ONLY	YES, PERSONAL EMAIL ONLY	YES, BOTH WORK AND PERSONAL	NO, HAVE NOT DONE THIS	DON'T KNOW/ REFUSED
a Used a separate email address for times you might attract spam	1	18	4	77	*
b Avoided posting your email address on web sites	4	44	21	30	1
c Avoided giving out your email address	4	44	24	27	*
d Set up an unusual email address that is hard to guess	*	12	2	85	1

SP20 Which of the following two statements best describes how you identify spam...?

Based on Email users [N=1,272]

CURRENT

%	63	I know it right away when I see it
	34	It's sometimes hard for me to tell spam from other email
	1	Both (VOL)
	*	Neither (VOL)
	1	Don't ever get spam (VOL)
	1	Don't know/Refused

SP21 How do you usually identify spam in your email? Do you...?

Based on Email users [N=1,272]

CURRENT

%	37	Look at the sender
	32	Look at the subject line
	9	Open up the email and look at the content
	2	Some other way (VOL)
	1	Don't ever get spam (VOL)
	18	Combination of above (VOL)
	1	Don't know/Refused

SP22 What do you usually do with email that you think is spam? Do you...?

Based on Email users [N=1,272]

CURRENT

%	86	Delete it immediately without opening it
	11	Open it and look at it quickly before deleting it
	1	Open it and read it carefully before deleting it
	1	None of these (VOL)
	1	Don't ever get spam (VOL)
	*	Don't know/Refused

SP23 How concerned are you that you might accidentally delete an important email because you thought it was spam? Are you ...?

Based on Email users [N=1,272]

CURRENT

%	6	Very concerned
	23	Somewhat concerned
	29	Not too concerned
	42	Not at all concerned
	*	Don't know/Refused

SP24 How concerned are you that filtering devices on your email software may block an important email from reaching you? Are you ...?

Based on Email users [N=1,272]

CURRENT

%	8	Very concerned
	22	Somewhat concerned
	24	Not too concerned
	41	Not at all concerned
	3	Don't use filters (VOL)
	1	Don't know/Refused

SP25 As far as you know, has this ever happened to you?

Based on Email users [N=1,272]

CURRENT

%	13	Yes
	83	No
	3	Don't know/Refused

SP26 How concerned are you that filtering devices on SOMEONE ELSE'S email software may block an important email of YOURS from reaching them? Are you ...?

Based on Email users [N=1,272]

CURRENT

%	7	Very concerned
	16	Somewhat concerned
	29	Not too concerned
	46	Not at all concerned
	1	Don't know/Refused

SP27 We'd like to know if spam or junk email has affected you in any of the following ways. Has spam ... (INSERT)? (IF YES: Has it had a big effect in this regard, or only a small effect?)

Based on Email users [N=1,272]

	<u>YES, BIG EFFECT</u>	<u>YES, SMALL EFFECT</u>	<u>NO</u>	<u>DON'T KNOW/ REFUSED</u>
a Reduced your overall use of email	15	10	75	*
b Increased the time it takes you to read and respond to email	30	36	34	1
c Made you less trusting of email in general	27	25	47	1
d Made being online more complicated	24	22	53	1
e Made being online unpleasant or annoying	33	37	28	1

SP28 Please tell me if each of the following characteristics of spam bothers you or not. (First/Next), (INSERT). Does this bother you or not?

Based on Email users [N=1,272]

	YES	NO	DON'T KNOW/ REFUSED
a Deceptive or dishonest content	80	18	2
b Offensive or obscene content	76	23	1
c The amount of spam online	77	21	1
d The time it takes to deal with spam	69	30	1
e The fact that it is unsolicited, or you didn't ask for it	84	15	1
f The damage it can do to your computer	79	19	2
g That your privacy might have been compromised	76	23	1
h That you can't stop the flow or spam no matter what steps you take	75	23	2

SP29 Which of these bothers you MOST about spam?

Based on Email users [N=1,272]

	CURRENT	
	23	Offensive or obscene content
	15	The damage it can do to your computer
	15	That you can't stop the flow or spam no matter what steps you take
	10	The fact that it is unsolicited, or you didn't ask for it
	10	That your privacy might have been compromised
%	7	Deceptive or dishonest content
	6	The time it takes to deal with spam
	5	The amount of spam online
	9	Not bothered by any

SP30 Thinking about ALL of the unsolicited or junk email you receive, what kind of spam do you get MOST OFTEN?

