



**Pew Internet**  
Pew Internet & American Life Project

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**PewResearchCenter**

# Social networking sites and our lives

How people's trust, personal relationships, and civic and political involvement are connected to their use of social networking sites and other technologies

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# Summary of findings

Questions have been raised about the social impact of widespread use of social networking sites (SNS) like Facebook, LinkedIn, MySpace, and Twitter. Do these technologies isolate people and truncate their relationships? Or are there benefits associated with being connected to others in this way? The Pew Research Center's Internet & American Life Project decided to examine SNS in a survey that explored people's overall social networks and how use of these technologies is related to trust, tolerance, social support, and community and political engagement.

The findings presented here paint a rich and complex picture of the role that digital technology plays in people's social worlds. Wherever possible, we seek to disentangle whether people's varying social behaviors and attitudes are related to the different ways they use social networking sites, or to other relevant demographic characteristics, such as age, gender and social class.

## **The number of those using social networking sites has nearly doubled since 2008 and the population of SNS users has gotten older.**

In this Pew Internet sample, 79% of American adults said they used the internet and nearly half of adults (47%), or 59% of internet users, say they use at least one of SNS. This is close to double the 26% of adults (34% of internet users) who used a SNS in 2008. Among other things, this means the average age of adult-SNS users has shifted from 33 in 2008 to 38 in 2010. Over half of all adult SNS users are now over the age of 35. Some 56% of SNS users now are female.

Facebook dominates the SNS space in this survey: 92% of SNS users are on Facebook; 29% use MySpace, 18% used LinkedIn and 13% use Twitter.

There is considerable variance in the way people use various social networking sites: 52% of Facebook users and 33% of Twitter users engage with the platform daily, while only 7% of MySpace and 6% of LinkedIn users do the same.

On Facebook on an average day:

- 15% of Facebook users update their own status.
- 22% comment on another's post or status.
- 20% comment on another user's photos.
- 26% "Like" another user's content.
- 10% send another user a private message

## **Facebook users are more trusting than others.**

We asked people if they felt “that most people can be trusted.” When we used regression analysis to control for demographic factors, we found that the typical internet user is more than twice as likely as others to feel that people can be trusted. Further, we found that Facebook users are even more likely to be trusting. We used regression analysis to control for other factors and found that a Facebook user who uses the site multiple times per day is 43% more likely than other internet users and more than three times as likely as non-internet users to feel that most people can be trusted.

## **Facebook users have more close relationships.**

The average American has just over two discussion confidants (2.16) – that is, people with whom they discuss important matters. This is a modest, but significantly larger number than the average of 1.93 core ties reported when we asked this same question in 2008. Controlling for other factors we found that someone who uses Facebook several times per day averages 9% more close, core ties in their overall social network compared with other internet users.

## **Facebook users get more social support than other people.**

We looked at how much total support, emotional support, companionship, and instrumental aid adults receive. On a scale of 100, the average American scored 75/100 on a scale of total support, 75/100 on emotional support (such as receiving advice), 76/100 in companionship (such as having people to spend time with), and 75/100 in instrumental aid (such as having someone to help if they are sick in bed).

Internet users in general score 3 points higher in total support, 6 points higher in companionship, and 4 points higher in instrumental support. A Facebook user who uses the site multiple times per day tends to score an additional 5 points higher in total support, 5 points higher in emotional support, and 5 points higher in companionship, than internet users of similar demographic characteristics. For Facebook users, the additional boost is equivalent to about half the total support that the average American receives as a result of being married or cohabitating with a partner.

## **Facebook users are much more politically engaged than most people.**

Our survey was conducted over the November 2010 elections. At that time, 10% of Americans reported that they had attended a political rally, 23% reported that they had tried to convince someone to vote for a specific candidate, and 66% reported that they had or intended to vote. Internet users in general were over twice as likely to attend a political meeting, 78% more likely to try and influence someone’s vote, and 53% more likely to have voted or intended to vote. Compared with other internet users, and users of other SNS platforms, a Facebook user who

uses the site multiple times per day was an additional two and half times more likely to attend a political rally or meeting, 57% more likely to persuade someone on their vote, and an additional 43% more likely to have said they would vote.

## **Facebook revives “dormant” relationships.**

In our sample, the average Facebook user has 229 Facebook friends. They reported that their friends list contains:

- 22% people from high school
- 12% extended family
- 10% coworkers
- 9% college friends
- 8% immediate family
- 7% people from voluntary groups
- 2% neighbors

Over 31% of Facebook friends cannot be classified into these categories. However, only 7% of Facebook friends are people users have never met in person, and only 3% are people who have met only one time. The remainder is friends-of-friends and social ties that are not currently active relationships, but “dormant” ties that may, at some point in time, become an important source of information.

## **Social networking sites are increasingly used to keep up with close social ties.**

Looking only at those people that SNS users report as their core discussion confidants, 40% of users have friended all of their closest confidants. This is a substantial increase from the 29% of users who reported in our 2008 survey that they had friended all of their core confidants.

## **MySpace users are more likely to be open to opposing points of view.**

We measured “perspective taking,” or the ability of people to consider multiple points of view. There is no evidence that SNS users, including those who use Facebook, are any more likely than others to cocoon themselves in social networks of like-minded and similar people, as some have feared.

Moreover, regression analysis found that those who use MySpace have significantly higher levels of perspective taking. The average adult scored 64/100 on a scale of perspective taking, using regression analysis to control for demographic factors, a MySpace user who uses the site a half dozen times per month tends to score about 8 points higher on the scale.

# Acknowledgements

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**The Pew Internet & American Life Project** is an initiative of the Pew Research Center, a nonprofit “fact tank” that provides information on the issues, attitudes, and trends shaping America and the world. The Pew Internet Project explores the impact of the internet on children, families, communities, the work place, schools, health care and civic/political life. The Project is nonpartisan and takes no position on policy issues. Support for the Project is provided by The Pew Charitable Trusts. More information is available at [www.pewinternet.org](http://www.pewinternet.org)

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# Part 1: Introduction

There has been a great deal of speculation about the impact of social networking sites (SNS) on users' lives. Some fear that SNS use might diminish human relationships and contact, perhaps increasing social isolation. Others exult that pervasive connectivity using technology will add to people's stores of social capital and lead to other social payoffs.

We tackle these important issues with the results of what we believe is the first national, representative survey of American adults on their use of SNS and their overall social networks. Some 2,255 American adults were surveyed between October 20-November 28, 2010, including 1,787 internet users. There were 975 users of SNS such as Facebook, MySpace, LinkedIn, and Twitter.<sup>1</sup>

In this report, we recognize that there is a great deal of variation in how people use SNS, in the types of platforms that are available, and the types of people that are attracted to different sites. We pull these variables apart and provide a detailed picture of what SNS users look like, which SNS platforms different people use, and the relationship between uses of technology and the size and structure of people's overall social networks. We also examine the amount of support SNS users receive from their social ties, their ability to consider multiple view points, their levels of social trust, and their community, civic, and political participation, and we compare them with users and non-users of other technologies.

We also provide an update to findings first published in 2009 in Pew Internet's report on "Social Isolation and New Technologies"[1]. In that report, we examined concerns that the number and diversity of American's closest social ties had declined over the preceding two decades because of technology use. We found that while there had been a decline in the size and diversity of people's closest relationships, it was not related to the use of the internet or mobile phone. In most cases use of the internet and cell phones was associated with larger and more diverse social networks. Given the rapid uptake in the use of SNS since 2009, and interest surrounding how the use of these services influences people's offline and online relationships, we revisit this issue with new data on the extent of social isolation in America.

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<sup>1</sup> The margin of error on the entire survey is plus or minus 3 percentage points, on the internet users is plus or minus 3 percentage points, and for the SNS users is plus or minus 4 percentage points.

## Part 2: Who are social networking site users?

### Most online Americans use at least one social networking site, and the demographics of the SNS population are shifting to older users.

Of the things Americans do online, few activities have received as much recent attention as the use of social networking sites (SNS). These sites, which include Facebook, MySpace, LinkedIn, and Twitter are defined by their unique focus on allowing people to “friend” others and share content with other users. By some accounts, Americans spend more time on SNS than doing any other single online activity [2].

In this Pew Internet sample, 79% of American adults said they used the internet and nearly half of adults (47%), or 59% of internet users, say they use at least one of SNS. This is close to double the 26% of adults (34% of internet users) who used a SNS in 2008 [1].

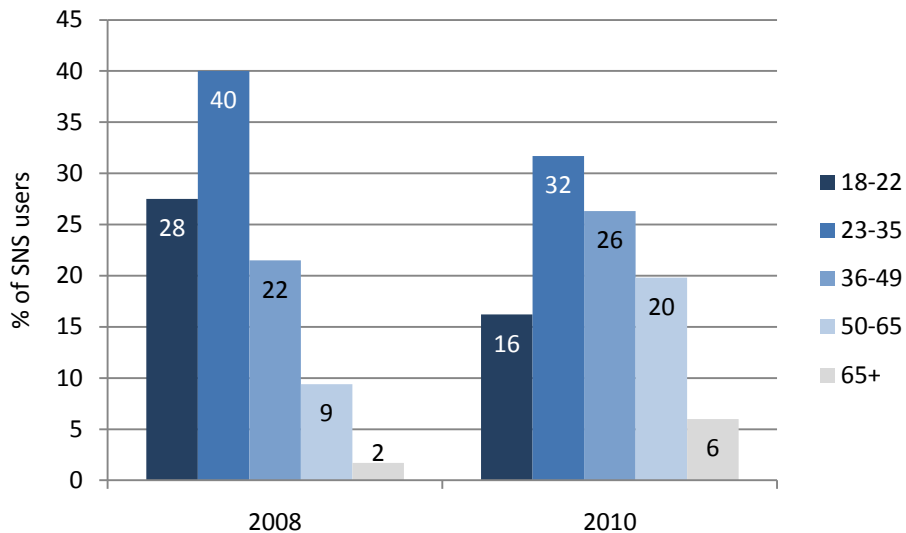
Internet users of all ages are more likely to use a SNS today than they were in 2008. However, the increase in SNS use has been most pronounced among those who are over the age of 35. In 2008 only 18% of internet users 36 and older used a SNS, by 2010 48% of internet users over the age of 35 were using a SNS. This is about twice the growth experienced by internet users 18-35; 63% of whom used a SNS in 2008 compared with 80% in 2010. Among other things, this means the average age of adult-SNS users has shifted from 33 in 2008 to 38 in 2010. Over half of all adult SNS users are now over the age of 35.



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## Age distribution of social networking site users in 2008 and 2010

*% of social networking site users in each age group. For instance, in 2008, 28% of social networking sites users were 18-22, but in 2010 that age group made up 16% of social networking site users.*



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

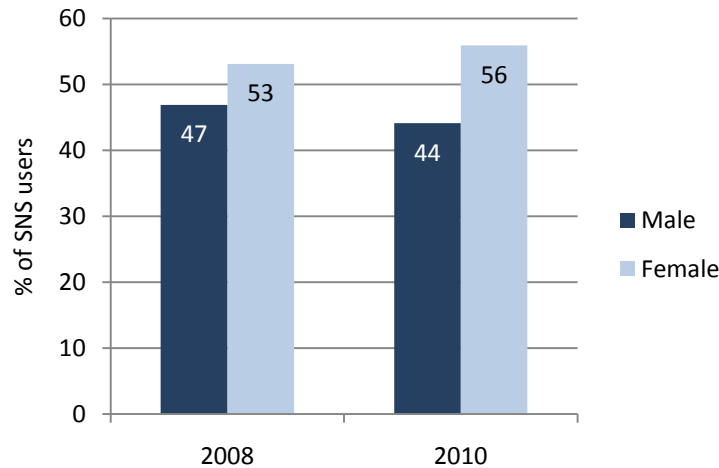
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As with the use of most social media, SNS users are disproportionately female (56%). Women also comprise the majority of email users (52% women), users of instant message (55%), bloggers (54%), and those who use a photo sharing service (58%).

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## Sex distribution of social networking site users in 2008 and 2010

*% of social networking site users of each sex. For instance, in 2008, 47% of social networking sites users were men, but in 2010 men made up 44% of social networking site users.*



**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

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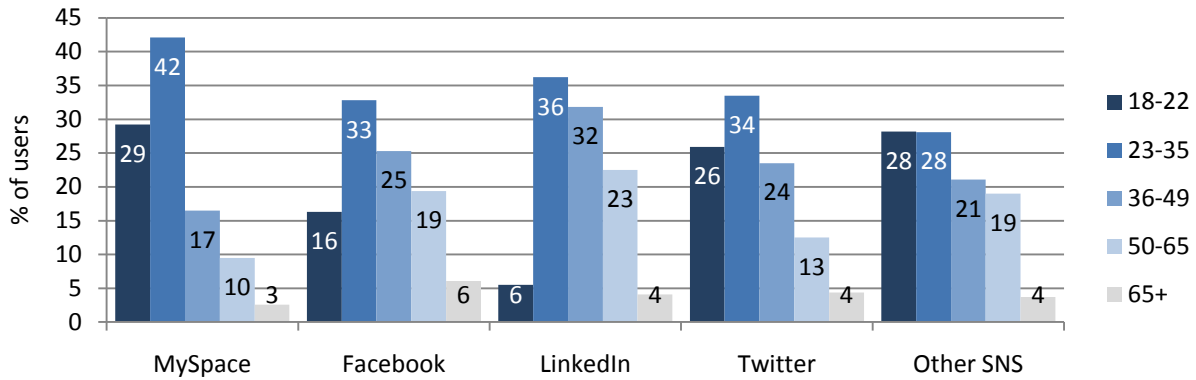
## Who uses what social networking site platform

There is a great deal of variation in the age, sex, race, and educational attainment among those who use different SNS platforms.

- Nearly twice as many men (63%) as women (37%) use LinkedIn. All other SNS platforms have significantly more female users than male users.
- The average adult MySpace user is younger (32), and the average adult LinkedIn user older (40), than the average Facebook user (38), Twitter user (33), and users of other SNS users (35).
- MySpace and Twitter users are the most racially diverse mainstream social network platforms. However, a large proportion of users of “other” social network services are racial minorities.
- MySpace users tend to have fewer years of formal education than users of other social network services, whereas most LinkedIn users have at least one university degree.

## Age distribution by social networking site platform

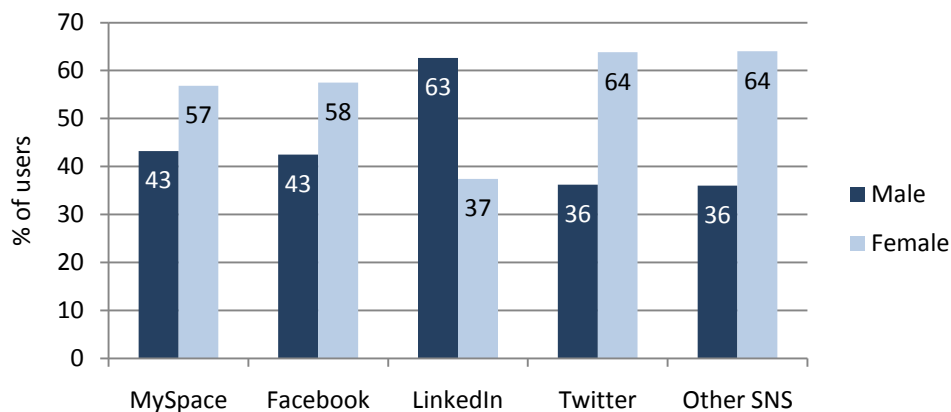
% of social networking site users on each site who are in each age group. For instance, 29% of MySpace users are 18-22 years old.



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

## Sex distribution by social networking site platform

% of users on the following social networking sites who are male or female. For instance, 43% of MySpace users are male.



