Parents & Teens 2004 Survey

Final Topline   12/14/04

Data for October 26 – November 28, 2004

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

Sample: *n* = 1,100 parents of 12-17 year-olds
               1,100 12-17 year-olds [971 online teens, 129 offline teens]
Interviewing dates: 10.26.04 – 11.28.04
Margin of error is plus or minus 3 percentage points for results based on parents
Margin of error is plus or minus 4 percentage points for results based on parents of online teens
Margin of error is plus or minus 3 percentage points for results based on teens
Margin of error is plus or minus 4 percentage points for results based on online teens

Unless otherwise noted, questions Q5 – MODEM are based on all parents [N=1,100]

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

	ALL PARENTS	PARENTS OF ONLINE TEENS[1]		DEC 2000[1]
%	84	89	Yes	91
	16	11	No	9
	0	0	Don't know/Refused	0
		[n=907]		[n=754]

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

	ALL PARENTS	PARENTS OF ONLINE TEENS		DEC 2000
%	80	87	Yes	87
	20	13	No	13
	0	0	Don't know/Refused	0
		[n=907]		[n=754]

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[1] Parents of online teens are those who said in a screening question that their teen goes online to access the internet or to send and receive email [n=907]. This is different from the number of teens who told us during the teen portion of the survey that they go online [n=971].

Q12 About how many years have you had access to the Internet? *(Note Question Wording)*[2]

Q12.1 About how many months is that*?*

Based on parents who go online [N=915]

	ALL PARENTS	PARENTS OF ONLINE TEENS		DEC 2000
%	*	*	Within the last six months	8
	3	3	A year ago	21
	13	11	Two or three years ago	39
	83	85	More than three years ago	33
	1	1	Don't know/Refused	0
		[n=814]		[n=654]

Q16 About how often do you go online 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 parents who go online [N=915]

	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	27	24	18	14	6	7	3	*
b Work	37	11	4	4	2	8	34	*
c Someplace other than home or work	1	1	2	4	8	24	60	*

Q17 Do you ever go online using a wireless device like a PDA, cell phone, or wireless laptop?

Based on parents who go online [N=915]

	ALL PARENTS	PARENTS OF ONLINE TEENS	
%	19	20	Yes
	81	80	No
	*	*	Don't know/Refused
		[n=814]	

Q18   Now I have a few questions about your [AGE]-year old [boy/girl] ...
First, what grade is (he/she) in at school?

	CURRENT	
%	1	Fifth
	6	Sixth
	14	Seventh
	17	Eighth
	17	Ninth
	19	Tenth
	15	Eleventh
	11	Twelfth
	*	Refused

Q18a   What kind of school does this child attend – a senior high school, a junior high school or a middle school?

Based on parents with children in ninth grade [N=186]

	CURRENT	
%	72	Senior high school
	19	Junior high school
	1	Middle school
	4	(VOL) Other
	3	Don't know/Refused

Q19   In your home, are there rules about when or for how long this child can go online, or not?

Based on parents of online teens [N=907]

	CURRENT		DEC 2000
%	64	Yes	61
	35	No	39
	1	Don't know/Refused	*
			[n=754]

Q20   Thinking about the computer or Internet account in your home...
Do you have monitoring software or a filter that keeps people from going to some types of Internet web sites, or not?

Based on parents of online teens [N=907]

	CURRENT		DEC 2000
%	53	Yes	38
	41	No	52
	1	(VOL) Have AOL/America Online restricted account	3
	5	Don't know/Refused	7
			[n=754]

Q21 After your [AGE]-year old [boy/girl] has been on the internet, do you ever check to see what web sites (he/she) went to, or don't you ever do that?

Based on parents of online teens [N=907]

	CURRENT		DEC 2000
%	62	Yes	61
	37	No	39
	1	Don't know/Refused	*
			[n=754]

Q22 Overall, do you think that email and the Internet have been a GOOD thing for your child, a BAD thing, or haven't they had much effect one way or the other?

