

The Digital Future Project 2011

Surveying The Digital Future
YEAR TEN

TEN STUDIES 2000-2010:
A Portrait of Americans
on the Internet



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The 2011 Digital Future Report

Surveying The Digital Future

Year Ten

Ten Studies 2000-2010: A Portrait of Americans on the Internet

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The 2011 Digital Future Report

Surveying The Digital Future

Year Ten

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The 2011 Digital Future Report

Surveying The Digital Future

Year Ten

Ten Internet Studies, 2000-2010: A Portrait of Americans on the Internet

Welcome to “Surveying the Digital Future,” the tenth study conducted by the Center for the Digital Future of the impact of the Internet on Americans.

The Center for the Digital Future was among the earliest research organizations to devote its primary efforts to exploring the views and behavior of Internet users and non-users in the United States, and was the first to develop a longitudinal panel study of these issues. The annual report we produce is the longest continuing study of its kind.

The Center initiated its work in 1999, and we published our first study in 2000 -- a project that has become the comprehensive, year-to-year examination of the impact of online technology in the United States. The objective of our tenth report is the same today as when it was created: to explore actions and opinions related to the use -- or non-use -- of online technology, as well as to monitor the emergence of changes yet to come.

In particular, the continual evolution of the Internet and how Americans embrace these developments are fertile fields for our work. Through our 10 studies, we have observed one particularly fascinating constant: that online behavior changes relentlessly, and users and non-users develop attitudes and actions that are constantly in flux as technology emerges, and then thrives or withers. (For more about this issue, see the Trends Section on page 182.) This report, the nine studies that preceded it, and those that will follow, are our ongoing attempt to chronicle this extraordinary interplay between technology and behavior.

This work is part of the World Internet Project, which is organized and coordinated by the Center for the Digital Future in the USC Annenberg School for Communication & Journalism. Included in the World Internet Project are the Center’s work and partner studies in countries in North America, Europe, South America, Asia, the Middle East, and Australasia.

The USC Annenberg School Center for the Digital Future: Exploring the Impact of the Internet

We created this project because the Internet represents the most important technological development of our generation; its effects may surpass those of television and could someday rival those of the printing press. If similar research had been conducted as television evolved in the late 1940s, the information would have provided policy-makers, the media, and ultimately historians with valuable insights about how broadcasting changed the world.

Our objective is to ensure that the Digital Future Project studies online technology and capitalizes on the opportunity that was missed as television developed. By beginning our study of the Internet early in its evolution as a worldwide communications and information-gathering tool, we can understand the effects of the Internet as it grows, and not as a postscript after it has matured.

To achieve this objective, the Digital Future Project surveys individuals in more than 2,000 households across the United States, compiling the responses of Internet users and non-users. Each year we contact the same households to explore how online technology affects the lives of those who continue to use the Internet, those who remain non-users, and those who move from being non-users to users, and vice versa. (Those households that drop out are replaced with new ones.) We are also noting changes as users shift from Internet access by modem to broadband.

The Digital Future Project is not restricted to investigating a particular method of accessing the Internet. As new types of access – such as wireless or other methods now unknown -- become available, the project is tracking them. The project is open to exploring all aspects of change on the Internet and its emerging applications; for example, in the past four years we have expanded our findings about online communities and social networking. We will continue to monitor online technology as it transforms in yet-unexpected ways.

Our analytical viewpoint is evolving as well: two years ago, we adopted as one of the primary categories of our research a comparison of “light users” (5 hours or less per week online) vs. “heavy users” (more than 24 hours per week online) -- a change from our long-standing comparison of “new users” vs. “experienced users.” We made this change because with only 18 percent of Americans now identified as Internet non-users, the opportunities to develop data about comparisons of different groups of users offers more prospects for insight, especially when comparing behavior based on the different amounts of time users spend online each week.

Why an Ongoing Study of the Internet?

The Digital Future Project differs from most other studies of the Internet in five principal areas:

- **The Digital Future Project looks at the social impact of the Internet**

Most Internet studies gather data about who is online, how long they are online, and what they do online. The Digital Future Project also compiles this information, but then examines the implications of the use of online technology, and links this use to a broad range of values, behavior, attitudes, and perceptions.

- **The project focuses on Internet non-users as well as users**

The Digital Future Project follows how the behavior and views of Internet users differ from those of non-users. Especially important is noting changes in the behavior and views of individuals who are initially non-users and later become users.

- **The project looks at the same group of people year after year**

The Digital Future Project comprehensively examines the effects of the Internet over the course of years on the same group of people. The research team maintains a core sample of respondents, and tracks short-term and long-term changes in their behavior, lifestyle, attitudes, and Internet use.

- **A worldwide effort**

The USC Annenberg School Center for the Digital Future created and organizes the World Internet Project, which includes the Digital Future Project and similar studies in countries worldwide (for contacts of the worldwide partners, see page 186). Through this team of international partners, the World Internet Project studies and compares changes associated with the Internet in different countries and regions, creating an international picture of change in online technology, use, and impact.

- **A principal goal of the Digital Future Project is to engage government and private industry decision-makers who can create policy based on our findings**

For this project to be truly effective, we involve public and private organizations that are committed to using our results. We have been allied with an unprecedented array of corporations – several of which are direct competitors – and foundations, all of whom are engaged with us in an ongoing dialogue about the issues we explore in our studies.

The Digital Future Project: Key Areas

The 2011 Digital Future Report includes findings that compare Internet users to non-users; light users (5 hours or less per week online) to heavy users (more than 24 hours per week online), and users within different demographic groups.

The survey is organized into five general subject areas:

- **Internet Users And Non-Users: Who Is Online? Who Is Not? What Are Users Doing Online?**
- **Media Use And Trust**
- **Consumer Behavior**
- **Communication Patterns**
- **Social Effects**

The 2011 Digital Future Report includes a broad sampling of more than 100 major issues from this year's survey, along with data on several new subjects, including views on the quality and integrity of media coverage online, in print, and on television; and responses that explore respondents' views about personal expression online about politics and government.

We hope you will be enlightened by our tenth study of the views and behavior of Americans, as we continue to develop our understanding of how the Internet is transforming our world.

Jeffrey I. Cole, Ph.D.

Director, USC Annenberg School Center for the Digital Future

Founder and Organizer, World Internet Project

Highlights:

The 2011 Digital Future Project Year Ten

In 2000, the first report of the Digital Future Project created a baseline profile of behavior and attitudes about Internet use and non-use in five major subject areas: who is online and who is not, media use and trust, consumer behavior, communication patterns, and social effects.

The next nine years of this study, conducted in 2001, 2002, 2003, 2005, 2006, 2007, 2008, 2009, and 2010, have continued the year-to-year appraisal of more than 100 major issues. The results explore the views and behavior of all respondents, as well as specific groups: Internet users, non-users, light users (5 hours or less per week of use), heavy users (more than 24 hours per week of use), and comparisons between them.

Here are highlights of the five major areas in the 2011 Digital Future Project:

* * * * *

Highlights: The 2011 Digital Future Project – Year Ten

“Light users” = 5 hours or less per week using the Internet

“Heavy users” = more than 24 hours per week on the Internet

Internet Users and Non-Users

I. Internet Use in the United States

In 2009, Internet use surpassed 80 percent among Americans – reaching 82 percent. In the current study, Internet use remained flat at 82 percent of Americans. *(page 30)*

4. Internet Use and Income

The expense of using the Internet continues to be cited as a reason for not going online by only a small percentage of non-users -- only seven percent in the current study *(see page 55)*. Nevertheless, the tenth Digital Future Project continues to find that Internet use has a strong relationship with income. *(page 33)*

5. Hours per Week Online

Internet use dipped slightly to an average of 18.3 hours per week -- the first time the weekly use has declined in the studies. *(page 34)*

6. Using the Internet at Home: Hours per Week

For the first time in the Digital Future studies, home use of the Internet has passed 12 hours per week (12.3 hours average). *(page 34)*

II. Activities on the Internet: General Use

Looking at responses to questions about a range of online activities, the largest percentages of users reported going on the Internet at least weekly (several times a day, daily, or weekly) to browse the Web (79 percent), use online banking (47 percent), get product information (46 percent), visit social networking and video-sharing sites (46 percent), play games (39 percent), download or watch videos (39 percent), download or listen to music (38 percent), listen to online radio (22 percent), and pay bills (22 percent). *(page 39)*

13. Internet Use: How Many Years?

Internet users now report an average of more than 11 years of online use. *(page 41)*

14. Working Computers in the Home

A large majority of respondents report more than one computer in their home; the households with three or more computers (17 percent) and four or more computers (15 percent) reached an all-time high for the Digital Future Project. *(page 42)*

15. Laptop Ownership

In seven years, the percentage of computer owners who have a laptop has increased from 18 percent to nearly three-quarters of computer owners. *(page 43)*

16. Laptop Ownership: Non-Users Vs. Users

Laptop ownership is not limited to Internet users. More than one-third of non-users with a computer in their household (34 percent) report ownership of a laptop. *(page 43)*

17. The Internet at Work

The number of hours that Internet users report they are online at work remained unchanged from the previous study -- at the peak of 12.9 hours per week reported last year. *(page 44)*

18. The Internet at Work: Active Use

Internet users continue to report increasing active use of the Internet at work. For the third year in a row, the hours that users said they are actively using the Internet at work has increased -- this year to 9.2 hours per week -- a new high for the Digital Future Project. *(page 44)*

20. Using the Internet at Home for Work

A large and stable percentage of users who use the Internet at work said they go online at home for their jobs; 56 percent said sometimes or often. *(page 46)*

21. Productivity and the Internet at Work

The percentage of users who said that access to the Internet at work makes them more productive remains high, and is stable at 64 percent of users. *(page 47)*

22. Internet Connection at Home: Modem and Broadband

Access to the Internet at home through a broadband connection continues to increase, and has reached a new peak of 84 percent of Internet users. In 10 years, Internet access through a broadband connection has grown more than 800 percent. *(page 48)*

Internet Non-Users: Exploring the Views of 18 Percent of Americans**27. Internet Non-Users: Were They Ever Online?**

Of the 18 percent of Americans who are not currently using the Internet, 39 percent in the current Digital Future Study had previously gone online. *(page 54)*

28. Internet Non-Users: Reasons for Not Being Online

The study reported a large increase in the percentage of non-users who don't go online because they lack a computer or an Internet connection. Thirty-seven percent of non-users cited this reason for not going online, up from 27 percent in the previous study. Twenty-five percent of non-users said their reason for not going online was that the Internet is of "no interest" or "not useful," and seven percent are non-users because of the expense. *(page 55)*

29. "Internet Dropouts": Why Do Users Stop Going Online?

"Internet dropouts" -- those who previously used the Internet but no longer go online -- continue to report a variety of reasons for being non-users. The largest response in the current study -- no interest -- increased to 17 percent of dropouts. *(page 56)*

31. Internet Non-Users: Views about Not Being Online

The percentage of non-users who said that others had trouble contacting them because they were not online increased for the second year in a row. The percentage who said they feel excluded from communicating with friends because they are not online increased to 21 percent of non-users. *(page 57)*

32. Internet Non-Users: Will They Go Online?

The percentage of Internet non-users who say they will not go online has grown to its highest level in the Digital Future Project. Two-thirds of non-users said they are not likely at all to go online within the next year -- up from 62 percent in the previous year. *(page 58)*

Views about Sources of Information and Entertainment

34. Access to News through the Media

Internet users report spending more time each week going online for non-sports news than any other type of media, online or offline. *(page 61)*

35. Views about Sources of Information

Three-quarters of Internet users age 17 and older said that the Internet was an important or very important source of information to them (75 percent) -- higher than the percentage reported for television, newspapers, or radio. *(page 62)*

The Internet, Television, and Print Newspapers: Quality and Integrity of Coverage

The Digital Future Project asked a series of new questions that explored the quality and integrity of non-sports media coverage on the Internet, television, and in print newspapers. *(page 66)*

39. Media Coverage on the Internet, Television, and in Print Newspapers: Users

According to users age 18 and older, how well do the Internet, television, and print newspapers accomplish certain key goals? In eight out of twelve categories, larger percentages of respondents said the Internet was "good" or "excellent" at accomplishing the goal, compared to television and print newspapers. *(page 66)*

40. Media Coverage on the Internet, Television, and in Print Newspapers: Non-Users

Surprisingly large percentages of non-users said the Internet is good or excellent for non-sports news coverage. The Internet received good or excellent ratings from half or more of non-users in all categories, even though these respondents do not go online for their news coverage. *(page 68)*

42. Information Online: Is it Reliable?

A slightly higher percentage of users (40 percent) compared to non-users (38 percent) in the current Digital Future study said that most or all of the information on the Internet is reliable. *(page 70)*

47. Information Posted by Media, Government, and Individuals: Which are Reliable and Accurate, and Which are Not?

The percentage of users who said that most or all of the information posted by the media is generally reliable and accurate rose marginally, while the percentage who said that most or all of the information posted by the government or individuals is generally reliable and accurate declined slightly. *(page 75)*

49. Government Websites: Reliability and Accuracy

A smaller percentage of Internet users said that most or all of the information on government websites is reliable and accurate -- now 79 percent, a decrease from 82 percent in 2009. *(page 76)*

50. Media Web Pages: Reliability and Accuracy

Seventy-five percent of Internet users said that most or all of the information posted on established media websites such as nytimes.com is generally reliable and accurate, up slightly from 74 percent in 2009. *(page 77)*

52. Information Posted by Individuals: Reliability and Accuracy

Internet users continue to report extremely negative views about the reliability of Web pages posted by individuals. Only 15 percent of users said that most or all of the information on Web pages posted by individuals is reliable and accurate -- down marginally from 16 percent in 2009. *(page 78)*

54. Information on Social Networking Sites: Reliability and Accuracy

A majority of Internet users have almost no faith that the information they find on social networking sites is reliable and accurate. Fifty-one percent of users said that only a small portion or none of the information on social networking sites is reliable and accurate. *(page 80)*

56. Information Provided by Search Engines: Reliability and Accuracy

The percentage of Internet users who said that most or all of the information provided by search engines such as Google is reliable and accurate has declined for the second year in a row. *(page 82)*

58. Trust in the Internet

Trust in the Internet overall has increased slightly in the current Digital Future study. Forty-five percent of all respondents said they have some trust or a lot of trust in the Internet. However, 15 percent of respondents said they trust only a small portion or none of the Internet. *(page 84)*

Views about Regulation of the Internet**60. The Internet and Government Regulation**

Only a small percentage of respondents (19 percent) said that the government should regulate the Internet more than it does now. Sixty-one of respondents disagree or strongly disagree that there should be more government regulation of the Internet. *(page 85)*

62. The Internet and Personal Privacy: Government and Companies

A significant percentage of Internet users are concerned about the government checking what they do online. Users are even more concerned about companies checking what they do online. *(page 86)*

Media Use**69. Would You Miss the Print Edition of Your Newspaper?**

The percentage of users who said that they would miss the print edition of their newspaper if it ceased to exist continued to grow -- but slightly -- for the second year in a row -- now 63 percent. *(page 91)*

70. Does Online Content Lead to Cancelled Print Subscriptions?

Even though a large percentage of users who read newspapers said they would miss the print edition of the publication if it was no longer available (see the previous question), the percentage of readers who stopped reading a print publication because of online content increased in the current study. *(page 92)*

71. Alternatives to Print Newspapers

A growing percentage of newspaper readers said they would switch to the online edition of the publication if the print edition ceased to exist. *(page 93)*

72. Surfing the Web

The percentage of users who surf the Web rose again marginally in the current Digital Future Study, increasing to 82 percent of users who say they sometimes or often go online without a specific destination in mind -- a new high response for the study. *(page 94)*

78. Cell Phones and Text Messages

The number of text messages sent by cell phone users has increased more than 300 percent in only four years, and has now reached an average of 48 per day -- increasing from 38 per day last year. *(page 98)*

79. Cell Phones and Text Messages (by age)

Texting remains the domain of young cell phone users -- and their texting is increasing dramatically. Cell phone users under 18 who send text messages report the largest number of text messages by far -- now an average of 104 per day, up sharply from an average of 81 in the previous study and an increase of more than 300 percent from only four years ago. *(page 99)*

80. Posting Information Online: Blogs and Photos

Posting content online -- either on a blog or in a display of photos -- continued to increase for the sixth year in a row, and reached new highs for the Digital Future Project. *(page 100)*

Buying on the Internet**83. Who Is Buying Online?**

Sixty-eight percent of adult Internet users said they buy online, a slight increase over the 65 percent reported in 2009 and the highest figure reported thus far in the Digital Future Project. *(page 104)*

84. Who Is Buying Online: Light Users Vs. Heavy Users

While large percentage of adult Internet users overall buy online, large disparities exist between the purchasing behavior of light users and heavy users. *(page 104)*

85. How Much are Online Purchasers Spending?

The percentage of users who report spending \$1 to \$100 per month increased to 58 percent of adult Internet users, up from 54 percent in the previous study. *(page 105)*

86. Types of Online Purchases

The percentages of users who bought in almost every category of online purchases increased or at least remained stable in the current Digital Future study. *(page 106)*

87. Online Purchasing Frequency

Adult Internet users buy online an average of 31 times per year, down from 35 times per year in the previous study, and moderately below the peak average of 36 purchases in 2007. *(page 108)*

88. Privacy Concerns When Buying Online

Americans have reported high levels of concern about privacy and security when or if they buy online since the Digital Future Project first asked about this issue in 2001. However, those reporting the highest level of concern has declined for the third year in a row. *(page 109)*

93. Credit Card Information: Concerns about Security

Adult respondents continue to report high levels of concern about credit card security when or if buying online, a finding that has continued in all of the Digital Future studies. However, the percentage of respondents with the highest level of concern has been generally declining since 2001, and has now dropped for three years in a row. *(page 113)*

98. Buying Online: Effects on Traditional Retail Purchasing

The percentage of online purchasers who said their purchasing online has reduced their buying in retail stores increased in the current study after declining last year. *(page 118)*

99. Buying Online: Effects on Traditional Retail Purchasing**Light Users Vs. Heavy Users**

Large percentages of both light users and heavy users said that their online buying has affected purchasing in traditional retail stores. *(page 118)*

100. Browsing for Products: Retail Stores Vs. the Internet

Although large percentages of Internet users buy online (see page 175), even larger percentages continue to use the Web as a reference service before purchasing locally. *(page 119)*

I01. Views about Risking Privacy by Going Online

The percentage of Internet users who agree that people who go online put their privacy at risk declined to the lowest level in the Digital Future studies. *(page 120)*

Americans and Email**I04. How Many Americans Are Using Email?**

Nearly all respondents who go online continue to use email (97 percent), with the percentage increasing marginally in the current study over the previous year. *(page 123)*

I05. Email Users: By Age

Even though the use of text messaging is growing dramatically among primarily younger Internet users *(see page 99)*, very large percentages of Internet users in every age range use email, and use is near-universal (94 percent or more) in all age ranges. *(page 123)*

I06. Regular Contact by Email

Email users maintain weekly personal email contact with a growing number of people -- now an average of 7.5, up from 6.7 in the previous study and the highest level in four years. More than half (52 percent) of email users maintain personal contact by email on a weekly basis with five or more people, up from 47 percent in the previous study. *(page 124)*

I08. How Quickly Should Users Reply to Personal Email?

An increasing percentage of email users want fast responses to messages. Sixty-four percent of email users said they expect a response to a personal email message as soon as possible or in one day -- up from 61 percent in the previous study. *(page 126)*

I10. Email Communication with Teachers, Government Officials, and Health Care Professionals

A majority of email users have contacted a government official by email, and growing percentages used email to contact teachers or health care providers. *(page 128)*

I11. Email Contacts and In-Person Contacts

Users also report that of those with whom they maintain regular email contact, they meet an average of 3.7 people face-to-face on a weekly basis, an increase from 3.3 in 2009 and a return to the peak level of 2006. *(page 129)*

I13. The Internet and Social Relationships

Given explosive increases in social networking, it is not surprising that the percentage of Internet users who said that going online is important in maintaining social relationships has reached a new high for the Digital Future Project. *(page 131)*

I14. The Internet and Social Relationships: By Age

Looking at the question of the Internet and social relationships by age shows that the percentage of those who consider the Internet important or very important for social relationships is highest among users ages 19 to 24 (69 percent) and users ages 25 to 35 (67 percent). One half or more of users in all age groups said that the Internet is important or very important for social relationships. *(page 131)*

I15. Cell Phones and Social Relationships

Seventy-one percent of cell phone users said their phone helped them to maintain their social relationships. The percentage of cell phone users who said their phone is not important for maintaining social relationships declined to 12 percent, down for the third year in a row. *(page 132)*

I 16. Instant Messaging and Social Relationships

Instant messaging remains one of the most frequently-used communication tools for some age groups. However, looking at all respondents shows that overall, relatively small percentages of Internet users said that instant messaging is important in maintaining social relationships. *(page 133)*

I 17. The Internet and Online Friends

Internet users continue to report an increase in the number of online friends, the average of which has reached a new peak for the Digital Future Project. *(page 134)*

I 18. Friends Met Online, Then Met in Person

Although Internet users continue to report an increasing number of online friends (see the previous question), the number of online friends that users meet in person has declined slightly. *(page 135)*

I 19. Time Spent Socializing with Friends and Family

The percentage of Internet users who said that they spend about the same amount of face-to-face time with friends since being connected to the Internet declined slightly in the current study, while the percentage who spent more face-to-face time with friends rose marginally. *(page 136)*

I 21. Are You Ignored Because of Television or the Internet?

Fifty percent of Internet users said they were sometimes or often ignored because another member of the household spends too much time online, and 48 percent said they were ignored because others spend too much time watching television -- the first time in the Digital Future studies that a higher percentage felt they were neglected because of online use. *(page 138)*

I 22. Internet Use and Contact with Others

Very large percentages of users (91-94 percent) report that Internet use has no effect or a positive effect on contact with the key groups in the lives of users, including family, friends, and people who share hobbies, political beliefs, religious beliefs, and professional interests. *(page 138)*

Online Communities

For the Digital Future Project, an “online community” is defined as a group that shares thoughts or ideas, or works on common projects, through electronic communication only. For views and behavior on social networking and video sharing sites, see the next section. *(page 140)*

I 26. Online Community Members: How Often Do They Log In?

More than half (56 percent) of online community members are actively involved in their communities on a daily basis. *(page 142)*

I 31. Online Communities: Connection to Offline Actions

Thirty-two percent of online community members said they take actions offline at least monthly that are related to their online community, such as attending a meeting or seeing a doctor. *(page 146)*

I 34. Online Community Members: Do They Meet Members of Their Community in Person?

Fifty percent of online community members said they meet in person with members of their online communities. *(page 147)*

Social Networking and Video Sharing Sites**I 35. Websites for Video Sharing or Social Networking: How Often Do You Visit?**

Visiting websites for video sharing or social networking such as YouTube or Facebook continues to increase; 44 percent of Internet users said they use these sites at least once a day or more, up from 36 percent in the previous study. *(page 148)*

I36. Creating Content for Video Sharing or Social Networking Sites

The percentage of users who create content for websites such as YouTube continues to grow modestly -- now 32 percent of users. *(page 149)*

I37. Why Do Online Community Members Visit Websites for Video Sharing and Social Networking?

The most frequently-cited reason for visiting video sharing sites such as YouTube and social networking websites such as Facebook is to relax or fill time -- reported by 64 percent of Internet users in the current Digital Future Project, up from 61 percent in 2009. *(page 150)*

Online Communities and Social Causes**I38. Participation in Online Communities Related to Social Causes**

After increasing for three years, the percentage of members of online communities who participate in communities related to social causes declined in the current Digital Future study. *(page 151)*

I39. The Internet as an Information Source about Social Causes

Ninety-three percent of online community members said the Internet helps them stay informed about social causes, up from 91 percent in 2009 and 2008. *(page 152)*

I40. Does Participation in Online Communities Encourage Members to Participate in Social Causes?

Seventy-nine percent of online community members said they participate in social causes new to them since they became involved in online communities -- an increase from 71 percent in 2009. *(page 153)*

I43. Online Communities: Participation in Non-Profit Organizations

Thirty-six percent of online community members said that their participation in non-profit organizations has increased since their Internet use began -- up from 25 percent in the previous study. *(page 155)*

Children and the Internet**I46. Internet Use: the Right Amount of Time For Children?**

A modest but growing percentage of adults said the children in their households spend too much time online; the number who said the amount of time is "just right" declined in the current study. *(page 158)*

I47. Television Viewing: The Right Amount of Time for Children?

The percentage of adults who said that the amount of time that household children are spending watching television is just right has increased for the second year in a row. *(page 159)*

I48. The Internet and Schoolwork: Children's Views

Ninety-six percent of Internet users age 18 and under said that going online has some level of importance for their schoolwork, while only four percent said the Internet was not at all important. *(page 160)*

I49. Internet Use and School Grades: the Adults' View

When compared to children, adults have different ideas about the value of the Internet for their children's schoolwork. A large and growing percentage of adults (84 percent) said that since the children in their households began using the Internet, their grades have either stayed the same or declined. *(page 161)*

151. Children and Time Spent with Friends

The percentage of adults who said that the children in their household spend the same amount of time or more time with friends since using the Internet increased slightly in the current study -- now 89 percent of adults. *(page 163)*

Political Power and Influence**152-167. At a Glance: Views about the Internet and Politics**

Overall, large percentages of Internet users believe that the Internet plays an important role in political campaigns and leads to an increased understanding of politics. However, much smaller percentages of users think that the Internet serves as a tool to build political power, or to encourage public officials to care more about constituents' views, or to create more say for citizens in their government. *(page 176)*

168. Voting Online

Although election campaigns now involve elaborate outreach by candidates over the Internet, respondents age 16 and older express only limited enthusiasm for voting online. *(page 177)*

The Internet and Free Speech about Politics and Government

New questions for the Digital Future Project asked respondents for their views regarding personal expression online about politics and government.

169-170. Personal Political Expression on the Internet

Thirty-three percent of Internet users agree or strongly agree that it is safe to say online whatever one thinks about politics, while 36 percent of non-users agree with this statement. *(page 179)*

171. Criticizing the Government While Online

Sixty-six percent of respondents agree or strongly agree that people should be free to criticize the government while online -- twice the number from the previous question who said they feel comfortable saying whatever they like about politics while online. *(page 180)*

173. Free Speech and Extreme Ideas while Online

More than a majority of respondents -- 52 percent -- agreed with the concept that people should be able to express their ideas on the Internet, even if those ideas are extreme. Twenty-two percent of respondents disagreed with full expression of ideas, even if extreme. *(page 181)*

* * * * *

The 2011 Digital Future Report

Surveying The Digital Future

Year Ten

Each year, the Digital Future Project explores more than 100 major issues in broad categories involving the impact of online technology in the United States.

This report explores only a sampling of the findings from the survey. For more detailed data, contact the Center for the Digital Future at the addresses listed at the beginning of this report.

For trends and issues in this year's findings, see page 182.

Internet Users and Non-Users

Who Is Online? Who Is Not?

What Are Users Doing Online?

During a decade of evolving Internet use, how have online behavior and views about going online changed among Internet users and non-users in the United States?

In what ways do the opinions and actions of “light users” (5 hours or less per week using the Internet) and “heavy users” (more than 24 hours per week using the Internet) differ?

* * * * *

Internet Access and Use

Project Year	2000	2001	2002	2003	2005	2006	2007	2008	2009	2010
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Internet Access

Overall Internet Use

% of Americans who are Internet users	67	72	71	76	79	78	79	80	82	82
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Hours Online

Average numbers of hours online per week	9.4	9.8	11.1	12.5	13.3	14.0	15.3	17.3	19.0	18.3
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Average number of hours online at home per week	3.3	5.9	6.8	6.9	7.8	8.9	10.0	10.1	10.6	12.3
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Average years of Internet experience	2.5	3.3	4.3	5.4	6.5	7.3	9.3	10.0	10.8	11.6
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The Internet at Work

Internet at work, active use, Hours per week	n/a	4.6	5.5	4.9	5.6	7.8	7.4	8.3	9.0	9.2
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Broadband

% of Households with Broadband Connection	10	13	22	36	48	51	76	79	82	84
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Project Year	2000	2001	2002	2003	2005	2006	2007	2008	2009	2010
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Online Purchasers

% Internet users who buy online	45	51	40	43	46	51	67	65	65	68
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Average number of annual purchases (online purchasers)	n/a	10.8	28.3	29.9	34.6	30.1	36.4	34.1	35.2	31
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Top 10 Most Popular Online Purchases (Users Who Have Purchased Online)

■ Books	63%
■ Gifts	63%
■ Clothes	59%
■ Travel	57%
■ Electronics	50%
■ Videos/DVDs	47%
■ Computers/Peripherals	44%
■ Software/Games	44%
■ CDs	41%
■ Products for Hobbies	41%

America on the Internet

<i>Americans who are Internet users</i>		82%
<i>Internet users: average years online</i>		11.6
<i>Average hours per week online</i>		18.3
<i>Homes with at least three computers</i>		32%
<i>Internet connection by broadband</i>	2000	10%
	2010	84%
<i>Internet users who keep a blog</i>	2003	3%
	2010	41%
<i>Does new communications technology make the world a better place?</i>		
<i>(Internet users who said yes)</i>	2000	66%
	2010	57%

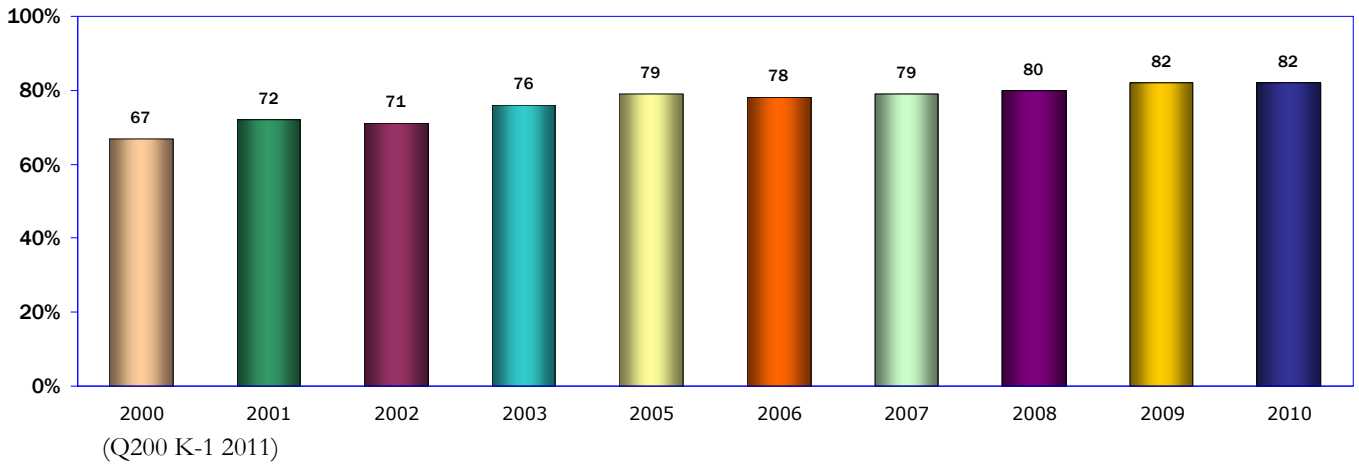
I. Internet Use in the United States

In 2009, Internet use surpassed 80 percent among Americans – reaching 82 percent. In the current study, Internet use remained flat at 82 percent of Americans. This compares to the slightly more than two-thirds of Americans (67 percent) who went online 10 years ago.

When public websites became generally available to the American public in 1994, approximately 15 percent of people in the United States were Internet users.*

For issues regarding the 18 percent of Americans who are non-users (either they have never used the Internet or they are “Internet Dropouts”), see page 53.

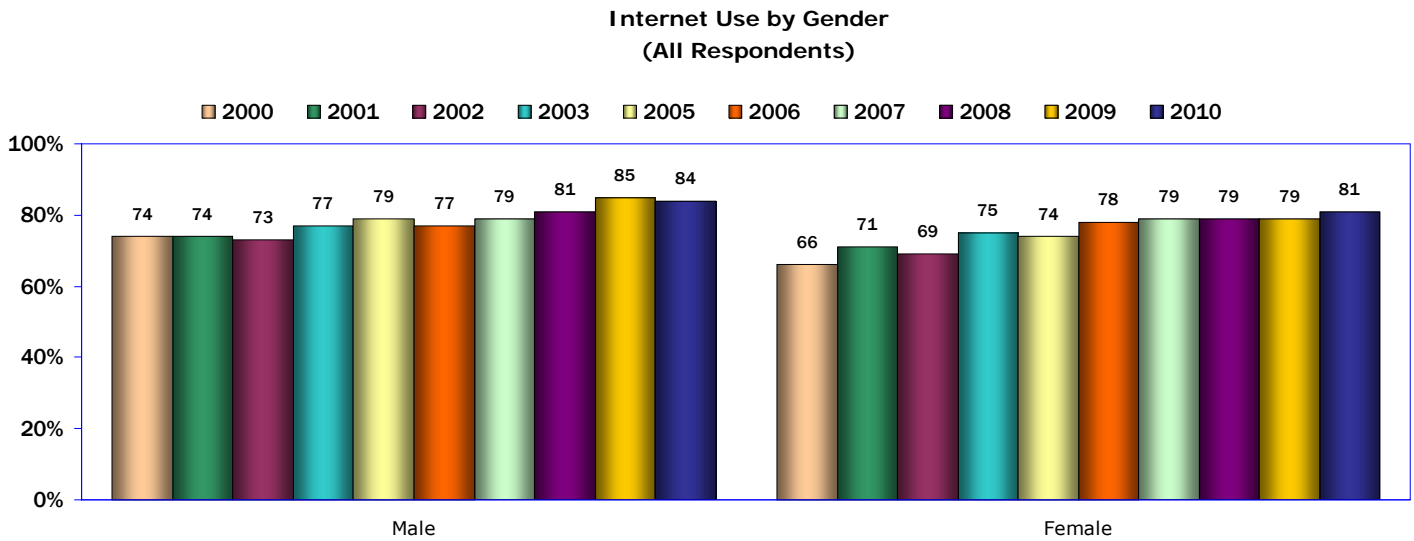
**Overall Internet Use
(All Respondents)**



* Percentage based on studies conducted by several federal agencies and academic organizations.

2. Internet Users: Men and Women

In most years, the gap between male and female in Internet use ranges between two and five percentage points. The current study found more male users (84 percent) than female users (81 percent).



(Q200 K-2 2011)

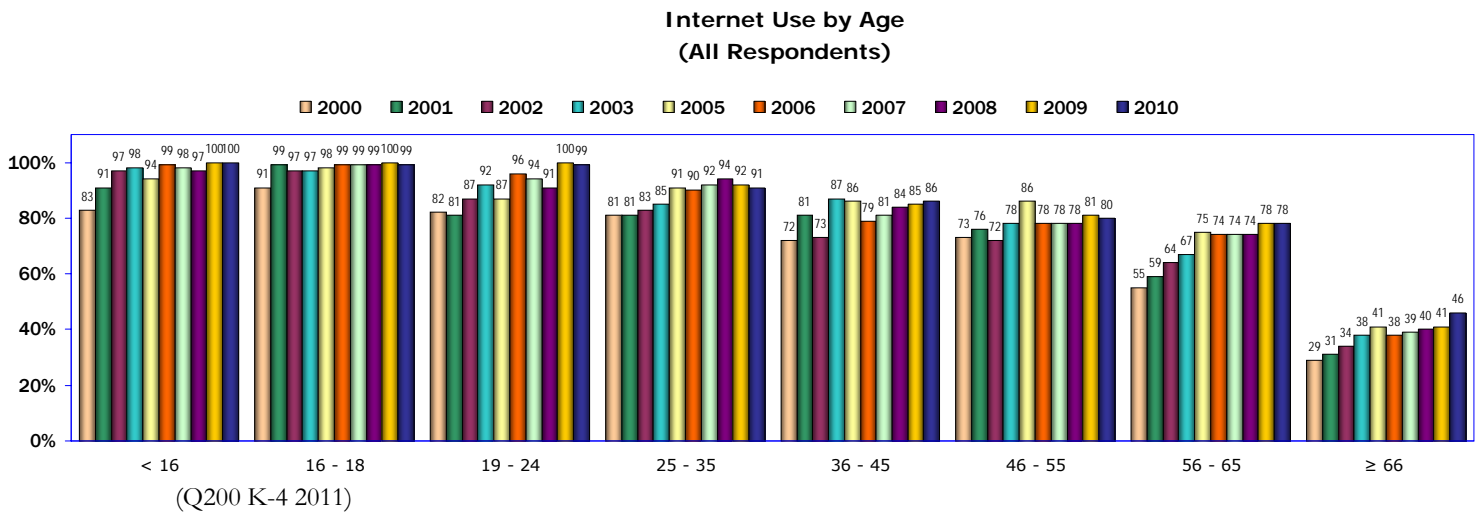
3. Internet Use and Age

In the current study, nearly all respondents age 24 or under use the Internet (99-100 percent).

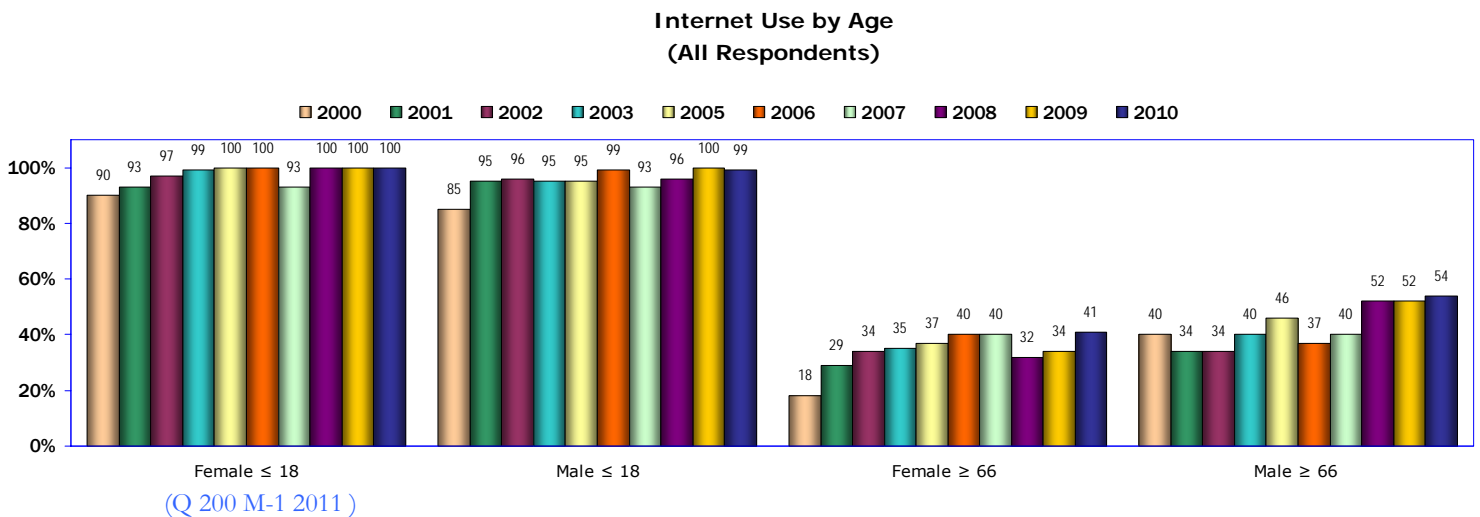
Among users 25 to 35, the percentage is somewhat lower than among younger respondents; “only” 91 percent are users.

The percentage of Internet use declines as age increases, even among respondents who would have been first exposed to the Internet as teenagers or young adults when going online began to emerge 20 years ago. For example, 20 percent of respondents 46 to 55 are non-users -- a marginal increase over the previous study.

However, among older Americans, the percentage of users, while still low compared to other age groups, continued to increase for the fourth consecutive year, now reaching 46 percent of those age 66 or older -- the highest level thus far in the Digital Future Project.



Looking at Internet use by age and gender shows that the lowest percentage of use is among women 66 and older. However, the 41 percent of women in that age range who are Internet users represents the highest level reported thus far in the Digital Future studies.



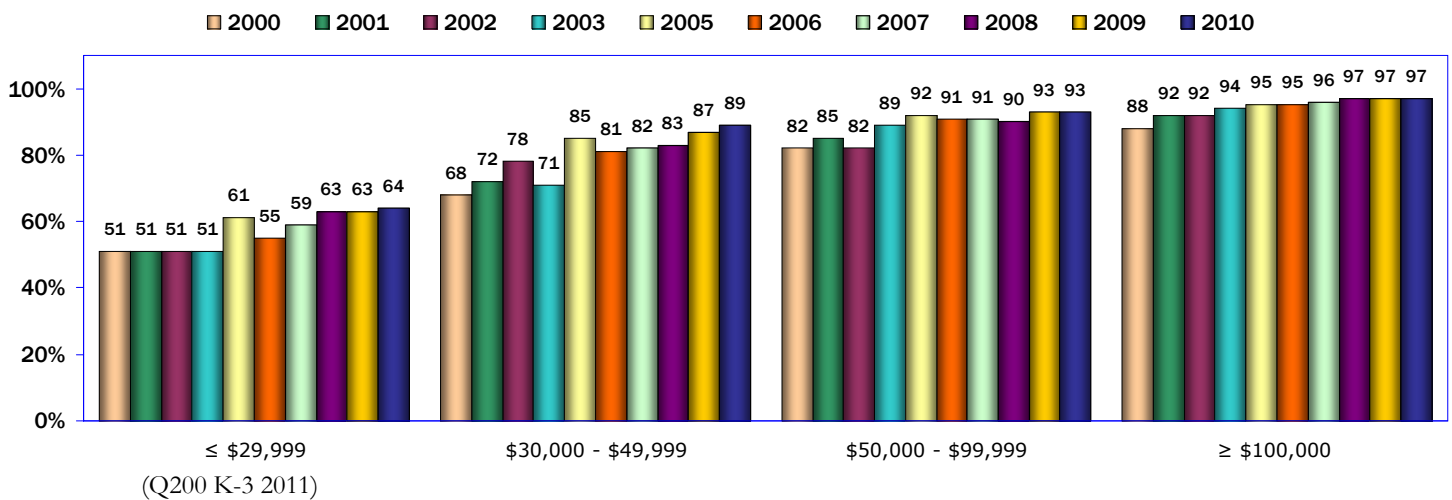
4. Internet Use and Income

The expense of using the Internet continues to be cited as a reason for not going online by only a small percentage of non-users -- only seven percent in the current study (see page 55). Nevertheless, the tenth Digital Future Project continues to find that Internet use has a strong relationship with income.

Ninety-seven percent of respondents in households with income of \$100,000 a year or more said they use the Internet, the same response now reported three years in a row.

The study also found new high levels of Internet use in the households with the lowest income. Sixty-four percent of respondents in households with income of less than \$30,000 a year are Internet users, a marginal increase over the previous year and a high for these studies. Among respondents in households with incomes of \$30,000 to \$49,999, 89 percent are Internet users -- also a new high for these studies.

**Internet Use by Income
(Percentage of Respondents)**

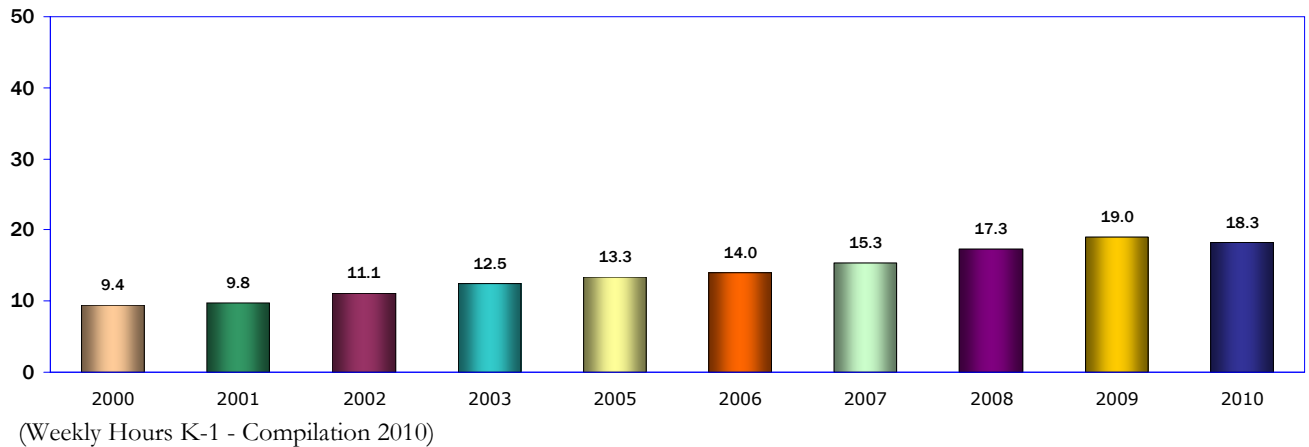


5. Hours per Week Online

For the first nine years of the Digital Future studies, the amount of time that Internet users spent online grew each year, peaking at 19 hours per week in 2009.

In the current study, Internet use dipped slightly to an average of 18.3 hours per week -- the first time the weekly use has declined in the studies.

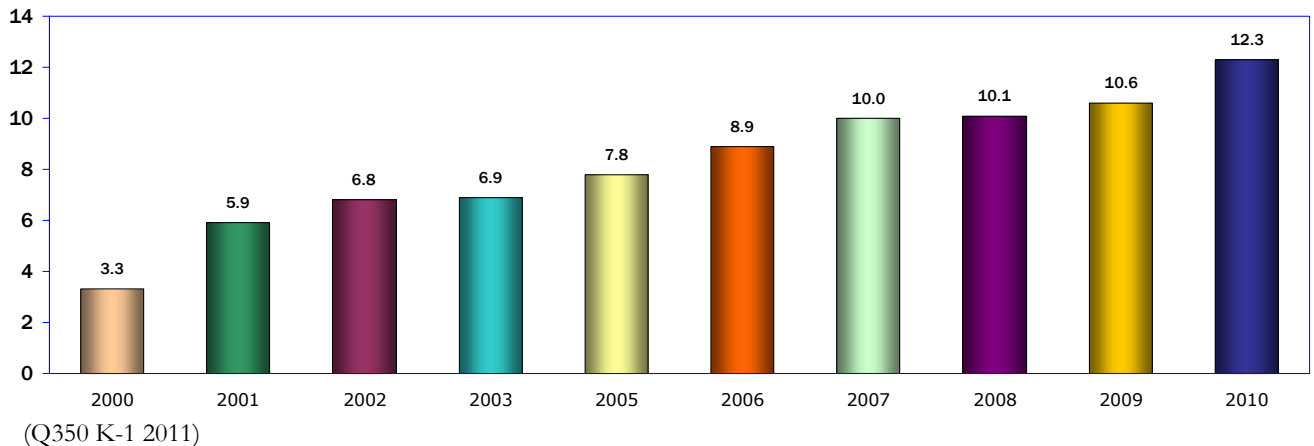
**Weekly Hours Online
(All Internet Users)**



6. Using the Internet at Home: Hours per Week

In each Digital Future Study, respondents report an increase in Internet use at home. In the current study, for the first time, home use of the Internet has now passed 12 hours per week (12.3 hours average).

**Internet Use at Home: Hours per Week
(Internet Users)**

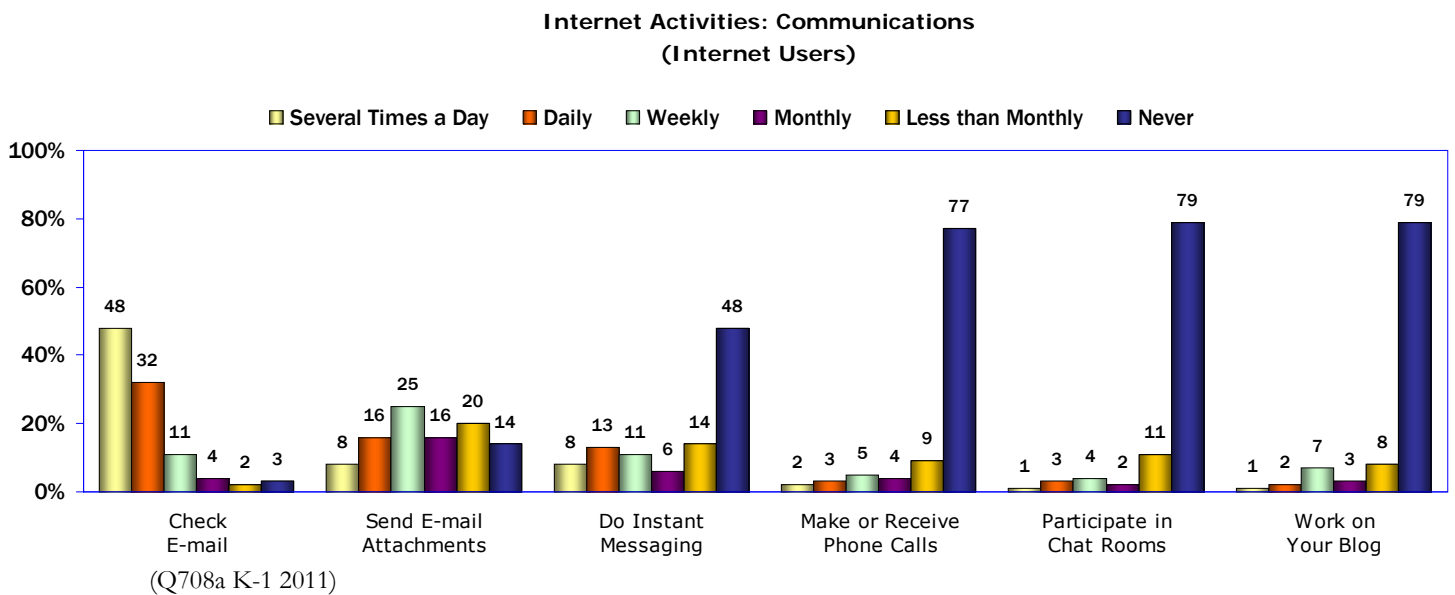


7. Activities on the Internet: Communication

A large percentage of users frequently go online for communications, but significant percentages do not participate in several major Internet applications.

The current study found that 80 percent of Internet users said they check their email daily or more (defined as once a day or several times a day). Twenty-four said they send attachments with their email daily or more, and 21 percent send instant messages at least daily.

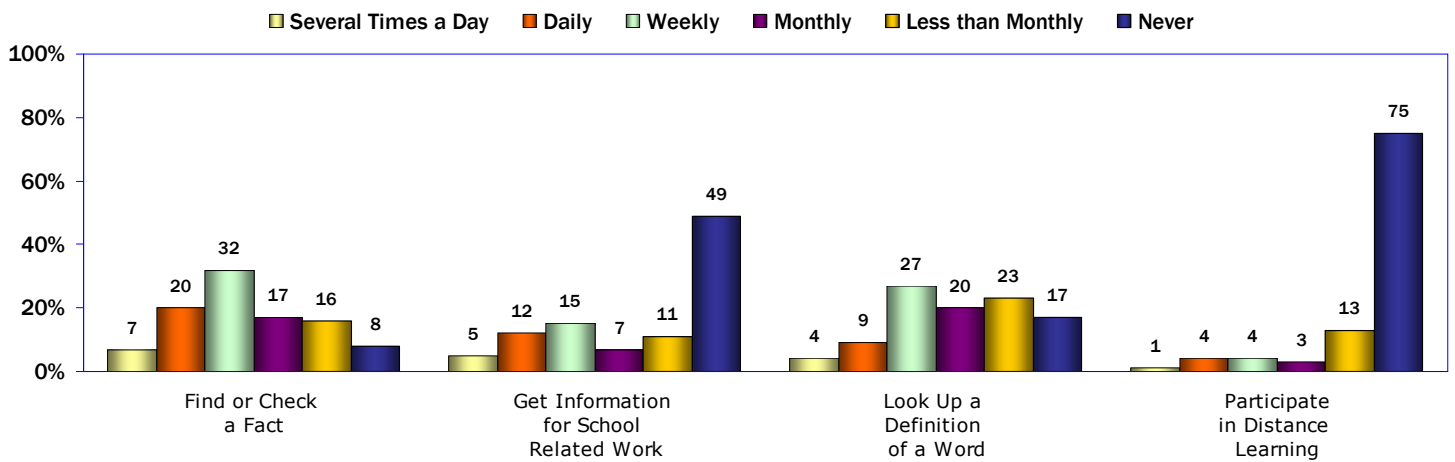
But the study also found that large percentages of Internet users never go online to participate in chat rooms or work on a blog (79 percent), make or receive phone calls (77 percent), or do instant messaging (48 percent).



8. Activities on the Internet: Finances, Fact-Finding, Education

Large percentages of Internet users use the Internet at least weekly for fact-finding (59 percent) or to look up a word definition (40 percent).

**Internet Activities: Fact-Finding, Information Sources, Distance Learning
(Internet Users)**

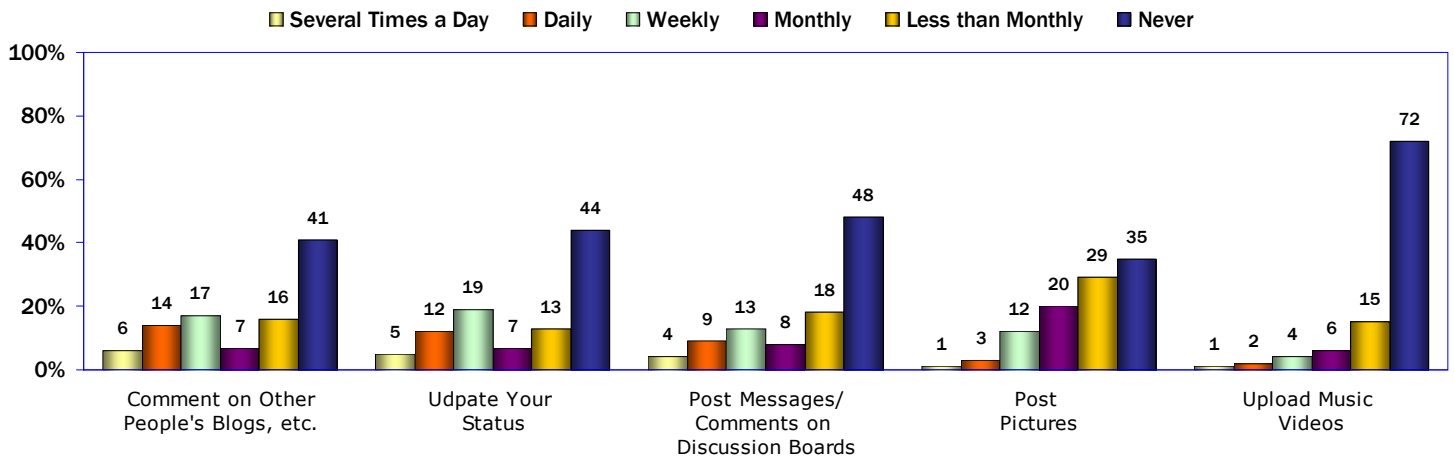


(Q708E K-1 2011)

9. Activities on the Internet: Posting Information and Updates

While generally small percentages of users said they post or update information on a daily basis, less than 50 percent of users said they never post photos, messages, personal status updates, or comments on blogs and message boards.

How often do you use the Internet for the following purposes?
(Internet Users)



(Q708A K-2 2011)

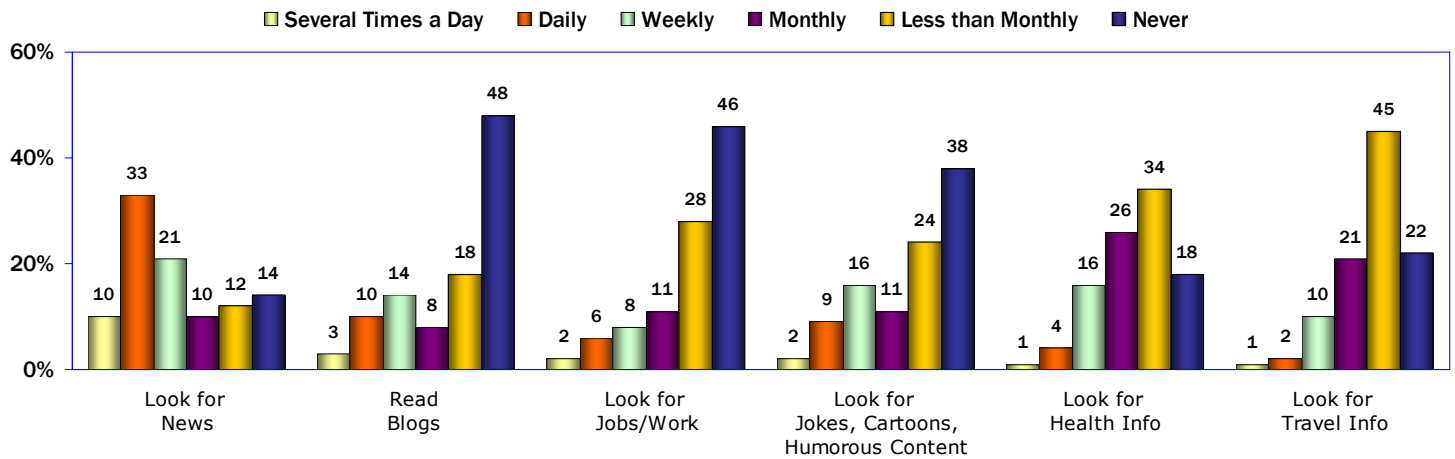
10. Activities on the Internet: Information-Gathering

Large percentages of Internet users go online regularly for news, as well as health and travel information, but generally smaller percentages seek job information, read blogs, or look for humorous content.

Sixty-four percent of users go online for news at least weekly. Forty-seven percent use the Internet for health information at least monthly. Thirty-four percent look for travel information online at least monthly.

Only twenty-seven percent of users go online at least weekly to read blogs.

**Internet Activities: Information-Gathering
(Internet Users)**

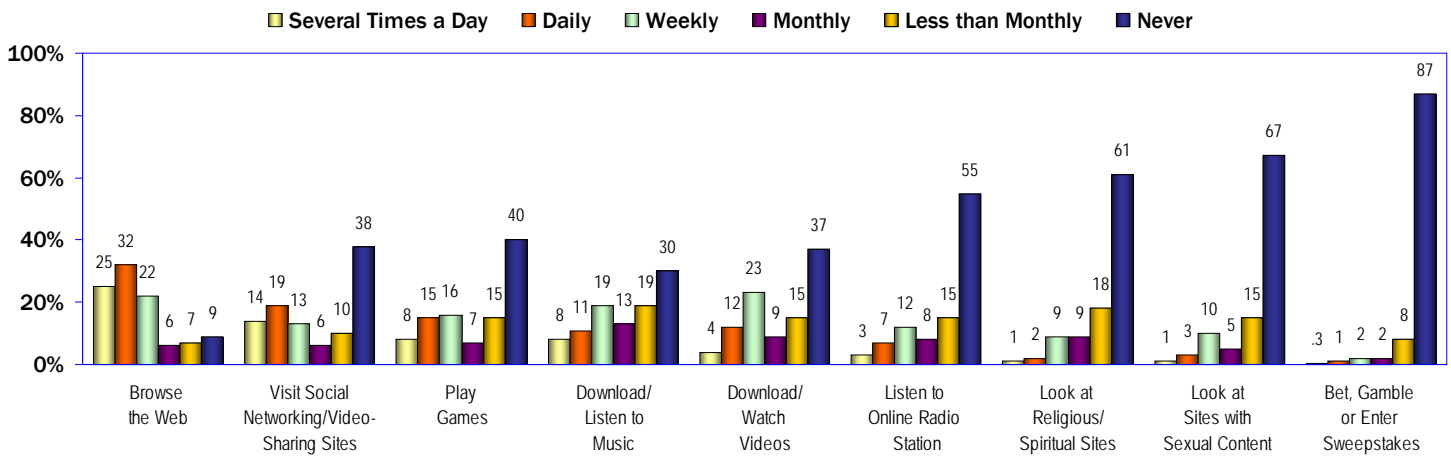


(Q708B K-1 2011)

II. Activities on the Internet: General Use

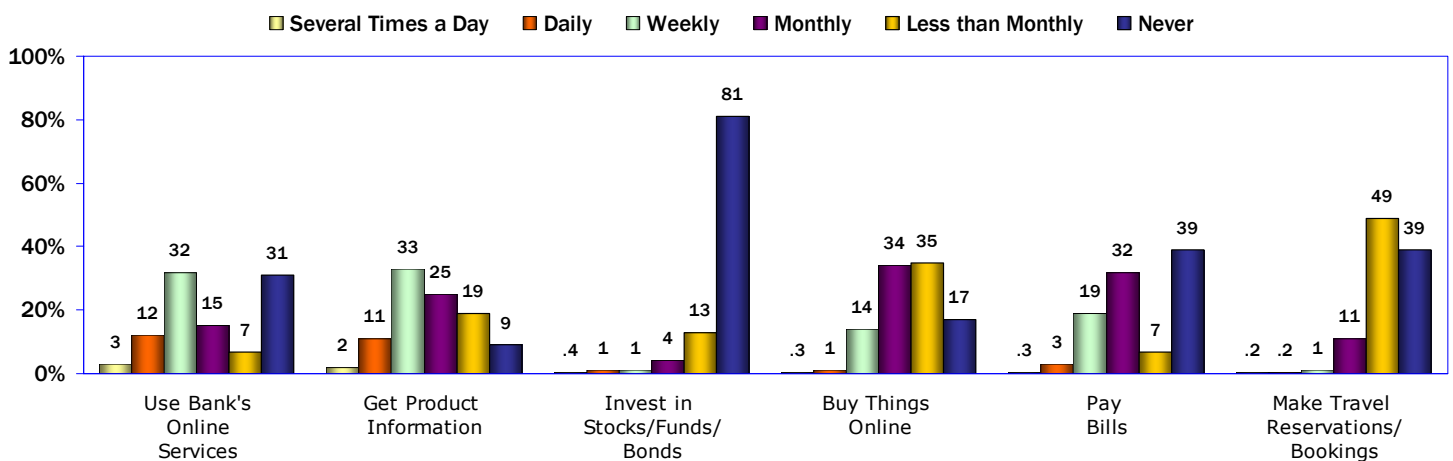
Looking at responses to questions about a range of online activities, the largest percentages of users reported going on the Internet at least weekly (several times a day, daily, or weekly) to browse the Web (79 percent), use online banking services (47 percent), get product information (46 percent), visit social networking and video-sharing sites (46 percent), play games (39 percent), download or watch videos (39 percent), download or listen to music (38 percent), listen to online radio stations (22 percent), and pay bills (22 percent).

**General Internet Activities
(Internet Users)**



(Q708C K-1 2011) (Questions about sexual content asked only of users 18 and older)

**General Internet Activities
(Internet Users)**



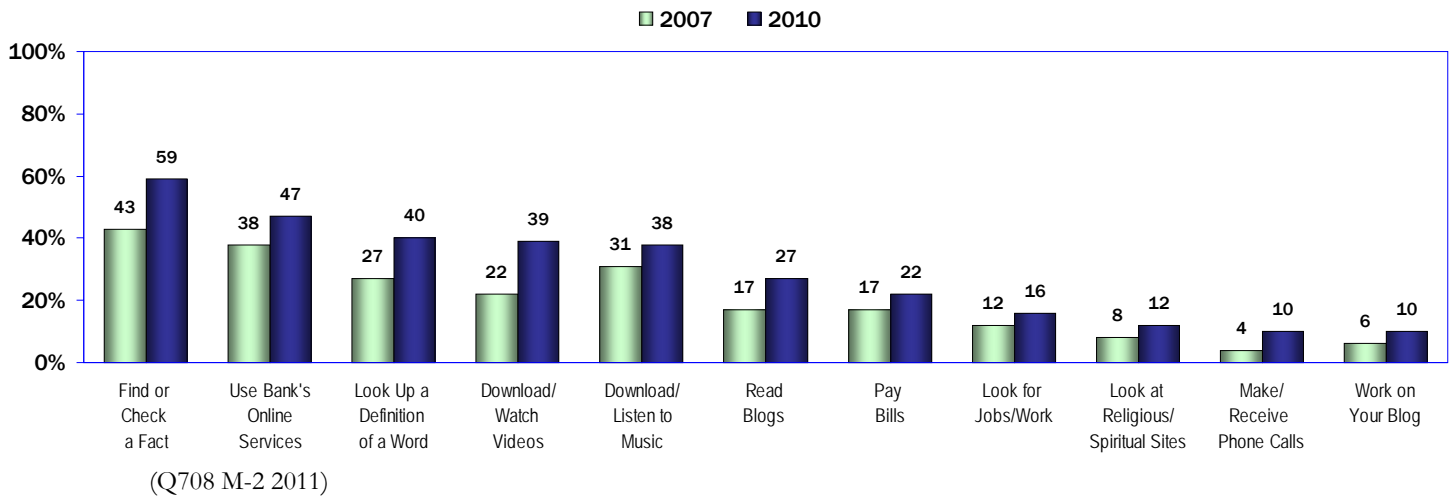
(Q708D K-1 2011)

12. Activities on the Internet: Four-Year Trends

Comparing Internet use between 2007 and 2010 for a variety of tasks shows growth in a range of online activities that already had relatively high levels of participation, such as finding or checking a fact, using online banking services, looking up a word, or downloading or watching videos.

For more about this issue, see the Trends section on page 182.

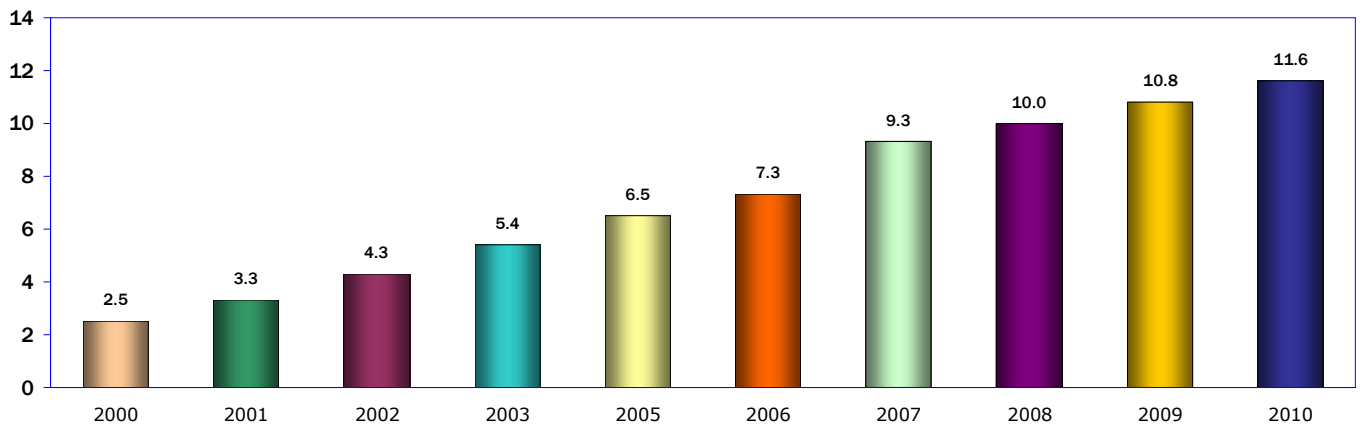
**General Internet Activities
(Several Times a Day, Daily, or Weekly)**



13. Internet Use: How Many Years?

Internet users in the current Digital Future Study now report an average of more than 11 years of online use.

**Average Years of Internet Experience
(Internet Users)**



(Q210 K-2 2011)

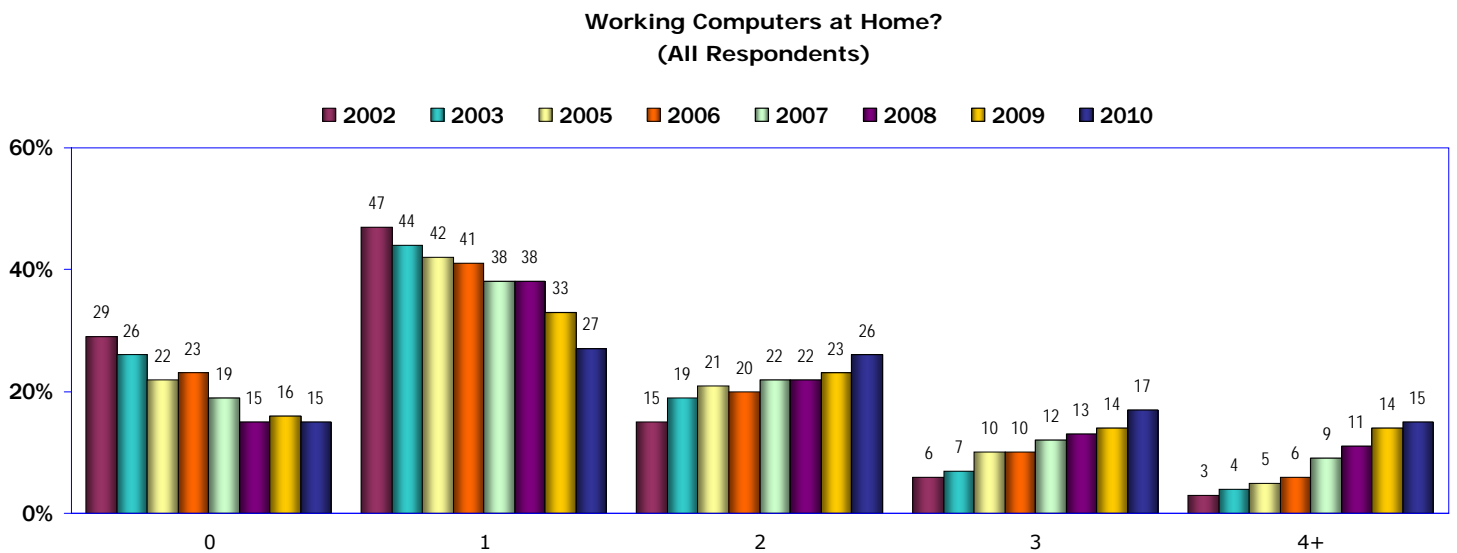
14. Working Computers in the Home

A large majority of respondents report more than one computer in their home, while households with three or more computers reached an all-time high.

