



**Pew Internet**  
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# **The internet as a diversion and destination**

*On a typical day, 53% of young adults go online just for fun and to pass the time*

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<http://pewinternet.org/Reports/2011/Internet-as-diversion.aspx>

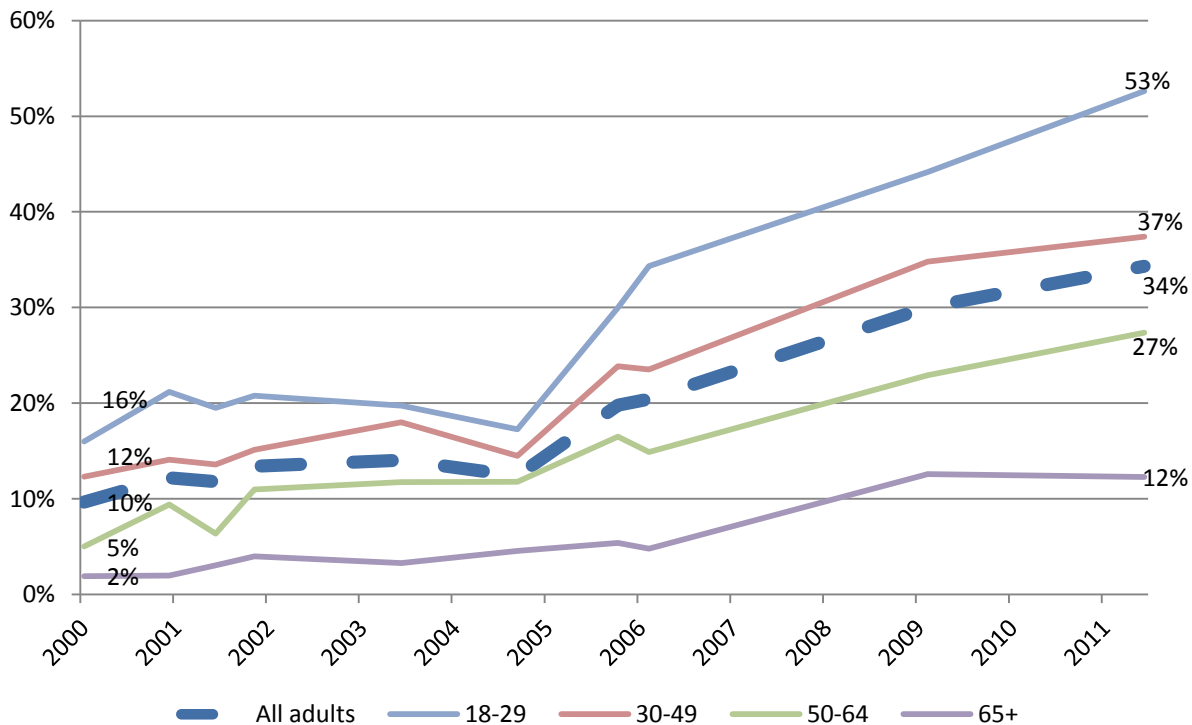
## The internet as a diversion and destination

Americans are increasingly going online just for fun and to pass the time. On any given day, 53% of all the young adults ages 18-29 go online for no particular reason except to have fun or to pass the time. Many of them go online in purposeful ways, as well. But the results of a survey by the Pew Research Center's Internet & American Life Project show that young adults' use of the internet can at times be simply for the diversion it presents. Indeed, 81% of all young adults in this age cohort report they have used the internet for this reason at least occasionally.

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### Go online for fun and to pass the time on a typical day

*% of all adults (18+) in different age cohorts who answered "yes" to this question: Did go online yesterday for no particular reason, just for fun or to pass the time?*