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

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## Education distribution by social networking site platform

*% of users on the following social networking sites with the following levels of education. For instance, 12% of MySpace users have a bachelor's degree.*

	MySpace	Facebook	LinkedIn	Twitter	Other SNS
Less than high school	11%	5%	2%	6%	7%
High school	35%	26%	7%	16%	36%
Trade or some college	36%	34%	16%	39%	32%
Bachelor's Degree	12%	20%	37%	21%	14%
Graduate School	6%	15%	38%	18%	11%

**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

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## Race and ethnicity by social networking site platform

*% of users on the following social networking sites of each race/ethnicity. For instance, 70% of MySpace users are white.*

	MySpace	Facebook	LinkedIn	Twitter	Other SNS
White	70%	78%	85%	71%	68%
Black	16%	9%	2%	9%	13%
Hispanic	12%	9%	4%	12%	9%
Other Race	14%	12%	13%	21%	19%

**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

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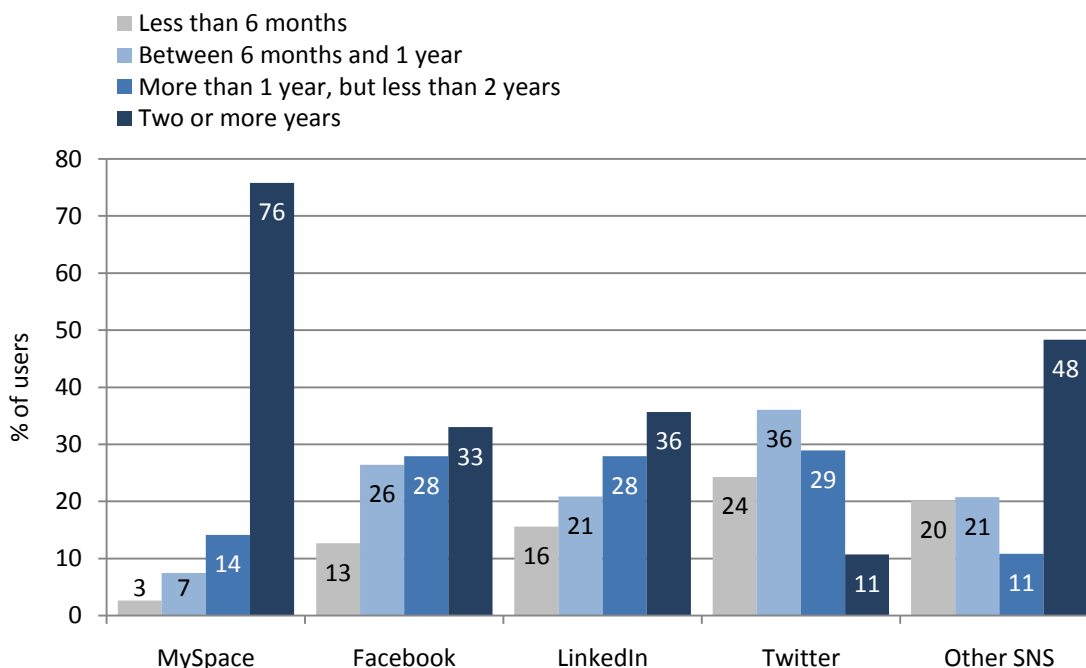
## The rise and fall of different social networking site platforms

Twitter is the SNS that has experienced the most recent growth in new members. On the other hand, a very small number of people have joined MySpace in the past year. Fewer than 3% of all MySpace users joined within the past 6-months, 10% joined within the past year. Over 75% of MySpace users joining the site two or more years ago. In comparison, nearly 60% of Twitter users, 39% of Facebook users, and 36% of LinkedIn users joined within the past year.

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## Length of time on different social networking site platforms

% of users on the following social networking sites who have been on those sites for the following lengths of time. For instance, 76% of MySpace users have been on MySpace for two or more years.



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

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### Facebook is the nearly universal social networking site and it has the highest share of users' daily visits, while MySpace and LinkedIn are occasional destinations.

Facebook is, by far, the most popular SNS. Of those who use a SNS, almost all use Facebook (92%). Facebook is followed in popularity by MySpace (29%), LinkedIn (18%), Twitter (13%), and other social network services (10%).

There is notable variation in the frequency of use of SNS. Facebook and Twitter are used much more frequently by their users than LinkedIn and MySpace. Some 52% of Facebook users and 33% of Twitter users engage with the platform daily, while only 7% of MySpace users and 6% of LinkedIn users do the same. By comparison, 62% of MySpace users, 40% of Twitter users, and 44% of LinkedIn users engage with their SNS less than once per month. Only 6% of Facebook users use this platform less than once per month.

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## Frequency of use for users of different social networking site platforms

*% of users on the following social networking sites who use that site with the following frequency. For instance, 3% of MySpace users use the site several times a day.*

	MySpace	Facebook	LinkedIn	Twitter	Other SNS
Several times a day	3%	31%	3%	20%	15%
About once a day	5%	21%	3%	13%	17%
3-5 days a week	2%	15%	4%	6%	14%
1-2 days a week	17%	17%	18%	9%	16%
Every few weeks	12%	11%	28%	12%	19%
Less often	33%	5%	35%	23%	14%
Never	29%	1%	9%	18%	5%

**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample is 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

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## What do people do on Facebook?

Social network services (SNS) have a number of common features. These include the ability of users to create a list of "friends," update their "status," to comment on other users' statuses and content, to indicate that they like another user's content, and to send private messages. We asked survey participants to report on the frequency at which they perform these various activities on Facebook.

On an average day:

- 15% of Facebook users update their own status.
- 22% comment on another's post or status.
- 20% comment on another user's photos.
- 26% "Like" another user's content.
- 10% send another user a private message

### Most people update their status less than once per week.

The act of contributing a status update is an infrequent activity for most users. A majority of Facebook users (56%) update their status less than once per week. Only 15% of Facebook users update their status at least once per day. Nearly one in six (16%) have never updated their status.

### Women and the young drive Facebook usage.

Some 18% of women update their Facebook status at least once per day. Only 11% of men do the same. At the same time, Facebook users over the age of 35 are the least likely to have ever updated their Facebook profile or to update their status more than 1-2 days per week.

## Frequency of Facebook status updates by age

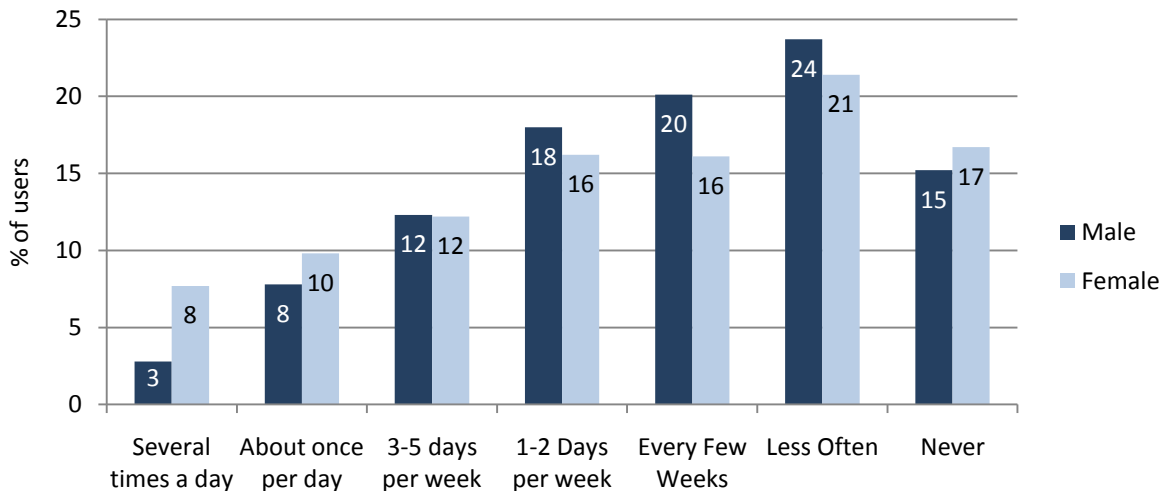
% of Facebook users in each age group who post with the following frequency. For instance, 13% of Facebook users ages 18-22 post status updates on Facebook several times a day.

	All SNS Users	Age 18-22	Age 23-35	Age 36-49	Age 50-65	Age 65+
Several times a day	6%	13%	7%	4%	1%	1%
About once per day	9%	18%	12%	6%	2%	2%
3-5 days per week	12%	21%	15%	13%	3%	3%
1-2 Days per week	17%	21%	22%	15%	9%	13%
Every few weeks	18%	15%	21%	20%	15%	10%
Less often	22%	10%	19%	24%	33%	33%
Never	16%	4%	5%	18%	36%	39%
N (weighted)	946	156	314	234	185	58

**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

## Frequency of Facebook status updates by sex

% of Facebook users of each sex who post with the following frequency. For instance, 3% of male Facebook users post status updates on Facebook several times a day.



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

## Facebook users are more likely to comment on another user’s status than to update their own status.

Despite the relative infrequency at which most users update their own status, most Facebook users comment on other users’ statuses at least 1-2 days per week (53%). More than one in five Facebook users (22%) comment on another user’s post at least once per day. Younger Facebook users are most likely to comment at least once per day; 23% of Facebook users under the age of 36 comment at least once per day. However, while comment frequency declines with age, one in five (18%) Facebook users under the age of 50 still comments at least once per day. Women are much more likely to leave comments on daily bases; 25% of female Facebook users comment on a post at least daily, the same is true of only 17% of male users.

### Frequency of commenting on Facebook posts by age

*% of users on the following social networking sites who comment with the following frequency. For instance, 21% of Facebook users ages 18-22 comment on Facebook posts several times a day.*

	All SNS Users	Age 18-22	Age 23-35	Age 36-49	Age 50-65	Age 65+
Several times a day	13%	21%	15%	13%	5%	1%
About once per day	9%	16%	8%	8%	6%	10%
3-5 days per week	13%	16%	16%	13%	6%	7%
1-2 Days per week	18%	21%	25%	12%	18%	7%
Every few weeks	15%	10%	13%	17%	20%	15%
Less often	18%	12%	16%	20%	19%	26%
Never	15%	4%	8%	17%	26%	34%
N (weighted)	941	156	309	237	182	57

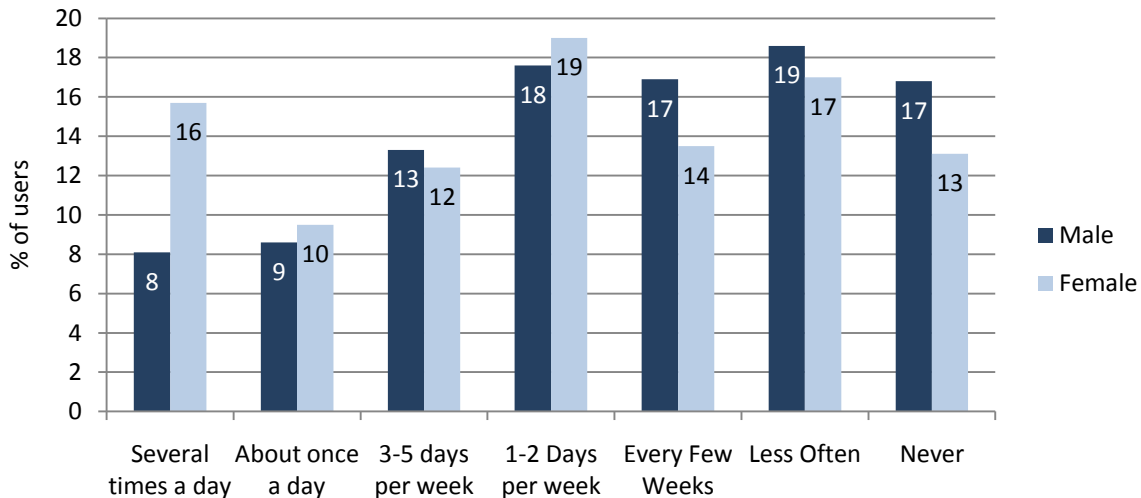
**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.



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## Frequency of commenting on Facebook posts by sex

*% of Facebook users of each sex who comment on Facebook posts with the following frequency. For instance, 8% of male Facebook users comment on Facebook posts several times a day.*



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

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## Half of Facebook users comment on photos at least 1-2 times each week.

Nearly as popular as commenting on another users' status is the practice of commenting on another users' photos. Half of all Facebook users (49%) comment on a photo that was contributed by another user at least 1-2 times per week. Some 20% of Facebook users comment on another user's photo at least once per day. Frequency of commenting on photos declines with age. However, the frequency of comments on photos is still very high amongst older age groups. Some 10% of Facebook users over the age of 50 comment on a photo each day, while 33% of Facebook users over the age of 50 comment on a photo at least 1-2 times per week. Women are much more likely to comment on photos than are men. 19% of men have never commented on a photo, while only 13% of women have never commented on a photo. Only 13% of men comment on photos on a daily bases, whereas 25% of female Facebook users comment on a photo at least once per day.

## Frequency of commenting on Facebook photos by age

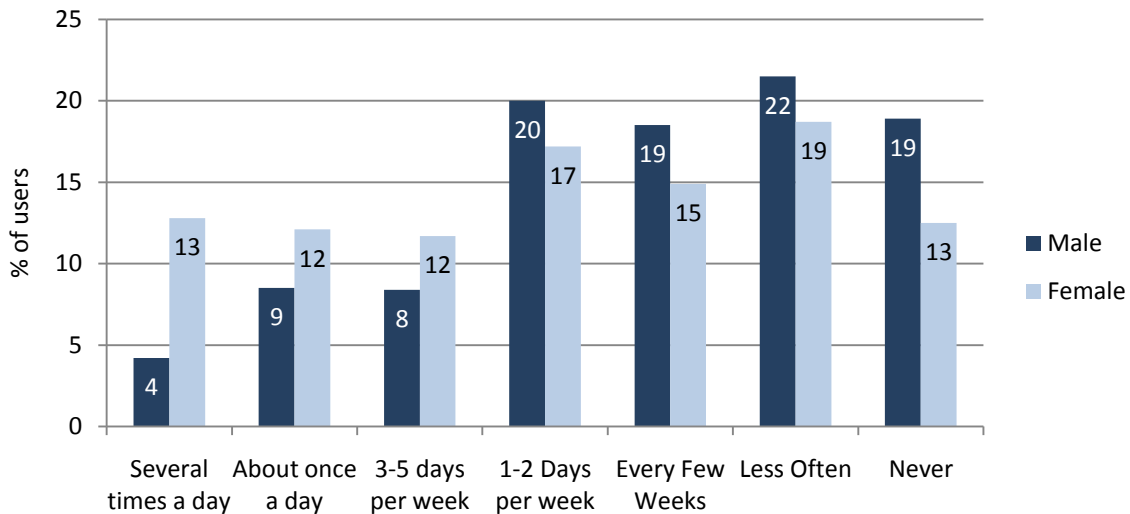
% of Facebook users in each age group who comment on Facebook photos with the following frequency. For instance, 13% of Facebook users ages 18-22 comment on Facebook photos several times a day.

	All SNS Users	Age 18-22	Age 23-35	Age 36-49	Age 50-65	Age 65+
Several times a day	9%	13%	12%	9%	5%	1%
About once per day	11%	16%	12%	10%	6%	9%
3-5 days per week	10%	10%	14%	11%	6%	3%
1-2 Days per week	18%	20%	19%	17%	19%	15%
Every few weeks	17%	13%	16%	16%	20%	21%
Less often	20%	18%	19%	21%	20%	23%
Never	15%	10%	8%	17%	25%	28%
N (weighted)	949	156	314	237	184	58

**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

## Frequency of commenting on Facebook photos by sex

% of Facebook users of each sex who comment on Facebook photos with the following frequency. For instance, 4% of male Facebook users comment on Facebook photos several times a day.



**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

## Facebook users like to “like” each other.

In addition to the option of commenting on status updates and content contributed by other users, Facebook users also have the option of clicking on a button to indicate that they “Like” another user’s content or status. This activity was more popular than any other Facebook activity we measured.

- 26% of all Facebook users indicate that they “Like” content contributed by another Facebook user at least once per day.
- 44% of Facebook users who are 18-22 years old “Like” their friends’ content on a daily bases. While declining with age, a full 12% of Facebook users over the age of 50 “Like” content at least once per day.
- Men are much more likely to have never “Liked” any of their friends’ content– 28% of men have never “Liked” something contributed on Facebook compared with only 18% of women.

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### Frequency of “liking” content on Facebook by age

*% of Facebook users in each age group who “like” content on Facebook with the following frequency. For instance, 31% of Facebook users ages 18-22 “like” content on Facebook several times a day.*

	All SNS Users	Age 18-22	Age 23-35	Age 36-49	Age 50-65	Age 65+
Several times a day	15%	31%	17%	12%	7%	9%
About once per day	10%	13%	11%	12%	5%	5%
3-5 days per week	11%	12%	14%	11%	6%	3%
1-2 Days per week	15%	14%	19%	13%	13%	9%
Every few weeks	10%	3%	10%	10%	15%	12%
Less often	17%	13%	17%	13%	24%	27%
Never	22%	13%	13%	30%	30%	36%
N (weighted)	936	156	307	236	184	54

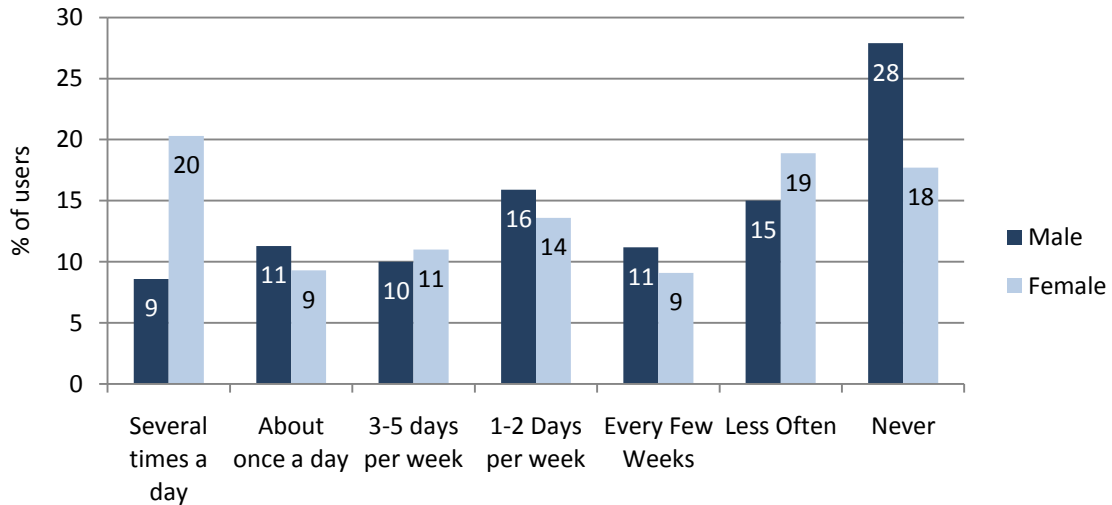
**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

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## Frequency of “liking” content on Facebook by sex

*% of Facebook users of each sex who “like” content on Facebook with the following frequency. For instance, 9% of male Facebook users “like” content on Facebook several times a day.*



**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

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## Private messages are infrequently used.