Based on parents of online teens [N=907]

	CURRENT		DEC 2000
%	67	Good thing	55
	5	Bad thing	6
	25	No effect one way or the other	38
	3	Don't know/Refused	1
			[n=754]

Q23 Parents have different opinions about the impact of the internet on children today. Please tell me if you agree or disagree with each of the following statements…

	AGREE	DISAGREE	DON'T KNOW REFUSED
a If a child isn't using the internet by the time they start school, they will fall behind their peers			
All parents	44	53	3
Parents of online teens [n=907]	46	52	3
b Most teens are not careful enough about the information they give out about themselves online			
All parents	82	13	5
Parents of online teens	81	13	6
c Teens who use the internet to stay in touch with their friends have better social lives than teens who don't use the internet to do this			
All parents	31	62	7
Parents of online teens	34	59	7
d Teens waste a lot of time online, when they could be doing more important things			
All parents	73	22	4
Parents of online teens	71	25	4

Continued…

	AGREE	DISAGREE	DON'T KNOW REFUSED
e The internet helps teens do better in school			
All parents	80	17	4
Parents of online teens	83	14	3
f Too many teens today use the internet to cheat on their schoolwork			
All parents	27	50	24
Parents of online teens	25	53	23
g Most teens do things online that they wouldn't want their parents to know about			
All parents	65	28	6
Parents of online teens	62	32	6

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, or a T-1 or fiber optic connection?

Based on parents who go online from home [N=885]

	ALL PARENTS	PARENTS OF ONLINE TEENS	
%	49	47	Dial-up telephone line
	50	51	High-speed
	20	21	DSL-enabled phone line
	27	28	Cable modem
	2	2	Wireless connection (either land-based or satellite)
	0	0	T-1 or fiber optic connection
	1	1	Other
	1	1	Don't know/Refused
		[n=797]	

K1 My first question is... Do you ever go online to access the Internet or World Wide Web or to send and receive email?

	CURRENT	
%	87	Yes
	13	No
	*	Don't know/Refused

K1a Overall, would you say that most of the people you know use the Internet, only some of the people you know use the Internet, or do very few or none of the people you know use the Internet?

	ALL TEENS	ONLINE TEENS	
%	83	88	Most
	10	8	Some
	6	4	Very few
	1	1	Don't know/Refused
		[n=971]	

K2 Overall, how often do you go online — 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 online teens [N=971]

	CURRENT		DEC 2000
%	51	Daily	42
	24	Several times a day	n/a
	27	About once a day	n/a
	35	Weekly	45
	21	3-5 days a week	n/a
	13	1-2 days a week	n/a
	14	Less often	13
	8	Every few weeks	n/a
	6	Less often	n/a
	*	Don't know/Refused	*
			[n=754]

K3 Do you ever go online…

Based on online teens [N=971]

	YES	NO	DON'T KNOW REFUSED
a From home			
Current	87	13	0
Dec 2000 [n=754]	90	10	*
b From school			
Current	78	22	0
Dec 2000	64	36	*
c From someone else's house, like a friend or relative's house[2]			
Current	74	26	0
Dec 2000	64	36	*
d From a library			
Current	54	46	*
Dec 2000	36	64	*
e From a community center of some kind, like a Boys' or Girls' Club or a church youth center			
Current	9	91	0
f From someplace else I haven't mentioned			
Current	4	96	*

K4 Where do you go online MOST often?

Based on online teens who go online from more than one place [N=903]

	CURRENT		DEC 2000
%	76	Home	83
	18	School	11
	7	Someplace else	5
	*	Don't know/Refused	1
			[n=659]

K3 Do you ever go online…
K4 Where do you go online MOST often?

Based on online teens [N=971]

	CURRENT	
%	74	Home
	17	School
	9	Someplace else
	1	Don't know/Refused

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[2] In Dec 2000, this item read "at a friend's house."

K5 I'm going to read some things people sometimes do online. Please tell me if you already know how to do each one, or if you would need someone else to help you.

Based on online teens [N=971]

		ALREADY KNOW HOW TO DO THIS	WOULD NEED SOMEONE'S HELP	DON'T KNOW REFUSED
a	Print webpages or other information you find online	95	5	0
b	Use a search engine to find things online	93	7	0
c	Open an attachment	70	29	1
d	Upload images or other files to a website where others can see them	55	44	*

K6 Have you ever helped an adult do something online that they were not able to do themselves, or have you never done this?