The percentage of respondents with only one computer in their household continues an eight-year decline, and is now only slightly more than one-quarter of households (27 percent).

Fifty-eight percent of respondents said they own two or more computers; almost one-third (32 percent) own three or more computers.

The 17 percent that own three computers, and the 15 percent that own four or more computers, are both high figures for the Digital Future Project.



(Q130 K-1 2011)

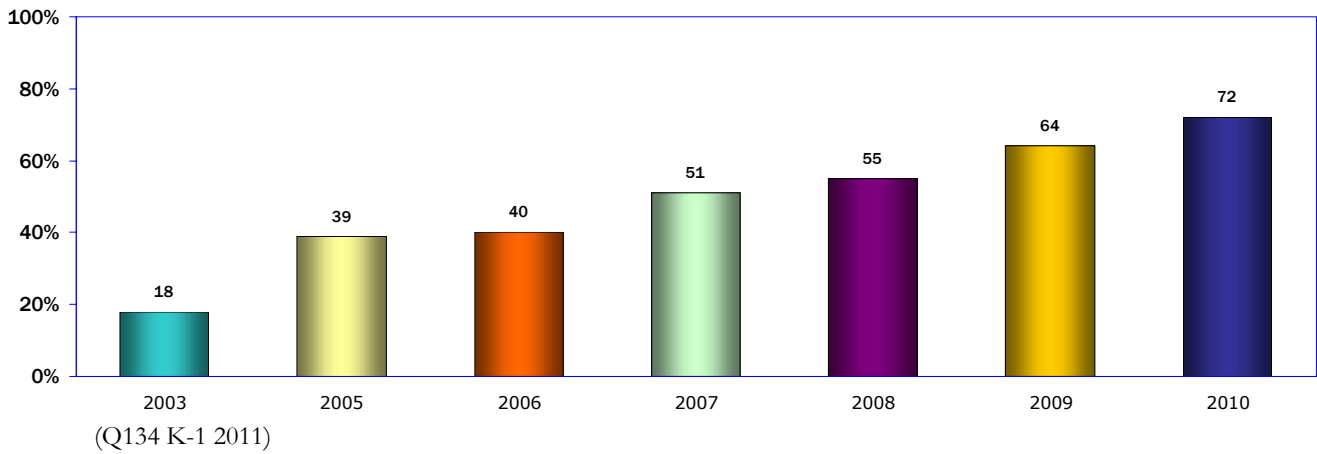
(Responses do not include PDAs, video games, Web TV, cell phones, or other electronic devices).

15. Laptop Ownership

Laptop ownership continues to increase. The percentage of respondents with computers at home who said they own a laptop has increased for the fifth consecutive year -- now 72 percent, up from 64 percent in the previous study.

In seven years, the percentage of computer owners who have a laptop has increased from 18 percent to nearly three-quarters of computer owners.

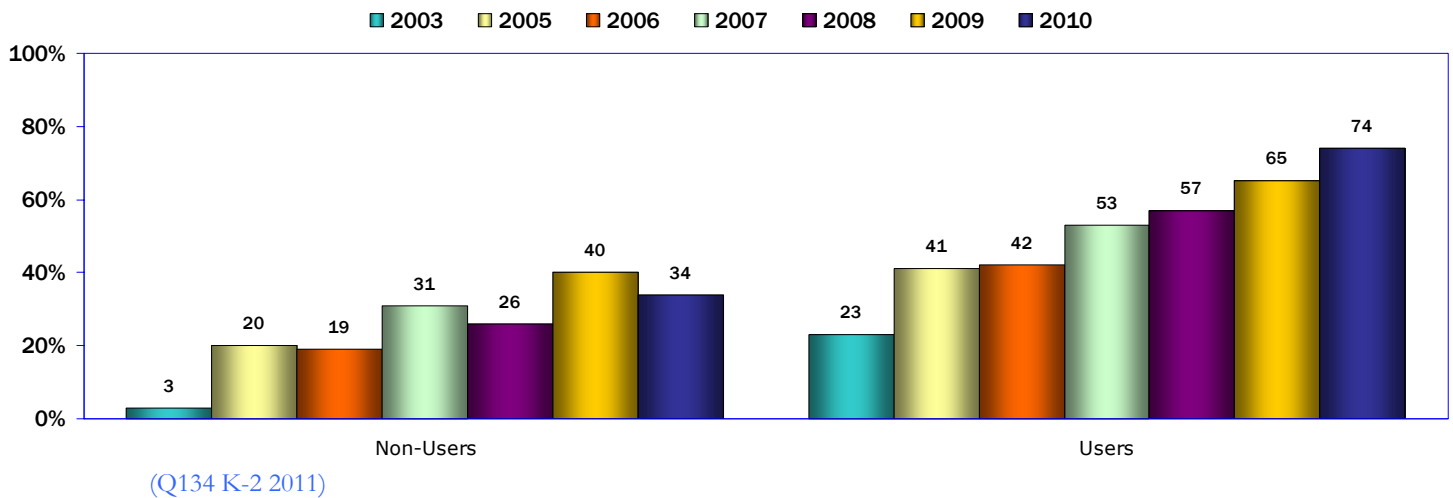
Laptop Ownership at Home
(Respondents with One or More Computers at Home)



16. Laptop Ownership: Non-Users Vs. Users

Laptop ownership is not limited to Internet users. More than one-third of non-users with a computer in their household (34 percent) report ownership of a laptop -- down from 40 percent reported in the previous study, but still 10 times the percentage of laptop ownership reported among non-users in 2003.

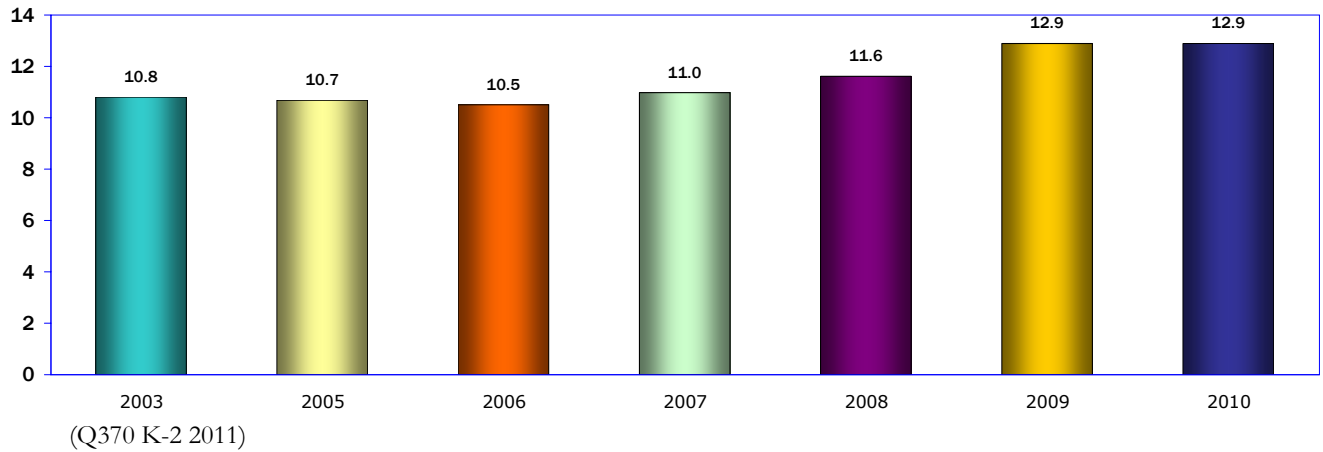
Laptop Ownership at Home
(Respondents with One or More Computers at Home: Internet Non-Users Vs. Users)



17. The Internet at Work

The number of hours that Internet users in the current Digital Future Study report they are online at work remained unchanged in the previous study -- at the peak of 12.9 hours per week reported last year.

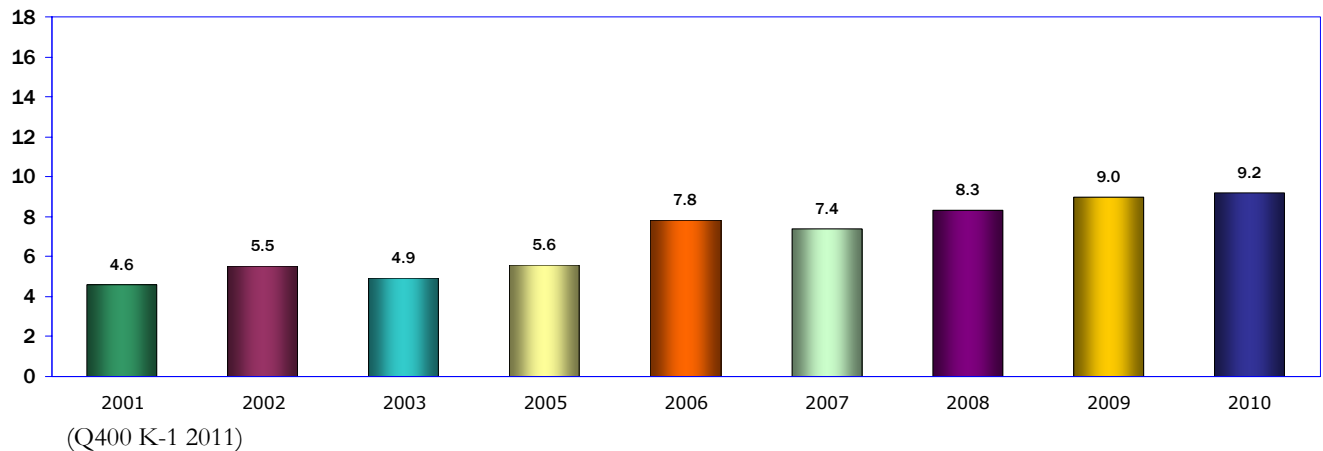
**Internet Use at Work, Average Hours per Week, Not at Home
(Internet Users Who are Employed)**



18. The Internet at Work: Active Use

Internet users continue to report increasing active use of the Internet at work. For the third year in a row, the hours that users said they are actively using the Internet at work has increased -- this year to 9.2 hours per week, slightly higher than in the previous study and a new high for the Digital Future Project.

**Internet Use at Work, Average Hours per Week of Active Online Use
(Internet Users Who Access the Internet at Work)**



19. The Internet at Work: Non-Work Activities

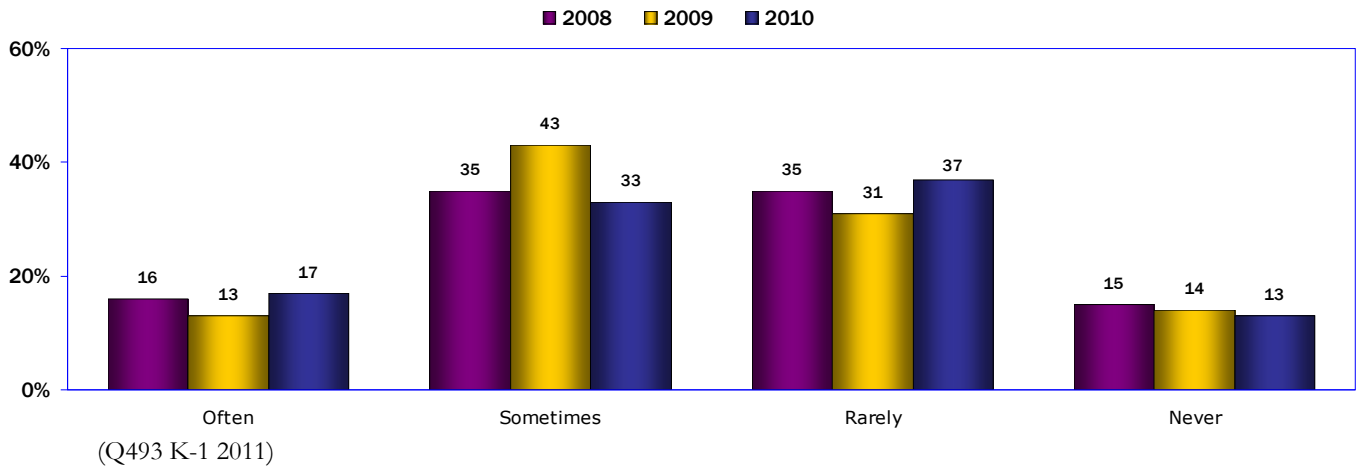
Perhaps not to be unexpected in a slow economy, a smaller percentage of users in the current study who go online at work said they use the Internet for non-work related reasons, such as chatting, Web surfing, instant messaging, and reading and writing personal emails.

Fifty percent of users who go online at work said they sometimes or often go online for non-work related reasons, down from 56 percent in 2008, and the lowest percentage reported thus far in the study.

The largest change in the current study was the percentage of respondents who said they go online for personal use “rarely” -- 37 percent -- up from 31 percent in the previous study.

Thirteen percent of respondents said they never go online for non-work purposes, marginally lower than the 14 percent reported in the previous study.

Do You Go Online at Work for Non-Work Activities?
 (Internet Users Age 16 and Older Who Use the Internet at Work)

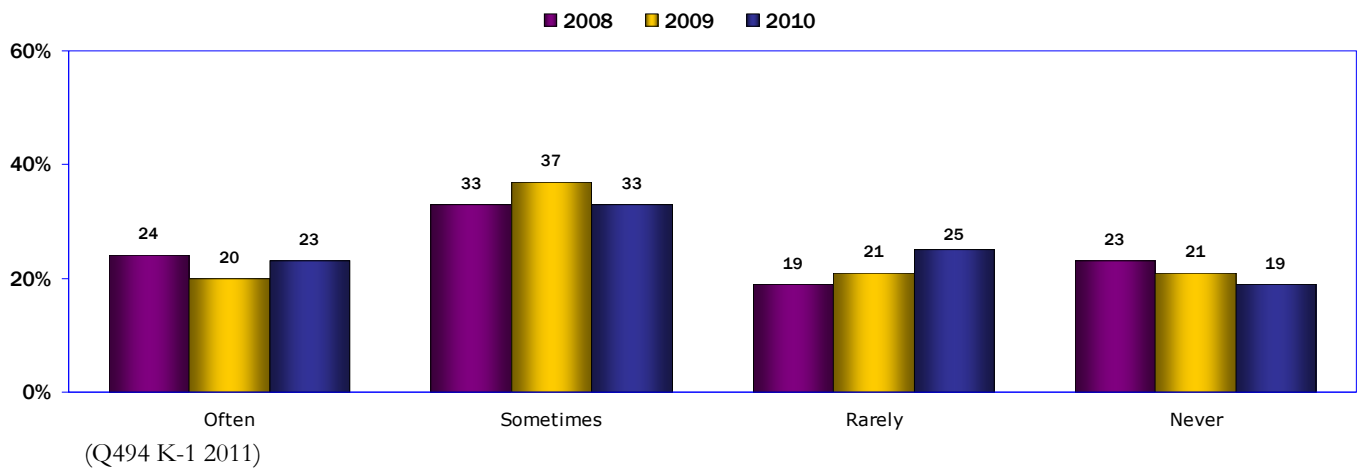


20. Using the Internet at Home for Work

While smaller percentages of Internet users say they are going online at work for personal reasons (see the previous question), a large and stable percentage of users who use the Internet at work said they go online at home for their jobs.

In the current study, 56 percent of respondents who use the Internet at work said they sometimes or often go online at home for their jobs. However, in the current Digital Future Study, the percentage who said they go online often at home for their jobs increased to 23 percent -- up from 20 percent in the previous year.

**How Often Do You Use the Internet at Home for Your Job?
(Internet Users Age 16 and Older Who Use Internet at Work)**



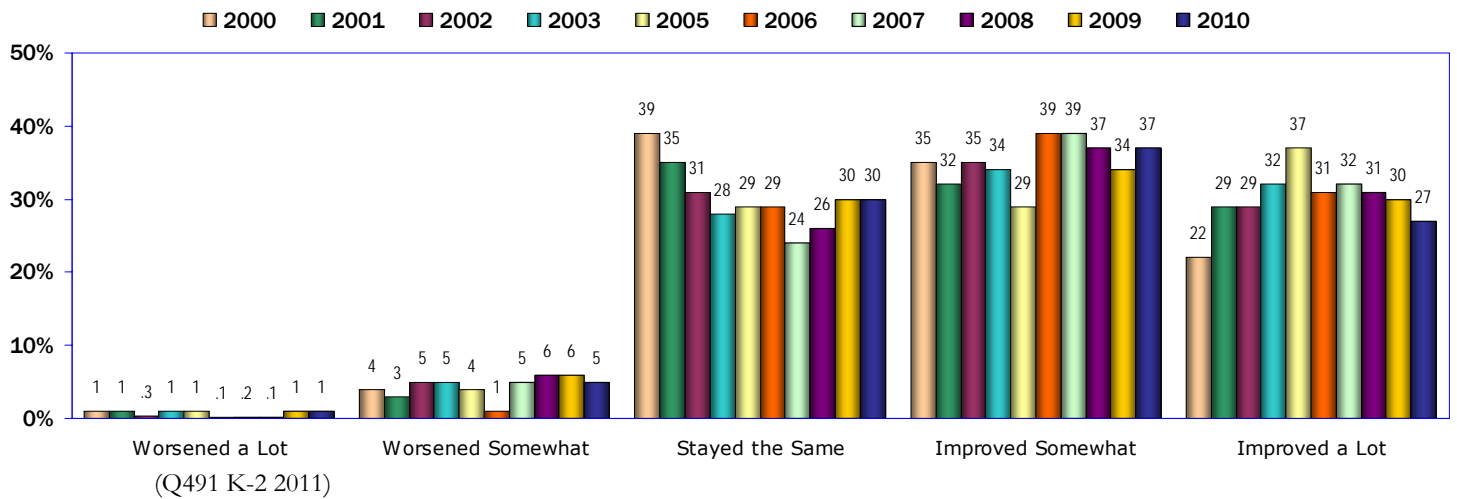
21. Productivity and the Internet at Work

The percentage of users who said that access to the Internet at work makes them more productive remains high, and is stable in the current study after declining in 2007 and 2008.

Sixty-four percent of users who go online for their jobs said that Internet access at work improves their productivity somewhat or a lot – the same as in the previous study, but down from 68 percent in 2008 and 71 percent in 2007.

The small percentage of users who said that Internet access at work has worsened their productivity declined marginally in the current study -- to six percent, compared to seven percent in the previous study.

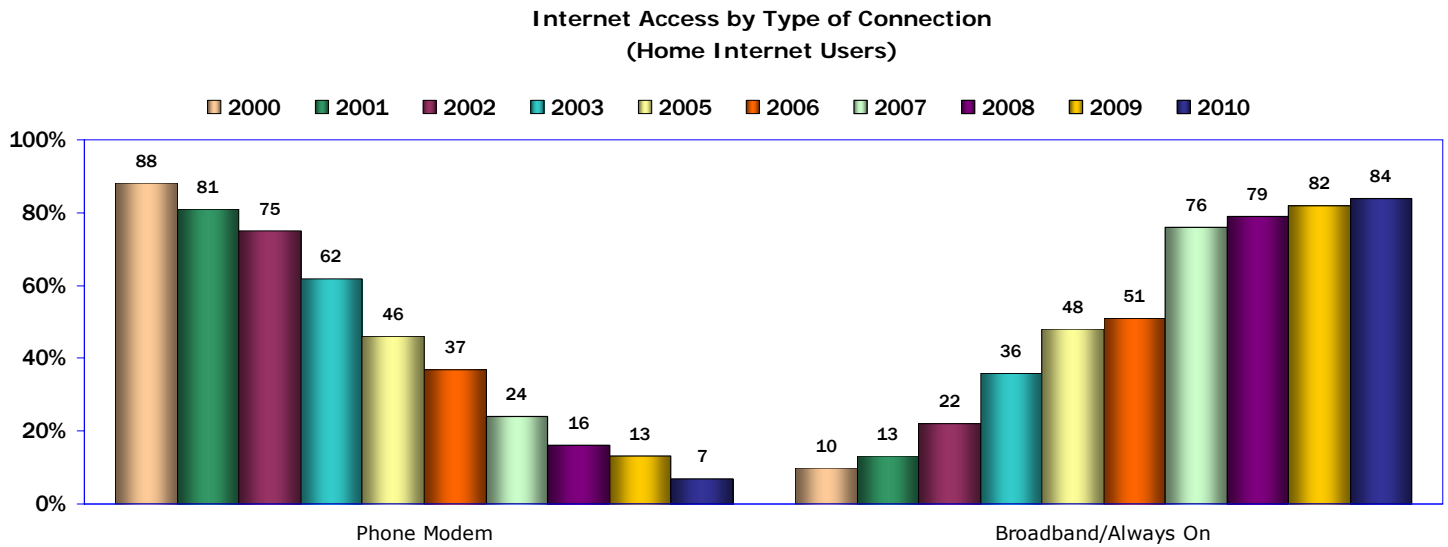
**Internet Access at Work: Views about Performance and Productivity
(Internet Users Age 16 and Older Who Use the Internet at Work)**



22. Internet Connection at Home: Modem and Broadband

Access to the Internet at home through a broadband connection continues to increase, and has reached a new peak of 84 percent of Internet users. In 10 years, Internet access through a broadband connection has grown more than 800 percent.

(Note: broadband is defined as cable modem, DSL, ISDN or T1/T3.)



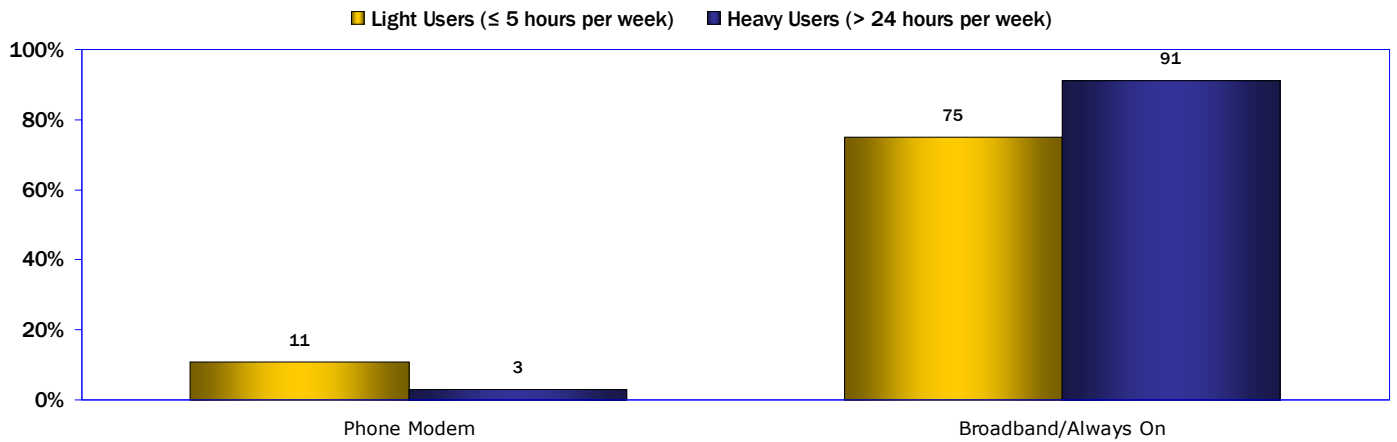
(Q360 K-1 2011) (Multiple responses possible)

23. Internet Connection at Home: Light Users Vs. Heavy Users

Ninety-one percent of heavy users and 75 percent of light users go online through a broadband connection.

Among heavy users, only three percent go online through a telephone modem.

**Internet Access by Type of Connection
(Home Internet Users: Light Users Vs. Heavy Users)**



(Q360 K-2 2011) (Multiple responses possible)

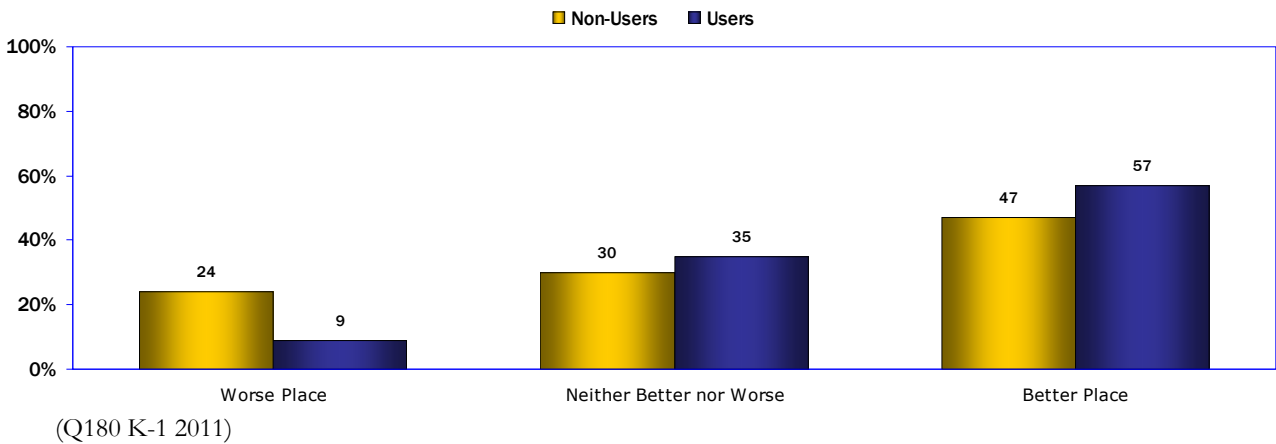
24. Communication Technology: How Does it Affect the World?

Internet users and non-users age 16 and older continue to express differing views about how communication technology affects the world (including the Internet, cell phones, pagers, and other electronics).

Fifty-seven percent of Internet users at 16 and older in the current study said that communication technology makes the world a better place, but only 47 percent of non-users express the same view. (For year-to-year figures, see the next page.)

Almost three times the percentage of non-users (24 percent) compared to users (9 percent) said communication technology makes the world a worse place.

**Has Communication Technology Made the World a Better Place, or a Worse Place?
(Respondents Age 16 and Older)**

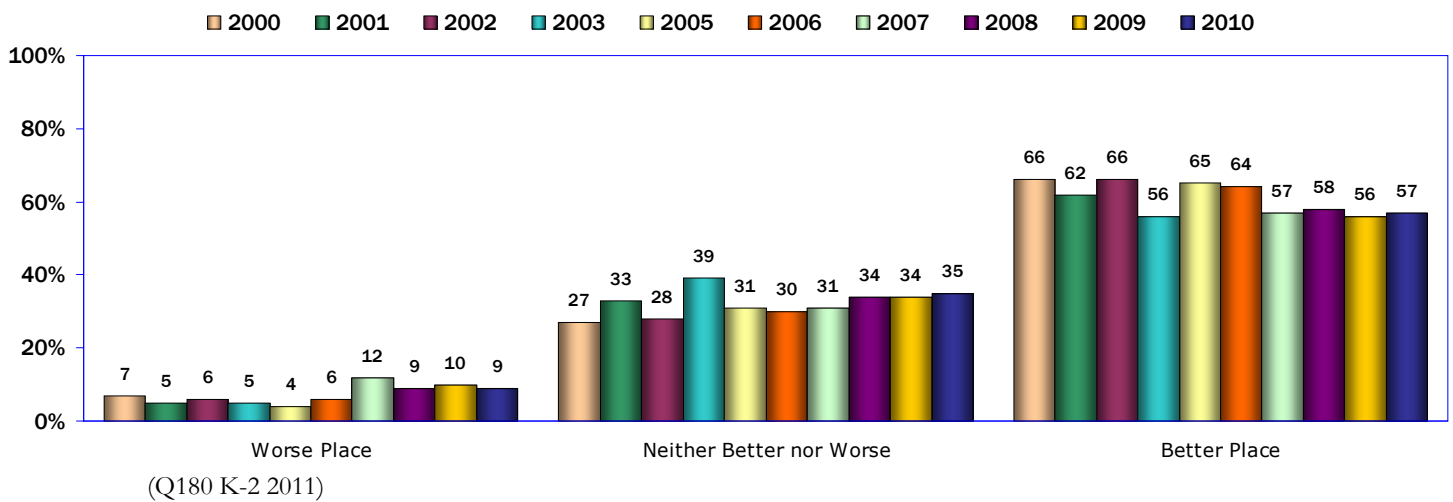


25. Communication Technology: How Does it Affect the World? (Users)

The percentage of users age 16 and older who said that communications technology makes the world a better place increased marginally in the current Digital Future Study, up to 57 percent from 56 percent in the current study, but still below the peak of 66 percent in 2000 and 2002.

The percentage of these users who said that communications technology makes the world neither better nor worse also increased slightly, while those who believe that communications technology makes the world a worse place declined marginally, to nine percent of users.

**Has Communications Technology Made the World a Better Place, or a Worse Place?
(Internet Users Age 16 and Older)**

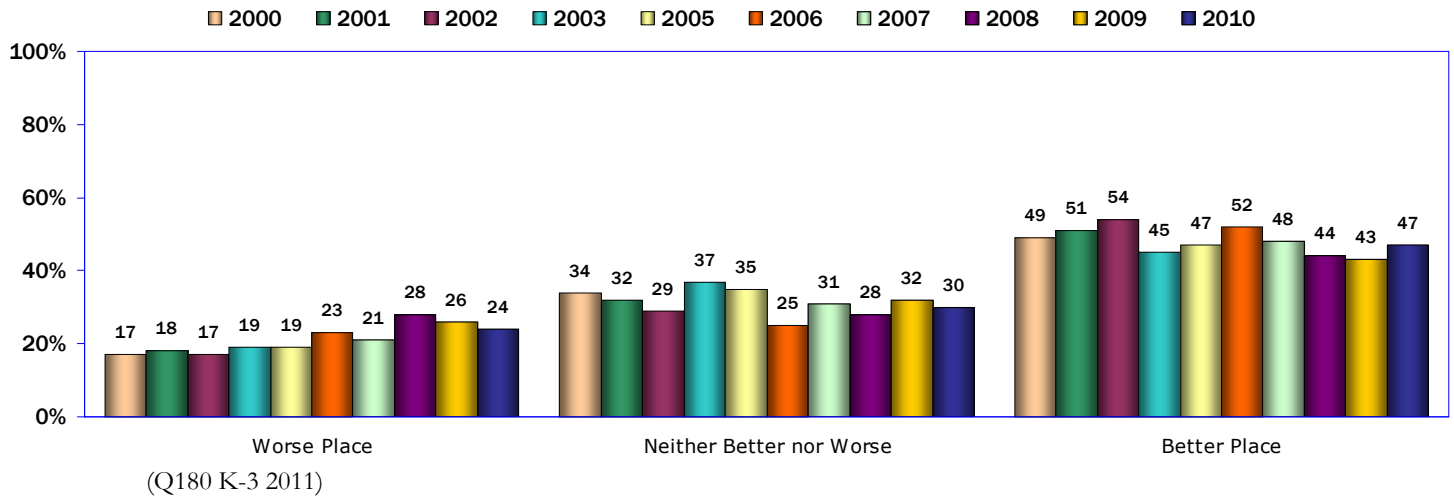


26. Communication Technology: How Does it Affect the World? (Non-Users)

For the first time in four years, the percentage of non-users age 16 and older who said that communications technology makes the world a better place increased -- now 47 percent of Internet non-users, compared to 43 percent in the previous study.

The percentage of non-users who said that communications technology makes the world a worse place (24 percent) or neither better nor worse (30 percent) declined in the current study.

**Has Communications Technology Made the World a Better Place or a Worse Place?
(Internet Non-Users Age 16 and Older)**



Internet Non-Users

Internet non-users **18%**

**Internet “dropouts”
(percentage of non-users who
previously went online)** **39%**

**How many years
on average did dropouts
use the Internet
before they stopped?** **2.8**

**Will non-users go online
in the next year?
(not likely at all)** **66%**

**Will Internet dropouts
go back online? (answered no)** **71%**

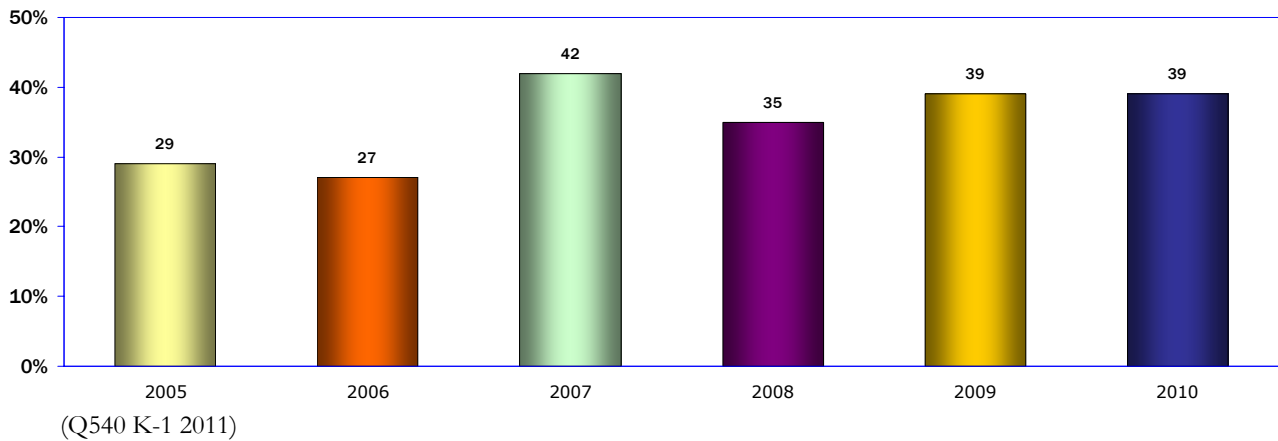
Internet Non-Users: Exploring the Views of 18 Percent of Americans

27. Internet Non-Users: Were They Ever Online?

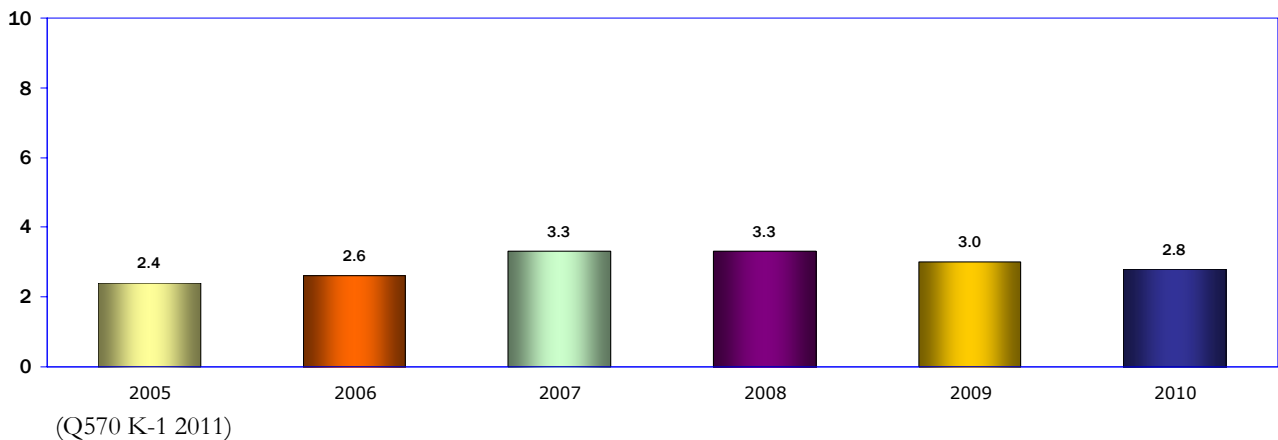
Of the 18 percent of Americans who are not currently using the Internet, 39 percent had previously gone online.

Internet non-users who previously went online had used the Internet for an average of 2.8 years before stopping (see bottom chart).

**Did You Ever Use the Internet?
(Internet Non-Users)**



**How Long Did You Use the Internet Before Stopping?
(Years of Use by Internet Dropouts)**



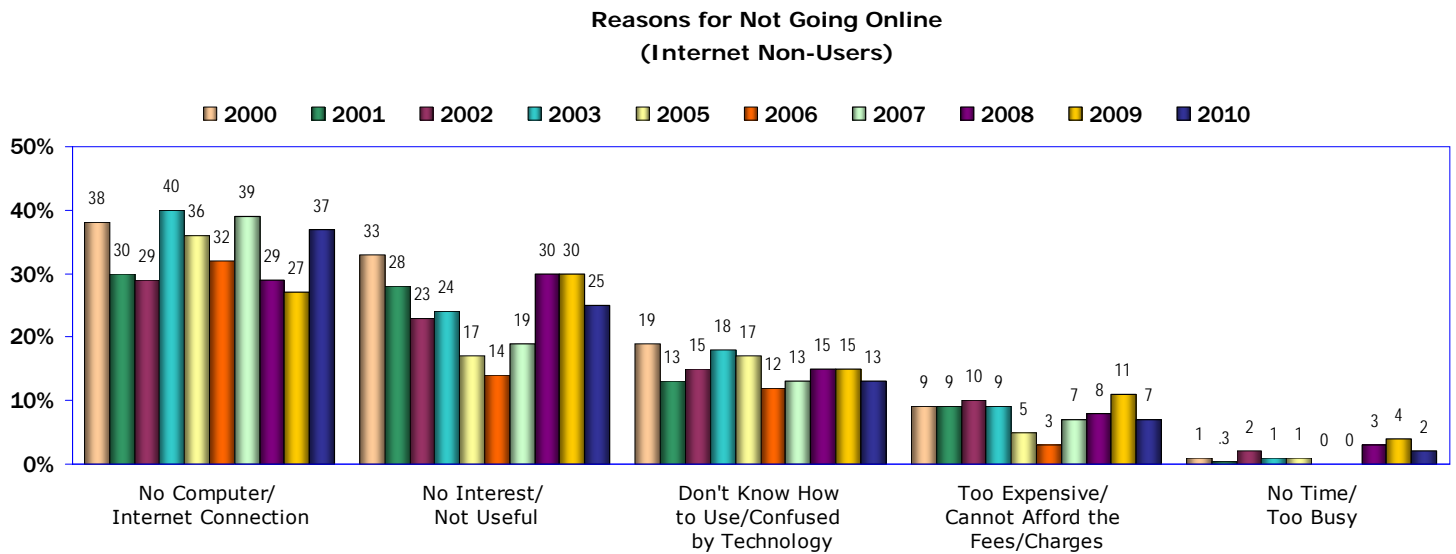
28. Internet Non-Users: Reasons for Not Being Online

The current Digital Future Study found a large increase in the percentage of non-users who do not go online because they lack a computer or an Internet connection. Thirty-seven percent of non-users cited this reason for not going online, up from 27 percent in the previous study.

In the previous study, the largest percentage of non-users said their reason for not going online was because the Internet is of “no interest” or “not useful” to them; that response declined to one-quarter of non-users in the current study, from 30 percent in the previous study.

The third most common reason -- “don’t know how to use the Internet” or “confused by technology” -- declined to 13 percent of non-users, down from 15 percent in the previous study.

The percentage of non-users who cited expense as their reason for not going online decreased to only seven percent of non-users, after increasing somewhat three years in a row.



(Q591 K-2 2011) (“No Internet connection” was added to the “no computer” category in 2006)

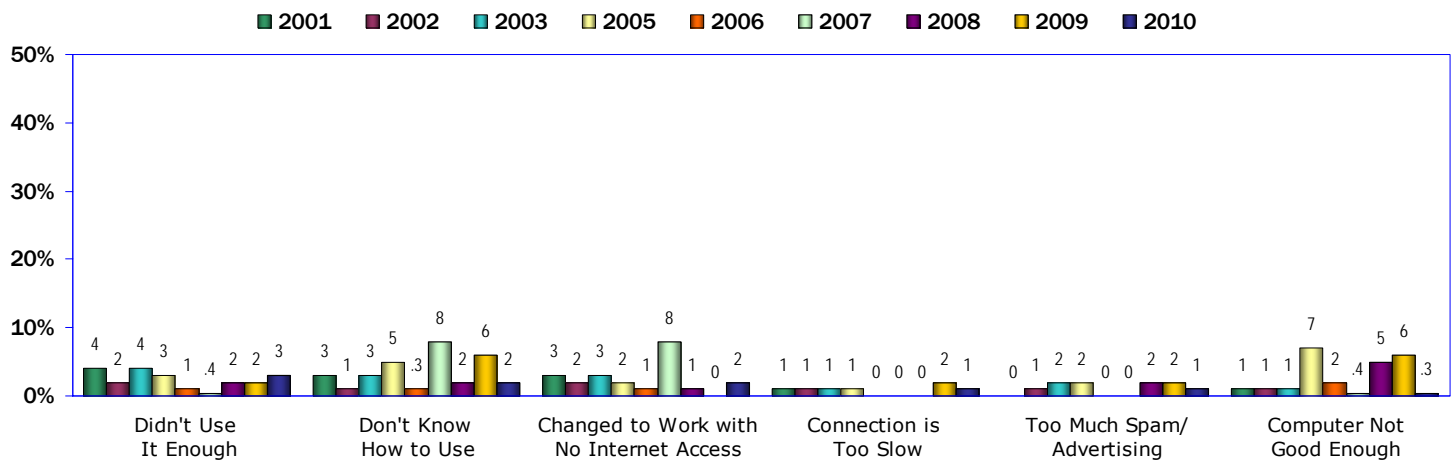
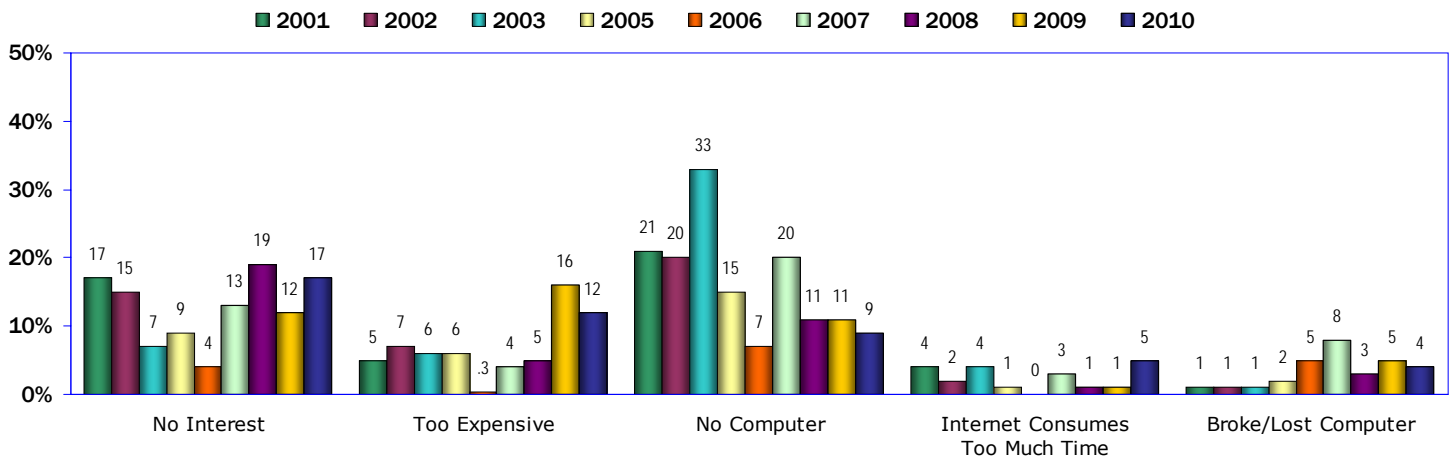
29. “Internet Dropouts”: Why Do Users Stop Going Online?

“Internet dropouts” -- those who previously used the Internet but no longer go online -- continue to report a variety of reasons for being non-users. But as with other non-users, the primary reasons they are no longer online changed in the current Digital Future study.

The largest response in the current study -- no interest -- increased to 17 percent of dropouts, up from 12 percent the previous year. The largest response in the previous study -- expense -- declined to 12 percent of Internet dropouts, down from 16 percent last year.

Other responses that declined were lack of a computer, lack of knowledge, a broken or lost computer, or “computer not good enough” to go online (down to near-zero in the current study).

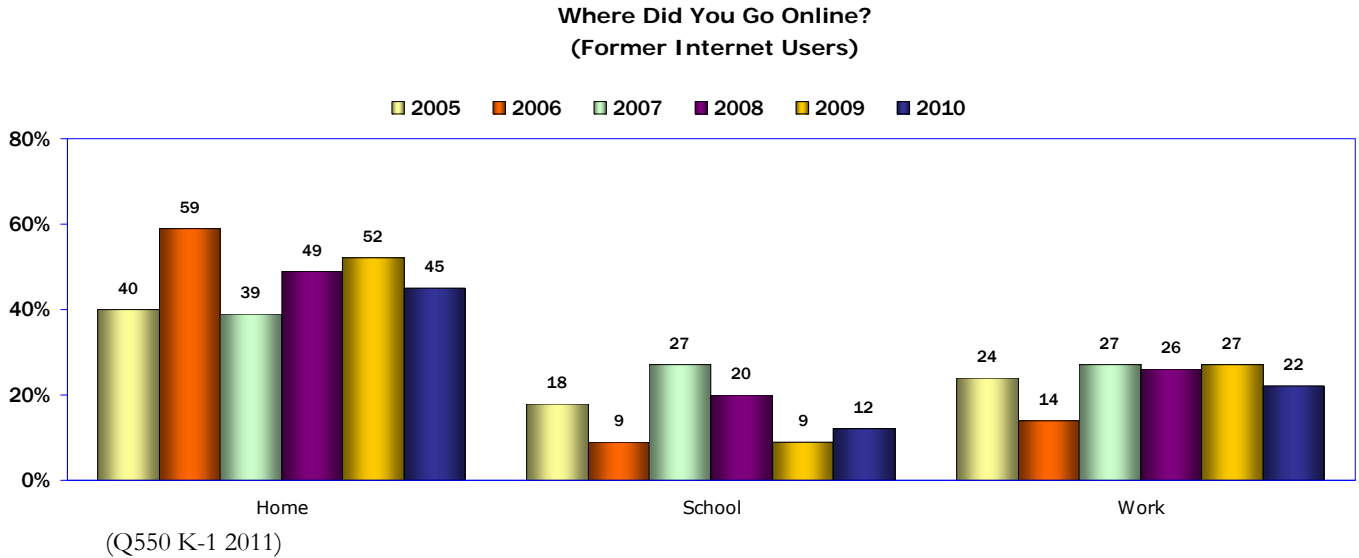
Internet Dropouts: Reasons Why Former Internet Users No Longer Go Online (Former Internet Users)



(Q580 K-2 2011)

30. Where Did Dropouts Previously Access the Internet?

Most Internet dropouts had been home users, but the percentage declined to 45 percent, down from 52 percent in the previous study. The second-largest percentage of non-users had gone online at work (22 percent).

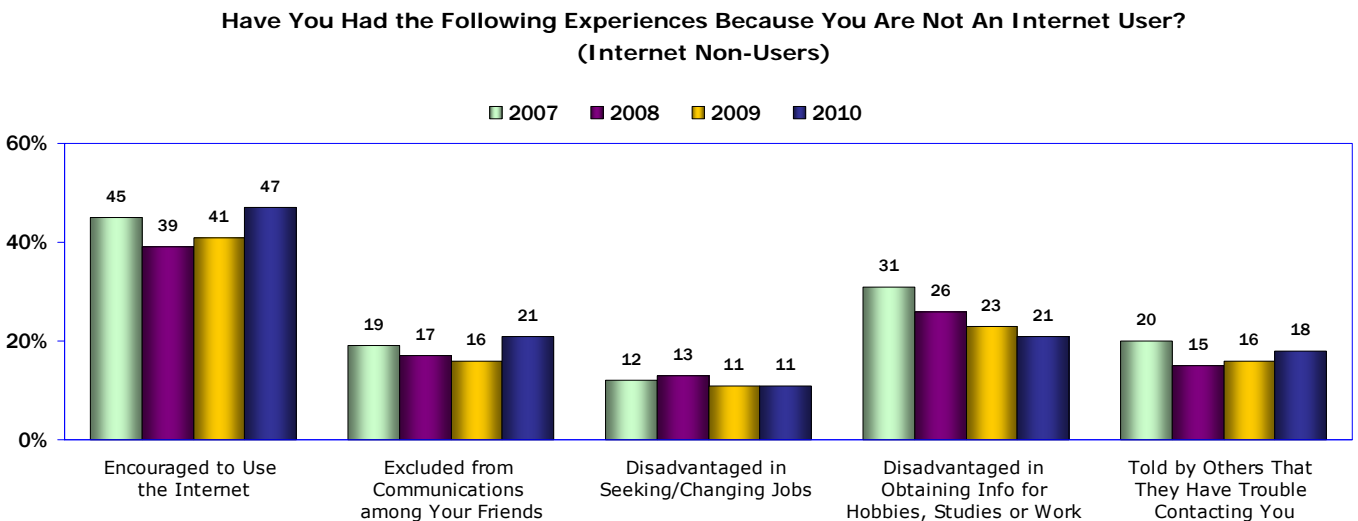


31. Internet Non-Users: Views about Not Being Online

The percentage of non-users who are being encouraged to use the Internet has increased to 47 percent -- up for the second year in a row. The percentage of non-users who said that others had trouble contacting them because they were not online also increased for the second year in a row.

The percentage who said they feel excluded from communicating with friends because they are not online increased to 21 percent of non-users, up from 16 percent in the previous study.

The percentage who said they are disadvantaged in obtaining information for hobbies, studies, or work declined for the third straight year -- now 21 percent of non-users.



(Q600 K-1 2011) (Multiple responses possible)

32. Internet Non-Users: Will They Go Online?

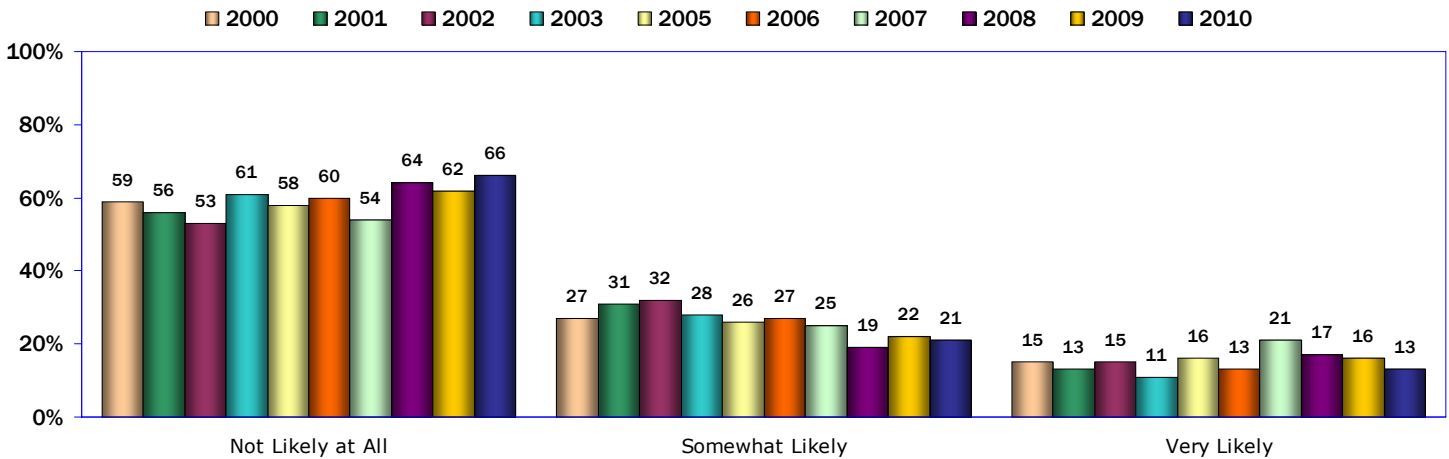
The percentage of Internet non-users who say they will not go online has grown to its highest level in the Digital Future Project.

Two-thirds of non-users (66 percent) said they are not likely at all to go online within the next year – up from 62 percent in the previous year.

Given the consistently high response to this question over 10 studies, which found between 53 and 66 percent of non-users who said they are unlikely to go online within the next year, this means that approximately 12 percent of Americans -- some 37 million people -- are not going online.

The percentage of non-users who said they are likely to go online in the next year (somewhat or very likely) decreased to 34 percent of non-users -- down from 38 percent in the previous study.

**How Likely Will You Be to Use The Internet Within the Next Year?
(Internet Non-Users)**

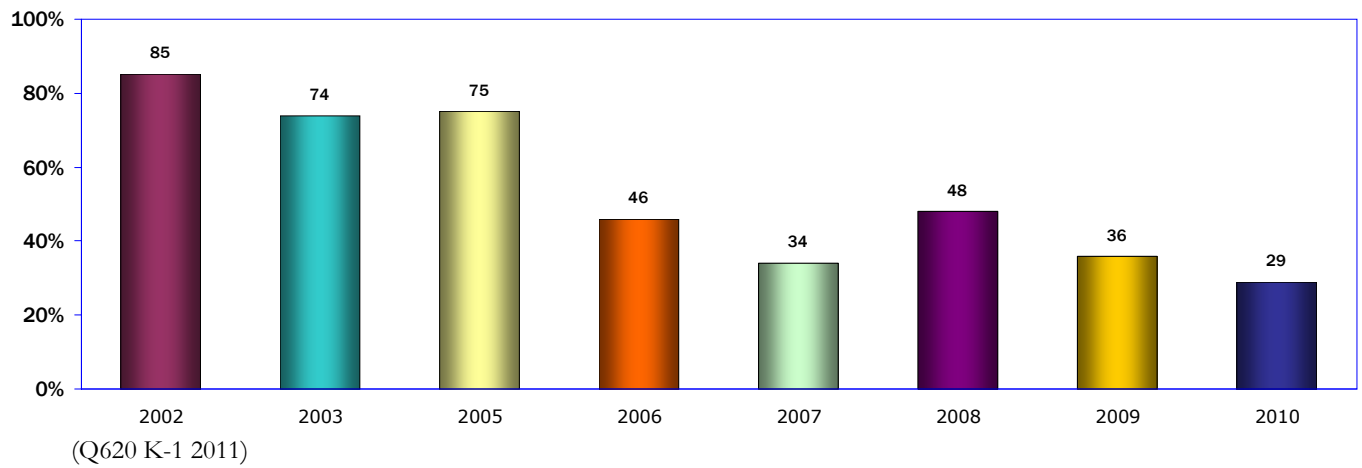


(Q610 K-1 2011)

33. Internet Dropouts: Will They Go Back Online?

Reinforcing the finding about the overall percentage of non-users who are not likely to go online (see the previous question), the percentage of Internet dropouts who said they will ever go back online declined for the second year in a row -- now down to 29 percent of former users.

**Do You Think You Will Ever Go Back Online?
(Former Internet Users Responding Yes)**



Media Use and Trust

Users who said the Internet is an important or very important source of information **75%**

Internet users who said most or all information online is reliable and accurate: **40%**

Internet users who would not miss their printed newspaper if the offline version was no longer available **22%**

Internet users who stopped a subscription to a newspaper or magazine because they get the same information online **25%**

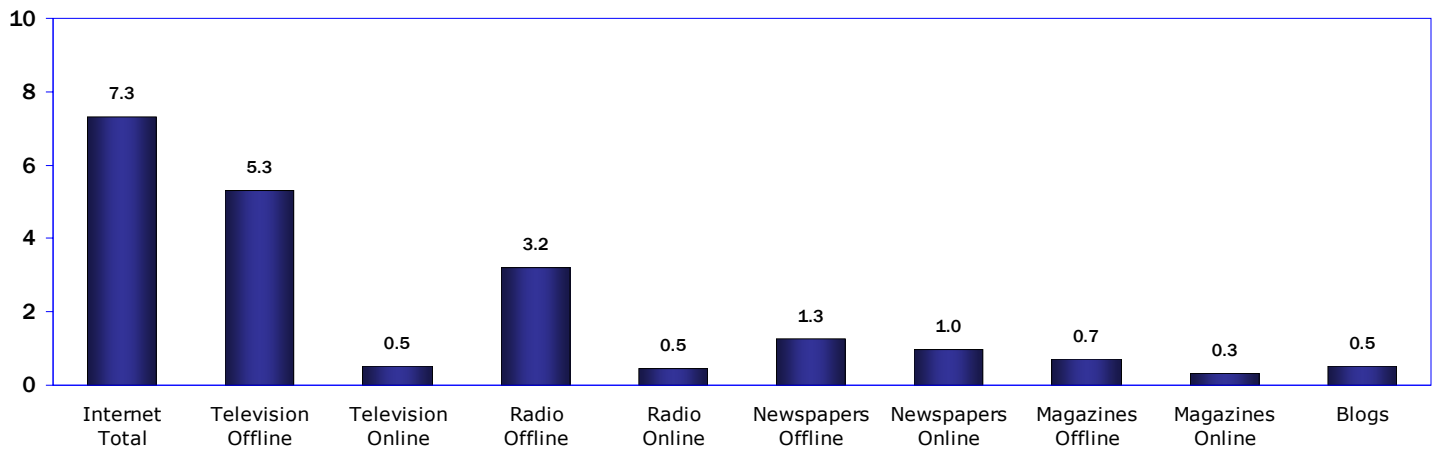
Internet users who read print newspapers who would read the online edition of their paper if the print edition ceased publication **66%**

34. Access to News through the Media

Internet users report spending more time each week going online for non-sports news than any other type of media, online or offline.

Users report devoting 7.3 hours per week going online for non-sports news, compared to 5.3 hours for offline television, 3.2 hours for offline radio, and 1.3 hours of print newspapers.

**How Many Hours per Week do You Devote to Non-Sports News on These Media?
(All Respondents)**



(Q526 K-5 2011)

Views about Sources of Information and Entertainment

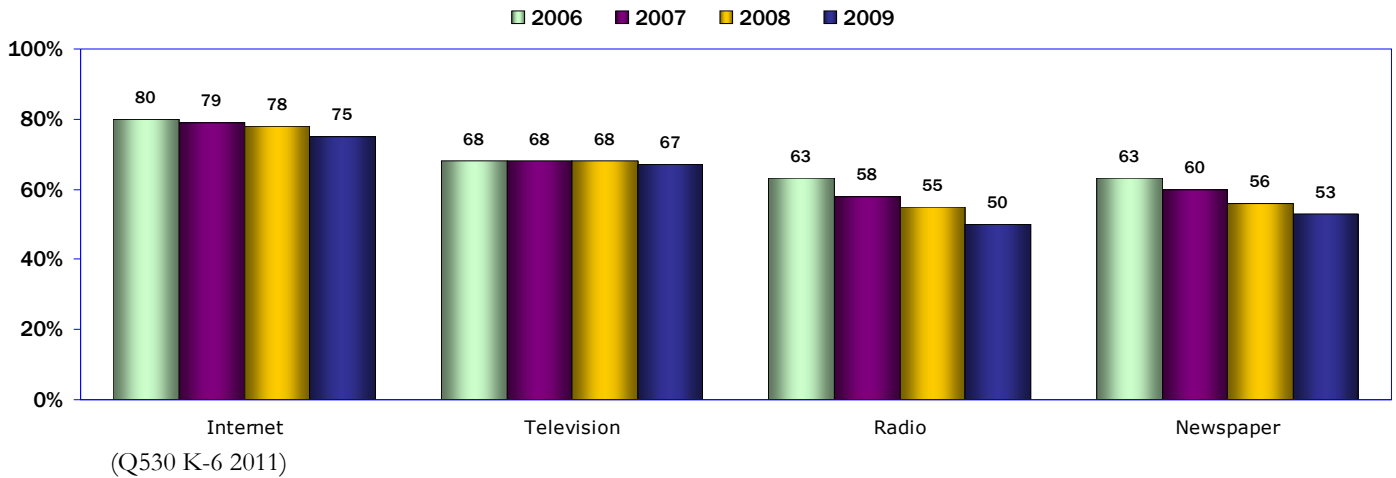
35. Views about Sources of Information

Three-quarters of Internet users age 17 and older said that the Internet was an important or very important source of information to them (75 percent) -- higher than the percentage reported for television, newspapers, or radio.

However, for each of the media, the percentage of users who said the medium was important or very important to them was at its lowest level since 2006.

The percentage citing the Internet as important or very important to them has declined marginally for three consecutive years. The percentages of users who said that over-the-air radio and print newspapers were important or very important to them have also declined, with radio now considered important or very important as an information source to 50 percent of Internet users, down from 63 percent only four years ago. The percentage of users who said that print newspapers are important information sources to them declined almost as much --- to 53 percent in the current study, down from 63 percent in 2007.

**How important are the following as sources of information to you?
Users Age 17 and Older -- important or very important**

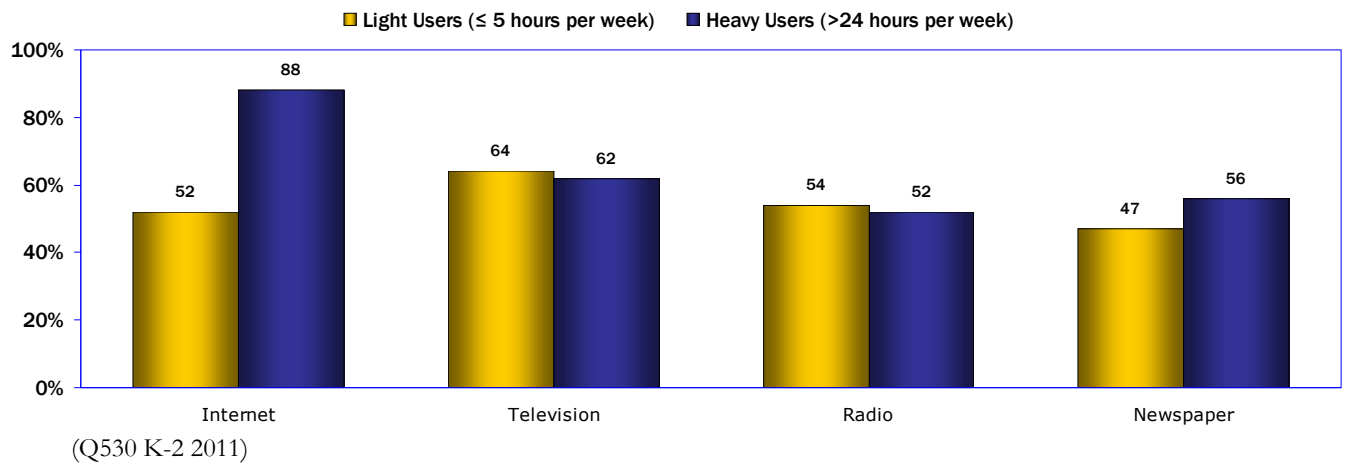


36. Views about Sources of Information: Light Users Vs. Heavy Users

A large percentage of heavy users age 17 and older (88 percent) consider the Internet to be an important or very important source of information for them -- much higher than the percentage reported for television (62 percent), newspapers (56 percent), or radio (52 percent).

A much lower percentage of light users age 17 and older (52 percent) consider the Internet to be an important or very important source of information for them. More light users (64 percent) cited television as an important or very important source of information compared to the other media.

**Views about Media as Sources of Information
(Light Users Vs. Heavy Users Age 17 and Older Answering "Important" or "Very Important" for them)**



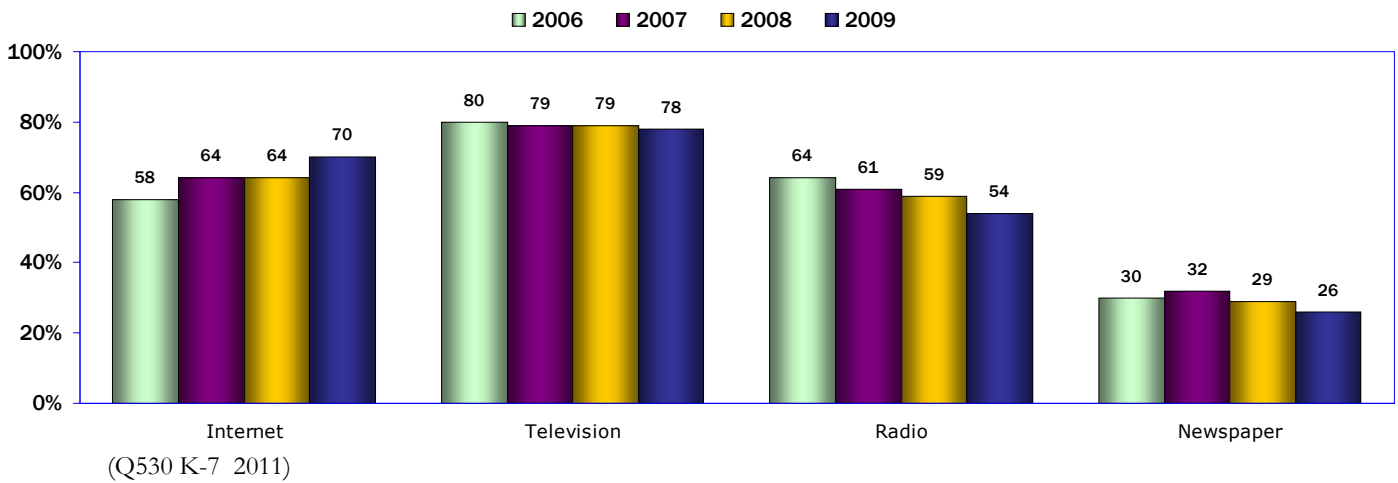
37. Views about Sources of Entertainment

The largest percentage of users age 17 and older continue to report that television is an important or very important source of entertainment for them, declining slightly in the current study to 78 percent but still near the peak of 80 percent four years ago.

A growing percentage of users said the Internet is an important or very important source of entertainment for them -- now 70 percent, up from 64 percent in the last two studies.

The percentage of users who report over-the-air radio as important or very important sources of entertainment declined for the fourth consecutive year (now 54 percent), while the percentage reporting newspapers as important sources of entertainment has declined two years in a row (now 26 percent).

**How important are the following as sources of entertainment to you?
Users Age 17 and Older -- important or very important**

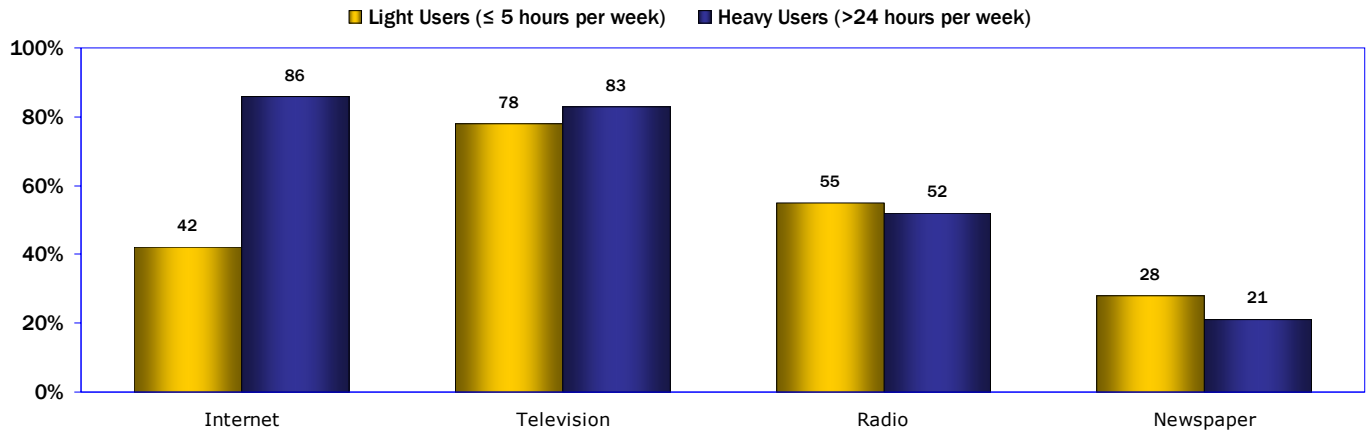


38. Views about Sources of Entertainment: Light Users Vs. Heavy Users

Heavy users and light users age 17 and older express widely divergent views about the importance of the Internet for entertainment.

A larger percentage of heavy users age 17 and older (86 percent) ranked the Internet as an important or very important entertainment source for them compared to other media. However, only 42 percent of light users consider the Internet to be an important or very important source of entertainment.

**Views about Media as Sources of Entertainment
(Light Users Vs. Heavy Users Age 17 and Older Answering "Important" or "Very Important" for them)**



(Q530 K-3 2011)

The Internet, Television, and Print Newspapers: Quality and Integrity of Coverage

The Digital Future Project asked a series of new questions that explored the quality and integrity of non-sports media coverage on the Internet, television, and in print newspapers. The questions looked at how well these media accomplish 12 major goals, such as providing fair and balanced coverage, creating quality news content, and meeting people's needs for local and national, and international coverage.

39. Media Coverage on the Internet, Television, and in Print Newspapers: Users

According to users age 18 and older, how well do the Internet, television, and print newspapers accomplish certain key goals? In eight out of twelve categories, larger percentages of respondents said that the Internet was "good" or "excellent" at accomplishing the goal, compared to television and print newspapers.