In addition to status updates, commenting, and liking content, Facebook users can also send each other private messages. The majority of Facebook users have sent private messages (82%), but only 37% send at least one message per week. Younger users are modestly more likely to send private messages; 45% of 18-22 year olds send at least one private message per week, compared with 32% of those aged 36-49 and 27% over the age of 50. There is little difference between men and women in their use of Facebook for private messages.

## Frequency of sending private messages on Facebook by age

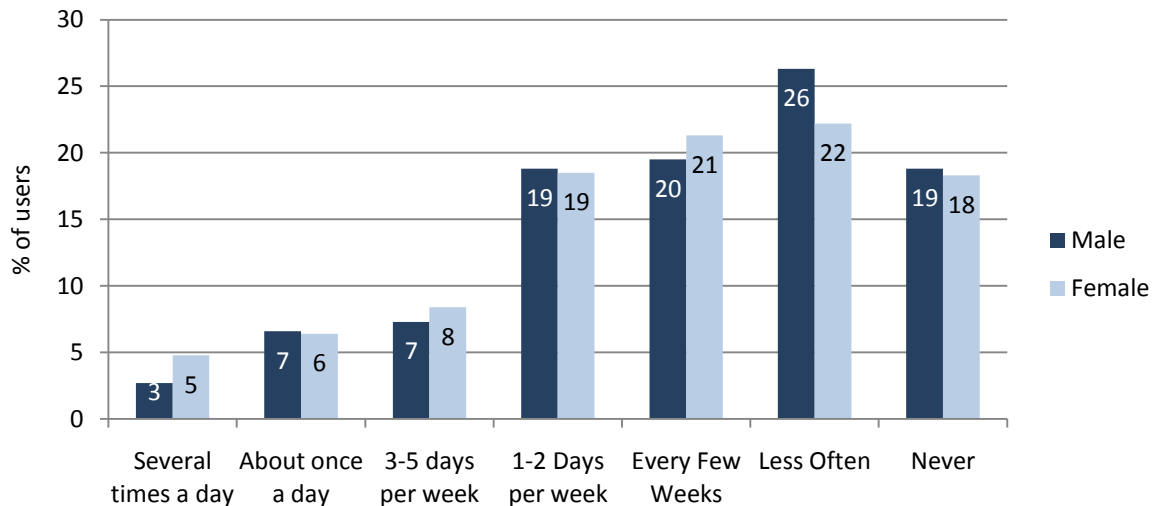
% of Facebook users in each age group who send private messages on Facebook with the following frequency. For instance, 2% of Facebook users ages 18-22 send private messages on Facebook several times a day.

	All SNS Users	Age 18-22	Age 23-35	Age 36-49	Age 50-65	Age 65+
Several times a day	4%	2%	5%	4%	4%	0%
About once per day	7%	11%	7%	5%	5%	2%
3-5 days per week	8%	7%	10%	10%	6%	2%
1-2 Days per week	19%	24%	23%	13%	16%	14%
Every few weeks	21%	16%	25%	21%	20%	15%
Less often	24%	21%	22%	22%	30%	30%
Never	19%	18%	9%	25%	20%	38%
N (weighted)	940	154	309	236	184	57

**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

## Frequency of sending private messages on Facebook by sex

% of Facebook users of each sex who send private messages on Facebook with the following frequency. For instance, 3% of male Facebook users send private messages on Facebook several times a day.



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

## Part 3: Social networking site users have more friends and more close friends

Social networking sites (SNS) provide people with the opportunity to friend members of their overall network of family members, coworkers, and other acquaintances. Much has been made of the use of the word “friend” in this context. Those who are listed as friends on SNS may indeed be friends in the traditional sense, but they can also be old acquaintances (e.g., from high school) or very casual connections between people who have never met in person. Some worry that as a result of using these services, people may become more isolated and substitute less meaningful relations for real social support. Others believe this might enrich and expand relationships. Here below are our findings on all of this.

### Looking at people’s overall social networks, not just their online ties, the average American has 634 ties in their overall network, and technology users have bigger networks.

Most Americans overall networks contain a range of social ties that consist of friends, family, coworkers, and other acquaintances. This includes a handful of very close social ties and a much large number of weaker ties. It is nearly impossible for most people to reliably list all of the people they know. This makes it very difficult to measure people’s total network size. However, social scientists have developed methods for estimating the size of people’s networks.

The approach that we use is called the “scale-up method” [3]. This approach has been embraced by social network analysts and its history and rationale are described in Appendix D. The method is based on the knowledge that the people a person comes to know in a lifetime are made up of various subpopulations (e.g., categories of people, such as family, doctors, mailmen, people named “Rose,” etc). If we know the size of a subpopulation from publicly available statistics, such as how many mailmen there are or how many people there are named “Rose,” and we know how many people a person knows from this subpopulation, we can make an accurate estimate of a person’s total network size.<sup>2</sup> This approach assumes that the composition of people’s social networks mirrors the presence of a specific subpopulation in society (e.g., if one out of 100 people in the population have a characteristic, 1/100 people in a person’s network should share this same characteristic).

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<sup>2</sup> This is achieved using a maximum likelihood estimate of the form:  $c_i = \frac{\sum_{k=1}^K y_{ik}}{\sum_{k=1}^K N_k} \cdot N$  where  $c_i$  is the network size of person  $i$ ,  $y_{ik}$  is the number of people that person  $i$  knows in subpopulation  $k$ ,  $N_k$  is the size of subpopulation  $k$ , and  $N$  is the size of the population [4].

This assumption is generally true, but can be further adjusted to increase accuracy, which depends on four other factors. The first is network knowledge (e.g., you may know someone, but not know they are a mailman). The second is recall accuracy (e.g, people tend to overestimate the number of people they know from small subpopulations and underestimate from larger ones). The third is knowledge of a large number of subpopulations, and the fourth is exposure or social mixing (e.g., older women may have been exposed to more people named “Rose,” than, say, younger men). To maximize the accuracy of our estimate we did four things: 1) we asked about subpopulations that have high recall – people’s first names, 2) we chose names that represent between 0.1%-0.2% of the population – subpopulation sizes that has been found to minimize recall errors [5], 3) we used a relatively large number of subpopulations – 12 unique names, 4) and we selected a balance of male and female names that were popular at different time periods – they roughly balance each other out in terms of likelihood of exposure over time and minimize any bias as a result of age and gender.<sup>3</sup> Scaling up using this method, we found that the (see Appendix B, Table B1, for a detailed table):

- average American has an overall network of 634 social ties
- average internet user has 669 social ties, compared with non-users, who have an average of 506 ties.
- average cell phone user has 664 social ties
- average SNS user has 636 social ties

Similarly, the more frequently someone uses the internet, the larger his network tends to be. The average person who uses the Internet at home several times per day, has a network of 732 ties, while someone who uses the Internet only once a day has a network of 616 ties.

In addition, mobile phone users average 664 ties, and those who have internet access through a mobile device like a smartphone or tablet computer tend to have about 717 ties.

### **Self-selection for social networking site platforms means that LinkedIn and Twitter users have larger overall networks.**

While the average person who uses a SNS has about the same number of social ties as the average American, there is considerable variation by SNS platform. Users of MySpace (694) and Facebook (648) have a statistically similar number of social ties. Users of LinkedIn (786) and Twitter (838) have significantly larger overall networks than Facebook users (see Appendix B, Table B2, for a detailed table).

Once we control for demographic factors, most types of technology use are not related to having either a larger or smaller number of overall social ties (see Appendix C, Table C1, for the regression analysis). For example, LinkedIn and Twitter users have more overall social ties because of the demographics of their users. When we control for demographic factors, we find no difference in the size of people’s overall networks based on which SNS they use. LinkedIn

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<sup>3</sup> We asked how many people they know named: Walter, Rose, Bruce, Tina, Kyle, Emily, Ralph, Martha, Alan, Paula, Adam, and Rachel [5]. We used data on the popularity of first names provided by the U.S. Census.

users tend to have more friends because, unlike most social media, they are disproportionately male, and they also tend to have more years of formal education. At the same time, while Twitter users are more likely to be women than users of any other SNS, they are also disproportionately more educated. As a result, on average Twitter users tend to have larger social networks.

### **Mobile phone use and instant messaging users are associated with having a larger overall network.**

Unlike the use of specific SNS platforms, the use of a mobile phone and the use of instant messaging services (IM) are associated with having more overall friends, even when we controlled for demographic factors. Mobile phone users have social networks that are on average 15% larger (an additional 73 ties) than those who do not use a mobile phone. Those who use instant message tend to have 17% more social ties than those without the internet and those who do not use IM (an additional 85 ties).

We do not know if mobile phone and IM users have larger social networks because of how they use these technologies, or if they use these technologies because they have larger networks. It is possible that the relationship runs in both directions. Either way, if loneliness is measured by the deficit of social ties, we find no evidence that technology plays a negative role. On the contrary, the use of a mobile phone and IM are associated with larger overall social networks.

### **Overall, Americans have more close friends than they did two years ago.**

We found that the average American has just over two discussion confidants (2.16). This is a modest, but significantly larger number than the average of 1.93 core ties reported when we asked this same question in 2008 [6]. Similarly, 9% of Americans reported that they had no one with whom they could discuss important matters; significantly less than the 12% of Americans who told us in 2008 that they had no one with whom they could discuss important matters. In addition to fewer people being socially isolated, more people reported having more than two confidants than was reported in 2008. On average, one in five Americans added a new close social tie over the past two years (see Appendix B, Table B3, for a detailed table).

### **The average user of a social networking site has more close ties and is half as likely to be socially isolated as the average American.**

The average internet user is less likely to report having no discussion confidants (7%), and they tend to have more close ties (average of 2.27) than non-internet users (15% of non-internet users have no close ties, and they average 1.75 discussion partners). SNS users are even less likely to be socially isolated; only 5% report having no discussion confidants, with an average 2.45 close ties.

### **Facebook users have more close connections.**

However, as when we examined the size of people's full social networks, much of the difference in core network size and the use or non-use of different technologies can be



explained by the demographic differences between internet users and those on the other side of the digital divide (see Appendix C, Table C2, for the results of our regression analysis) .

Education is one of the strongest predictors of having more close social ties. For example, those with a 4-year university degree average 12% more close ties than those with only a high school diploma (we also note that we again replicate a well-known finding on social networks, while women’s overall networks tend to be smaller; they have more close social ties – about one extra core confidant).

Still, even when we control for demographic variables, we find that the use of some technologies are still associated with having more close ties. Here are the examples:

- Internet users average 14% more discussion confidants than non-users.
- Those who use instant message average 12% more core confidants than other internet users, or 25% more than non-internet users.
- The use of SNS in general was not found to have a negative relationship with the number of overall close ties. However, frequent users of Facebook have larger core networks. For example, someone who uses Facebook a few times per day tends to have about 9% more strong ties.

To summarize, then, after we control for demographic characteristics, we do not find that use of any SNS platform is associated with having a larger or smaller general overall social network. However, we do find that Facebook users are more likely to have a larger number of close social ties. Facebook use seems to support intimacy, rather than undermine it.

## **How much of Facebook users’ overall network is connected on Facebook? About half.**

Using our scaling-up method, we compared the size of Facebook users’ overall network to the number of people that they had friended on Facebook. We also asked Facebook users to report on how many of their Facebook friends were family, coworkers, neighbors, classmates or former classmates, and contacts from voluntary groups of which they are a member.

The average adult Facebook user reports that they have 229 Facebook friends. When we compare the number of Facebook friends to the number of active social ties in people’s overall social networks, we find that the average user has friended 48% of his/her total network on Facebook. However, we also find something that at first glance seems unusual.

Some 11% of Facebook users report having more Facebook friends than their estimated overall network size.

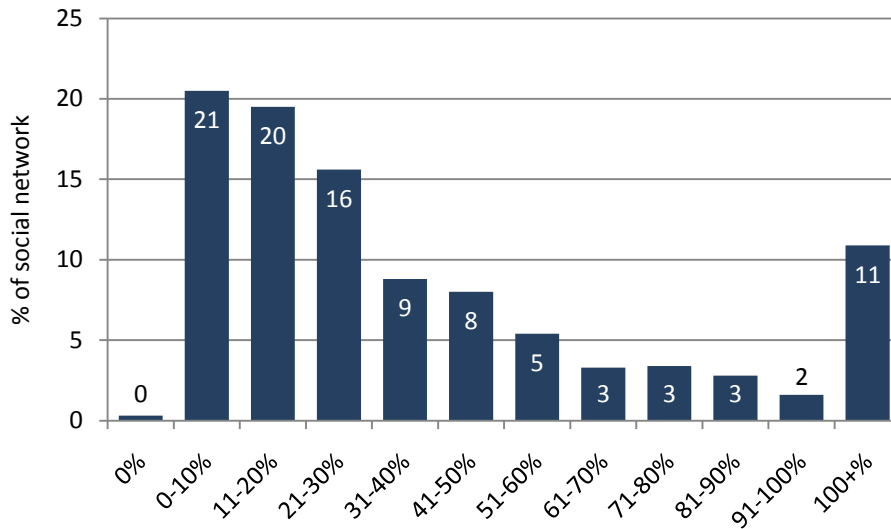
There are two possible explanations for this trend. The first is that these extra people are actually strangers, not truly “friends” at all. The second is that these people are not strangers, but are “dormant ties.” Dormant ties are social ties that were once potentially very important and active in someone’s social network, but for various reasons, such as moving or changing

jobs, have become dormant. Since they are not active ties, these ties are not as likely to be recalled by respondents as part of the method we used to measure total network size. To conclude if these are strangers, or if they are dormant ties, we need to know more about the composition of users Facebook “friends.”

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## Percent of people’s overall social network that they have ‘friended’ on Facebook

*% of Facebook users’ overall social network that they have “friended” on Facebook. For instance, 21% of Facebook users have “friended” between 0-10% of their overall social networks on Facebook.*



**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

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## The largest single group of Facebook friends consists of people from high school.

We asked people to classify their Facebook friends into the following categories: immediate family, extended family, coworkers, neighbors, people they went to high school with, classmates from college/university, members of voluntary groups/associations, people they had never met in person, and people they had only met in person one time. We found:

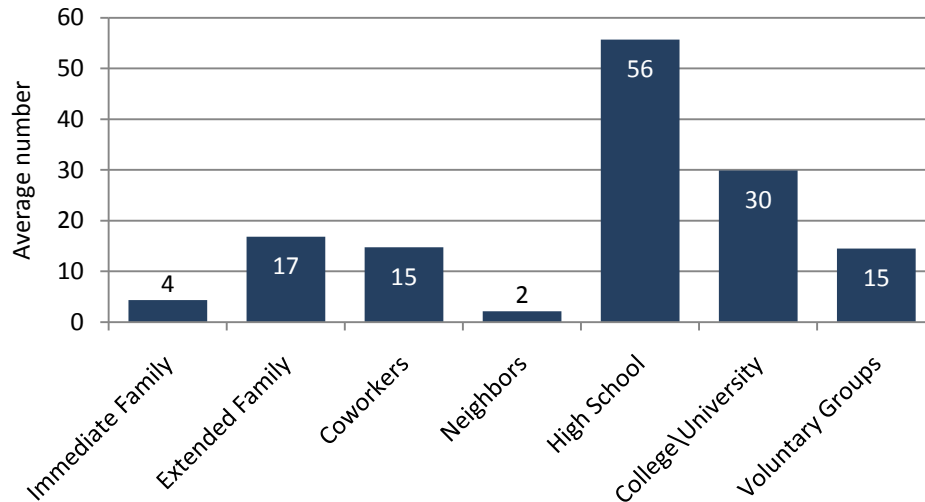
- The average Facebook user’s friends list consists of 56 people from high school; 22% of their total friends list.
- This is followed by extended family, which make up 12% of people friends list, coworkers (10%), college friends (9%), immediate family (8%), people from voluntary groups (7%), and neighbors (2%).

- Over 31% of Facebook friends are not classified by Facebook users as family, coworkers, neighbors, classmates from school, or people from voluntary groups. We speculate that these remaining ties are predominantly dormant ties and friends-of-friends.