Based on online teens [N=971]

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

K7 People have different opinions about the impact of the internet on kids today. Please tell me if you agree or disagree with each of the following statements…

		AGREE	DISAGREE	DON'T KNOW REFUSED
a	If a child isn't using the internet by the time they start school, they will fall behind their peers			
	All teens	26	72	2
	Online teens [n=971]	25	73	2
b	Most teens are not careful enough about the information they give out about themselves online			
	All teens	78	20	2
	Online teens	79	20	1
c	Teens who use the internet to stay in touch with their friends have better social lives than teens who don't use the internet to do this			
	All teens	47	51	2
	Online teens	48	51	2
d	Teens waste a lot of time online, when they could be doing more important things			
	All teens	70	28	2
	Online teens	70	29	2

Continued…

	AGREE	DISAGREE	DON'T KNOW REFUSED
e The internet helps teens do better in school			
All teens	86	13	1
Online teens	88	11	2
f Too many teens today use the internet to cheat on their schoolwork			
All teens	37	60	3
Online teens	36	62	3
g Most teens do things online that they wouldn't want their parents to know about			
All teens	64	34	3
Online teens	62	35	3

K8 Do you currently participate in any of the following…

	YES	NO	DON'T KNOW REFUSED
a A school club like drama or language club	34	66	*
b A school sports program	48	51	*
c Some other extracurricular activity, like band	41	59	0
d A club or sports program that is NOT affiliated with your school, like a church youth group, rec league or volunteer organization in your community	54	45	*

K9 About how many friends do you keep in touch with on a regular basis, meaning you see them or talk with them at least once a week. Just your best guess is fine…

CURRENT	
% 11	4 or fewer
22	5 to 9
18	10 to 14
12	15 to 19
17	20 to 29
19	30 or more
1	Don't know/Refused
20.01	Mean

K10   In a typical week, about how many hours do you spend with friends doing social activities OUTSIDE OF SCHOOL?

	CURRENT	
%	33	4 or fewer
	25	5 to 9
	14	10 to 14
	6	15 to 19
	17	20 or more
	6	Don't know/Refused
	10.26	Mean

K11   And in a typical week, about how many hours do you spend talking with friends on the phone or sending and receiving emails, instant messages or text messages? Again, just your best guess is fine…

	CURRENT	
%	51	4 or fewer
	18	5 to 9
	9	10 to 14
	4	15 to 19
	11	20 or more
	7	Don't know/Refused
	7.83	Mean

K12   Please tell me if you, personally, have any of the following things. Do you have… Do you ever use this to go online or to send or receive email, or not?

		TOTAL YES, HAVE DEVICE	GO ONLINE USING DEVICE	TOTAL NO, DON'T HAVE DEVICE	DON'T KNOW/ REFUSED
a	A desktop computer	73	61	27	*
b	A laptop computer	18	13	82	*
c	A cell phone	45	10	55	0
d	A personal digital device, like a Sidekick, Palm Pilot or Blackberry	7	2	93	*

K14 As far as you know, 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, or a T-1 or fiber optic connection?

Based on teens who go online from home [N=868]

	CURRENT	
%	47	Dial-up telephone line
	46	High-speed
	20	DSL-enabled phone line
	22	Cable modem
	4	Wireless connection (either land-based or satellite)
	*	T-1 or fiber optic connection
	1	Other
	6	Don't know/Refused

K15 Is this computer in a private area like your own bedroom, or in an open family area, like a living room, den, or study?

Based on teens who go online from home [N=868]

	CURRENT		DEC 2000
%	26	Private area	27
	73	Open family area	70
	n/a	(VOL) Both/Depends	3
	*	Don't know/Refused	*
			[n=680]

K16 Do your parents, brothers or sisters, or other members of your family also use that computer?

Based on teens who go online from home [N=868]

	CURRENT		DEC 2000
%	90	Yes	94
	10	No	6
	0	Don't know/Refused	0
			[n=680]

K17 After you go online, do your parents ever check to see what web sites you went to, or don't they ever do that?

Based on teens who go online from home [N=868]

	CURRENT		DEC 2000
%	33	Yes	27
	59	No	64
	7	Don't know/Refused	10
			[n=680]

K18 Would you like to start using the Internet and email, or isn't that something you're interested in?

Based on teens who do not go online [N=129]

	CURRENT	
%	52	Yes, interested
	47	No, not interested
	1	Don't know/Refused

K19 Did you EVER at some point use the Internet or email, but have since stopped for some reason?

Based on teens who do not go online [N=129]

	CURRENT	
%	47	Yes
	52	No
	1	Don't know/Refused

K20 Why did you stop using the internet?