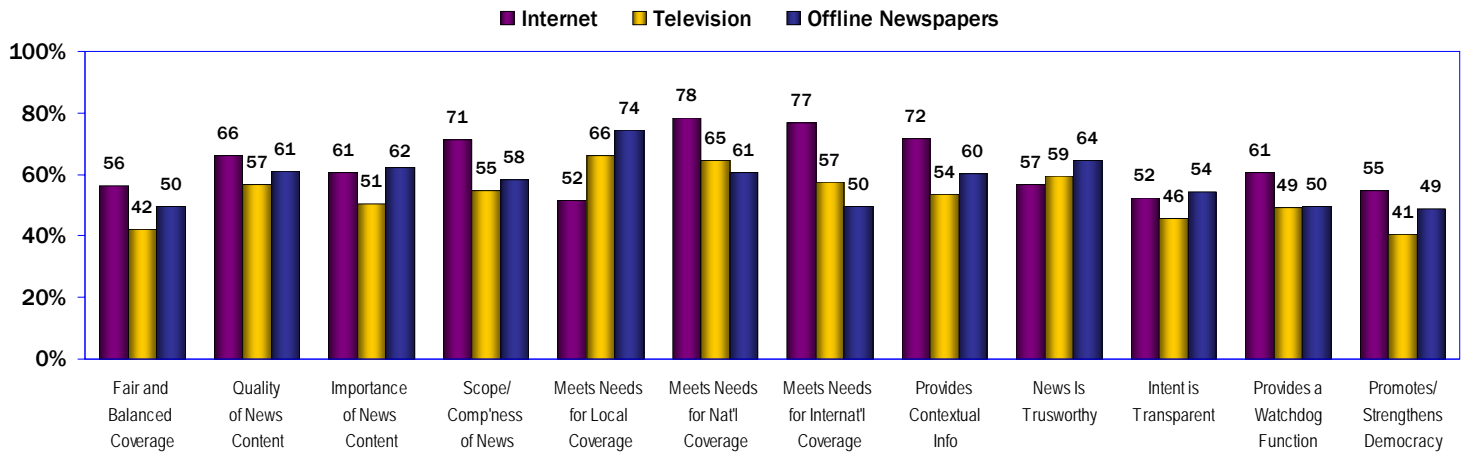
Of all the goals and all the media, the highest marks were given to the Internet for meeting respondents' needs for national news coverage: 78 percent said that the Internet did a "good" or "excellent" job at this. This was followed by 77 percent of respondents who said that the Internet did a "good" or "excellent" job at meeting the respondents' needs for international news coverage.

The largest perceived disparity among the three media in accomplishing a goal was for meeting respondents' needs for international news coverage. While 77 percent of respondents said that the Internet did a "good" or "excellent" job at this, only 57 percent of respondents gave the "good" or "excellent" ratings to television for meeting this goal, and just 50 percent for print newspapers.

Print newspapers' highest marks came for meeting respondents' needs for local news coverage, with 74 percent saying that print newspapers were "good" or "excellent" at meeting this goal. This was compared to the 66 percent who gave these ratings for television and just 52 percent for the Internet. Local newspapers also received the highest percentage of "good" or "excellent" ratings for the importance of their news content, news trustworthiness, and transparent intent.

On the other hand, television did not receive the highest percentage of "good" or "excellent" marks for any category of goal.

**How Well do the Internet, Television, and Print Newspapers Accomplish these Goals?
(Users 18 and Older Who Responded Good or Excellent)**



(Q527 M-2 2011)

40. Media Coverage on the Internet, Television, and in Print Newspapers: Non-Users

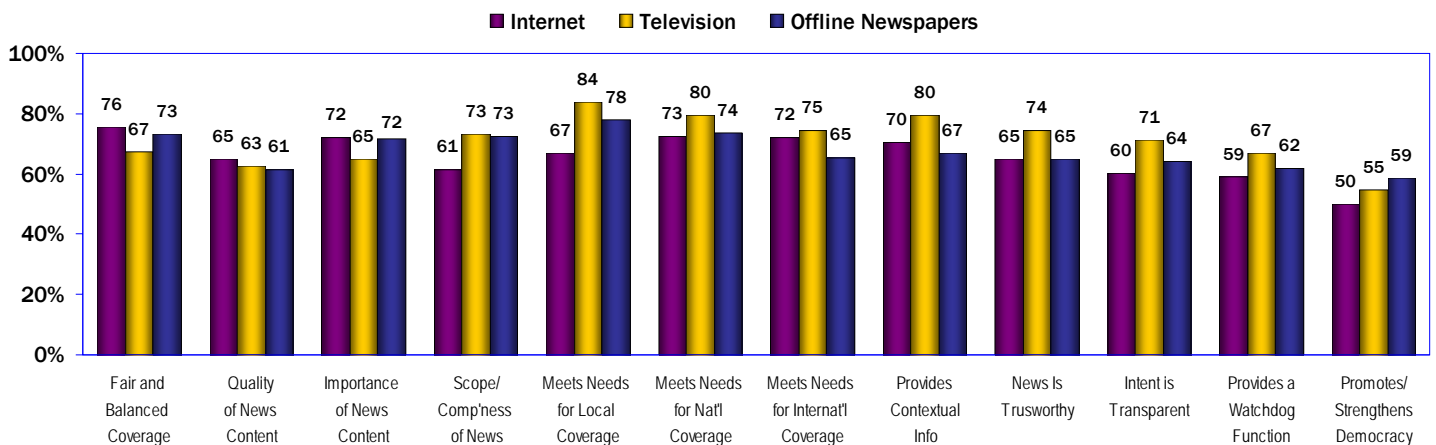
Surprisingly large percentages of non-users said the Internet is good or excellent for non-sports news coverage. The Internet received good or excellent ratings from half or more of non-users in all categories, even though these respondents do not go online for their news coverage.

However, the Internet rated higher among non-users than television or print newspapers in only three categories: providing fair and balanced coverage, the quality of news content, and meeting the needs of international coverage.

Print newspapers received only one highest percentage of good or excellent ratings from non-users: 72 percent for the importance of news content (a tie with the Internet).

For more about the high ratings by non-users of the Internet and its coverage of news, see the next page.

**How Well do the Internet, Television, and Print Newspapers Accomplish these Goals?
(Non-Users 18 and Older Who Responded Good or Excellent)**



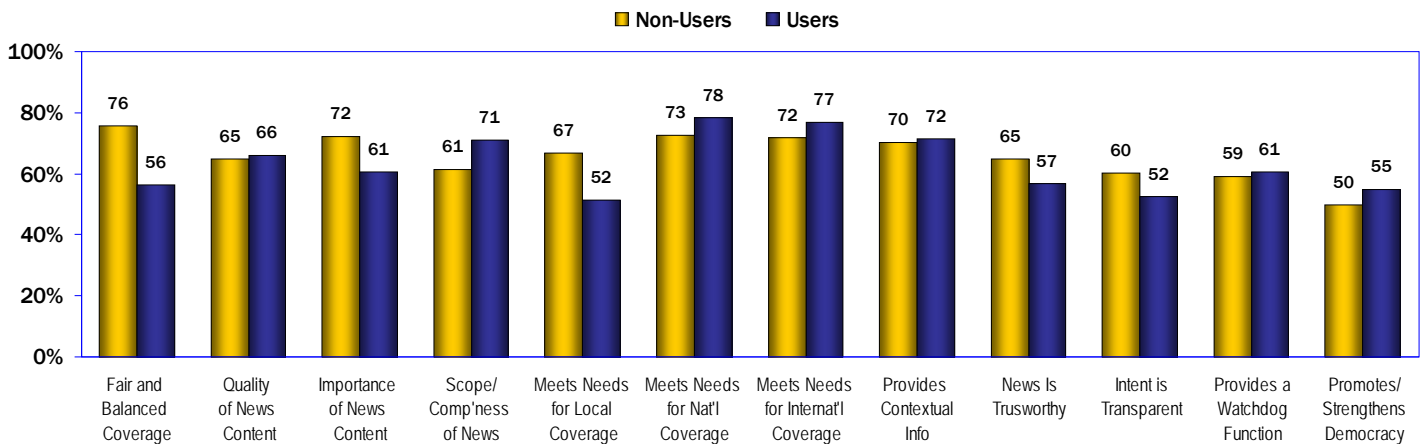
(Q527 M-7 2011)

4I. Media Coverage on the Internet: Users Vs. Non-Users

Comparing the high percentages of non-users' rankings of media coverage on the Internet shows that larger percentages of non-users have high opinions of the Internet than do users.

Larger percentages of non-users compared to users said the Internet was good or excellent in five of the twelve categories surveyed.

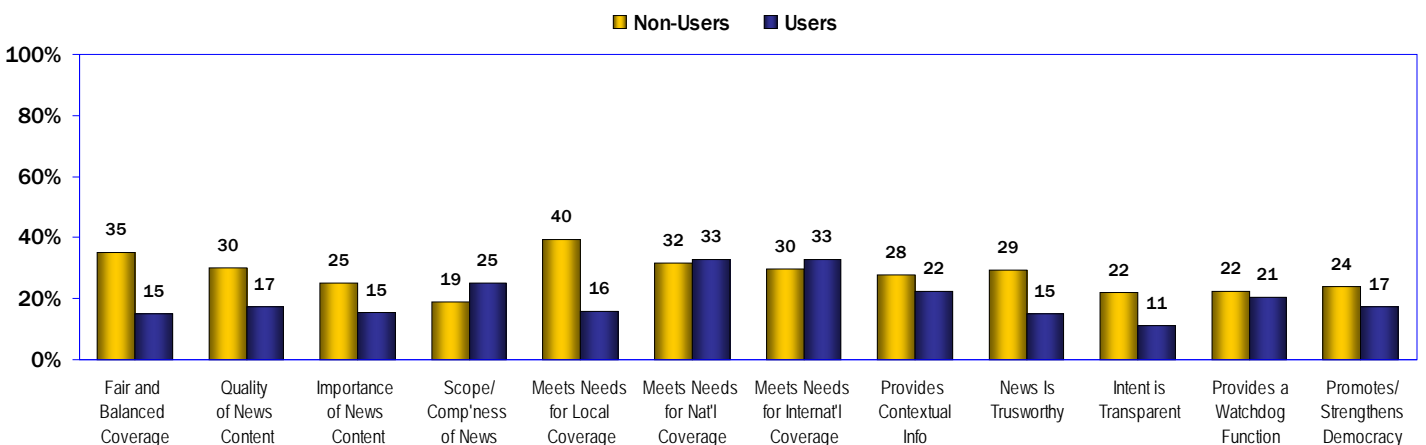
**How Well does the Internet Accomplish these Goals?
(Respondents 18 and Older Who Responded Good or Excellent)**



(Q527 M-5 2011)

Looking specifically at only those respondents who ranked the Internet as excellent in a category shows that when compared to users, higher percentages of non-users -- sometimes significantly higher -- said that the Internet was excellent in accomplishing nine of twelve categories.

**How Well does the Internet Accomplish these Goals?
(Respondents 18 and Older Who Responded Excellent)**



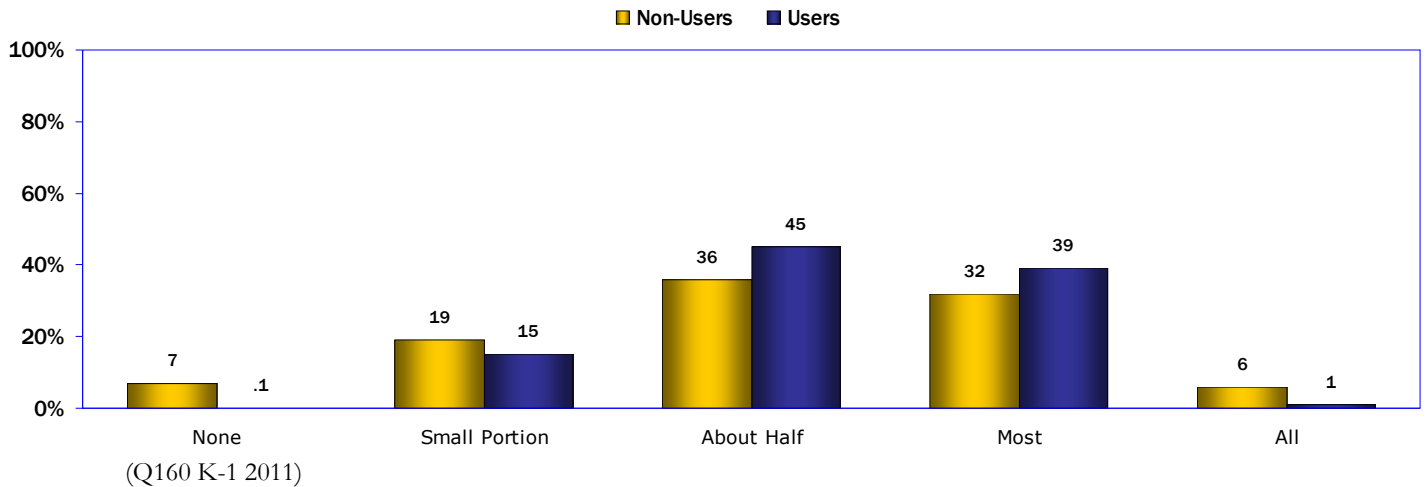
(Q527 M-7 2011)

42. Information Online: Is it Reliable?

A slightly higher percentage of users (40 percent) compared to non-users (38 percent) in the current Digital Future study said that most or all of the information on the Internet is reliable -- a reverse of last year's findings (see the next two questions).

Comparing several years of findings, the percentage of users who think that most or all of the information online is reliable continues to be relatively low (see the next question).

**How Much of the Information on the World Wide Web Overall
Do You Think Is Reliable?
(Internet Non-Users Vs. Users)**



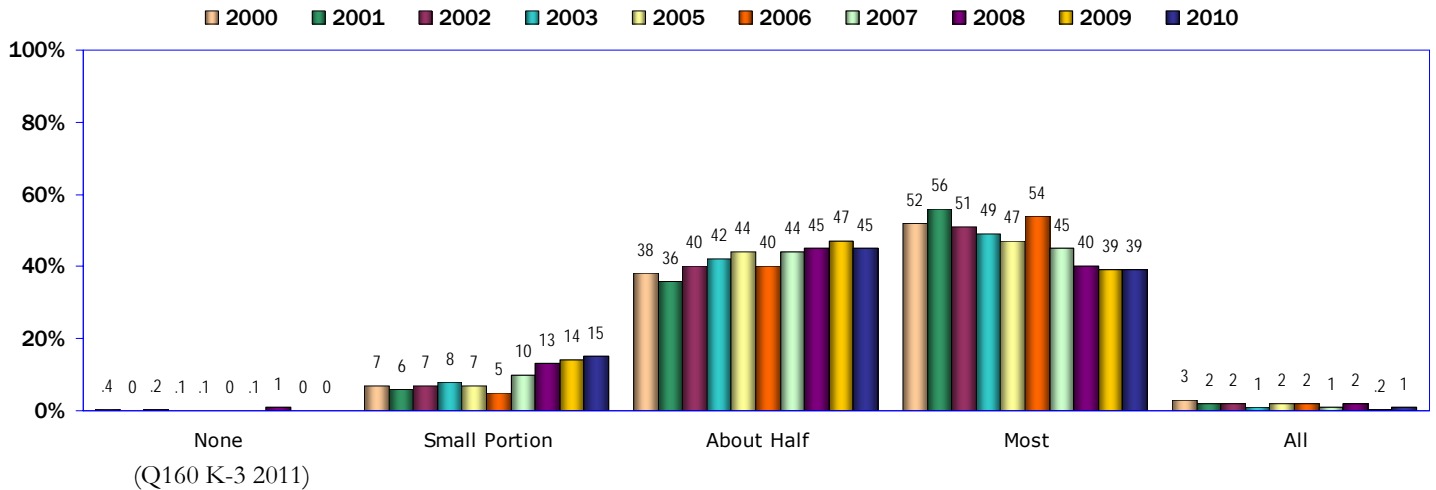
43. Reliability of Information Online: Views of Internet Users

The percentage of Internet users who said that most or all of the information online is reliable increased slightly in the current study, after declining three years in a row.

Forty percent of Internet users said that most or all of the information online is reliable, up slightly from 39.2 percent in the previous study, which was the lowest response thus far in the Digital Future Project.

The percentage of users who said that only a small portion or none of the information online is reliable has grown four years in a row, and has now reached 15 percent of users.

**How Much of the Information on the World Wide Web Overall
Do You Think is Reliable?
(Internet Users)**

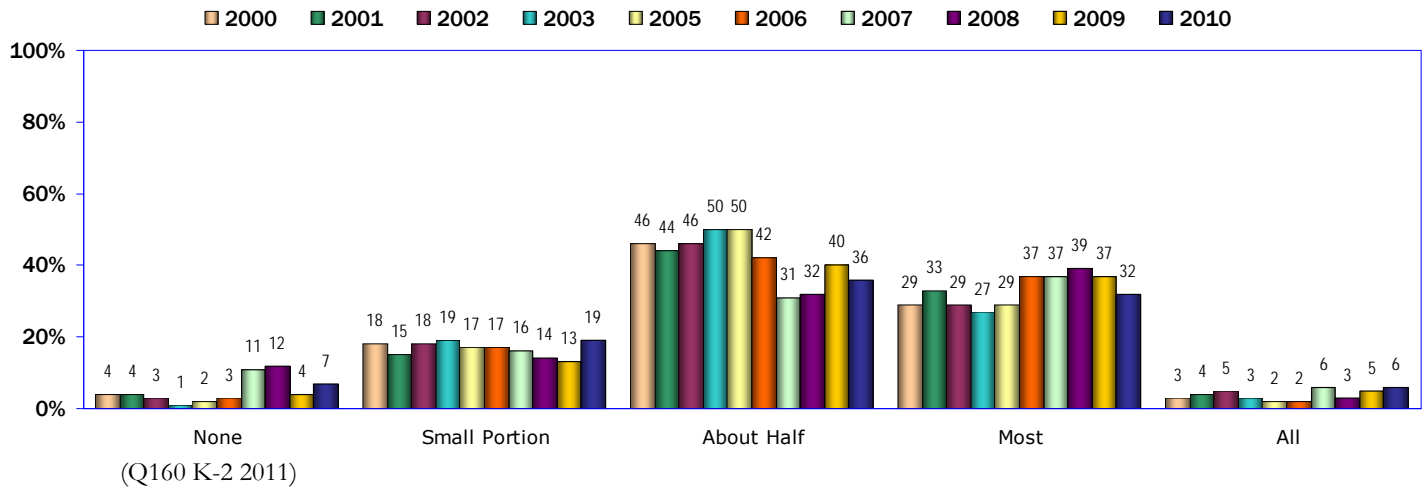


44. Reliability of Information Online: Views of Non-Users

While the percentage of Internet users who said that most or all of the information online is reliable stabilized in the current study (see the previous page), the percentage of non-users who report the same responses dropped to 38 percent -- down from 42 percent in the previous year.

The percentage of Internet non-users who said that a small portion or none of the information online also increased -- this year to 26 percent, up from 17 percent in the previous study.

**How Much of the Information on the World Wide Web Overall
Do You Think is Reliable?
(Internet Non-Users)**



45. Online Information: Reliability and Accuracy of Frequently-Visited Websites

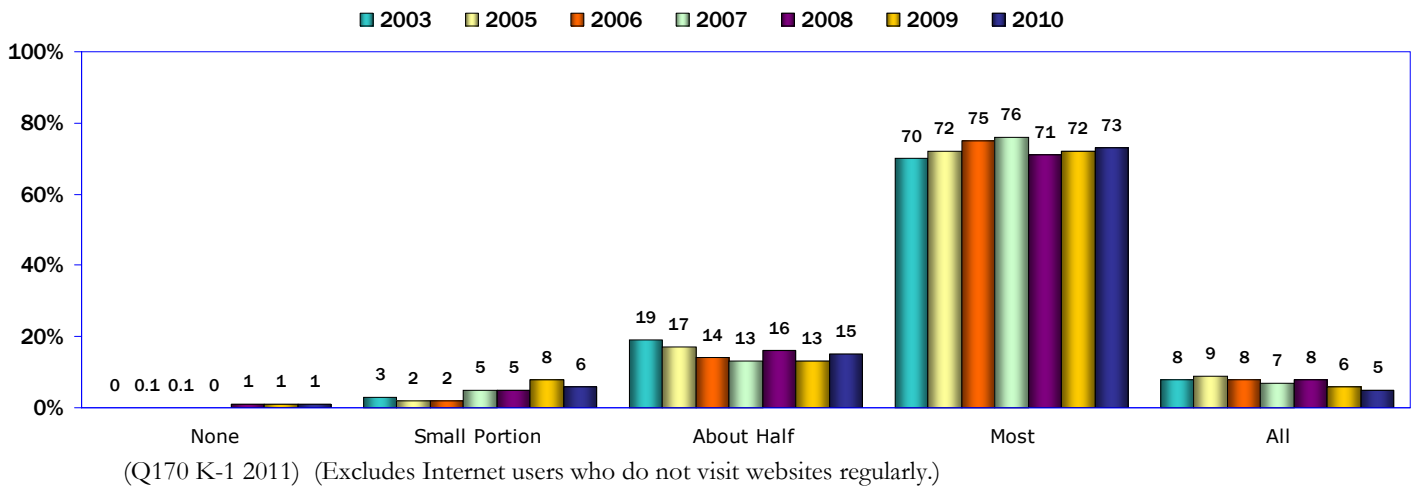
Internet users report much more confidence in the reliability and accuracy of websites they visit regularly than they do in information online overall.

In the current study, 78 percent said that most or all of the information on the websites they visit regularly is reliable and accurate, the same response as last year and tied with 2003 for the lowest level in the seven years this questions has been asked.

The percentage of users who said that about half of the information on the sites they visit regularly is reliable and accurate increased slightly to 15 percent, and the percentage of users who said only a small portion or none of that information is reliable and accurate decreased slightly, to seven percent of users.

For more about reliability and accuracy, see the Trends section on page 182.

How Much of the Information on the World Wide Websites that You Visit Regularly Do You Think is Reliable and Accurate? (Internet Users)



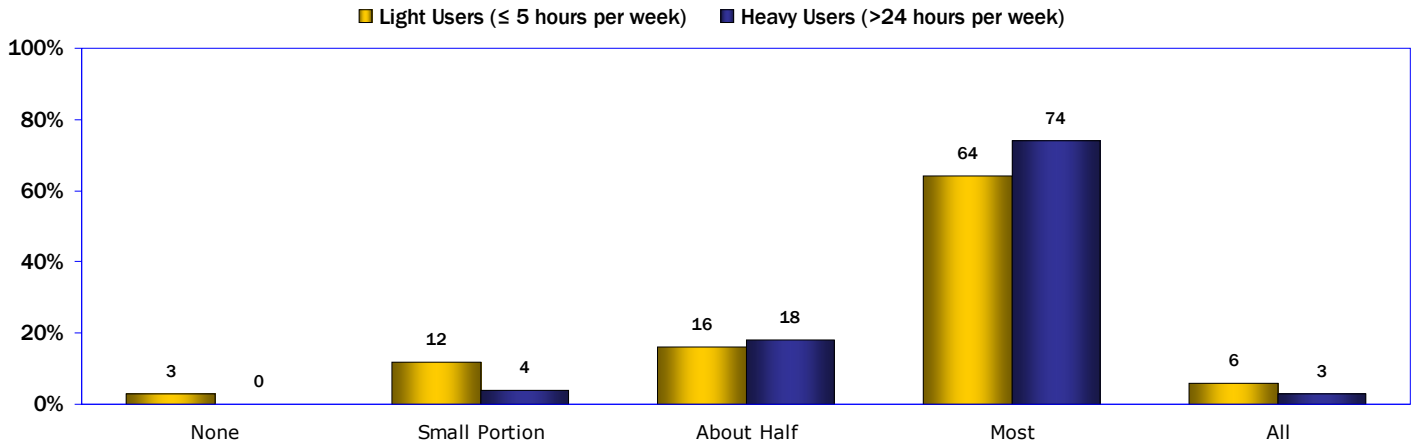
**46. Views about the Reliability and Accuracy of Online Information:
Light Users Vs. Heavy Users**

Light Internet users are more suspicious of information they find on sites they visit regularly compared to heavy users.

Of heavy users, 77 percent said that most or all of the information on the websites they visit regularly is reliable and accurate, compared to 70 percent of light users with the same view.

However, higher percentages of light users compared to heavy users report less faith in sites they visit regularly. Among light users, 31 percent said that half or less of information on Internet sites they visit regularly is reliable and accurate, compared with 22 percent of heavy users with the same view.

**How Much of the Information on the World Wide Websites
That You Visit Regularly Do You Think is Reliable and Accurate?
(Light Users Vs. Heavy Users)**



(Q170 K-2 2011) (Excludes Internet users who do not visit websites regularly.)

**47. Information Posted by Media, Government, and Individuals:
Which are Reliable and Accurate, and Which are Not?**

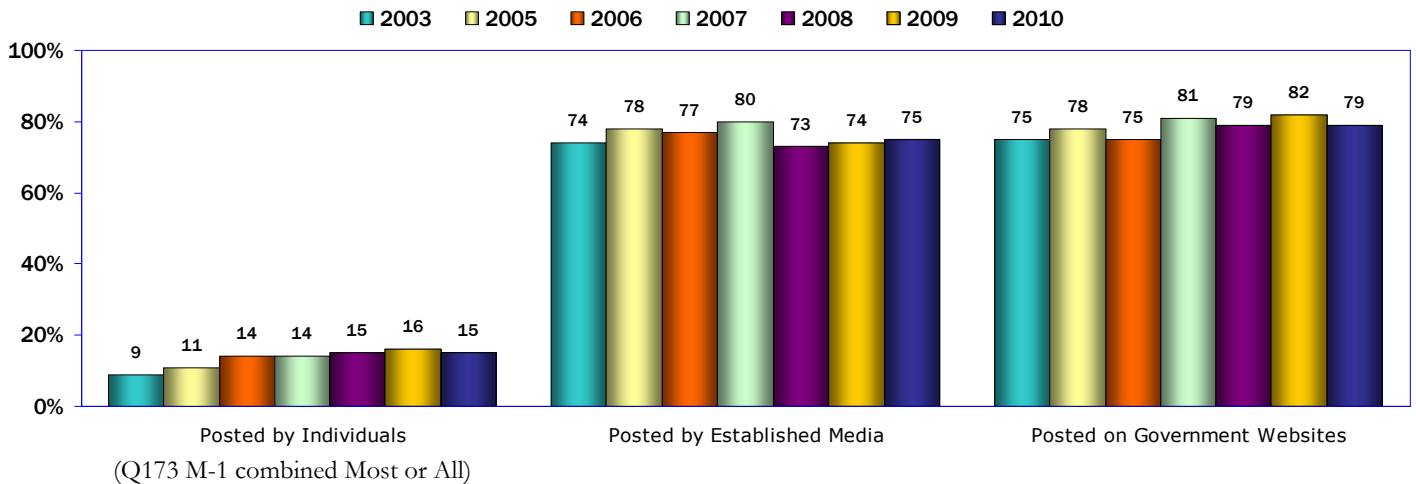
The percentage of Internet users who said that most or all of the information posted by the media is generally reliable and accurate rose marginally, while the percentage who said that most or all of the information posted by the government or individuals is generally reliable and accurate declined slightly.

Seventy-five percent of Internet users said that most or all of the information posted by established media (such as The New York Times or CNN) is generally reliable and accurate, compared to 74 percent in 2009.

Faith in most or all of the information posted by the government declined to 79 percent, down from 82 percent in the previous study.

Information posted by individuals -- not considered generally reliable or accurate by most Internet users in the seven years this question has been asked in the Digital Future studies -- continues to find little support among users, and that support is declining; 15 percent said that most or all of the information posted by individuals is generally reliable and accurate, down from 16 percent in 2009.

**How Much Information Posted by these Organizations Do You Think is Generally Reliable and Accurate?
(Internet Users Reporting "Most" or "All")**



Since the Digital Future Project began looking at views about the reliability and accuracy of information posted by media, the government, and individuals in 2003, the studies have found generally consistent responses: for established media, 73-80 percent said most or all of the information they post is generally reliable and accurate, 75-82 percent for the government, and 9-16 percent for information posted by individuals.

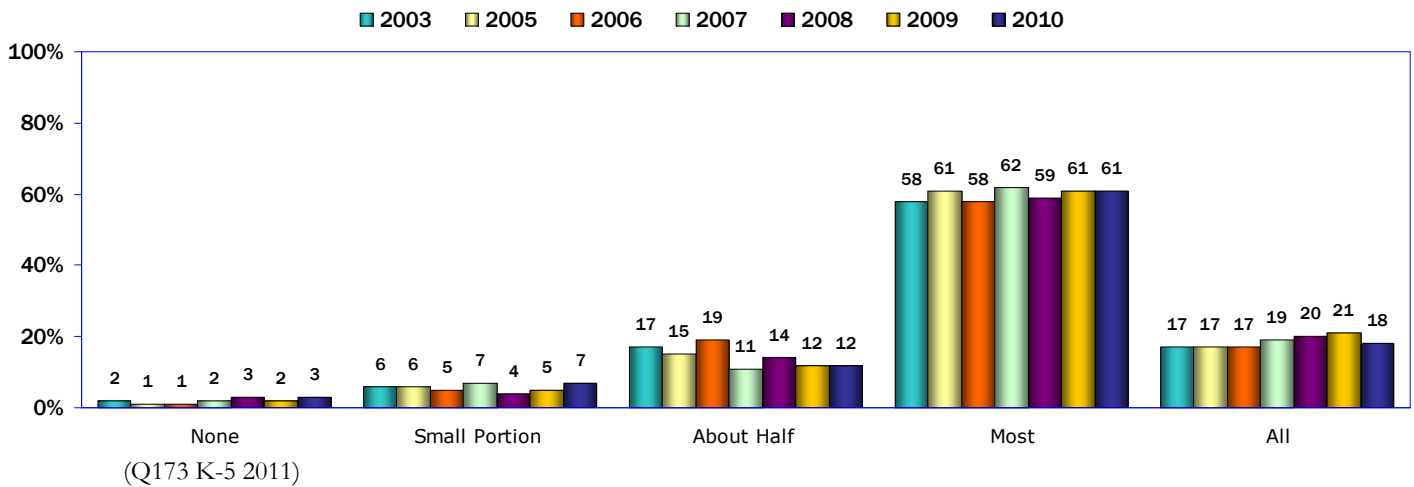
For specific findings on users' views about reliability and accuracy of information posted by the government, media, and individuals, see the next 11 pages.

48. Government Websites: Reliability and Accuracy

A smaller percentage of Internet users said that most or all of the information on government websites is reliable and accurate -- now 79 percent, a decrease from 82 percent in 2009.

The percentage of users who say that only a small portion or none of the information on government websites is reliable and accurate increased to 10 percent of users, up from seven percent in the previous study.

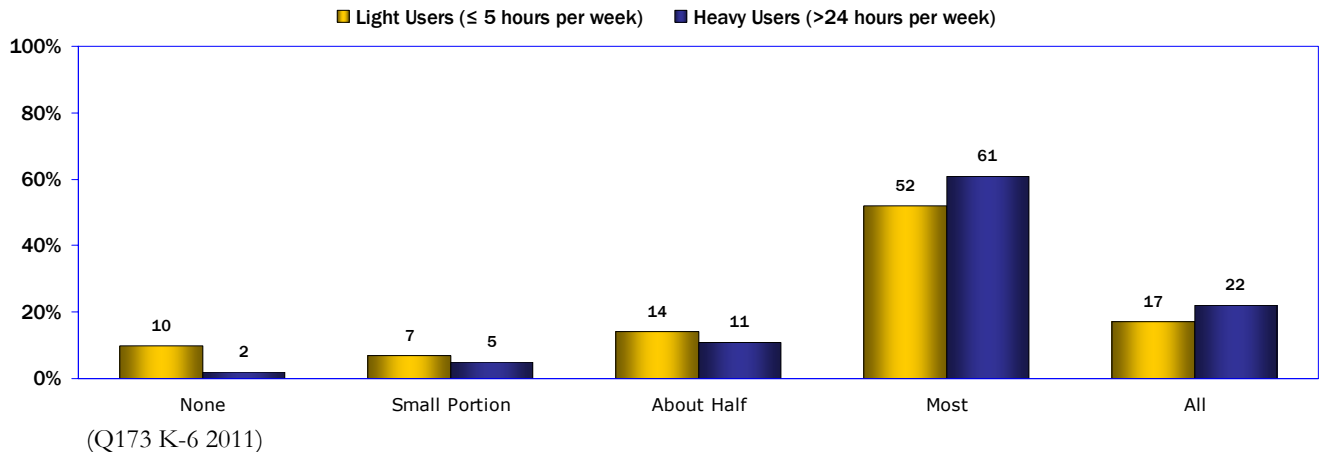
**Reliability and Accuracy of Government Websites
(Internet Users)**



49. Government Websites: Light Users Vs. Heavy Users

Sixty-nine percent of light Internet users and 83 percent of heavy users said that most or all of the information posted on government websites is reliable and accurate.

**Reliability and Accuracy of Government Websites
(Light Users Vs. Heavy Users)**

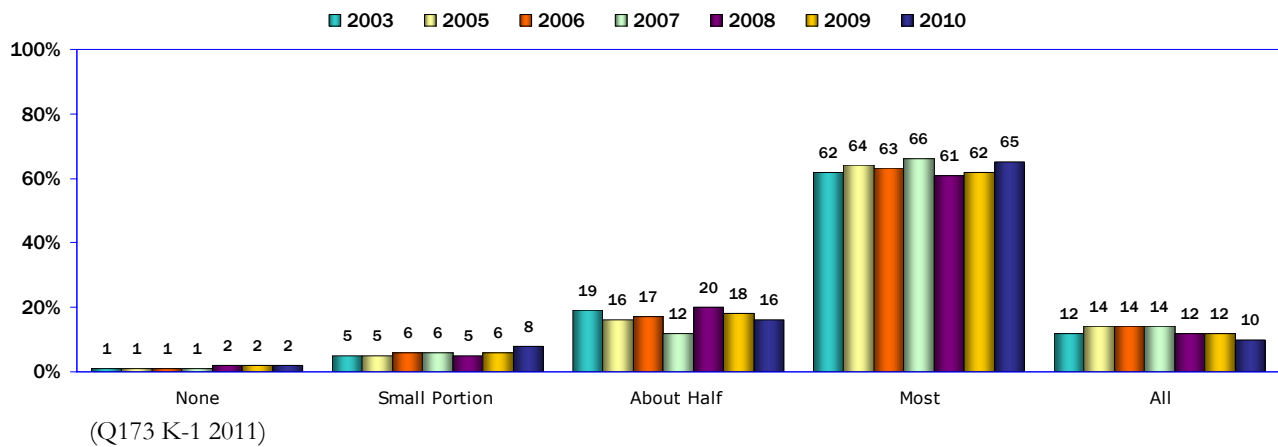


50. Media Web Pages: Reliability and Accuracy

The percentage of Internet users who report high levels of reliability and accuracy for information on established media Web pages increased marginally in the current Digital Future study. Seventy-five percent of Internet users said that most or all of the information posted on established media websites such as nytimes.com and cnn.com is generally reliable and accurate, up from 74 percent in 2009.

The percentage of users who said that only a small portion or none of the information on established media Web pages is reliable and accurate also increased for the second year in a row -- now 10 percent of users, up from eight percent in 2009 and seven percent in 2008.

Reliability and Accuracy of News Pages Posted by Established Media (Internet Users)

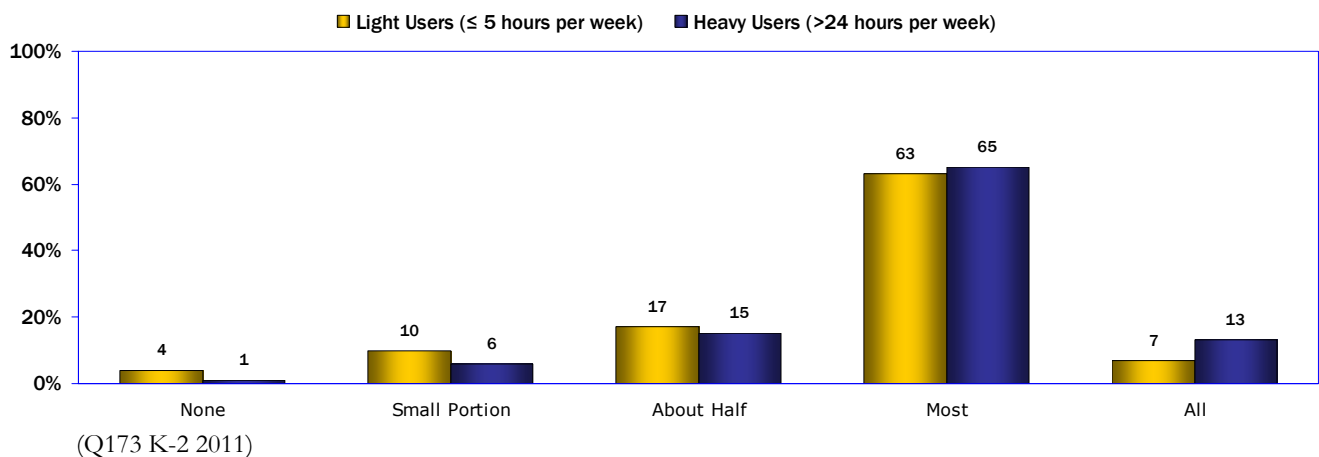


51. Reliability and Accuracy of Information on Media Websites: Light Users Vs. Heavy Users

Seventy-eight percent of heavy users and 70 percent of light users said that most or all of the information on Web pages posted by established media is reliable and accurate.

Twice as many light users (14 percent) compared to heavy users (seven percent) said that none or a small portion of information on established media sites is reliable and accurate.

Reliability and Accuracy of Established Media Websites (Light Users Vs. Heavy Users)



52. Information Posted by Individuals: Reliability and Accuracy

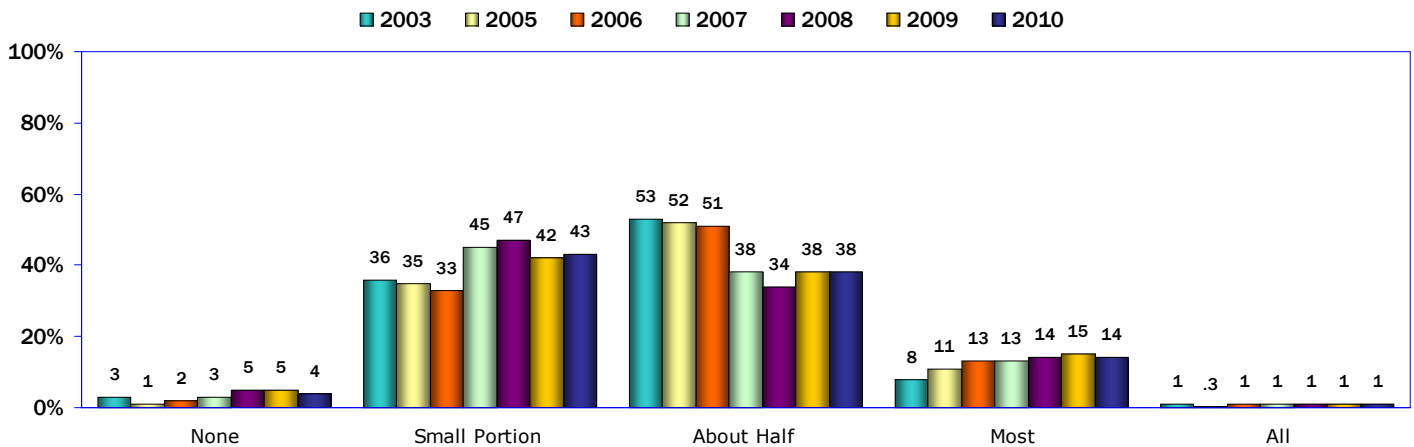
Internet users continue to report extremely negative views about the reliability of Web pages posted by individuals compared to sites posted by established media or government (see previous four pages).

Only 15 percent of users in the current Digital Future Project said that most or all of the information on Web pages posted by individuals is reliable and accurate – down marginally from 16 percent in 2009.

At the other extreme, 47 percent of users said that only a small portion or none of the information on Web pages posted by individuals is reliable and accurate -- the same as in 2009.

Thirty-eight percent of users said that about half of the information on websites posted by individuals is reliable and accurate, the continuation of a general decline since 2003.

**Reliability and Accuracy of Information Web Pages Posted by Individuals
(Internet Users)**



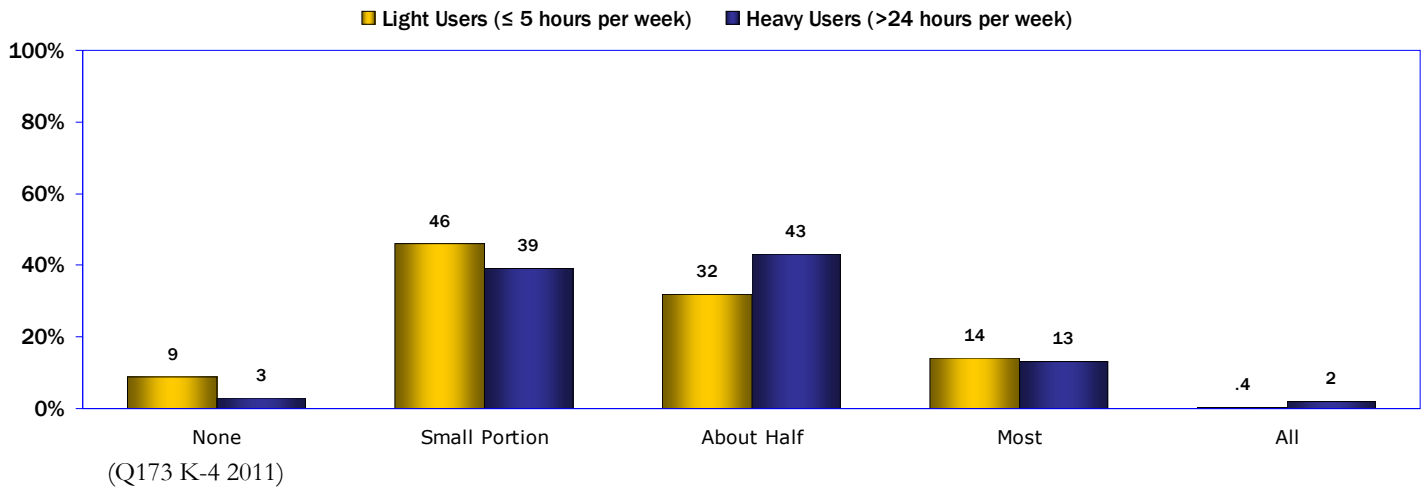
(Q173 K-3 2011)

53. Web Pages Posted by Individuals: Reliability and Accuracy (Light Users Vs. Heavy Users)

Fifteen percent of heavy users said that most or all of the information posted by individuals is reliable and accurate, compared to 14 percent of light users.

More than half of light users (55 percent) said that only a small portion or none of the information posted by individuals is reliable and accurate, compared to 42 percent of heavy users.

**Reliability and Accuracy of Information Web Pages Posted by Individuals
(Light Users Vs. Heavy Users)**



54. Information on Social Networking Sites: Reliability and Accuracy

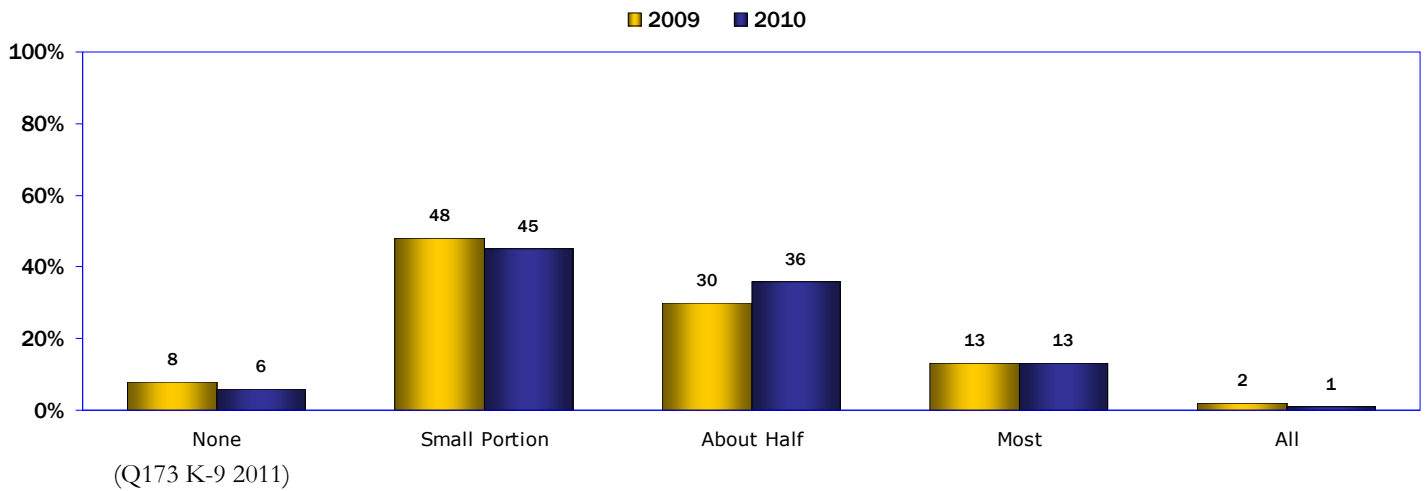
A majority of Internet users have almost no faith that the information they find on social networking sites is reliable and accurate.

Fifty-one percent of users said that only a small portion or none of the information on social networking sites is reliable and accurate -- down from the 56 percent who reported the same response in the previous study.

Only 14 percent of users said that most or all of the information on social networking sites is reliable and accurate, down marginally from 15 percent in 2009, the first year this question was asked.

The largest change in views on this question was the 36 percent of users who said that about half of the information on social networking sites is reliable and accurate, up from 30 percent.

**Reliability And Accuracy Of Information on Social Networking Sites
Such as Facebook and MySpace
(Internet Users)**



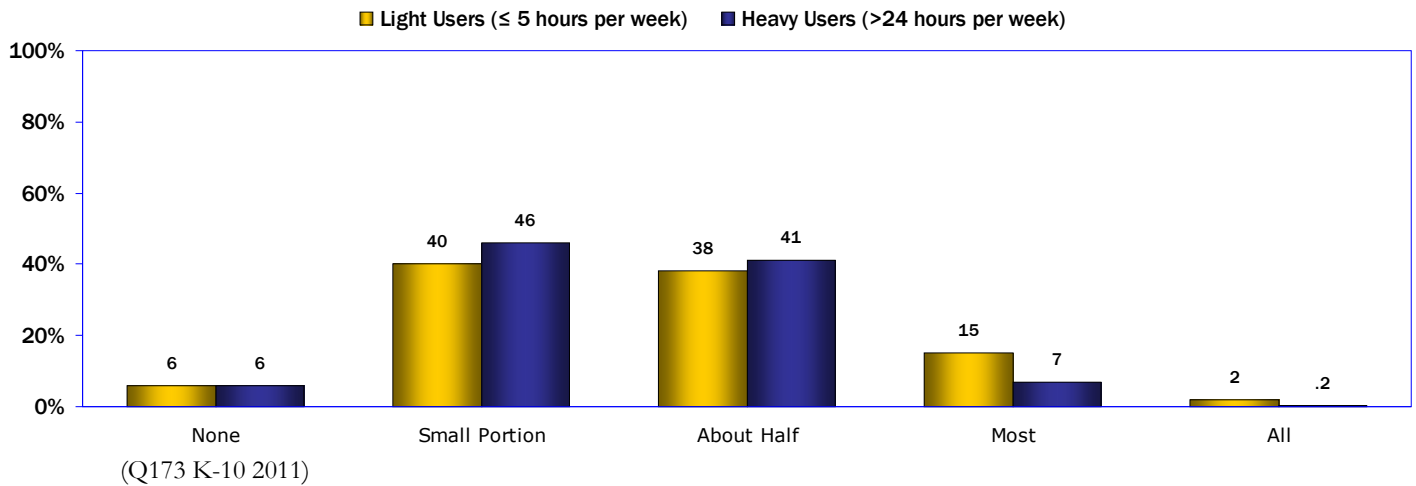
**55. Information on Social Networking Sites: Reliability and Accuracy
(Light Users Vs. Heavy Users)**

Light Internet users have more faith in the information on social networking sites than do heavy users.

Among light users, 17 percent said that most or all of the information on social networking sites is reliable and accurate, compared to seven percent of heavy users who gave the same response.

Conversely, 52 percent of heavy users and 46 percent of light users said that only a small portion or none of the information on social networking sites is reliable and accurate.

**Reliability And Accuracy Of Information on Social Networking Sites
Such as Facebook and MySpace
(Internet Users)**



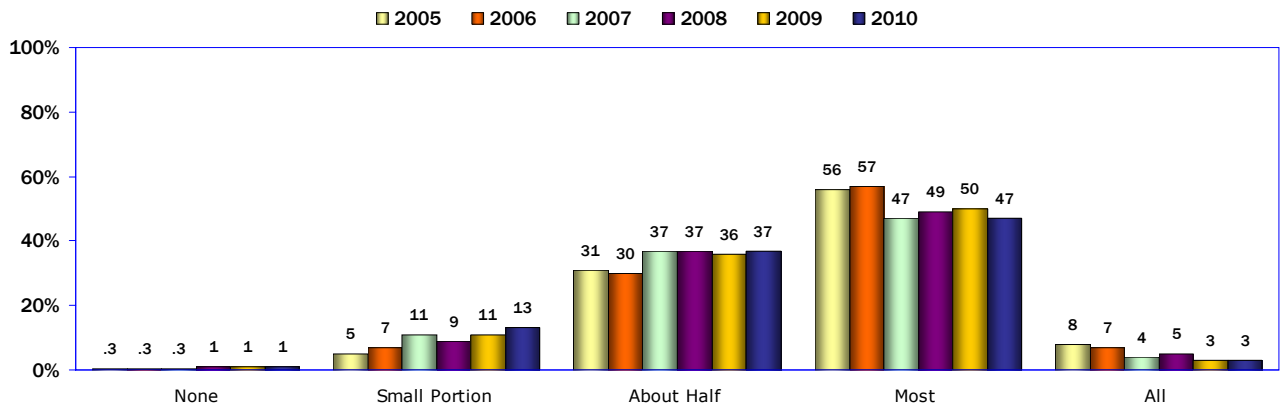
56. Information Provided by Search Engines: Reliability and Accuracy

The percentage of Internet users who said that most or all of the information provided by search engines such as Google is reliable and accurate has declined for the second year in a row.

Fifty percent of users said that most or all of the information provided by search engines is reliable and accurate, down from 54 percent in 2008 and well below the peak of 64 percent reported in 2005 and 2006.

Fourteen percent of users said that only a small portion or none of the information provided by search engines is reliable and accurate, up from 12 percent in the previous study.

**Reliability and Accuracy of Information Provided by Search Engines
(Internet Users)**



(Q173 K-7 2011)

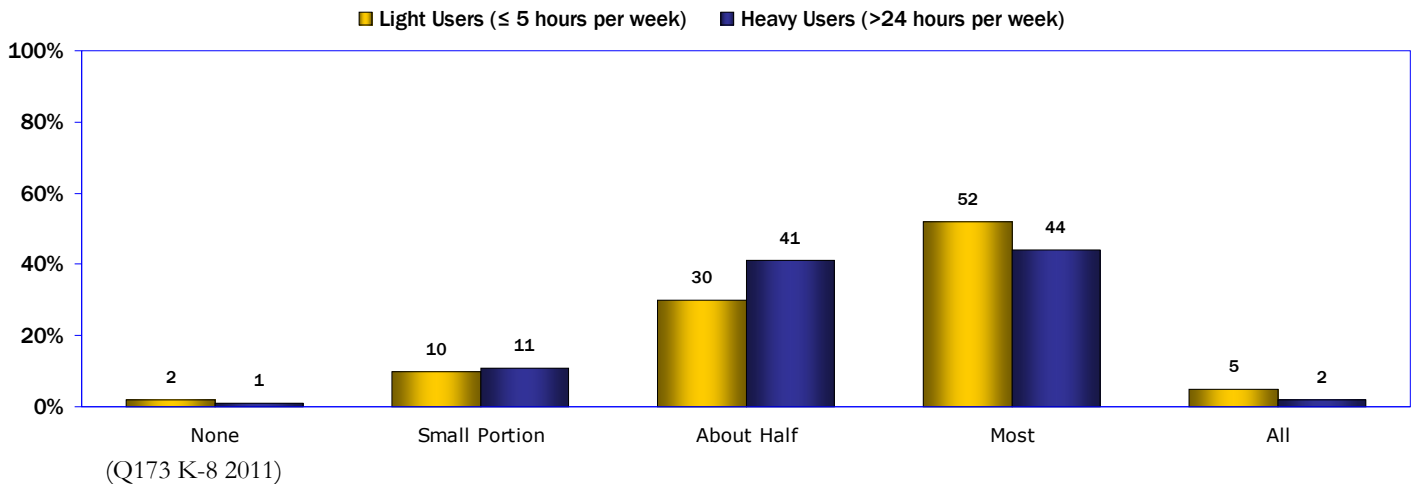
57. Information Provided by Search Engines: Views among Light Users Vs. Heavy Users about Reliability and Accuracy

Faith in the reliability and accuracy of information provided by search engines appears to decline as Internet use increases.

Fifty-seven percent of light users said that most or all of the information provided by search engines is generally reliable and accurate, compared to 46 percent of heavy users.

A smaller percentage of light users (42 percent) compared to heavy users (53 percent) said that about half or less of the information provided by search engines is reliable and accurate.

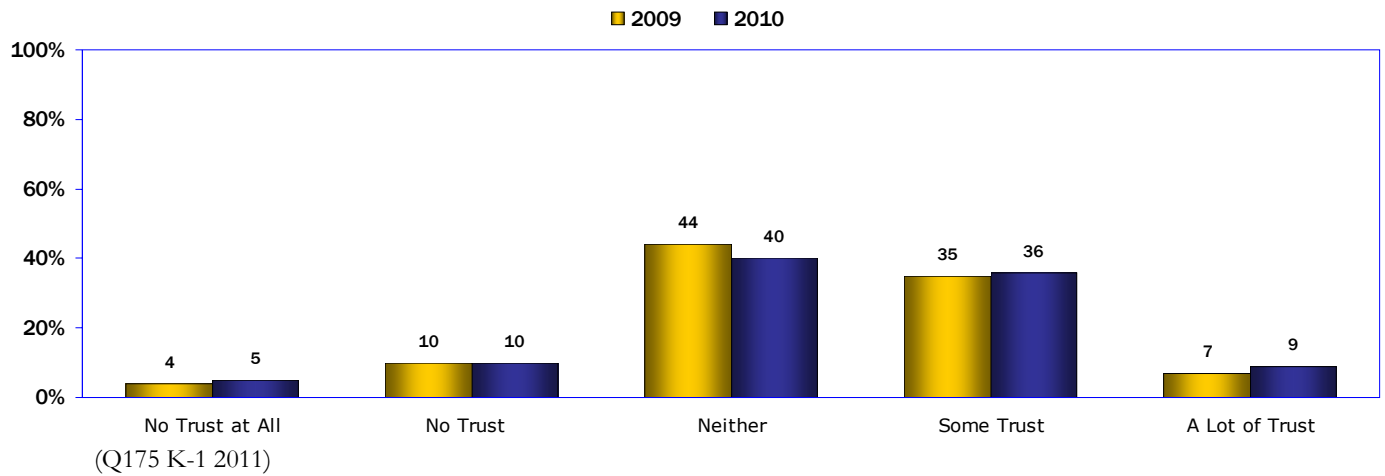
How Much of the Information Provided by Search Engines is Generally Reliable and Accurate? (Light Users Vs. Heavy Users)



58. Trust in the Internet

Trust in the Internet overall has increased slightly in the current Digital Future Study. Forty-five percent of all respondents said they have some trust or a lot of trust in the Internet, up from 42 percent in 2009. However, 15 percent of respondents said they trust only a small portion or none of the Internet, up slightly from 14 percent last year.

**Overall, How Much Trust Do You Have in the Internet?
(All Respondents)**



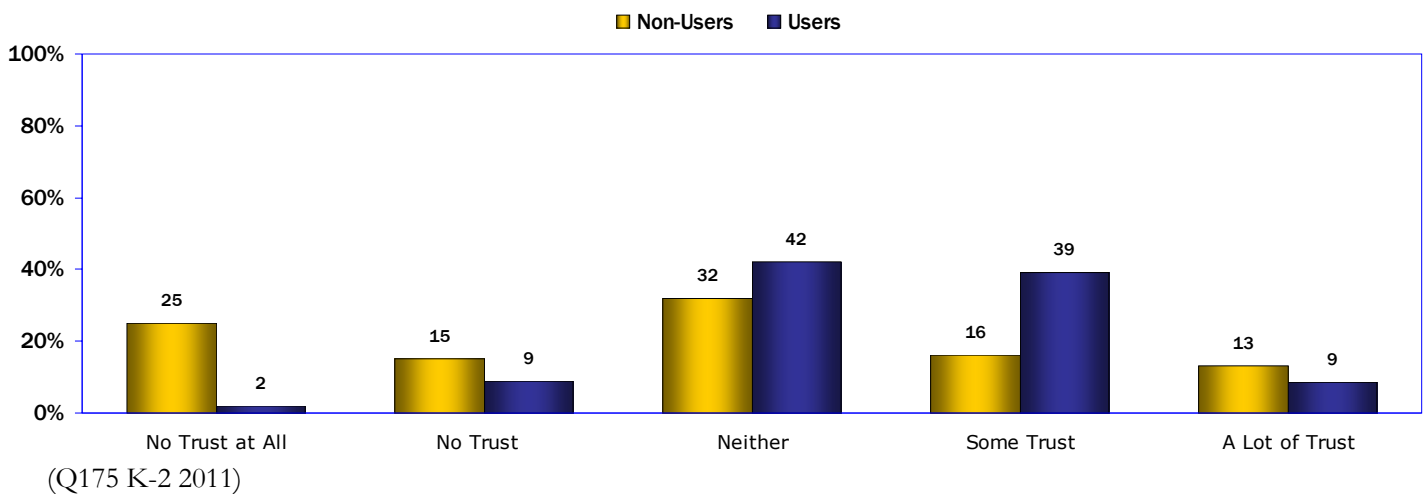
59. Trust in the Internet: Internet Users and Non-Users

Neither Internet users nor non-users report large levels of trust in the Internet overall, and the differences in their views are extreme.

Forty-eight percent of users said they have some trust or a lot of trust in the Internet, compared to 28 percent of non-users.

However, forty percent of non-users have little or no trust in the Internet, compared to 11 percent of users.

**Overall, How Much Trust Do You Have in the Internet?
(Internet Non-Users Vs. Users)**



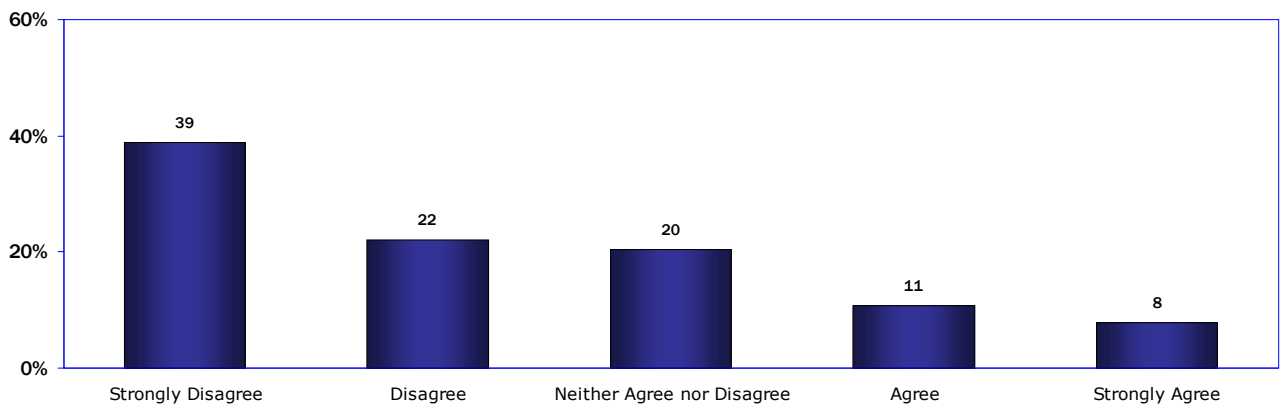
Views about Regulation and the Internet

60. The Internet and Government Regulation

Only a small percentage of respondents said that the government should regulate the Internet more than it does now.

Nineteen percent of respondents said the government should regulate the Internet more. Sixty-one percent of respondents disagree or strongly disagree that there should be more government regulation of the Internet.

**The government should regulate the Internet more than it does now.
(Respondents 16 and Older)**

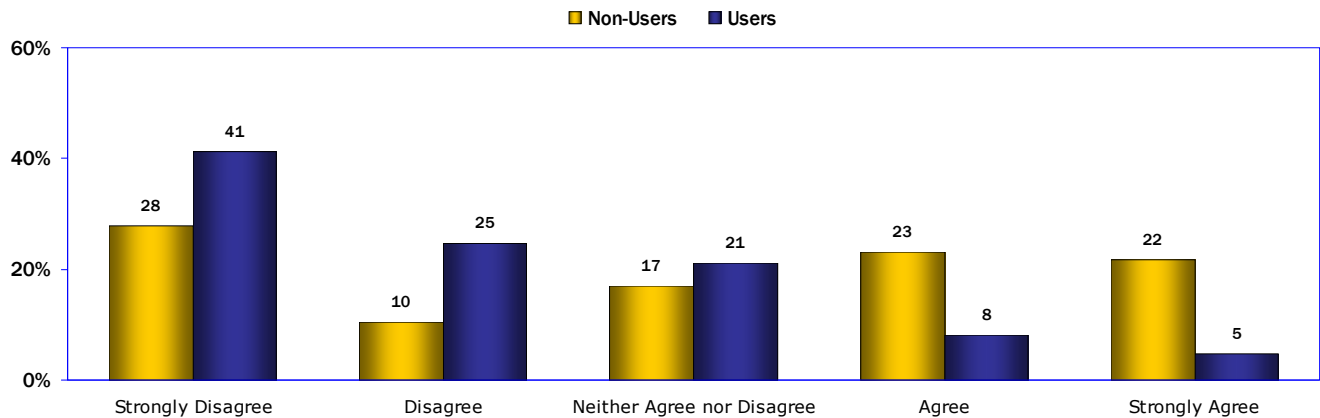


(Q195E K-1 2011)

61. The Internet and Government Regulation: Users Vs. Non-Users

Not surprisingly, an even larger percentage of users (66 percent) compared to respondents overall (see above) disagree that the government should regulate the Internet more than it does now. However, forty-five percent of non-users agree with this statement.

**The government should regulate the Internet more than it does now.
(Respondents 16 and Older)**

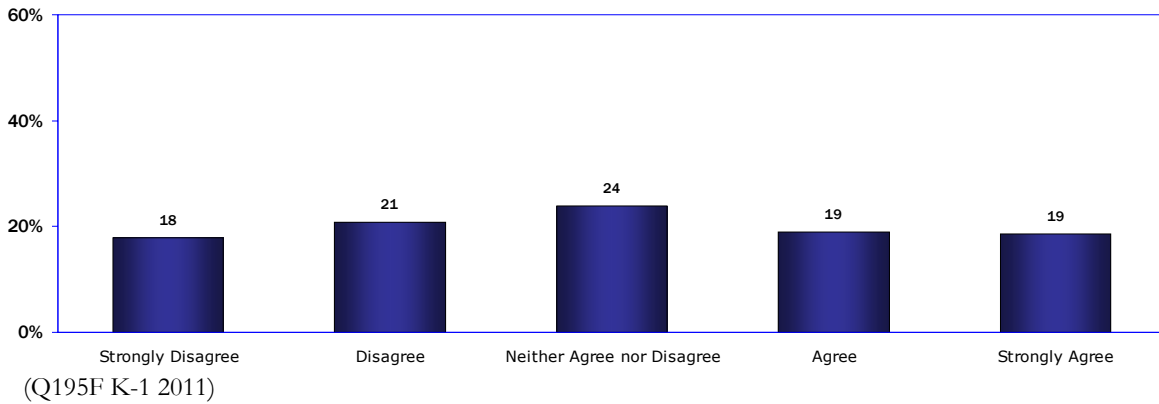


(Q195E K-2 2011)

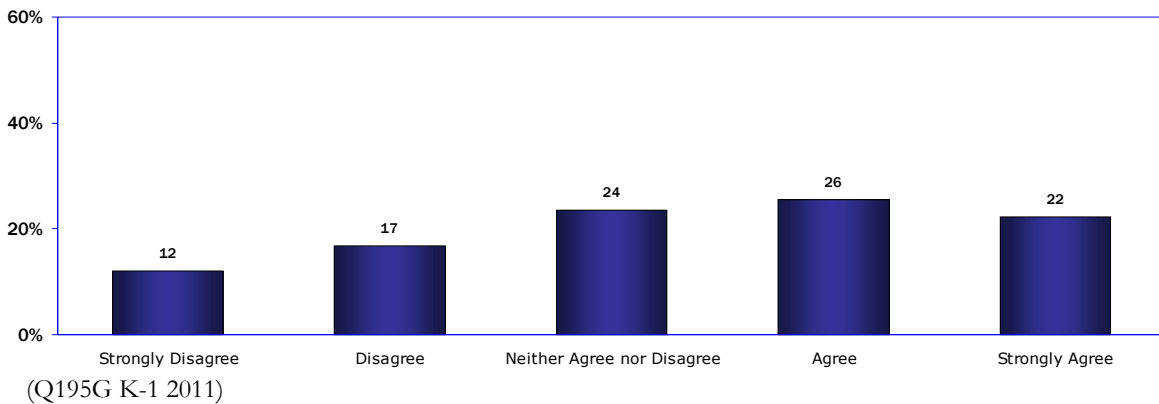
62. The Internet and Personal Privacy: Government and Companies

A significant percentage of Internet users are concerned about the government checking what they do online. However, users are even more concerned about companies checking what they do online. Thirty-eight percent of users age 16 and older agree or strongly agree that they are worried about the government checking what they do on the Internet. An even larger percentage -- 48 percent -- are concerned about companies checking what they do online.

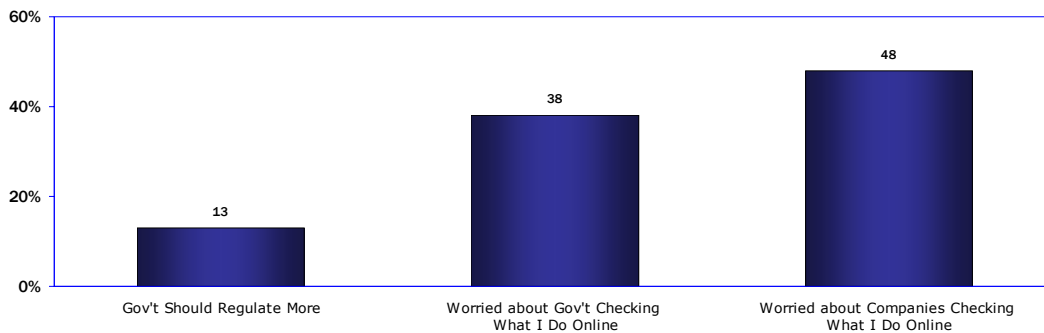
**I am worried about the government checking what I do online.
(Users Age 16 and Older)**



**I am worried about companies checking what I do online.
(Users Age 16 and Older)**



**Views about Government, Companies, and the Internet
(Users Age 16 and Older Responding Agree or Strongly Agree)**



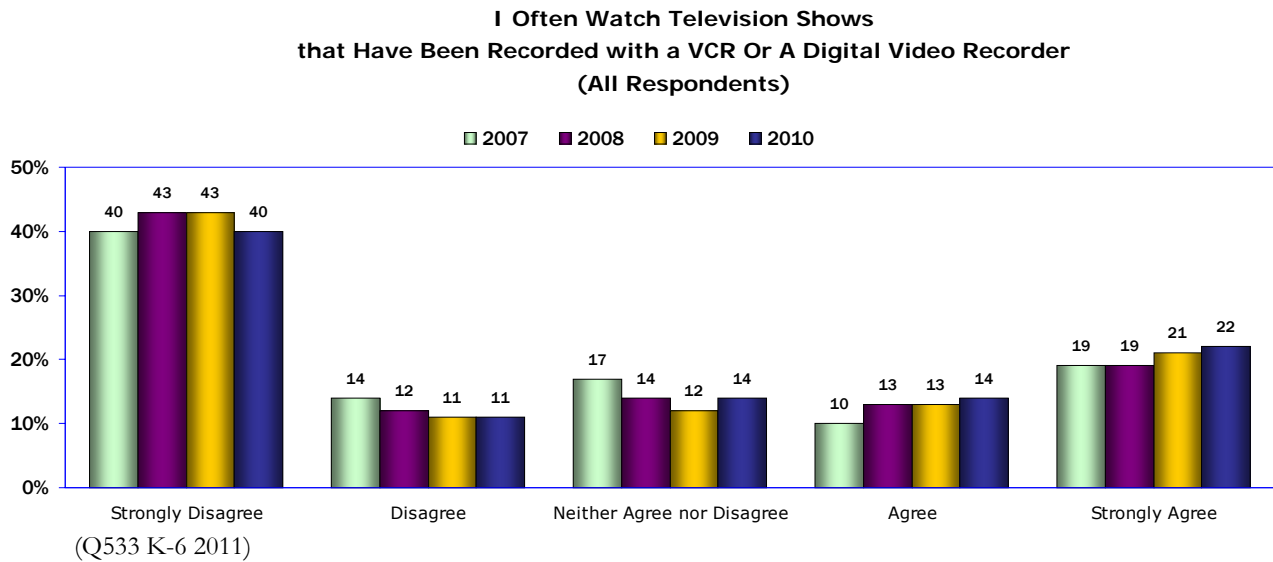
(Q195 M-1 2011)

Media Use

63. TV Viewing and Time-Shifting

The current study found that time-shifting of video viewing has increased, and continued a gradual trend upward.