Based on FORM A Email users [N=624]

CURRENT		
%	32	Product or service offers
	31	Investment deals/financial offers
	24	Adult content/Pornography
	8	Health, medical or beauty-related information
	4	Software offers
	2	Advertisements
	1	All types of spam
	1	Religious information
	1	Political messages
	5	Other
	4	Don't get any spam (VOL)
	17	Don't know/Can't recall

SP31 If you received ... (INSERT), would you think of this as spam, or not?

Based on FORM A Email users [N=624]

	YES, SPAM	NO	IT DEPENDS (VOL)	DON'T KNOW/ REFUSED
a Unsolicited commercial email from a sender you don't know or can't identify	92	6	2	1
b Unsolicited commercial email from a sender with whom you've already done business	32	65	3	*
c Jokes, stories, links, or chain letters from someone you know	26	71	1	1
d Large electronic files like photos or video clips from someone you know	8	89	1	1
e Unsolicited email from a non-commercial group, like a non-profit or a charity	65	30	3	2
f Unsolicited email from a political or advocacy group	74	21	4	2
g Email from a sender or company you HAVE given permission to contact you	11	86	2	1

SP32 If you received unsolicited email containing ... (INSERT), would you think of this as spam, or not?

Based on FORM B Email users [N=648]

	YES, SPAM	NO	IT DEPENDS (VOL)	DON'T KNOW/ REFUSED
a Investment deals, financial offers, or money-making proposals	89	8	1	1
b Adult content	92	5	1	2
c Religious information	76	19	3	2
d Health, medical or beauty-related content	78	18	2	2
e Political messages	76	19	3	2
f Software offers	78	17	3	2
g Product or service offers	81	14	4	1
h A personal or professional message addressed to you specifically, from someone you don't know	74	21	4	1

SP33 Thinking about ALL of the unsolicited or junk email you receive, what kind of spam bothers you the MOST?

Based on FORM B Email users [N=648]

CURRENT		
%	53	Adult content/Pornography
	14	Product or service offers
	11	Investment deals/financial offers
	6	All types of spam
	4	Political messages
	3	Health, medical or beauty-related information
	3	Religious information
	2	Software offers
	7	Other
	4	Don't get any spam (VOL)
	9	Don't know/Can't recall

SP34 Have you ever sent ... (INSERT)?

Based on Email users [N=1,272]

	YES	NO	DON'T KNOW/ REFUSED
a Jokes, stories, links, or chain letters by email	57	43	0
b Large electronic files like photos or video clips by email	48	51	*
c A personal or professional email to someone you didn't already know	23	77	*

SP35 Thinking about all of the times you’ve received unsolicited email, have you ever... (INSERT)? Have you ever ... (INSERT)?

Based on Email users [N=1,272]

	YES	NO	DON'T KNOW/ REFUSED
a Ordered a product or service that was offered in an unsolicited email	7	93	*
b Clicked on a link in an unsolicited email to get more information	33	66	1
c Provided personal information requested in an unsolicited email	4	95	*
d Made a donation or contribution in response to an unsolicited email	1	99	*

SP36 Still thinking about all of the times you’ve received unsolicited email, have you ever... (INSERT)? Have you ever ... (INSERT)?

Based on Email users [N=1,272]

	YES	NO	DON'T KNOW/ REFUSED
a Requested to be removed from a mailing list	67	33	1
b Reported it to your email provider	21	79	*
c Reported it to a consumer or government agency	7	93	*

SP37 Have you ever responded to an email offer, only to find out later it was phony or fraudulent?

Based on Email users [N=1,272]

	CURRENT	
%	12	Yes
	88	No
	*	Don't know/Refused

ART01 Do you study, practice, or do any of the following activities?