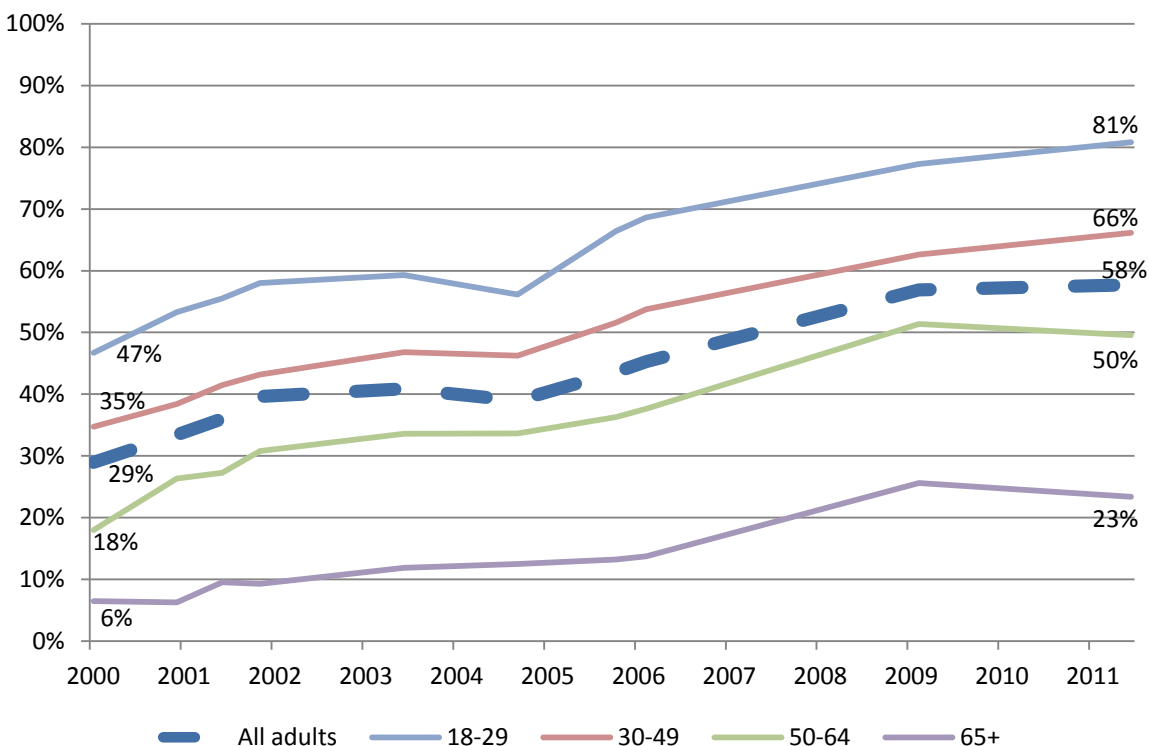
**Source:** The Pew Research Center's Internet & American Life Project tracking surveys, 2000-2011. Most recent survey conducted July 25-August 26, 2011. For entire survey N for internet users=851. Interviews were conducted in Spanish and English, on landline phones and cell phones. The margin of error for the internet user sample is 3.7 percentage points.

These results come in the larger context that internet users of all ages are much more likely now than in the past to say they go online for no particular reason other than to pass the time or have fun. Some 58% of all adults (or 74% of all online adults) say they use the internet this way. And a third of all adults (34%) say they used the internet that way "yesterday" – or the day before Pew Internet reached them

for the survey.<sup>1</sup> Both figures are higher than in 2009 when we last asked this question and vastly higher than in the middle of the last decade.

## Go online for fun and to pass the time

*% of all adults (18+) in different age cohorts who answered “yes” to this question: Do you ever go online for no particular reason, just for fun or to pass the time?*



**Source:** The Pew Research Center's Internet & American Life Project tracking surveys, 2000-2011. Most recent survey conducted July 25-August 26, 2011. For entire survey N for internet users=851. Interviews were conducted in Spanish and English, on landline phones and cell phones. The margin of error for the internet user sample is 3.7 percentage points.

The upsurge in the number of people who use the internet as a destination for fun and no particular purpose has coincided with a variety of trends: the rise of broadband connections<sup>2</sup>, the increasing use of video that is enabled by those high-speed connections<sup>3</sup>, and the explosion of social networking.<sup>4</sup> All of those factors are strongly associated with people who use the internet for fun: If they have broadband, if they are online video consumers, if they use social media of any kind – especially social networking sites – they are much more likely than others to go online to pass the time.

<sup>1</sup> We say that these “yesterday” results represent a typical day or an average day on the internet.

<sup>2</sup> See <http://pewinternet.org/topics/Broadband.aspx>

<sup>3</sup> See <http://pewinternet.org/Press-Releases/2010/State-of-Online-Video.aspx>

<sup>4</sup> See <http://pewinternet.org/topics/Social-Networking.aspx>

The trend also suggests the degree to which the internet has become a competitor to all kinds of other leisure activities that are pursued on other kinds of media. Still, the competition is fuzzy because most other kinds of leisure pursuits that can be digitized – from reading to game playing to “watching TV” and “listening to radio” – are now available online.

Our question wording was simple and did not ask about any particular online “fun” activity, so people were allowed to answer that they were online for fun however they defined the term.

The increases in the number of people going online for fun on a typical day and in the general population of those who ever go online for fun came across all age groups and other demographic cohorts.

The most recent figures about those going online for fun come from a survey conducted from July 25 to August 26, 2011 among 2,260 adults ages 18 and over, including surveys in English and Spanish and on landline and cell phones.