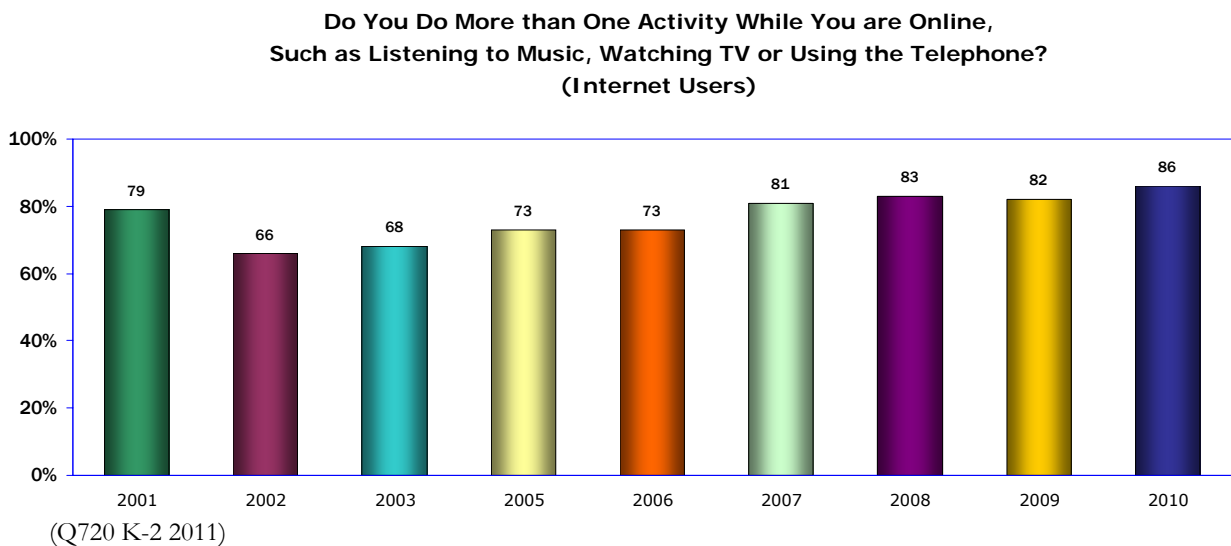
Thirty-six percent of respondents said they record television shows with a VCR or a digital video recorder, such as Tivo or those offered by cable or satellite TV providers, compared to 34 percent in the previous study and 32 percent in 2008.



64. Multitasking While Online

A large and growing percentage of Internet users multitask in a variety of offline activities while they are online, such as listening to music, watching TV, or talking on an offline telephone.

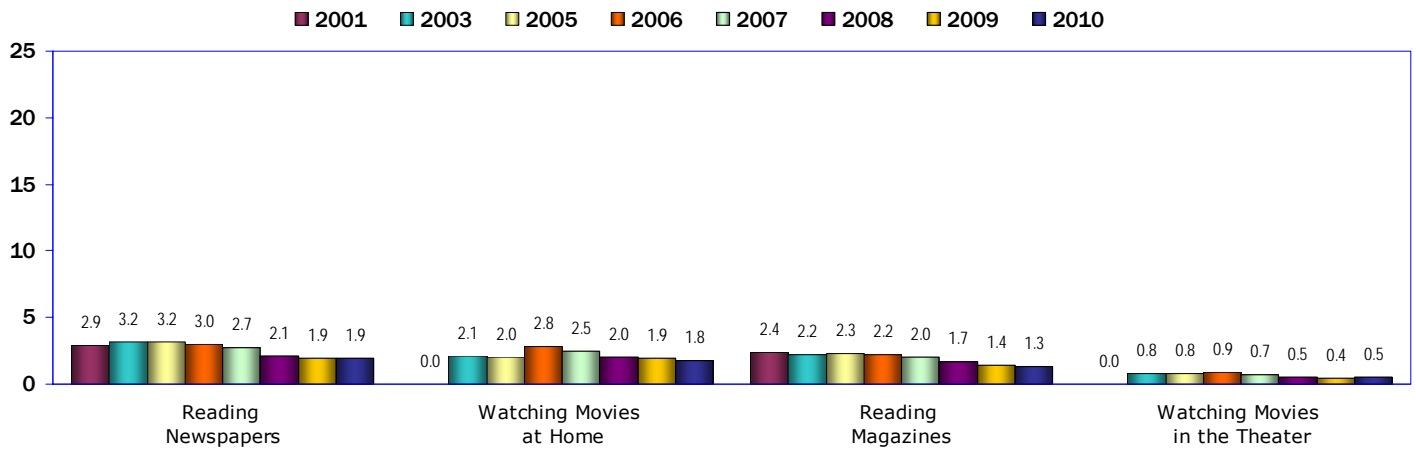
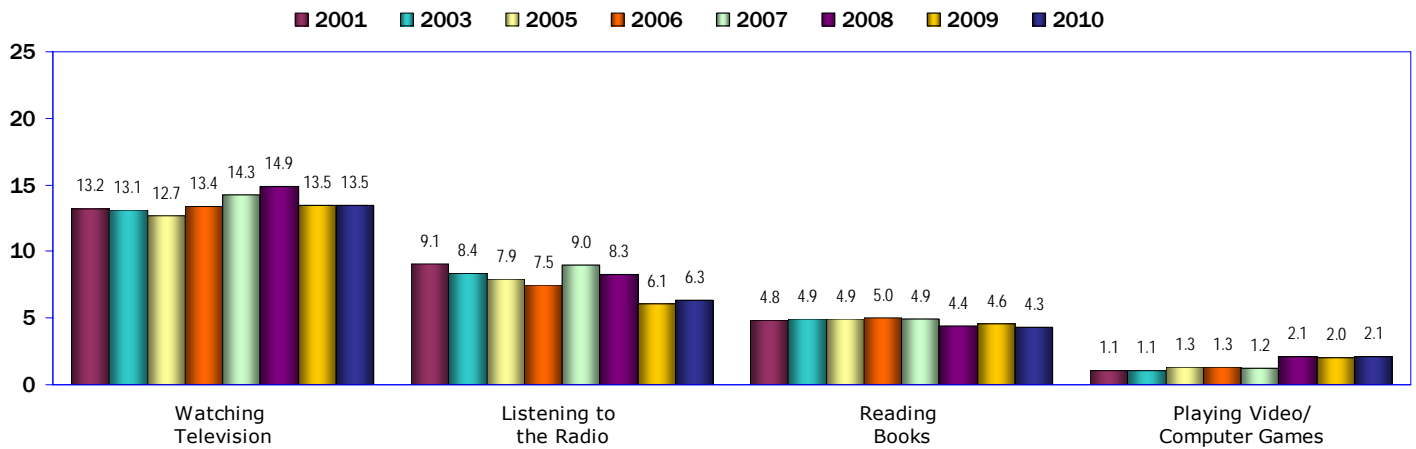
Eighty-six percent of users are multitaskers, the highest response so far in the Digital Future Project.



65. Using Offline Media: Activities

Internet users continue to report that they spend considerable amounts of time using other media while not online, in particular watching television (13.5 hours per week), but also listening to the radio (6.3 hours), and reading books (4.3 hours).

**Leisure Time Spent Weekly on Media Activities While Not Online
(Internet Users, Average Hours Per Week)**

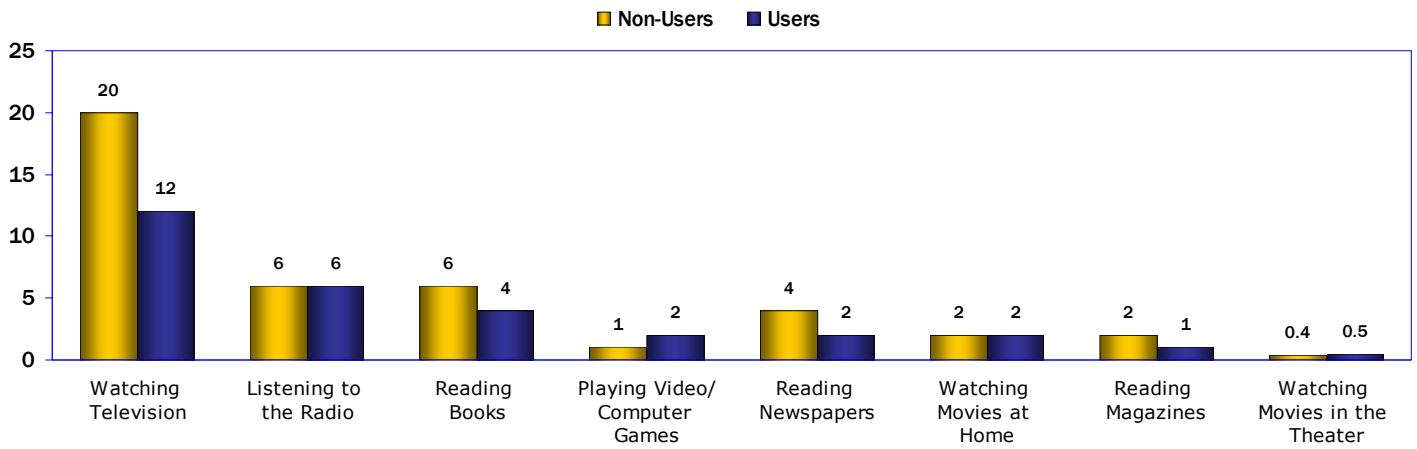


(Q690 K-3 2011)

66. Offline Media: Non-Users Vs. Users

Non-users spend much more time watching television than users (eight more hours per week), and slightly more time reading books and newspapers. Internet users said they spend more time than non-users playing video games and computer games.

**Leisure Time Spent Weekly on Media Activities While Not Online?
(Non-Users Vs. Users: Average Hours Per Week)**



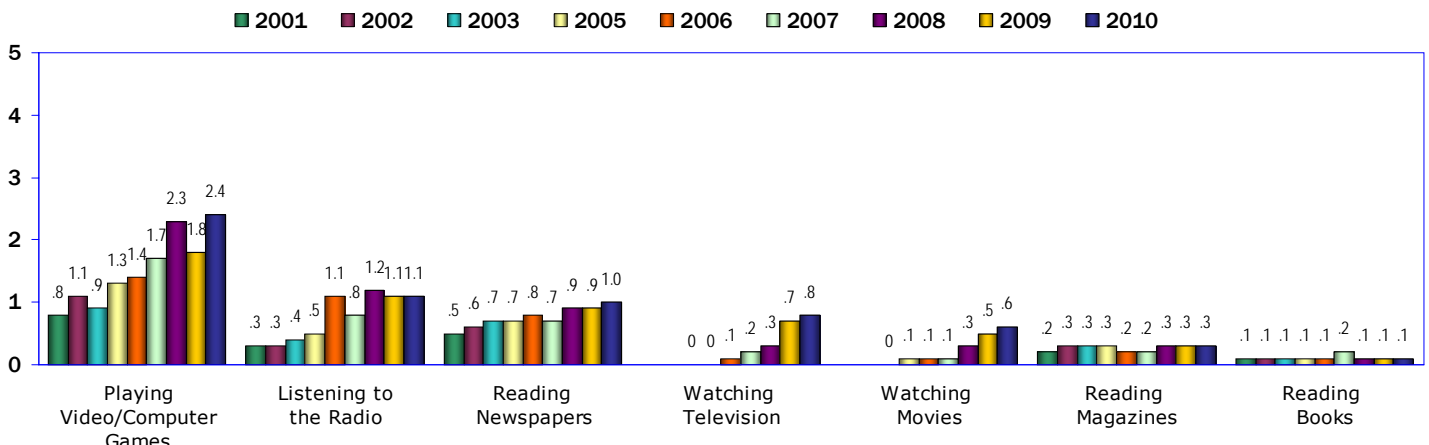
(Q690 K-2 2011)

67. Trends in Online Media Use

Internet users continue to report considerable time each week using a variety of online media, including a large increase in the playing of video games and computer games, and slight increases using most other online media.

Users report spending the largest amount of online media time playing online video games: 2.4 hours a week – up from 1.8 hours in the previous study. Users also report modest increases reading online newspapers (.1 hour per week), watching television online (.8 hours) and movies online (.6 hours).

**Weekly Use of Online Media for Leisure Time
(Internet Users: Average Hours Per Week)**



(Q700 K-3 2011)

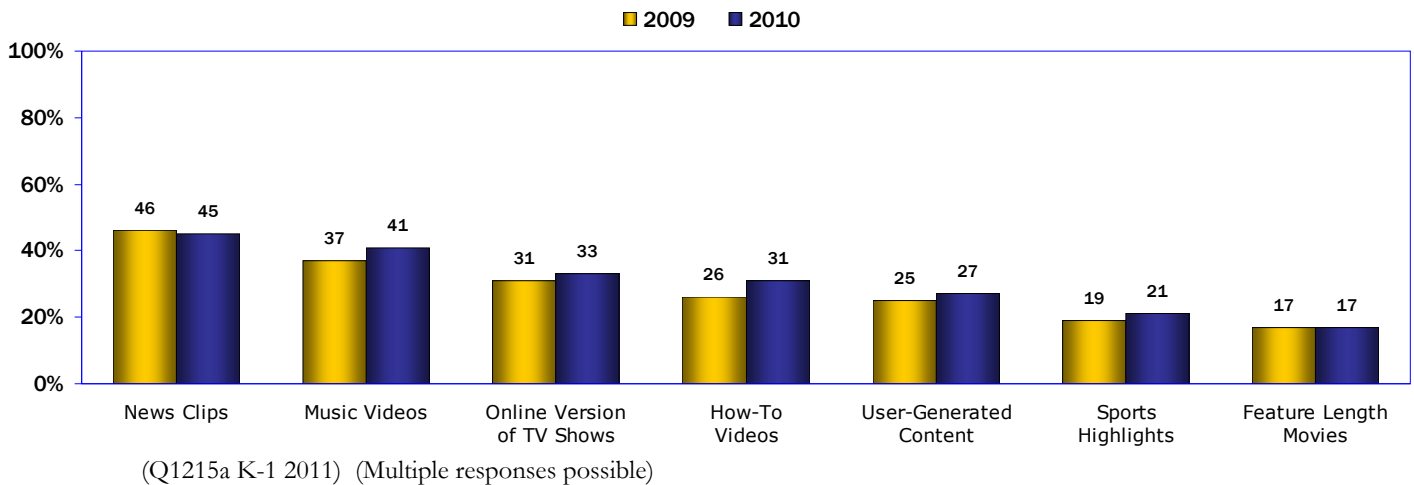
68. Watching Video Content on PCs and Mobile Devices

Internet users report broad differences in the type of video content they watch, depending on whether the user was accessing the video on an Internet-connected PC or on a mobile device.

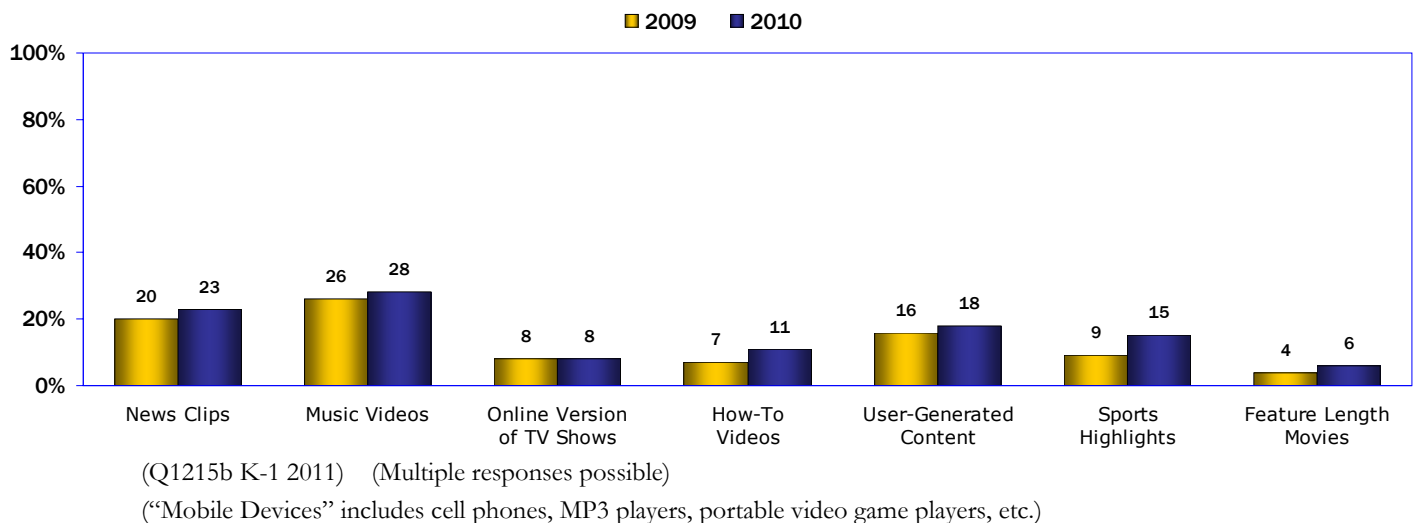
In general, much larger percentages of users report watching video content of various types on their Internet-connected PC, compared to those who watch on a mobile device. For PC users, the highest percentage watch news clips (45 percent), while for mobile device users, the top percentage watches music videos (28 percent).

Much larger percentages of PC users watch online versions of TV shows (33 percent) compared to mobile device users (8 percent).

**Video Content Watched on Internet-Connected PC
(Internet Users)**



**Video Content Watched on Mobile Devices
(Internet Users with Wireless Devices)**



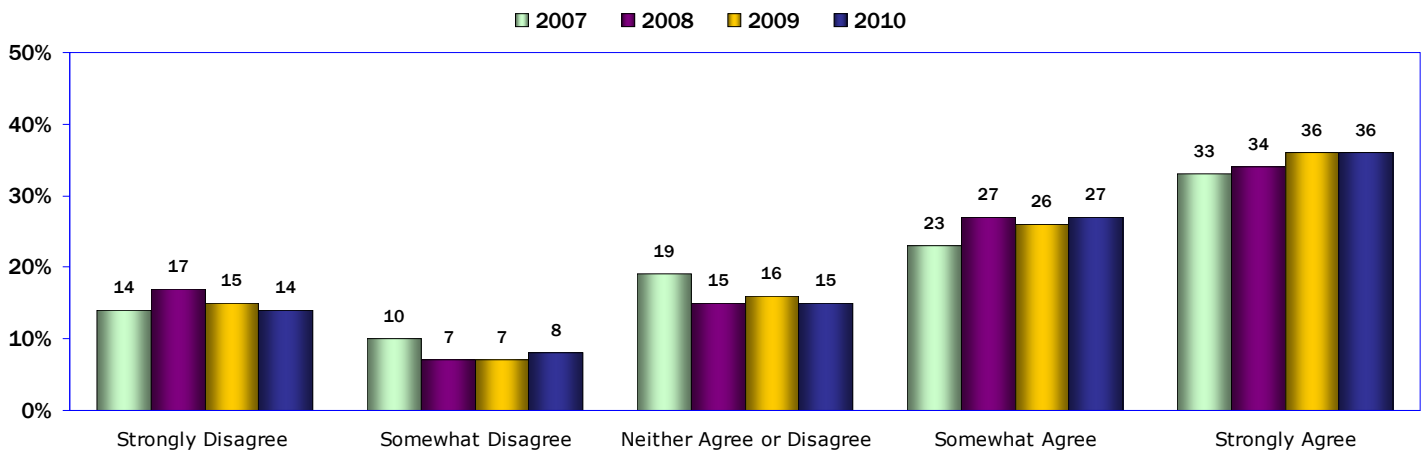
69. Would You Miss the Print Edition of Your Newspaper?

The percentage of Internet users who said that they would miss the print edition of their newspaper if it ceased to exist continued to grow -- but slightly -- for the second year in a row.

Sixty-three percent of users who read newspapers offline agree or strongly agree that they would miss the print edition of their newspaper, an increase from 62 percent in 2009 and 61 percent in 2008.

Twenty-two percent of users said they would not miss the print edition of their newspaper, slightly below the peak of 24 percent in 2008.

**I Would Miss the Print Edition of My Newspaper if it was No Longer Available
(Internet Users Who Read Newspapers Offline)**



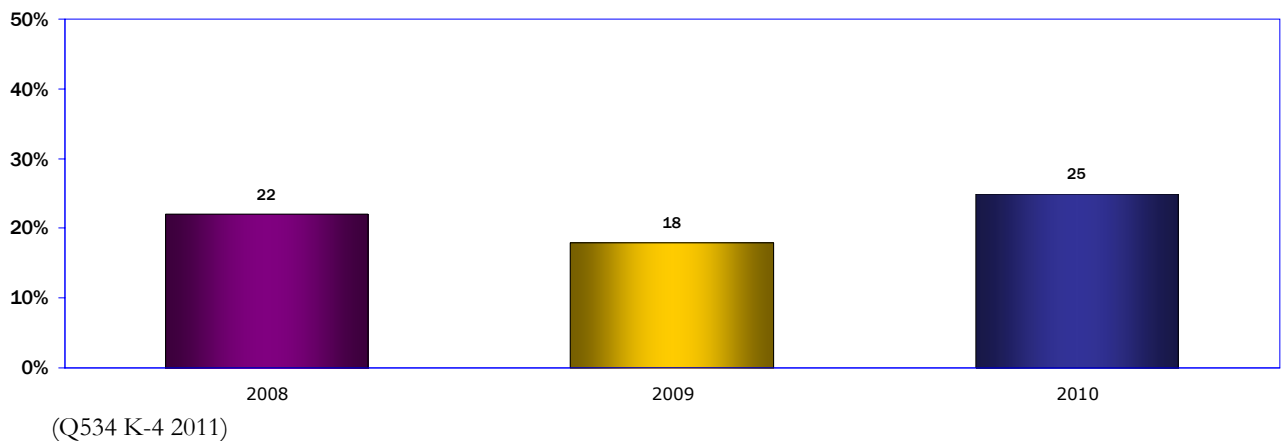
(Q703 K-1 2011)

70. Does Online Content Lead to Cancelled Print Subscriptions?

Even though a large percentage of users who read newspapers said they would miss the print edition of the publication if it was no longer available (see the previous question), the percentage of readers who stopped reading a print publication because of online content increased in the current study.

Twenty-five percent of users who read print newspapers or magazines said they stopped a subscription because they found the same or related content online -- up from 18 percent in 2009 and a new high for the Digital Future Project.

**Have You Stopped a Subscription to a Newspaper or Magazine
because You Got the Same or Related Content Online?
(Users Responding Yes)**



7I. Alternatives to Print Newspapers

A growing percentage of newspaper readers said they would switch to the online edition of the publication if the print edition ceased to exist.

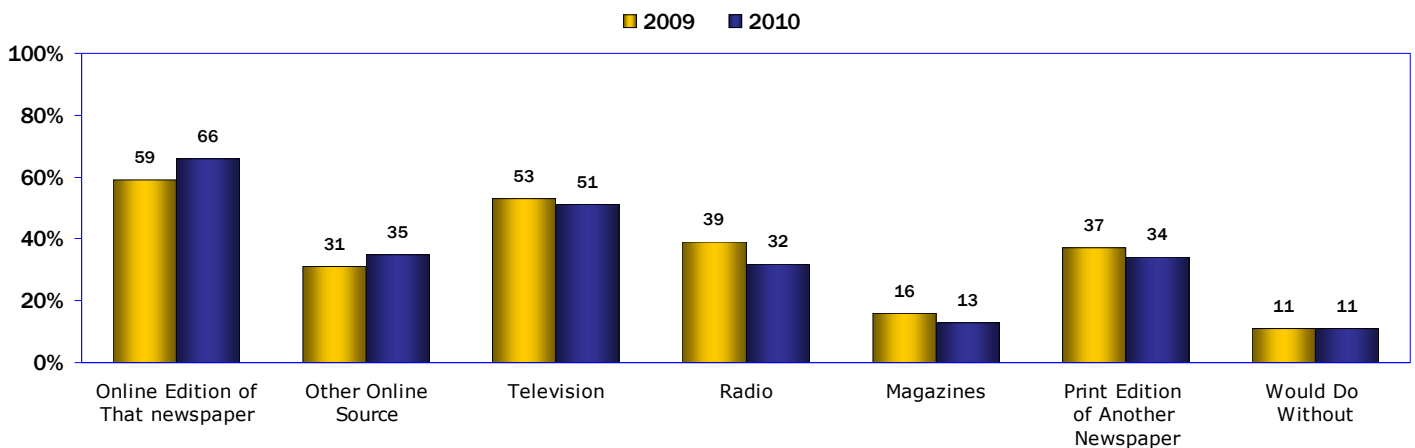
Nearly two-thirds of respondents who read newspapers offline (66 percent) said they would read the online edition of a newspaper if the print edition ceased publication -- up from 59 percent in the previous year.

The percentage that reported they would look for the same information in the print edition of another newspaper continued to decline -- this year to 34 percent, down from 37 percent.

With multiple responses possible, 51 percent said they would seek the information on television, down slightly from 53 percent in 2009. Users who said they would look for that information in other offline sources, such as radio or magazines, also dropped in the current study.

A growing percentage who said they would seek the information from a ceased print newspaper in an online source other than the Internet version of the newspaper increased to 35 percent of respondents, up from 31 percent in 2009.

**If Your Newspaper Were to Stop Publishing its Print Edition,
Where Would You Go to Get that Information?
(Respondents Who Read Newspapers Offline)**



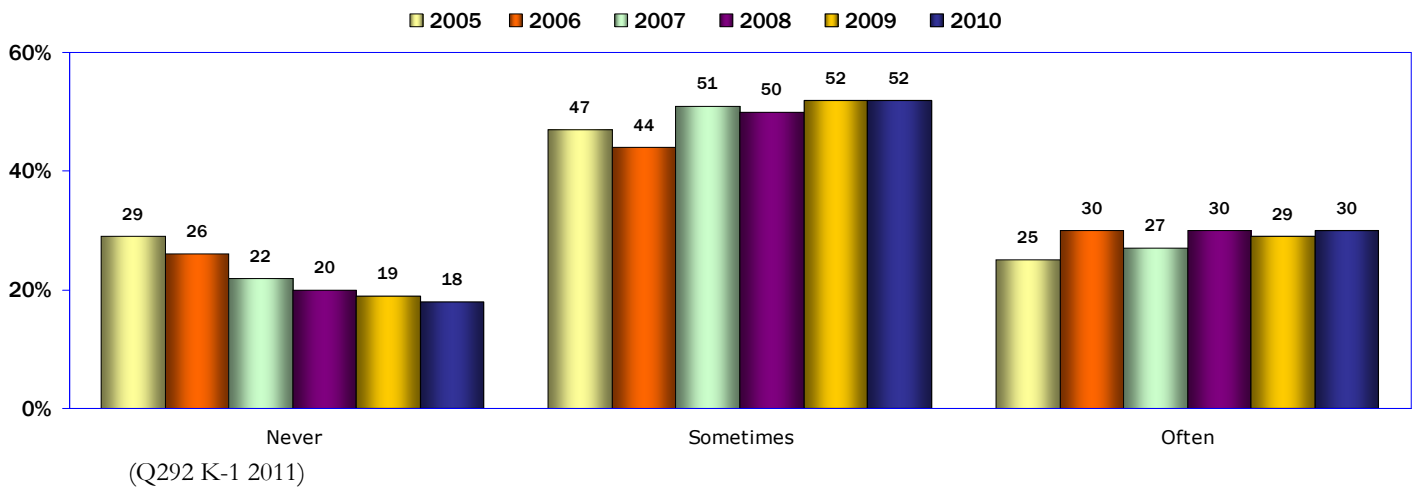
(Q704 K-1 2011) (Multiple responses possible)

72. Surfing the Web

Going online without a specific destination has been cited by users as one of the most popular Internet activities since the Web first opened to public use nearly two decades ago. The percentage of users who surf the Web has always been high, and it rose again marginally in the current Digital Future Study, increasing to 82 percent of users who say they sometimes or often go online without a specific destination in mind -- a new high response for the study.

The percentage of Internet users who never go online without a specific destination has declined in every year this question has been asked, and reached another new low this year -- now 18 percent of users.

**How Often Do You Go Online without a Specific Destination?
(Internet Users)**



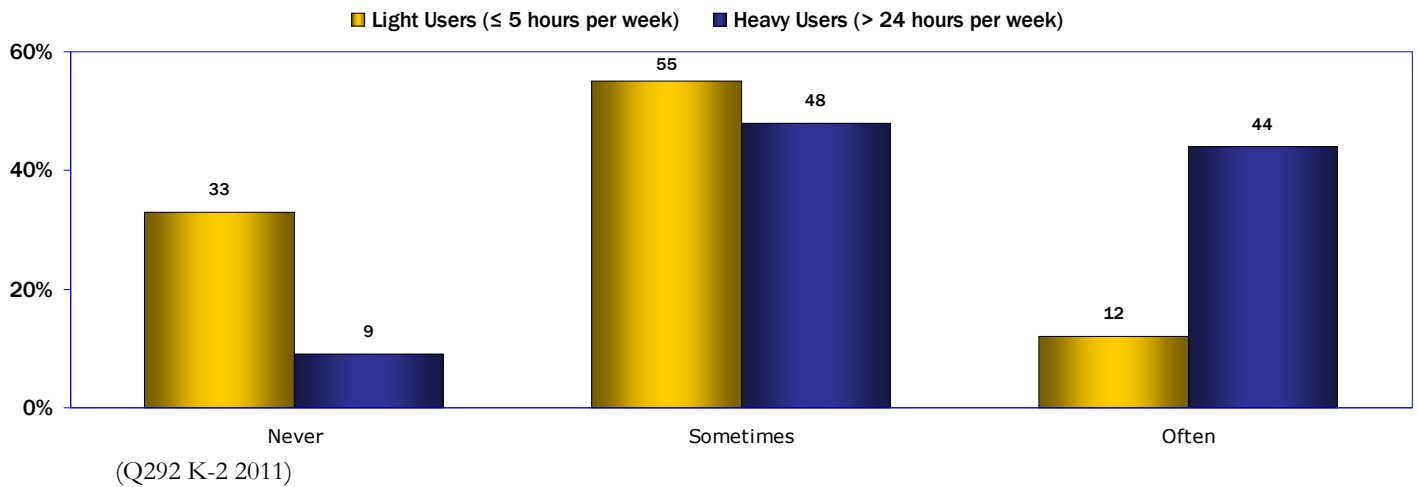
73. Surfing the Web: Light Users Vs. Heavy Users

Nearly all heavy users go online without a specific destination, but a surprisingly large percentage of light users do not.

Ninety-two percent of heavy users sometimes or often surf the Web without a specific destination, compared to 67 percent of light users.

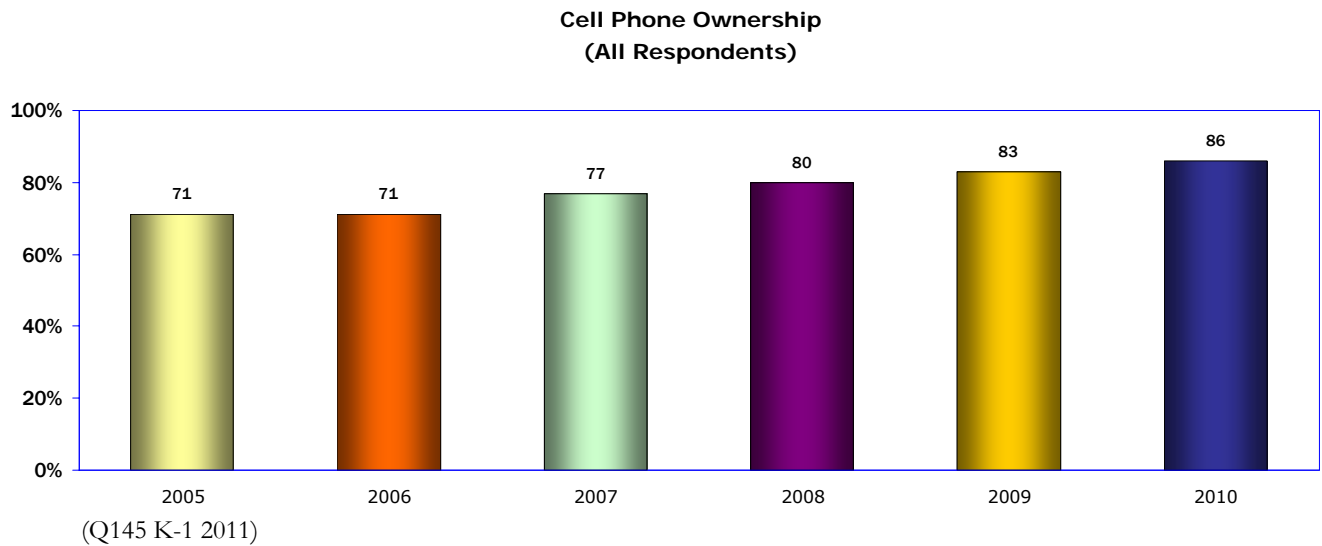
More than three times as many light users (33 percent) as heavy users (9 percent) never go online without a specific destination.

**How Often Do You Go Online Without a Specific Destination?
(Light Users Vs. Heavy Users)**



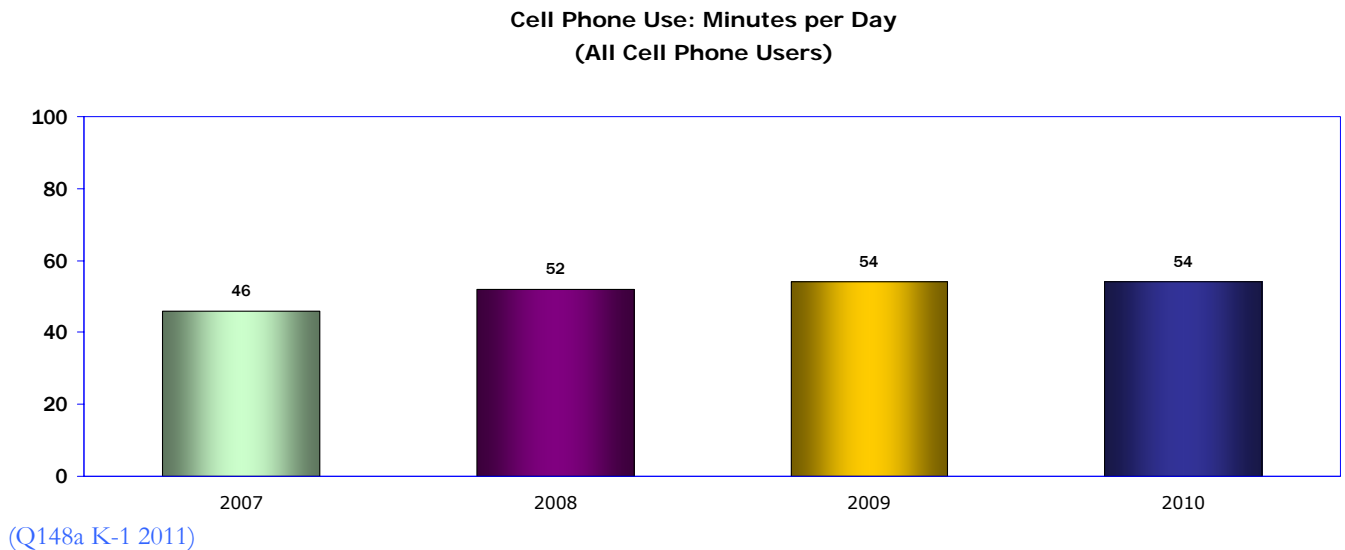
74. Do You Have a Cell Phone?

Cell phone ownership -- already high when the Digital Future Study began tracking it six years ago -- continued to increase for the fourth year in a row, and has reached 86 percent of respondents – a new peak thus far for the Digital Future Project.



75. Cell Phone Use

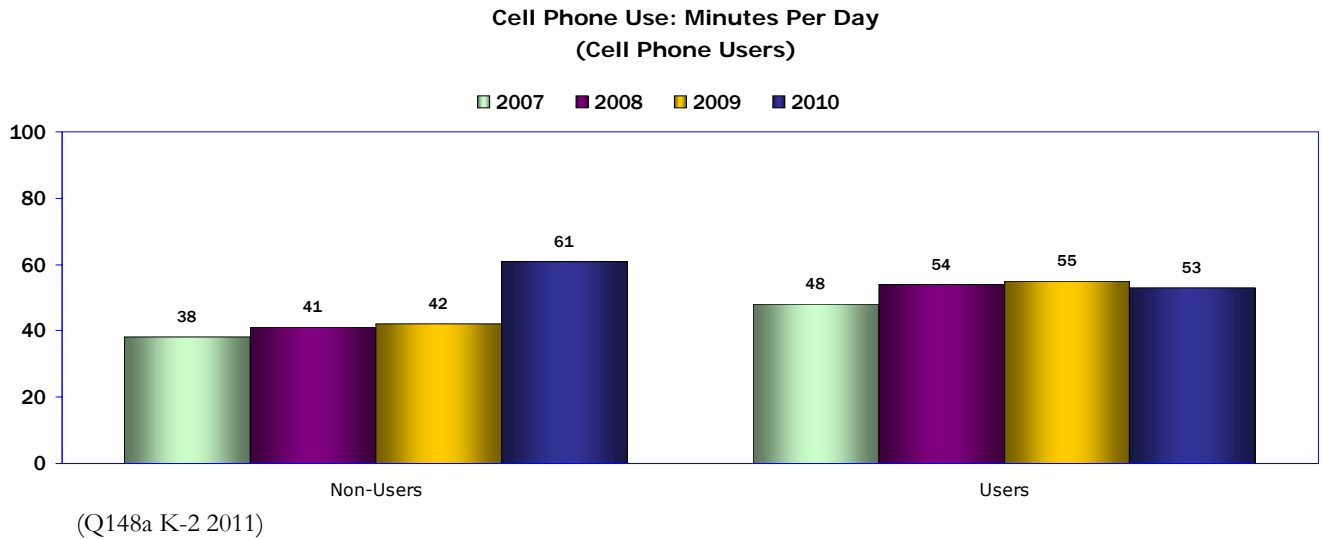
While cell phone ownership has increased in the current study (see the previous question), use of cell phones, as measured in minutes per day, remained constant, at an average of 54 minutes per day.



76. Cell Phone Use: Users and Non-Users

Internet non-users reported a large increase in cell phone use -- now more than an hour per day (61 minutes), up from 42 minutes in the previous study.

Cell phone use by Internet users dipped slightly in the current study, dropping to an average of 53 minutes per day, down from 55 minutes.

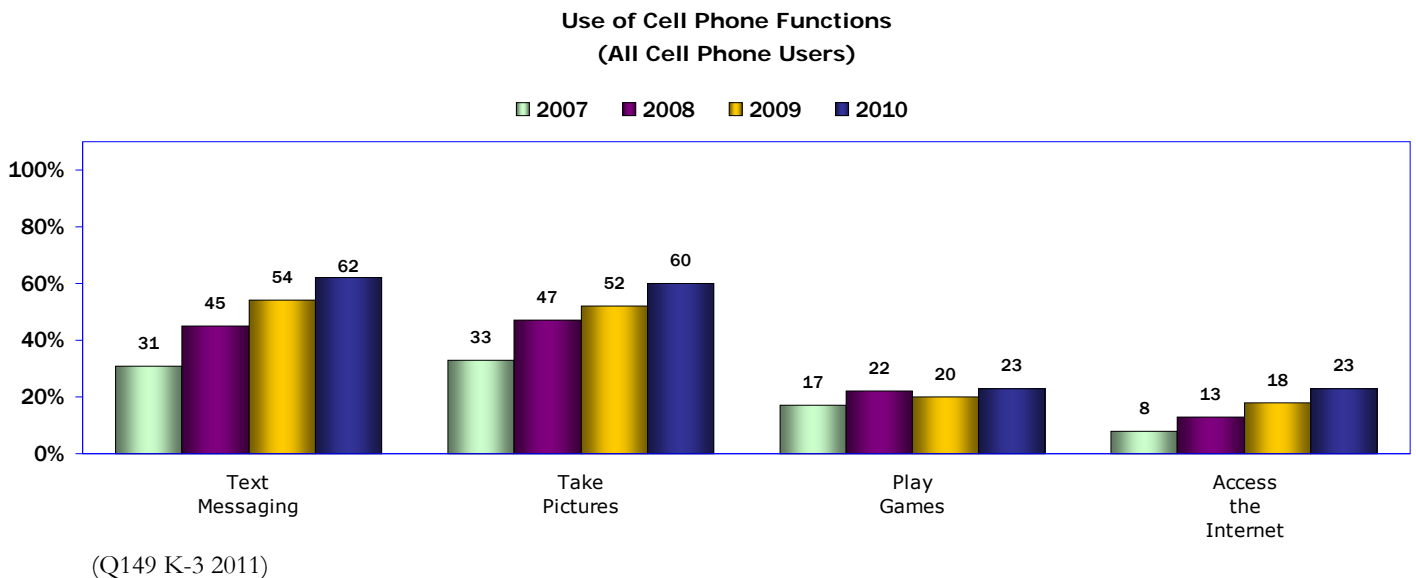


77. Use of Cell Phone Functions

Using cell phones for a range of functions other than calling continues to increase, reaching new high levels for the Digital Future Project.

The percentage of cell phone users who reported using their phones to take pictures increased to 60 percent of users, up from 52 percent in the previous study. Also increasing was the percentage of cell phone users who use their phones for text messaging -- now 62 percent, up from 54 percent.

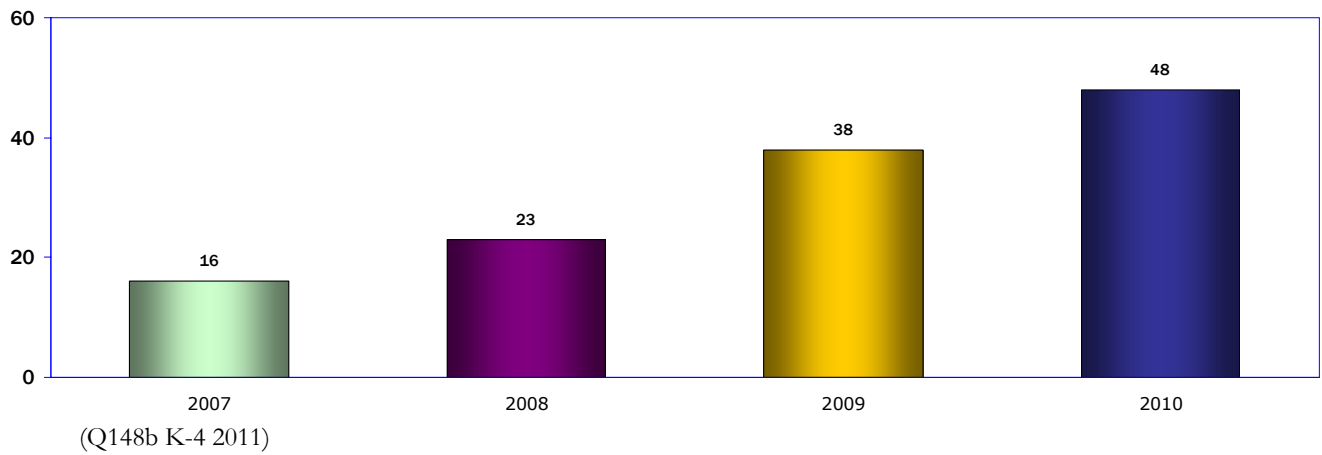
Internet access by cell phone was reported by 23 percent of users, up from 18 percent the previous year.



78. Cell Phones and Text Messages

The number of text messages sent by cell phone users has increased more than 300 percent in only four years, and has now reached an average of 48 per day -- increasing from 38 per day last year.

**Texting Messages Sent Per Day
(Cell Phone Users Who Send Text Messages)**



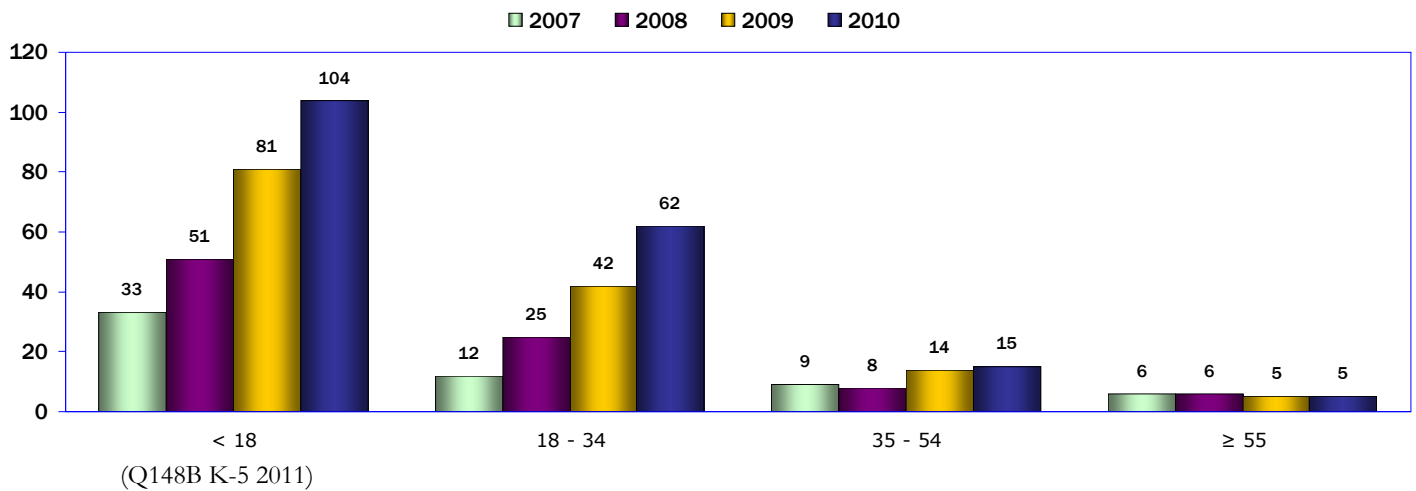
79. Cell Phones and Text Messages (by age)

Looking at text messaging by the age of the user shows that texting remains the domain of young cell phone users -- and their texting is increasing dramatically. Cell phone users under 18 who send text messages report the largest number of text messages by far -- now an average of 104 per day, up sharply from an average of 81 in the previous study and an increase of more than 300 percent from four years ago.

Cell phone users ages 18 to 34 also reported a sharp increase in text messaging -- now an average of 62 per day, an increase from 42 per day a year ago.

Cell phone users age 35 to 54 report much lower text messaging, and only a slight increase in the current study -- an average of 15 per day, up from 14 in the previous year. Texting by users 55 and older remained flat, with an average of five per day.

**Text Messages Sent Per Day
(Cell Phone Users Who Send Text Messages)**



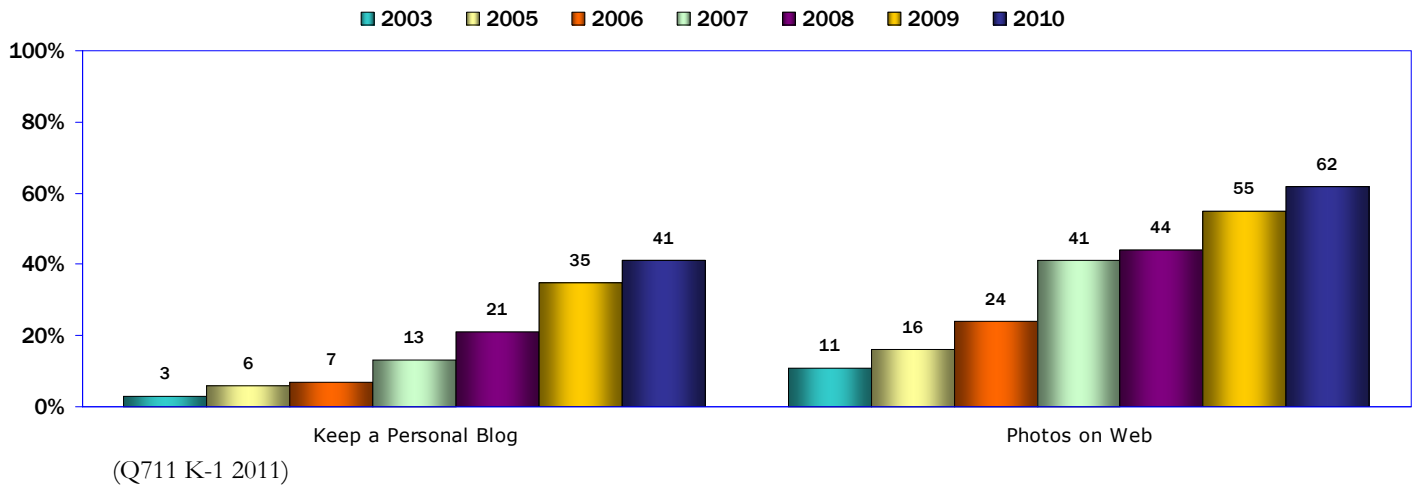
80. Posting Information Online: Blogs and Photos

Posting content online -- either on a blog or in a display of photos -- continued to increase for the sixth year in a row, and reached new highs for the Digital Future Project.

In the current study, 41 percent of Internet users said they keep a personal blog, an increase from three percent only seven years ago.

Sixty-two percent of users post photos online, more than 500 percent higher since this question was first asked in 2003.

**Posting Information Online: Posting Blogs and Photos
(Internet Users)**



8I. Posting Information On Personal Blogs and Posting Photos (By Age)

The percentage of Internet users who keep a personal blog or post photos online reached new high levels in all age ranges reported in the current study.

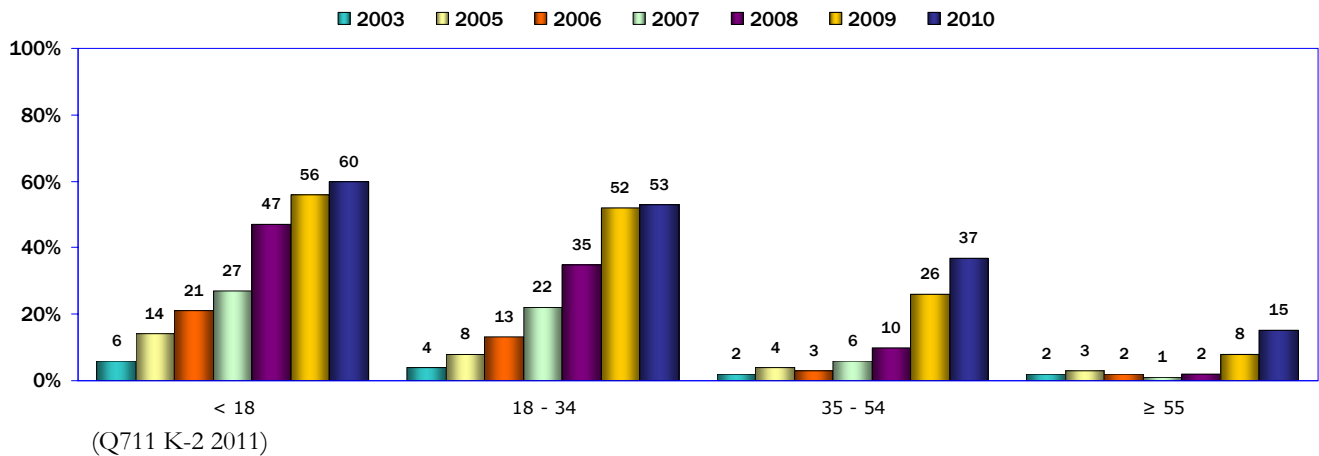
The younger the Internet users -- especially those under 18 -- the more likely they are to keep a personal blog. However, the highest percentage of Internet users who post photos online are those ages 18 to 34 -- 80 percent in the current study, up from 76 percent in the previous year.

The current study continues to find that users in all age ranges are much more likely to post photos than keep a personal blog.

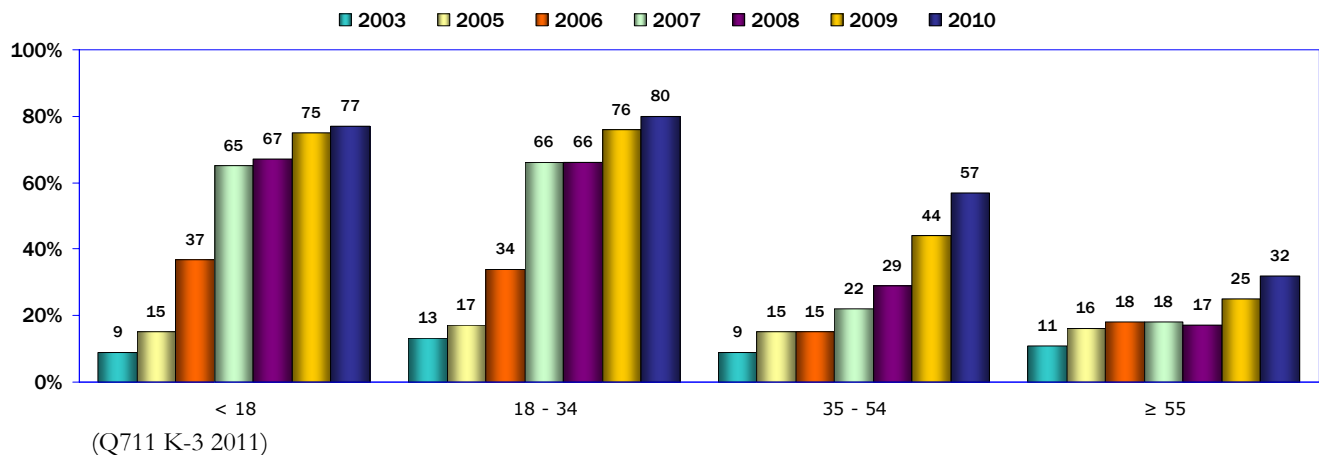
The percentage of users age 35 to 54 who post photos online rose sharply to 57 percent -- up from 44 percent in the previous study. Those age 35 to 54 who keep a personal blog increased to 37 percent, up from 26 percent in 2009.

Although smaller percentages of users age 55 and older keep a personal blog or post photos, they increased in the current study; 32 percent post photos online, and 15 percent keep a personal blog.

**Do You Keep A Personal Blog?
(Internet Users By Age)**



**Do You Display Photos Online?
(Internet Users By Age)**

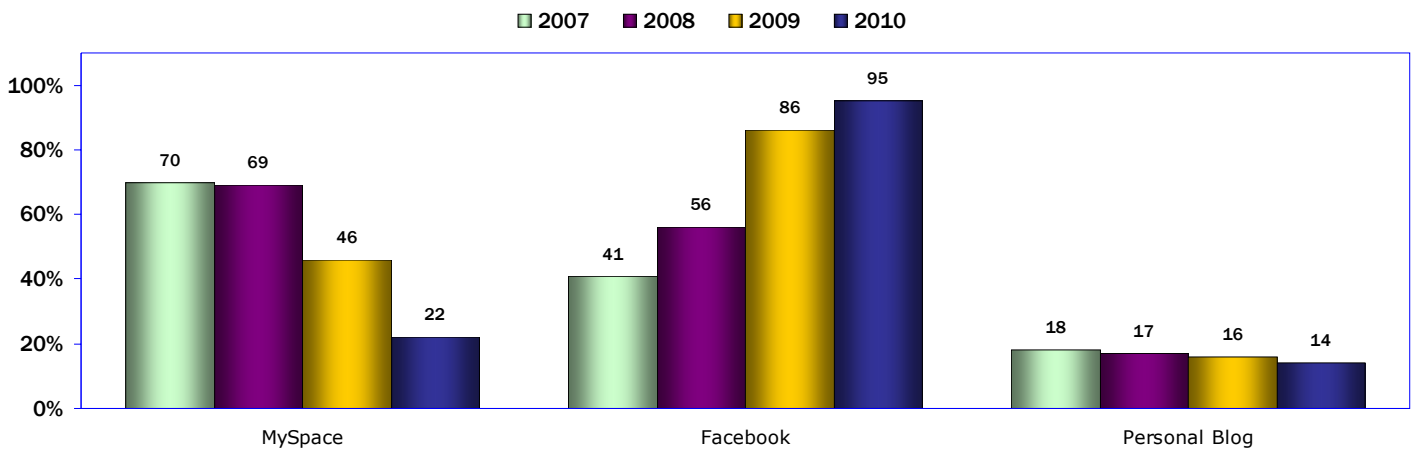


82. Personal Profiles: Where are They Located?

Facebook has become the near-universal host for personal profiles online, with 95 percent of users reporting that they use the social networking site -- up from 86 percent in the previous study.

Twenty-two percent of users keep their personal profile on MySpace, a steep decline from 2009.

**Where Do You Keep Your Personal Profile?
(Internet Users Who Keep a Personal Blog/Profile)**



(Q712 K-1 2011) (Multiple responses possible)

Consumer Behavior

Adult Internet users who buy online **68%**

Average online purchases per year **31**

Internet users who said that online purchasing has reduced their buying in traditional retail stores somewhat or a lot **70%**

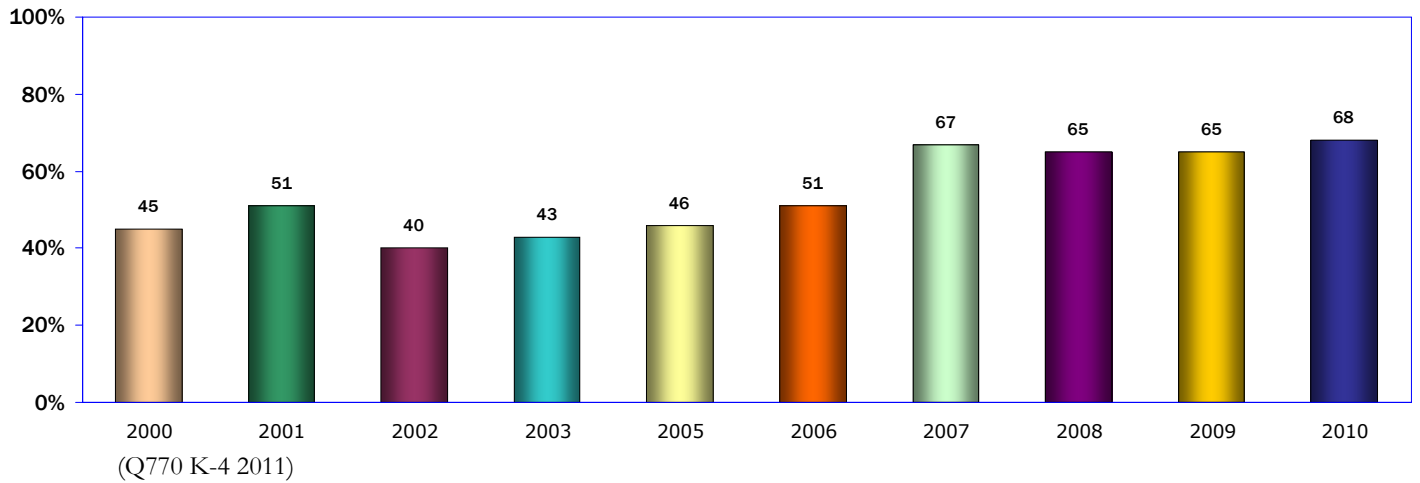
Internet users who are very concerned or extremely concerned about the privacy of personal information when or if buying online **42%**

Internet users who are very concerned or extremely concerned about the security of credit card information when buying online **39%**

83. Who Is Buying Online?

Sixty-eight percent of adult Internet users said they buy online, a slight increase over the 65 percent reported in 2009 and the highest figure reported thus far in the Digital Future Project.

**Online Purchasers
(Adult Internet Users)**

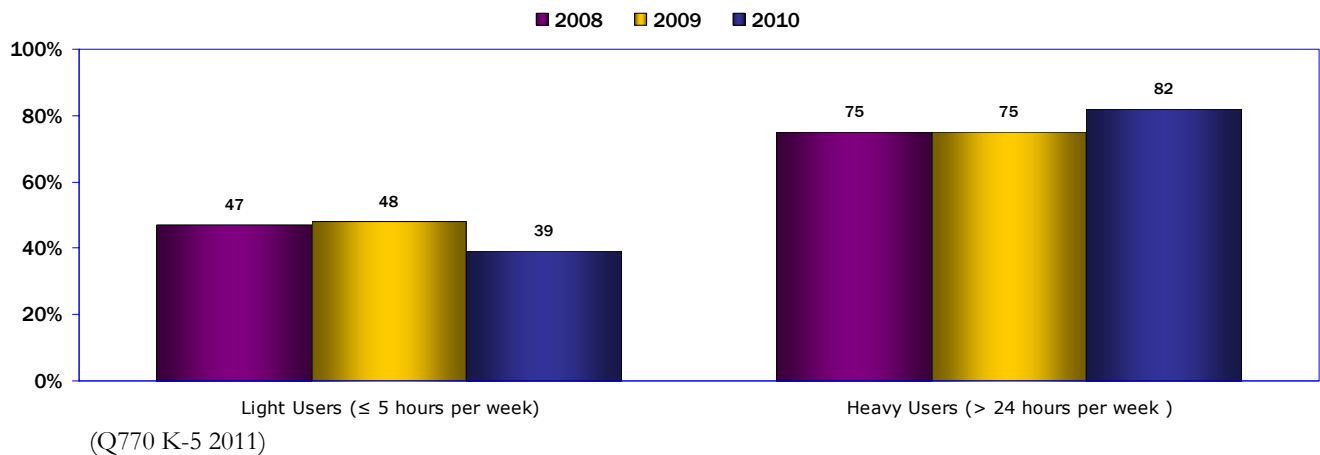


84. Who Is Buying Online: Light Users Vs. Heavy Users

While large percentage of adult Internet users overall buy online, large disparities exist between the purchasing behavior of light users and heavy users.

Eighty-two percent of adult heavy users buy online -- the peak percentage thus far in the Digital Future Project. However, only 39 percent of light users buy online -- the lowest percentage yet reported in the three years the study has looked at the buying behavior of light Internet users.

**Online Purchasers
(Adult Internet Users)**

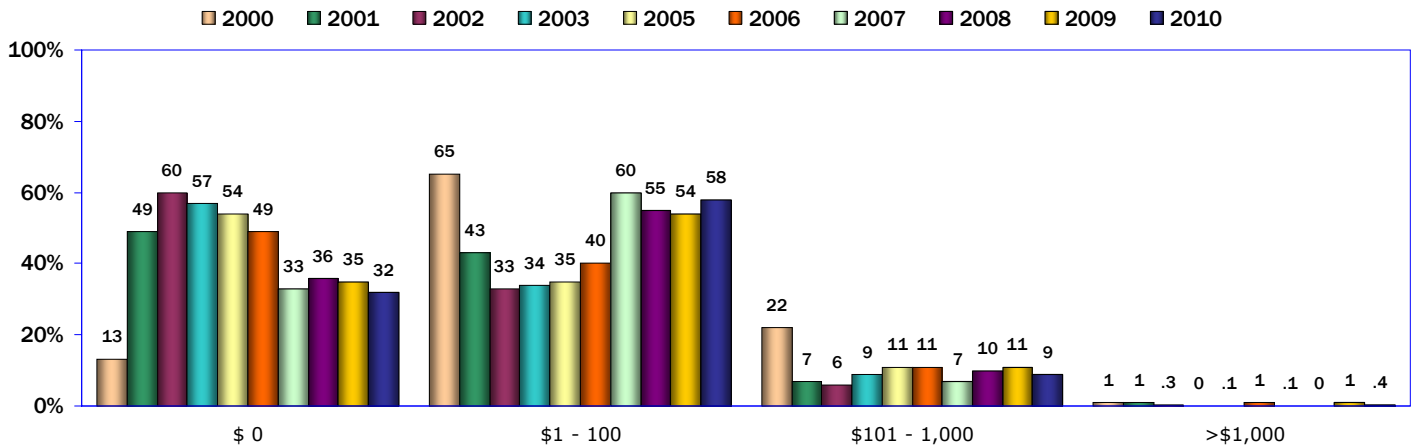


85. How Much are Online Purchasers Spending?

The percentage of users who report spending \$1 to \$100 per month increased to 58 percent of adult Internet users, up from 54 percent in the previous study.

Those who spend more than \$100 but less than \$1,000 per month online declined slightly to 9 percent, down from 11 percent in 2009.

**Average Monthly Purchasing
(Adult Internet Users)**



(Q770 K-3 2011)

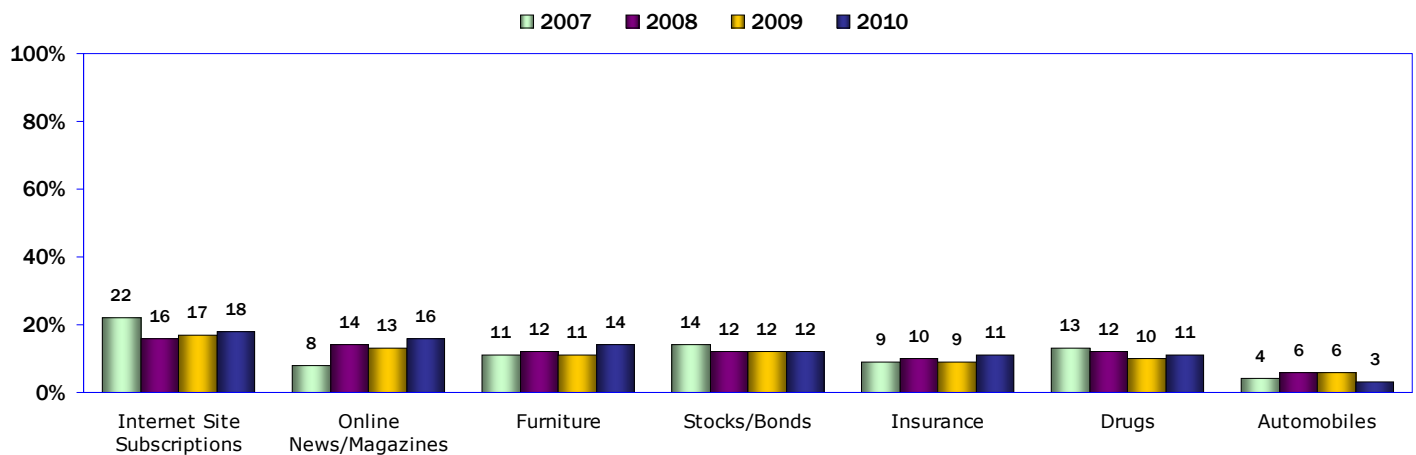
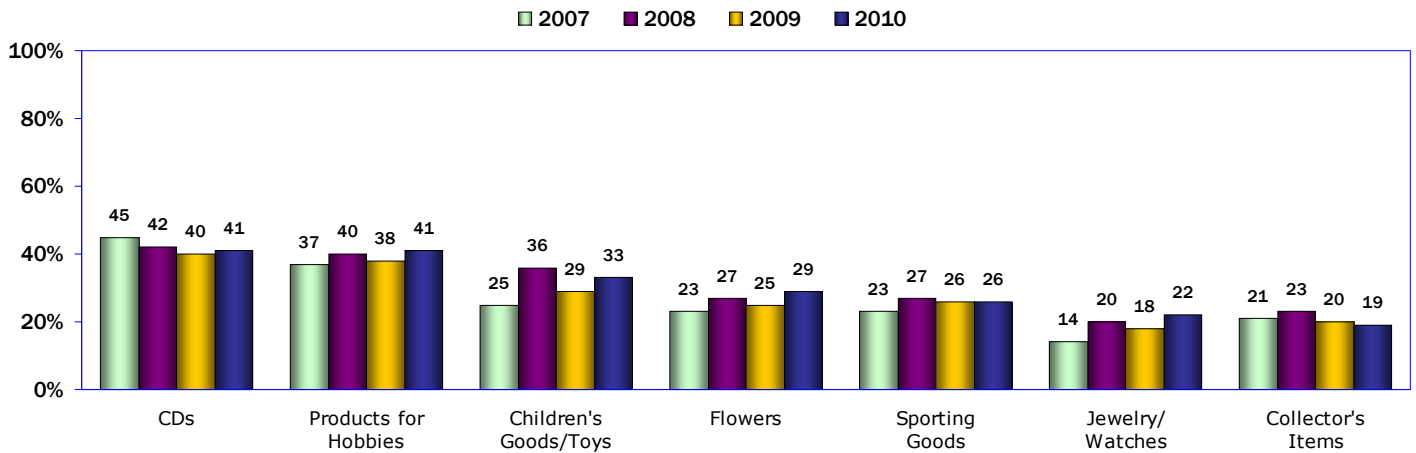
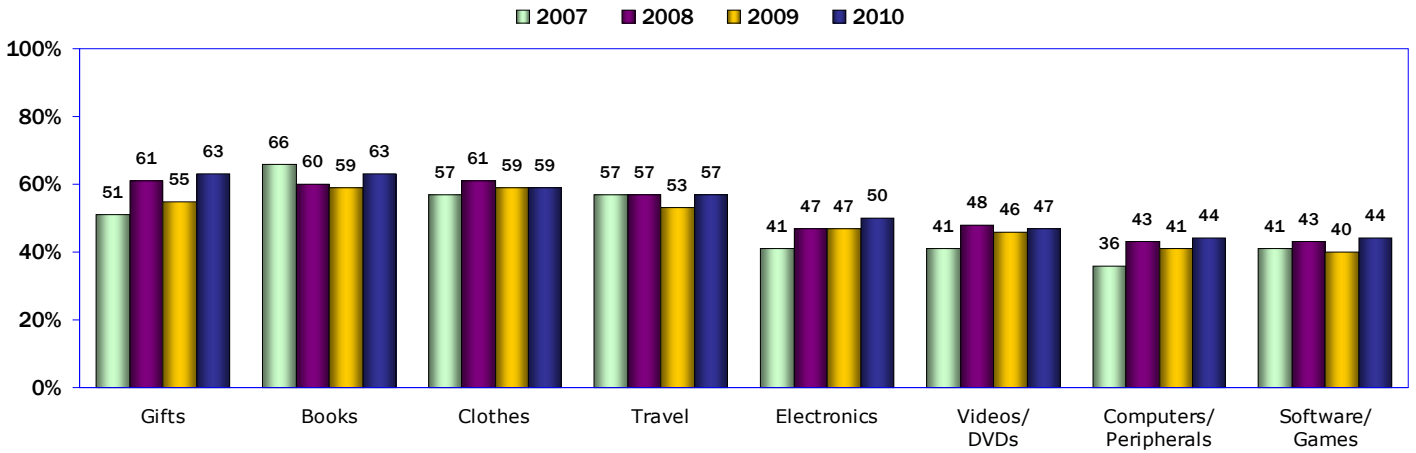
86. Types of Online Purchases

The percentages of users who bought in almost every category of online purchases increased or at least remained stable in the current Digital Future study (see the next page).

