

# USA TODAY/GALLUP POLL

## DECEMBER WAVE 1

-- FINAL TOPLINE --

Timberline: 927615  
G: 603  
Princeton Job #: 10-12-022

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December 10-12, 2010

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**Note: Q.3-7, 9-10, 32-40 should be cited as a Gallup poll.**

**Results are based on telephone interviews conducted December 10-12, 2010 with a random sample of –1,019—adults, aged 18+, living in the continental U.S., selected using random-digit dial sampling.**

**For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is  $\pm 4$  percentage points.**

**For results based on the sample of – 840—Internet users, one can say, the maximum margin of sampling error is  $\pm 4$  percentage points.**

**Interviews are conducted with respondents on landline telephones (for respondents with a landline telephone) and cellular phones (for respondents who are cell phone only). Each sample includes a minimum quota of 150 cell phone only respondents and 850 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.**

**Samples are weighted on the basis of gender, age, race, education, region and phone lines. Demographic weighting targets are based on the March 2009 Current Population Survey figures for the age 18+ non-institutionalized population living in continental U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.**

**In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.**

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26. How much time, if at all, do you personally spend using the Internet -- more than an hour a day, up to one hour a day, a few times a week, a few times a month or less, or never?

	<u>More than an hour</u>	<u>Up to one hour</u>	<u>A few times a week</u>	<u>A few times a month or less</u>	<u>Never</u>	<u>No opinion</u>
2010 Dec 10-12	50	18	11	5	16	*
2008 Dec 4-7	48	17	12	5	18	*
2007 Dec 6-9	43	17	11	7	23	*
2006 Dec 11-14	37	19	13	8	24	*
2005 Dec 5-8	33	18	13	9	27	*
2004 Dec 5-8	32	16	19	8	25	*
2003 Dec 11-14	27	20	15	10	27	1
2002 Dec 5-8	26	16	18	12	28	*

27. *(Asked of those who use the Internet)* How much attention do you pay to ads you see on Internet websites – a great deal, a fair amount, not much, or none at all?

**BASED ON – 840—INTERNET USERS**

	<u>A great deal</u>	<u>A fair amount</u>	<u>Not much</u>	<u>None at all</u>	<u>No opinion</u>
2010 Dec 10-12	2	8	44	46	*

28. *(Asked of those who use the Internet)* When you use the Internet, have you noticed that some advertisements seem to be directed specifically at you, and that those advertisements are related to websites you have previously visited?

**BASED ON – 840—INTERNET USERS**

	<u>Yes, have noticed</u>	<u>No, have not</u>	<u>No opinion</u>
2010 Dec 10-12	61	37	2

29. *(Asked of those who use the Internet)* As you may know, website advertisers are currently able to match advertisements to your specific interests. They do this by collecting data that shows what websites you have visited. Do you think advertisers should or should not be allowed to do this?

**BASED ON – 840—INTERNET USERS**

	<u>Yes, allowed</u>	<u>No, should not</u>	<u>No opinion</u>
2010 Dec 10-12	30	67	3

30. *(Asked of those who use the Internet)* Some people say the methods Internet advertisers use to target ads to specific individuals are justified because they keep costs down so users can visit websites for free. Others believe the methods are not justified because the invasion of privacy involved is not worth it to allow people free access to websites. Which comes closer to your view – [ROTATED: the methods are justified (or) the methods are not justified]?

**BASED ON – 840—INTERNET USERS**

	<u>Yes, justified</u>	<u>No, not justified</u>	<u>No opinion</u>
2010 Dec 10-12	35	61	3

31. *(Asked of those who use the Internet)* If you had a choice, which would you prefer – [ROTATED: to allow all advertising networks to target ads specifically to you, allow only those advertising networks you choose to target ads specifically to you, (or) to not allow any advertising networks to target ads specifically to you]?

**BASED ON – 840—INTERNET USERS**

	<u>Allow all</u>	<u>Allow only those chosen</u>	<u>Not allow any</u>	<u>No opinion</u>
2010 Dec 10-12	14	47	37	3