

## Survey Questions

PEW RESEARCH CENTER and UNIVERSITY OF MICHIGAN'S 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  
 ALL RESULTS ARE REPORTED IN PERCENTAGE POINTS

### 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.)

**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
<b>Use Twitter</b>					
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
<b>Use Instagram</b>					
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
<b>Use Pinterest</b>					
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
<b>Use LinkedIn</b>					
Current	28	n/a	72	<1	0
September 2013	22	n/a	77	1	<1
<b>Use Facebook</b>					
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				
<b>a. Twitter</b>								
Current (n=323)	22	14	24		15	25	<1	0
September 2013	29	17	10	11	12	20	1	0
<b>b. Instagram</b>								
Current (n=317)	32	17	24		10	16	1	0
September 2013	35	22	11	10	6	15	1	0
<b>c. Pinterest</b>								
Current (n=398)	9	8	29		25	26	1	1
September 2013	11	13	10	20	21	24	1	1
<b>d. LinkedIn</b>								
Current (n=463)	7	6	25		31	30	1	<1
September 2013	5	8	15	19	27	25	<1	<1
<b>e. Facebook</b>								
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?  
*{Question originally designed by Ellison et al,2011. See Methods for citation.}*

[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.)
a. Your parents	45	49	5	<1	<1
b. Your children	43	41	16	<1	<1
c. Other family members	93	7	<1	0	<1
d. Work colleagues	58	37	4	0	<1
e. Friends from the past, such as high school or college	87	13	0	<1	<1
f. Current friends	91	9	<1	<1	<1
g. Neighbors	36	63	<1	<1	<1
h. 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 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.)
a. Had concerns or questions about your child's technology use	33	67	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.)