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### Average number of Facebook ‘friends’ by relationship origin

*The average number of Facebook users’ friends, by origin of the relationship. For instance, the average Facebook user has 56 friends from high school.*



**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

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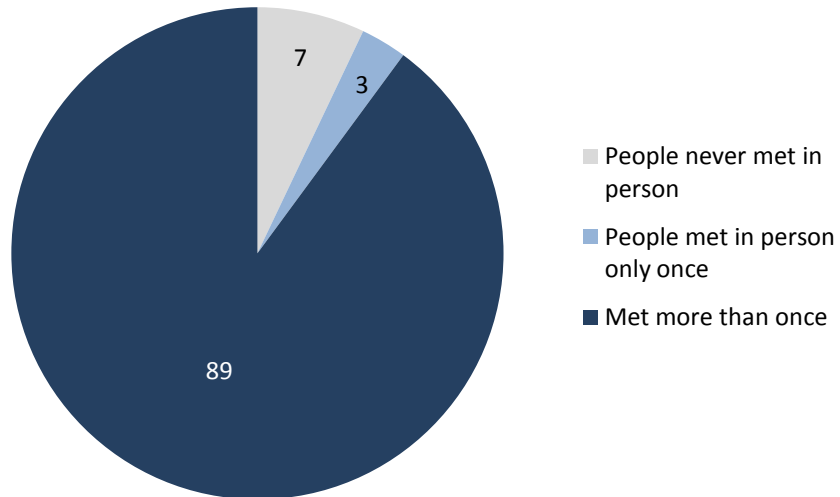
### Only a fraction of users’ Facebook friends are people users have never met in person or met only once.

A very small number of Facebook friends are people that we might refer to as strangers. The average Facebook user has never met in-person with 7% of their Facebook friends. An additional 3% are people they have only ever met in-person one time.

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## Percent of Facebook 'friends' who are strangers

*The average Facebook user has never met in-person with 7% of their Facebook friends. An additional 3% are people they have only ever met in-person one time.*



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

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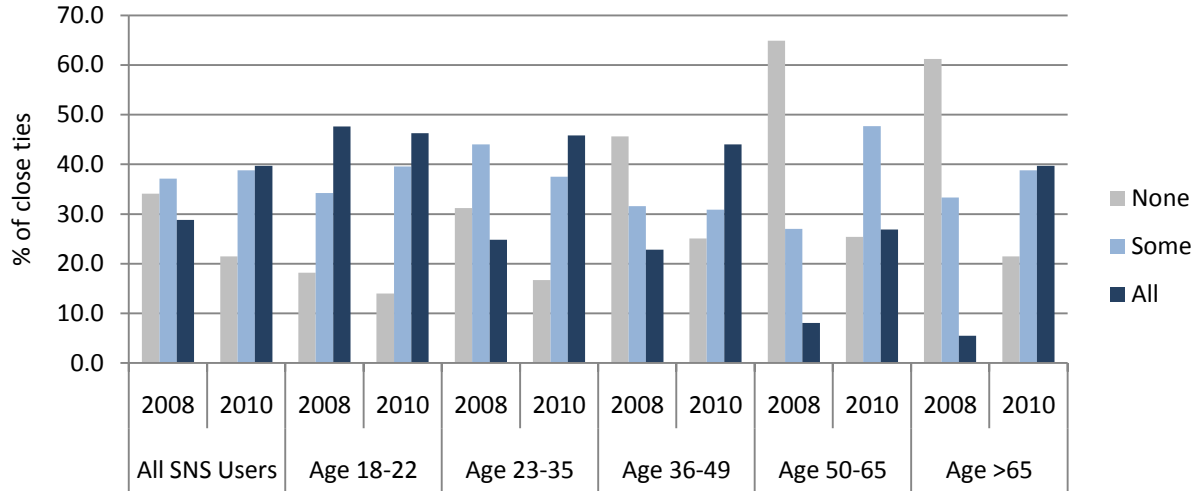
## Social networking sites are increasingly used to maintain contact with close social ties

While most people tend to have a very small core network of close social ties, a large segment of users maintain these ties using social networking services. Fully 40% of social networking site users have friended all of their core discussion confidants. This is an increase from 29% in 2008.

In 2008, it was primarily SNS users under the age of 23 who friended their closest social ties. In 2010, with the exception of those who are 50-65, 40% or more of social networking site users in all other age groups – including those over the age of 65 – have friended all of their core discussion confidants.

## Percent of core discussion confidants who are 'friends' on a social networking site, in 2008 and 2010

*% of social networking site users' core network that they have "friended." For instance, in 2010 40% of social networking site users have "friended" all of their core confidants.*



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for social network site and Twitter users is 975 and margin of error is +/- 3.5 percentage points.

## Are social networking site users' overall social networks less diverse?

We measured the diversity of people's social networks in terms of the variety of people they know from different social positions (this is a broad measure of diversity, not specifically a measure diversity in terms of people's contacts with those from other racial or ethnic groups, or their political perspectives.) Our measure is based on the understanding that people in different social locations in society can provide different types of resources. People in high prestige positions tend to have social resources tied to income, education and authority, while those in lower prestige positions have special skills and can offer unique opportunities. The more different people someone knows, the more likely he or she is to have access to a range of resources. We asked people if they knew anyone in twenty-two different occupations that ranged in occupational prestige.<sup>4</sup> We transformed these items into an additive scale that ranged from 0-100 to ease interpretability.

### **The average internet user's network is more diverse than those who do not use the internet.**

In 2010, the average American scored 42 on the scale of network diversity. This is identical to the findings reported in Pew Internet's 2008 report on social isolation [1]. On average, internet users (who score 43 on our diversity scale) have significantly more diverse social networks than non-users (who score 38) (see Appendix B, Table B4, for a detailed table).

### **Self-selection for social networking site platforms means that LinkedIn users have more diverse social networks than users of other social networking site platforms.**

There is variation in the diversity of SNS users overall social networks depending on the platform they use. On average, LinkedIn (47) users have overall networks that are more diverse than those who use MySpace (37), Facebook (39), and Twitter (42) (see Appendix B, Table B5, for a detailed table).

However, the difference in overall network diversity between users of different SNS platforms can be explained by the characteristics of users that are drawn to each site (see Appendix C, Table C3, for the results of our regression analysis). Controlling for demographic factors, we find that internet users score just over 3 points (3.3) higher on the scale of diversity. But we find no relationship between the use SNS and the diversity of people's overall social networks – use is not associated with a more or less diverse network.

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<sup>4</sup> This list of occupations is based on the work of Nan Lin, Yang-chih Fu, and Chih-jou Jay Che, at the Institute of Sociology, Academia Sinica.

Nonetheless, we do find that those internet users who maintain a blog are likely to have slightly more diverse networks. The average blogger scores more than 3 points (3.4) higher than other internet users.

### **How strong is the relationship between internet use and the diversity of people overall social networks?**

Education is the best predictor of a diverse social network. Each year of education is associated with 1.5 additional points on the diversity scale. From this perspective, internet users have a boost in network diversity that is equivalent to about two years of formal education, bloggers have a boost of about four years.

## Part 4: Trust, support, perspective taking, and democratic engagement

These survey findings suggest that the structure of social networking site users' social networks is as good as or better than most people's in terms of size and diversity. However, does this make them better people or better citizens, or does the use of SNS cut people off from their physical communities? Are they less supportive? Less trusting? Are they isolated in inward looking silos, unable to explore multiple opinions and points of view? Or, are SNS users as or more engaged with their communities, voluntary associations, and politics? The survey set out to probe these issues, too.

### Are social networking site users more trusting of others?

To get a measure of how much trust people have in their fellow citizens, we asked people: "Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?" 41% of Americans said that most people can be trusted. This is much higher than the 32% of Americans who said that most people can be trusted, the last time Pew Internet asked this question in 2009.<sup>5</sup>

Internet users tend to be more trusting than non-users: 46% of internet users said that "most people can be trusted." This is significantly higher than non-internet users. Only 27% of them said that "most people can be trusted."

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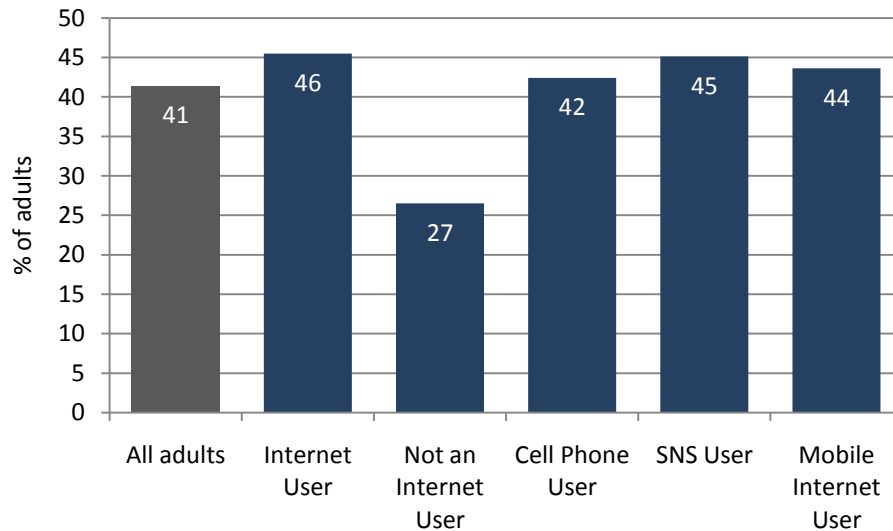
<sup>5</sup> September 2009 trends based on the September Tracking 2009 survey, conducted August 18-September 14, 2009 (N=2253).



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## Those who agree that “most people can be trusted,” by their technology use

*% of adults in each group who agree that “most people can be trusted,” by technology use. For instance, 46% of internet users agree that “most people can be trusted.”*



**Source:** Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

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There is a strong relationship between those demographic factors associated with not having access to the internet and social trust. Specifically, those with fewer years of formal education and those who are of a race other than White or Caucasian tend to be less trusting of people in general (see Appendix C, Table C4, for the results of our regression analysis).

However, even when we control for demographic factors, we find that internet users are significantly more likely to trust most people. Controlling for demographic factors, internet users are more than twice as likely (2.14x) to think that most people can be trusted.

### Facebook users are more trusting than other people.

Also, when we control for demographic factors and types of technology use, we find that there is a significant relationship between the use of SNS and trust, but only for those who use Facebook – not other SNS platforms. A Facebook user who uses the service multiple times per day is 43% more likely than other internet users, or three times (3.07x) more likely than a non-internet user, to feel that “most people can be trusted.”

## What is the relationship between social networking site use and the ability to consider multiple points of view?

We are interested in understanding the relationships between the use of SNS and the ability to explore multiple points of view. Specifically, we measured what psychologists call “perspective taking,” which is one dimension of what is referred to as “empathy.” Perspective taking is the ability to adopt the viewpoint of another person, or to consider “both sides of an issue.” The ability to take another person’s point of view is also associated with pro-social behaviors directed at improving other people’s welfare. The survey asked people seven different questions that measure perspective taking and combined their answers into a scale that ranges from 0 to 100.

### **MySpace users have a greater propensity to take multiple viewpoints.**

The average American scored 64 out of 100 on the perspective-taking scale. There was not a statistical difference between internet and non-internet users (see Appendix B, Table B6, for a detailed table). However, once we control for demographic characteristics that are also likely to predict perspective taking (such as age and education), we found a relationship between perspective taking and the use of specific SNS platforms (see Appendix C, Table C5, for the results of our regression analysis).

Controlling for demographic characteristics and other types of technology use, MySpace users tend to have a greater ability to consider multiple sides of an issue in comparison to other people. For example, a MySpace user who visits the site about 6 times per month tends to score 8 points higher on the perspective taking scale.

The magnitude of the relationship between MySpace use and perspective taking is very high in comparison to other predictors of perspective taking. For example, women tend to score 5 points higher than men, and people with a 4-year university degree tend to score 2 points higher than those with a high-school diploma.

Facebook, LinkedIn and Twitter users are no more or less able to consider alternative points. However, here is a negative, but significant relationship between the use of SNS services other than MySpace, Facebook, LinkedIn and Twitter and perspective taking. Someone who averages 6 monthly visits to an alternative SNS platform averages about one half point lower on the perspective-taking scale.

## Internet users get more support from their social ties and Facebook users get the most support.

People receive a wide range of support from their social networks. This includes *emotional support*; such as offering advice, information, and understanding; *companionship*; such as having people available to spend time with; and *instrumental or tangible support*, such as

having someone to help you if you are sick in bed. This survey asked people 15 questions from the MOS Social Support Scale to measure their perception about how much of different types of support they have available. These 15 questions were used to construct a scale that ranges from 0 to 100 for total support, and sub-scales that also range from 0-100 for emotional support, companionship, and instrumental aid.

The average American scored 75/100 on our scale of total support, 75/100 on emotional support, 76/100 in companionship, and 75/100 in instrumental support. However, the average internet user reports that he/she has more support than the average non-internet users (see Appendix B, Table B7, for a detailed table).

When we control for demographic characteristics and technology use, the relationship between internet use and most types of social support remains significant (see Appendix C, Table C6, for the results of our regression analysis).

Controlling for demographics, the average internet user scores 3 points higher on our scale of total social support, 6 points higher in companionship, and 4 points higher in instrumental support.

Compared with other internet users, Facebook users report significantly higher levels of social support. On average, a Facebook user who uses the site multiple times per day scores 5 points higher in total social support than other internet users (8 points higher than non-internet users), 5 points higher in emotional support than either internet or non-internet users, and 5 points higher in companionship than other internet users (11 higher than non-internet users). They do not report any more or less access to instrumental support than other internet users.

We also found that those internet users who maintain a blog report significantly higher levels of total support (3 points) and companionship (4 points) than other internet users.

To put the finding that Facebook users get more support into perspective, someone who uses Facebook multiple times per day gets about half the boost in total support that someone receives from being married or living with a partner.

## **Neighboring in America is up. But are social networking site users less engaged with their local community?**

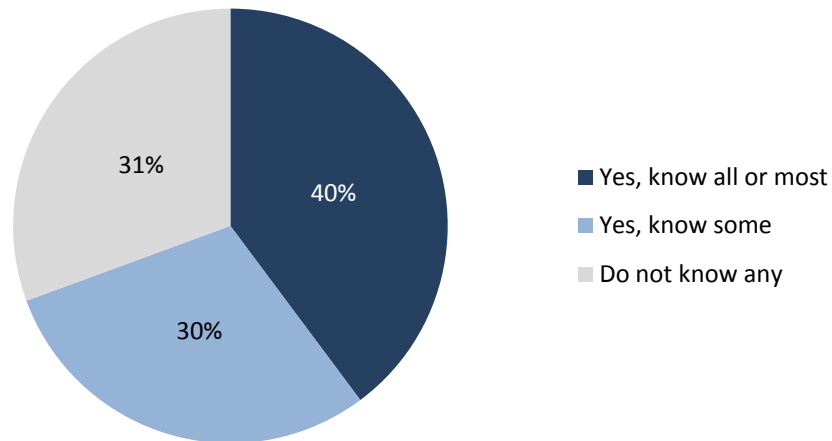
In this survey, we asked Americans if they know all, most, or some of their neighbors by name. The last time we asked this question, in 2008, a full 31% of Americans reported that they did not know any of their neighbors by name [1]. In 2010 when we asked people if they knew the names of their neighbors, a substantially larger number reported that that they knew at least some: Only 18% of Americans do not know the name of at least some of their neighbors.

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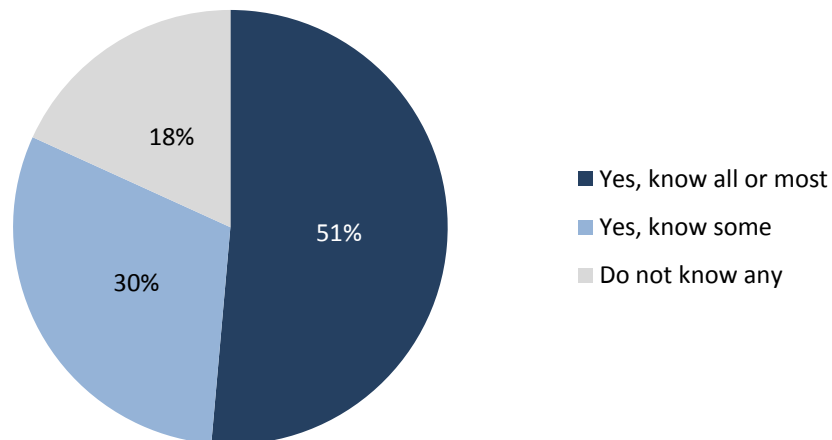
## Do you know the names of your neighbors who live close to you? (2008 and 2010)

*% of adults who know all, some, or none the names of their neighbors who live close to them, by year. For instance, in 2008 40% of adults know all or most of their neighbors; in 2010, 51% of adults know all or most of their neighbors.*

**2008**



**2010**



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points.

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What explains this trend? As with our finding that there has been a short-term increase in trust, caution should be taken in interpreting these findings. Measures of trust, neighboring and civics often experience short-term gains and losses in response to economic, political, and social

events. It might be that the persistence of the poor economic conditions of the American economy has prompted – or necessitated -- that people to turn to their neighbors for informal support. It would be premature to suggest that this current trend is part of a gradual increase in social capital in America.

As in 2008, we expected to find that many of those who reported no connections to their neighbors are disconnected because of their stage in the life cycle and not because they are socially isolated. For example, young adults who have yet to put down roots in a community are less likely to know their neighbors. When we control for demographic characteristics, we find much the same as we did in 2008– younger people, apartment dwellers, and those who are neither married nor cohabitating are typically at a stage in their lives when neighbors are less important than other types of relationships [1].