The margin of error for the sample is plus or minus 2 percentage points.

## **Additional background**

In its earliest survey in March 2000, the Pew Internet Project asked about people’s use of the internet as a diversion – a place to have fun and pass the time. At the time we first posed the question, 29% of adults (63% of the internet users at the time) said they had gone online to just idly kill some time.

At that time, age and class were the biggest factors associated with using the internet this way. More young adults were online and more of them were using the internet as a diversion. And more relatively well-off and well-educated people were online and using the internet as a diversion.

In the ensuing years, men and women, blacks, Latinos and whites, those in higher-income households and lower-income households, those with a lot of education and those without as much education, have all increased their use of the internet for this reason, as the table below shows.

It is still the case, though, that well under half of senior citizens and those without high school diplomas are using the internet as a way to kill time and divert themselves.

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## Using the internet for no particular reason, just for fun

*% of adults in each group who use the internet to kill time*

	2000	2011	Percentage point increase
<b>All adults</b>	29%	58%	+29
<b>Gender</b>			
Male	30%	62%	+32
Female	28	54	+26
<b>Race/Ethnicity</b>			
White	30	58	+28
African American	25	50	+25
Hispanic	28	54	+26
<b>Age</b>			
18-29	47	81	+34
30-49	35	66	+31
50-64	18	50	+32
65+	6	23	+17
<b>Education</b>			
Some high school	13	31	+17
High school	26	54	+28
Some college	40	70	+30
College graduate	41	66	+25
<b>Household income</b>			
< \$30,000	21	50	+29
\$30,000 - \$49,999	38	59	+21
\$50,000 - \$74,999	40	68	+28
\$75,000+	41	74	+32

**Source:** The Pew Research Center's Internet & American Life Project tracking surveys, 2000-2011. Most recent survey conducted July 25-August 26, 2011. For entire survey N for internet users=851. Interviews were conducted in Spanish and English, on landline phones and cell phones. The margin of error for the internet user sample is 3.7 percentage points.

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# Survey questions

## August Tracking Survey 2011

Final Topline

8/30/2011

Data for July 25–August 26, 2011

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

Sample: n=2,260 national adults, age 18 and older, including 916 cell phone interviews  
Interviewing dates: 07.25.2011 – 08.26.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,260]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,716]

Margin of error is plus or minus 3.7 percentage points for results based on internet users in Form A [n=851]

**INTUSE** Do you use the internet, at least occasionally?

**EMLOCC** Do you send or receive email, at least occasionally?<sup>5</sup>

	Uses internet	Does not use internet
Current	78	22
May 2011	78	22
January 2011 <sup>i</sup>	79	21
December 2010 <sup>ii</sup>	77	23
November 2010 <sup>iii</sup>	74	26
September 2010	74	26
May 2010	79	21
January 2010 <sup>v</sup>	75	25
December 2009 <sup>v</sup>	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008 <sup>vi</sup>	74	26
August 2008 <sup>vii</sup>	75	25
July 2008 <sup>viii</sup>	77	23
May 2008 <sup>ix</sup>	73	27
April 2008 <sup>x</sup>	73	27
January 2008 <sup>xi</sup>	70	30
December 2007 <sup>xii</sup>	75	25
September 2007 <sup>xiii</sup>	73	27
February 2007 <sup>xiv</sup>	71	29
December 2006 <sup>xv</sup>	70	30
November 2006 <sup>xvi</sup>	68	32
August 2006 <sup>xvii</sup>	70	30
April 2006 <sup>xviii</sup>	73	27
February 2006 <sup>xix</sup>	73	27
December 2005 <sup>xx</sup>	66	34
September 2005 <sup>xxi</sup>	72	28

<sup>5</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?”