The most popular online purchases are books and the general category of “gifts,” each reported by 63 percent of online buyers; both types of purchases increased over 2009. Clothes are purchased by 59 percent of online buyers -- stable from 2009 -- followed by travel (57 percent) and electronics (50 percent).

Of the 22 categories cited in this question, buyers reported increases in 17 of them. Decreases were reported for only two categories: collector’s items and automobiles.

**Most Popular Online Purchases
(Internet Users Who Buy Online)**

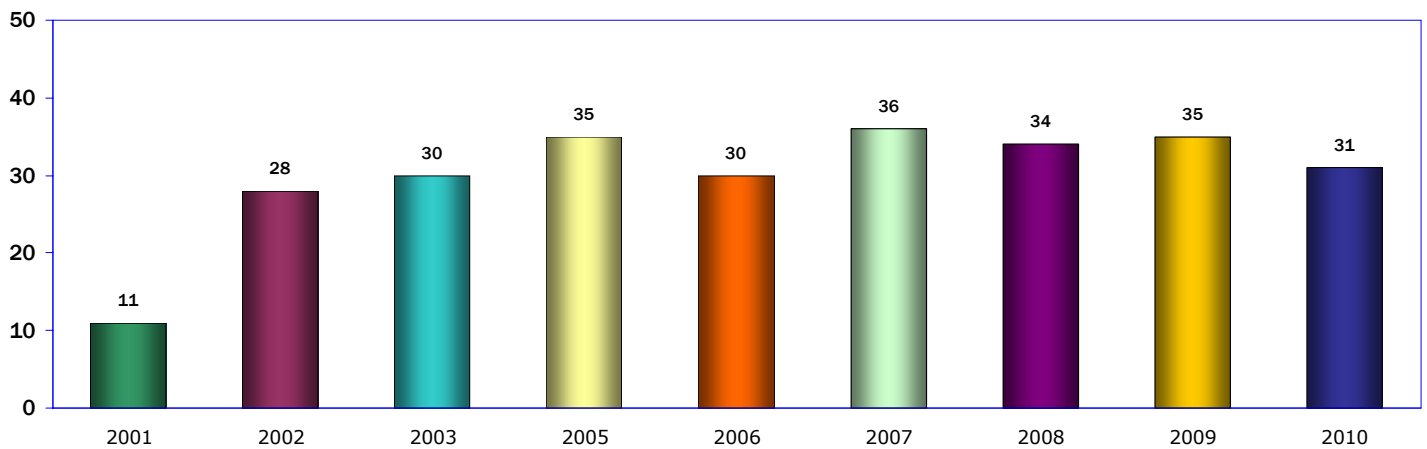


(Q810 K-2 2011)

87. Online Purchasing Frequency

Adult Internet users buy online an average of 31 times per year, down from 35 times per year in the previous study, and moderately below the peak average of 36 purchases in 2007.

**Online Purchasing Frequency
(Annual Purchases by Adults Purchasers)**



(Q780 K-1 2011)

88. Privacy Concerns When Buying Online

Americans have reported high levels of concern about privacy and security when or if they buy online since the Digital Future Project first asked about this issue in 2001. In the current study, that concern about privacy remains, but those reporting the highest level of concern has declined for the third year in a row.

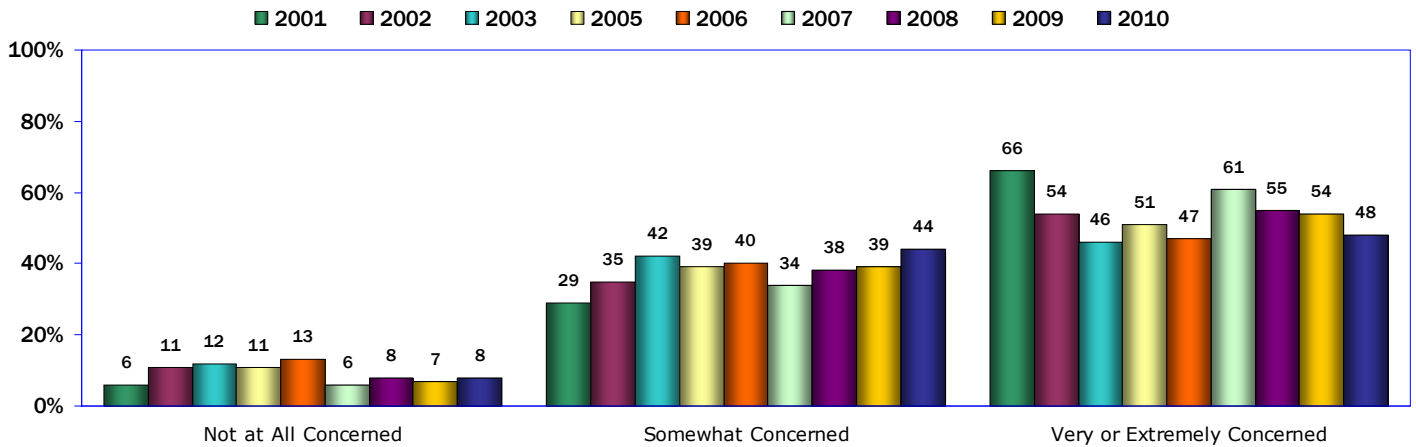
In the current study, 48 percent of all respondents age 16 or older said they were very concerned or extremely concerned when or if they buy online, a decrease from 54 percent in 2009, 55 percent in 2008, and 61 percent in 2007.

Overall, 92 percent of respondents age 16 or older report some level of concern about the privacy of personal information when or if buying online (somewhat, very, or extremely concerned), down marginally from 93 percent in the two previous studies.

Clearly, concerns about the privacy of personal information when or if buying online remain high. However, these ongoing concerns do not translate into reluctance to buy online (see page 104).

For more about this issue, see the Trends section on page 182. For findings about concerns over credit card security, see page 113.

**Concerns about Privacy of Personal Information when or if Buying Online
(All Respondents, Age 16 or Older)**



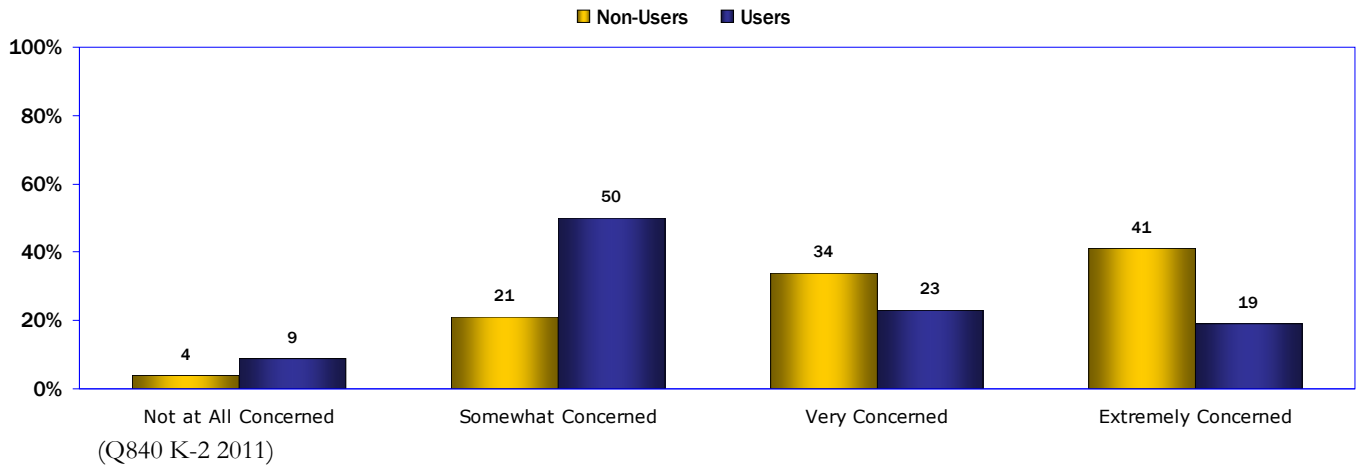
(Q840 K-1 2011)

89. Privacy: Comparing Concerns among Users Vs. Non-Users

Forty-two percent of users report the highest levels of concern (very concerned or extremely concerned) compared to 75 percent of non-users. However, half of users said they are somewhat concerned when or if buying online, compared to 21 percent of non-users.

More than twice as many users (nine percent) compared to non-users (four percent) are not concerned at all about privacy and buying online.

**Concerns about Privacy Of Personal Information when or if Buying Online
(Respondent Age 16 and Older: Internet Users Vs. Non-Users)**

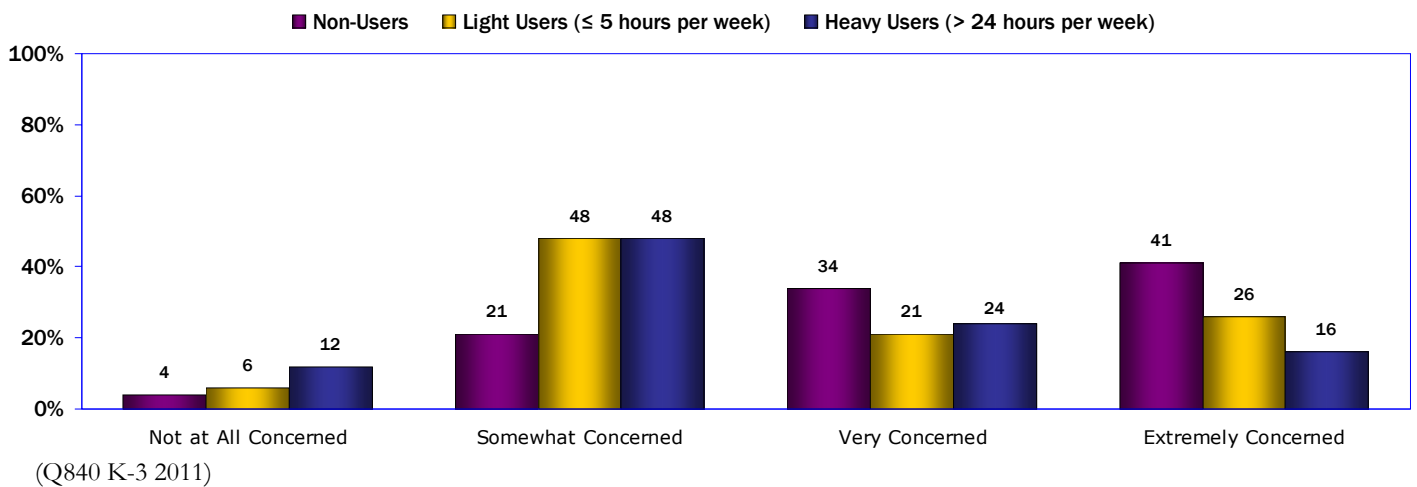


90. Privacy: Comparing Concerns among Non-Users, Light Users, and Heavy Users

Concerns about privacy of personal information drop sharply as Internet use increases. Comparing views of non-users, light users, and heavy users about privacy concerns when or if buying online shows that among those who are very concerned or extremely concerned, non-users report the largest percentage (75 percent), followed by light users (47 percent), and heavy users (40 percent).

Conversely, 12 percent of heavy users report no concerns about privacy and buying online, compared to six percent of light users and four percent of non-users.

**Concerns about Privacy of Personal Information when or if Buying Online
(Respondents age 16 and older)**

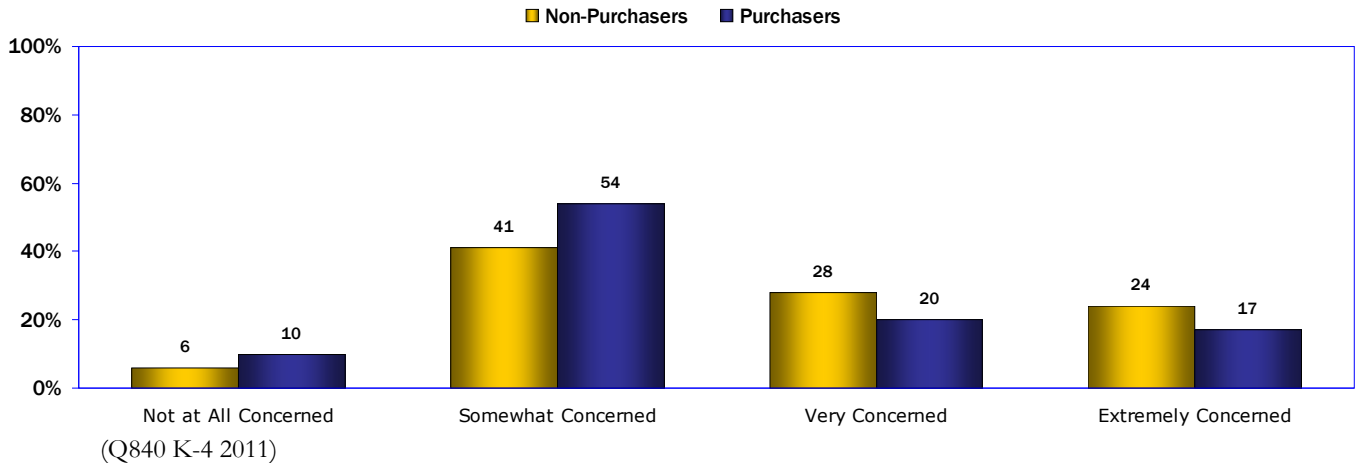


91. Privacy Concerns: Internet Non-Purchasers Vs. Purchasers

Internet users who buy online and users who do not buy online express differing levels of concern about the privacy of their personal information when or if buying online.

Thirty-seven percent of Internet purchasers are very or extremely concerned about privacy of personal information when or if buying online, compared to 52 percent of non-purchasers.

**Concerns about Privacy of Personal Information when or if Buying Online
(Internet Users Age 16 and Older)**



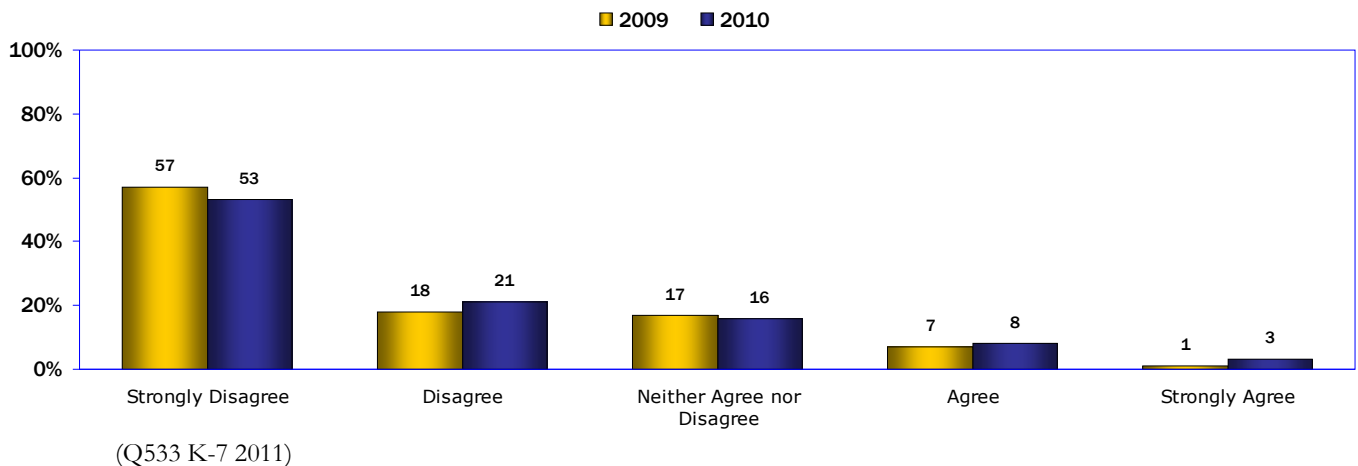
92. Would Users Reveal Personal Information in Exchange for Services or Content?

A large majority of Internet users are not interested in revealing personal information online in exchange for extra services and content.

Only 11 percent of users would be willing to reveal personal information for extra services or content.

Seventy-four percent of users disagreed or strongly disagreed that they would be willing to reveal personal information online in exchange for more services or content.

**I Would be Willing to Reveal Personal Information Online in Exchange for Extra Services and Content
(Internet Users Age 16 and Older)**



93. Credit Card Information: Concerns about Security

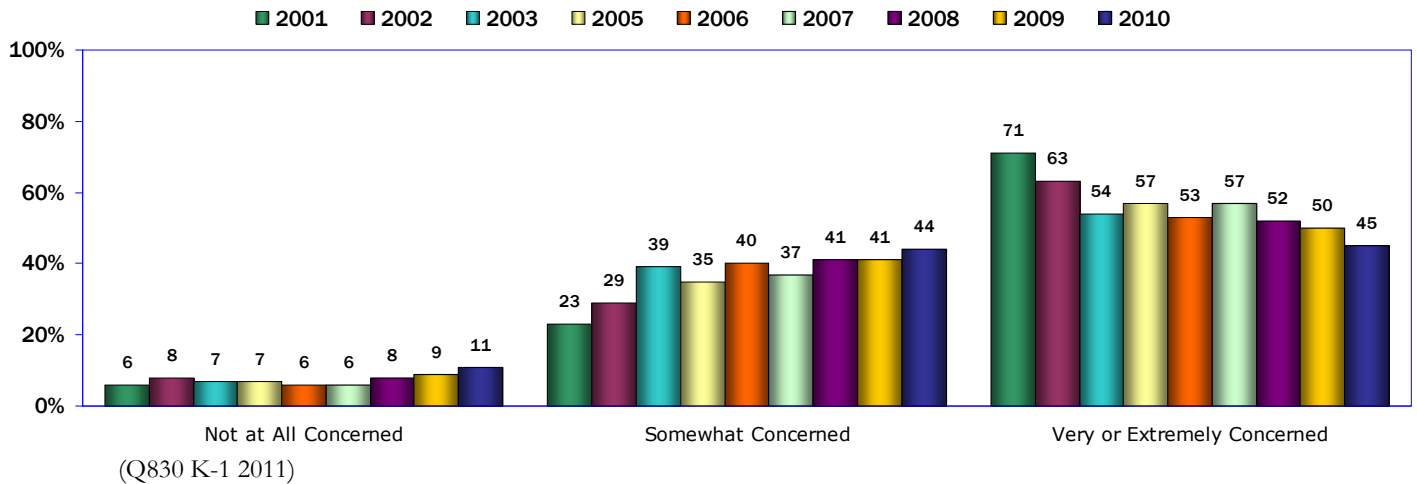
Adult respondents continue to report high levels of concern about credit card security when or if buying online, a finding that has continued in all of the Digital Future studies. However, the percentage of respondents with the highest level of concern has been generally declining since 2001, and has now dropped for three years in a row.

In the current study, 45 percent of all adult respondents said they are very concerned or extremely concerned about the security of credit card information when or if buying online, down from 50 percent in 2009, 52 percent in 2008, and 57 percent in 2007. The current finding represents the largest one-year percentage decline since 2003, the lowest figure thus far in the Digital Future Project, and a 26 percentage point decline from 2001.

Respondents who said they are somewhat concerned about credit card security when or if buying online increased to 44 percent in the current study -- an increase from 23 percent in 2001.

The percentage of respondents who said they are not concerned about credit card security when or if buying online has increased to 11 percent -- the highest percentage thus far in the Digital Future studies.

Concerns about Credit Card Security when or if Buying Online
(Adult Respondents)



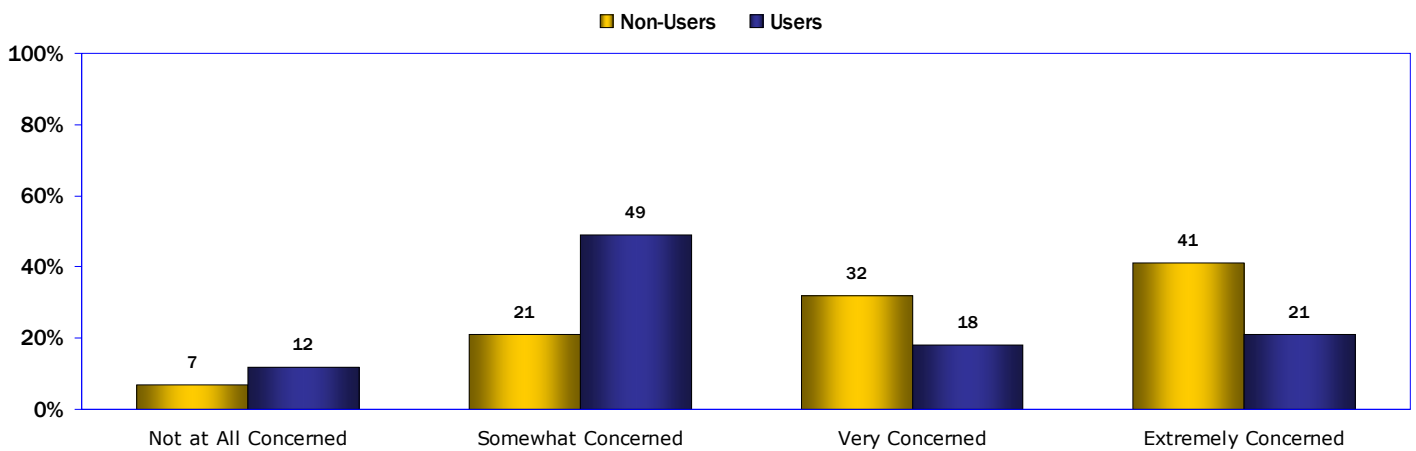
94. Credit Card Security: Comparing Concerns among Users and Non-Users

In responses similar to the questions about privacy of personal information and buying online (see page 109), much larger percentages of Internet non-users than users said they are very concerned or extremely concerned about credit card security when or if buying online.

Thirty-nine percent of Internet users in the current Digital Future Project said they are very concerned or extremely concerned about their credit card information when or if buying online, compared to 73 percent of non-users who report the same response.

Twelve percent of users said they were not at all concerned about credit card security when or if buying online, compared to seven percent of non-users.

**Concerns about Credit Card Security when or if Buying Online
(Adult Users Vs. Non-Users)**



(Q830 K-2 2011)

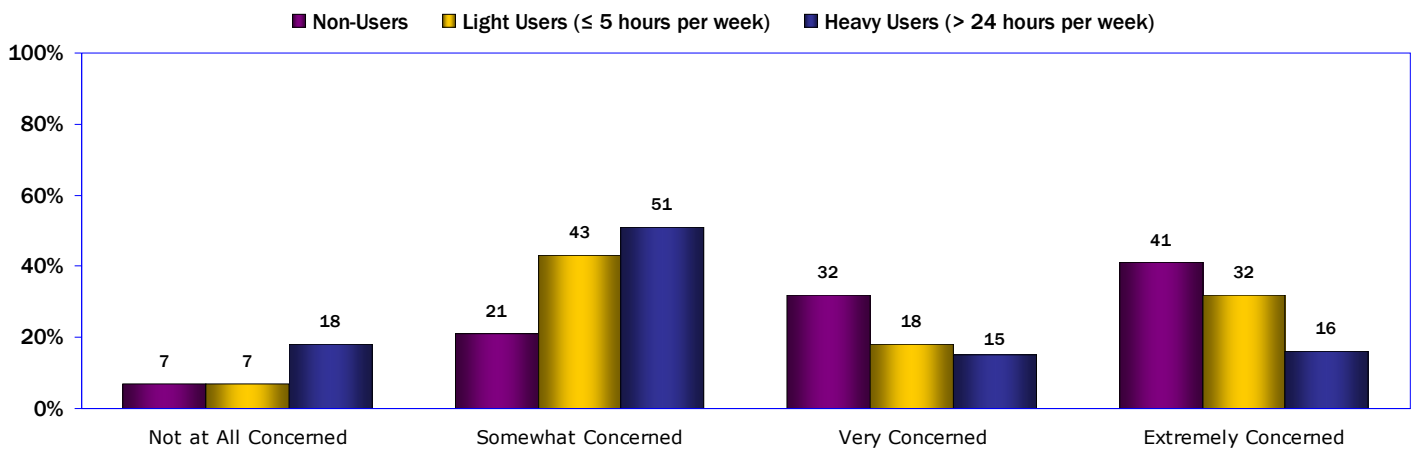
95. Credit Card Information: Comparing Concerns among Non-Users, Light Users, Heavy Users

Exploring how non-users, light users, and heavy users feel about the security of their credit card information when or if buying online produces responses comparable to the questions about online privacy and buying online (see page 111): the highest levels of concern about credit card security decrease as Internet use increases.

In the current Digital Future Project, 31 percent of heavy users said they are very concerned or extremely concerned about credit card security when or if buying online -- compared to 50 percent of light users and 73 percent of non-users.

Comparing respondents who have no concerns about credit card security: more than twice the percentage of heavy users (18 percent) compared to either light users or non-users (both seven percent) have no concerns about credit card security when or if buying online.

**Concerns about Credit Card Security when or if Buying Online:
(Adult Non-Users, Light Users, Heavy Users)**



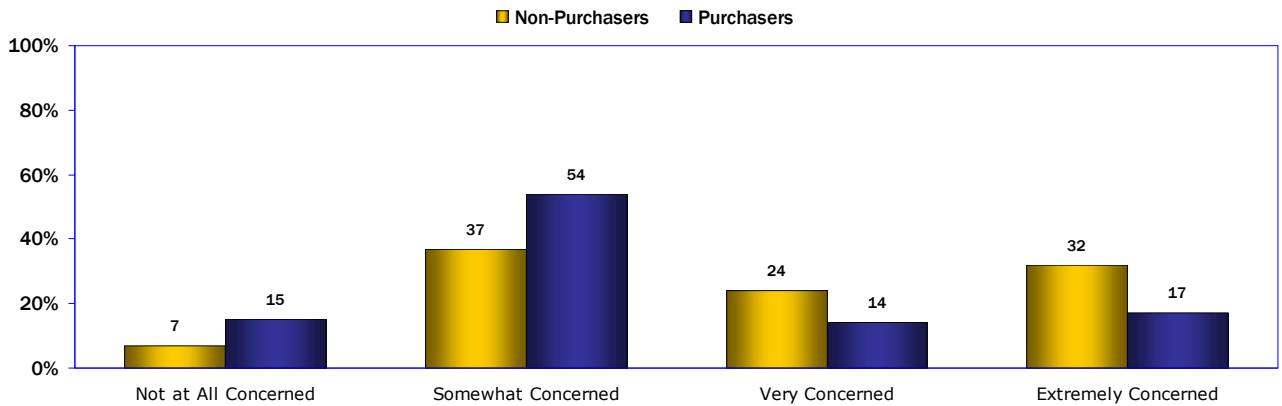
(Q830 K-3 2011)

96. Credit Card Information: Comparing Concerns among Non-Purchasers and Purchasers

Internet users who are non-purchasers report much higher levels of concern than purchasers about their credit card security.

Fifty-six percent of non-purchasers say they would be very concerned or extremely concerned about credit card security when or if buying online, compared to 31 percent of purchasers who report the same level of concern.

**Concerns about Credit Card Security when or if Buying Online
(Adult Non-Purchasers Vs. Purchasers)**



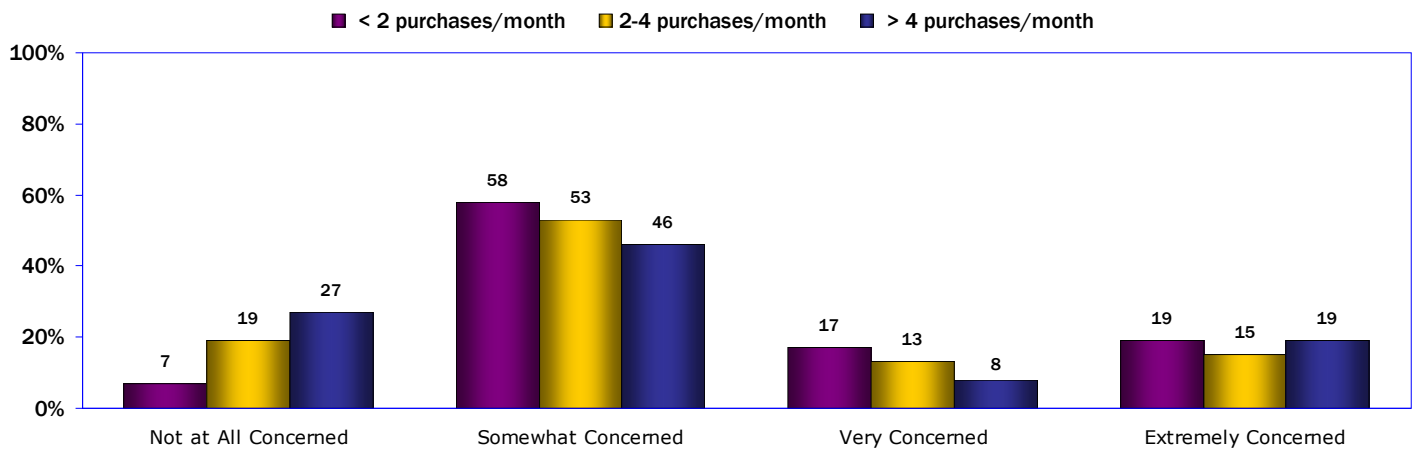
(Q830 K-4 2011)

97. Credit Card Security: Comparing Concerns Based on Frequency of Purchasing

Twenty-seven percent of users who buy online more than four times per month are very concerned or extremely concerned about credit card security on the Internet, compared to 28 percent of users who buy 2-4 times per month, and 36 percent of those who buy less than twice a month.

However, looking at those who are not at all concerned, 27 percent of those who buy more than four times per month said they have no concerns about credit card security when they buy online, compared to 19 percent of users who buy 2-4 times per month and 7 percent of those who buy less than twice per month.

**Concerns about Credit Card Security when or if Buying Online:
(Adult Internet Purchasers)**



(Q830 K-6 2011)

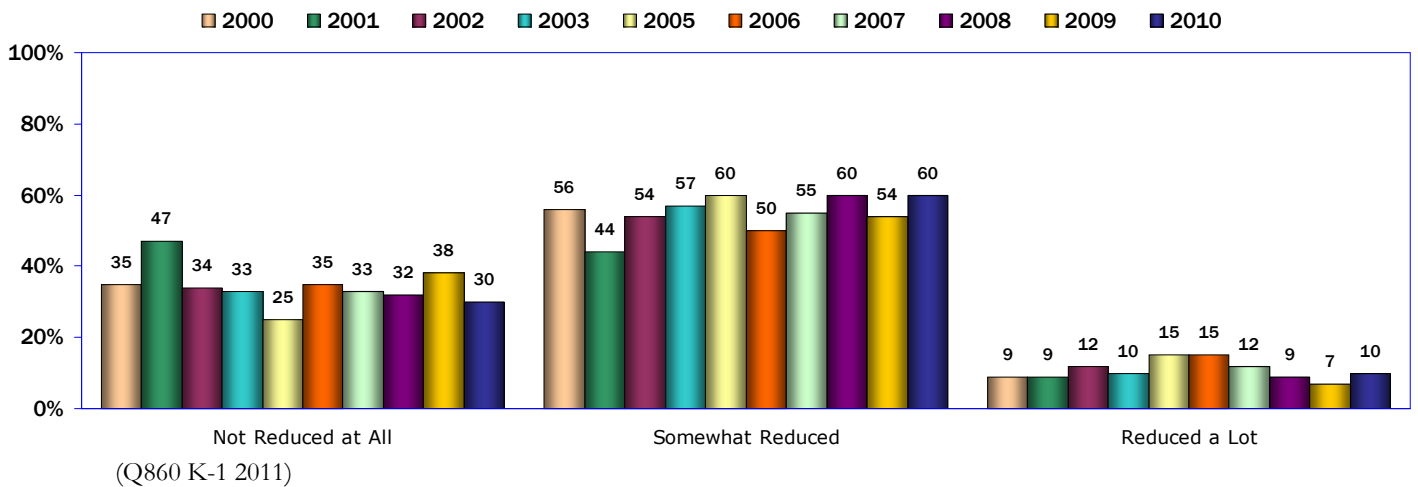
98. Buying Online: Effects on Traditional Retail Purchasing

The percentage of online purchasers who said their purchasing online has reduced their buying in retail stores increased in the current study after declining last year.

Seventy percent of Internet users who buy online said their online purchasing reduces their buying in traditional retail stores somewhat or a lot – up from 61 percent in 2009.

The percentage who said that their online purchasing had no effect on their traditional retail purchasing dropped to 30 percent of Internet users who buy online, down from 38 percent in the previous study and the second-lowest figure thus far in the Digital Future studies.

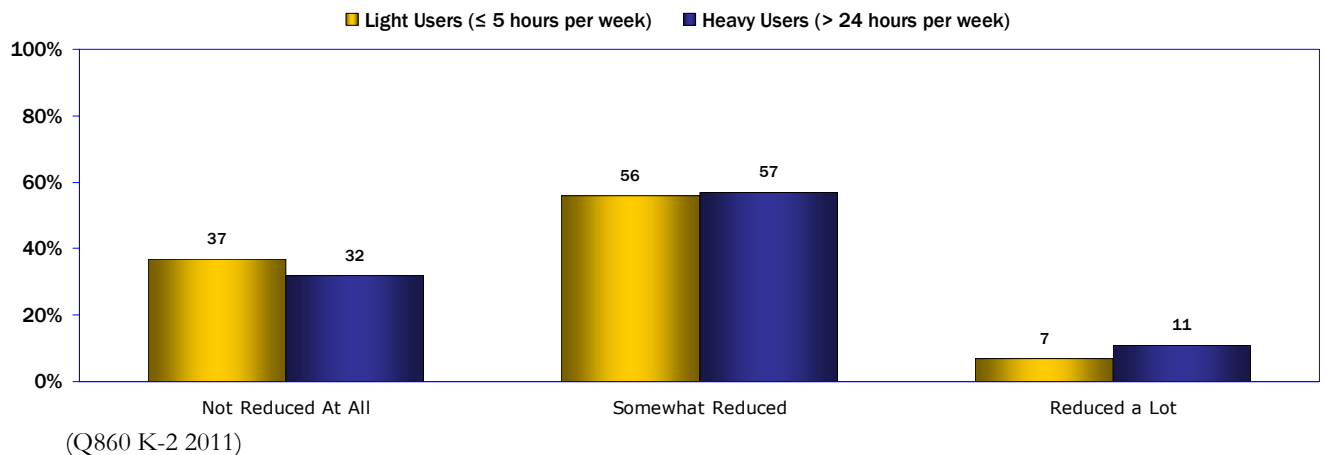
**Does Buying Online Affect Purchasing in Traditional Retail Stores?
(Internet Users Who Buy Online)**



99. Buying Online: Effects on Traditional Retail Purchasing, Light Users Vs. Heavy Users

Large percentages of both light users and heavy users said that their online buying has affected purchasing in traditional retail stores. Sixty-three percent of light users and 68 percent of heavy users said that online purchasing has reduced their purchases in traditional stores somewhat or a lot.

**Does Buying Online Affect Purchasing in Traditional Retail Stores?
(Internet Users Who Buy Online: Light Users Vs. Heavy Users)**



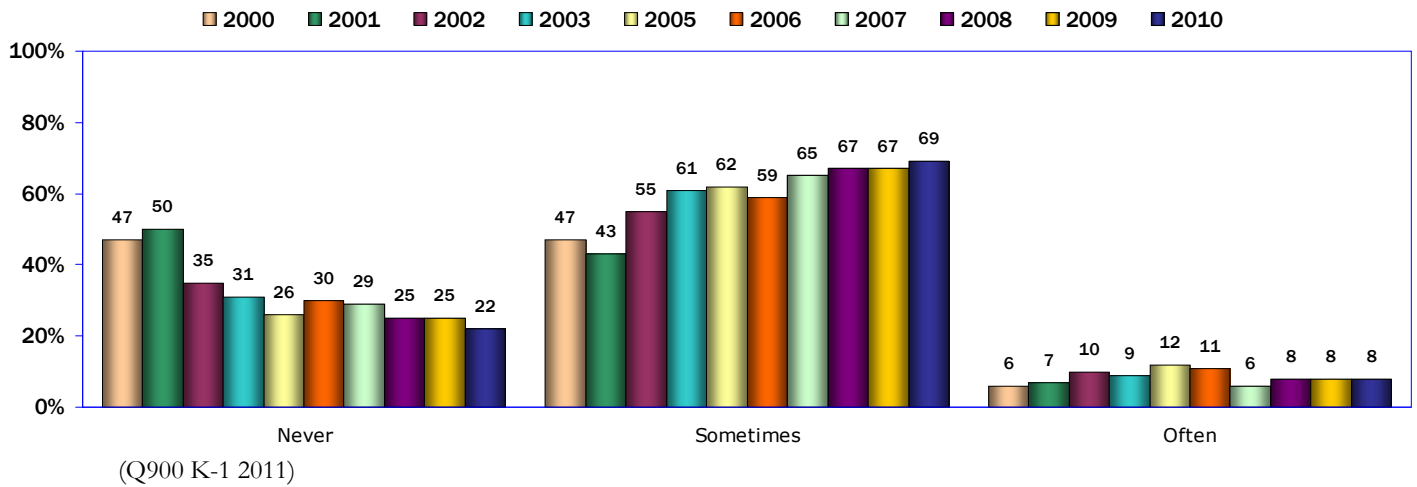
100. Browsing for Products: Retail Stores Vs. the Internet

Although large percentages of Internet users buy online (see page 175), even larger percentages continue to use the Web as a reference service before purchasing locally.

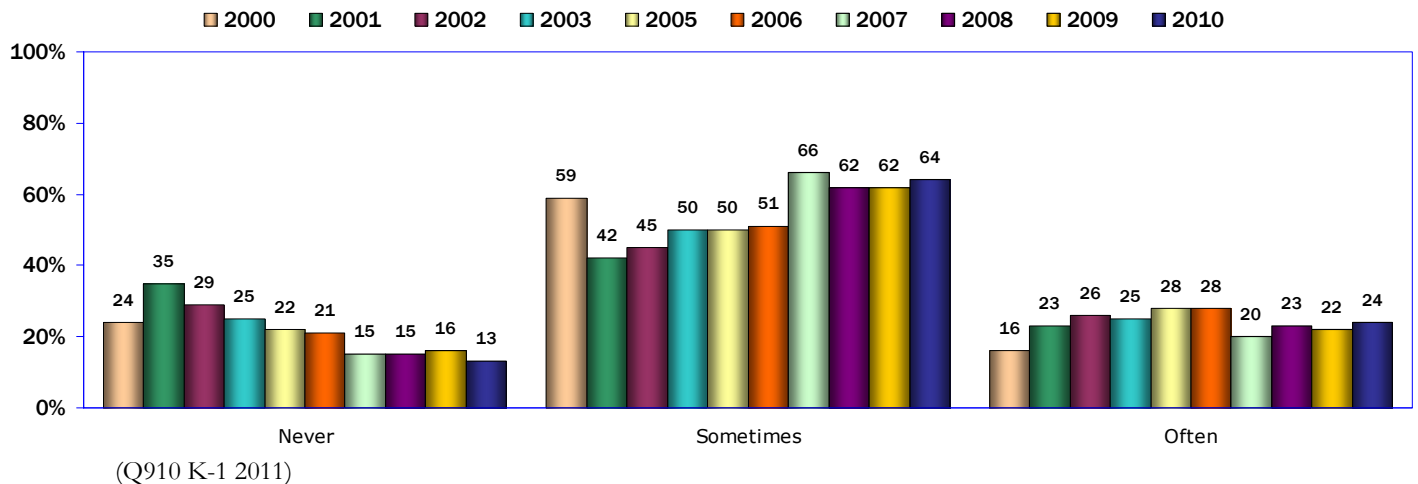
Seventy-seven percent of Internet buyers said they browse in traditional retail stores and then buy online, while 88 percent said they browse online and then buy in stores -- both responses marginally higher than those reported in the previous study.

Only 22 percent of Internet buyers said they never browse in traditional retail stores and then buy online -- a decline from 25 percent in the previous study. Only 13 percent of online buyers said they never use the Internet to browse and then buy in stores -- a decline from 16 percent in 2009.

**Internet Buyers Who Browse in Stores, then Buy Online
(Internet Users Who Buy Online)**



**Internet Buyers Who Browse Online, then Buy in Stores
(Internet Users)**

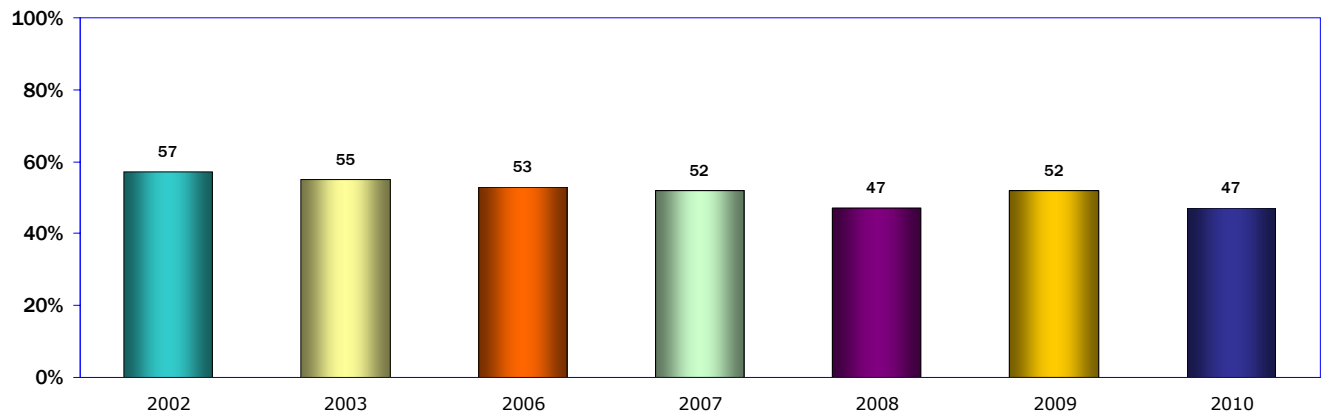


I01. Views about Risking Privacy by Going Online

The percentage of Internet users who agree that people who go online put their privacy at risk declined to the lowest level in the Digital Future studies.

Forty-seven percent of users agreed or strongly agreed that people who go online put their privacy at risk, a decline from 52 percent in the previous study and down to the previous low reported in 2008.

**People Who Go Online Put Their Privacy at Risk
(Internet Users Who Agree or Strongly Agree)**



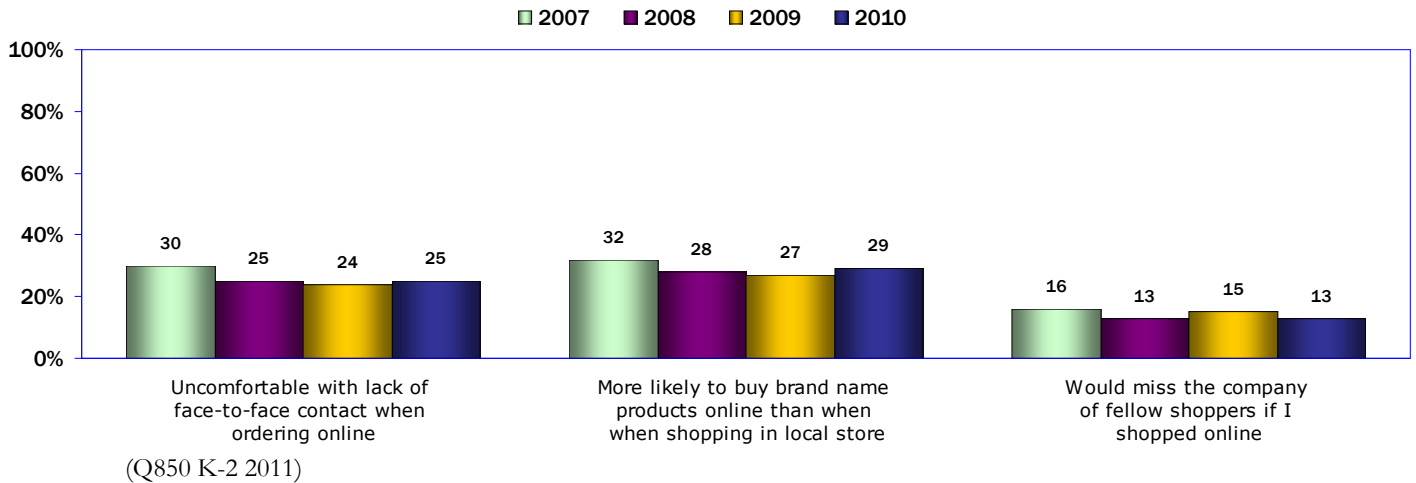
(Q850 K-1 2011)

102. Views about Buying Online and in Local Stores

A modest percentage of Internet users (25 percent) continues to report some discomfort with the lack of face-to-face contact when ordering on the Internet -- a marginal increase from 24 percent in the previous study. However, a smaller and declining percentage (13 percent) said they miss the company of fellow shoppers when buying online, down from 15 percent in 2009.

The percentage of Internet users who agreed that they are more likely to buy brand-name products online than when shopping in a local store increased slightly to 29 percent.

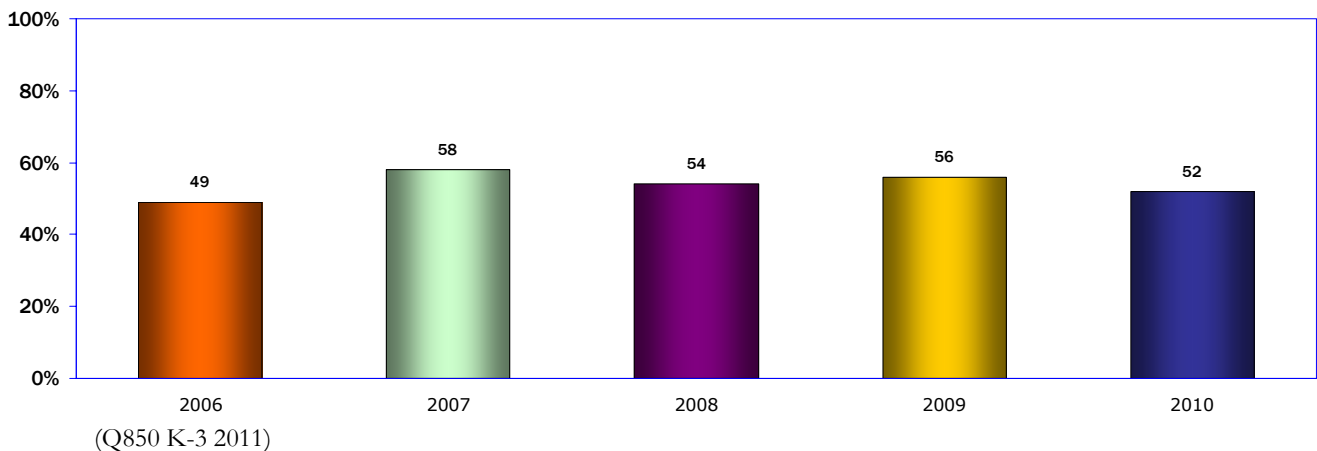
**Views about Buying Online and in Local Stores
(Internet Users Who Agree or Strongly Agree)**



103. Views about Shopping Online (Product Quality)

A declining majority of Internet users continues to agree that judging the quality of products is more difficult when shopping on the Internet. When asked about the statement, “it’s difficult to assess product quality or accuracy of product descriptions when shopping on the Internet,” 52 percent of Internet users agreed or strongly agreed, down from 56 percent in 2009, and the second-lowest level in the studies.

**It is Difficult to Assess Product Quality or Accuracy of Product Descriptions when Shopping Online
(Internet Users Who Agree or Strongly Agree)**

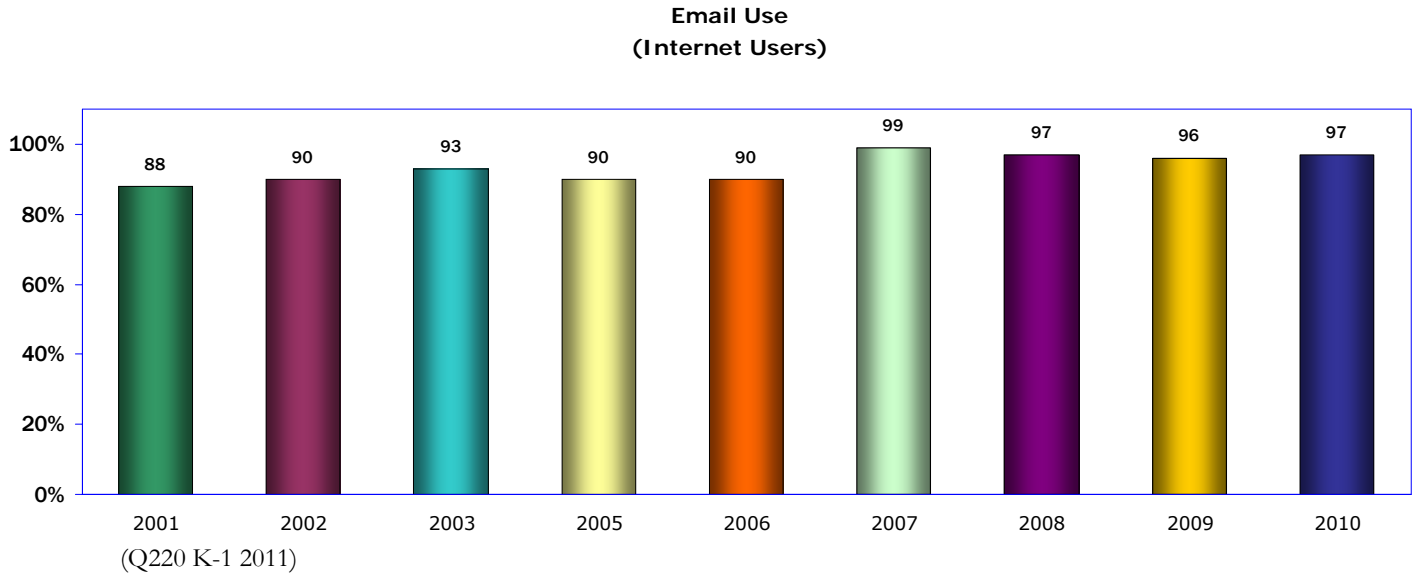


Communication Patterns

<i>Internet users with email</i>	<i>97%</i>
<i>Users who said the Internet is important or very important for maintaining social relationships</i>	<i>58%</i>
<i>Average number of friends met online but not met in person</i>	<i>6.2</i>
<i>Average number of friends met in person whom they originally met online</i>	<i>2.4</i>

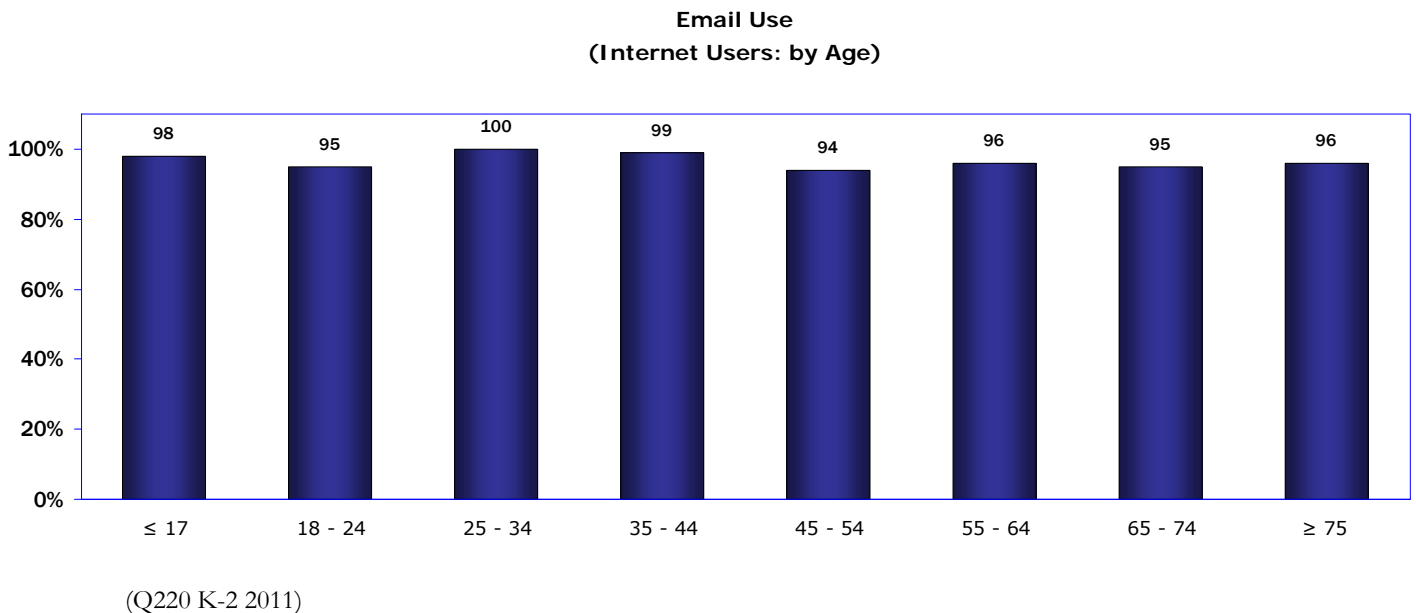
104. How Many Americans are Using Email?

Nearly all respondents who go online continue to use email (97 percent), with the percentage increasing marginally in the current study over the previous year.



105. Email Users: By Age

Even though the use of text messaging is growing dramatically among primarily younger Internet users (see page 99), very large percentages of Internet users in every age range use email, and use is near-universal (94 percent or more) in all age ranges.

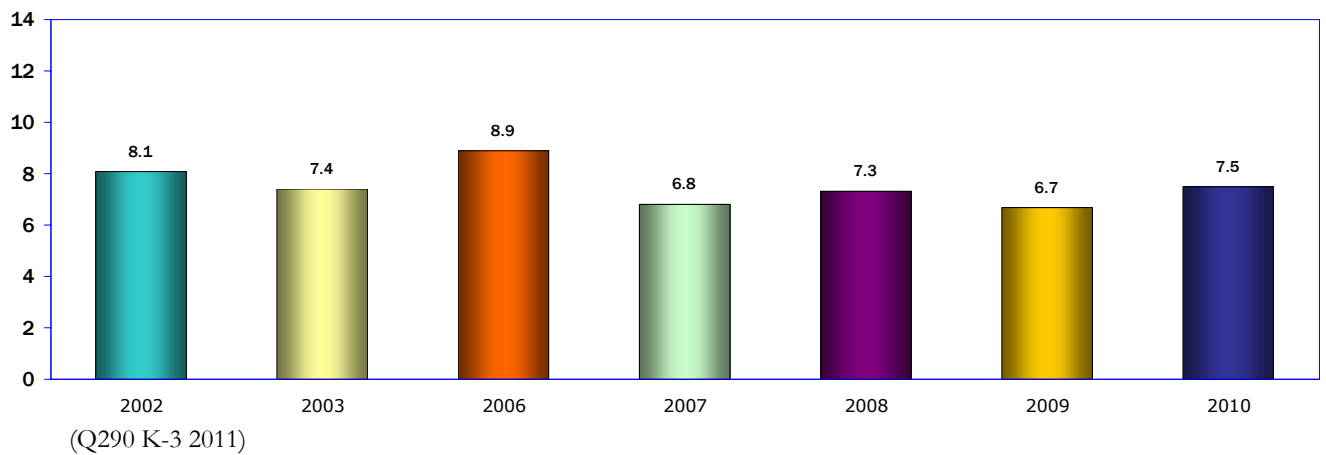


I06. Regular Contact by Email

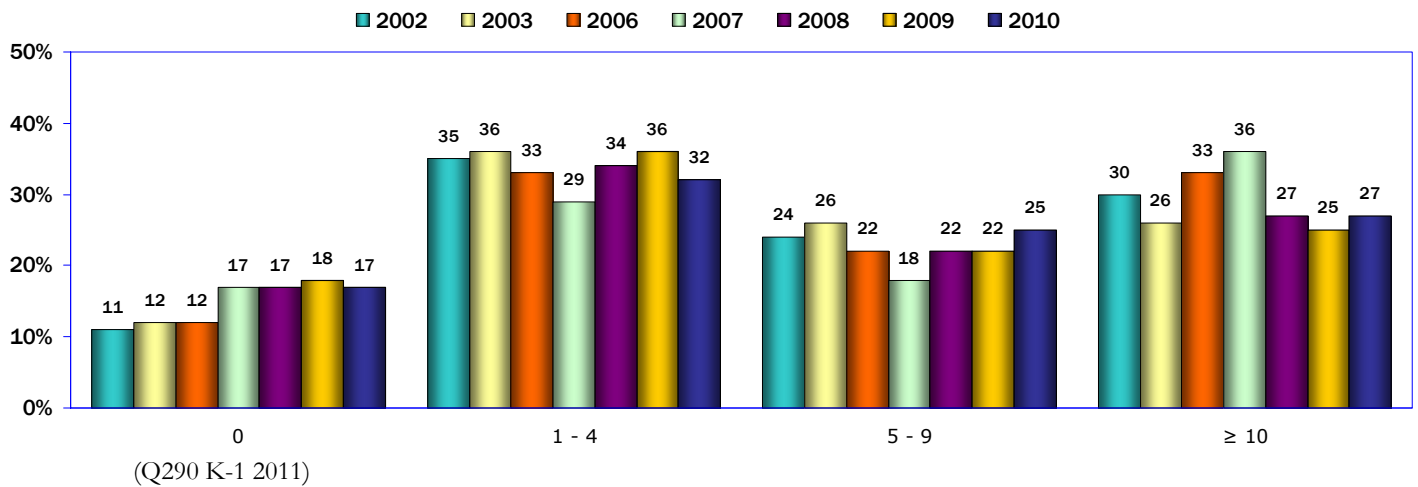
Email users maintain weekly personal email contact with a growing number of people -- now an average of 7.5, up from 6.7 in the previous study and the highest level in four years.

Fifty-two percent of email users maintain personal contact by email on a weekly basis with five or more people (see the lower chart), up from 47 percent in the previous study.

How Many People Do You Maintain Regular Personal Email Contact with on a Weekly Basis? (Number of Contacts)



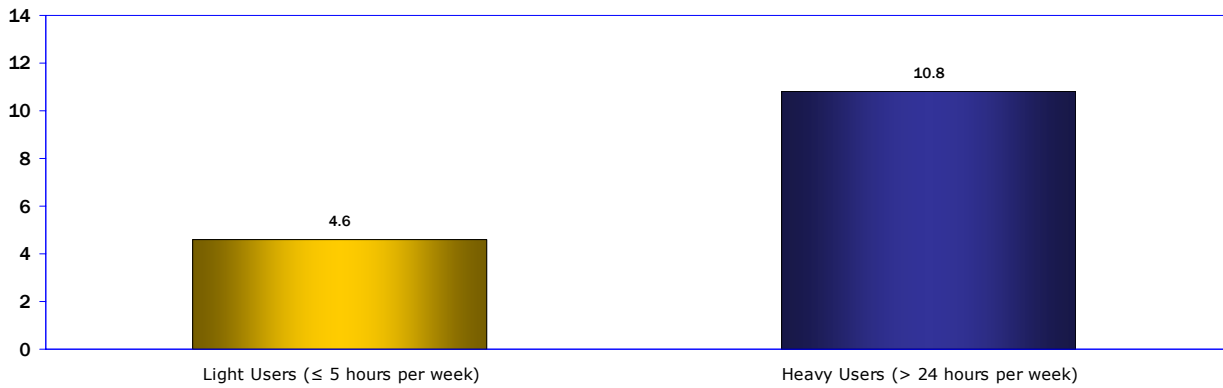
How Many People Do You Maintain Regular Personal Email Contact with on a Weekly Basis? (Email Users)



107. Regular Contact by Email: Light Users Vs. Heavy Users

Heavy Internet users stay in personal email contact with more than twice as many people compared to light users.

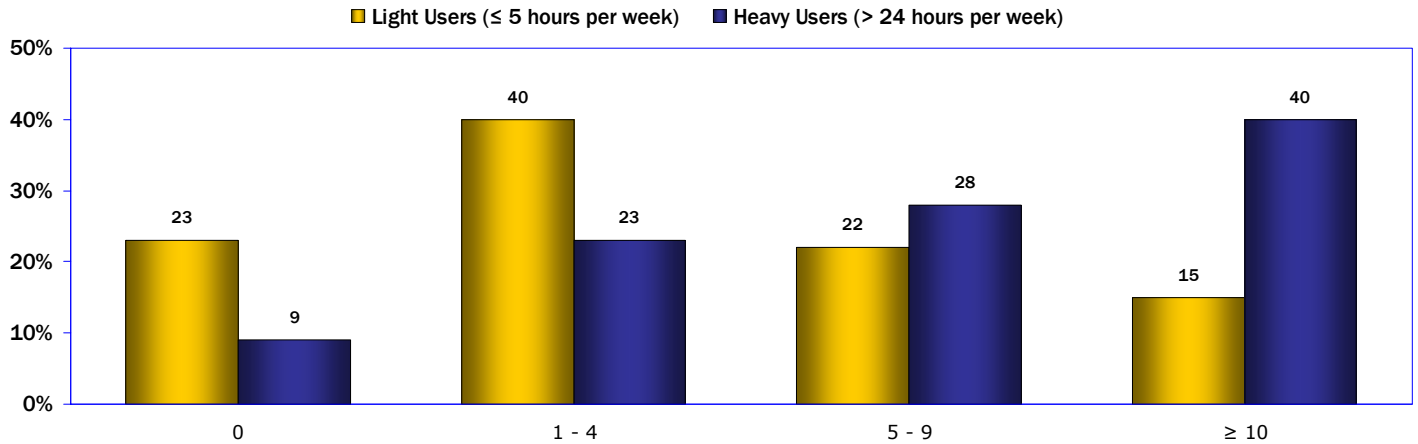
**How Many People do you Maintain Regular Personal Email Contact with on a Weekly Basis?
(Number of Contacts)**



(Q290 K-4 2011)

Sixty-eight percent of heavy users report that they maintain weekly personal contact with five or more people by email, compared to 37 percent of light users.

**How Many People do you Maintain Regular Personal Email Contact with on a Weekly Basis?
(Email Users: Light Users Vs. Heavy Users)**



(Q290 K-2 2011)

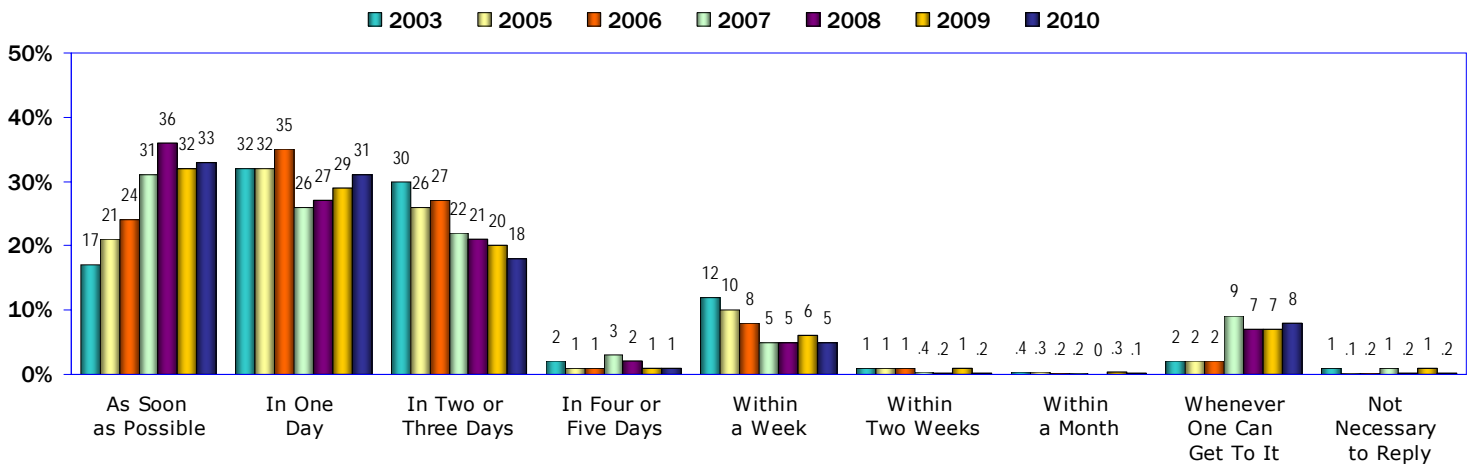
108. How Quickly Should Users Reply to Personal Email?

Email users want fast responses to messages. Sixty-four percent of email users said they expect a response to a personal email message as soon as possible or in one day -- up from 61 percent in the previous study.

The percentage who said that recipients should reply to personal email in two or three days declined for the fourth year in a row -- now 18 percent, the lowest level reported thus far in the Digital Future studies.

The percentage of email users who said their online correspondence should receive a reply in a longer period of time (four or five days, or within a week) declined to six percent, also a new low for the studies.

**How Quickly Should Users Reply to a Personal Email Message?
(Email Users)**



(Q263 K-3 2011)

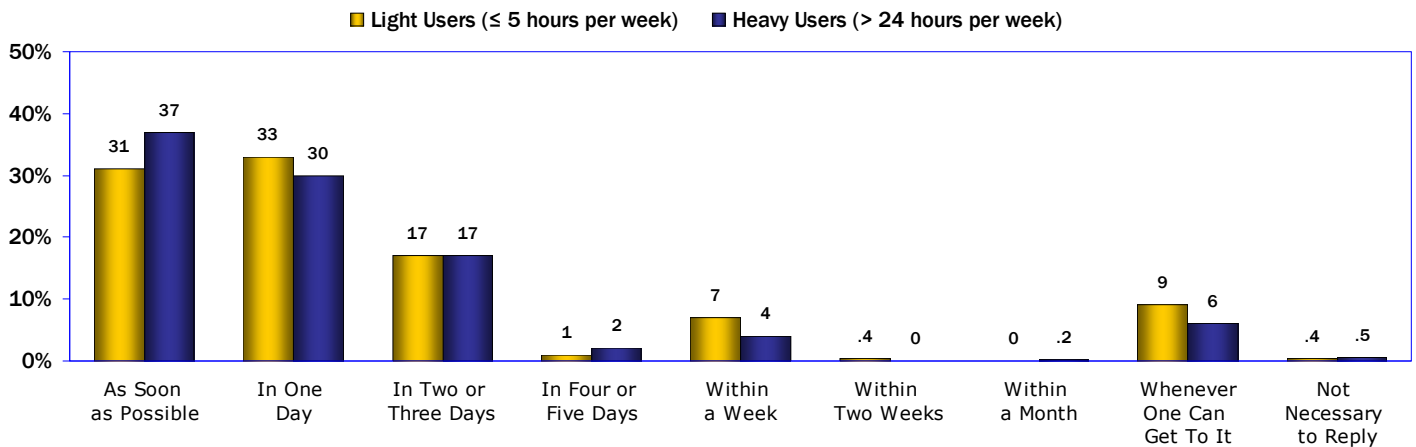
109. How Quickly Should Users Reply to Personal Email? (Light Users Vs. Heavy Users)

Heavy Internet users are slightly more demanding about their expectations for fast response to their personal email correspondence.

Sixty-seven percent of heavy users said email should receive a reply in one day or as soon as possible, compared to 64 percent of light users. Among light users, 33 percent said recipients should reply in one day (a large jump over the 22 percent with the same response in the previous study).