When we control for demographic characteristics, we find no indication that different types of technology use predict neighboring. Internet and non-internet users are equally as likely as others to know at least some of their neighbors (see Appendix C, Table C7, for the results of our regression analysis). This is a departure from our findings in 2008 when we found that SNS users were less likely to know the names of their neighbors.

## **Americans are more civically engaged than they were two years ago. But are social networking site users more civically engaged?**

We also asked Americans if they belonged to any voluntary associations. We asked if they belong to or work with “a community group or neighborhood association that focuses on issues or problems in your community,” “a local sports league,” “a local youth group,” “a local church, synagogue, mosque or temple,” “a local social club or charitable organization,” or some “some other local group.”

We found that 74% of Americans belong to at least one local group. This is significantly higher than the 65% of Americans that belonged to at least one voluntary group in 2008.

What explains this trend? Again, it seems likely that the current economic conditions at least in part explain the higher rates of volunteering. People may be reorganizing their time to participate in more voluntary activities.

## Percent of adults who belong to a local voluntary group, by technology use (2008 and 2010)

*% of adults in each group who belong to a local voluntary group, by technology use. For instance, in 2008 17.4% of internet users belonged to community group; in 2010, the percent of internet users who belonged to a community group was 28.3%.*

Type of Group	All adults		Internet User		Not an Internet User		Cell Phone User		SNS User		Mobile Internet User	
	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010
Community group	16.1	27.0	17.4	28.3	11.9	22.3	16.9	27.9	15.9	26.7		29.8
N	2500	2250	1914	1768	586	482	2037	1712	652	1047		689
Local sports league	16.0	19.4	18.8	22.1	6.6	9.5	18.2	21.1	21.5	22.8		23.8
N	2510	2250	1920	1767	589	483	2046	1712	652	1045		686
Local youth group	15.8	21.5	18.1	23.6	8.1	13.7	17.3	22.4	20.7	23.8		25.7
N	2506	2252	1919	1769	588	483	2043	1715	652	1048		689
Religious group	46.2	54.6	45.9	54.1	47.3	56.5	48.6	54.8	36.6	52.5		51.8
N	2509	2249	1918	1768	590	482	2046	1712	652	1045		688
Local social club	24.5	38.0	26.1	40.9	19.4	27.2	25.6	39.1	24.5	39.0		41.2
N	2503	2249	1914	1767	589	482	2040	1711	652	1045		687
Other group	10.8	12.5	12.0	12.8	7.2	11.6	11.5	12.4	11.0	12.0		11.4
N	2493	2234	1904	1754	588	480	2032	1702	650	1043		682

**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points.

### MySpace users are marginally less likely to belong to a voluntary group.

Education levels and age explain much of the individual variation in people's likelihood of belonging to a voluntary group. The higher a person's education level, and the older he/she is, the more voluntary group he/she belongs.

We also explored the possibility that SNS use might be associated with voluntary participation. The only type of internet use that is tied to the number of voluntary group is use of MySpace (see Appendix C, Table C8, for the results of our regression analysis). Use of all other SNS platforms does not predict belonging to a voluntary group. However, the relationship is not substantive. Controlling for other factors, MySpace users belong to marginally fewer voluntary group. For example, a MySpace user who visits the site an average of 6 times per month belongs to .024 fewer voluntary groups.

## Are social networking site users more politically engaged?

This survey was conducted during the November 2010 mid-term elections. We asked people if they had “gone to any political meetings, rallies, speeches, or fundraisers in support of a particular candidate,” if they “tried to convince someone to vote for a political party or candidate,” and if they had or planned to vote in the November election.

- 10% of Americans reported that they had attended a political rally.
- 23% reported that they tried to convince someone to vote for a specific candidate.
- 66% reported that they intended to or had voted in the election (note: this is much higher than the 41% of American who were eligible to vote who actually did vote. This is a common post-election poll finding. [7]).

### Facebook users are more politically engaged.

There is considerable variation in the likelihood that a person attended a rally, tried to persuade someone to vote, or intended to vote depending on their use of different SNS platforms.

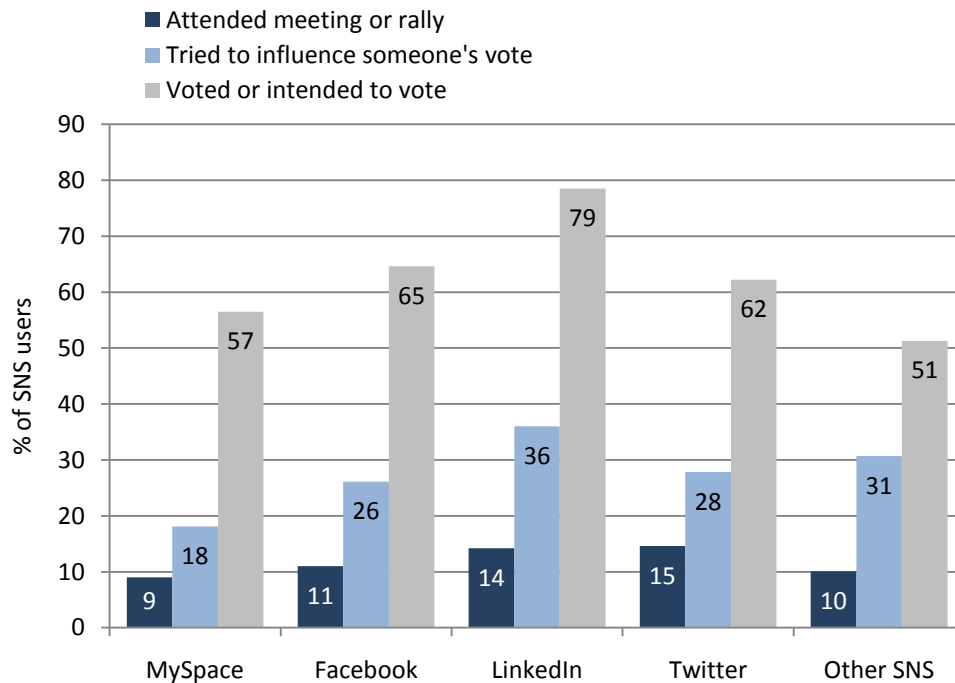
Users of LinkedIn are much more likely to be politically engaged than users of other SNS. 14% of LinkedIn users attended a political rally, 36% tried to persuade someone to vote, and 79% reported that they did or intended to vote.

MySpace users are the least politically active. Only 9% attended a political rally, 18% attempted to influence someone’s vote, and 57% voted or intended to vote.

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## Level of political participation, by use of social networking site platforms

*% of social networking site users in each group who participated in politics in the following ways, by social networking platform. For instance, 9% of MySpace users have attended a meeting or rally.*



**Source:** Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

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However, education and gender are highly predictive of the likelihood of a person being politically engaged. Older and more educated Americans are more likely to be politically involved. Since LinkedIn users tend to be older and more educated, and MySpace users tend to be younger and less educated, this explains most of the difference we observed between SNS platforms.

Yet, even when we control for demographic characteristics we found that internet users and Facebook users in particular, were more likely to be politically involved than similar Americans (see Appendix C, Table C9, for the results of our regression analysis).

- Controlling for demographic characteristics, internet users are nearly two and a half times more likely to have attended a political rally (2.39x), 78% more likely to have attempted to influence someone's vote, and 53% more likely to have reported voting or intending to vote than non-internet users.



- Controlling for demographics and other types of internet use, compared with other internet users a Facebook user who visits the site multiple times per day is two and a half times more likely to have attended a political rally or meeting, 57% more likely to have tried to convince someone to vote for a specific candidate, and 43% more likely to have said they voted or intended to vote (compared with non-internet users: 5.89 times more likely to have attended a meeting, 2.79 times more likely to talk to someone about their vote, and 2.19 times more likely to report voting).

## Part 5: Conclusion

The report is the first national survey of how the use of social networking sites (SNS) by adults is related to people's overall social networks. The findings suggests that there is little validity to concerns that people who use SNS experience smaller social networks, less closeness, or are exposed to less diversity. We did find that people who are already likely to have large overall social networks – those with more years of education – gravitate to specific SNS platforms, such as LinkedIn and Twitter. The size of their overall networks is no larger (or smaller) than what we would expect given their existing characteristics and propensities.

However, total network size may not be as important as other factors – such as intimacy. Americans have more close social ties than they did two years ago. And they are less socially isolated. We found that the frequent use of Facebook is associated with having more overall close ties.

In addition, we found that only a small fraction of Facebook friends are people whom users have never met or met only once.

We find many outcomes associated with SNS use that cannot be explained by the demographic characteristics of those who uses these services. Facebook users are more trusting than similar Americans. MySpace users have a greater propensity to take multiple viewpoints. Facebook users have more social support, and they are much more politically engaged compared with Americans of a similar age and education.

The likelihood of an American experiencing a deficit in social support, having less exposure to diverse others, not being able to consider opposing points of view, being untrusting, or otherwise being disengaged from their community and American society generally is unlikely to be a result of how they use technology, especially in comparison to common predictors. A deficit of overall social ties, social support, trust, and community engagement is much more likely to result from traditional factors, such as lower educational attainment.

# Appendix A: Methodology

## Sampling and Weighting

This report is based on the findings of a 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 from October 20 to November 28, 2010, among a sample of 2,255 adults, age 18 and older. Interviews were conducted in English. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.5 percentage points. For results based on internet users (n=1,787), 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.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers. The final data also included callback interviews with respondents who had previously been interviewed for 2008 Personal Networks and Community survey. In total, 610 callback interviews were conducted – 499 from landline sample and 111 from cell sample.

A 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 7 attempts were made to complete an interview at a sampled telephone number. 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 number received at least one daytime call in an attempt to find someone available. The introduction and screening procedures differed depending on the sample segment. For the landline RDD sample, half of the time interviewers first asked to speak with the youngest adult male currently at home. If no male was at home at the time of the call, interviewers asked to speak with the youngest adult female. For the other half of the contacts interviewers first asked to speak with the youngest adult female currently at home. If no female was available, interviewers asked to speak with the youngest adult male at home. For the cellular RDD sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. For landline or cell callback sample, interviewers started by asking to talk with the person in the household who had previously completed a telephone interview in the 2008

survey. The person was identified by age and gender. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage weight is the product of two adjustments made to the data – a Probability of Selection Adjustment (PSA) and a Phone Use Adjustment (PUA). The PSA corrects for the fact that respondents in the landline sample have different probabilities of being sampled depending on how many adults live in the household. The PUA corrects for the overlapping landline and cellular sample frames.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced by form to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau’s 2009 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the July-December 2009 National Health Interview Survey.<sup>6</sup>

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. 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:

- **Contact rate** – the proportion of working numbers where a request for interview was made
- **Cooperation rate** – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- **Completion rate** – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 17.3 percent. The response rate for the cellular sample was 19.9 percent.

Following is the full disposition of all sampled telephone numbers:

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<sup>6</sup> Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2009. National Center for Health Statistics. May 2010.

**Table A1: Sample Disposition**

Landline Fresh	Landline Callback	Landline Total	Cell Fresh	Cell Callback	Cell Total	
22057	1996	24053	12685	476	13299	<b>T</b> Total Numbers Dialed
1078	28	1106	198	6	204	<b>OF</b> Non-residential
959	19	978	32	0	32	<b>OF</b> Computer/Fax
12	1	13	0	0	0	<b>OF</b> Cell phone
9930	372	10302	4856	84	4940	<b>OF</b> Other not working
1331	37	1368	163	4	167	<b>UH</b> Additional projected not working
8747	1539	10286	7436	382	7957	Working numbers
39.7%	77.1%	42.8%	58.6%	80.3%	59.8%	Working Rate
444	12	456	54	1	56	<b>UH</b> No Answer / Busy
1874	222	2096	1780	71	1851	<b>UO<sub>NC</sub></b> Voice Mail
53	113	166	9	1	10	<b>UO<sub>NC</sub></b> Other Non-Contact
6376	1192	7568	5593	309	6040	Contacted numbers
72.9%	77.4%	73.6%	75.2%	80.8%	75.9%	Contact Rate
276	85	361	592	44	636	<b>UO<sub>R</sub></b> Callback
4774	585	5359	3631	140	3771	<b>UO<sub>R</sub></b> Refusal
1326	522	1848	1370	125	1633	Cooperating numbers
20.8%	43.8%	24.4%	24.5%	40.5%	27.0%	Cooperation Rate
263	15	278	262	11	273	<b>IN1</b> Language Barrier
		0	447	1	448	<b>IN2</b> Child's cell phone
1063	507	1570	661	113	912	Eligible numbers
80.2%	97.1%	85.0%	48.2%	90.4%	55.8%	Eligibility Rate
53	8	61	26	2	28	<b>R</b> Break-off
1010	499	1509	635	111	884	<b>I</b> Completes
95.0%	98.4%	96.1%	96.1%	98.2%	96.9%	Completion Rate
14.4%	33.4%	17.3%	17.7%	32.1%	19.9%	Response Rate

## Analyses

In this report, we are trying to understand how technology and other factors are related to the size, diversity and character of people's social networks. But we face a challenge. If we were simply to compare the social networks of people who are heavy users of technology with those who do not use technology, we would have no way of knowing whether any differences we observe were associated with demographic or other differences between these groups, rather than with their differing patterns of technology use. That's because some demographic traits, such as more years of education, are associated with larger and more diverse social networks. And those with more formal education are also more likely to use technology.

To deal with this challenge, we use a statistical technique called regression analysis, which allows us to examine the relationship between technology use and network size while holding constant other factors such as education, age or gender. Thus, many of the results reported here are not shown as simple comparisons of the behavior of groups on our key measures, which is the typical approach of Pew Internet reports. Rather, the findings compare the social networks of people who use certain technologies with demographically similar people who do not use the technologies. For example, we use regression analysis to compare the average size of the social network of a demographically typical American who uses the internet and has a cell phone with an American who shares the same demographic characteristics but does not use the internet or a cell phone.

Another common type of analysis in the report estimates how much more likely a certain outcome is (such as having at least one person of a different race or ethnic group in a social network) for people who use certain technology compared with people who do not, all other things being equal. For example, holding demographic characteristics constant, the regression analysis finds that a person who blogs is nearly twice as likely as a demographically similar person (e.g., the same sex, age, education and marital status) who does not blog to have someone of a different race in their core discussion network.

As with all studies that use data collected at only one point in time, none of the results we report should be interpreted as explanations of cause and effect. We cannot say from these findings that internet and mobile-phone use cause people to have bigger, more diverse networks. We can and do say that technology use is often strongly associated with larger and more diverse social networks.

# Appendix B: Additional Tables

**Table B1: Average size of people’s overall social networks by use of different technologies.**

Total Network Size	Sample	Internet User	Not an Internet User	Cell Phone User	SNS User	Mobile Internet User
Mean	634	669	506	664	636	717
SD	697	733	527	738	625	764
N (weighted)	2237	1754	483	1700	1037	684

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

**Table B2: Average size of people’s overall social networks by use of social networking sites.**

Total Network Size	MySpace	Facebook	LinkedIn	Twitter	Other SNS
Mean	694	648	786	838	737
SD	736	635	595	876	677
N (weighted)	304	947	181	138	98

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

**Table B3: Size of core discussion networks: 2008 and 2010.**

Size	Sample		Internet User		Not an Internet User		Cell Phone User		SNS User		Mobile Internet User	
	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010
0	12.0	8.9	9.7	7.3	19.0	15.0	11.1	8.7	8.9	4.6		6.0
1	34.9	29.7	32.8	27.8	41.5	36.7	32.8	28.5	27.5	25.8		26.5
2	23.1	26.5	23.5	27.0	21.9	24.6	24.2	27.0	26.1	25.2		30.8
3	15.4	16.6	17.7	17.8	8.0	11.9	16.4	17.2	19.5	21.0		16.7
4	7.8	8.5	8.7	9.1	4.9	6.2	8.1	8.1	9.6	10.6		9.2
5	6.8	9.8	7.4	11.0	4.7	5.7	7.4	10.4	8.4	12.7		10.9
Mean	1.9	2.2	2.1	2.3	1.5	1.7	2.0	2.2	2.2	2.5		2.3
Mode	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0		2.0
SD	1.4	1.4	1.4	1.4	1.0	1.3	1.4	1.4	1.4	1.4		1.4
N	2162	2006	1642	1577	520	429	1671	1532	495	947		631

Source: Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

**Table B4: Diversity of total social network 2008 and 2010.**

Network Diversity	Sample		Internet User		Not an Internet User		Cell Phone User		SNS User		Mobile Internet User	
	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010	2008	2010
Mean	42.0	41.9	45.4	43.0	31.2	37.8	44.3	42.6	44.8	38.5		43.4
SD	24.1	22.6	23.1	22.0	24.0	24.4	23.3	22.3	22.4	20.0		21.5
N	2511	2250	1921	1767	590	483	2047	1712	652	1046		689

Source: Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

**Table B5: Diversity of total social network 2008 and 2010.**

Network Diversity	MySpace	Facebook	LinkedIn	Twitter	Other SNS
Mean	36.8	39.1	46.9	42.0	38.0
SD	19.3	20.1	18.7	21.9	21.5
N (weighted)	305	955	184	138	99

Source: Pew Research Center's Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.



