**UNIVERSITY OF MICHIGAN AND PEW RESEARCH CENTER’S**

**INTERNET, SCIENCE & TECHNOLOGY PROJECT TOPLINE**

**PSRAI OMNIBUS – SEPTEMBER WEEKS 2 AND 3**

**Wave 1 Field dates: September 11-14, 2014**

**Wave 2 Field dates: September 18-21, 2014**

**TOTAL N=2003 ADULTS, AGES 18 AND OLDER**

**MARGIN OF ERROR FOR ALL ADULTS IS +/- 2.5 PERCENTAGE POINTS**

among all adults [n=2003]

EMPLOY Are you now employed full-time, part-time, or not employed?

**[IF R SAYS THEY ARE SELF-EMPLOYED, PROBE:** “Are you self-employed working full-time hours or part-time hours?” **AND THEN RECORD AS CODE 1 OR 2]**

**[IF R SAYS THEY WORK IN THE HOME, I.E. CARING FOR THEIR KIDS OR BEING A HOMEMAKER, ASK:** Are you now employed FOR PAY full-time, part-time, or not employed for pay?**]**

|  |  |
| --- | --- |
| 42 | Employed full-time |
| 13 | Employed part-time |
| 45 | Not employed |
| <1 | Don’t know/Refused (VOL.) |
| **55** | **NET Employed** |

among all adults [n=2003]

PAR Are you the parent or guardian of any children under 18 years of age?

|  |  |
| --- | --- |
| 32 | Yes |
| 68 | No |
| <1 | Don’t know/Refused (VOL.) |

among parents of children under age 18 [n=494]

KidAge1 How many of these children are age 5 or younger?

|  |  |
| --- | --- |
| 54 | None |
| 30 | One |
| 12 | Two |
| 3 | Three or more |
| 2 | Don’t know/refused (VOL.) |

among parents of children under age 18 [n=494]

KidAge2 How many of these children are between ages 6 and 11?

|  |  |
| --- | --- |
| 52 | None |
| 30 | One |
| 12 | Two |
| 3 | Three or more |
| 2 | Don’t know/refused (VOL.) |

among parents of children under age 18 [n=494]

KidAge3 How many of these children are between ages 12 and 17?

|  |  |
| --- | --- |
| 48 | None |
| 33 | One |
| 13 | Two |
| 4 | Three or more |
| 2 | Don’t know/refused (VOL.) |

**[READ TO ALL:]** And now some questions about your internet use...

EMINUSE Do you use the internet or email, at least occasionally?

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally? [[1]](#footnote-1)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| Current (N=1,006) | 87 | 13 |
| Aug-Sept 2013 | 80 | 20 |
| May 2013 | 85 | 15 |
| December 2012 | 81 | 19 |
| November 2012 | 85 | 15 |
| September 2012 | 81 | 19 |
| August 2012 | 85 | 15 |
| April 2012 | 82 | 18 |
| February 2012 | 80 | 20 |
| December 2011 | 82 | 18 |
| August 2011 | 78 | 22 |
| May 2011 | 78 | 22 |
| January 2011 | 79 | 21 |
| December 2010 | 77 | 23 |
| November 2010 | 74 | 26 |
| September 2010 | 74 | 26 |
| May 2010 | 79 | 21 |
| January 2010 | 75 | 25 |
| December 2009 | 74 | 26 |
| September 2009 | 77 | 23 |
| April 2009 | 79 | 21 |
| December 2008 | 74 | 26 |
| November 2008 | 74 | 26 |
| August 2008 | 75 | 25 |
| July 2008 | 77 | 23 |
| May 2008 | 73 | 27 |
| April 2008 | 73 | 27 |
| January 2008 | 70 | 30 |
| December 2007 | 75 | 25 |
| September 2007 | 73 | 27 |
| February 2007 | 71 | 29 |
| December 2006 | 70 | 30 |
| November 2006 | 68 | 32 |
| August 2006 | 70 | 30 |
| April 2006 | 73 | 27 |
| February 2006 | 73 | 27 |
| December 2005 | 66 | 34 |
| September 2005 | 72 | 28 |
| June 2005 | 68 | 32 |
| February 2005 | 67 | 33 |
| January 2005 | 66 | 34 |
| Nov 23-30, 2004 | 59 | 41 |
| November 2004 | 61 | 39 |
| July 2004 | 67 | 33 |
| June 2004 | 63 | 37 |
| March 2004 | 69 | 31 |
| February 2004 | 63 | 37 |
| November 2003 | 64 | 36 |
| August 2003 | 63 | 37 |
| June 2003 | 62 | 38 |
| May 2003 | 63 | 37 |
| March 3-11, 2003 | 62 | 38 |
| February 2003 | 64 | 36 |
| December 2002 | 57 | 43 |
| November 2002 | 61 | 39 |
| October 2002 | 59 | 41 |
| September 2002 | 61 | 39 |
| July 2002 | 59 | 41 |
| March/May 2002 | 58 | 42 |
| January 2002 | 61 | 39 |
| December 2001 | 58 | 42 |
| November 2001 | 58 | 42 |
| October 2001 | 56 | 44 |
| September 2001 | 55 | 45 |
| August 2001 | 59 | 41 |
| February 2001 | 53 | 47 |
| December 2000 | 59 | 41 |
| November 2000 | 53 | 47 |
| October 2000 | 52 | 48 |
| September 2000 | 50 | 50 |
| August 2000 | 49 | 51 |
| June 2000 | 47 | 53 |
| May 2000 | 48 | 52 |