Based on teens who used to go online [N=60]

	CURRENT	
%	25	No longer have access
	23	I just lost interest
	8	Not safe/Had a bad experience
	5	Too expensive
	3	My parents don't let me go online anymore
	3	I was spending too much time online/Waste of time
	1	It was too difficult/frustrating
	24	Other
	7	Don't know/Refused

K20a What is the MAIN reason you don't use the internet?

Based on teens who never used the internet [N=69]

	CURRENT	
%	20	I'm just not interested
	20	I'm too busy/Just don't have the time
	17	Don't have access
	8	It is too difficult/frustrating
	6	It's not safe
	4	My parents don't let me go online
	4	I think it's a waste of time
	2	It's too expensive
	7	Other
	13	Don't know/Refused

K21 Would you like to use the internet even more often than you do now, or do you already go online as often as you want to?

Based on online teens [N=971]

<u>CURRENT</u>

%	20	Would like to go online more often
	80	Already go online as often as I want to
	*	Don't know/Refused

K22 Is there a particular reason you don't go online more often?

Based on teens who want to go online more often [N=179]

<u>CURRENT</u>

%	39	Have too many other responsibilities/Don't have time to go online more
	28	Don't always have access
	11	Not allowed/My parents don't let me go online as much as I want
	11	Other
	11	Don't know/Refused

K23 We're interested in the kinds of things you do when you go online. Not everyone has done these things. Please just tell me whether you ever do each one, or not. Do you ever...?

Based on online teens [N=971]

	YES, DO THIS	NO, DO NOT	DON'T KNOW REFUSED
a Send or read email			
Current	89	11	0
Dec 2000 [n=754]	92	8	*
Nov 2004 Online Adults[3] [n=537]	92	8	*
b Send or receive instant messages[3]			
Current	75	25	0
Dec 2000	74	26	*
May/June 2004 Online Adults[4] [n=1,399]	42	58	*
c Send or receive text messages using a cell phone			
Current	38	62	0
d Buy things online, such as books, clothing or music[4]			
Current	43	57	0
Dec 2000	31	69	*
Nov 2004 Online Adults	67	33	0

Continued...

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[3] In Dec 2000, this item read "Send instant messages to someone who is also online." In the May/June 2004 adult survey, the item read "Send instant messages to someone who's online at the same time."

[4] Nov 2004 adult item read "Buy a product online, such as books, music, toys, or clothing."

		YES, DO THIS	NO, DO NOT	DON'T KNOW REFUSED
e	Look for health, dieting, or physical fitness information online			
	Current	31	69	*
	Dec 2000	26	74	*
f	Go online to get news or information about current events[5]			
	Current	76	24	*
	Dec 2000	68	32	*
	May/June 2004 Online Adults	72	28	*
g	Look for news or information about politics and the presidential campaign			
	Current	55	45	0
	May/June 2004 Online Adults	49	51	*
h	Look for religious or spiritual information online			
	Current	26	74	0
	Nov 2004 Online Adults	30	70	0
i	Look for information about a job online			
	Current	30	70	*
	May/June 2004 Online Adults	42	58	*
j	Go online to get information about a college, university or other school you are thinking about attending			
	Current	57	43	0
k	Go to web sites about movies, TV shows, music groups, or sports stars you are interested in			
	Current	84	16	0
	Dec 2000	83	17	*
l	Play online games[6]			
	Current	81	19	0
	Dec 2000	66	34	*
	Nov 2004 Online Adults	39	61	0
m	Look for information online about a health topic that's hard to talk about, like drug use, sexual health, or depression			
	Current	22	78	0

K24 Overall, how do you MOST OFTEN communicate with your friends – do you call them on the phone or write them messages through email, IM or text messaging?

	CURRENT	
%	63	Call on the phone
	32	Write messages
	4	(VOL) Both equally
	2	Don't know/Refused

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[5] In the May/June 2004 adult survey, this item read "Get news online."

[6] In Dec 2000, this item read "Play games online or download games." In the Nov 2004 adult survey, the item read "Play a game online."

K25 And on a typical day, do you spend more time talking with your friends on your cell phone, or talking with them on a regular landline phone?