June 2005 <sup>xxii</sup>	68	32
February 2005 <sup>xxiii</sup>	67	33
January 2005 <sup>xxiv</sup>	66	34
Nov 23-30, 2004 <sup>xxv</sup>	59	41
November 2004 <sup>xxvi</sup>	61	39
June 2004 <sup>xxvii</sup>	63	37
February 2004 <sup>xxviii</sup>	63	37
November 2003 <sup>xxix</sup>	64	36
August 2003 <sup>xxx</sup>	63	37
June 2003 <sup>xxxi</sup>	62	38
May 2003 <sup>xxxii</sup>	63	37
March 3-11, 2003 <sup>xxxiii</sup>	62	38
February 2003 <sup>xxxiv</sup>	64	36
December 2002 <sup>xxxv</sup>	57	43
November 2002 <sup>xxxvi</sup>	61	39
October 2002 <sup>xxxvii</sup>	59	41
September 2002 <sup>xxxviii</sup>	61	39
July 2002 <sup>xxxix</sup>	59	41
March/May 2002 <sup>xl</sup>	58	42
January 2002 <sup>xli</sup>	61	39
December 2001 <sup>xlii</sup>	58	42
November 2001 <sup>xliii</sup>	58	42
October 2001 <sup>xliiv</sup>	56	44
September 2001 <sup>xlii</sup>	55	45
August 2001 <sup>xlii</sup>	59	41
February 2001 <sup>xlii</sup>	53	47
December 2000 <sup>xliii</sup>	59	41
November 2000 <sup>xlii</sup>	53	47
October 2000 <sup>l</sup>	52	48
September 2000 <sup>li</sup>	50	50
August 2000 <sup>lii</sup>	49	51
June 2000 <sup>liii</sup>	47	53
May 2000 <sup>lii</sup>	48	52

**YEST1NW** Did you happen to use the internet YESTERDAY?<sup>6</sup>

Based on all internet users [N=1,716]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW <sup>7</sup>	REFUSED
Current	76	23	*	0
May 2011	77	22	*	0
November 2010	76	24	*	*
September 2010	76	24	*	0
May 2010	78	22	*	0
January 2010	72	27	*	0
December 2009	71	28	1	*
September 2009	73	27	*	*
April 2009	73	26	1	*
December 2008	72	28	*	--
November 2008	72	27	*	--
August 2008	72	27	1	--
July 2008	71	28	1	--
May 2008	70	30	1	--
April 2008	72	28	*	--
December 2007	72	27	*	--
September 2007	68	32	*	--
February 2007	69	31	*	--
December 2006	65	34	*	--
November 2006	64	36	*	--
August 2006	66	34	*	--
April 2006	66	33	*	--
December 2005	63	36	*	--
September 2005	65	34	*	--
February 2005	60	40	*	--
January 2005	58	42	*	--
November 2004	61	39	*	--
June 2004	53	46	1	--
February 2004	55	44	*	--
November 2003	54	45	*	--
July 2003	52	47	1	--
June 2003	55	44	*	--
May 2003	58	42	*	--
March 3-11, 2003	60	40	0	--
February 2003	60	40	*	--

**YEST1NW continued...**

<sup>6</sup> Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday?**"

<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.



YEST1NW continued...

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
December 2002	56	44	*	--
November 2002	57	43	*	--
October 2002	57	43	0	--
September 2002	58	42	*	--
July 2002	53	47	*	--
March/May 2002	57	43	*	--
January 2002 <sup>8</sup>	59	41	*	--
Dec. 17-23, 2001	58	42	*	--
Nov. 19-Dec. 16 2001	60	40	*	--
Oct. 19-Nov. 18 2001	61	39	*	--
Oct. 8-18 2001	51	49	1	--
October 2-7 2001	56	43	1	--
Sept 20-Oct 1 2001	57	42	1	--
Sept 12-19 2001	51	49	*	--
August 2001	56	44	*	--
February 2001 <sup>9</sup>	59	41	*	--
Fall 2000 <sup>iv</sup>	56	44	*	--
August 2000	50	50	*	--
June 2000	52	48	*	--
May 2000	55	45	0	--
March 2000 <sup>vi</sup>	60	40	*	--

**MODEM3B** At home, do you connect to the internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS or a T-1?<sup>10</sup>

Based on those who use the internet at home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC <sup>11</sup>	----- T-1	DK	REF.
Current [N=1,565]	5	89	22	34	26	5	*	3	*
May 2011 [N=1,518]	6	88	25	31	29	4	*	3	1
Jan 2011 [N=1,610]	4	88	28	33	22	5	1	4	1
Dec 2010 [N=1,731]	6	85	27	33	19	5	*	6	2
Nov 2010 [N=1,560]	6	86	28	33	20	5	1	4	2
Sept 2010 [N=1,947]	7	86	29	31	20	6	1	4	1

<sup>8</sup> Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002.

<sup>9</sup> Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7).

<sup>10</sup> From September 2009 thru January 2010, the question asking about type of home internet connection (MODEM) was form split. MODEMA was asked of Form A respondents who use the internet from home. MODEMB was asked of Form B respondents who use the internet from home. Trend results shown here reflect combined MODEMA and MODEMB percentages. Form B respondents who answered "satellite," fixed wireless provider," or "other wireless such as an Aircard or cell phone" have been combined in the "Wireless" column in the table.