Surprisingly, significant percentages of both light users and heavy users do not feel that email requires a rapid response; 30 percent of heavy users and 34 percent of light users said that an email reply can be sent in two days or more, or “whenever one can get around to it.”

**How Quickly Should Users Reply to a Personal Email Message?
(Email Users: Light Users Vs. Heavy Users)**



(Q263 K-2 2011)

I 10. Email Communication with Teachers, Government Officials, and Health Care Professionals

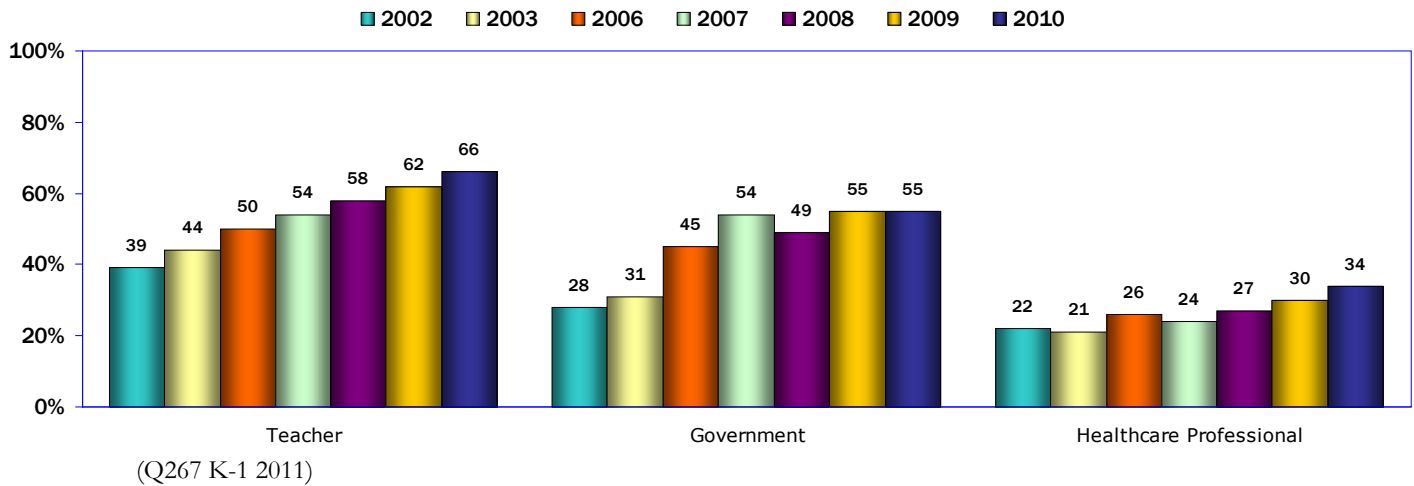
A majority of email users have contacted a government official by email, and growing percentages used email to contact teachers or health care providers.

Fifty-five percent of email users in the current Digital Future Study said they contacted a government official by email – the same as in 2009, and the highest response thus far in the studies.

For the sixth year in a row, an increasing percentage of email users said they communicated by email with teachers -- now almost two-thirds of users (66 percent).

The percentage of users who contact a health care provider by email, while lower than those who contact a teacher or government official, increased for the third year in a row, now surpassing one-third (34 percent) of email users.

E-Mail Contact with Teachers, Government Officials, or Health Care Providers (Email Users)

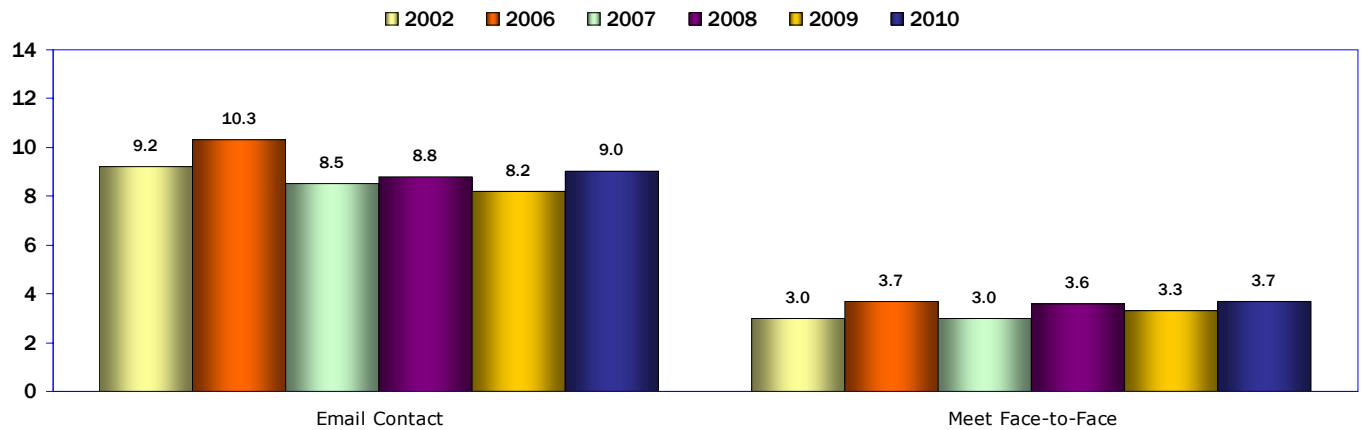


III. Email Contacts and In-Person Contacts

Email users report an average of nine people they contact weekly, up from 8.2 in 2009.

Users also report that of those with whom they maintain regular email contact, they meet an average of 3.7 people face-to-face on a weekly basis, an increase from 3.3 in 2009 and a return to the peak level of 2006.

**Average Number of People Contacted by Email
(Email Users)**

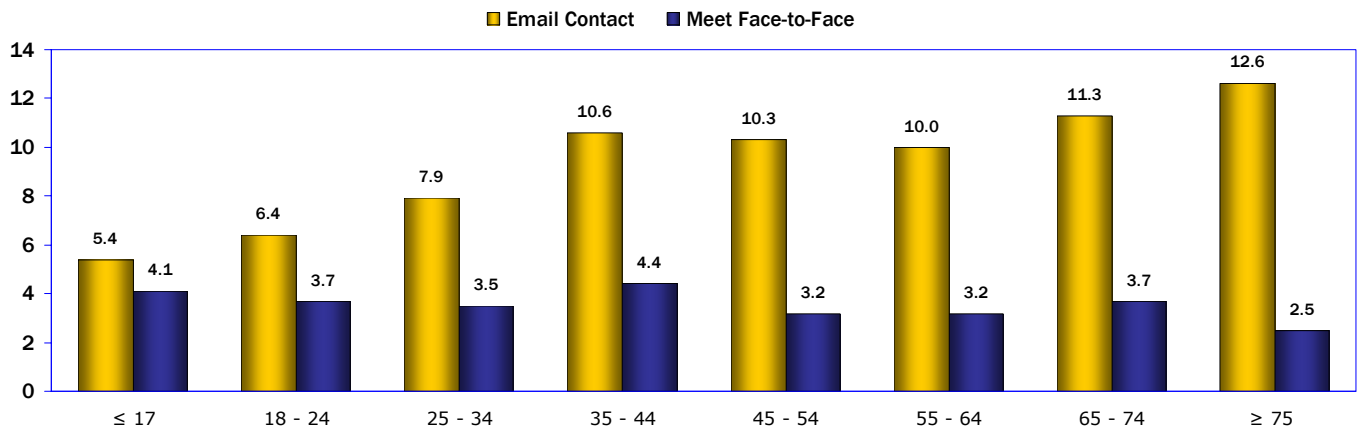


(Q290x291 K-1 2011)

Exploring email contacts by age group, the two oldest age groups of email users report the highest average number of weekly email contacts: 11.3 for users age 65-74, and 12.6 for those 75 and older.

Email users age 35-44 report the largest number of regular email contacts with whom they meet face-to-face on a weekly basis (4.4).

**Average Number of People Contacted Regularly by E-Mail Who are Also Met Weekly Face-to-Face
(Email Users by Age)**

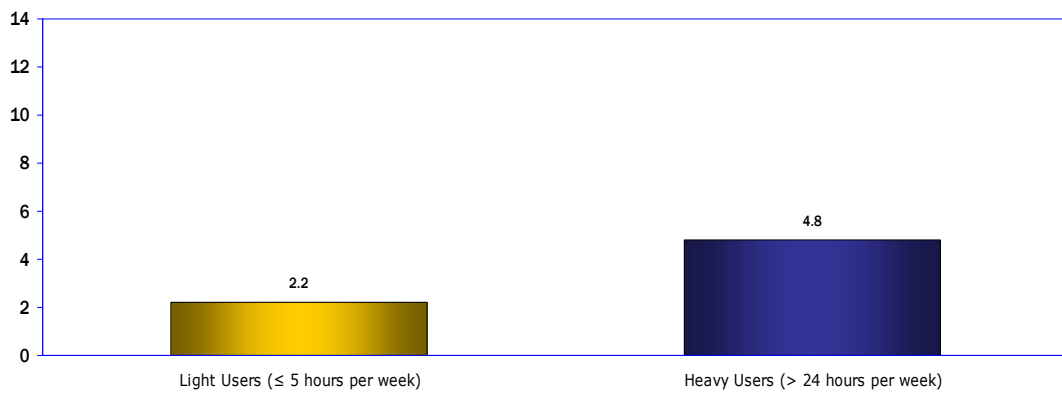


(Q290x291 K-2 2011)

I 12. Email Contacts Met Face-to-Face: Light Users Vs. Heavy Users

Compared to light users, heavy Internet users report more than twice as many email contacts with whom they meet with face-to-face on a weekly basis.

**How Many of Those You Maintain Regular Email Contact
With Do You Meet With Face-to-Face on a Weekly Basis?
(Average Reported by Light Users Vs. Heavy Users)**



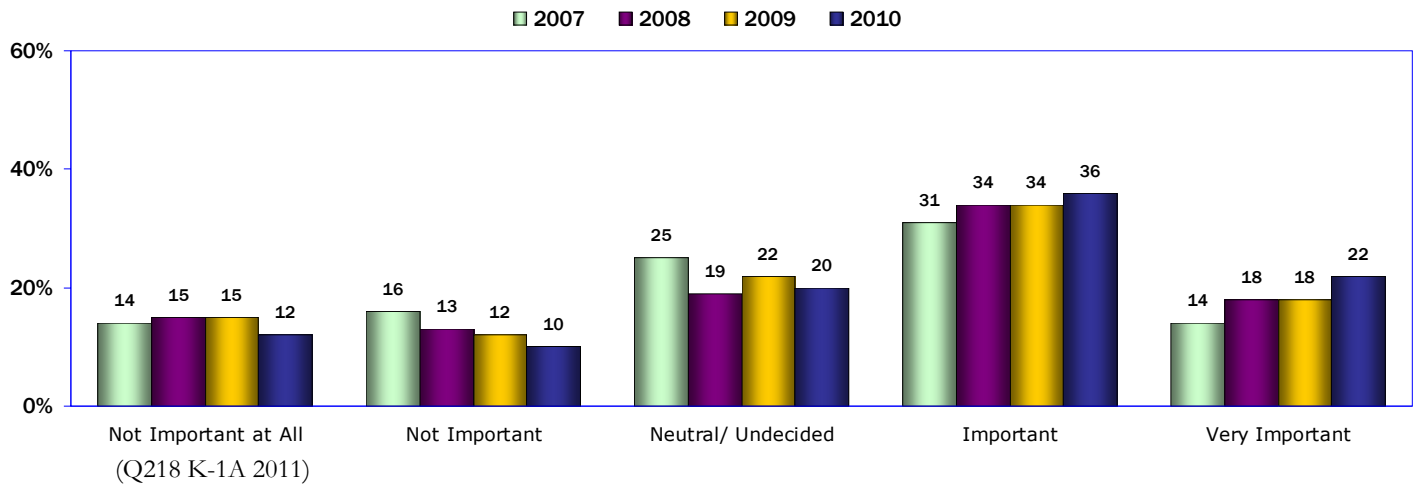
(Q291 K-2 2011)

I 13. The Internet and Social Relationships

Given explosive increases in social networking, it is not surprising that the percentage of Internet users who said that going online is important in maintaining social relationships has reached a new high for the Digital Future Project. Fifty-eight percent of users said the Internet was important or very important in helping them maintain their social relationships, an increase from 52 percent in 2009 and 2008.

Only 22 percent of users said the Internet has no importance in maintaining their social relationships -- down from 27 percent in the previous year and a new low for the studies.

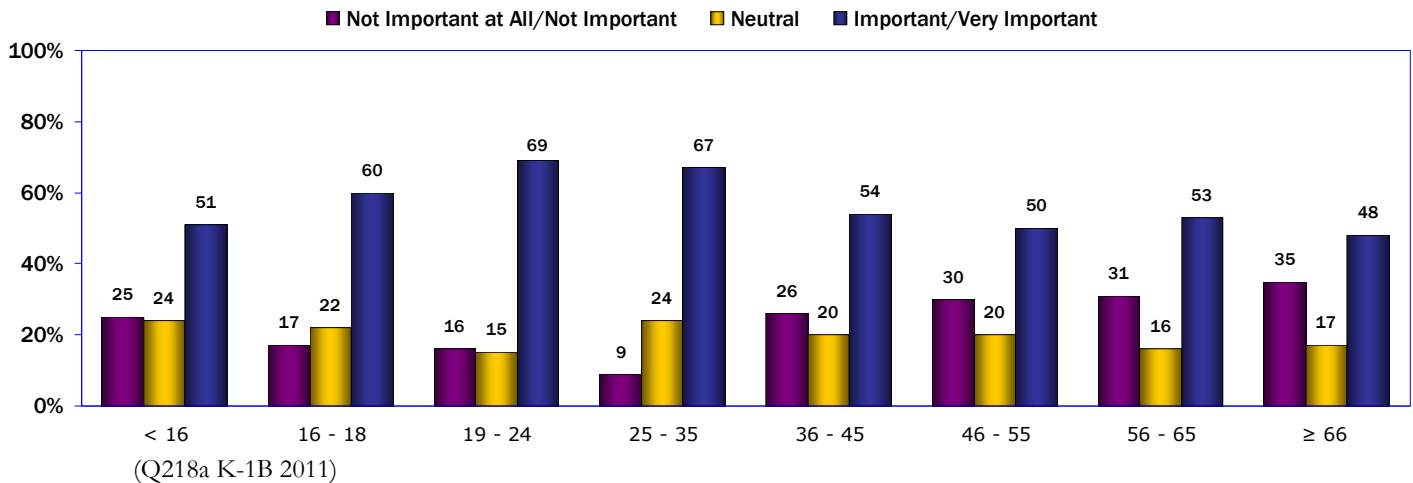
How Important is the Internet for Helping You Maintain Social Relationships (Internet Users)



I 14. The Internet and Social Relationships: By Age

Looking at the question of the Internet and social relationships by age shows that the percentage of those who consider the Internet important or very important for social relationships is highest among users ages 19 to 24 (69 percent) and users ages 25 to 35 (67 percent). One half or more of users in all age groups said that the Internet is important or very important for social relationships.

How Important is the Internet for Helping You Maintain Social Relationships (Internet Users)

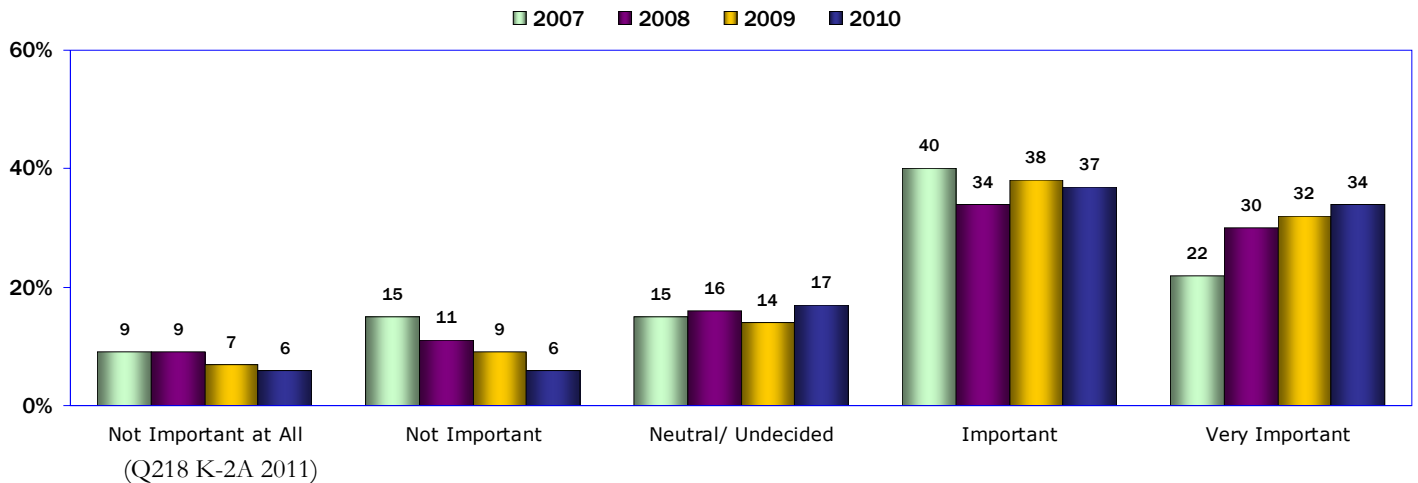


I 15. Cell Phones and Social Relationships

Given the increasing growth of text messaging (see page 98), it is not surprising that 71 percent of cell phone users said their phone helped them to maintain their social relationships, a marginal increase from 70 percent in 2009.

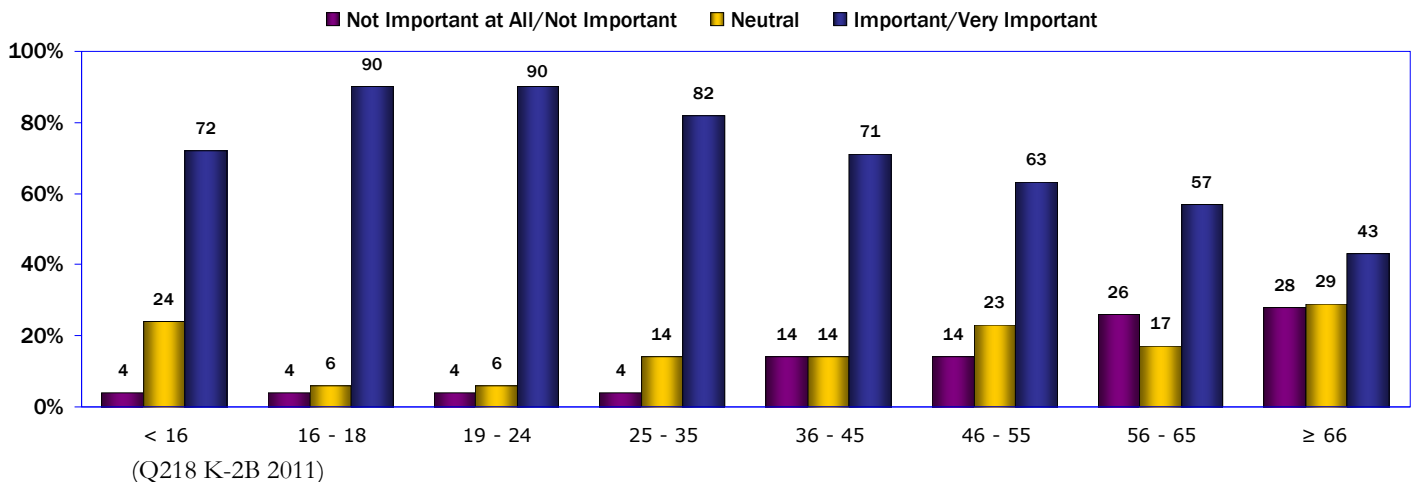
The percentage of cell phone users who said their phone is not important for maintaining social relationships declined to 12 percent, down for the third year in a row.

**How Important Is the Cell Phone for Helping You Maintain Social Relationships?
(Cell Phone Users)**



More than half of cell phone users in all of the age ranges except those age 66 or older said their cell phone is important or very important in maintaining social relationships. The highest percentages were reported by cell phone users age 16-18 and 19-24 (90 percent).

**How Important is the Cell Phone for Helping You Maintain Social Relationships?
(Cell Phone Users)**



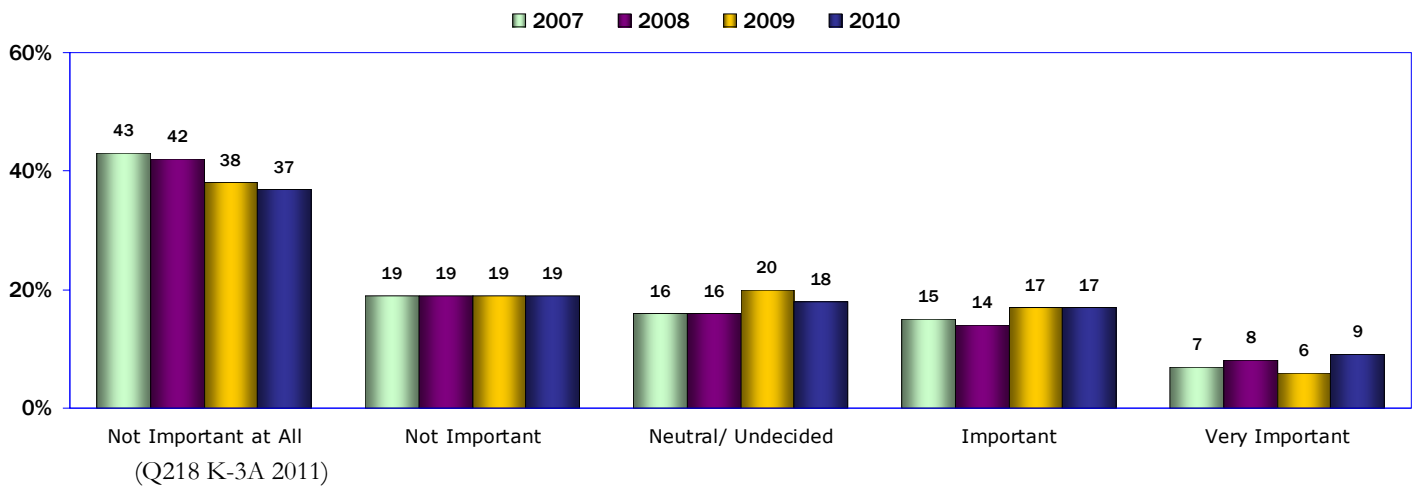
I 16. Instant Messaging and Social Relationships

Instant messaging remains one of the most frequently-used communication tools for some age groups. However, looking at all respondents shows that overall, relatively small percentages of Internet users said that instant messaging is important in maintaining social relationships.

Among all Internet users, 26 percent said that instant messaging is important or very important for maintaining social relationships – an increase from 23 percent in the previous study.

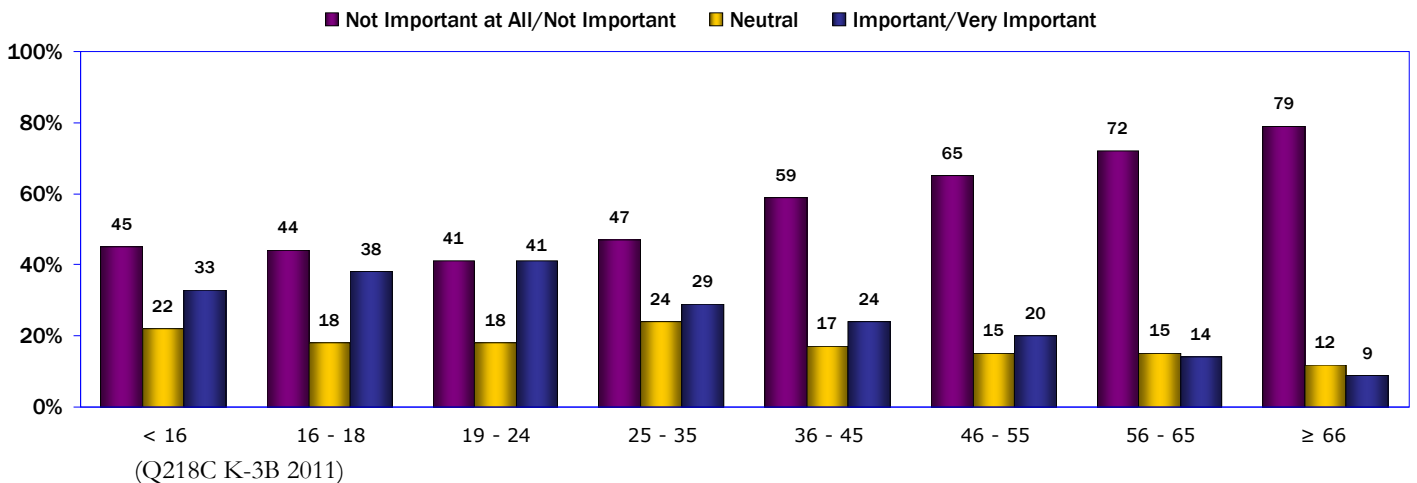
However, the percentage of those who said instant messaging is not important in maintaining social relationships has declined for the third year in a row -- now 56 percent.

How Important is Instant Messaging for Helping You Maintain Social Relationships? (Internet Users)



Instant messaging is most important for social relationships among Internet users ages 19-24 (41 percent) and 16-18 (38 percent). Conversely, instant messaging is not important to one-half or more of users age 36 and older.

How Important Is Instant Messaging For Helping You Maintain Social Relationships? (Internet Users)

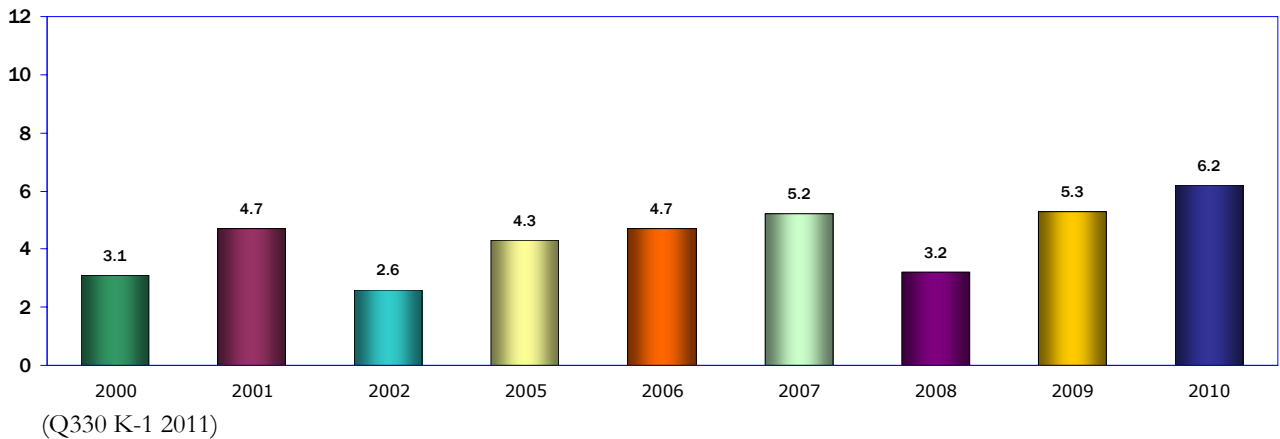


I 17. The Internet and Online Friends

Internet users continue to report an increase in the number of online friends, the average of which has reached a new peak for the Digital Future Project.

Internet users report an average of 6.2 friends online whom they have never met in person -- double the number of online friends reported in 2000 when this question was first asked.

**Online Friends Never Met in Person
(Internet Users)**

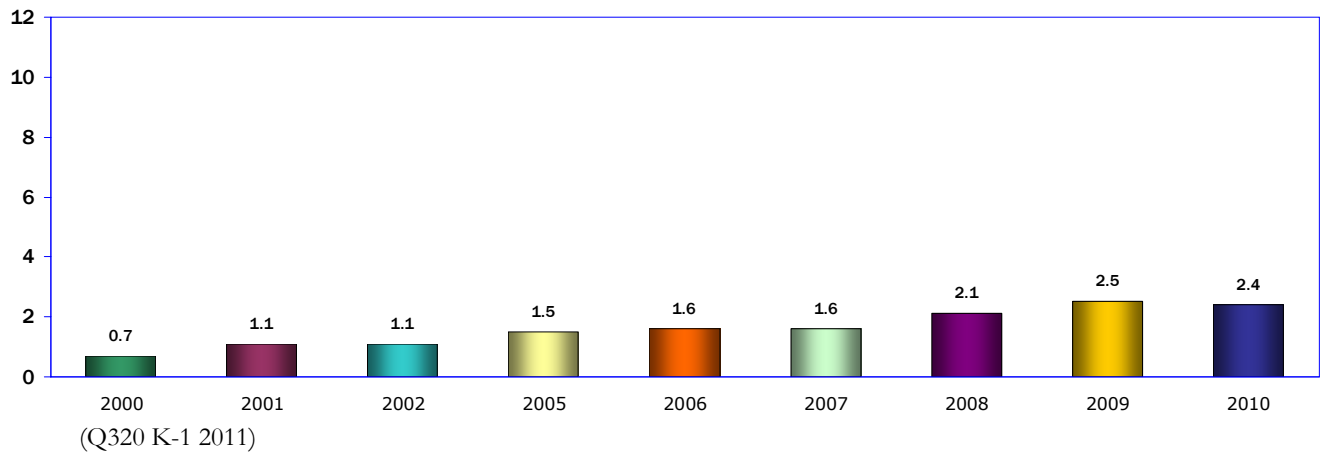


I 18. Friends Met Online, Then Met in Person

Although Internet users continue to report an increasing number of online friends (see the previous question), the number of online friends that users meet in person has declined slightly.

Users meet an average of 2.4 friends in person whom they originally met online -- down marginally from the peak of 2.5 reported in the previous study.

**Online Friends Met in Person
(Internet Users)**

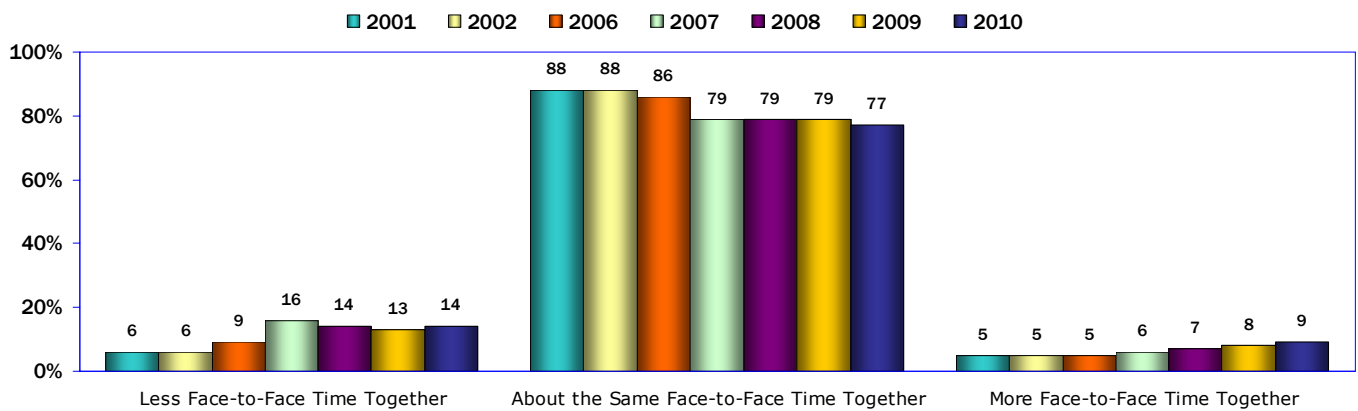


I 19. Time Spent Socializing with Friends and Family

The percentage of Internet users who said that they spend about the same amount of face-to-face time with friends since being connected to the Internet declined slightly in the current study, while the percentage who spent more face-to-face time with friends rose marginally.

The percentage of users who spend less face-to-face time with friends since being connected to the Internet increased to 14 percent of users -- the second-highest level reported in the Digital Future studies.

Time Spent Face-to-Face with Friends since Being Connected to the Internet (Internet Users)

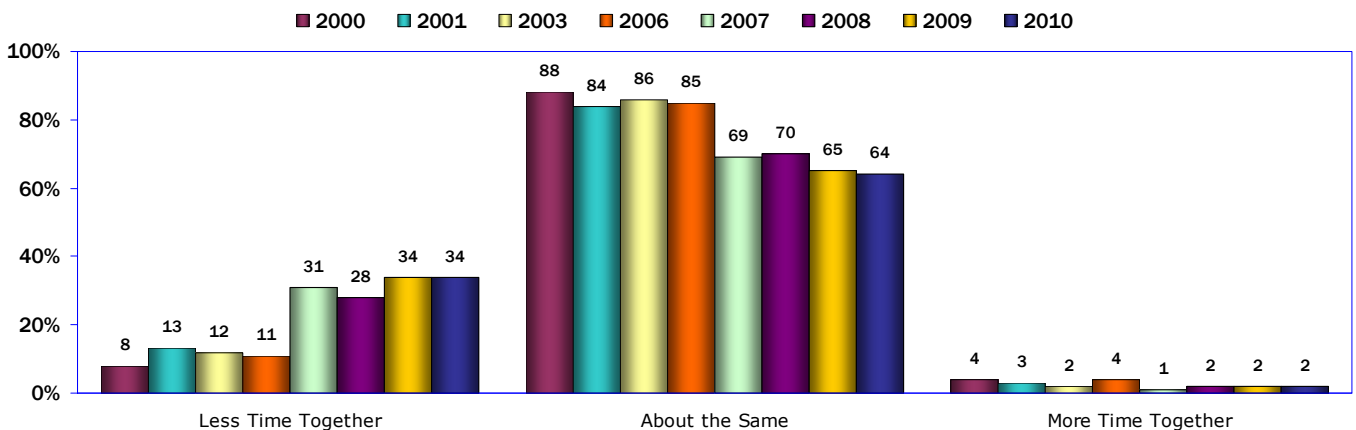


(Q1037 K-1 2011)

The percentage of Internet users who said they spend less face-to-face time with family in their household since going online remained stable at 34 percent of users, the same response as in the previous study and still the highest level in the Digital Future Project.

A very small percentage of users (two percent) said they spend more face-to-face time with family since being connected to the Internet. The largest group of users -- 64 percent -- said that they spend about the same amount of time with family in the household since being connected to the Internet.

Time Spent Face-To-Face with Family in the Household Since Being Connected to the Internet (Home Internet Users)



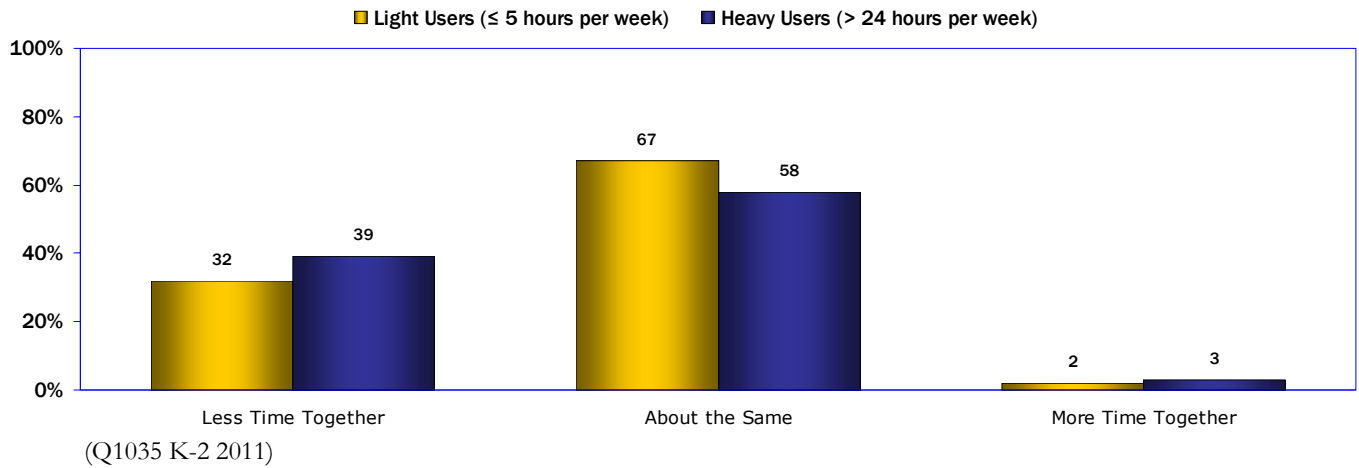
(Q1035 K-1 2011)

I20. Time Spent Socializing with Family and Friends: Light Users Vs. Heavy Users

Larger percentages of heavy Internet users (39 percent) compared to light users (32 percent) said the members of their household spend less face-to-face time together since being connected to the Internet.

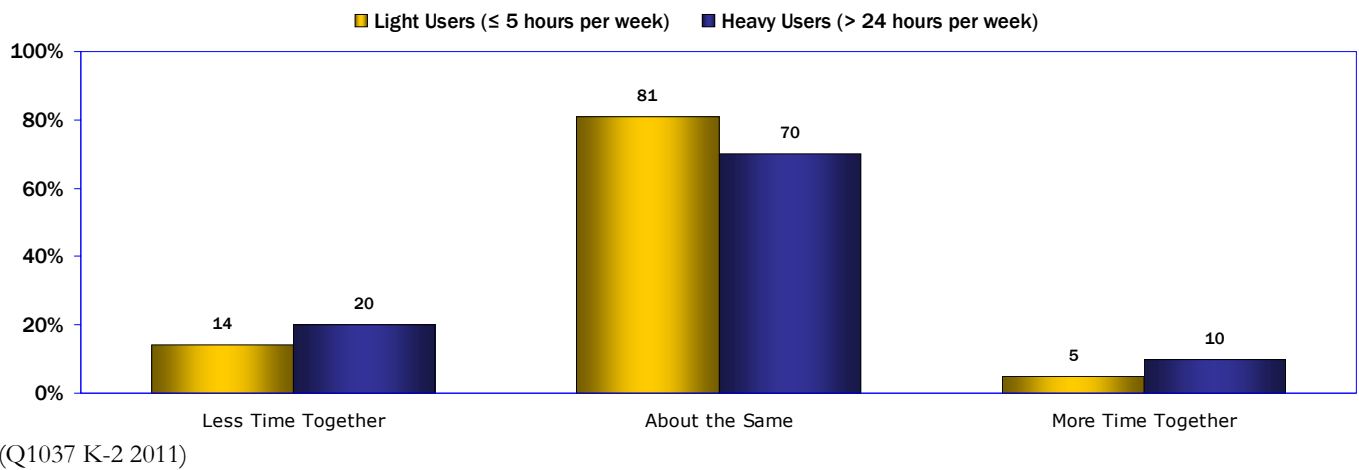
Small percentage of heavy users (three percent) and light users (two percent) said they spend more face-to-face time with family since being connected to the Internet.

**Time Spent Face-To-Face with Family in the Household since Being Connected to the Internet
(Home Internet Users: Light Users Vs. Heavy Users)**



Large percentages of light users (86 percent) and heavy users (80 percent) said that their time spent face-to-face with friends is about the same or has increased since they were connected to the Internet.

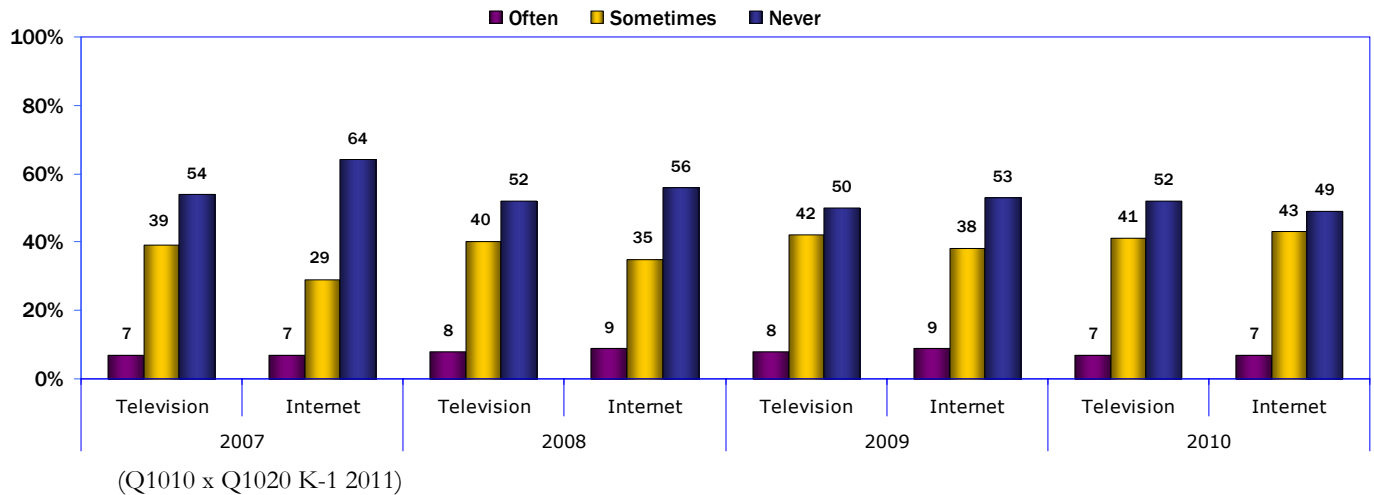
**Time Spent Face-To-Face With Friends Since Being Connected to the Internet
(Internet Users: Light Users Vs. Heavy Users)**



121. Are You Ignored Because of Television or the Internet?

Half of Internet users said they were sometimes or often ignored because another member of the household spends too much time online, and 48 percent said they were ignored because others spend too much time watching television -- the first time in the Digital Future studies that a higher percentage felt they were neglected because of online use.

Do You Feel That You Are Ignored Because a Household Member Spends Too Much Time Watching TV or Using the Internet?

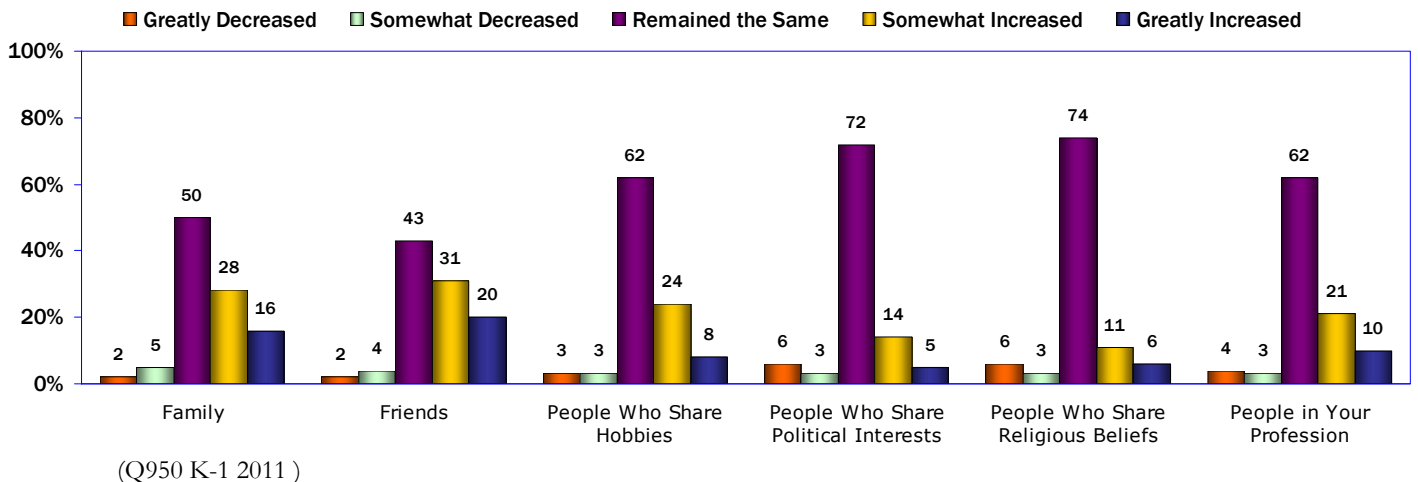


122. Internet Use and Contact with Others

Even though some Internet users report negative issues involving going online and time spent socializing in the family (see page 136), very large percentages of users (91-94 percent) also report that Internet use has no effect or a positive effect on contact with the key groups in the lives of users, including family, friends, and people who share hobbies, political beliefs, religious beliefs, and professional interests.

However, small percentages of users ranging from six to nine percent said that the Internet has decreased or greatly decreased their contact with key groups in their lives.

How Has Internet Use Affected Your Contact with the Following Groups? (Internet Users)



Social Effects: Online Communities

***Average length of membership
in an online community (years)*** **3.8**

***Online community members
who log in to their community
at least once a day*** **56%**

***Online community members
who take offline actions related
to their online communities
at least monthly*** **33%**

***Online community members
who meet members of their
online community in person*** **50%**

***Online community members
who said they feel as strongly
about their communities as they
do about their real world
communities*** **51%**

Online Communities

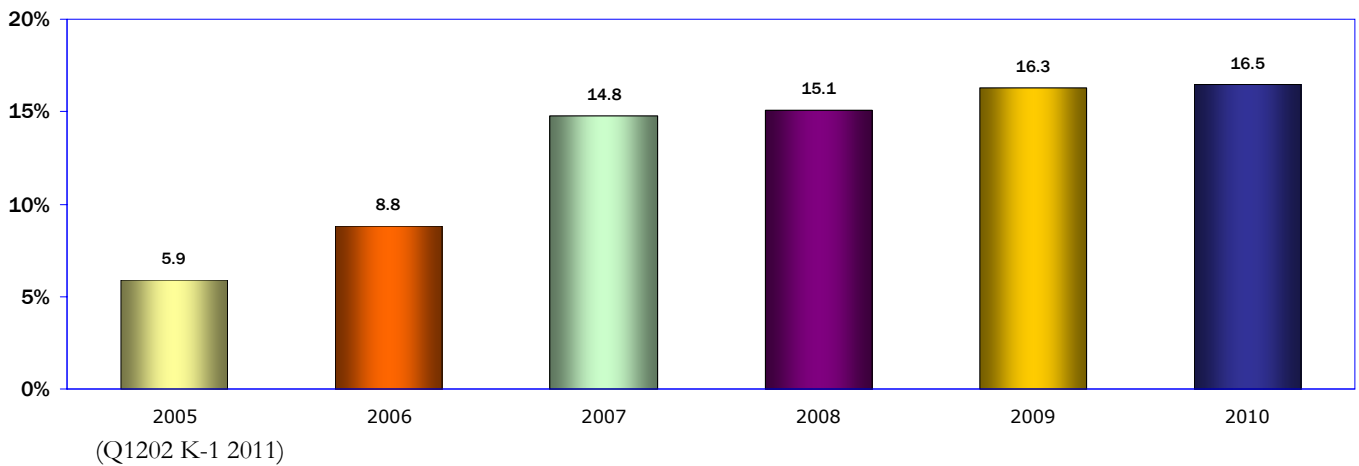
For the Digital Future Project, an “online community” is defined as a group that shares thoughts or ideas, or works on common projects, through electronic communication only.

These online communities represent broad interests -- professional, social, spiritual, hobby, and political, among others.

123. Are You a Member of an Online Community?

Membership in an online community has increased only marginally in the most recent three years of Digital Future studies, and has now increased to 17 percent of Internet users, a new peak for the project.

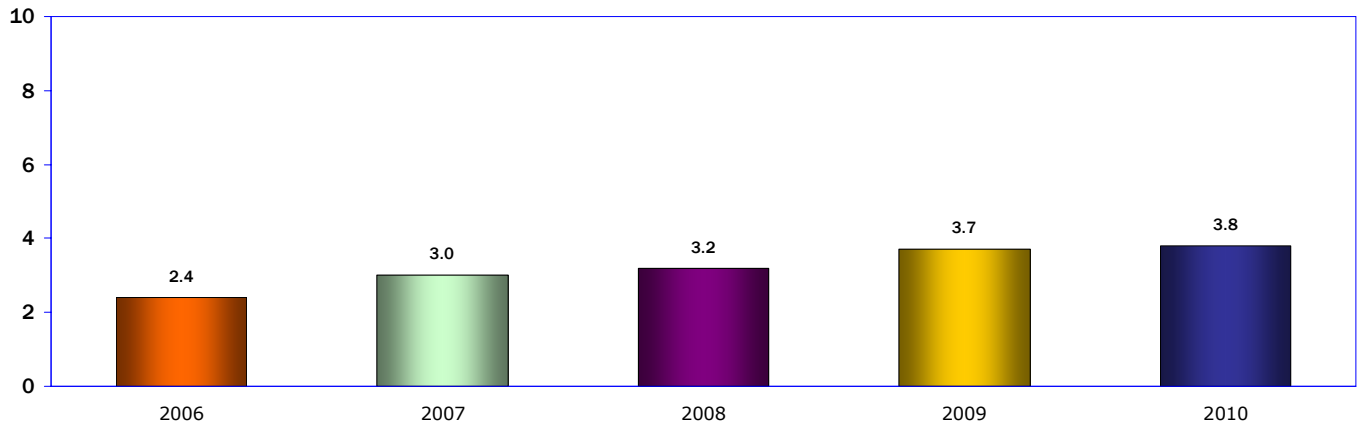
**Are You A Member of an Online Community?
(Internet Users)**



124. Membership in Online Communities: How Long?

Users continue to report increasing time as members of online communities -- now an average of 3.8 years.

**How Long Have You Been a Member of Your Online Community?
(Online Communities Members)**



(Q1203A K-1 2011)

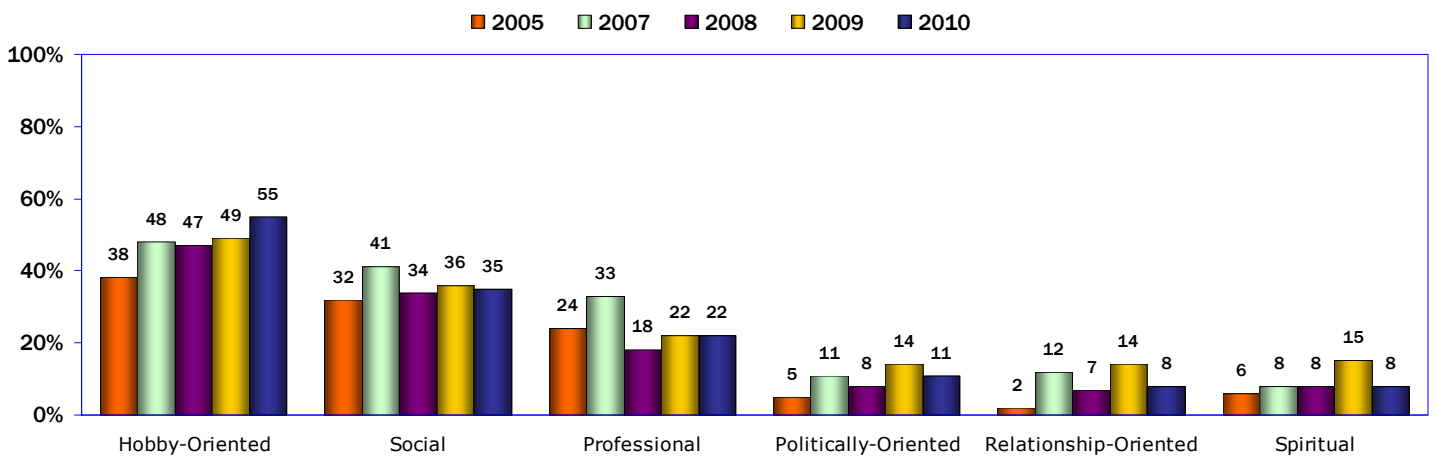
(If a member of multiple communities, how long have you been a member of the single most important of those communities?)

125. Membership of Online Communities

Fifty-five percent of online community members said they are involved in an online community involving hobbies, an increase from 49 percent in the previous study. Thirty-five percent of online community members said their community was for social purposes, while 22 percent said they were involved in communities related to their professions.

Other smaller percentages were reported for online communities involving relationships, politics, or spiritual issues.

**What is the Nature of Your Online Community?
(Online Community Members)**



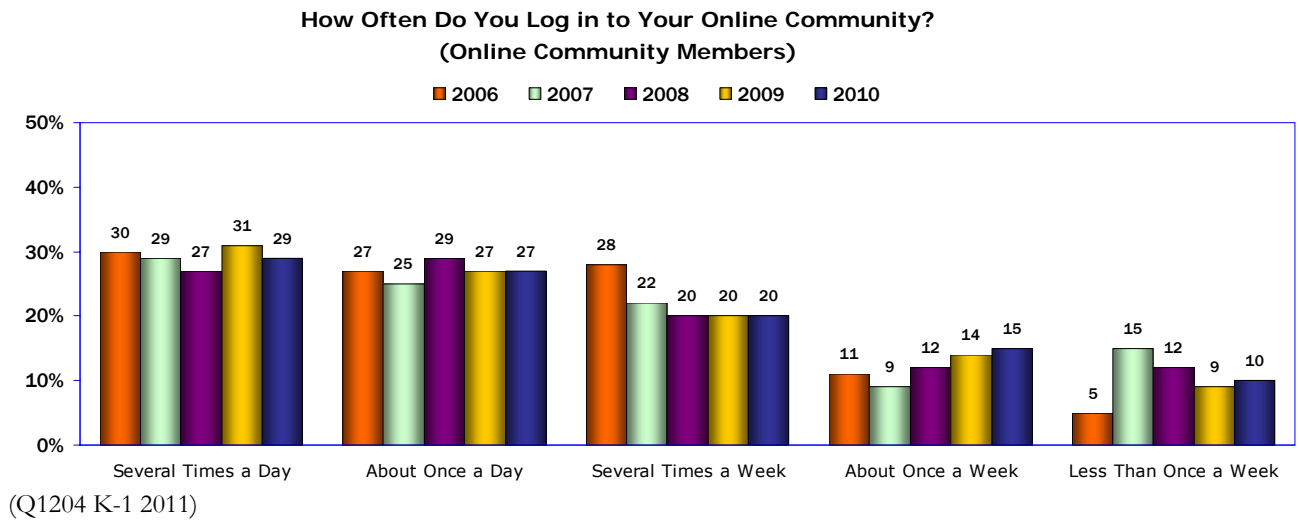
(Q1202A K-1 2011) (Multiple responses possible)

I26. Online Community Members: How Often Do They Log In?

A large percentage of online community members are actively involved in their communities on a daily basis.

Fifty-six percent said they logged in once a day or several times a day, down slightly from 58 percent in the previous study.

Only 10 percent of online community members said they log in to their community less than once a week.

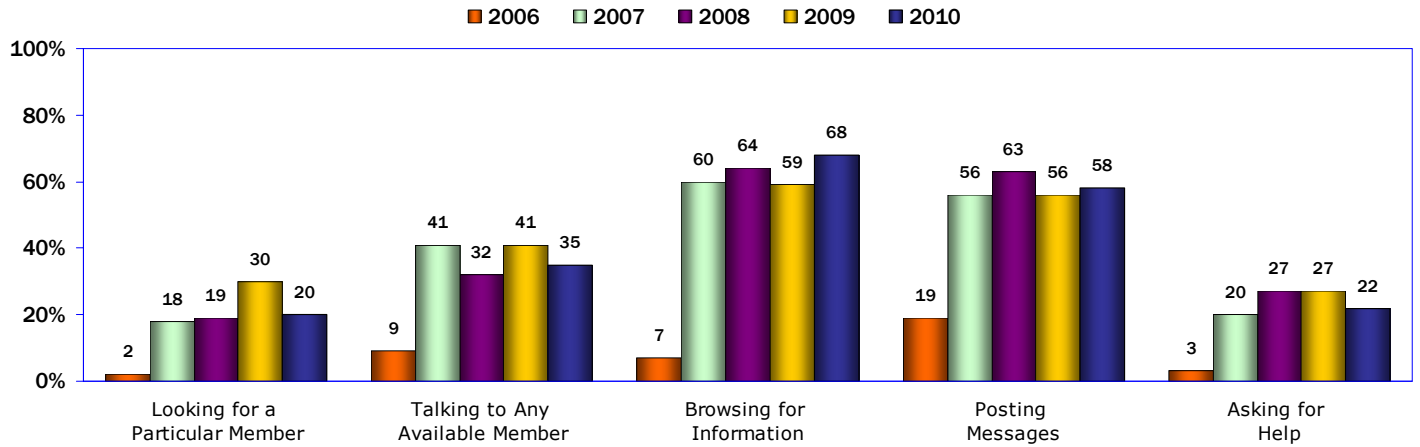


127. What Do You Do When You are Logged into Your Online Community?

The largest percentage of online community members spend their time in those communities browsing for information (68 percent), an increase from 59 percent in 2009. Fifty-eight percent post messages, up slightly from the previous three studies and the highest level thus far.

Fifty-five percent go to their online community to connect with others, either talking to any available member (35 percent) or looking for a particular member (20 percent).

**Activities in Online Communities
(Online Communities Members)**



(Q1205 K-1 2011) (Multiple responses OK; if multiple communities, the single most important of those communities)

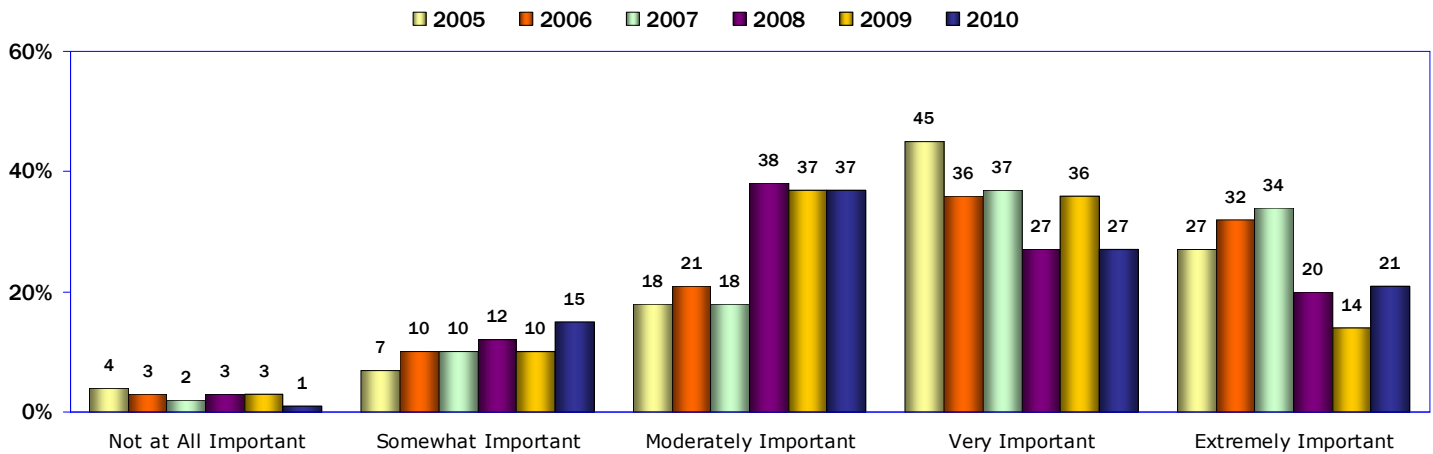
128. Online Communities: Are They Useful and Important?

The percentage of online community members who believe their online communities are useful and important declined slightly in the current study.

Forty-eight percent of members of online communities report that their community was very important or extremely important to them -- down from 50 percent in 2009.

The percentage of those who said their online community was not at all important dropped to only one percent of community members.

**How Useful and Important is Your Online Community (or Communities) to You?
(Online Community Members)**

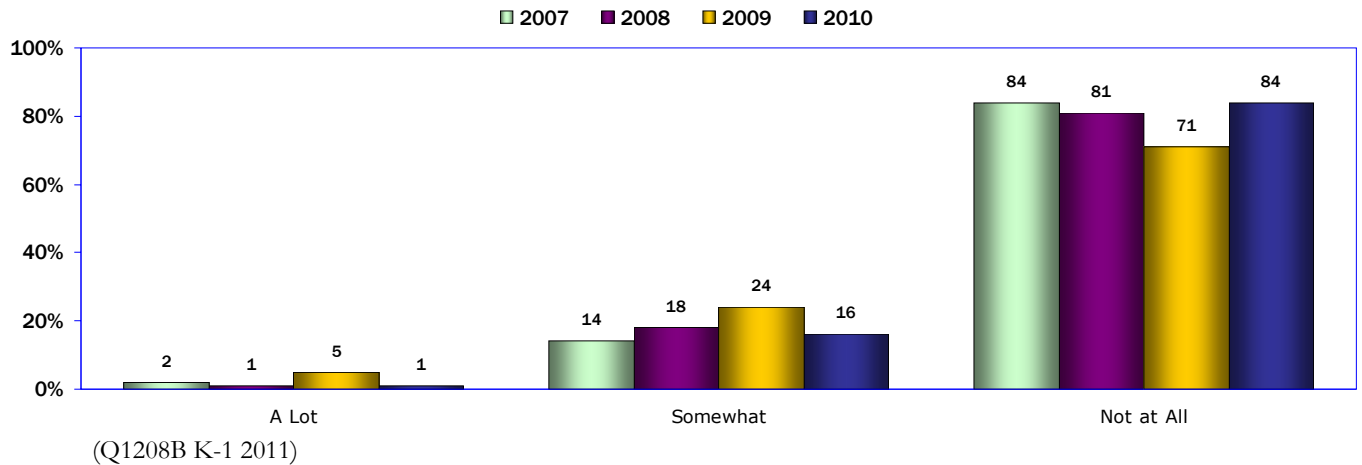


(Q1202B K-1 2011)

129. Participation in Online Communities: Does It Affect Involvement in Offline Communities?

A large percentage of online community members (84 percent) said that their participation in those communities does not affect their involvement in offline communities. The percentage who said that involvement in online communities has decreased their involvement in offline communities somewhat or a lot declined to 17 percent in the current study, down from 29 percent in 2009.

Has Your Participation in Online Communities Decreased Your Involvement in Offline Communities? (Online Community Members)

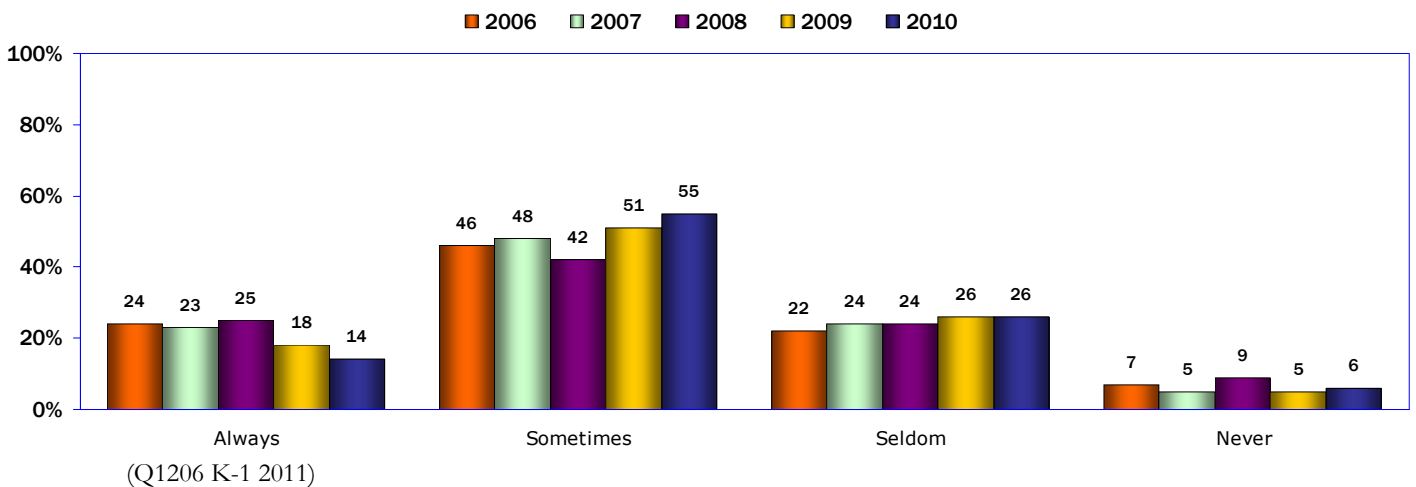


130. Online Community Members: Online Interaction

Sixty-nine percent of online community members said they sometimes or always interact with other members of their community, the same as in 2009.

Only six percent of online community members said they never interact with other members of their online community.

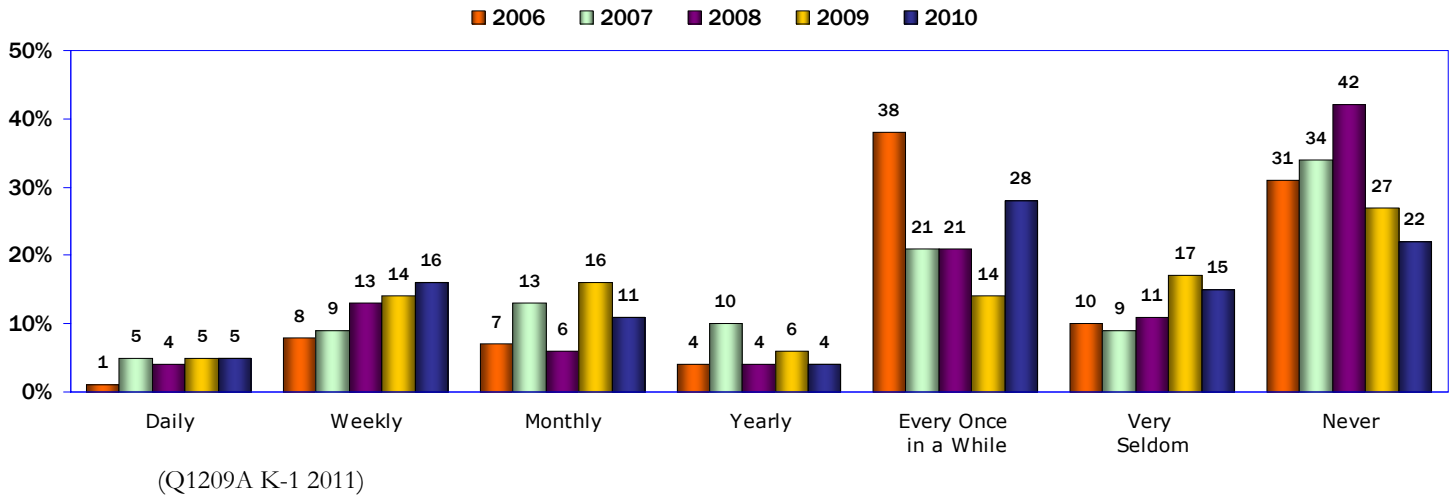
How Often Do You Interact with Other Members of Your Online Community? (Online Community Members)



131. Online Communities: Connection to Offline Actions

In the current study, 32 percent of online community members said they take actions offline at least monthly that are related to their online community, such as attending a meeting or seeing a doctor. Only 22 percent never take offline action relating to their online communities.

How Often Do You Take Action Offline, Such as Seeing a Doctor or Attending a Meeting, Related to Your Online Community? (Online Community Members)

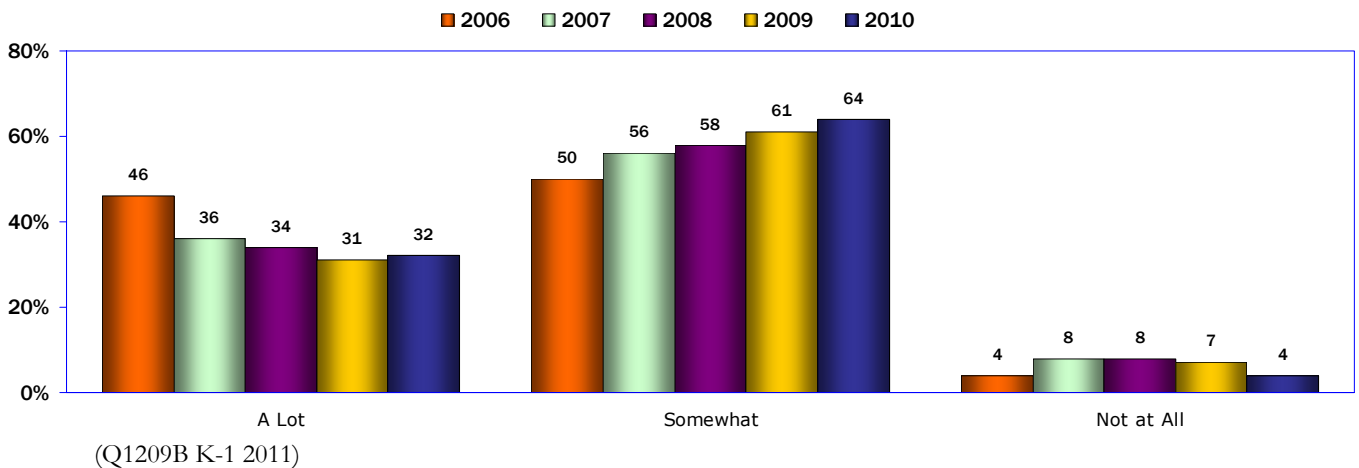


132. Online Communities: Are They Beneficial for Members?

After a three-year decline, the percentage who find a large amount of benefit from their online community increased slightly in the current study -- now 32 percent.

The percentage who found no benefits in that online community declined for the second year in a row, to four percent, the lowest level thus far for the Digital Future studies.