among all internet users [n=1597]

EHSKILL How familiar are you with the following internet-related terms? First, what about...**[INSERT ITEMS; RANDOMIZE]**? Would you say that you have no understanding, little understanding, some understanding, good understanding, or full understanding of the term?

What about...**[INSERT NEXT ITEM]**? **[READ AS NECESSARY:** Would you say that you have no, little, some, good, or full understanding of the term?**]**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | No under-standing | Little under-standing | Some under-standing | Good under-standing | Full under-standing | Don’t know (VOL.) | Refused (VOL.) | **Total No/Little under-standing** | **Total Some under-**  **standing** | **Total Good/Full under-standing** |
| a. Advanced Search | 20 | 12 | 16 | 20 | 30 | 1 | <1 | **32** | **16** | **51** |
| b. PDF | 34 | 8 | 10 | 15 | 32 | 1 | <1 | **42** | **10** | **47** |
| c. Spyware | 19 | 15 | 22 | 18 | 25 | <1 | <1 | **34** | **22** | **44** |
| d. Wiki | 35 | 10 | 13 | 16 | 25 | 1 | <1 | **45** | **13** | **40** |
| e. Cookies | 19 | 13 | 18 | 18 | 31 | <1 | <1 | **32** | **18** | **49** |
| f. Hashtag | 26 | 15 | 15 | 14 | 30 | <1 | <1 | **41** | **15** | **43** |

among all internet users [n=1597]

WEB1-A Next... Please tell me if you ever use the internet to do any of the following things. Do you ever... **[INSERT ITEMS; RANDOMIZE]**?

**[IF NECESSARY:** We’d just like to know the one you use most often.**]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | total have ever DONE THIS | ---------- DID YESTERDAY | have not done this | don’t know | refused |
| Use Twitter |  |  |  |  |  |
| Current | 23 | n/a | 77 | <1 | 0 |
| September 2013 | 18 | n/a | 82 | <1 | 0 |
| May 2013 | 18 | n/a | 82 | <1 | <1 |
| December 2012 | 16 | n/a | 84 | <1 | <1 |
| August 2012 | 16 | n/a | 84 | <1 | 0 |
| February 2012 | 15 | 8 | 85 | <1 | 0 |
| August 2011 | 12 | 5 | 88 | <1 | 0 |
| May 2011 | 13 | 4 | 87 | <1 | 0 |
| January 2011 | 10 | n/a | 90 | <1 | <1 |
| December 2010 | 12 | n/a | 88 | <1 | 0 |
| November 2010 | 8 | 2 | 92 | 0 | <1 |
| Use Instagram |  |  |  |  |  |
| Current | 23 | n/a | 77 | <1 | 0 |
| September 2013 | 17 | n/a | 82 | <1 | 0 |
| December 2012 | 13 | n/a | 87 | <1 | 0 |
| August 2-5, 2012 | 12 | n/a | 88 | 1 | 0 |
| Use Pinterest |  |  |  |  |  |
| Current | 28 | n/a | 72 | <1 | 0 |
| September 2013 | 21 | n/a | 77 | 2 | <1 |
| December 2012 | 15 | n/a | 83 | 2 | 0 |
| August 2-5, 2012 | 12 | n/a | 87 | 1 | <1 |
| Use LinkedIn |  |  |  |  |  |
| Current | 28 | n/a | 72 | <1 | 0 |
| September 2013 | 22 | n/a | 77 | 1 | <1 |
| Use Facebook |  |  |  |  |  |
| Current | 71 | n/a | 28 | 0 | <1 |
| September 2013 | 71 | n/a | 29 | 0 | 0 |
| December 13-16, 2012 | 67 | n/a | 33 | 0 | <1 |