**Table B6: Perspective taking (0-100) by technology use.**

Perspective Taking	Sample	Internet User	Not an Internet User	Cell Phone User	SNS User	Mobile Internet User
Mean	63.8	63.6	64.4	63.9	63.1	62.9
Mode	71.4	71.4	71.4	71.4	71.4	60.7
SD	16.4	14.6	21.8	15.5	14.2	13.6
N (weighted)	2249	1769	480	1712	1048	689

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

**Table B7: Social support (0-100) by technology use.**

	Sample	Internet User	Not an Internet User	Cell Phone User	SNS User	Mobile Internet User
<b>Total Social Support</b>						
Mean	75.3	77.4	67.7	76.2	79.0	78.5
SD	20.3	18.8	23.5	19.6	17.2	18.2
N (weighted)	2252	1769	483	1714	1048	689
<b>Emotional Support</b>						
Mean	74.8	76.9	67.1	76.0	79.2	78.6
SD	21.8	20.3	25.0	21.0	18.0	19.5
N (weighted)	2252	1769	483	1714	1048	689
<b>Tangible Support</b>						
Mean	75.4	77.2	69.0	75.9	77.7	78.2
SD	25.3	23.8	29.2	24.7	23.1	23.0
N (weighted)	2252	1769	483	1713	1048	689
<b>Companionship</b>						
Mean	76.4	78.9	67.2	77.3	80.2	78.8
SD	22.8	21.0	26.5	22.4	20.0	21.2
N (weighted)	2251	1769	482	1714	1048	689

Source: Pew Research Center’s Internet & American Life Social Network Site survey conducted on landline and cell phone between October 20-November 28, 2010. N for full sample 2,255 and margin of error is +/- 2.3 percentage points. N for Facebook users=877 and margin of error is +/- 3.6 percentage points.

# Appendix C: Regression Tables

**Table C1:** OLS Regression on total social network size (N=2166)

Independent Variables	Coefficient
Constant	498.983 ***
<b>Demographics</b>	
Female	-124.168 ***
Age	-1.354
Education	12.110 *
Married or living with a partner	-9.932
Black/African-American (compared with White)	-67.301
Other Race (compared with White)	-5.325
Hispanic	-82.250
<b>Media Use</b>	
Internet user	37.234
Cell phone user	72.654 *
<b>Internet Activities</b>	
MySpace visits per month (0-90)	-4.260
Facebook visits per month (0-90)	0.907
LinkedIn visits per month (0-90)	1.891
Twitter visits per month (0-90)	0.949
Other SNS visits per month (0-90)	2.281
Blogging	38.594
Sharing digital photos online	-32.051
Instant Messaging	85.093 *
<b>R-squared (adjusted)</b>	<b>0.027***</b>

Note: N is smaller than 2255 (total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001

**Table C2.** Core discussion network size – Poisson regression (N=1909)

<b>Independent Variables</b>	<b>IRR</b>
Constant	1.003
<b>Demographics</b>	
Female	1.154 ***
Age	1.002 *
Education	1.029 ***
Married or living with a partner	1.012
Black/African-American (compared with White)	0.926
Other Race (compared with White)	0.898
Hispanic	1.036
<b>Media Use</b>	
Internet user	1.138 *
Cell phone user	0.990
<b>Internet Activities</b>	
MySpace visits per month (0-90)	0.995
Facebook visits per month (0-90)	1.001 *
LinkedIn visits per month (0-90)	1.003
Twitter visits per month (0-90)	1.002
Other SNS visits per month (0-90)	1.005 **
Blogging	0.966
Sharing digital photos online	1.046
Instant Messaging	1.120 **

Note: N is smaller than 2255 (total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001

**Table C3.** OLS Regression on social network diversity (N=2177)

<b>Independent Variables</b>	<b>Coefficient</b>
Constant	9.081 **
<b>Demographics</b>	
Female	-1.094
Age	0.144 ***
Education	1.493 ***
Married or living with a partner	4.947 ***
Black/African-American (compared with White)	0.147
Other Race (compared with White)	-1.002
Hispanic	0.017
<b>Media Use</b>	
Internet user	3.261 *
Cell phone user	1.744
<b>Internet Activities</b>	
MySpace visits per month (0-90)	-0.104
Facebook visits per month (0-90)	-0.022
LinkedIn visits per month (0-90)	0.049
Twitter visits per month (0-90)	0.045
Other SNS visits per month (0-90)	-0.170
Blogging	3.437 *
Sharing digital photos online	-1.926
Instant Messaging	0.710
<b>R-squared (adjusted)</b>	<b>0.076***</b>

Note: N is smaller than 2255 (total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001

**Table C4.** Likelihood of being trusting of others - logistic regression (N=2176)

<b>Independent Variables</b>	<b>Odds Ratio</b>
Constant	0.033 ***
<b>Demographics</b>	
Female	0.728 **
Age	1.016 ***
Education	1.162 ***
Married or living with a partner	0.976
Black/African-American (compared with White)	0.297 ***
Other Race (compared with White)	0.653 *
Hispanic	0.862
<b>Media Use</b>	
Internet user	2.143 ***
Cell phone user	0.952
<b>Internet Activities</b>	
MySpace visits per month (0-90)	0.985
Facebook visits per month (0-90)	1.004 *
LinkedIn visits per month (0-90)	1.003
Twitter visits per month (0-90)	1.006
Other SNS visits per month (0-90)	0.994
Blogging	1.126
Sharing digital photos online	0.837
Instant Messaging	1.046
<b>R-squared (Nagelkerke)</b>	<b>0.154***</b>

Note: N is smaller than 2255 (total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001

**Table C5:** OLS Regression on tolerance of diverse ideas/points of view (N=2175)

<b>Independent Variables</b>	<b>Coefficient</b>
Constant	60.482 ***
<b>Demographics</b>	
Female	5.424 ***
Age	-0.103 ***
Education	0.465 **
Married or living with a partner	1.248
Black/African-American (compared with White)	1.026
Other Race (compared with White)	-0.050
Hispanic	-1.865
<b>Media Use</b>	
Internet user	1.675
Cell phone user	0.354
<b>Internet Activities</b>	
MySpace visits per month (0-90)	1.390 *
Facebook visits per month (0-90)	0.005
LinkedIn visits per month (0-90)	0.067
Twitter visits per month (0-90)	-0.008
Other SNS visits per month (0-90)	-0.090 *
Blogging	0.923
Sharing digital photos online	-1.175
Instant Messaging	-0.758
<b>R-squared (adjusted)</b>	<b>0.043***</b>

Note: N is smaller than 2255(total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001

**Table C6.** OLS Regression on social support

	<i>Total Social Support (N=2178)</i>	<i>Emotional Support (N=2178)</i>	<i>Companionship (N=2177)</i>	<i>Instrumental Support (N=2178)</i>
	<b>Coefficient</b>	<b>Coefficient</b>	<b>Coefficient</b>	<b>Coefficient</b>
Constant	62.397 ***	60.735 ***	65.147 ***	63.765 ***
<b>Demographics</b>				
Female	2.375 **	4.589 ***	0.063	-0.359
Age	-0.051 *	-0.074 **	-0.044	-0.011
Education	0.255	0.424 *	0.118	0.009
Married/partner	10.590 ***	8.731 ***	10.431 ***	14.549 ***
Black (comp. to White)	-1.358	-2.037	-4.464 **	2.367
Other Race (comp. to White)	-2.223	-2.528	-2.463	-1.584
Hispanic	-4.865 ***	-5.528 ***	-4.380 **	-3.417 *
<b>Media Use</b>				
Internet user	3.437 **	2.246	6.197 ***	3.802 *
Cell phone user	0.254	1.282	-0.198	-1.488
<b>Internet Activities</b>				
MySpace visits/month (0-90)	-0.034	-0.043	-0.065	0.003
Facebook visits/month (0-90)	0.051 **	0.060 **	0.056 **	0.030
LinkedIn visits/month (0-90)	0.068	0.078	0.019	0.086
Twitter visits/month (0-90)	0.076	0.064	0.063	0.113
Other SNS visits/month (0-90)	-0.049	-0.084	-0.031	0.007
Blogging	2.806 *	2.539	3.506 *	2.764
Sharing digital photos online	1.503	1.738	0.172	2.084
Instant Messaging	1.019	1.435	1.264	0.039
<b>R-squared (adjusted)</b>	<b>0.122***</b>	<b>0.110***</b>	<b>0.102***</b>	<b>0.093***</b>

Note: N is smaller than 2255 (total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001

**Table C7:** Likelihood of knowing at least some neighbors - logistic regression (N=2173)

<b>Independent Variables</b>	<b>Odds Ratio</b>
Constant	0.221 ***
<b>Demographics</b>	
Female	0.939
Age	1.014 **
Education	1.131 ***
Married or living with a partner	1.945 ***
Black/African-American (compared with White)	0.542
Other Race (compared with White)	0.568 **
Hispanic	0.478 ***
<b>Residential Status</b>	
Years of residency	1.071 ***
Living in an apartment	0.503 ***
<b>Media Use</b>	
Internet user	1.088
Cell phone user	1.182
<b>Internet Activities</b>	
MySpace visits per month (0-90)	0.985
Facebook visits per month (0-90)	0.999
LinkedIn visits per month (0-90)	1.021
Twitter visits per month (0-90)	0.995
Other SNS visits per month (0-90)	1.001
Blogging	1.168
Sharing digital photos online	1.211
Instant Messaging	0.992
<b>R-squared (Nagelkerke)</b>	<b>0.247***</b>

Note: N is smaller than 2255 (total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001



**Table C8:** OLS Regression on Volunteering (N=2178)

<b>Independent Variables</b>	<b>Coefficient</b>
Constant	0.159 **
<b>Demographics</b>	
Female	0.022
Age	0.003 ***
Education	0.028 ***
Married or living with a partner	0.035
Black/African-American (compared with White)	0.044
Other Race (compared with White)	-0.002
Hispanic	-0.089 **
<b>Media Use</b>	
Internet user	0.023
Cell phone user	-0.023
<b>Internet Activities</b>	
MySpace visits per month (0-90)	-0.004 *
Facebook visits per month (0-90)	0.000
LinkedIn visits per month (0-90)	0.003
Twitter visits per month (0-90)	-0.001
Other SNS visits per month (0-90)	0.002
Blogging	0.040
Sharing digital photos online	-0.008
Instant Messaging	0.015
<b>R-squared (adjusted)</b>	<b>0.062***</b>

Note: N is smaller than 2255 (total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001

**Table C9.** Likelihood of political participation - logistic regression

Independent Variables	<i>Attend Meetings</i>	<i>Influence Vote</i>	<i>Voted</i>
	<i>(N=2167)</i>	<i>(N=2167)</i>	<i>(N=2148)</i>
	Odds Ratio	Odds Ratio	Odds Ratio
Constant	0.001 ***	0.014 ***	0.010 ***
<b>Demographics</b>			
Female	0.710 *	0.723 **	0.915
Age	1.029 ***	1.021 ***	1.043 ***
Education	1.196 ***	1.124 ***	1.240 ***
Married/partner	1.007	1.119	1.601 ***
Black (comp. to White)	0.670	1.282	1.513 **
Other Race (comp.to White)	0.698	0.575 *	0.467 ***
Hispanic	1.626 *	0.773	0.762
<b>Media Use</b>			
Internet user	2.390 **	1.782 **	1.526 **
Cell phone user	0.804	0.853	0.927
<b>Internet Activities</b>			
MySpace visits month (0-90)	0.967	0.967	0.995
Facebook visits/month (0-90)	1.010 ***	1.005 *	1.004 *
LinkedIn visits/month (0-90)	0.980	1.021	1.046
Twitter visits/month (0-90)	1.006	1.008	1.001
Other SNS visits/month (0-90)	0.995	0.993	0.988 *
Blogging	1.265	1.296	0.931
Sharing digital photos online	0.913	1.232	0.834
Instant Messaging	0.948	1.118	1.139
<b>R-squared (Nagelkerke)</b>	0.112***	0.101***	0.252***

Note: N is smaller than 2255(total sample size) because some respondents did not answer questions about their discussion network, demographics, or media use.

Note: Social network site use= visits per month

\*p<.05 \*\*p<.01 \*\*\*p<.001

# Appendix D: The scale-up method of social network analysis

The approach we used is based on a method that was first published in the late 1990s to measure the size of personal networks [8]. In this early work, the researchers selected 12 first names that ranged in popularity. The opinion of the authors of this work and others was that it was a sound approach, but both the method and list of first names needed refinement.

Since this early work, much has been done to refine the method and the list of first names. Initially, as work on this method advanced, much emphasis was placed on statistical corrections that could be done to improve the method. A 2006 article published in the *Journal of the American Statistical Association*, using 12 first names used in the original approach found an average network size of 610 [9].

In 2006, confidence in this approach reached the point that it was adopted by the General Social Survey, among the most reliable and widely embraced surveys used by social scientists and statisticians. The GSS used a different and “improved” list of first names. Again, much of the analysis of this data focused on more complicated statistical adjustments that could be done to improve the accuracy of the estimate. They came out with an estimated network size of 550 [10].

The most recent work on this approach was published in 2010, also in the *Journal of the American Statistical Association* [5]. This paper accomplished three important things: 1) created a complex statistical procedure to try and improve the method, 2) created an even better list of first names, and 3) compared the extremely complex statistical approach to a simpler approach based on choosing an “ideal list” of first names. Their conclusion was that this method works best with a relatively simple statistical method, but a very well-chosen list of first names. They identified 12 names in particular, and these are the names we used in the Pew Internet survey. This paper came up with a network size, based on the 12 ideal first names, of 611.

We consulted with the authors of the original method, as well as the authors of the 2010 paper throughout the design and analysis of the survey. The Pew Internet survey found a total network size of 634.

There are very few competing approaches to measuring network size. This approach has emerged, we believe, as the gold standard.

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# Questionnaire

## SNS and Facebook Survey 2010

Final Topline

12/2/10

Data for October 20 – November 28, 2010

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

Sample: n= 2,255 national adults, age 18 and older, including 746 overall cell phone interviews and 610 interviews from 2008 callback sample

Interviewing dates: 10.20.10 – 11.28.10

Margin of error is plus or minus 3 percentage points for results based on Total [n=2,255]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,787]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,936]

Margin of error is plus or minus 4 percentage points for results based on Facebook users [n=877]

### READ INFORMED CONSENT:

This study is being conducted on behalf of the University of Pennsylvania and a non-profit research organization called the Pew Research Center. You are being asked to participate because your phone number was selected at random. The purpose of this study is to better understand how individual and community life may be changing. You are one of about 2,500 adults that will be contacted for this study. You will be asked about your opinion on a number of important matters and about your participation in various activities. The research team will make every effort to keep all the information we collect strictly confidential, as required by law. Your participation is voluntary; you can choose whether or not to participate. If you feel uncomfortable with any of the questions you are asked, you are free to discontinue participating or to decline to answer specific questions. There are no direct benefits to you for participating; however, by participating you will be assisting scientific research. [CELL PHONE ONLY: As a small token of our appreciation for your time, we will pay all eligible participants \$5 for participating in this survey.] The first question is...

Q1 Generally speaking, would you say that most people can be trusted or that you can't be too careful in dealing with people?

	Most people can be trusted	You can't be too careful	(vol.) it depends	don't know <sup>7</sup>	refused
Current	41	54	3	1	*
Sept 2009 <sup>i</sup>	32	62	5	1	1
April 2006 <sup>ii</sup>	36	56	5	3	--
June 2005 <sup>iii</sup>	32	60	5	2	--

<sup>7</sup> For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. DK and REF are reported separately where available.

June 2003 <sup>iv</sup>	32	60	5	2	--
March/May 2002 <sup>v</sup>	38	53	7	2	--

*There is no Question 2.*

Q3a Do you use the internet, at least occasionally?

Q3b Do you send or receive email, at least occasionally?<sup>8</sup>

	uses internet	Does not use internet
Current	79	21
November 2010 <sup>vi</sup>	74	26
September 2010 <sup>vii</sup>	74	26
May 2010 <sup>viii</sup>	79	21
January 2010 <sup>ix</sup>	75	25
December 2009 <sup>x</sup>	74	26
September 2009	77	23
April 2009 <sup>xi</sup>	79	21
December 2008 <sup>xii</sup>	74	26
November 2008 <sup>xiii</sup>	74	26
August 2008 <sup>xiv</sup>	75	25
July 2008 <sup>xv</sup>	77	23
May 2008 <sup>xvi</sup>	73	27
April 2008 <sup>xvii</sup>	73	27
January 2008 <sup>xviii</sup>	70	30
December 2007 <sup>xix</sup>	75	25
September 2007 <sup>xx</sup>	73	27
February 2007 <sup>xxi</sup>	71	29
December 2006 <sup>xxii</sup>	70	30
November 2006 <sup>xxiii</sup>	68	32
August 2006 <sup>xxiv</sup>	70	30
April 2006	73	27
February 2006 <sup>xxv</sup>	73	27
December 2005 <sup>xxvi</sup>	66	34
September 2005 <sup>xxvii</sup>	72	28
June 2005	68	32
February 2005 <sup>xxviii</sup>	67	33
January 2005 <sup>xxix</sup>	66	34
Nov 23-30, 2004 <sup>xxx</sup>	59	41
November 2004 <sup>xxxi</sup>	61	39
June 2004 <sup>xxxii</sup>	63	37

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<sup>8</sup> 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?”