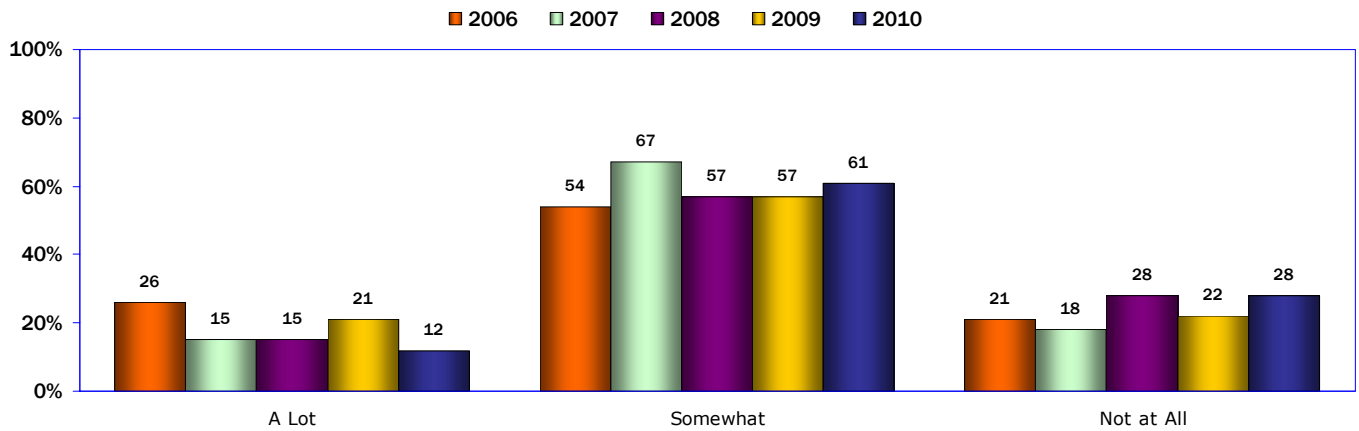
How Much Do You Think You Benefit from Your Online Community? (Online Community Members)



133. Online Community Members: Do They Contribute to Building Their Communities?

Twenty-eight percent of online community members said they do not contribute to the building of that community, an increase from 22 percent in the previous study.

**How Much Do You Contribute to the Building of Your Online Community?
(Online Community Members)**

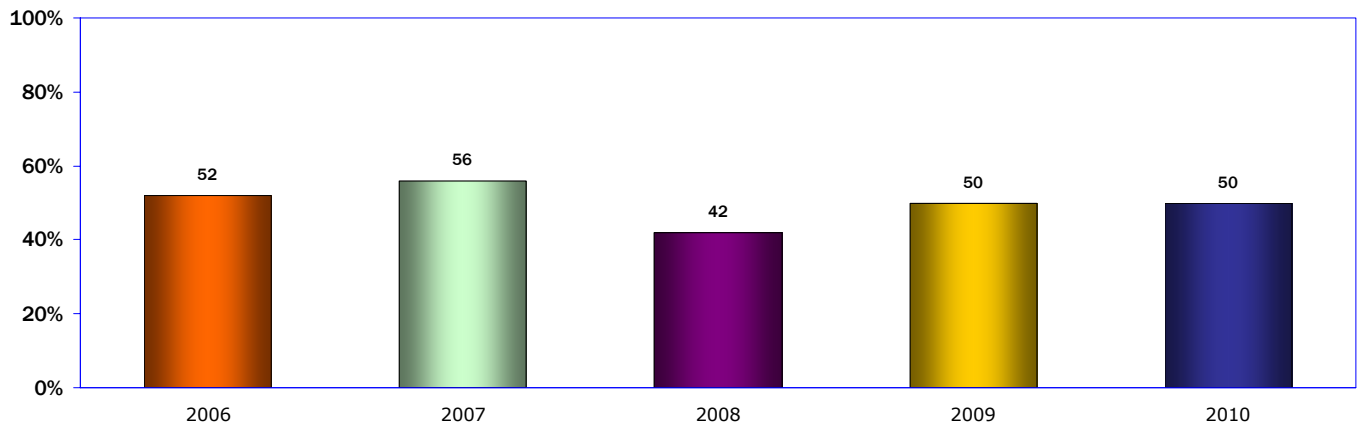


(Q1209D K-1 2011)

134. Online Community Members: Do They Meet Members of Their Community in Person?

Fifty percent of online community members said they meet in person with members of their online communities, the same as in the previous study.

**Do You Meet Members of Your Online Community in Person
(Online Community Members Responding Yes)**



(Q1208A K-1 2011)

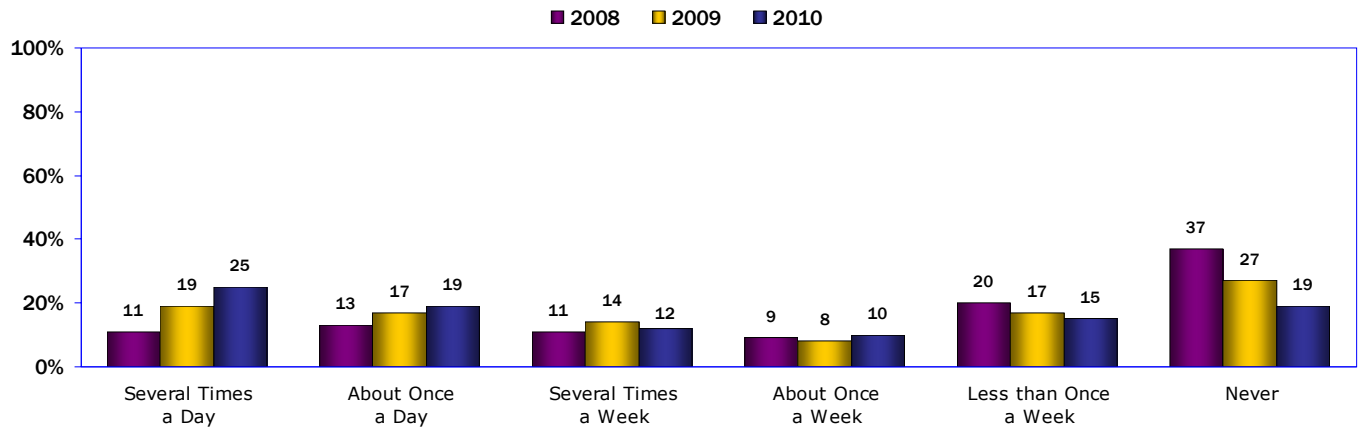
Social Networking and Video Sharing Sites

I35. Websites for Video Sharing or Social Networking: How Often Do You Visit?

Visiting websites for video sharing or social networking such as YouTube or Facebook continues to increase; 44 percent of Internet users said they use these sites at least once a day or more, up from 36 percent in the previous study.

The percentage of Internet users who never visit websites for video sharing or social networking continued its steep decline, dropping to 19 percent in the current study.

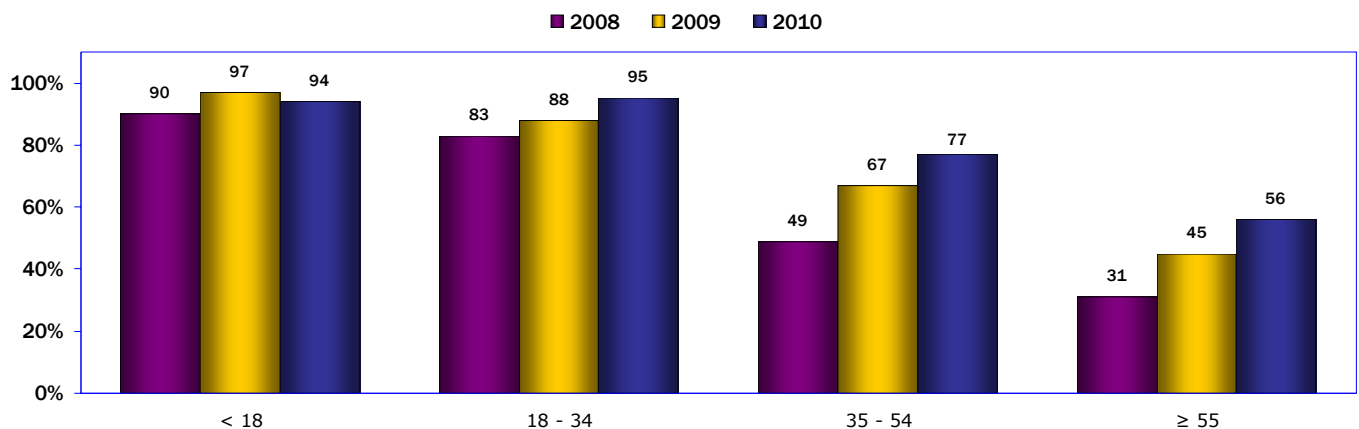
How Often Do You Visit Websites for Video Sharing or Social Networking (Internet Users)



(Q1209H K-1 2011)

Not surprisingly, the largest percentages of users who visit video sharing or social networking are found among younger users: 94 percent of users under age 18 and 95 percent of those age 18-34. However, visits by users 35-54 and 55 and older have increased two years in a row.

Do You Visit Websites for Video Sharing or Social Networking (Internet Users, by Age)

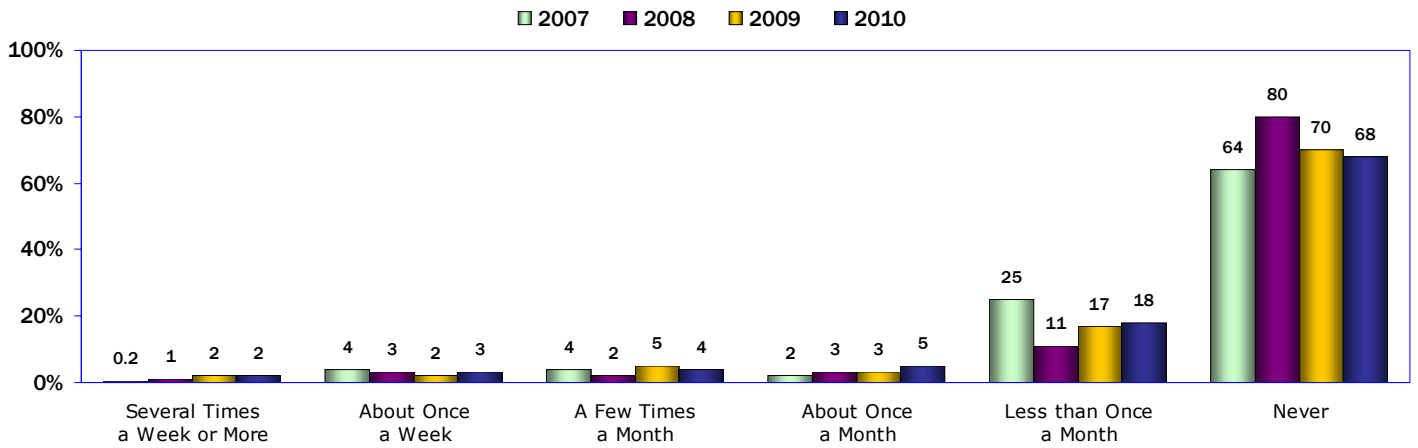


(Q1209H K-2 2011)

136. Creating Content for Video Sharing or Social Networking Sites

The percentage of users who create content for websites such as YouTube continues to grow modestly -- now 32 percent of users.

How Often Do You Create Videos or Other Content to Post on Websites Such as YouTube, MySpace, and Facebook? (Internet Users)



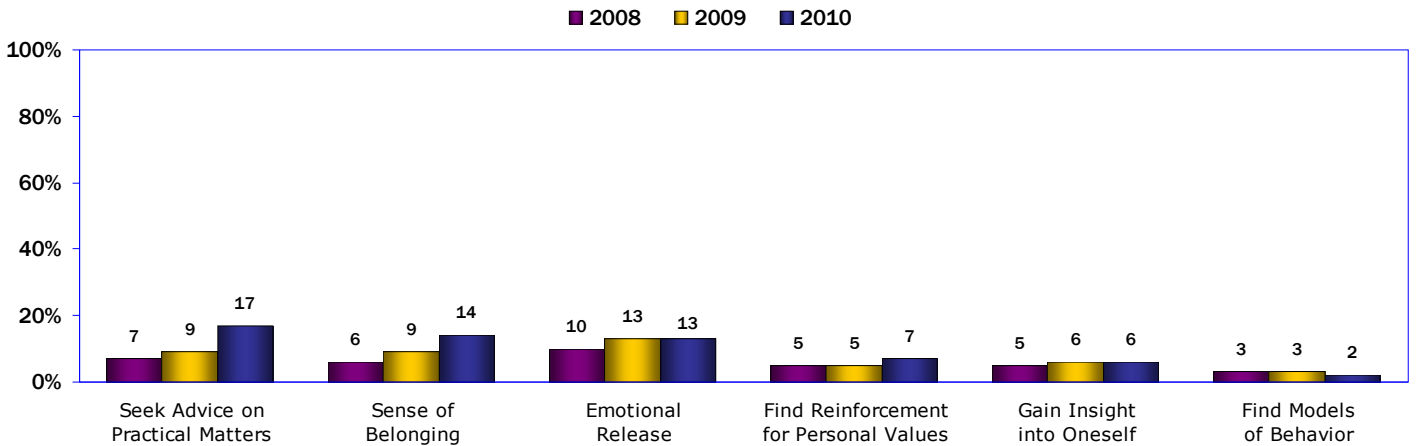
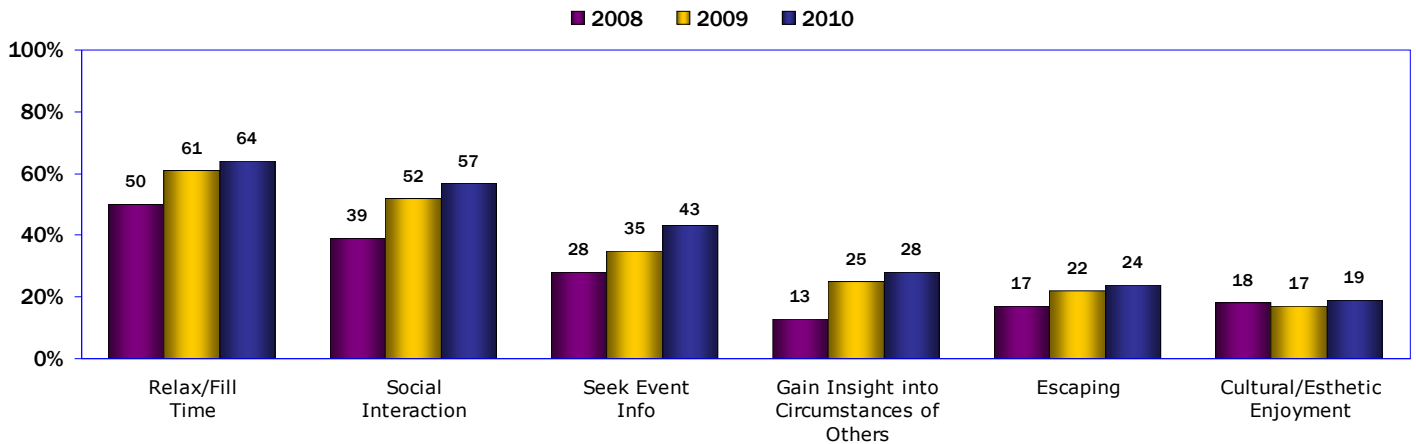
(Q1209J K-1 2011)

137. Why Do Online Community Members Visit Websites for Video Sharing and Social Networking?

The most frequently-cited reason for visiting video sharing sites such as YouTube and social networking websites such as Facebook is to relax or fill time -- reported by 64 percent of Internet users in the current Digital Future Project, up from 61 percent in 2009.

The other primary reason for visiting social networking sites is social interaction, reported by 57 percent of users who visit social networking and video sharing sites, up from 52 percent in 2009.

Reasons for Visiting Video Sharing and Social Networking Websites Such as YouTube, MySpace, and Facebook (Internet Users Who Visit Social Networking or Video Sharing Sites)



(Q1209I K-1 and K-2 2011) (Multiple responses possible)

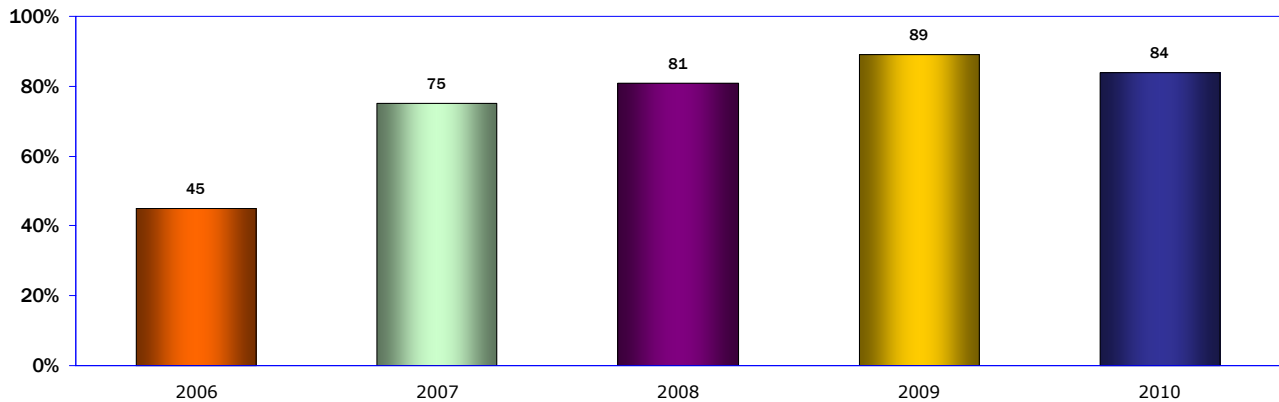
Online Communities and Social Causes

I38. Participation in Online Communities Related to Social Causes

After increasing for three years, the percentage of members of online communities who participate in communities related to social causes declined in the current Digital Future study.

Eighty-four percent of online community members in the current study said they use the Internet to participate in communities related to social causes -- down from the peak of 89 percent in 2009.

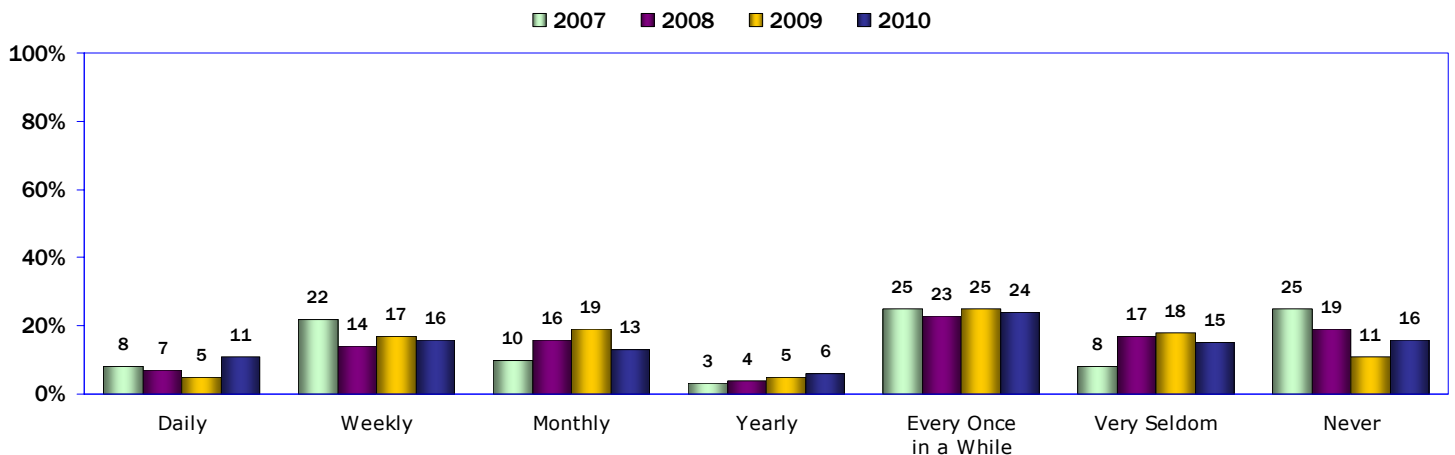
**Do You Use the Internet to Participate in Communities Related to Social Causes?
(Members of Online Communities Answering Yes)**



(Q1209E K-2 2011)

Forty percent of online community members said they use the Internet at least monthly to participate in communities related to social causes – down marginally from 41 percent in 2009.

**How Often Do You Use the Internet to Participate in Online Communities Related to Social Causes?
(Online Community Members)**

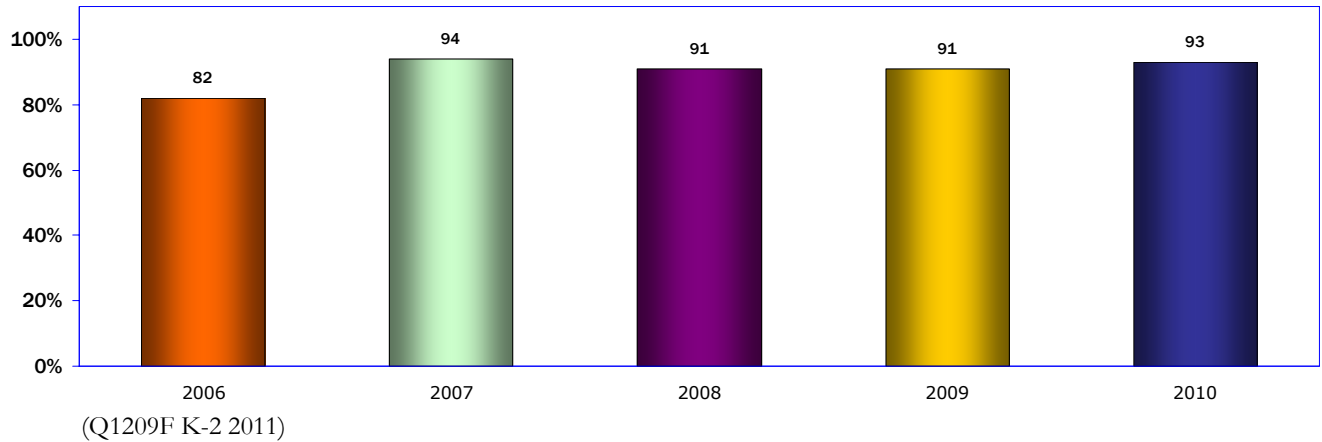


(Q1209E K-1 2011)

139. The Internet as an Information Source about Social Causes

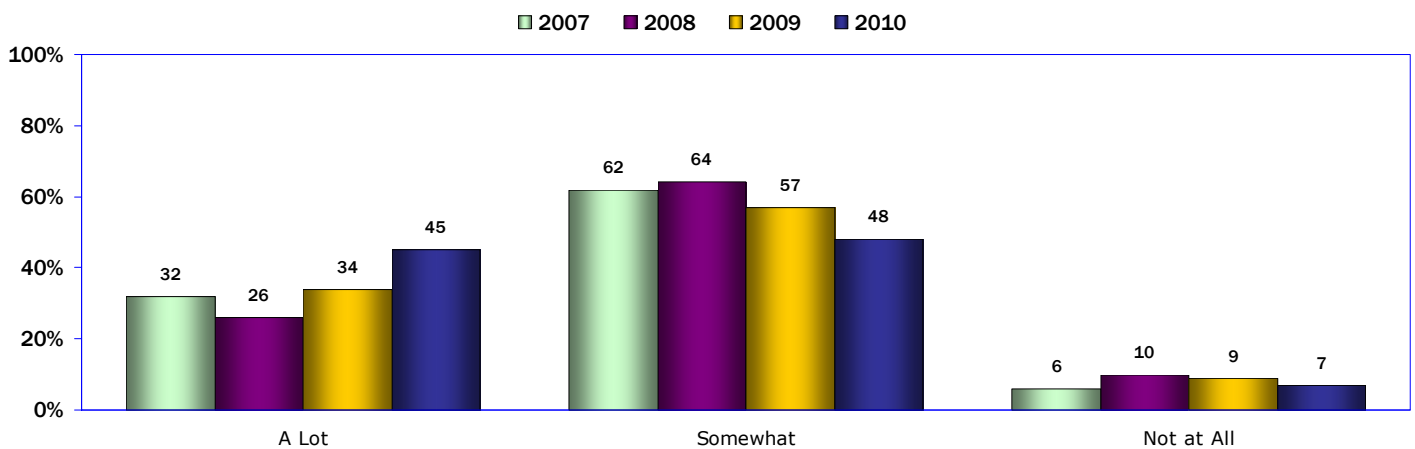
Ninety-three percent of online community members said the Internet helps them stay informed about social causes, up from 91 percent in 2009 and 2008.

**Has the Internet Helped You be More Informed about Social Causes?
(Online Community Members Responding Yes)**



A growing percentage of online community members -- 45 percent in the current study -- said the Internet helps them stay informed “a lot” about social causes, up from 34 percent in 2009. Only seven percent said that the Internet did not help them stay informed at all about social causes.

**Has the Internet Helped You be More Informed about Social Causes?
(Online Community Members Responding Yes)**

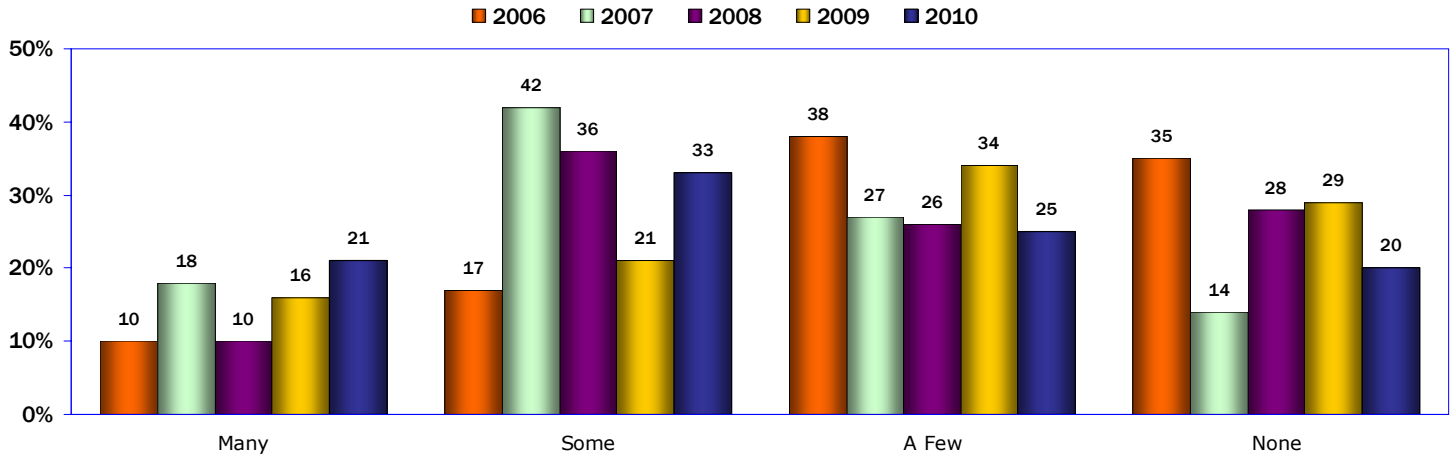


(Q1209F K-1 2011)

I40. Does Participation in Online Communities Encourage Members to Participate in Social Causes?

Seventy-nine percent of online community members said they participate in social causes new to them since they became involved in online communities -- an increase from 71 percent in 2009.

How Many Social Causes that You Participate in are New to You since Becoming Involved in Online Communities? (Online Community Members Who Participate in Social Causes)



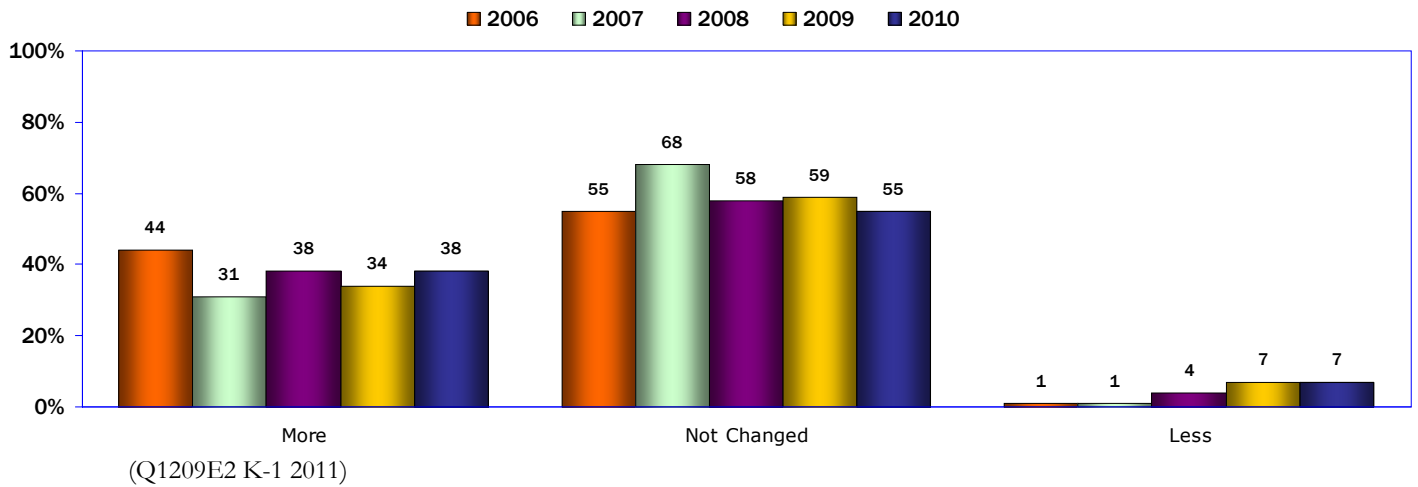
(Q1209E1 K-1 2011)

I41. Social Activism and Participation in Online Communities

Thirty-eight percent of online community members said their participation in social activism has increased since participating in online communities, up from 34 percent in 2009.

Fifty-five percent of online community members said their social activism remains unchanged since participating in online communities.

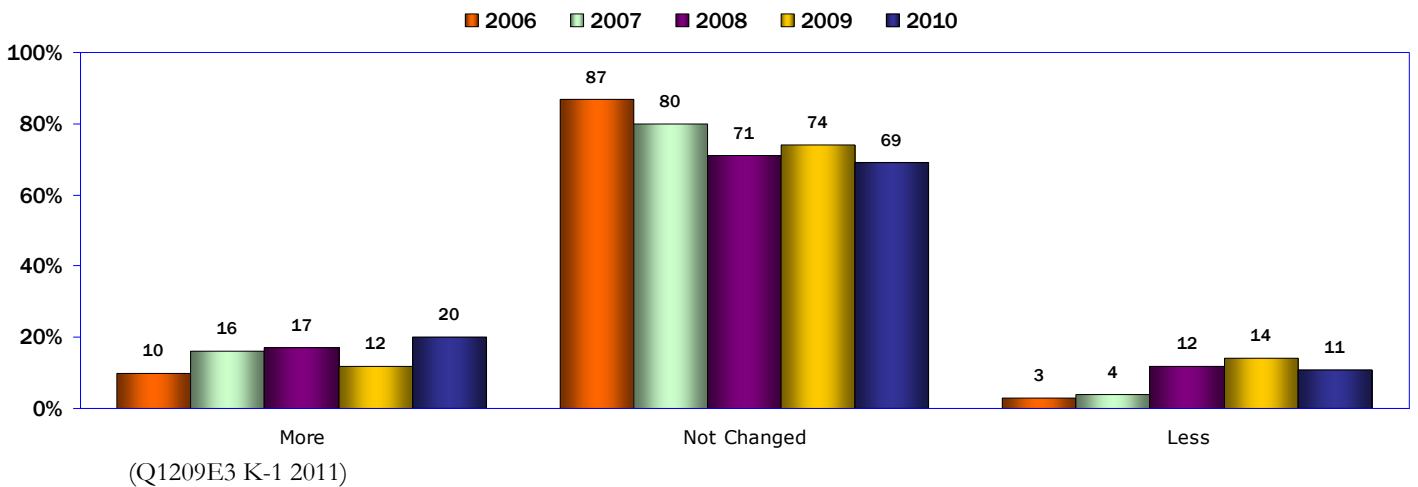
**Effect on Social Activism since Participating in Online Communities
(Online Community Members Who Participate in Social Causes)**



I42. Has Offline Participation in Social Issues Changed Because of Online Involvement?

Even though large percentages of online community members said they participate in social causes online (see page 151), only 20 percent said that their offline involvement in social issues has increased as a result of their online participation, an increase from 12 percent in 2009.

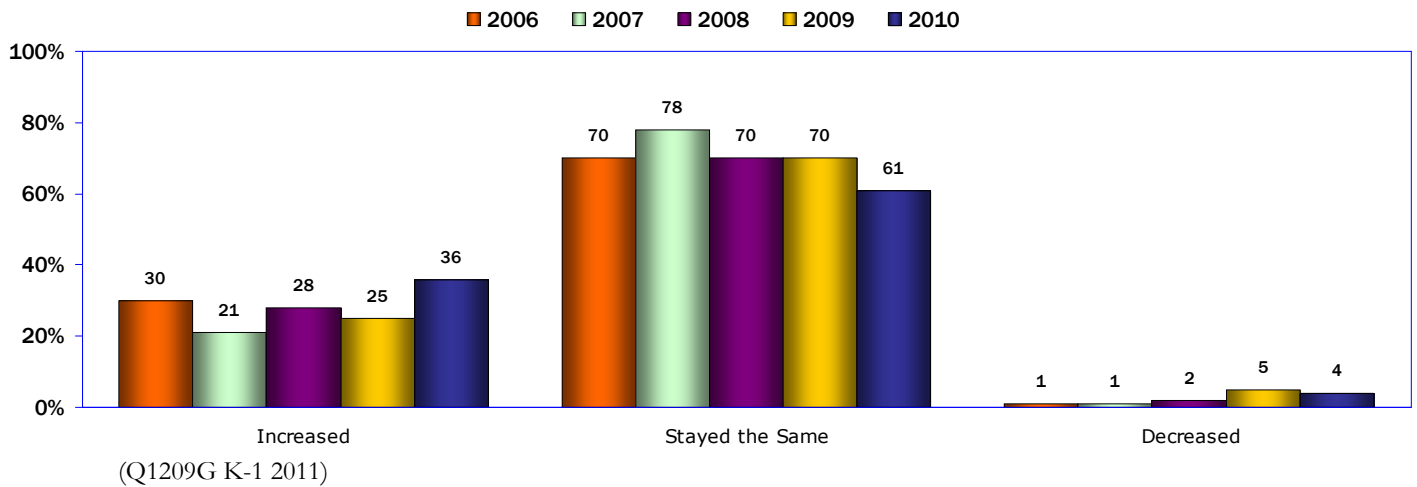
**Participation in Social Causes Offline as a Result of Participation in Online Communities
(Online Community Members who Participate in Social Causes)**



143. Online Communities: Participation in Non-Profit Organizations

Thirty-six percent of online community members said that their participation in non-profit organizations has increased since their Internet use began -- up from 25 percent in the previous study.

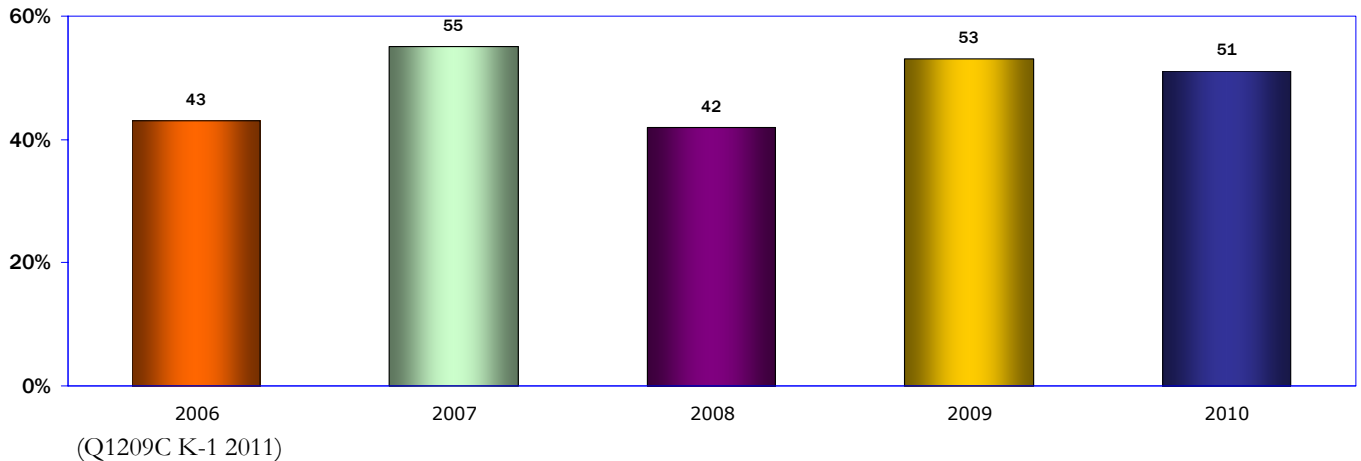
**Level of Involvement in Non-Profit Organizations since Internet Use Began
(Online Community Members)**



144. Online Communities: Are They as Important as the Real World?

The percentage of members of online communities who feel as strongly about their online communities as they do about their real-world communities declined slightly in the current study, but continues to be greater than 50 percent of online community members.

**Do You Feel as Strongly about Your Online Community
as You Feel about Your Real-World Community?
(Online Communities Members Answering Yes)**



Children and the Internet

**Adults who said the children
in their households. . .**

. . .spend too much time online 28%

**. . .spend too much time
watching television 41%**

**Children who said that
going online is important
to their school work**

96%

**Adults who said that since
going online, the grades of
children in their households
have stayed the same**

78%

**Adults who deny Internet use
as a punishment tool**

57%

**Adults who said the children
in their household spend the
same amount of time or
more time face-to-face with
friends since using the Internet**

89%

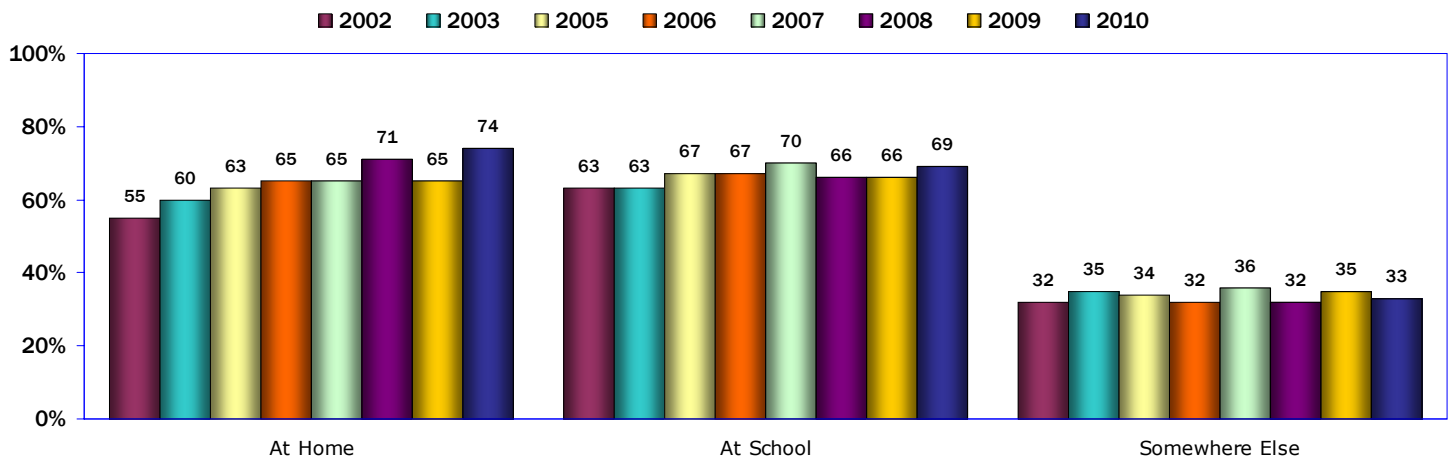
Children and the Internet

145. From what Locations Do Users under 18 Go Online?

Sixty-nine percent of adults said that the children in their households go online at school, an increase from 66 percent in 2009. Seventy-four percent said the children go online at home, up from 65 percent in 2009 and the highest percentage reported thus far in the Digital Future Project.

The percentage of adults who said the children in their households go online at an undefined location other than home and school declined slightly in the current study to 33 percent, down from 35 percent in 2009.

**Children’s Location of Internet Use
(Adult Respondents with Children in the Household)**



(Q1040, 1050, 1060, K-1 2011) (Multiple responses possible)

I46. Internet Use: the Right Amount of Time For Children?

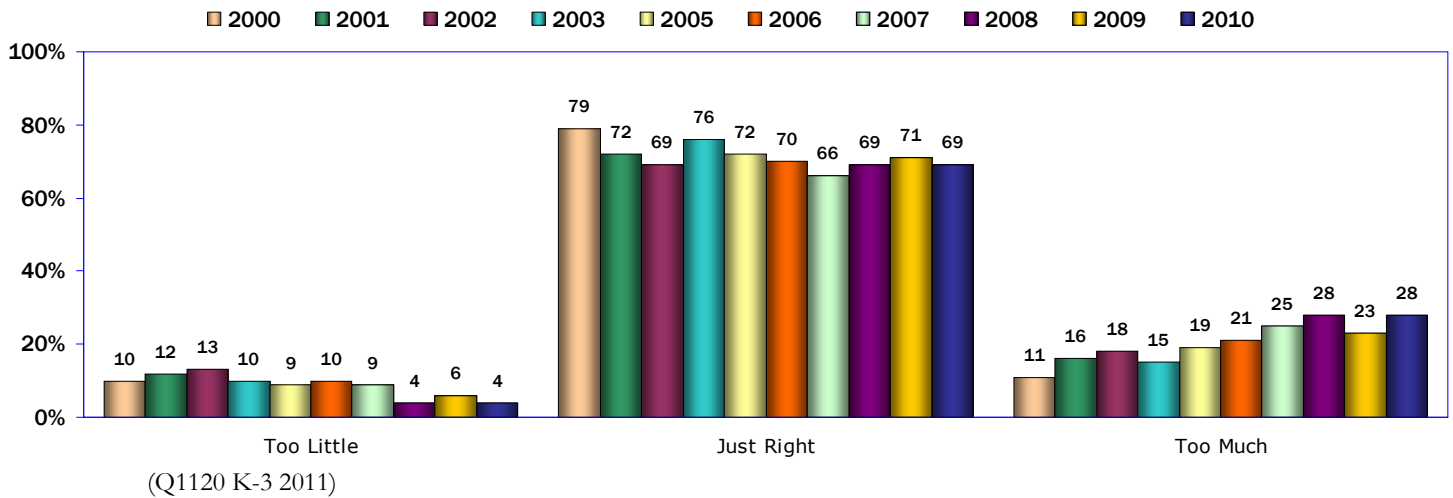
A modest but growing percentage of adults said the children in their households spend too much time online, while the number who said the amount of time is “just right” declined in the current study.

After a decline to 23 percent in 2009, 28 percent of adults in the current study said the children in their household spend too much time online -- a return to the peak level for the Digital Future Project.

Sixty-nine percent of adults said the amount of time the children in their household are online is just right, a drop from 71 percent in 2009 and well below the peak of 79 percent reported in the first year of the study. And, the small percentage of adults who said the children in their households spend too little time online declined to four percent -- again reaching the low level reported in 2008.

For a comparison of adult views about children’s time watching television and going online, see the “at a glance” chart after the next question.

**Children Online: The Right Amount of Time?
(Adult Respondents with Children in the Household)**



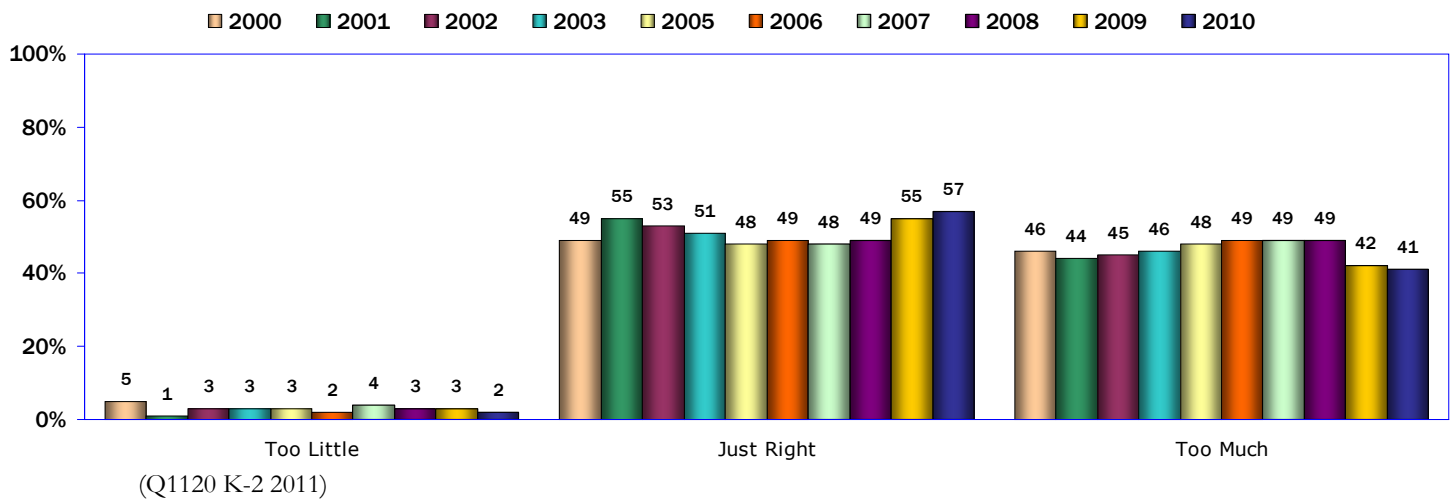
147. Television Viewing: The Right Amount of Time for Children?

While a declining percentage of adults said the children in their household are spending the right amount of time online (see the previous question), the percentage of adults who said that the amount of time that household children are spending watching television is just right has increased for the second year in a row.

Fifty-seven percent of adults said that the amount of television children in their households watch is just right, a new high figure for the Digital Future studies.

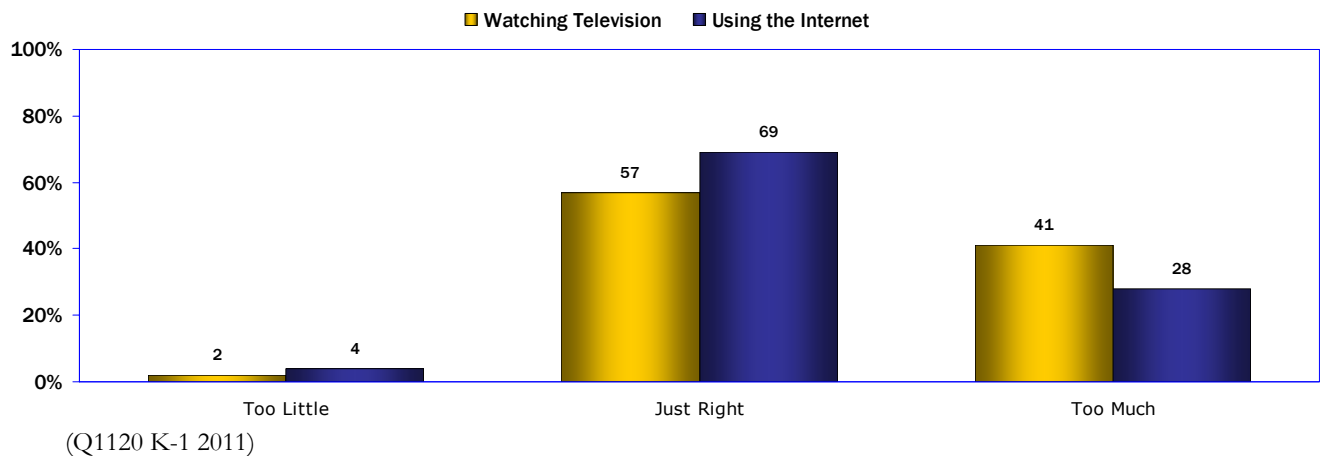
Forty-one percent of adults said the children in their households spend too much time watching television -- a much higher figure compared to the 28 percent reported in the previous question about time using the Internet -- but nevertheless a new low for the Digital Future Project.

**Children Watching TV: The Right Amount of Time?
(Adult Respondents with Children in the Household)**



For a comparison of adult views about children’s time watching television and going online, see the “at a glance” chart below.

**Children Online and Watching Television: The Right Amount of Time?
(Adult Respondents with Children in the Household)**

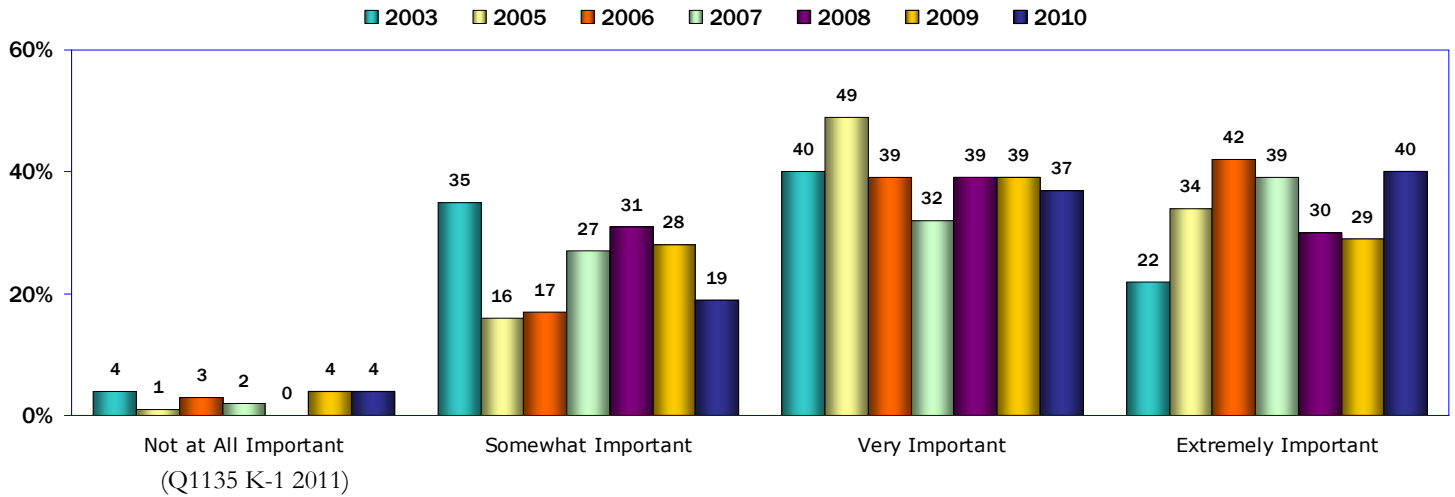


I48. The Internet and Schoolwork: Children’s Views

All of the Digital Future studies have found widely different views of children compared to adults about the value of the Internet for schoolwork. The current study found continued significant contrasts in opinions about the value of the Internet for schoolwork.

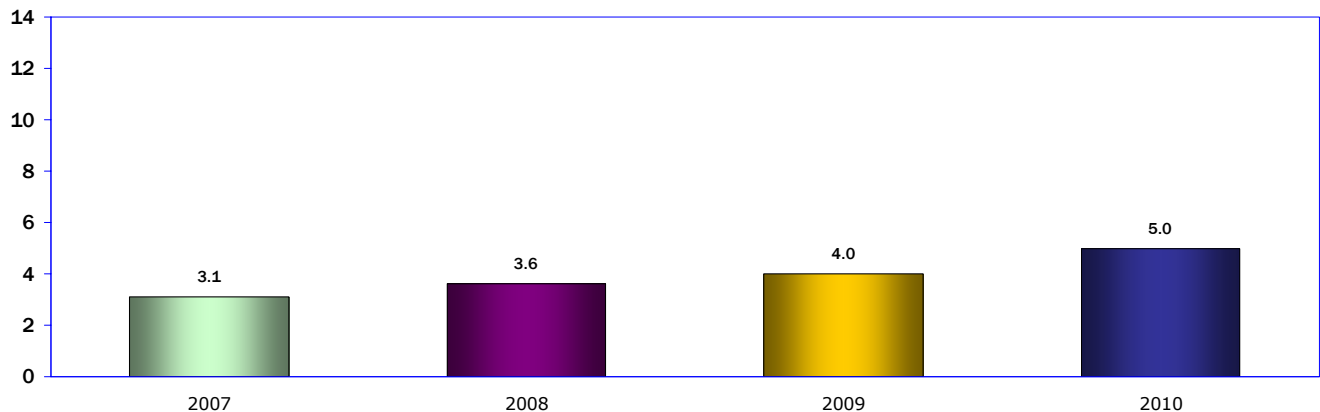
In the current study, 96 percent of Internet users age 18 and under said that going online has some level of importance for their schoolwork, while only four percent said the Internet was not at all important -- the same level as in 2009. However, the percentage that said the Internet was extremely important or very important increased in the current study to 77 percent of children, after declining for four years in a row, and up from 68 percent in 2009.

**How Important is the Internet for Your Schoolwork?
(Internet Users Age 18 and Younger)**



Note: Internet users who are students reported five hours of Internet use at school, outside the home, up from four hours per week in 2009.

**Internet Access at School, Outside the Home, Hours Per Week
(Internet Users Who are Students, Using a Wired PC)**



(Q410 K-2 2011) (Note: Not all respondents in this data are children)

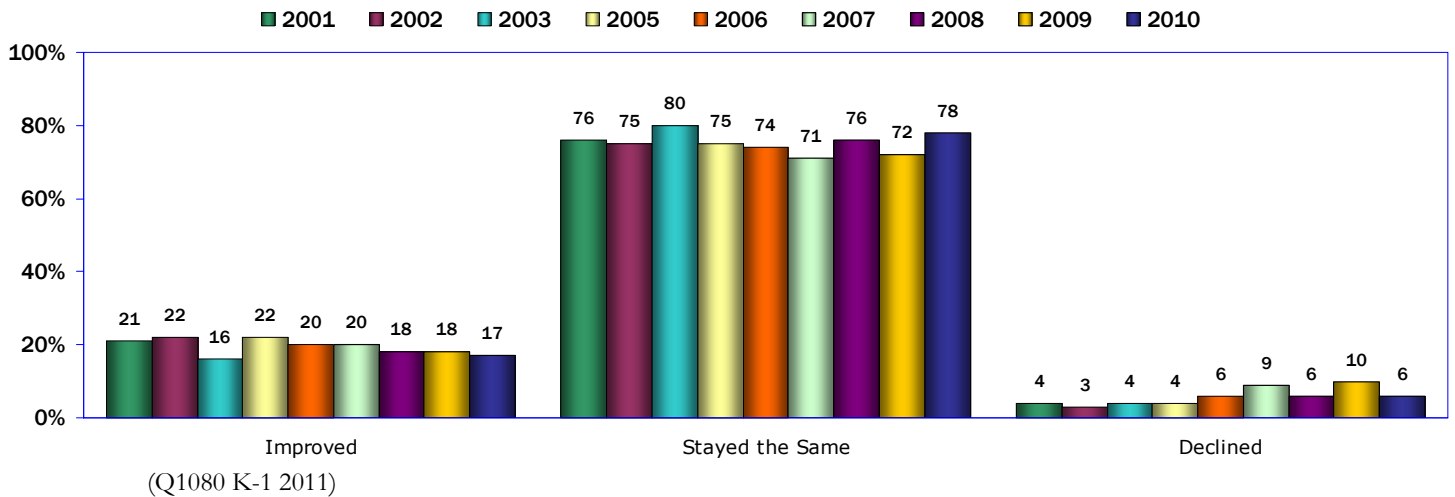
I49. Internet Use and School Grades: the Adults' View

As in previous Digital Future studies, when compared to children, adults have different ideas about the value of the Internet for their children’s schoolwork. While almost all children said the Internet is important for schoolwork (see the previous question), a growing percentage of adults said that since the children in their households began using the Internet, their grades have either stayed the same or declined.

In the current study, 84 percent of adults said that going online has no effect on grades or that grades have declined since Internet use began, an increase from 82 percent in 2009.

The percentage of adults who said that the grades of the children in their household have improved since the household started to use the Internet declined slightly to 17 percent.

**The Internet: Effect on Children’s School Grades
(Adult Respondents with Children in the Household)**



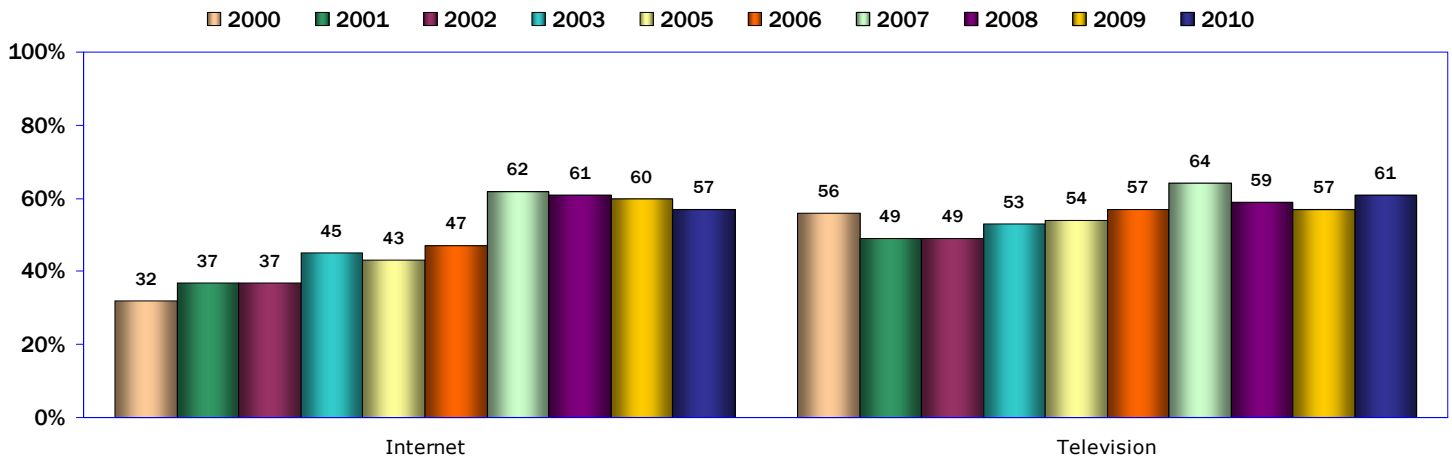
150. Internet Use and Television Viewing: Use as a Punishment Tool

Punishing children by denying them access to the Internet has declined for the third year in a row, while punishing by denying television increased slightly.

Fifty-seven percent of adults with children in their households said they deny Internet access as a punishment tool, down slightly from 60 percent in 2009 and from the peak of 62 percent in 2007.

Sixty-one percent of adults with children in their households deny television as punishment, up after two previous years of declines from the peak of 64 percent in 2007.

**Internet Access and Television Viewing: Use as a Punishment Tool
(Adult Respondents with Children in the Household)**



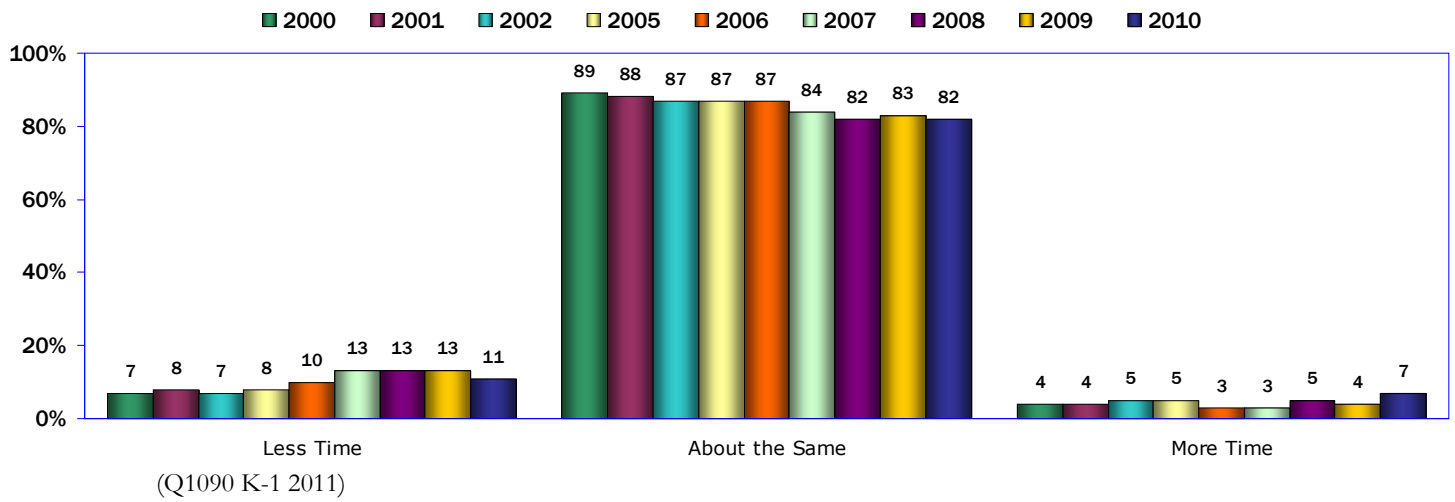
(Q1070 and Q1100 K-3 2011)

151. Children and Time Spent with Friends

The percentage of adults who said that the children in their household spend the same amount of time or more time with friends since using the Internet increased slightly in the current study -- now 89 percent of adults.

In particular, the percentage of adults who said the children in their households spent more time with friends since using the Internet increased to seven percent, up from four percent in 2009.

**Children's Time Spent with Friends Since Using the Internet
(Adult Respondents with Children in the Household)**



Political Power and Influence

Users who said. . .

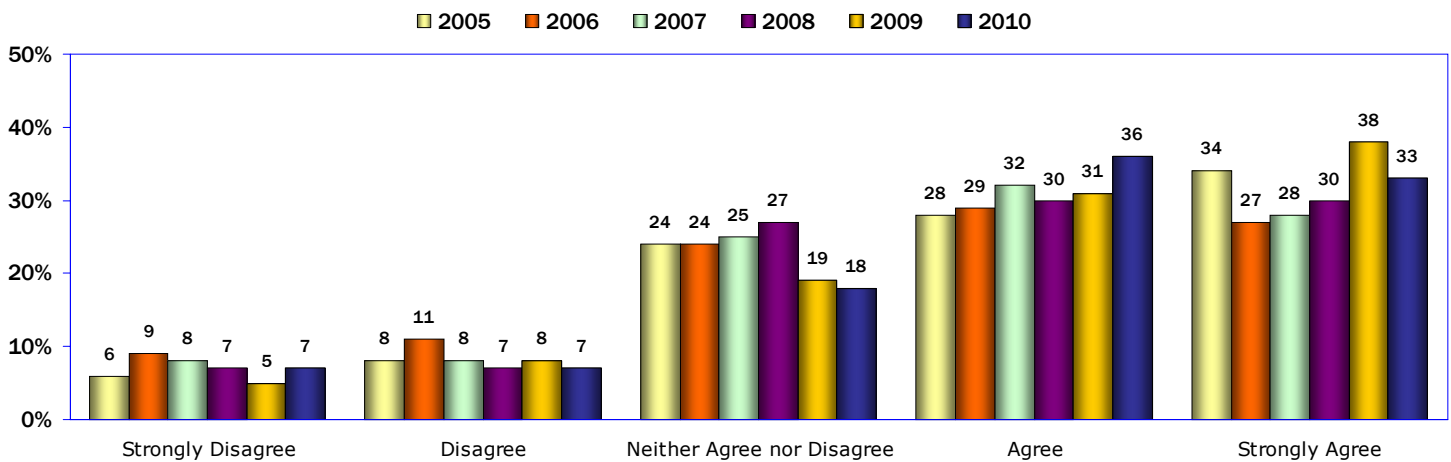
- . . . the Internet has become important for political campaigns* **72%**
 - . . . by using the Internet public officials will care more about what people think* **24%**
 - . . . the Internet helps people to better understand politics* **58%**
 - . . . the Internet can give people more say in what government does* **30%**
 - . . . by using the Internet people like you can have more political power* **33%**
- Respondents who agree that they are interested in voting online* **37%**

152. The Internet’s Importance in Political Campaigns

Respondents continue to report high levels of agreement that the Internet has become important for political campaigns.

Sixty-nine percent of respondents age 16 and older agree or strongly agree that the Internet has become important for political campaigns, the same as in 2009 and still the highest response thus far in the Digital Future studies. However, the percentage who strongly agree with this statement declined to 33 percent, down from 38 percent in the previous study.

**The Internet Has Become Important for the Political Campaign Process
(Respondents Age 16 and Older)**



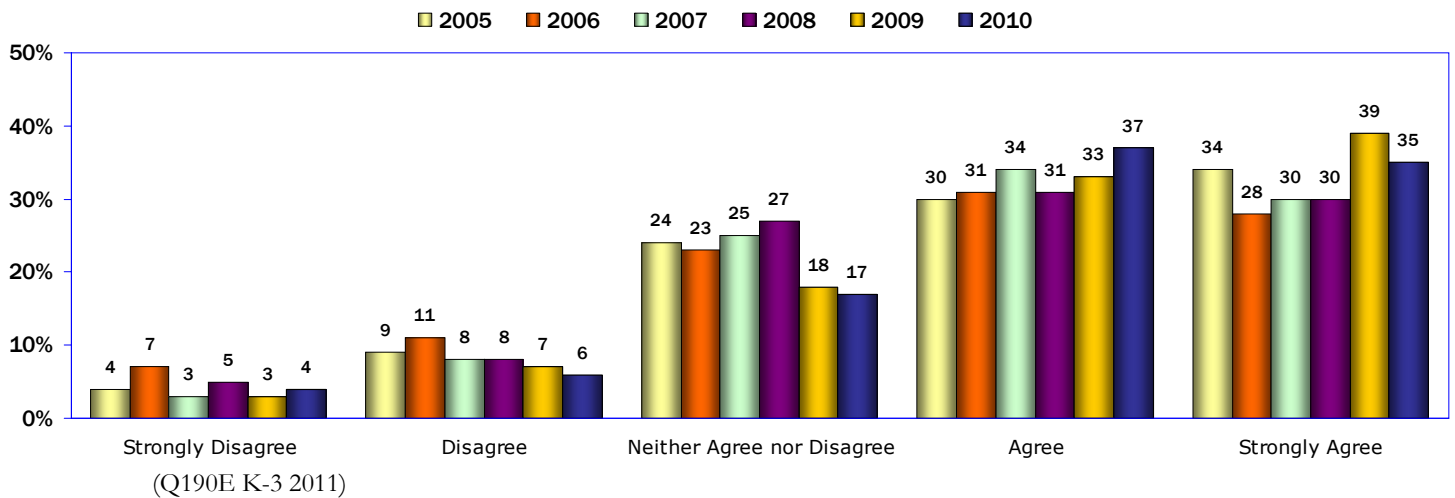
(Q190E K-1 2011) (Note: 2008 data was gathered before the Presidential election)

153. The Internet’s Importance in Political Campaigns: Internet Users

Internet users age 16 and older continue to report a high level of agreement that going online is important in political campaigns.

Seventy-two percent of users age 16 and older agree or strongly agree that the Internet has become important for political campaigns – the same as in 2009 and the highest percentage thus far in the Digital Future Project, and up from 64 percent in 2005, the first year this question was asked. As with the previous question, the percentage reporting the strongest agreement declined -- now 35 percent, down from 39 percent in the previous study.

**The Internet Has Become Important for the Political Campaign Process
(Internet Users Age 16 and Older)**

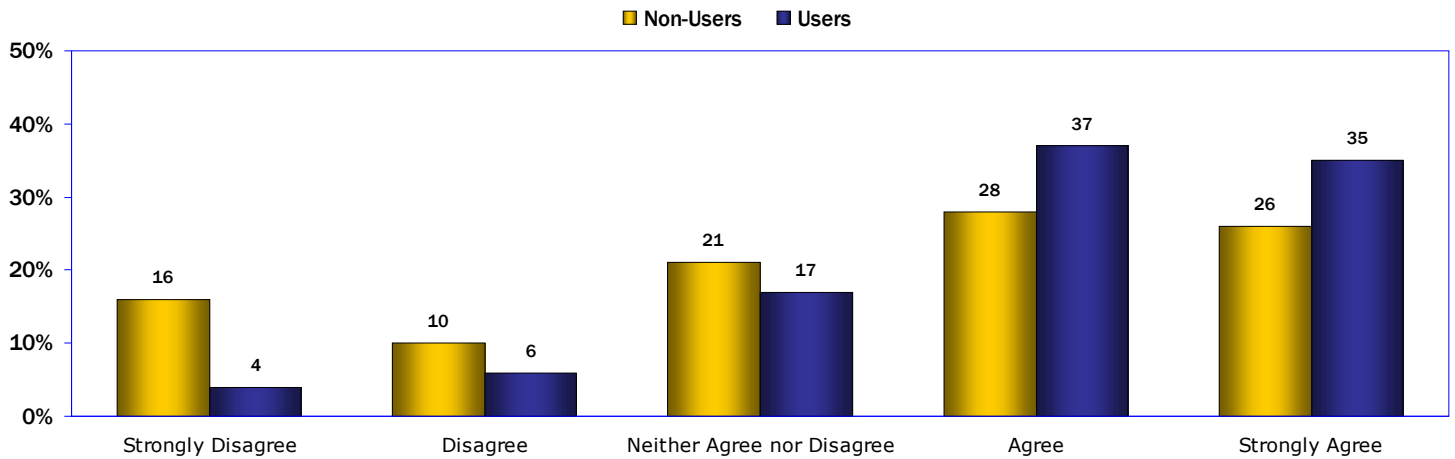


154. The Internet’s Importance in Political Campaigns: Internet Users Vs. Non-Users

Perhaps not surprisingly, Internet users and non-users age 16 and older report wide differences in views about the importance of the Internet in political campaigns. While 72 percent of users agreed or strongly agreed that the Internet has become important for political campaigns, only 54 percent of non-users expressed the same view.