among users of designated social media

SNS2 Thinking about the social media sites you use... About how often do you visit or use **[INSERT ITEMS; RANDOMIZE]**? **[AS NECESSARY: READ 1-5]**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Several times a day | About once a day | A few days a week | | Every few weeks | Less often | Don’t know (VOL.) | Refused (VOL.) |
|  |  |  | 3-5 days a week | 1-2 days a week |  |  |  |  |
| a. Twitter |  |  |  | |  |  |  |  |
| Current (n=323) | 22 | 14 | 24 | | 15 | 25 | <1 | 0 |
| September 2013 | 29 | 17 | 10 | 11 | 12 | 20 | 1 | 0 |
| b. Instagram |  |  |  | |  |  |  |  |
| Current (n=317) | 32 | 17 | 24 | | 10 | 16 | 1 | 0 |
| September 2013 | 35 | 22 | 11 | 10 | 6 | 15 | 1 | 0 |
| c. Pinterest |  |  |  | |  |  |  |  |
| Current (n=398) | 9 | 8 | 29 | | 25 | 26 | 1 | 1 |
| September 2013 | 11 | 13 | 10 | 20 | 21 | 24 | 1 | 1 |
| d. LinkedIn |  |  |  | |  |  |  |  |
| Current (n=463) | 7 | 6 | 25 | | 31 | 30 | 1 | <1 |
| September 2013 | 5 | 8 | 15 | 19 | 27 | 25 | <1 | <1 |
| e. Facebook |  |  |  | |  |  |  |  |
| Current (n=1074) | 45 | 25 | 17 | | 6 | 6 | <1 | <1 |
| September 2013 | 40 | 24 | 10 | 13 | 6 | 8 | <1 | 0 |

among facebook users [n=1074]

FB1 Thinking about your use of Facebook... Approximately how many TOTAL Facebook friends do you have? **[READ IF NECESSARY:** Just your best guess is fine.**]**

|  |  |  |
| --- | --- | --- |
| September 2013 | Current |  |
| 1 | 1 | No friends |
| 39 | 39 | 1-100 friends |
| 23 | 19 | 101-250 friends |
| 20 | 22 | 251-500 friends |
| 15 | 14 | More than 500 friends |
| 2 | 4 | Don’t know (VOL.) |
| 1 | 1 | Refused (VOL.) |

among facebook users [n=1074]

FB2 Approximately how many of your TOTAL Facebook friends do you consider actual friends?

**[INTERVIEWER NOTE: IF R ASKS WHAT WE MEAN BY ACTUAL FRIENDS, READ:** “Whatever that means to you”]

|  |  |
| --- | --- |
| 2 | None |
| 71 | 1-100 friends |
| 13 | 101-250 friends |
| 7 | 251-500 friends |
| 2 | More than 500 friends |
| 3 | Don’t know (VOL.) |
| 1 | Refused (VOL.) |

among facebook users [n=1074]

FB3 How often, if ever, do you share, post or comment on Facebook as opposed to reading or viewing content? [READ]

|  |  |
| --- | --- |
| 27 | Frequently |
| 39 | Sometimes |
| 28 | Hardly ever |
| 7 | Never |
| <1 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |
| **65** | **Total Frequently/Sometimes** |
| **34** | **Total Hardly ever/Never** |

among facebook users [n=1074]