Based on teens who have a cell phone [N=500]

CURRENT

%	45	Cell phone
	53	Regular landline phone
	1	(VOL) Both equally
	1	Don't know/Refused

K27 Which of the following do you use MOST OFTEN to send WRITTEN messages to your friends…

Based on online teens [N=971]

CURRENT

%	33	Regular email
	46	Instant messaging
	15	A text program on a cell phone
	3	(VOL) Something else/None of these
	4	Don't know/Refused

K24 Overall, how do you MOST OFTEN communicate with your friends – do you call them on the phone or write them messages through email, IM or text messaging?

K25 And on a typical day, do you spend more time talking with your friends on your cell phone, or talking with them on a regular landline phone?

K27 Which of the following do you use MOST OFTEN to send WRITTEN messages to your friends…

Based on online teens [N=971]

CURRENT

%	63	Most often use phone
	12	Cell phone
	51	Regular phone
	32	Most often use written messages
	5	Regular email
	24	Instant messaging
	3	Cell phone text program
	4	Use phone/written message equally
	2	Don't know/Refused

K28 When you want to (READ; ROTATE), do you USUALLY use the phone, email, instant messaging, or text messaging?

Based on online teens [N=971]

	PHONE	EMAIL	INSTANT MESSAGING	TEXT MESSAGING	(VOL) FACE-TO-FACE	(VOL) NONE OF THESE/ SOMETHING ELSE	DON'T KNOW/ REFUSED
a Have a quick conversation with a friend that you see on a regular basis	59	5	26	7	2	*	*
b Talk with a friend about something really serious or important	74	6	9	3	7	1	1
c Have a private conversation with someone that you don't want anyone else to find out about	60	9	18	6	6	1	1

K29 Have you ever sent someone an email, instant message or text message that you meant to be private, but they forwarded it to someone else?

Based on online teens [N=971]

CURRENT

%	21	Yes
	79	No
	1	Don't know/Refused

K30 Do you ever instant message or text message with your parents?

Based on teens who use instant messaging or text messaging [N=781]

CURRENT

%	29	Yes
	71	No
	0	Don't know/Refused

IM1   How often do you use instant messaging or IM?

Based on teens who use instant messaging [N=736]

	CURRENT		FEB 2004 ADULT IM USERS[5]	DEC 2000
%	48	Daily	36	35
	30	Several times a day	19	n/a
	18	About once a day	17	n/a
	29	Weekly	27	47
	18	3-5 days a week	12	n/a
	11	1-2 days a week	15	n/a
	22	Less often	37	18
	11	Every few weeks	13	n/a
	11	Less often	24	n/a
	1	Don't know/Refused	1	*
			[n=511]	[n=560]

IM23   Not everyone uses instant messages the same way. What about you...?
Have you ever used instant messages to...?

Based on teens who use instant messaging [N=736]

		YES	NO	DON'T KNOW REFUSED
a	Keep in touch with friends who don't live nearby or who don't go to your school			
	Current	90	10	0
	Dec 2000 [n=560]	90	10	*
b	Make plans with your friends			
	Current	80	20	0
	Dec 2000	82	18	*
c	Ask someone to go out with you			
	Current	20	80	0
	Dec 2000	17	82	1
d	Break up with someone			
	Current	19	81	*
	Dec 2000	13	86	1
e	Play a trick on someone by pretending to be somebody different			
	Current	39	61	0
	Dec 2000	26	73	1
f	Write something that you wouldn't say to somebody's face			
	Current	31	69	0
	Dec 2000	37	62	1
g	Talk about homework, tests or schoolwork			
	Current	78	22	0

IM4 On a typical day you use IM, about how much time do you spend sending and receiving instant messages?

Based on teens who use instant messaging [N=736]

	CURRENT		DEC 2000
%	27	Less than half an hour	32
	37	Between a half an hour and an hour	46
	24	1 to 2 hours	16
	11	More than two hours	5
	1	Don't know/Refused	1
			[n=560]

IM5 How many people do you instant message with ON A REGULAR BASIS?

Based on teens who use instant messaging [N=736]

	CURRENT		FEB 2004 ADULT IM USERS
%	*	None	13
	15	1 to 2	32
	39	3 to 5	34
	24	6 to 10	10
	20	More than 10	9
	1	Don't know/Refused	2
			[n=511]

IM9 How many different IM screen names do you have?

Based on teens who use instant messaging [N=736]

	CURRENT	
%	52	One
	22	Two
	7	Three
	3	Four
	2	Five
	1	Six
	11	Seven or more
	2	Don't know/Refused

IM10   About how many names do you have on your buddy list?

