



Source: American Pulse™ Survey, February 2012 #1
 N = 3349, Margin of error = 1.7%

	Adults 18+	Hispanics	Blacks	Caucasians
How often do you log in to the following social media sites?: Facebook				
More often than once a day	39.0%	43.7%	47.0%	38.3%
Once a day	15.4%	17.1%	13.3%	15.4%
2-3 times a week	10.6%	9.8%	10.6%	10.8%
Once a week	5.9%	2.5%	5.1%	6.3%
Every other week	2.5%	1.0%	2.1%	2.6%
Once a month or less often	7.5%	6.0%	7.5%	7.5%
Do not have an account	19.0%	20.0%	14.5%	19.1%
Total	100.0%	100.0%	100.0%	100.0%
	Once a day or more	60.7%	60.3%	53.7%
	Once a week or more	73.0%	76.0%	70.8%
	% with account	81.0%	85.5%	80.9%
Twitter				
More often than once a day	8.4%	17.3%	17.8%	7.0%
Once a day	6.0%	18.1%	11.1%	5.6%
2-3 times a week	5.9%	5.8%	8.6%	5.8%
Once a week	3.4%	7.9%	4.4%	3.2%
Every other week	2.1%	4.0%	2.8%	2.0%
Once a month or less often	12.3%	7.3%	14.7%	12.3%
Do not have an account	62.0%	39.6%	40.5%	64.1%
Total	100.0%	100.0%	100.0%	100.0%
	Once a day or more	35.4%	28.9%	12.6%
	Once a week or more	49.1%	42.0%	21.6%
	% with account	60.4%	59.5%	35.9%
Google+				
More often than once a day	9.5%	14.3%	18.5%	8.5%
Once a day	5.6%	12.8%	7.1%	5.3%
2-3 times a week	5.6%	9.3%	11.9%	4.9%
Once a week	4.8%	6.6%	8.4%	4.5%
Every other week	2.7%	1.2%	3.5%	2.4%
Once a month or less often	11.1%	10.2%	7.9%	10.9%
Do not have an account	60.8%	45.6%	42.7%	63.5%
Total	100.0%	100.0%	100.0%	100.0%
	Once a day or more	27.1%	25.6%	13.8%
	Once a week or more	43.0%	45.9%	23.2%
	% with account	54.4%	57.3%	36.5%

	Adults 18+	Hispanics	Blacks	Caucasians	
LinkedIn					
More often than once a day	2.5%	8.0%	7.6%	1.8%	
Once a day	3.3%	7.5%	3.3%	3.1%	
2-3 times a week	5.1%	4.8%	7.6%	4.8%	
Once a week	7.1%	8.9%	8.7%	6.7%	
Every other week	5.1%	5.2%	4.5%	5.2%	
Once a month or less often	14.4%	9.1%	15.3%	14.3%	
Do not have an account	62.7%	56.6%	53.1%	64.1%	
Total	100.0%	100.0%	100.0%	100.0%	
	Once a day or more	5.7%	15.5%	10.9%	4.8%
	Once a week or more	17.9%	29.2%	27.1%	16.4%
	% with account	37.3%	43.4%	46.9%	35.9%

Foursquare					
More often than once a day	2.2%	7.9%	7.0%	1.7%	
Once a day	1.2%	5.3%	0.3%	1.1%	
2-3 times a week	1.7%	3.6%	1.1%	1.7%	
Once a week	1.2%	4.1%	3.1%	1.0%	
Every other week	0.8%	2.4%	2.3%	0.7%	
Once a month or less often	4.0%	5.6%	4.1%	3.7%	
Do not have an account	88.9%	71.1%	82.1%	90.1%	
Total	100.0%	100.0%	100.0%	100.0%	
	Once a day or more	3.4%	13.2%	7.2%	2.8%
	Once a week or more	6.4%	20.9%	11.5%	5.5%
	% with account	11.1%	28.9%	17.9%	9.9%

Pinterest					
More often than once a day	2.9%	6.9%	4.7%	2.7%	
Once a day	2.7%	6.3%	2.6%	2.6%	
2-3 times a week	3.2%	5.1%	3.0%	3.3%	
Once a week	2.3%	4.4%	2.9%	2.3%	
Every other week	1.1%	0.6%	1.7%	1.1%	
Once a month or less often	3.0%	5.1%	2.3%	3.1%	
Do not have an account	84.8%	71.5%	82.7%	85.0%	
Total	100.0%	100.0%	100.0%	100.0%	
	Once a day or more	5.6%	13.2%	7.3%	5.3%
	Once a week or more	11.1%	22.8%	13.3%	10.9%
	% with account	15.2%	28.5%	17.3%	15.0%

How much time do you spend on the Internet on an average day? (please include the amount of time you access the Internet on any device – laptop, smartphone, tablet, etc)

0 hours	0.6%	0.0%	0.6%	0.5%	
1-5 hours	61.9%	52.8%	47.2%	64.5%	
6-10 hours	26.2%	27.7%	28.2%	25.6%	
11-15 hours	6.8%	10.6%	11.5%	6.0%	
16+ hours	4.6%	9.0%	12.5%	3.3%	
Total	100.0%	100.0%	100.0%	100.0%	
	Average	5.6	6.6	7.2	5.3

How much time do you spend accessing social media sites on an average day?

0 hours	34.5%	23.4%	23.4%	36.3%	
1-5 hours	57.0%	49.8%	56.1%	56.7%	
6-10 hours	5.4%	13.7%	9.1%	4.9%	
11-15 hours	1.6%	7.7%	4.0%	1.1%	
16+ hours	1.5%	5.4%	7.3%	0.9%	
Total	100.0%	100.0%	100.0%	100.0%	
	Average	2.6	4.5	4.1	2.4

	Adults 18+	Hispanics	Blacks	Caucasians
On a scale from 1-5, to what extent do you agree with the following statement? Offensive content should be censored on the Internet.				
1 – Strongly disagree	27.1%	26.9%	18.2%	27.7%
2 – Somewhat disagree	16.3%	18.2%	10.1%	16.5%
3 – Neither agree nor disagree	20.1%	16.5%	20.0%	20.0%
4 – Somewhat agree	18.9%	20.1%	18.7%	19.2%
5 – Strongly agree	17.5%	18.3%	33.0%	16.6%
Total	100.0%	100.0%	100.0%	100.0%
Average	2.8	2.8	3.4	2.8
Somewhat/Strongly disagree	43.4%	45.1%	28.3%	44.2%
Somewhat/Strongly agree	36.5%	38.4%	51.7%	35.8%

What types of content do you think SHOULD be censored? (Check all that apply)

Foul language in print	41.3%	27.7%	49.5%	42.8%
Foul language in music/videos	37.9%	32.6%	39.8%	39.2%
Racial slurs in print	55.7%	51.9%	62.5%	56.7%
Racial slurs in music/videos	51.8%	53.2%	58.9%	52.4%
Full websites with offensive content	39.1%	39.0%	41.4%	39.4%
Full apps that are offensive	35.4%	31.9%	38.8%	35.9%
Nudity	45.4%	44.4%	51.6%	46.4%
Violent images	48.6%	45.3%	55.3%	49.4%
Pirated content	48.6%	25.9%	39.2%	51.6%
Other	8.1%	6.2%	9.0%	7.8%

*The sum of the % totals may be greater than 100% because the respondents can select more than one answer.

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