FB4 Thinking about who is in your Facebook network, are you Facebook friends with... [INSERT ITEM; RANDOMIZE EXCEPT e. AND f. ALWAYS TOGETHER; c. ALWAYS AFTER a. OR b.]? How about [INSERT NEXT ITEM]? [READ IF NECESSARY: Are you Facebook friends with (ITEM)?]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes | No | Doesn’t apply (VOL.) | Don’t know (VOL.) | Refused (VOL.) |
| 1. Your parents | 45 | 49 | 5 | <1 | <1 |
| 1. Your children | 43 | 41 | 16 | <1 | <1 |
| 1. Other family members | 93 | 7 | <1 | 0 | <1 |
| 1. Work colleagues | 58 | 37 | 4 | 0 | <1 |
| 1. Friends from the past, such as high school or college | 87 | 13 | 0 | <1 | <1 |
| 1. Current friends | 91 | 9 | <1 | <1 | <1 |
| 1. Neighbors | 36 | 63 | <1 | <1 | <1 |
| 1. People you have never met in person | 39 | 61 | 0 | 0 | <1 |

among all sns users [n=1235]

SNS3 Thinking about your OWN use of social media... Please tell us if you agree or disagree with the following statements. **[INSERT ITEMS; RANDOMIZE]**

[READ FOR FIRST ITEM, THEN AS NECESSARY: Do you strongly agree, somewhat agree, somewhat DISagree or strongly disagree?]

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly agree | Somewhat agree | Somewhat disagree | Strongly  disagree | Don’t know (VOL.) | Refused (VOL.) | **Total Agree** | **Total Disagree** |
| a. When you see a friend or acquaintance sharing good  news on social media, you try to respond | 39 | 39 | 9 | 10 | 1 | 1 | **79** | **19** |
| b. When you see a friend or acquaintance sharing bad  news on social media, you try to respond | 26 | 33 | 16 | 22 | 1 | 1 | **59** | **39** |
| c. When you see someone asking a question on social  media that you know the answer to, you try to respond. | 29 | 39 | 14 | 16 | 1 | 1 | **68** | **30** |
| d. You get useful information from social media | 29 | 46 | 15 | 9 | <1 | <1 | **75** | **24** |
| e. You get support from my friends on social media | 33 | 38 | 13 | 14 | 1 | 1 | **71** | **27** |

among all in parent module [n=336]

UM1 Now I’d like to ask you about some situations you may have experienced recently. At any point in the LAST 12 MONTHS, have you... [INSERT ITEMS; RANDOMIZE]? Next, in the last 12 months, have you [INSERT NEXT ITEM]?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | Don’t know (VOL.) | Refused (VOL.) |
| 1. Made a decision about child care or schooling for your child | 58 | 42 | 0 | <1 |
| 1. Dealt with an illness or medical condition your child had | 26 | 74 | <1 | <1 |
| 1. Had concerns or questions about your child’s technology use | 33 | 67 | 0 | 0 |

among sns users in parent module that made child care/schooling decision [n=147]

UM2A You mentioned you made a decision about child care or schooling for your child. Did you use social media for help with this decision?

|  |  |
| --- | --- |
| 19 | Yes |
| 80 | No |
| 1 | Don’t know (VOL.) |
| 0 | Refused (VOL.) |

among those who used social media to help with child care/schooling decision in parent module [n=28]

UM3A How would you describe the experience of using social media for this purpose?

|  |  |
| --- | --- |
| 61 | Very helpful |
| 23 | Somewhat helpful |
| 7 | Not too helpful |
| 6 | Not at all helpful |
| 3 | Don’t know (VOL.) |
| 0 | Refused (VOL.) |
| **84** | **Total Helpful** |
| **13** | **Total not helpful** |

among those who used social media to help with child care/schooling decision in parent module [n=28]

UM4A When you needed information or assistance in this situation and turned to social media, WHO responded? First, did **[INSERT ITEMS IN ORDER]** respond?