Based on teens who use instant messaging [N=736]

	CURRENT	
%	36	Less than 25
	18	Between 25 and 50
	17	Between 50 and 100
	21	Between 100 and 200
	7	200 or more
	1	Don't know/Refused

IM12   Have you created a profile for your IM screen name THAT OTHERS CAN SEE?

Based on teens who use instant messaging [N=736]

	CURRENT		FEB 2004 ADULT IM USERS
%	56	Yes	34
	44	No	63
	1	Don't know/Refused	3
			[n=511]

IM16   How often do you…?

Based on teens who use instant messaging [N=736]

	EVERY DAY OR ALMOST EVERY DAY	AT LEAST ONCE A WEEK	ONCE EVERY FEW WEEKS	ONCE EVERY FEW MONTHS	LESS OFTEN	(VOL) NEVER	DON'T KNOW/ REFUSED
a Block someone from communicating with you through IM							
Current	4	6	9	11	52	18	*
Feb 2004 Adult IM Users [n=511]	7	4	4	6	26	52	1
b Engage in several separate IM conversations at the same time							
Current	45	18	10	4	18	4	1
Feb 2004 Adult IM Users	16	10	6	7	21	38	1
c Set up a group conversation on IM							
Current	6	16	13	11	37	18	*
Feb 2004 Adult IM Users	3	5	4	6	20	61	1
d Post an "away" message on your IM account							
Current	39	16	8	4	19	14	*
Feb 2004 Adult IM Users	18	4	4	5	14	53	2

IM17 Do you ever do the following when posting your away message...?

Based on teens who post an away message [N=630]

	YES	NO	DON'T KNOW/ REFUSED
a Use a standard away message provided by your instant message program			
Current	44	55	1
Feb 2004 Adult IM Users [n=144]	63	37	0
b Post a specific message about what you are doing or why you are away			
Current	62	38	*
Feb 2004 Adult IM Users	45	55	0
c Post a phone number where you can be reached			
Current	28	72	0
Feb 2004 Adult IM Users	12	88	0

IM19 When instant messaging, do you ever...?

Based on teens who use instant messaging [N=736]

	YES	NO	DON'T KNOW REFUSED
a Include a link to an interesting or funny article or website			
Current	50	50	0
Feb 2004 Adult IM Users [n=511]	31	68	1
b Send photos or documents			
Current	45	55	0
Feb 2004 Adult IM Users	30	69	1
c Send music or video files			
Current	31	69	0
Feb 2004 Adult IM Users	5	95	1
d Use streaming audio or video to hear or see the people you instant message			
Current	22	77	*
Feb 2004 Adult IM Users	14	84	2
e IM someone who's in the SAME location as you, such as in the same classroom[7]			
Current	38	62	*
Feb 2004 Adult IM Users	24	75	1
f Post a buddy icon that you associate with your user name			
Current	60	39	1

[7] Feb 2004 adult question read "Have you ever sent an IM to someone who was in the SAME location as you, such as your home, office or classroom?"

K31 I'm going to read another short list of activities people sometimes do online. Please tell me whether you ever do each one, or not. Do you ever...?

Based on online teens [N=971]

		YES	NO	DON'T KNOW REFUSED
a	Create or work on your own online journal or weblog[8]			
	Current	19	81	0
	Nov 2004 Online Adults [n=537]	7	92	*
b	Create or work on your own webpage			
	Current	22	78	0
	Dec 2000 [n=754]	24	76	*
c	Download MUSIC files onto your computer so you can play them any time you want			
	Current	51	49	0
	Nov 2004 Online Adults	18	82	0
d	Read the online journals or weblogs of others[9]			
	Current	38	62	0
	Nov 2004 Online Adults	26	73	1
e	Download VIDEO files onto your computer so you can play them any time you want			
	Current	31	69	0
	Nov 2004 Online Adults	14	86	0
f	SHARE files from your own computer – such as music, video or picture files, or computer games – with others online			
	Current	37	63	0
	Nov 2004 Online Adults	24	76	0
g	Create or work on webpages or blogs for others, including friends, groups you belong to, or for school assignments			
	Current	32	68	*
h	Share something online that you created yourself, such as your own artwork, photos, stories or videos			
	Current	33	67	*
i	Take material you find online—like songs, text or images—and remix it into your own artistic creation			
	Current	19	81	0

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[8] In the Nov 2004 adult survey, the item read "Have you ever created an online journal, a web log, or blog that others can read on the web?"