Conversely, 26 percent of non-users age 16 and older disagreed or strongly disagreed that the Internet is important in political campaigns, compared to only 10 percent of Internet users age 16 and older.

**The Internet Has Become Important for the Political Campaign Process
(Internet Users Vs. Non-Users Age 16 and Older)**



(Q190E K-2 2011)

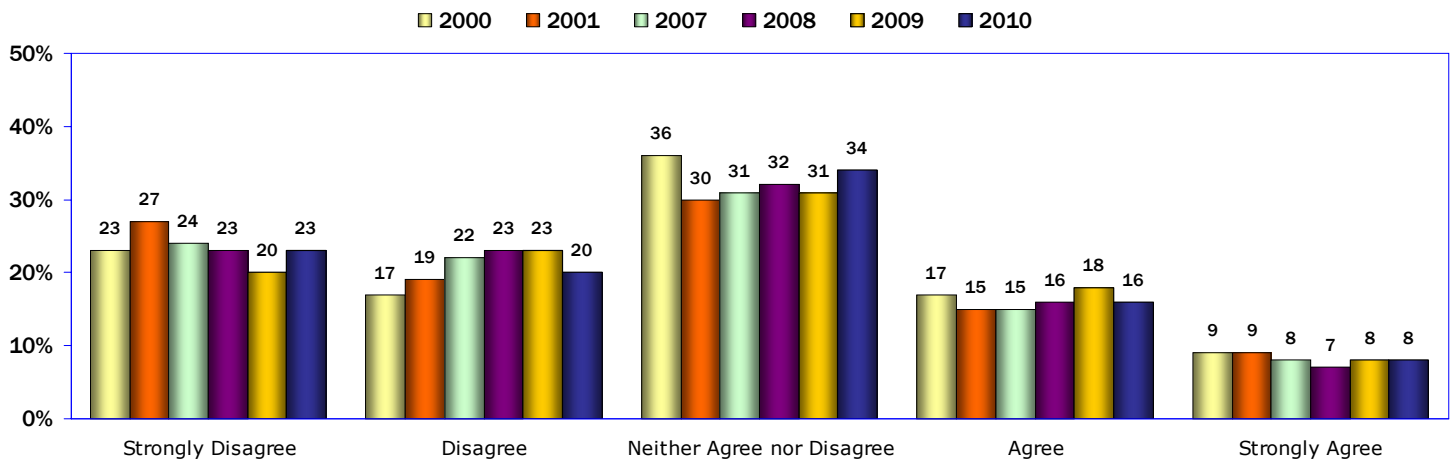
I55. Is the Internet a Tool for Political Influence?

While large percentages of respondents age 16 and older believe that the Internet is important in political campaigns (see the previous two pages), a much smaller -- and declining -- percentage of respondents believe that by using the Internet, public officials will care more about what people like them think.

Among respondents age 16 and older, 24 percent of respondents agree or strongly agree that by using the Internet, public officials will care more about what people like them think, down slightly from 26 percent in the previous study.

Forty-three percent of respondents age 16 and older disagree that the Internet is a tool for political influence, the same as in 2009.

By Using the Internet Public Officials Will Care More about What People Like Them Think (Respondents Age 16 and Older)

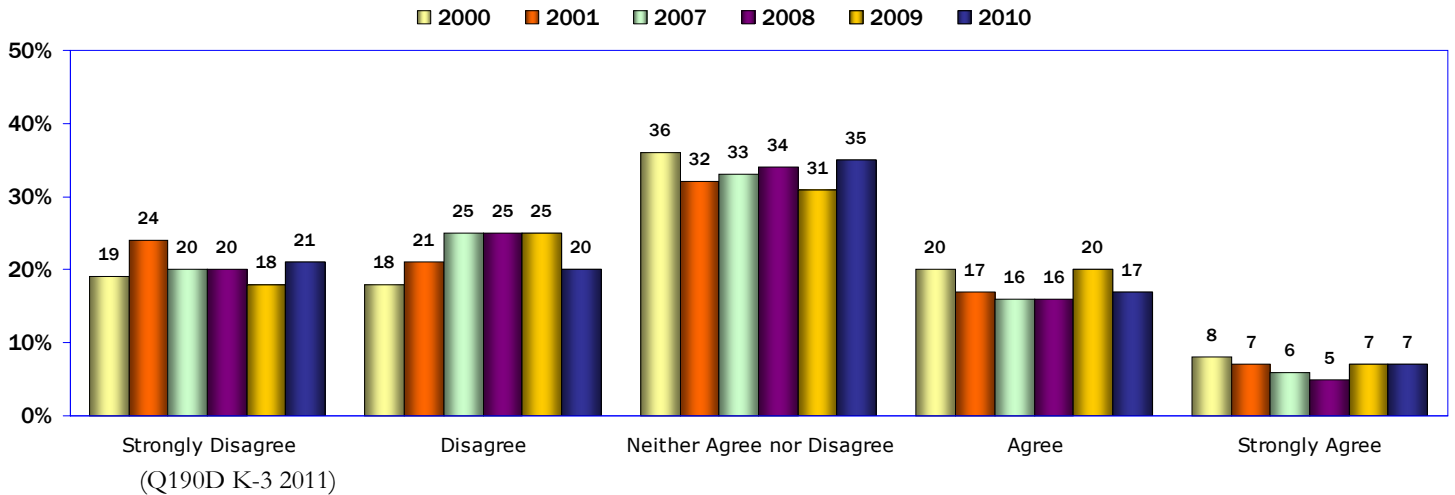


(Q190D K-1 2011)

156. The Internet as a Tool for Political Influence: Internet Users

Internet users have no more faith in going online as a tool for political influence than do respondents overall (see the previous question). Among Internet users age 16 and older, 24 percent agreed that the Internet can make public officials care more about what people like them think, down from 27 percent in the previous study.

By Using the Internet Public Officials Will Care More about What People Like Them Think (Internet Users Age 16 and Older)



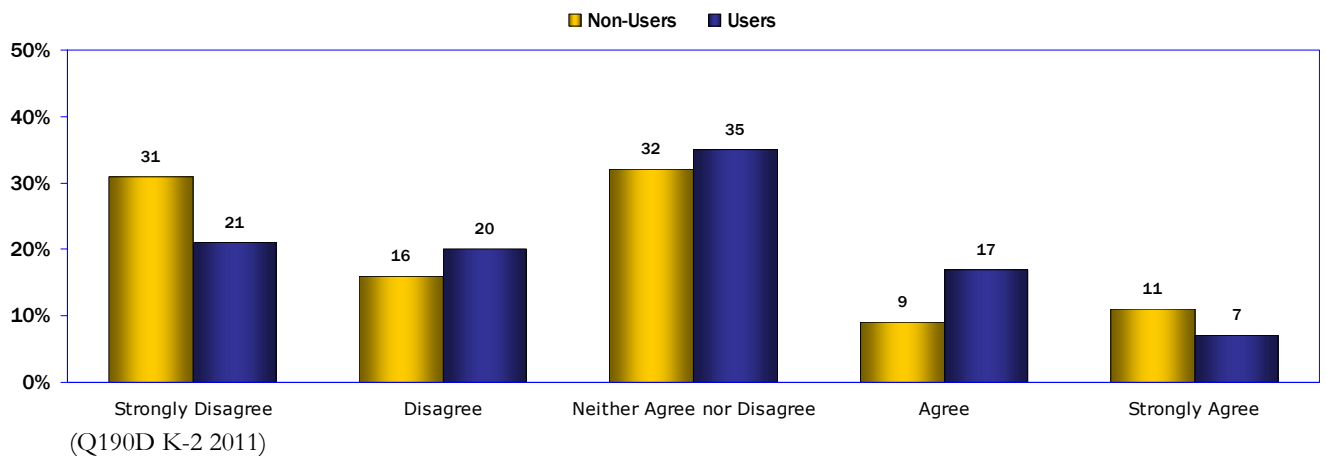
157. The Internet as a Tool for Political Influence: Internet Non-Users Vs. Users

Users have less faith in the Internet as a tool for political influence than do non-users.

Twenty-four percent of users age 16 and older compared to 21 percent of non-users agree that the Internet will cause public officials to care more about what people like them think.

Forty-one percent of users and 47 percent of non-users do not agree that public officials will care more about what people like them think by using the Internet.

By Using the Internet Public Officials Will Care More about What People Like Them Think (Internet Non-Users Vs. Users Age 16 and Older)

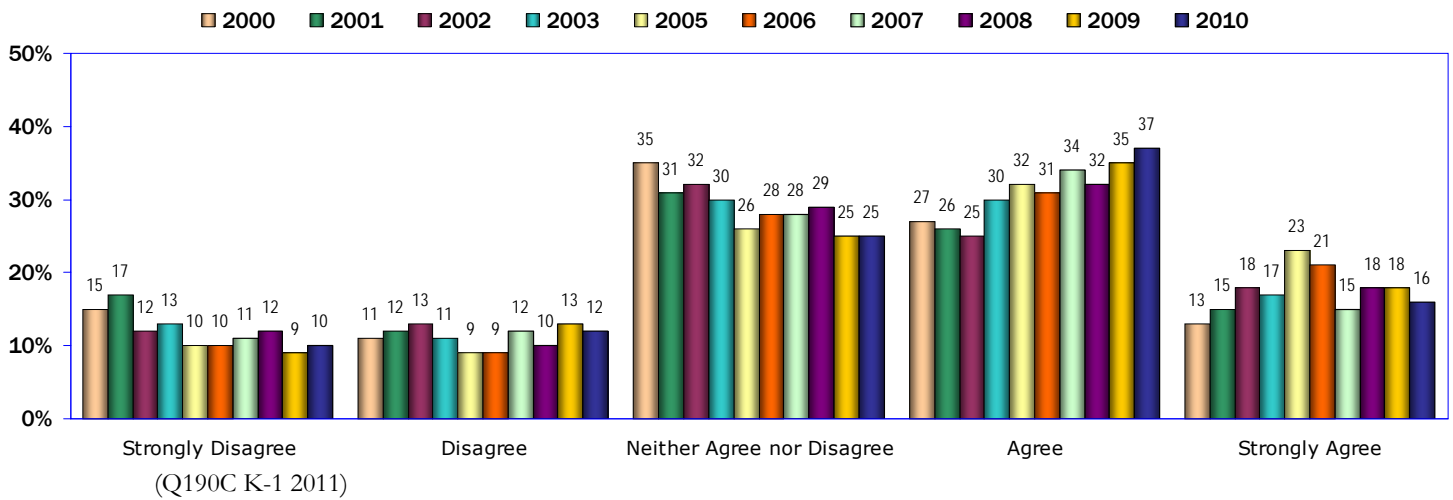


158. The Internet: A Tool for Understanding Politics

The Internet may not be considered a useful tool for increasing public influence with politicians (see the previous question); however, a large percentage continues to report that going online can help people better understand politics.

In the current Digital Future Project, 53 percent of respondents age 16 and older agree or strongly agree that the Internet allows people to better understand politics, the same as in the previous study.

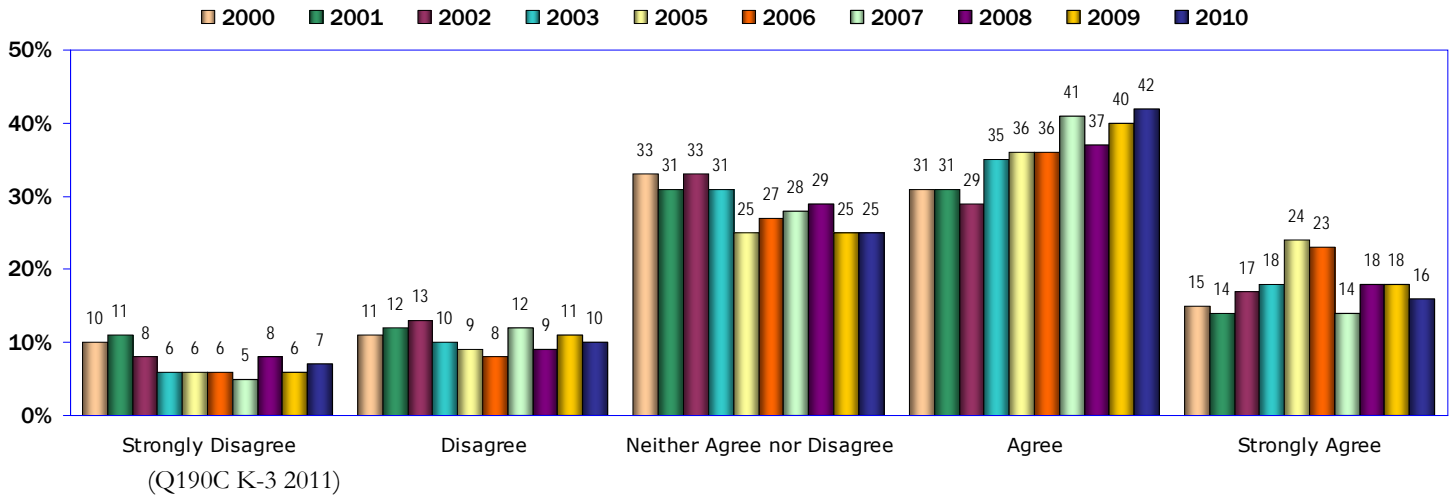
**Using the Internet Allows People to Better Understand Politics
(Respondents Age 16 and Older)**



159. The Internet: A Tool for Understanding Politics (Internet Users)

Fifty-eight percent of users agree or strongly agree that going online can help people better understand politics, the same percentage reported in the previous study.

**By Using The Internet, People Like You Can Better Understand Politics
(Internet Users Age 16 and Older)**



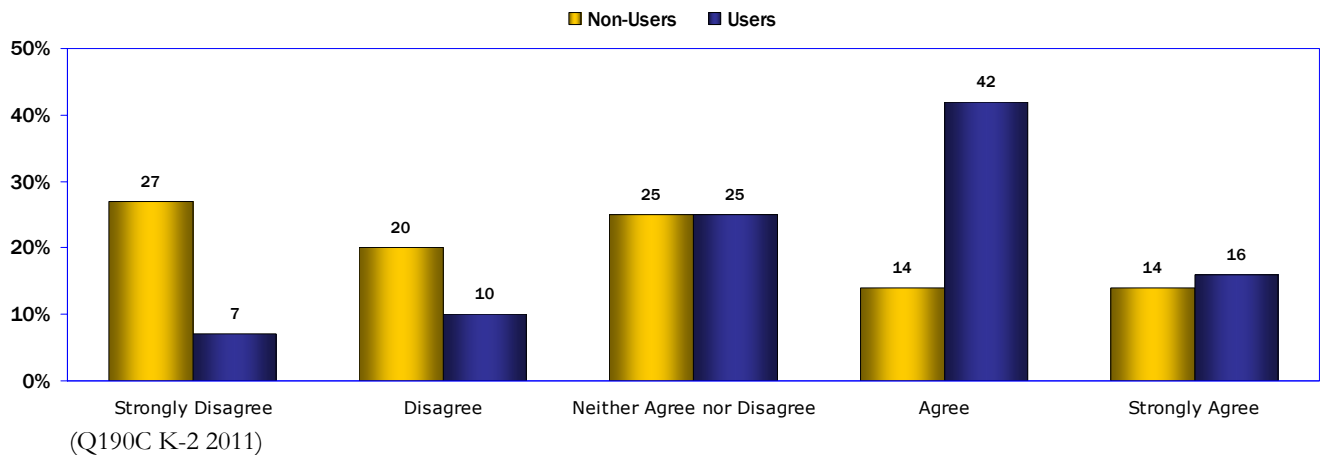
160. The Internet: A Tool for Understanding Politics (Internet Non-Users Vs. Users)

Only a small percentage of non-users believe that using the Internet allows people to better understand politics.

Fifty-eight percent of users age 16 and older in the current study said that using the Internet allows people to better understand politics, compared to 28 percent of non-users.

Conversely, 47 percent of non-users age 16 and older disagree or strongly disagree with this statement, compared to 17 percent of users.

**Using the Internet Allows People to Better Understand Politics
(Internet Non-Users Vs. Users Age 16 and Older)**

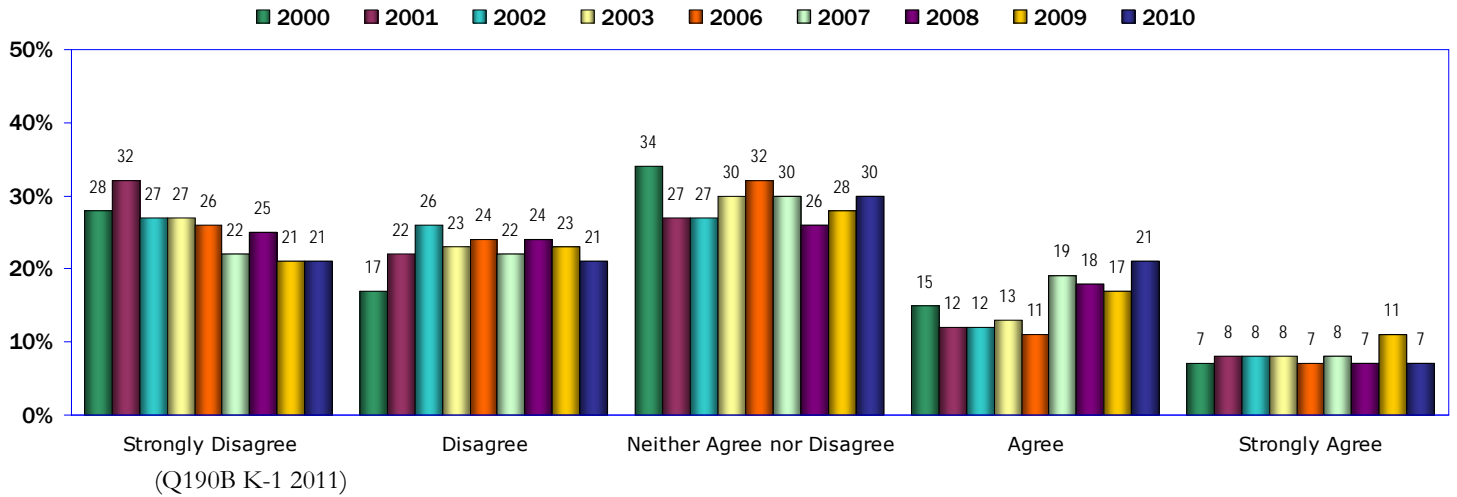


161. Does the Internet Give People More Say in What the Government Does?

Twenty-eight percent of respondents age 16 and older said the Internet gives people more say in what the government does -- the same figure reported in 2009 and still at the highest level thus far for the Digital Future studies.

Forty-two percent of respondents age 16 and older disagreed or strongly disagreed that the Internet gives people more say in what the government does, down from 44 percent in 2009 and a new low.

**By Using the Internet, People Like You Can Have More Say in What the Government Does
(Respondents Age 16 and Older)**

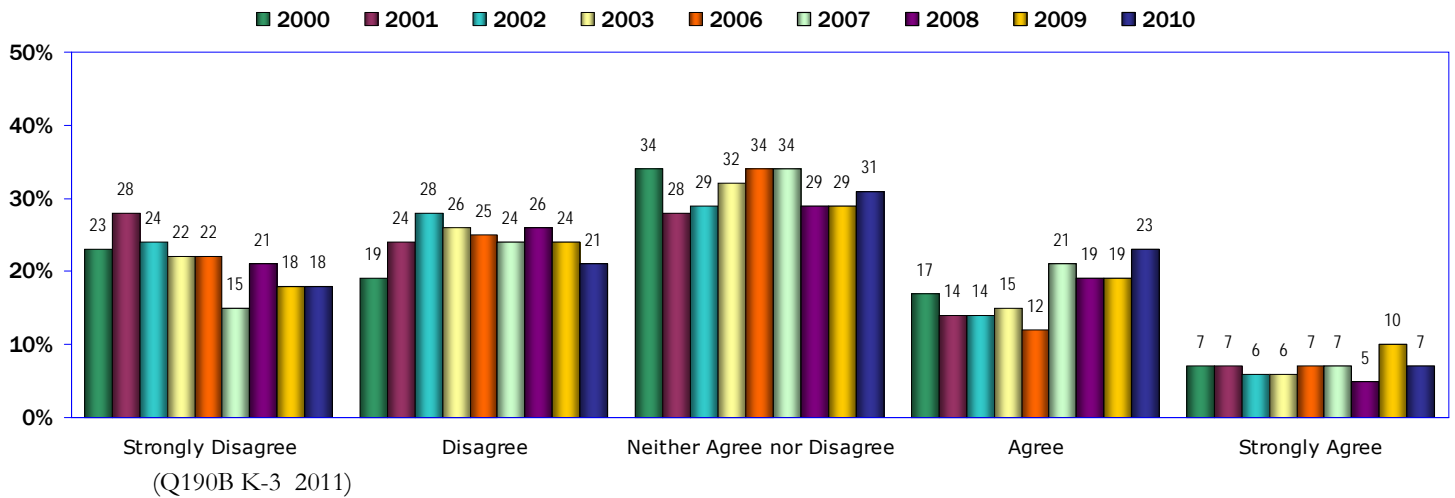


162. Does the Internet Give People More Say in What the Government Does? (Internet Users)

Thirty percent of users age 16 and older agreed or strongly agreed that using the Internet can give people more say in what the government does, a marginal increase over 2009 but nevertheless a new peak for this question.

Thirty-nine percent of users age 16 and older disagreed or strongly disagreed that the Internet can give people more say in government, down from 42 percent in 2009.

By Using the Internet, People Like You Can Have More Say in What the Government Does (Internet Users Age 16 and Older)

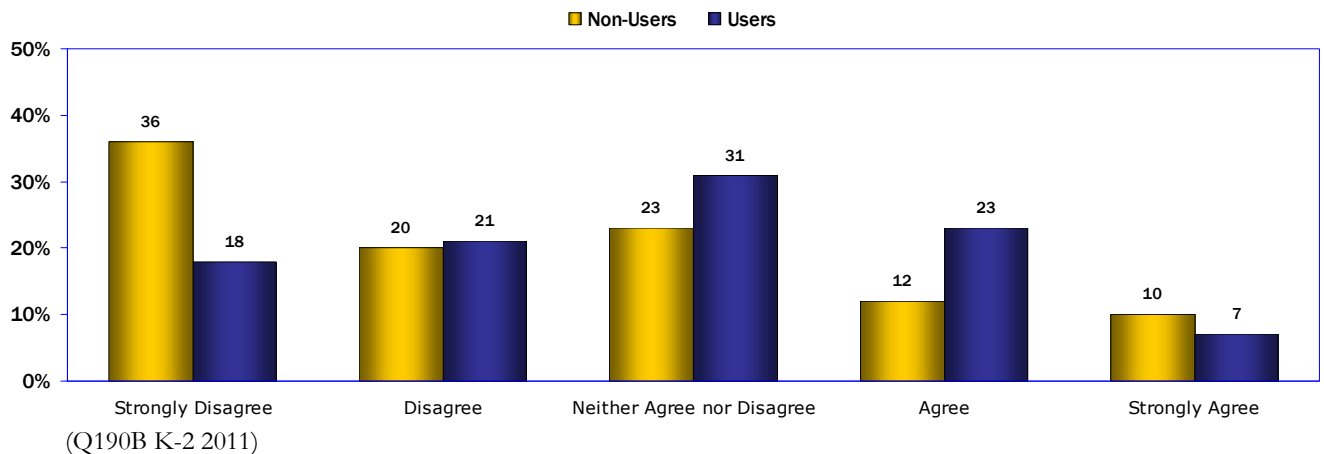


163. Does the Internet Give People More Say in What the Government Does?

Internet Users Vs. Non-Users

Comparing users to non-users, 30 percent of users and 22 percent of non-users age 16 and older agreed or strongly agreed that the Internet gives people more say in what the government does. However, a much higher percentage of non-users (56 percent) compared to users (39 percent) age 16 and older disagreed or strongly disagreed with this statement.

By Using the Internet, People Like You Can Have More Say in What the Government Does (Internet Non-Users Vs. Users Age 16 and Older)



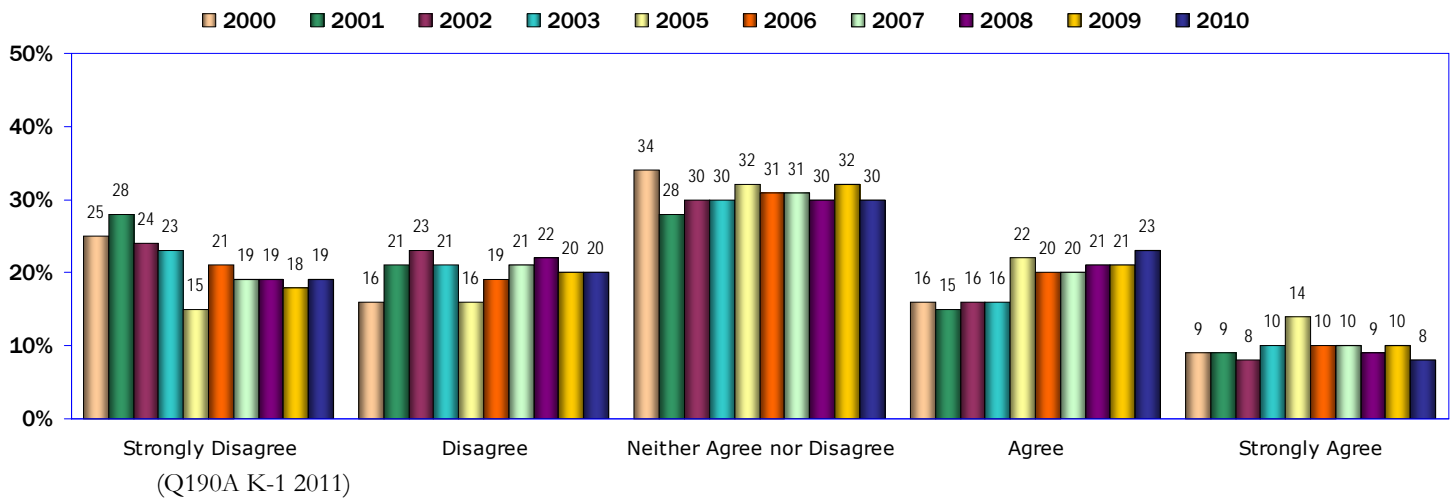
164. The Internet as a Tool to Help Gain Political Power

A stable percentage of respondents age 16 and older agree or strongly agree that the Internet is a tool for political power.

Thirty-one percent of respondents age 16 and older agreed or strongly agreed that by using the Internet, people like you can have more political power -- the same percentage as in 2009 and about the same as in each of the previous four years.

Thirty-nine percent of respondents age 16 and older disagreed with this statement – marginally higher than the 38 percent reported in the previous study.

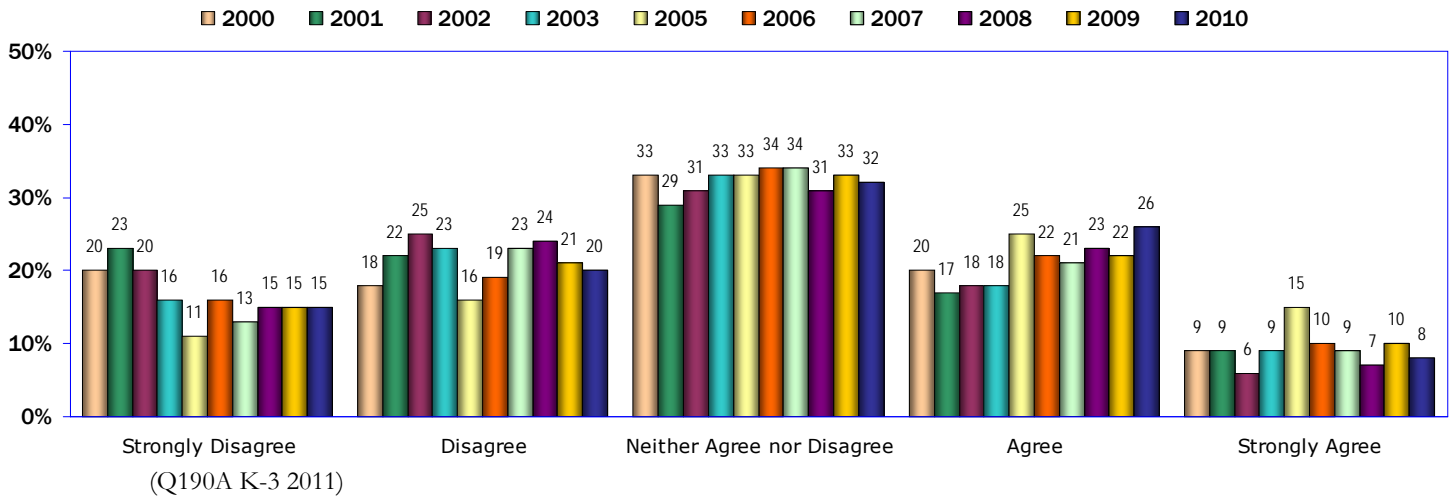
**By Using the Internet People Like You Can Have More Political Power
(Respondents Age 16 and Older)**



165. The Internet as a Tool to Help Gain Political Power (Internet Users)

Only one-third of Internet users age 16 and older agreed that by using the Internet, people like them can have more political power, a marginal increase over the 32 percent reported in 2009.

By Using the Internet People Like You Can Have More Political Power (Internet Users Age 16 and Older)

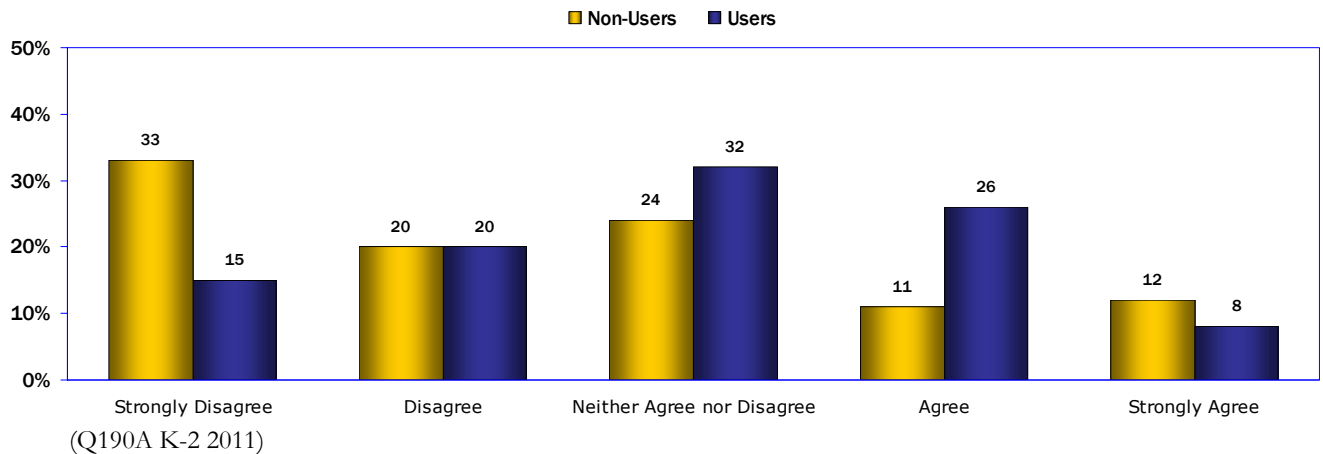


166. The Internet as a Tool to Help Gain Political Power: Internet Non-Users Vs. Users

There is a wide gap between Internet users and non-users in their beliefs about the Internet as a tool for political power. Thirty-four percent of users agree or strongly agree that the Internet can give people like them more political power, compared to only 23 percent of non-users age 16 and older.

Conversely, more than half of non-users (53 percent) disagree or strongly disagree that the Internet is a tool for political power, compared to 35 percent of users with the same response.

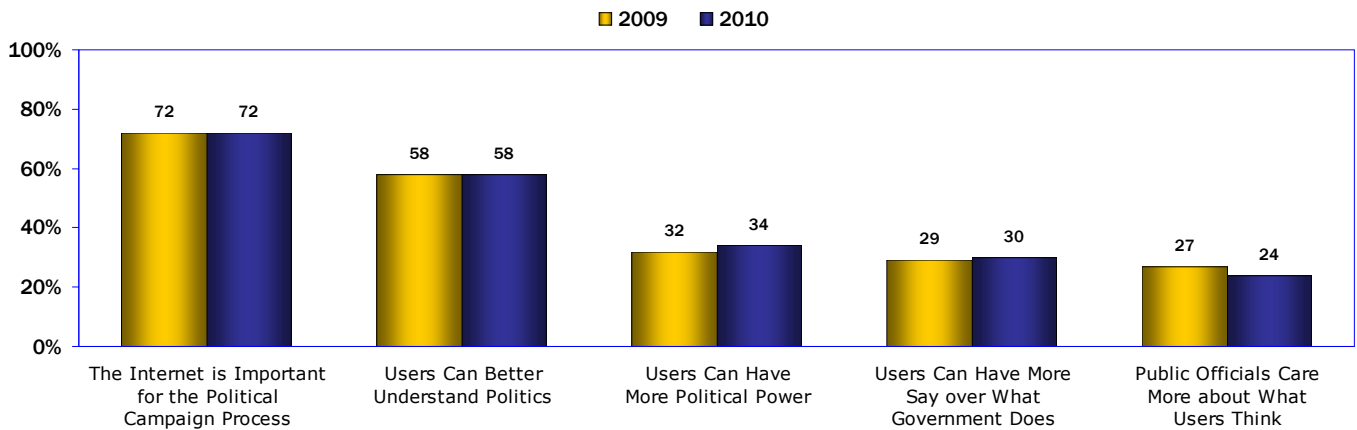
By Using the Internet People Like You Can Have More Political Power (Internet Non-Users Vs. Users Age 16 and Older)



167. At a Glance: Views about the Internet and Politics

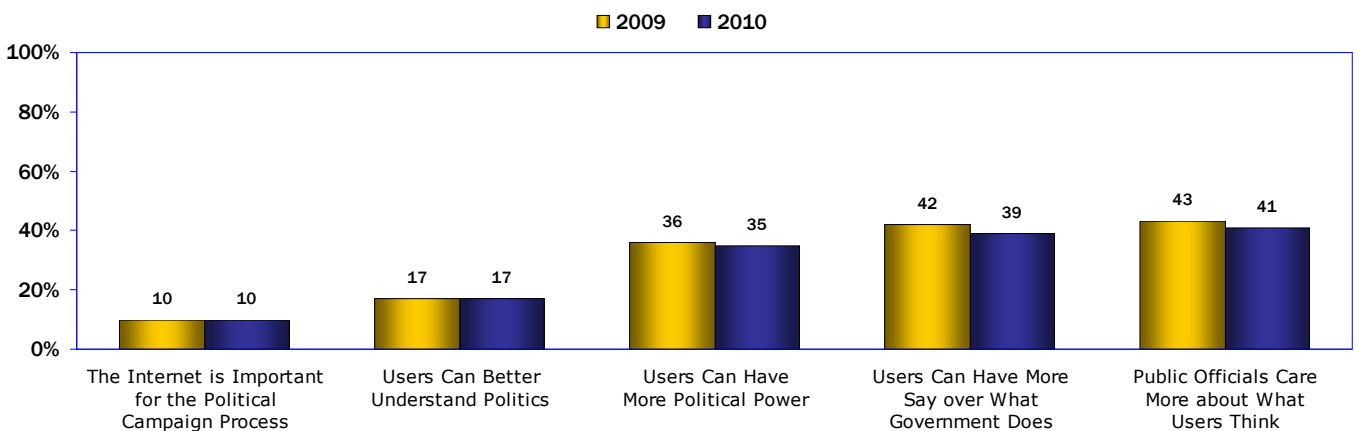
Overall, large percentages of Internet users believe that the Internet plays an important role in political campaigns and leads to an increased understanding of politics. However, much smaller percentages of users think that the Internet serves as a tool to build political power, or to encourage public officials to care more about constituents' views, or to create more say for citizens in their government.

**Views about the Internet and Politics
(Internet Users who Responded "Agree" or "Strongly Agree")**



(Q190 M-2 combined)

**Views about the Internet and Politics
(Internet Users who Responded "Disagree" or "Strongly Disagree")**



(Q190 M-5 combined)

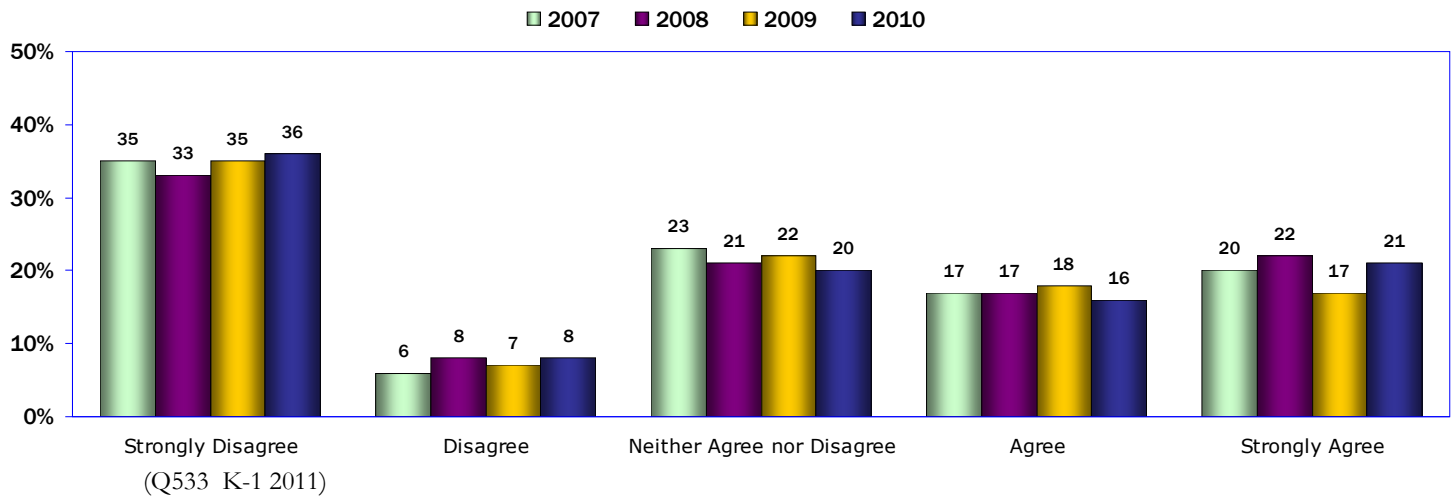
168. Voting Online

Although election campaigns now involve elaborate outreach by candidates over the Internet, respondents age 16 and older express only limited enthusiasm for voting online.

Thirty-seven percent of respondents age 16 and older said they would be interested in voting online -- a slight increase from 35 percent in the previous study, but down from the 39 percent reported in 2008.

Forty-four percent of respondents age 16 and older said that they would not be interested in voting online, a new high for the Digital Future Project.

**I Would Be Interested in Voting Online
(Respondents Age 16 and Older)**



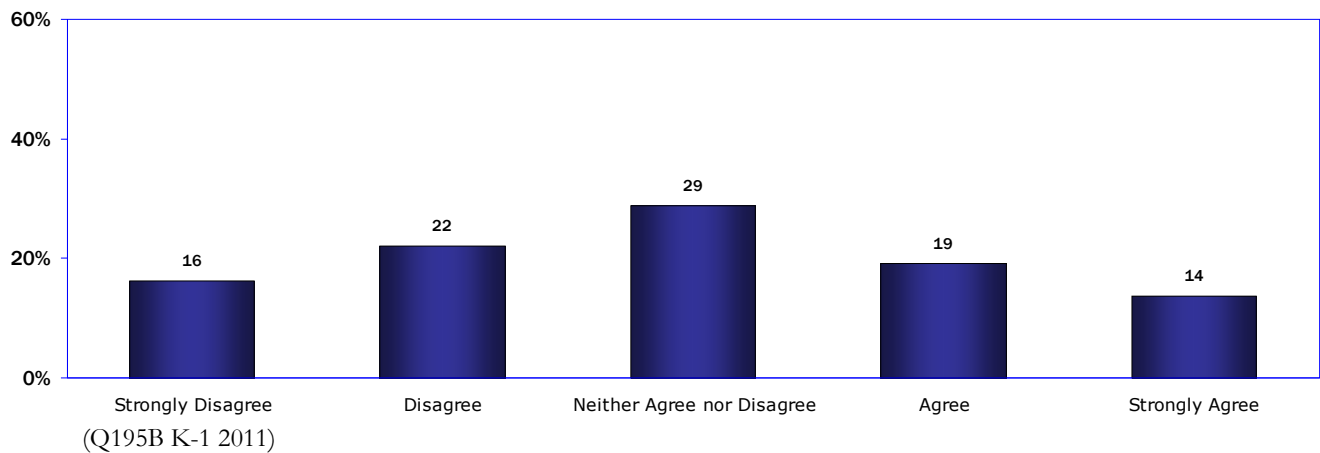
The Internet and Free Speech about Politics and Government

Three new questions for the Digital Future Project asked respondents for their views regarding personal expression online about politics and government.

169. Personal Political Expression on the Internet

Among all respondents age 16 and older, 33 percent said that it is safe to voice their views about politics while online. Thirty-eight percent of respondents age 16 and older disagreed that it is safe to say whatever one thinks about politics while online.

**On the Internet, it is safe to say whatever you think about politics.
(Respondents Age 16 and Older)**

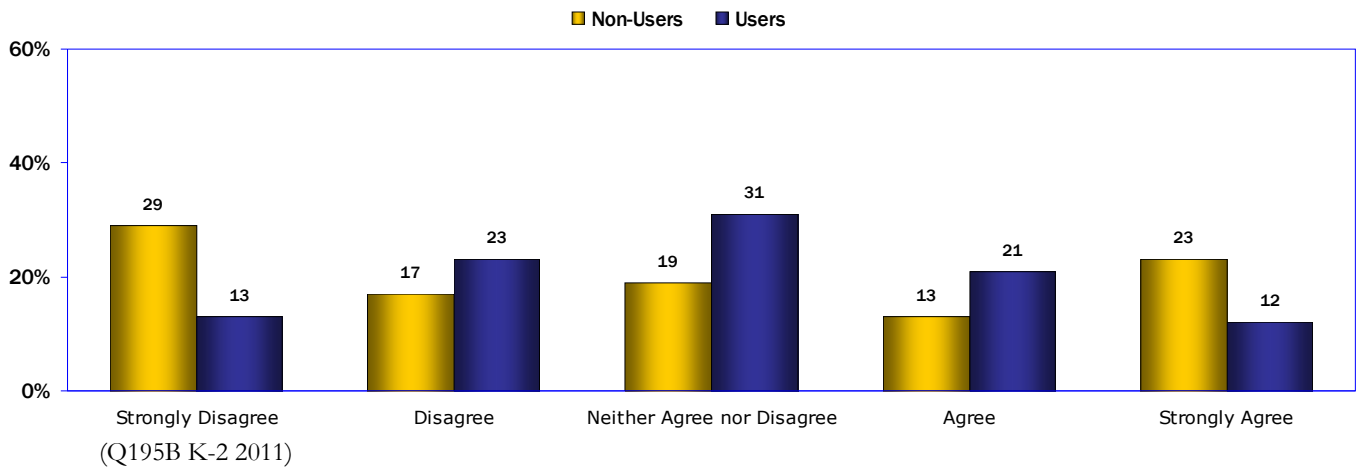


170. Personal Political Expression on the Internet: Users Vs. Non-Users

Thirty-three percent of Internet users age 16 and older agree or strongly agree that it is safe to say online whatever one thinks about politics, while 36 percent of non-users age 16 and older agree with this statement.

However, larger percentages of non-users expressed the strongest views on this question: users are more likely to simply agree or disagree, while non-users are more likely to strongly agree or strongly disagree that it is safe to say whatever you think about politics.

**On the Internet, it is safe to say whatever you think about politics.
(Respondents Age 16 and Older)**



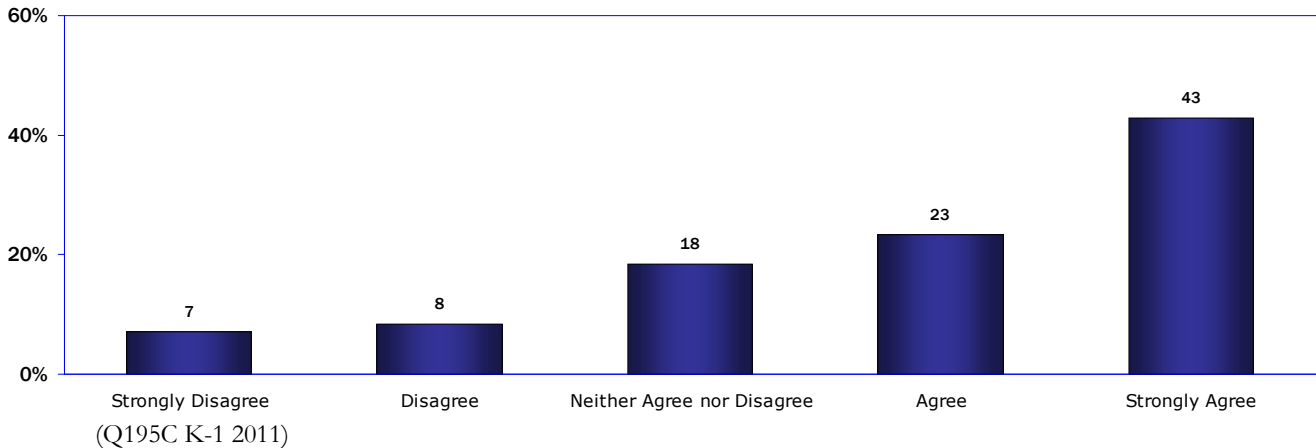
171. Criticizing the Government While Online

Even though only a third of respondents think it safe to express any political view while online (see the previous question), a much larger percentage believe that people should be free on the Internet to criticize their government.

Sixty-six percent of respondents agree or strongly agree that people should be free to criticize the government while online -- twice the number from the previous question who said they feel comfortable saying whatever they like about politics while online.

Only 15 percent of respondents disagreed with the idea that people should be free to criticize their government while on the Internet.

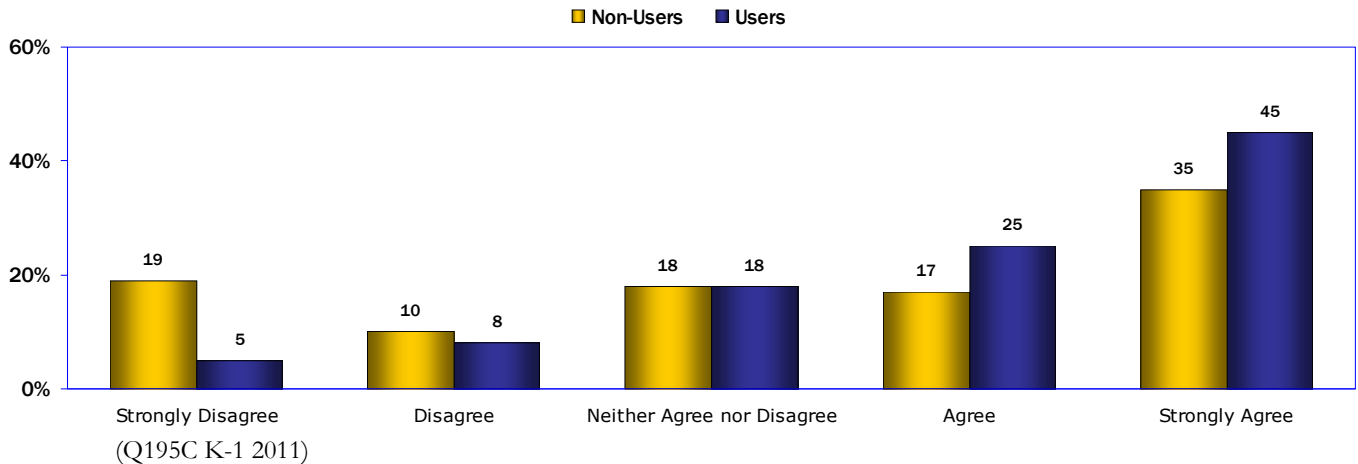
**People should be free on the Internet to criticize their government
(Respondents Age 16 and Older)**



172. Criticizing the Government While Online: Users Vs. Non-Users

A much larger percentage of users (70 percent) compared to non-users (52 percent) agree that people should be free on the Internet to criticize their government. Only 13 percent of users disagree.

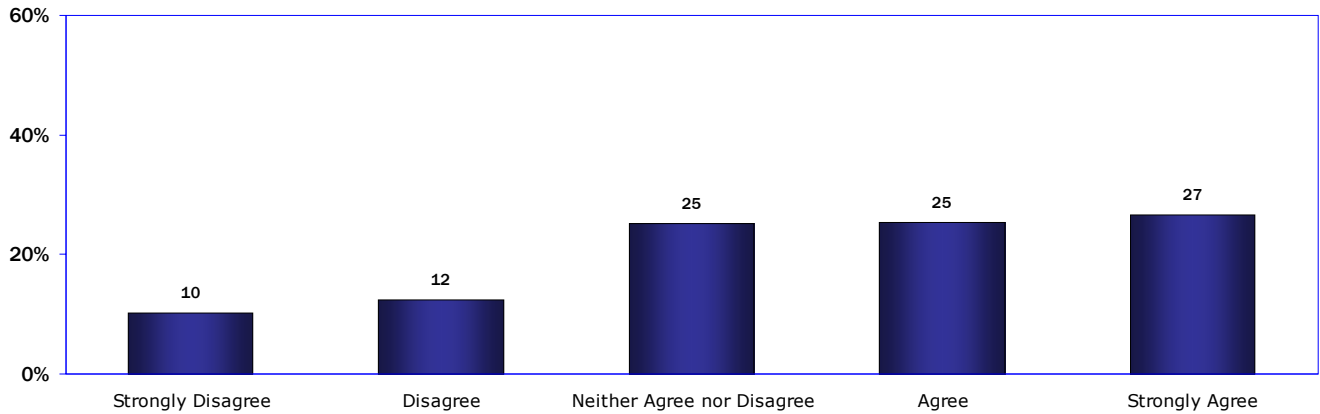
**People should be free on the Internet to criticize their government
(Respondents Age 16 and Older)**



173. Free Speech and Extreme Ideas while Online

More than a majority of respondents -- 52 percent -- agreed with the concept that people should be able to express their ideas on the Internet, even if those ideas are extreme. Twenty-two percent of respondents disagreed with full expression of ideas, even if extreme.

**It is okay for people to express their ideas on the Internet, even if they are extreme.
(Respondents Age 16 and Older)**

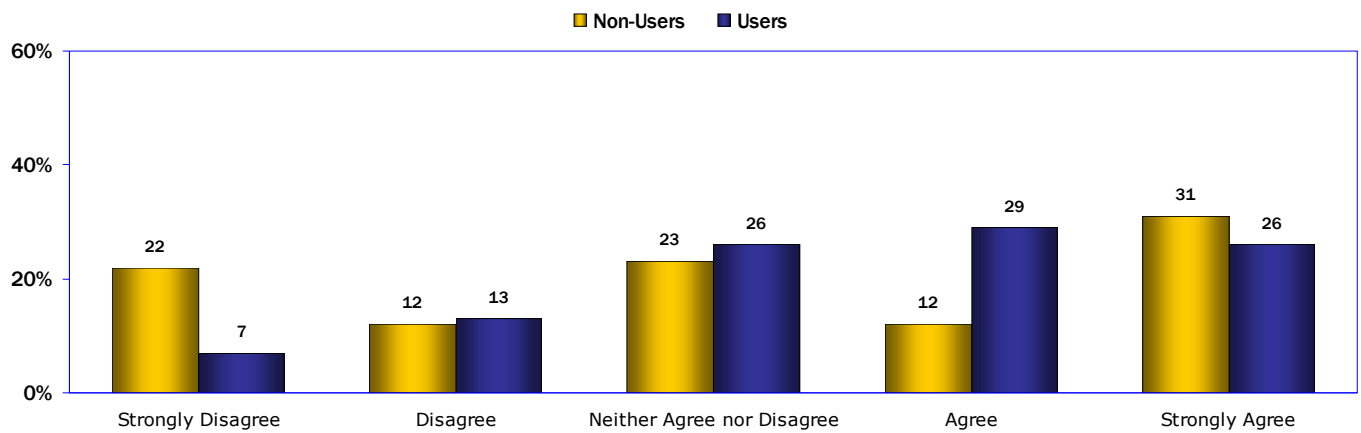


(Q195D K-1 2011)

174. Free Speech and Extreme Ideas while Online: Users Vs. Non-Users

Fifty-five percent of Internet users agreed that people should be able to express their opinions on the Internet, even if extreme, compared with 43 percent of non-users who share the same view.

**It is okay for people to express their ideas on the Internet, even if they are extreme.
(Respondents Age 16 and Older)**



(Q195D K-1 2011)

*The 2011 Digital Future Project:
Ten Studies 2000-2010:
A Portrait of Americans on the Internet*

Trends and Issues

As we wrote in the introduction to this report, perhaps the most fascinating issue studied by the Digital Future Project is the endlessly changing nature of online behavior, and how it is affected by the evolution of technology. For example, in 2000, when the first Digital Future study was published, the Internet featured a well-established method for personal communication: e-mail. Who could have predicted then that online technologies such as texting, Facebook, YouTube, and Twitter would not only emerge, but would create profound change in communication and social connection?

The 10 studies of the Internet produced by the Digital Future Project have generated a wide spectrum of findings about the views and behavior of Internet users and non-users. Here are observations about several evolving issues explored in the current report:

The Internet and Personal Privacy: Government and Companies

“Big Brother is watching you” -- in the 63 years since George Orwell wrote *1984*, that slogan has become embedded in the world’s consciousness as a cautionary message about government intrusion into the lives of individuals. The tenth Digital Future study found that a significant percentage of Internet users are indeed concerned about the government checking what they do online; however, an even larger percentage believes that the Big Brother we fear is actually Big Business.

Almost half -- 48 percent -- of users age 16 and older are worried about companies checking what they do online; by comparison, 38 percent said that the government checking on them is a concern (*see page 86*).

Companies will continue to seek ways to identify the likes and dislikes of Internet users -- whether through contact with customers (such as product offerings that are generated by sophisticated software tools that analyze previous purchases and personal interests) or through less-acceptable methods of monitoring behavior, such as covert information-gathering using GPS tracking. In all cases, the involvement -- some would say encroachment -- of companies into the lives of Internet users represents a significant issue, and one that the Digital Future Project will continue to explore.

Views about Information Sources and Trust in the Internet

Three-quarters of Internet users age 17 and older said that the Internet was an important or very important source of information to them -- higher than the percentage reported for television, newspapers, or radio (*see page 62*). Yet consistently large percentages of users have limited trust in the information they find online and the sources that provide them: only 40 percent of users said that most or all of the information on the Internet is reliable (*see page 71*). Frequently-visited websites fare better, but 22 percent of users think that only one half or less of the information they find on those sites is reliable and accurate (*see page 73*). This finding that could lead one to wonder: if users don't think their favorite websites are reliable and accurate, then why do they visit them?

Of particular interest are the views of a large percentage of users who believe that almost everything they see on social networking sites has no credibility at all. Even as contact with others through social media grows at explosive rates, 51 percent of users said that little or none of the information they find on those sites is reliable and accurate (*see page 80*).

And when users are asked about their trust in the Internet overall, less than half -- 48 percent -- said they have some trust or a lot of trust in the Internet overall (*see page 84*).

Clearly, Americans express somewhat contradictory views about the Internet: increasingly they perceive websites as primary sources for information, yet their trust in much of this information and the websites that provide it is low and continues to decline. How will Internet users perceive the accuracy of online information as their reliance on this information continues to increase?

Increased Use of Established Internet Activities

Not all developments in online behavior involve new technologies or dramatic changes in social trends. Also of interest are Internet activities that have had relatively high levels of participation for many years but continue to grow in popularity, such as finding or checking a fact, using online banking services, looking up a word, or downloading or watching videos. (*see page 40*).

For example, in 2007 -- at that point already 13 years after the Internet opened to broad public use -- more than 40 percent of Internet users went online at least weekly to find a fact or do fact checking. In the current Digital Future study, that percentage has increased to 59 percent of users.

Privacy Concerns when Buying Online

All 10 Digital Future studies have reported high levels of concern about privacy and security if respondents buy online. In the current study, those concerns remain, but the percentages of users reporting the highest level of concern have declined for the third year in a row. (*see page 109*). And concerns about credit card security have also dropped for three straight years (*see page 113*).

As buying online began to increase in the late 1990s, many speculated that concerns about online security would hinder Internet commerce. Yet the current Digital Future study reports the highest percentage thus far of Internet users who buy online. Now it seems clear that high levels of concern will persist, but that concern will not provide major stumbling blocks to the continuing growth of Internet commerce.

Buying Online and Effects on Traditional Retail Purchasing

A key issue regarding the growth of buying online is its effect on traditional retail sales. Seventy percent of Internet purchasers in the current Digital Future study said that buying online has reduced their business in traditional retail stores. (*see page 118*).

In recent years, Internet purchasing has had effects on American retailing that are visible in any shopping center; for example, consider the near-complete demise of the traditional record shop as music downloading has flourished, or the rapid decline of brick-and-mortar bookstores as Amazon and other online outlets have expanded. It is hard to imagine that little more than 10 years ago, when the “dot com bubble” burst, many observers questioned the financial viability of any online retail company. Now analysts speculate about which form of traditional retail will be the next victim of the success of online commerce.

The Internet, Family, and Friends

In the early Digital Future studies, large and stable percentages of Internet users said the face-to-face time they spent with family or with friends had stayed the same since they started going online. Then in 2006, a still-small but growing percentage of users said that they spent less time together with family members since being connected to the Internet, and an even larger percentage said they spend less face-to-face time with friends (*see page 137*) -- a percentage that remains at the highest level thus far in the Digital Future Project.

Given recent large increases in social networking through Facebook, Twitter, and other online methods, it would seem that individuals are linked more closely ever to their family and friends. However, are participants using these methods as an alternative to face-to-face involvement with the people in their lives?

The Internet and the U.S Political Process

Throughout the Digital Future studies, respondents’ views about the role of the Internet in politics have remained generally consistent: Large percentages of users believe that the Internet plays an important role in political campaigns and is useful to increase our understanding of politics. However, much smaller percentages think that the Internet can build political power, or encourage public officials to care more about constituents’ views, or create more say for citizens in their government (*see pages 165-176*).

And respondents have limited interest in using the Internet as a direct decision-making tool; only 37 percent of respondents age 16 and older said they would be interested in voting online, and 44 percent said that they would not be interested in voting online -- a new high for the Digital Future Project (*see page 177*).

The Internet is viewed by most users as a tool for political information, but not for political influence. But is that view likely to change? How will the continuing growth of online political communication and funds solicitation affect views of the relationship between the Internet and political power?

* * * * *

Supplement I

The USC Annenberg School Center for the Digital Future

The USC Annenberg School Center for the Digital Future is a forum for the discussion and development of policy alternatives addressing the leading issues in media and communication. Communication policy at its core begins with the individual and the family.

The Center conducts and facilitates research, courses, seminars, working groups, and conferences designed to have a major impact on policy at the local, national, and international levels. It also provides a base for visiting scholars who are engaged in efforts to examine and shape communication policy. The Center's goals include using the vast intellectual resources of USC to deal with some of the most important concerns of the day and to have a transforming effect on the issues.

The Center is based in the Annenberg School for Communication & Journalism at the University of Southern California. Until July 2004, it was housed at UCLA in the Anderson Graduate School of Management.

In October 2000, the Center released its first report on the Internet, the beginning of an international, long-term exploration of the impact of the Internet on society. This work is part of the World Internet Project, which is organized and coordinated by the Center; included in the World Internet Project are the Center's work and partner studies in countries in North America, Europe, South America, Asia, the Middle East, and Australasia. The first comparative results from the World Internet Project were released in January 2004. The first comprehensive International Report of the World Internet Project was released at the end of 2008, and the second in 2010.

Since the Center's creation in September 1993, it has been awarded a multi-million-dollar national research grant, held numerous national and local conferences, conducted three nationwide surveys with one of America's leading news magazines, and established a strong national and international identity in communication policy.

The Center for the Digital Future has become an internationally regarded policy studies center. The Center is committed to studying, through a variety of prisms, the important communication issues that transform our lives.

For more information about the Center, visit www.digitalcenter.org.

Supplement 2

The World Internet Project – International Contacts

United States (Organizer)

Center for the Digital Future
USC Annenberg School for Communication & Journalism
www.digitalcenter.org

Australia

ARC Centre of Excellence for Creative Industries and Innovation (CCi)
Institute for Social Research, Swinburne University of Technology
www.cci.edu.au/projects/digital-futures

Brazil

Instituto Brasileiro de Economia e Tecnologia
www.braeti.net

Canada

Canadian Internet Project (CIP)/Recherche Internet Canada (RIC)
www.cipiconline.ca

Cape Verde

Inove Research, LDA
<http://research.inove.cv>

Chile

Pontificia Universidad Catolica de Chile: Schools of Communications (head), Sociology, and Engineering/
Santiago Chamber of Commerce (CCS)
www.wipchile.cl

China

Chinese Academy of Social Sciences
www.wipchina.org/en

Colombia

CINTEL -- Centro de Investigación de las Telecomunicaciones
www.cintel.org.co

Cyprus

Cyprus University of Technology
Department of Communication and Internet Studies
www.cut.ac.cy

Czech Republic

Faculty of Social Studies, Masaryk University Brno
www.fss.muni.cz/ivdmr

Ecuador

Universidad de los Hemisferios
www.uhemisferios.edu.ec

France

Center for Political Research at Sciences-Po
www.cevipof.com

Germany

Deutsches Digital Institut
www.deutsches-digital-institut.de

Great Britain

Oxford Internet Institute
www.oii.ox.ac.uk/microsites/oxis

Hungary

ITHAKA -- Information Society and Network Research Center
www.ithaka.hu

India

School of Journalism and Media Studies, IGNOU
www.ignou.ac.in/ignou/aboutignou/school/sojnms/introduction

Iran

University of Alzahra
www.Alzahra.ac.ir

Israel

The Research Center for Internet Psychology (CIP)
Sammy Ofer School of Communications, The Interdisciplinary Center
www.idc.ac.il/communications/cip/en

Italy

SDA Bocconi, Bocconi University
www.sdabocconi.it/home/it/

Japan

Toyo University
www.soc.toyo.ac.jp/~mikami/wip/en/index.html

Macao

University of Macau, ERS E-Research (Lab)
Macao Internet Project (MIP)
www.macaointernetproject.net

Mexico

Tecnológico de Monterrey, Proyecto Internet
www.wip.mx

New Zealand

Institute of Culture, Discourse and Communication, AUT University of Technology
www.wipnz.aut.ac.nz

Poland

Gazeta.pl Research and Analyses Unit
<http://badania.gazeta.pl>

Portugal

Lisbon Internet and Networks International Research Programme (LINI)
<http://www.lini-research.org>

Singapore

Singapore Internet Research Centre (SiRC)
Nanyang Technological University
www.ntu.edu.sg/sci/sirc

South Africa

The Media Observatory Wits Journalism,
University of Witwatersrand, Johannesburg
www.journalism.co.za

South Korea

Yonsei University
www.yonsei.ac.kr

Spain

Internet Interdisciplinary Institute (IN3)
Open University of Catalonia (UOC)
www.uoc.edu/in3/pic/eng/communication.html

Sweden

.SE (The Internet Infrastructure Foundation)
World Internet Institute
www.iis.se
www.wii.se

Switzerland

Division on Media Change & Innovation
IPMZ -- Institute of Mass Communication and Media Research
University of Zurich, Switzerland
www.mediachange.ch

Taiwan

Taiwan e-Governance Research Center
Department of Public Administration, National Chengchi University
www.teg.org.tw
<http://pa.nccu.edu.tw>

United Arab Emirates

American University of Sharjah, Department of Mass Communication
www.aus.edu

Uruguay

Universidad Catolica del Uruguay
www.ucu.edu.uy

Supplement 3

Research Methods

For both the original sample drawn in 2000, and the replacement samples selected in subsequent years until 2006, a national Random Digit Dial (RDD) telephone sample was used. This method gives every telephone number in the 50 states and the District of Columbia a close to equal chance of being selected.

In the initial call, an interviewer spoke to a person in the household 18 years of age or older to obtain a roster of all household members. At this point, a computer system (“CFMC Survent” CATI) randomly selected one individual from among those 12 years of age and over in the household to be the interviewee from that household.

If the randomly selected individual was between 12 and 17 years of age, the interviewer asked a parent or guardian for permission to interview the child.

In years 2000 to 2007, once the selection of a household member was made, only that individual was eligible to complete the interview. In years 2008 to 2010, if the household member who was originally selected to complete the interview was not available, up to two other individuals could be randomly selected from the roster to represent the household in the survey. If both of the randomly selected individuals were not available, the individual on the phone was interviewed.

In 2010, up to 3 call attempts were made to complete an interview. If a household refused once, it was not contacted again.

The data were collected through a combination of telephone and web surveys.

In 2010, those repeat respondents and new random respondents who indicated by phone that they had Internet access were directed to complete the interview via the Web. A URL was provided verbally, and a web link and password were emailed to the potential respondent to allow that respondent to complete the survey via the Web. Respondents not willing to give an email address for the survey were not included in the study. A small number of respondents who indicated that they had Internet access but preferred to complete the survey over the phone were allowed to do so.

In 2010, when contacting panel members from the ongoing sample, up to 10 call attempts were made to reach them. If the person interviewed in the prior year was no longer a member of the household, no substitution of a different household member was made.

In 2010, all respondents were paid a monetary incentive.

Interviews were conducted in English. Interviewing took place between April 27th and August 30th, 2010.

To correct for discrepancies between the sample data and U.S. Census data, the sample data was weighted. Sample size was preserved during the weighting process.

The final sample for year 10 of the Digital Future Project was derived from two different sources, and this complicated the weighting procedure. The first portion of the sample consisted of respondents who had participated in the survey in the past. The second portion consisted of a new random sample that was recruited to replace dropouts.

An examination of the profiles of each of these sample sources revealed differences from the most current U.S. Census results. Moreover, the differences varied depending on the sample source. As a result, the weighting for this year's survey consisted of two separate weighting adjustments, one for respondents that were repeats, the other for newly recruited respondents.

Each of the different sub-samples was weighted to correct for its primary sources of deviation from the Census. After this, the two samples were combined.

The following variables were used in the weighting adjustments, although in different ways for each of the two sample sources: gender, age, income, and education. In the final weighted blended sample, the largest deviation from the 2000 U.S. Census results occurred in the race category where the weighted total sample had 11 percentage points more whites, 8 percentage points fewer blacks, 2 percentage points fewer Asians, and 9 percentage points fewer Spanish/Hispanics or Latinos than the national average. All other deviations were less than 3 percentage points from Census values.

The data for the calculations were in most cases calculated to at least eight decimal places, and were then rounded to tenths. As a result, some totals may not add up to precisely 100 percent.

Decreased usage of landlines, coupled with lower cooperation rates, has caused the RDD sample respondents to skew significantly older than the US population. In 2009 and 2010, we corrected for this by supplementing the data collected with a youth augment to balance the RDD sample. An age targeted sample that recruited younger respondents (12-35) more directly was used. Individuals in the household meeting the specific age/gender requirement were directly invited to take the survey. All youth augment respondents participating in the survey were paid a monetary incentive

Please note that race/ethnicity was calculated as "race first mentioned" from 2000- 2007. Since most of this study was administered online, we could not determine which race was mentioned first so we calculated race as one of the following to compare against the breaks used in the 2000 U.S. Census.

	2000 US Census	Final Total 2010	
White alone	74%	85%	+11
Black or African American alone	12%	4%	-8
American Indian and Alaska Native alone	1%	1%	0
Asian alone/Pacific Islander alone	4%	2%	-2
Native Hawaiian and other Pacific Islander alone	0%	0%	0
Some other race alone	6%	5%	-1
Two races including some other race	0%	1%	+1
Two races excluding some other race, and three or more races	2%	1%	-1

Demographic Data

Level of Education: less than high school (19%), high school graduate (28%), some college (28%), college graduate (25%).

Ages (all respondents): 12-17 (11%), 18-24 (11%), 25-34 (16%), 35-44 (20%), 45-54 (16%), 55-64 (11%), 65-74 (8%), 75-84 (5%), 85-99 (2%).

Marital Status: child (11%), single (27%), married (43%), living with partner (2%), divorced/separated (10%), widowed (7%).

Income level (respondents 16 and older): less than \$30,000 (35%), \$30-49,999 (23%), \$50-\$99,999 (30%), \$100,000+ (12%).

Political Values (respondents 16 and older): very conservative (18%), somewhat conservative (23%), middle of the road (28%), somewhat liberal (18%), very liberal (13%).

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