How about...[INSERT NEXT ITEM]? [READ AS NECESSARY: Did they respond when you turned to social media for information or assistance in this situation?]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | Don’t know (VOL.) | Refused (VOL.) |
| 1. Family members | 60 | 40 | 0 | 0 |
| 1. Close friends | 75 | 25 | 0 | 0 |
| 1. People you already knew but who were not close friends or family | 65 | 35 | 0 | 0 |
| 1. People you DIDN’T already know but who were experiencing similar things | 45 | 51 | 0 | 4 |

among sns users in parent module that dealt with child medical issue [n=67]

UM2B You mentioned you dealt with an illness or medical condition your child had. Did you use social media for help with this issue?

|  |  |
| --- | --- |
| 19 | Yes |
| 81 | No |
| 0 | Don’t know (VOL.) |
| 0 | Refused (VOL.) |

among those who used social media to help with child medical issue in parent module [n=13]

UM3B How would you describe the experience of using social media for this purpose?

|  |  |
| --- | --- |
| 63 | Very helpful |
| 27 | Somewhat helpful |
| 4 | Not too helpful |
| 0 | Not at all helpful |
| 0 | Don’t know (VOL.) |
| 6 | Refused (VOL.) |
| **90** | **Total Helpful** |
| **4** | **Total not helpful** |

among those who used social media to help with child medical issue in parent module [n=13]

UM4B When you needed information or assistance in this situation and turned to social media, WHO responded? First, did **[INSERT ITEMS IN ORDER]** respond?

How about...[INSERT NEXT ITEM]? [READ AS NECESSARY: Did they respond when you turned to social media for information or assistance in this situation?]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | Don’t know (VOL.) | Refused (VOL.) |
| 1. Family members | 63 | 37 | 0 | 0 |
| 1. Close friends | 69 | 31 | 0 | 0 |
| 1. People you already knew but who were not close friends or family | 96 | 4 | 0 | 0 |
| 1. People you DIDN’T already know but who were experiencing similar things | 70 | 30 | 0 | 0 |

among sns users in parent module and had concerns about child’s technology use [n=91]

UM2C You mentioned you had concerns or questions about your child’s technology use. Did you use social media for help with this?

|  |  |
| --- | --- |
| 12 | Yes |
| 88 | No |
| 0 | Don’t know (VOL.) |
| 0 | Refused (VOL.) |

among those who used social media to help make decision about child’s technology in parent module [n=11]

UM3C How would you describe the experience of using social media for this purpose?

|  |  |
| --- | --- |
| 41 | Very helpful |
| 35 | Somewhat helpful |
| 24 | Not too helpful |
| 0 | Not at all helpful |
| 0 | Don’t know (VOL.) |
| 0 | Refused (VOL.) |
| **76** | **Total Helpful** |
| **24** | **Total not helpful** |

among those who used social media to help make decision about child’s technology in parent module [n=11]

UM4C When you needed information or assistance in this situation and turned to social media, WHO responded? First, did **[INSERT ITEMS IN ORDER]** respond?

How about...**[INSERT NEXT ITEM]**? **[READ AS NECESSARY:** Did they respond when you turned to social media for information or assistance in this situation?**]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | Don’t know (VOL.) | Refused (VOL.) |
| 1. Family members | 30 | 70 | 0 | 0 |
| 1. Close friends | 78 | 22 | 0 | 0 |
| 1. People you already knew but who were not close friends or family | 83 | 17 | 0 | 0 |
| 1. People you DIDN’T already know but who were experiencing similar things | 65 | 35 | 0 | 0 |

among sns users in the parent module [n=241]

UM5 Now thinking only about the last 30 days... In the last 30 days, how often have you **[INSERT ITEMS; RANDOMIZE]** – frequently, sometimes, hardly ever, or never?

**[IF NECESSARY:** In the last 30 days...**]**

how often have you **[INSERT NEXT ITEM]**? **[READ AS NECESSARY:** Frequently, sometimes, hardly ever, or never?**]**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Frequently | Sometimes | Hardly ever | Never | Don’t know (VOL.) | Refused (VOL.) | Total Frequently/ Sometimes | Total Hardly ever/Never |
| a. Asked questions about parenting issues on  social media sites | 3 | 10 | 18 | 69 | 0 | 0 | 13 | 87 |
| b. Come across useful information about  parenting while looking at social media content | 7 | 26 | 26 | 40 | 1 | <1 | 33 | 65 |
| c. Received social or emotional support from  other people about a parenting issue through  social media | 8 | 16 | 18 | 58 | <1 | 0 | 24 | 76 |

among all in parent module [n=336]