February 2004 <sup>xxxiii</sup>	63	37
November 2003 <sup>xxxiv</sup>	64	36
August 2003 <sup>xxxv</sup>	63	37
June 2003	62	38
May 2003 <sup>xxxvi</sup>	63	37
March 3-11, 2003 <sup>xxxvii</sup>	62	38
February 2003 <sup>xxxviii</sup>	64	36
December 2002 <sup>xxxix</sup>	57	43
November 2002 <sup>xl</sup>	61	39
October 2002 <sup>xli</sup>	59	41
September 2002 <sup>xlii</sup>	61	39
July 2002 <sup>xliii</sup>	59	41
March/May 2002	58	42
January 2002 <sup>xliv</sup>	61	39
December 2001 <sup>xlv</sup>	58	42
November 2001 <sup>xlvi</sup>	58	42
October 2001 <sup>xlvii</sup>	56	44
September 2001 <sup>xlviii</sup>	55	45
August 2001 <sup>xlix</sup>	59	41
February 2001 <sup>l</sup>	53	47
December 2000 <sup>li</sup>	59	41
November 2000 <sup>lii</sup>	53	47
October 2000 <sup>liii</sup>	52	48
September 2000 <sup>liv</sup>	50	50
August 2000 <sup>lv</sup>	49	51
June 2000 <sup>lvi</sup>	47	53
May 2000 <sup>lvii</sup>	48	52

WEB1 Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...?<sup>9</sup>

Based on all internet users [N=1,787]

	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	48	n/a	52	*	0
November 2010	46	18	54	*	*
May 2010	47	15	53	*	*

<sup>9</sup> 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...?" Unless otherwise noted, trends are based on all internet users for that survey.

November 2008	38	11	62	*	0
July 2008	40	n/a	59	*	--
May 2008	40	13	59	*	--
Jan 2008	39	n/a	61	0	--
August 2006	39	10	60	*	--
April 2006	37	12	63	*	--
Dec 2005	37	13	63	*	--
September 2005	47	12	53	*	--
February 2005	40	11	59	*	--
January 2005	42	14	58	0	--
June 2004	42	12	58	*	--
February 2004	39	10	61	*	--
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	--
June 2000 <sup>10</sup>	44	10	56	0	--
April 2000	46	13	54	*	--
March 2000	45	12	55	*	--
		total have		have	
		ever		not	
		DONE	DID	done	don't
		THIS	YESTERDAY	this	know
					refused
Create or work on your own online journal or blog <sup>11</sup>					
Current	14	n/a	86	*	0
January 2010	14	4	86	*	0
September 2009	11	2	88	*	0
August 2008	13	5	87	*	--
July 2008	13	n/a	86	1	--
May 2008	12	5	87	*	--
December 2007 <sup>12</sup>	12	n/a	88	*	--

<sup>10</sup> This item asked May 19, 2000 through June 30, 2000 only [N=1,568].

<sup>11</sup> In Sept 2005 and before, item wording was "Create a web log or 'blog' that others can read on the web."

<sup>12</sup> December 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].



February 2007	12	5	87	*	--
September 2005	9	2	90	1	--
February 2005	9	1	91	*	--
January 2005	10	2	89	1	--
November 2004	6	2	93	*	--
February 2004	5	1	94	1	--
September 2002	7	1	93	1	--
July 2002	3	*	96	*	--
Upload photos to a website so you can share them with others online					
Current	55	n/a	45	*	0
July 2008	46	n/a	54	*	--
August 2006	37	5	63	*	--
Use Twitter to share updates about yourself or to see updates about others <sup>13</sup>					
Current	13	n/a	87	*	0
November 2010	8	2	92	0	*
September 2010	24	13	76	*	0
May 2010	17	10	83	*	0
January 2010	19	9	81	*	*
December 2009	21	11	78	*	*
September 2009	19	9	80	*	0
April 2009	11	5	88	1	*
December 2008	11	4	89	1	--
November 2008	9	3	90	*	*
August 2008	6	2	93	1	--
	total have		have		
	ever		not		
	DONE	DID	done	don't	
	THIS	YESTERDAY	this	know	refused
Use a social networking site like MySpace, Facebook or LinkedIn.com <sup>14</sup>					
Current	59	n/a	41	*	*
November 2010	61	37	39	*	*
September 2010	62	39	38	*	0
May 2010	61	38	39	0	0
January 2010	57	32	43	*	0
December 2009	56	33	44	0	*
September 2009	47	27	52	*	*
April 2009	46	27	54	*	*
December 2008	35	19	65	*	--
November 2008	37	19	63	0	0
July 2008	34	n/a	66	*	--
May 2008	29	13	70	*	--

<sup>13</sup> In August 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others." From November 2008 thru September 2010, item wording was "Use Twitter or another service to share updates about yourself or to see updates about others". In November 2010, item wording was "Use Twitter"

<sup>14</sup> In December 2008, item wording was "Use a social networking site like MySpace or Facebook." 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"

August 2006	16	9	84	*	--
September 2005	11	3	88	1	--
February 2005	8	2	91	1	--

SNS1 On which of the following social networking sites do you currently have a profile? Do you have a profile on... [INSERT IN ORDER]?

Based on SNS or Twitter users [N=975]

	yes	no	Don't know	Refused
MySpace	29	70	*	1
Facebook	90	9	0	1
LinkedIn	17	82	*	1
Twitter	13	86	*	1
Another social networking site I haven't already mentioned (SPECIFY)	9	89	1	1

After being asked the full list in SNS1, respondents were asked SNS2-SNS3 in sequential order for each 'Yes' response in SNS1 before moving to the next 'Yes' response from SNS1.

SNS2 About how long ago did you start using [INSERT YES RESPONSES FROM SNS1] - less than 6 months ago, between 6 months and 1 year ago, more than 1 year ago but less than 2 years, or two or more years ago?

Based on internet users who have a profile on this social networking site

	OVER 1 yr. to				Don't know	Refused
	Under 6 mos.	6 mos. to 1 yr.	UNDER 2 yrs.	2 or more yrs.		
MySpace Current [N=222]	3	7	14	75	1	1
Facebook Current [N=877]	13	26	28	33	*	*
LinkedIn Current [N=193]	15	20	27	34	2	1
Twitter Current [N=121]	24	35	28	11	2	0
Another social networking site I haven't already mentioned (SPECIFY) Current [N=84]	20	21	11	48	0	0

SNS3 About how often do you use... [INSERT YES RESPONSES FROM SNS1] – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?

Based on internet users who have a profile on this social networking site

	Several times a day	About once a day	3-5 days a week	1-2 days a week	Every few weeks	Less often	Never	Don't know	Refused
	MySpace Current [N=222]	3	5	2	16	12	33	29	0
Facebook									

Current [N=877] LinkedIn	31	21	15	16	11	5	1	*	0
Current [N=193] Twitter	3	3	4	18	28	34	9	1	1
Current [N=121] Another social networking site I haven't already mentioned (SPECIFY)	20	13	6	9	12	23	18	0	0
Current [N=84]	15	17	14	16	19	13	5	1	0

Q4 Do you have a cell phone...or a Blackberry or iPhone or other device that is also a cell phone?<sup>15</sup>

	yes	no	Don't know	Refused
Current	82	18	0	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
December 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
Nov. 23-30, 2004	65	35	*	--

Q5 Does anyone in your household have a working cell phone?  
Based on non-cell phone users

	yes	no	Don't know	Refused
Current [N=319]	41	59	0	*
November 2010 [N=339]	38	61	*	*
September 2010 [N=516]	33	67	*	*
May 2010 [N=335]	35	64	1	0
January 2010 [N=368]	38	61	*	*

<sup>15</sup> Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

Q6 Thinking now just about your cell phone...Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to [INSERT ITEM; ALWAYS ASK a-b FIRST in order; RANDOMIZE c-d; ALWAYS ASK e-f LAST in order]?<sup>16</sup>

Based on cell phone users

	yes	no	don't know	refused
Send or receive email				
Current [N=1,936]	35	65	0	0
November 2010 [N=1,918]	34	66	0	*
September 2010 [N=2,485]	34	66	*	0
May 2010 [N=1,917]	34	66	0	0
January 2010 [N=1,891]	30	70	0	0
December 2009 [N=1,919]	29	70	*	*
September 2009 [N=1,868]	27	73	*	0
April 2009 [N=1,818]	25	75	*	0
December 2007 [N=1,704]	19	81	0	--
Send or receive text messages				
Current	72	28	0	0
November 2010	71	28	*	0
September 2010	74	26	*	0
May 2010	72	28	0	0
January 2010	69	31	*	0
December 2009	68	32	*	0
September 2009	65	35	*	0
April 2009	65	35	*	0
December 2007	58	42	0	--
Send or receive Instant Messages				
Current	23	77	*	*
November 2010	25	75	*	*
September 2010	30	70	*	*
May 2010	30	69	1	*
January 2010	29	70	1	0
December 2009	31	68	1	0
September 2009	27	72	1	*
April 2009	20	79	*	*
December 2007	17	83	*	--

Q6 continued...

<sup>16</sup> Prior to January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEM]?" In January 2010, question wording was "Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?" For January 2010, December 2009, and September 2009, an answer category "Cell phone can't do this" was available as a volunteered option; "No" percentages for those trends reflect combined "No" and "Cell phone can't do this" results.

Q6 continued...

	yes	no	don't know	refused
Access the internet <sup>17</sup>				
Current	41	59	0	*
November 2010	39	61	*	*
September 2010	39	61	*	0
May 2010	38	62	0	0
January 2010	34	66	0	0
December 2009	32	67	*	0
September 2009	29	71	*	0
April 2009	25	74	*	*
December 2007	19	81	0	--
<i>Item E: Based on those who access Twitter on their cell phones</i>				
Access Twitter to share updates about yourself or to see updates about others				
Current [N=196]	35	64	0	1
<i>Item F: Based on those who access SNS on their cell phones</i>				
Access a social networking site like MySpace, Facebook or LinkedIn.com				
Current [N=901]	43	57	0	*

Q7 Thinking about your internet use overall... 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, less often or never?<sup>18</sup>

Based on all internet users [N=1,787]

	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
a. Home								
Current	40	23	12	11	5	4	4	*
November 2010	41	20	13	12	5	4	4	*
September 2010	43	21	13	12	3	3	5	*
May 2010	43	21	12	11	4	3	6	*
January 2010	40	22	14	11	3	4	6	*
December 2009	38	21	13	13	4	4	6	*
September 2009	37	21	13	13	4	4	6	*
April 2009	37	22	15	11	3	3	8	*
December 2008	35	22	15	13	4	3	6	*
November 2008	34	23	15	12	4	5	7	*
August 2008	35	22	15	13	5	3	7	*
July 2008	29	25	17	14	4	4	7	*
May 2008	37	21	15	11	5	6	6	*
December 2007	36	22	14	11	5	6	7	*
September 2007	34	21	15	12	5	6	6	*

<sup>17</sup> In December 2007, item wording was "Access the internet for news, weather, sports, or other information"

<sup>18</sup> Beginning in July 2008, "Never" is offered as an explicitly read category. Prior to July 2008, it was a volunteered category.

February 2007	31	24	15	12	6	7	5	*	--
November 2006	30	24	16	13	5	5	7	*	--
February 2006	29	25	17	12	5	6	6	*	--
June 2005	27	22	15	13	6	7	10	*	--
July 2004	27	27	17	13	5	5	7	*	--
March 2004	29	24	15	13	6	5	8	*	--

	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 Never know	Refused	
<b>b. Work</b>									
Current	33	8	2	3	1	3	50	*	*
November 2010	35	7	3	2	1	3	48	1	1
September 2010	34	7	4	4	1	2	48	*	1
May 2010	37	8	5	4	1	2	43	*	*
January 2010	35	6	3	4	1	1	48	*	*
December 2009	33	6	4	3	1	2	49	*	*
September 2009	34	7	4	4	2	3	46	*	*
April 2009	36	8	6	4	1	2	41	*	1
December 2008	36	9	5	4	2	2	40	*	*
November 2008	36	7	4	4	2	3	44	*	*
August 2008	37	7	5	5	2	2	42	1	--
July 2008	32	8	4	3	1	2	48	2	--
May 2008	36	8	5	5	1	7	37	1	--
December 2007	37	9	3	4	1	5	40	1	--
September 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	--
February 2006	35	8	5	3	2	7	40	1	--
June 2005	35	9	5	4	2	6	39	*	--
July 2004	28	12	5	4	1	5	44	*	--
March 2004	28	10	5	6	2	4	44	*	--
<b>c. Someplace other than home or work</b>									
Current	8	4	3	6	8	14	56	*	*
January 2010	9	4	5	8	7	15	51	*	*
September 2009	10	4	4	7	7	16	52	*	*
December 2008	7	4	5	9	9	16	50	*	*
November 2008	5	3	4	6	10	17	55	*	*
August 2008	5	2	4	8	9	16	56	1	--
July 2008	4	3	3	8	6	18	57	1	--
May 2008	6	3	4	8	9	24	45	1	--
December 2007	5	4	5	7	8	22	49	*	--
September 2007	4	2	4	7	8	21	52	1	--
February 2007	5	3	3	5	10	22	52	*	--
February 2006	3	3	4	5	9	21	56	*	--
March 2004	3	3	3	6	6	15	64	1	--

*There are no Questions Q8 thru Q10.*

Q11 Turning now to a different topic...From time to time, most people discuss important matters with other people. Looking back over the last six months — who are the people with whom you discussed matters that are important to you? If you could, just tell me their first name or even the initials of their first AND last names, starting with the first person who comes to mind. [RECORD UP TO 5 NAMES] [PROBE: “Anyone Else?”]

	current		July 2008
%	26	Gave 1 name	30
	24	Gave 2 names	20
	15	Gave 3 names	13
	8	Gave 4 names	7
	9	Gave 5 names	6
	19	No names given/Don't know/Refused	23

Q12 thru Q15 were asked in sequential order for the first name given in Q11, then repeated in sequential order for each additional Q11 name.

Q12 People can have many different connections to others. For example, a woman can be your co-worker and also be your neighbor. Or a man could be your brother and also a member of your church. Now, I would like to go through the names you just gave me. Please list all the ways that person is connected to you. How is [INSERT NAME FROM Q11 IN ORDER] connected to you? [PROBE: What other ways?] [PRECODED OPEN-END; DO NOT READ CATEGORIES; RECORD UP TO FIVE RESPONSES]<sup>19</sup>

Based on total alters named by respondents and who may have multiple connections to those respondents

	current		July 2008
%	26	Friend	27
	16	Spouse/Partner	12
	9	Child of respondent	15
	9	Other Family member/Family relationship	10
	9	Brother/Sister/Sibling	9
	9	Parent of respondent	9
	9	Co-worker	7
	5	Member of Group: Church, community association, volunteer group	5
	2	Neighbor	2
	1	Advisor	1
	1	Internet/Online Friend/Acquaintance	*
	4	Other	3
	*	Don't know	*
	1	Refused	1
	[n=5,431]		[n=8,721]

<sup>19</sup> Respondents were allowed to list multiple connections for each alter, but percentages are based on the total number of responses given for all alters named. As a result, the percentages should total approximately 100% due to rounding.

Q13 In politics TODAY, would you say [INSERT NAME FROM Q11] considers (himself/herself) a Republican, Democrat, or Independent – or do you not know enough to say?

Based on total alters named by respondents

	current		July 2008
%	25	Republican	22
	27	Democrat	27
	17	Independent	13
	3	No party/No preference (VOL.)	3
	*	Other party (VOL.)	*
	25	Don't know	33
	2	Refused (VOL.)	1
	[n=4,449]		[n=7,058]

Q14 In general, would you describe [INSERT NAME FROM Q11]'s political views as... [READ 1-5]

Based on total alters named by respondents [N=4,449]

	current	
%	9	Very conservative
	29	Conservative
	26	Moderate
	16	Liberal
	7	Very liberal
	12	(DO NOT READ) Don't know
	2	(DO NOT READ) Refused

Q15 Have you made [INSERT NAME FROM Q11] a friend or contact on a social networking site like MySpace, Facebook, LinkedIn, or Twitter?<sup>20</sup>

Based on alters named by SNS or Twitter users

	current		JULY 2008
%	61	Yes	43
	38	No	57
	*	Don't know	*
	*	Refused	*
	[n=2,196]		[n=1,654]

---

<sup>20</sup> Because Twitter use was not asked in July 2008, trend was asked of social networking site users. Trend question wording was slightly different: "Have you made [INSERT ALTERS NAME] a friend or contact on a social networking web site like MySpace, Facebook or LinkedIn?"



Next I'm going to ask you some general questions about people that you are acquainted with both online and offline. The first one is a list of names of people you may know.