<sup>11</sup> In Sept. 2007 and before, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

May 2010 [N=1,659]      7      86      27      33      20      5      1      4      1

**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...[INSERT; RANDOMIZE]? / Did you happen to do this yesterday, or not?<sup>12</sup>

Based on Form A internet users [N=851]

	total have ever DONE THIS	----- DID YESTERDAY	have not done this	don't know	refused
Go online for no particular reason, just for fun or to pass the time					
Current	74	44	26	*	0
April 2009 <sup>13</sup>	72	38	28	0	0
April 2006	62	28	37	*	--
Dec 2005	66	30	33	*	--
November 23-30, 2004	66	21	34	0	--
May 2003	66	23	34	*	--
March 20-25, 2003	67	22	33	*	--
March 12-19, 2003	68	24	31	*	--
Jan 2002	65	22	35	*	--
Dec 17-23, 2001	64	20	36	*	--
Nov 19-Dec 16, 2001	64	21	35	*	--
Oct 19-Nov 18, 2001	67	23	33	*	--
Oct 8-18, 2001	65	19	35	*	--
Oct 2-7, 2001	63	22	37	0	--
Sept 20-Oct 1, 2001	62	20	38	*	--
Sept 12-19, 2001	60	13	39	1	--
Aug 2001	61	20	39	*	--
Feb 2001	63	23	37	1	--
Fall 2000	65	21	35	*	--
August 2000	66	19	34	*	--
June 2000	61	17	39	*	--
April 2000	60	18	40	*	--
March 2000	63	21	37	0	--

<sup>12</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...?/Did you happen to do this yesterday, or not?" Unless otherwise noted, trends are based on all internet users for that survey.

<sup>13</sup> In April 2009, item was based on form split.

## Methodology for August 2011 Tracking Survey

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 July 25 to August 26, 2011, among a sample of 2,260 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,344) and cell phone (916, including 425 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.3 percentage points. For results based on Internet users (n=1,716), the margin of sampling error is plus or minus 2.6 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.

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. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular 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. 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 corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.<sup>14</sup> This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each

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<sup>14</sup> i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

sample. 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 2010 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 2010 National Health Interview Survey.<sup>15</sup>

Following is the full disposition of all sampled telephone numbers:

<b>Sample Disposition</b>		
Landline	Cell	
27,999	21,600	Total Numbers Dialed
1,138	323	Non-residential
1,348	54	Computer/Fax
2	----	Cell phone
13,357	8,166	Other not working
1,565	262	Additional projected not working
10,589	12,795	Working numbers
37.8%	59.2%	Working Rate
522	87	No Answer / Busy
3,398	4,396	Voice Mail
35	8	Other Non-Contact
6,634	8,304	Contacted numbers
62.7%	64.9%	Contact Rate
521	1,331	Callback
4,700	5,475	Refusal
1,413	1,498	Cooperating numbers
21.3%	18.0%	Cooperation Rate
36	49	Language Barrier
----	509	Child's cell phone
1,377	940	Eligible numbers
97.5%	62.8%	Eligibility Rate
33	24	Break-off
1,344	916	Completes
97.6%	97.4%	Completion Rate
13.0%	11.4%	Response Rate

<sup>15</sup> Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2010. National Center for Health Statistics. June 2011.

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 13 percent. The response rate for the cellular sample was 11.4 percent.

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<sup>i</sup> January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation "Local News survey," conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews].

<sup>ii</sup> December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

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

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

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

<sup>x</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>xi</sup> January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].

<sup>xii</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>xiii</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>xiv</sup> February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].

<sup>xv</sup> December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].

<sup>xvi</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>xvii</sup> August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].

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

<sup>xix</sup> February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].

<sup>xx</sup> December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].

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- xxi September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- xxii June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- xxiii February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- xxiv January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- xxv November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- xxvi November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- xxvii June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- xxviii February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- xxix November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- xxx August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- xxxi June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- xxxii May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- xxxiii March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- xxxiv February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- xxxv December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- xxxvi November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- xxxvii October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- xxxviii September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- xxxix July 2002 trends based on 'Sept. 11<sup>th</sup>-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- xl March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- xli January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- xlii 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.
- xliiii 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.
- xliv 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.
- xlv 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.
- xlvi August 2001 trends represent a total tracking period of August 12-31, 2001 [N=1,505].<sup>1</sup> This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.
- xlvii February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- xlviii December 2000 trends<sup>s</sup> based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- xliv November 2000 trends<sup>s</sup> based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- l October 2000 trends<sup>s</sup> based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- li September 2000 trends<sup>s</sup> based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- lii August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- liii June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

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<sup>iv</sup> May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].

<sup>lv</sup> Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342].

<sup>lvi</sup> March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533].