[9] In the Nov 2004 adult survey, the item read "Have you ever read someone else's online journal, web log, or blog?"

K32 You said you have your own weblog or online journal. How frequently do you update the material on your blog?

Based on teens who have their own blog [N=179]

CURRENT

%		
	2	Several times a day
	11	About once a day
	16	3-5 days a week
	28	1-2 days a week
	24	Every few weeks
	18	Less often
	1	Don't know/Refused

K34 How often do you read other people's web diaries or blogs?

Based on teens who read others' blogs [N=372]

CURRENT

%		
	4	Several times a day
	11	About once a day
	15	3-5 days a week
	17	1-2 days a week
	20	Every few weeks
	33	Less often
	*	Don't know/Refused

K35 Whose blogs do you read? Do you only read the blogs of people you know, only read the blogs of people you don't know, or both?

Based on teens who read others' blogs [N=372]

CURRENT

%		
	62	Only read blogs of people I know
	2	Only read blogs of people I don't know
	36	Both
	1	Don't know/Refused

K37 You said you don't currently download music files. Have you EVER downloaded music files in the past?

Based on teens who do not currently download music files [N=498]

CURRENT

%		
	31	Yes
	69	No
	0	Don't know/Refused

K38 Do you care whether or not the music you download onto your computer is copyrighted, or isn't that something you care much about?

Based on teens who have ever download music files [N=622]

	CURRENT		FEB 2004 ADULTS[10]
%	40	Yes, care	37
	55	No, don't care much	58
	5	Don't know/Refused	5
			[n=213]

K39 Do you CURRENTLY download music files from any of the following places? Have you EVER downloaded music files from this source?

Based on teens who have ever downloaded music files [N=622]

	YES, CURRENTLY DO	NO, BUT HAVE IN THE PAST	NO, NEVE HAVE	DON'T KNOW/ REFUSED
a A peer-to-peer network like Kazaa or Morpheus				
Current	30	28	41	1
Feb 2004 Adults[11] [n=213]	31	27	38	4
b An online music service like iTunes or BuyMusic.com				
Current	30	9	60	1
Feb 2004 Adults	17	7	74	1
c Other music-related websites, such as online music magazines or musicians' homepages				
Current	26	8	64	2
Feb 2004 Adults	20	8	70	1
d An online newsgroup or other online community				
Current	13	6	80	1
Feb 2004 Adults	11	6	80	2
e Email or instant messages you receive				
Current	31	6	62	0
Feb 2004 Adults	24	5	70	1

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[10] Feb 2004 adult figures based on adults who *currently* download music files.

[11] Feb 2004 adult figures based on adults who *currently* download music files.

K40   As I read each of the following statements about free music downloading and file sharing online, please tell me if you, personally, agree or disagree with each one…

Based on teens who have ever downloaded music [N=622]

		AGREE	DISAGREE	DON'T KNOW REFUSED
a	Music downloading and file-sharing is so easy to do, it's unrealistic to expect people not to do it	75	23	1
b	As long as people are still buying music and movies, it's okay if they download or share some things for free	66	33	1
c	It's never really okay to download music or share copyrighted files online without paying for them or getting permission	52	47	1

Methodology

Parents & Teens 2004

Prepared by Princeton Survey Research Associates International
for the Pew Internet and American Life Project

November 2004

SUMMARY

The Parents & Teens 2004 Survey sponsored by the Pew Internet and American Life Project obtained telephone interviews with a nationally representative sample of 1,100 teens 12 to 17 years-old and their parents living in continental United States telephone households. The interviews were conducted in English by Princeton Data Source, LLC from October 26 to November 28, 2004. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±3.3%.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

The sample was designed to represent all teens ages 12 to 17 in continental U.S. telephone households. The sample is also representative of parents living with their teenage children.

The telephone sample was pulled from previous PIAL projects fielded in 2004 and 2003. Households with a child age 18 or younger were called back and screened to find 12 to 17 year-olds. The original telephone samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. These samples were drawn using standard *list-assisted random digit dialing* (RDD) methodology.

Contact Procedures

Interviews were conducted from October 26 to November 28, 2004. As many as 10 attempts were made to contact every sampled telephone 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.

