

1160. Typical Daily Internet Activities of Adult Internet Users: 2011

[Percent of Internet users 18 years old and over. Represents persons who reported doing the activity "yesterday." Based on telephone surveys of persons with land-line telephones and cell phones. In May 2011, 2,277 persons were interviewed including 755 cell phone users. The response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 11.5 percent. In November 2010, 2,257 persons were interviewed including 755 cell phone users. The response rate for the landline sample was 13.7 percent. The response rate for the cellular sample was 15 percent. In September 2010, 3,001 persons were interviewed including 1,000 cell phone users. The response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 17 percent]

Activity	Survey date (month/year)	Total Internet users	Age					Sex	
			18 to 29 years old	30 to 49 years old	50 to 64 years old	65 years old and over	Male	Female	
			Buy a product online	May, 2011	6	7	5	7	7
Buy or make a reservation for travel	May, 2011	4	4	4	3	1	4	3	
Categorize or tag online content like a photo, news story or blog post	Sept, 2010	11	18	12	5	4	12	10	
Create or work on your own online journal or blog	May, 2011	4	4	6	3	2	6	3	
Do any banking online	May, 2011	24	19	28	27	15	24	23	
Look for health or medical information online	May, 2011	10	8	9	11	10	8	11	
Look for news or information about politics	May, 2011	30	27	34	34	19	36	26	
Look online for info about a job	May, 2011	11	15	12	9	1	11	11	
Make a donation to a charity online	May, 2011	1	1	1	2	1	1	1	
Make a phone call online, using a service such as Skype or Vonage	May, 2011	5	6	5	5	2	6	4	
Pay bills online	Sept, 2010	15	14	19	11	11	15	15	
Pay to access or download digital content online (e.g. newspaper article)	Sept, 2010	10	13	9	12	3	13	8	
Play online games	Sept, 2010	13	16	15	10	9	13	13	
Post a comment or review online	Sept, 2010	4	6	5	2	3	5	4	
Research a product or service online	Sept, 2010	28	27	32	26	16	31	24	
Search online for a map or driving directions	Sept, 2010	14	15	17	12	7	16	12	
Send instant messages	Nov, 2010	18	29	17	13	4	18	18	
Send or read e-mail	Nov, 2010	61	64	63	61	46	59	64	
Take part in chat rooms or online discussions with other people	Sept, 2010	7	9	9	5	2	8	6	
Use a search engine to find information	May, 2011	59	66	64	52	37	61	57	
Use a social networking site like MySpace, Facebook or LinkedIn	May, 2011	43	61	46	32	15	38	48	
Use Twitter	May, 2011	4	8	5	2	-	5	4	
Visit a local, state, or federal government Web site	May, 2011	13	11	15	13	6	14	12	
Watch a video on a video-sharing site	May, 2011	28	47	27	20	11	32	25	

— Rounds to less than half the unit of measurement shown.

Source: Pew Internet & American Life Project Surveys, <<http://www.pewinternet.org>>.

1161. Online News Consumption by Selected Characteristics: 2000 to 2011

[Percent of Internet users 18 years old and over. Represents persons who report getting news online "ever" or "yesterday." Based on telephone surveys of persons with land-line telephones, unless otherwise noted. In April 2009, 2,253 persons were interviewed, including 561 cell phone users. The response rate for the landline sample was 20.6 percent and 18.2 percent for the cell sample. In May 2010, 2,252 persons were interviewed including 744 cell phone users. The response rate for the landline sample was 21.8 percent. The response rate for the cellular sample was 19.3 percent. In May 2011, 2,277 persons were interviewed including 755 cell phone users. The response rate for the landline sample was 13.6 percent. The response rate for the cellular sample was 11.5 percent. This survey includes interviews conducted in English and Spanish]

Characteristic	"Ever" get news online				Got news online "yesterday"			
	2000	2009	2010	2011 ¹	2000	2009	2010	2011 ¹
Total adult Internet users	60	72	75	76	22	38	43	45
Age:								
18 to 29 years old	56	74	75	72	16	35	44	43
30 to 49 years old	63	76	78	83	25	44	45	51
50 to 64 years old	57	71	76	77	25	37	42	44
65 years old and over	53	56	62	60	28	28	34	32
Sex:								
Male	66	73	77	77	29	42	48	52
Female	53	72	74	76	16	35	38	39
Race/ethnicity:								
White, non-Hispanic	60	73	75	76	23	40	43	46
Black, non-Hispanic	63	72	72	77	13	32	42	34
English-speaking Hispanic	57	67	73	72	23	34	35	40
Annual household income:								
Less than \$30,000	55	59	64	65	21	28	28	31
\$30,000 to \$49,999	57	69	74	79	20	33	35	44
\$50,000 to \$74,999	63	75	78	82	22	40	47	52
\$75,000 or more	69	84	84	88	31	53	60	62
Frequency of Internet use:								
Daily	66	81	82	(NA)	33	50	54	(NA)
Several times per week	59	59	64	(NA)	17	13	14	(NA)
Less Often	51	30	38	(NA)	12	2	5	(NA)

NA Not available. ¹ Includes interviews conducted in English and Spanish.

Source: Pew Internet & American Life Project Surveys from March 2000, April 2009, May 2010 and May 2011, <<http://www.pewinternet.org>>.

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