Q16 How many people do you know named [INSERT NAME; RANDOMIZE]? (Just your best guess is fine.) [For each known acquaintance, follow up with Q17a or Q17b before moving to next Q16 item]<sup>21</sup>

	None	1	2	3 or more	don't know	refused
Walter	65	24	6	4	*	1
Rose	56	32	7	4	*	1
Bruce	55	31	8	5	*	1
Tina	51	32	9	7	*	1
Kyle	56	29	8	6	*	1
Emily	48	32	11	9	*	1
Ralph	64	26	6	3	*	1
Martha	61	27	7	4	*	1
Alan	49	33	9	9	*	1
Paula	56	32	8	3	*	1
Adam	47	33	11	9	*	1
Rachel	47	31	12	10	*	1

Q17a [ASK SNS OR TWITTER USERS WHO KNOW TWO OR MORE PEOPLE BY THIS NAME:] Thinking about the people you are acquainted with named [INSERT ITEM FROM Q16], how many of these are a friend or contact of yours on a social networking website like MySpace, Facebook, LinkedIn or Twitter?

Q17b [ASK SNS OR TWITTER USERS WHO KNOW ONE PERSON BY THIS NAME:] Is the person you are acquainted with named [INSERT ITEM FROM Q16] a friend or contact of yours on a social networking website like MySpace, Facebook, LinkedIn or Twitter?  
Based on SNS or Twitter users who know someone with this name

	None	1	2	3 or more	don't know	refused
Walter						
Current [N=280]	66	29	3	1	*	0
Rose						
Current [N=376]	66	29	3	2	1	0
Bruce						
Current [N=436]	68	26	5	1	0	*
Tina						
Current [N=452]	50	35	10	4	*	0
Kyle						
Current [N=458]	51	32	10	6	1	*

<sup>21</sup> Includes only acquaintances who are currently living.

Emily						
Current [N=564]	46	34	12	8	0	*
Ralph						
Current [N=293]	78	17	4	2	*	0
Martha						
Current [N=344]	71	25	2	2	*	*
Alan						
Current [N=491]	54	34	7	4	0	*
Paula						
Current [N=444]	60	32	6	1	1	*
Adam						
Current [N=532]	46	34	10	10	*	0
Rachel						
Current [N=566]	42	35	13	10	*	0

Q18 Next, I am going to ask about types of jobs and whether people you know hold such jobs. These people include your relatives, friends and acquaintances. Do you happen to know someone who is... [INSERT ITEM; RANDOMIZE]?<sup>22</sup>

[For each 'Yes' response in Q18, follow up with Q19 before moving to next Q18 item]

	yes	No	DON'T KNOW	Refused
A nurse				
Current	78	22	*	*
July 2008	74	26	*	*
A farmer				
Current	47	52	*	*
July 2008	48	52	*	*
A lawyer				
Current	63	37	*	*
July 2008	59	41	*	*
A middle school teacher				
Current	55	45	*	*
July 2008	54	45	*	*
A full-time babysitter				
Current	31	69	*	*
July 2008	34	66	*	*
A janitor				
Current	39	61	*	*
July 2008	40	60	*	*
A personnel manager				
Current	39	60	1	*
July 2008	39	60	1	*
A hair dresser				
Current	69	30	*	*
July 2008	67	33	0	*

<sup>22</sup> Does not include those who are retired from a given occupation.

A bookkeeper				
Current	40	59	*	*
July 2008	46	54	*	*
A production manager				
Current	26	73	1	*
July 2008	28	71	1	*
An operator in a factory				
Current	35	65	*	*
July 2008	37	62	*	*
A computer programmer				
Current	57	43	*	*
July 2008	58	42	*	*
			DON'T	
	yes	No	KNOW	Refused
A taxi driver				
Current	12	88	*	*
July 2008	13	87	*	*
A professor				
Current	46	54	*	*
July 2008	43	56	*	*
A policeman				
Current	63	37	0	*
July 2008	62	37	*	*
A Chief Executive Officer (C-E-O) of a large company				
Current	31	68	*	*
July 2008	30	69	1	*
A writer				
Current	31	68	*	*
July 2008	29	71	*	*
An administrative assistant in a large company				
Current	39	60	*	*
July 2008	43	56	1	*
A security guard				
Current	38	61	*	*
July 2008	38	62	*	*
A receptionist				
Current	56	44	*	*
July 2008	57	42	1	*
A Congressman				
Current	19	81	*	*
July 2008	19	81	*	*
A hotel bell boy				
Current	6	94	*	*
July 2008	6	94	*	*

Q19 Thinking about all of the people you know who are [INSERT ITEM FROM Q18], are any a friend or contact of yours on a social networking website like Myspace, Facebook, LinkedIn, or Twitter?<sup>23</sup>

Based on SNS or Twitter users [N=975]

	know someone with this job	friend or contact on sns or twitter	friend or contact	do not know anyone -ted friend with this job	dk	ref.
A nurse	75	49	26	1	25	0 *
A farmer	39	14	25	*	60	0 *
A lawyer	58	26	32	*	41	* *
A middle school teacher	52	31	21	*	47	* *
A full-time babysitter	28	17	12	*	71	* *
A janitor	31	8	22	*	69	* *
A personnel manager	36	18	18	*	62	1 *
A hair dresser	66	34	31	*	34	* *
A bookkeeper	32	14	17	*	68	* *
A production manager	21	12	10	*	78	1 *
An operator in a factory	30	16	14	*	70	* *
A computer programmer	58	39	18	*	42	* *
A taxi driver	7	2	5	*	92	0 *
A professor	48	26	22	*	52	0 *
A policeman	58	23	34	*	42	0 *
A Chief Executive Officer (C-E-O) of a large company	29	12	16	*	71	* *
A writer	35	25	10	*	65	* *
An administrative assistant in a large company	38	23	14	*	62	* *
A security guard	34	16	18	*	66	* *
A receptionist	52	28	24	*	48	* *
A Congressman	14	6	8	*	86	* *
A hotel bell boy	4	2	2	0	96	* *

<sup>23</sup> Question items were asked of SNS or Twitter users who know someone with that occupation. Results for each item have been recalculated to be based on all SNS or Twitter users.

Q20 The following statements inquire about your thoughts and feelings in a variety of situations. On a scale of 1 to 5, where 1 means it doesn't describe you well at all and 5 means it describes you very well, please tell me how much each statement describes you. Here's the (first/next) statement... [READ; RANDOMIZE].

	1 not at all	2	3	4	5 very well	don't know	refused
Before criticizing someone, I try to imagine how I would feel if I were in his or her place.	6	6	21	27	38	1	1
If I'm sure I'm right about something, I don't waste much time listening to other people's arguments.	17	18	26	16	22	1	1
I believe that there are two sides to every question and I try to look at them both.	4	4	14	24	54	*	*
I sometimes find it difficult to see things from the other person's point of view.	28	22	24	13	11	1	1
I try to look at everybody's side of a disagreement before I make a decision.	4	5	17	28	45	1	1
When I'm upset at someone, I usually try to put myself in their shoes for a while.	12	12	30	22	22	1	1
I sometimes try to understand my friends better by imagining how things look from their perspective.	5	5	20	32	37	1	1

Q21 People sometimes look to others for companionship, assistance, or other types of support. How often is each of the following kinds of support available to you if you need it? How about [INSERT; RANDOMIZE]? Is this available to you all of the time, most of the time, some of the time, a little of the time, or none of the time?

	all	most	some	little	none	don't know	refused
Someone to help you if you were confined to bed	48	25	14	6	6	1	*
Someone you can count on to listen to you when you need to talk	49	30	15	4	3	*	*
Someone to give you good advice about a crisis	41	30	21	4	3	*	*
Someone to take you to the doctor if you needed it	56	25	11	3	4	*	1
Someone to have a good time with	46	29	17	4	3	*	*
Someone to give you information to help you understand a situation	35	35	22	4	3	1	*
Someone to confide in or talk about yourself or your problems	47	28	16	4	4	*	1
Someone to get together with for relaxation	39	28	22	6	4	*	*
Someone to prepare your meals if you were unable to do it yourself	45	24	16	7	7	1	*
Someone whose advice you really want	38	29	22	5	5	*	*
Someone to help with daily chores if you were sick	42	25	19	6	7	1	*
Someone to share your most private worries and fears with	43	24	18	7	7	1	*
Someone to turn to for suggestions about	42	29	19	4	4	*	*

how to deal with a personal problem

Someone to do something enjoyable with	44	31	18	4	2	*	*
Someone who understands your problems	34	34	24	4	3	*	*

Q22 Do you belong to or ever work with... [INSERT ITEM; RANDOMIZE a-e; ASK f LAST]?

	yes	no	don't know	refused
A community group or neighborhood association that focuses on issues or problems in your community				
Current	27	73	*	*
July 2008	16	83	*	*
A local sports league				
Current	19	80	*	*
July 2008	16	84	*	*
A local youth group, such as scouts or the YMCA				
Current	21	78	0	*
July 2008	16	84	*	*
A local church, synagogue, mosque or temple				
Current	54	45	*	*
July 2008	46	54	*	*
A local social club or charitable organization				
Current	38	62	*	*
July 2008	24	75	*	*
Some other local group I haven't already mentioned (SPECIFY)				
Current	12	87	1	*
July 2008	11	88	*	1

Q23 [ASK THRU NOVEMBER 2:] Thinking about the coming November elections... Have you [INSERT IN ORDER], or have you not done this?

[ASK AFTER NOVEMBER 2:] Thinking about the recent national elections held on November 2... Did you [INSERT IN ORDER], or did you not do this?

	yes	no	don't know	refused
(Gone / Go) to any political meetings, rallies, speeches or fundraisers in support of a particular party or candidate	10	90	*	*
(Tried / Try) to convince someone to vote for a particular party or candidate	23	77	*	*

Q24 [ASK THRU NOVEMBER 2:] Do you yourself plan to vote in the election this November, or not?

[ASK AFTER NOVEMBER 2:] A lot of people have been telling us they didn't get a chance to vote in the elections this year on November 2nd. How about you? Did things come up that kept you from voting, or did you happen to vote?

current		
%	65	Yes / Yes, voted
	32	No / No, did not vote
	1	Not registered (VOL.)
	1	Don't know
	1	Refused

FB1 Thinking again about your use of Facebook... Altogether, approximately how many people are on your FACEBOOK Friends List? (Just your best guess is fine.)  
Based on Facebook users [N=877]

current		
%	*	None
	14	1-25
	12	26-50
	18	51-100
	13	101-199
	25	200-499
	13	500 or more
	4	Don't know
	1	Refused
MEAN= 229.1 friends		

FB2 Thinking about the [INSERT NUMBER FROM FB1] people on your Facebook friends list, how many of them are... [INSERT IN ORDER]?<sup>24</sup>

Based on Facebook users [N=877]

	None	1	2	3	4	5 or more	don't know	refused
Your siblings	21	26	23	10	6	9	4	1
Your parents	58	25	9	2	1	*	4	1
Your children	62	12	13	5	2	1	4	1
A spouse or a current romantic partner	46	47	1	1	*	1	4	1
A family member other than a sibling, parent, child or spouse	16	6	7	6	6	55	4	1
Co-workers from your current or most recent job	32	7	5	7	5	39	4	1
Co-workers from a job prior to your current or most recent job	42	8	10	5	3	28	4	1
Neighbors	62	9	7	5	2	11	4	1
People you went to high school with	16	4	4	3	3	64	5	1
Classmates from a college, university, or technical school	42	4	4	3	2	39	4	1
Members of a group you belong to, such as a church or voluntary association	45	2	4	4	2	37	4	1
People you have never met in person	50	3	5	3	2	31	4	1
People you have met in person only one time	56	4	4	3	1	25	6	2

FB3 How often, if ever, do you change or update your status on Facebook? (READ 1-7)

Based on Facebook users [N=877]

current %	
6	Several times a day
9	About once a day
12	3-5 days a week
17	1-2 days a week
18	Every few weeks
22	Less often
16	Never
*	(DO NOT READ) Don't know
1	(DO NOT READ) Refused

<sup>24</sup> Question was asked of those who have at least one friend in their Facebook network. Results shown here are recalculated to be based on all Facebook users by combining: 1) "None" responses in FB1 with zero in FB2; 2) DK in FB1 with DK in FB2; and 3) REF in FB1 with REF in FB2.



FB4 How often, if ever, do you click the “like” button next to other people's status, wall, or links on Facebook? (READ 1-7)

Based on Facebook users [N=877]

current	
%	15
	Several times a day
	10
	About once a day
	10
	3-5 days a week
	14
	1-2 days a week
	10
	Every few weeks
	17
	Less often
	22
	Never
	1
	(DO NOT READ) Don't know
	1
	(DO NOT READ) Refused

FB5 How often, if ever, do you comment on other people's photos on Facebook? (READ 1-7)

Based on Facebook users [N=877]

current	
%	9
	Several times a day
	10
	About once a day
	10
	3-5 days a week
	18
	1-2 days a week
	16
	Every few weeks
	20
	Less often
	15
	Never
	*
	(DO NOT READ) Don't know
	*
	(DO NOT READ) Refused

FB6 How often, if ever, do you comment on other people's status, wall, or links on Facebook? (READ 1-7)

Based on Facebook users [N=877]

current	
%	12
	Several times a day
	9
	About once a day
	13
	3-5 days a week
	18
	1-2 days a week
	15
	Every few weeks
	17
	Less often
	15
	Never
	1
	(DO NOT READ) Don't know
	1
	(DO NOT READ) Refused

FB7 How often, if ever, do you send private Facebook messages? (READ 1-7)  
Based on Facebook users [N=877]

		current
%	4	Several times a day
	6	About once a day
	8	3-5 days a week
	18	1-2 days a week
	20	Every few weeks
	24	Less often
	18	Never
	1	(DO NOT READ) Don't know
	1	(DO NOT READ) Refused

A few last questions for statistical purposes only...

Q25 About how long have you lived in the neighborhood where you live now? Have you lived there... (READ 1-5)

		current
%	12	Less than one year
	26	One to five years
	18	Six to ten years
	19	11 to 20 years
	24	More than 20 years
	*	(DO NOT READ) Don't know
	*	(DO NOT READ) Refused

Q26 What best describes where you live? Do you live in a detached single-family house... a townhouse or semi-detached house... an apartment, condominium or co-op... or something else?

		current
%	69	A detached single-family house
		A townhouse or semi-detached house (includes duplexes)
	7	
	14	An apartment, condominium or co-op
	8	Something else
	*	Don't know
	1	Refused

Q27 Do you know the names of your neighbors who live close to you, or not? [IF YES: Do you know all of them, most of them or only some of them?]

current

%	24	Yes, know all of them
	27	Yes, know most of them
	30	Yes, know only some of them
	18	No, do not know any
	*	Do not have neighbors close by (VOL.)
	*	Don't know
	*	Refused

## Endnotes

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<sup>i</sup> September 2009 trends based on the September Tracking 2009 survey, conducted August 18 – September 14, 2009 [N=2,253, including 560 cell phone interviews].

<sup>ii</sup> April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].

<sup>iii</sup> June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].

<sup>iv</sup> June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].

<sup>v</sup> March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

<sup>vi</sup> November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

<sup>vii</sup> September 2010 trends based on the September Health Tracking Survey 2010, conducted August 9 – September 13, 2010 [N=3,001, including 1,000 cell phone interviews].

<sup>viii</sup> May 2010 trends based on the Spring Change Assessment 2010 survey, conducted April 29 – May 30, 2010 [N=2,252, including 744 cell phone interviews].

<sup>ix</sup> January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

<sup>x</sup> December 2009 trends based on the Fall Tracking "E-Government" survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

<sup>xi</sup> April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews].

<sup>xii</sup> December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample.

<sup>xiii</sup> November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].

<sup>xiv</sup> August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

<sup>xv</sup> July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews].

<sup>xvi</sup> May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].

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- <sup>xvii</sup> 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].
- <sup>xviii</sup> January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- <sup>xix</sup> December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- <sup>xx</sup> September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- <sup>xxi</sup> February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- <sup>xxii</sup> December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- <sup>xxiii</sup> 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.
- <sup>xxiv</sup> August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- <sup>xxv</sup> February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- <sup>xxvi</sup> December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- <sup>xxvii</sup> September 2005 trends based on daily tracking survey conducted Sept. 14-Oct. 13, 2005 [N=2,251].
- <sup>xxviii</sup> February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- <sup>xxix</sup> January 2005 trends based on daily tracking survey conducted Jan. 13-Feb. 9, 2005 [N=2,201].
- <sup>xxx</sup> November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- <sup>xxxi</sup> November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- <sup>xxxii</sup> June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- <sup>xxxiii</sup> February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- <sup>xxxiv</sup> November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- <sup>xxxv</sup> August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- <sup>xxxvi</sup> May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- <sup>xxxvii</sup> March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- <sup>xxxviii</sup> February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- <sup>xxxix</sup> December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- <sup>xl</sup> November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- <sup>xli</sup> October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- <sup>xlii</sup> September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- <sup>xliiii</sup> July 2002 trends based on 'Sept. 11<sup>th</sup>-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- <sup>xliiv</sup> January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- <sup>xliiv</sup> 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.
- <sup>xlivi</sup> 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.
- <sup>xliiv</sup> 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.
- <sup>xlviii</sup> 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.
- <sup>xlix</sup> August 2001 trends represent a total tracking period of August 12-31, 2001 <sup>[N=1,505]<sup>1</sup></sup>. This tracking period <sup>based on a daily</sup> tracking survey conducted August 13-September 10, 2001.
- <sup>1</sup> February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

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- li December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
  - lii November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
  - liii October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
  - liv September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
  - lv August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
  - lvi June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
  - lvii May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].