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 first determined if a child age 12 to 17 lived in the household. Households with no children of the proper age were deemed ineligible and screened out. In eligible households, interviewers first conducted a short interview with a parent or guardian. Then interviews were conducted with the target child.[12]

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for patterns of nonresponse that might bias results. The interviewed sample was weighted to match national parameters for both parent and child demographics. The parent demographics used for weighting were: sex; age; education; race; Hispanic origin; marital status and region (U.S. Census definitions). The child demographics used for weighting were gender and age. These parameters came from a special analysis of the Census Bureau's 2003 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States that had a telephone.

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

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[12] In households with more than one 12 to 17 year-old interviewers asked parents about, and conducted interviews with, a child selected at random.

Table 1: Sample Demographics

	Parameter	Unweighted	Weighted
Census Region			
Northeast	18.6	16.9	18.8
Midwest	22.6	27.0	23.7
South	35.7	36.5	36.7
West	23.1	19.6	20.8
Parent's Sex			
Male	44.2	41.4	43.4
Female	55.8	58.6	56.6
Parent's Age			
LT 35	10.2	8.7	10.1
35-39	20.7	15.7	18.8
40-44	29.4	29.1	30.3
45-49	23.7	26.2	24.1
50-54	11.2	12.5	11.8
55+	4.7	7.9	4.8
Parent's Education			
Less than HS grad.	13.4	4.4	9.4
HS grad.	35.5	30.0	36.2
Some college	23.3	27.1	24.6
College grad.	27.7	38.5	29.8
Parent's Race/Ethnicity			
White, not Hispanic	67.5	82.3	71.6
Black, not Hispanic	11.3	8.7	11.4
Hispanic	15.3	5.1	11.1
Other race, not Hispanic	5.8	3.9	5.9
Parent's Marital Status			
Married	83.3	80.0	82.5
Not married	16.7	20.0	17.5
Kid's Sex			
Male	50.7	50.0	51.7
Female	49.3	50.0	48.3
Kid's Age			
12	16.7	17.1	16.9
13	16.7	14.9	15.9
14	16.7	16.5	16.0
15	16.7	17.8	16.9
16	16.7	17.3	17.2
17	16.7	16.4	17.1

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.26.

PSRAI calculates the composite design effect for a sample of size *n*, with each case having a weight, w_i as:

$$deff = \frac{n \sum_{i=1}^{n} w_i^{2}}{\left(\sum_{i=1}^{n} w_i \right)^{2}} \qquad \textit{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect ($\sqrt{deff}$). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \qquad \textit{formula 2}$$

where $\hat{p}$ is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±3.3%. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 3.3 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

RESPONSE RATE

Table 2 reports the disposition of all sampled callback telephone numbers ever dialed. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:[13]

- o Contact rate – the proportion of working numbers where a request for interview was made – of 86 percent[14]

- o Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused – of 69 percent

- o Completion rate – the proportion of initially cooperating and eligible interviews that agreed to the child interview and were completed – of 83 percent

Thus the response rate for this survey was 49 percent.[15]

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[13] PSRAI's disposition codes and reporting are consistent with the American Association for Public Opinion Research standards.

[14] PSRAI assumes that 75 percent of cases that result in a constant disposition of "No answer" or "Busy" over 10 or more attempts are actually not working numbers.

[15] The response rates for the original surveys that provided the callback sample averaged approximately 32 percent.

Table 2: Sample Disposition

Total Numbers dialed	7708	
Business	109	
Computer/Fax	153	
Other Not-Working	1156	
Additional projected NW	120	
Working numbers	6170	80.0%
No Answer	26	
Busy	15	
Answering Machine	451	
Callbacks	235	
Other Non-Contacts	118	
Contacted numbers	5325	86.3%
Refusals	1669	
Cooperating numbers	3656	68.7%
No child in HH	2230	
Language Barrier	98	
Eligible numbers	1328	36.3%
Interrupted	228	
Completes	1100	82.8%
Response Rate		49.1%

Endnotes

[1] Dec 2000 trends based on the Pew Internet & American Life Project's Parents, Kids and the Internet Survey, n=754 parents of online 12-17 year-olds and 754 12-17 year-olds who go online.

[2] 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?"

[3] Nov 2004 adult trends based on the November Activity Tracking Survey, conducted November 23-November 30, 2004 [n=914 adults].

[4] May/June 2004 adult trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].

[5] February 2004 adult trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].