	YES	NO	DON'T KNOW	REFUSED
a Drawing or painting				
Current	20	80	*	*
April/May 2003	19	80	*	0
March 2003 ¹⁹	17	83	0	0
Dec 2002	18	81	0	*
Nov 2002	23	77	*	*
Oct 2002	21	78	*	*
Sept 2002	20	80	0	*
b Creative writing				
Current	20	80	*	*
April/May 2003	20	80	0	0
March 2003	19	81	0	0
Dec 2002	17	83	*	*
Nov 2002	22	77	*	*
Oct 2002	20	80	*	*
Sept 2002	20	80	*	*
c Music				
Current	27	73	0	*
April/May 2003	22	78	*	0
March 2003	25	75	*	0
Dec 2002	23	77	0	*
Nov 2002	27	73	*	*
Oct 2002	27	72	*	0
Sept 2002	25	75	*	*
d Acting				
Current	5	95	*	*
April/May 2003	6	94	*	0
March 2003	5	95	0	*
Dec 2002	5	95	*	*
Nov 2002	6	94	*	*
Oct 2002	6	94	*	*
Sept 2002	5	94	*	*
e Dancing				
Current	18	82	*	*
April/May 2003	17	83	0	*
March 2003	19	81	0	0
Dec 2002	16	84	0	*
Nov 2002	19	81	*	*
Oct 2002	19	81	*	*
Sept 2002	19	81	*	*

¹⁹ March 2003 figures in items a-g based on daily tracking survey conducted March 12-19, 2003 [N=883].

ART01 continued...

f Filmmaking

Current	6	93	*	*
April/May 2003	5	95	*	0
March 2003	3	96	*	0
Dec 2002	4	95	*	*
Nov 2002	5	94	*	*
Oct 2002	5	94	*	*
Sept 2002	5	94	*	*

32

g Other type of artistic activity I haven't mentioned (SPECIFY)

Current	20	79	*	*
April/May 2003	21	79	*	0
March 2003	18	81	1	*
Dec 2002	22	78	*	*
Nov 2002	24	75	*	*
Oct 2002	21	78	*	*
Sept 2002	25	74	*	*

ART02 Thinking of all the kinds of artistic activities I just mentioned, do you consider yourself an artist?

Based on those who do any kind of art [N=1,265]

	CURRENT		APRIL/MAY 2003	MARCH 2003 ²⁰	DEC 2002	NOV 2002	OCT 2002	SEPT 2002
%	28	Yes	29	32	27	30	29	29
	72	No	70	66	72	69	70	71
	*	Don't know	1	1	1	*	1	1
	*	Refused	0	*	*	*	*	0

ART03 Do you now get any of your income from being an artist?

Based on those who consider themselves artists [N=341]

	CURRENT		APRIL/MAY 2003	MARCH 2003 ²¹	DEC 2002	NOV 2002	OCT 2002	SEPT 2002
%	32	Yes	24	20	30	30	29	32
	67	No	75	80	70	69	71	67
	*	Don't know	*	0	0	*	0	1
	*	Refused	*	0	0	*	0	*

²⁰ March 2003 figures in this question based on daily tracking survey conducted March 12-19, 2003 [N=883].

²¹ March 2003 figures in this question based on daily tracking survey conducted March 12-19, 2003 [N=883].

Methodology

This report is based on the findings of a survey on Americans' use of the Internet, specifically the effects of spam on email use. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates between June 10 and June 24, 2003, 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 2.2 percentage points. For results based Internet users (n=1,380), the margin of sampling error is plus or minus 2.8 percentage points, and for estimates based on form 1 or form 2 respondents the margin of error is $\pm 3\%$. 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.

Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. It also ensures that the geographic distribution of numbers called is appropriate. As many as 10 attempts were made to contact every sampled telephone number. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. 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 oldest 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.

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 Current Population Survey (March 2002). 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

Total Numbers dialed	12,930		
Business	1,086		
Computer/Fax	730		
Other Not-Working	1,815		
Additional projected NW	1,016		
Working numbers	8,284	64.1%	
No Answer	280		
Busy	59		
Answering Machine	1,270		
Callbacks	417		
Other Non-Contacts	133		
Contacted numbers	6,125	73.9%	
Initial Refusals	1,604		
Second Refusals	1,767		
Cooperating numbers	2,754	45.0%	
No Adult in HH	42		
Other Ineligible	0		
Language Barrier	335		
Eligible numbers	2,377	86.3%	
Interrupted	177		
Completes	2,200	92.6%	
Response Rate	30.8%		

PSRA 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, 73.9 percent were contacted by an interviewer and 45 percent agreed to participate in the survey. Eighty-six percent were found eligible for the interview. Furthermore, 92.6 percent of eligible respondents completed the interview. Therefore, the final response rate is 30.8 percent.