UM6 Have you ever felt uncomfortable about something a spouse, family member or friend posted about your child on social media?

|  |  |
| --- | --- |
| 12 | Yes |
| 88 | No |
| 0 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |

among all in parent module [n=336]

UM7 Have you ever asked a family member, caregiver, or friend to take down something they have posted on social media about your child?

|  |  |
| --- | --- |
| 11 | Yes |
| 89 | No |
| <1 | Don’t know (VOL.) |
| 0 | Refused (VOL.) |

**[READ IF EMPLOYED MODULE (MODULE=2):]** For these next few questions, please think about your MAIN job – that is, the one where you spend the most time.

among all in employed module [n=795]

UM8 How would you describe the place where you work? **[READ]**

|  |  |
| --- | --- |
| 30 | A large corporation |
| 15 | A medium-size company |
| 27 | A small business |
| 9 | A part of the federal, state or local government |
| 9 | A school or educational institution |
| 6 | A non-profit organization |
| 1 | Other (VOL.) |
| 2 | Self-employed/work at home (VOL.) |
| <1 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |

among all in employed module [n=795]

UM9 On a typical day, how much would you say you use the internet to do work-related tasks? **[READ]**

|  |  |
| --- | --- |
| 37 | Frequently |
| 21 | Sometimes |
| 17 | Hardly ever |
| 25 | Never |
| 0 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |

among all in employed module [n=795]

UM10 Would you say that the type of work you do primarily involves manual and physical labor, or not?

|  |  |
| --- | --- |
| 50 | Yes, involves manual and physical labor |
| 49 | No, does not |
| 1 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |

among whose job is not manual labor/dk/refused in the employed module [n=436]

UM11 Which of the following best describes the type of work that you do?

|  |  |
| --- | --- |
| 45 | Professional |
| 14 | Manager or executive |
| 3 | Government official |
| 11 | Administrative or clerical |
| 19 | Customer service |
| 6 | Other (SPECIFY) (VOL.) |
| 1 | Don’t know (VOL.) |
| 1 | Refused (VOL.) |

among all in employed module [n=795]

UM12 In a typical week, about how many hours do you work at your main job?

|  |  |
| --- | --- |
| 4 | 1-10 hours |
| 9 | 11-20 hours |
| 13 | 21-30 hours |
| 39 | 31-40 hours |
| 21 | 41-50 hours |
| 8 | 51-60 hours |
| 5 | More than 60 hours |
| 1 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |
| **33** | **Total Less than 40 hours** |
| **32** | **Total 40 hours** |
| **34** | **Total 40 hours or more** |

among all in employed module [n=795]

UM13 Overall, how satisfied are you with your current job? Are you

|  |  |
| --- | --- |
| 49 | Very satisfied |
| 38 | Somewhat satisfied |
| 8 | Somewhat DISsatisfied |
| 5 | Very dissatisfied |
| <1 | Don’t know (VOL.) |
| 1 | Refused (VOL.) |
| **86** | **Total Satisfied** |
| **13** | **Total DISsatisfied** |

among sns users in employed module [n=592]

UM14 **[FOR FIRST ITEM:** In your current job,**]** do you ever use social media to...**[INSERT ITEMS; RANDOMIZE]**?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | Don’t know (VOL.) | Refused (VOL.) |
| 1. Get information that helps you solve problems at your job | 26 | 74 | <1 | 0 |
| 1. Make or support professional connections that help you do your job | 32 | 68 | 0 | <1 |
| 1. Keep you connected to family and friends while at work | 35 | 65 | 0 | <1 |
| 1. Take a mental break from work | 45 | 54 | 0 | <1 |
| 1. Ask work-related questions of people OUTSIDE your organization | 16 | 84 | 0 | 0 |
| 1. Ask work-related questions of people INSIDE your organization | 16 | 83 | <1 | <1 |
| 1. Build or strengthen personal relationships with coworkers | 23 | 77 | 0 | 0 |
| 1. Learn more about someone you work with | 23 | 77 | 0 | 0 |

among designated social media users in the employed module

UM15 Which of the following social media sites do you use for work-related purposes? Do you use...**[INSERT ITEMS IN SAME ORDER AS WEB1-A]** for work?

**[IF NECESSARY:** We’d just like to know the one you use most often.**]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | Don’t know (VOL.) | Refused (VOL.) |
| 1. Facebook **[n=505]** | 28 | 72 | 0 | <1 |
| 1. LinkedIn **[n=255]** | 48 | 52 | 0 | 0 |
| 1. Twitter **[n=169]** | 15 | 85 | 0 | 0 |
| 1. A social media tool or site provided by your employer **[n=112]** | 62 | 38 | 0 | 0 |
| 1. Another social media tool or site I haven’t already mentioned **[n=319]** | 11 | 86 | 2 | <1 |

among sns users in employed module [n=592]

UM16 Have you ever discovered information about a colleague through social media that improved your professional opinion of them?

|  |  |
| --- | --- |
| 18 | Yes |
| 82 | No |
| 0 | Don’t know (VOL.) |
| 0 | Refused (VOL.) |

among sns users in employed module [n=592]

UM17 Have you ever discovered information about a colleague through social media that lowered your professional opinion of them?

|  |  |
| --- | --- |
| 21 | Yes |
| 79 | No |
| 0 | Don’t know (VOL.) |
| 0 | Refused (VOL.) |

among all in employed module [n=795]

UM18 Does your workplace have policies about how you present yourself on the internet – for example, what you can post on blogs and websites, or what information you can share about yourself online – or does it not have policies about that?

|  |  |
| --- | --- |
| 32 | Yes, has policies |
| 63 | No, does not |
| 6 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |

among all in employed module [n=795]

UM19 Does your workplace have rules about using social media while at work, or not?

|  |  |
| --- | --- |
| 51 | Yes, has rules |
| 45 | No, does not |
| 3 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |

**NO UM20**

among those who use sns for work in employed module [n=262]

UM21 Thinking about your own work-related use of social media... Do you think social media is useful for **[INSERT ITEMS; RANDOMIZE]**?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | Don’t know (VOL.) | Refused (VOL.) |
| 1. Finding information you need to do your job | 46 | 54 | 0 | 0 |
| 1. Staying in touch with other people in the field or type of job that you work in | 71 | 29 | <1 | <1 |
| 1. Connecting with experts | 56 | 41 | 3 | 0 |
| 1. Getting to know your co-workers on a personal basis | 51 | 49 | <1 | 0 |
| 1. Networking or finding new job opportunities | 78 | 22 | <1 | 0 |

among those who use sns for work in employed module [n=262]

UM22 In general, would you say that using social media for work purposes mostly helps or mostly hurts your job performance?

|  |  |
| --- | --- |
| 56 | Mostly Helps |
| 22 | Mostly Hurts |
| 4 | Both (VOL.) |
| 16 | Neither (VOL.) |
| 2 | Don’t know (VOL.) |
| <1 | Refused (VOL.) |

among those who use sns for work in employed module [n=262]

UM23 Thinking about your OWN use of social media... Please tell us if you agree or disagree with the following statements.

**[READ FOR FIRST ITEM, THEN AS NECESSARY:** Do you strongly agree, somewhat agree, somewhat DISagree or strongly disagree?**]**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Strongly agree | Some-what agree | Some-what disagree | Strongly disagree | Don’t know (VOL.) | Refused (VOL.) | **Total Agree** | **Total Disagree** |
| 1. Social media distracts you from the work you need to do | 30 | 26 | 16 | 26 | 2 | 0 | **56** | **42** |
| 1. Social media breaks help you recharge while you’re at work | 21 | 33 | 21 | 25 | <1 | <1 | **54** | **46** |
| 1. Social medias lets you see too much information about your coworkers | 19 | 31 | 26 | 21 | 2 | 1 | **51** | **47** |

1. The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to “Do you ever go online to access the Internet or World Wide Web or to send and receive email?” From January 2005 thru February 2012, an internet user is someone said yes to either “Do you use the internet, at least occasionally?” (INTUSE) OR “Do you send or receive email, at least occasionally?” (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or “Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?” (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined. [↑](#footnote-ref-1)