

mtvU / Associated Press Survey
September 2010



Interviewing dates: Sept 20 - Sept 24, 2010
Interviews: 2,207 4-year college students age 18-24
Margin of error: +/- 3.0

Note: All results shown are percentages unless otherwise labeled.
A "*" signifies less than one percent.

mtvU - Associated Press College Survey

| Sex | March 2008 | May 2009 | Sept 2010 |
|--------|------------|----------|-----------|
| | Percent | Percent | Percent |
| Male | 49 | 50 | 46 |
| Female | 51 | 50 | 54 |
| Total | 100 | 100 | 100 |

| Age | March 2008 | May 2009 | Sept 2010 |
|-----------|------------|----------|-----------|
| | Percent | Percent | Percent |
| Age 18-19 | 40 | 35 | 45 |
| Age 20-21 | 40 | 41 | 37 |
| Age 22-24 | 20 | 24 | 18 |
| Total | 100 | 100 | 100 |

| Q3. Class level | March 2008 | May 2009 | Sept 2010 |
|-----------------|------------|----------|-----------|
| | Percent | Percent | Percent |
| Freshman | 28 | 26 | 28 |
| Sophomore | 27 | 26 | 23 |
| Junior | 23 | 24 | 23 |
| Senior | 19 | 22 | 25 |
| DK/NA | 3 | 2 | 1 |
| Total | 100 | 100 | 100 |

| Q4. Do you live... | March 2008 | May 2009 | Sept 2010 |
|--------------------------------|------------|----------|-----------|
| | Percent | Percent | Percent |
| On campus | 50 | 47 | 49 |
| Off campus | 35 | 40 | 40 |
| At home with parents or family | 11 | 12 | 11 |
| DK/NA | 3 | * | * |
| Total | 100 | 100 | 100 |

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Q5. Race / Ethnicity

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|-----------------------------------|-----------------------|---------------------|----------------------|
| White | 56 | 61 | 57 |
| Black | 15 | 14 | 16 |
| Hispanic or Latino | 14 | 12 | 12 |
| Asian | 9 | 8 | 8 |
| American Indian or Alaskan Native | 1 | 2 | 2 |
| Other | 2 | 3 | 3 |
| Refused | 3 | 1 | 2 |
| Total | 100 | 100 | 100 |

Q7. When you think about how things are going in your life in general, would you say you are...

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|---------------------------|-----------------------|---------------------|----------------------|
| Very unhappy | 9 | 7 | 5 |
| Somewhat unhappy | 10 | 9 | 6 |
| Neither happy nor unhappy | 9 | 10 | 8 |
| Somewhat happy | 33 | 38 | 41 |
| Very happy | 31 | 36 | 40 |
| DK/NA | 8 | 1 | * |
| Total | 100 | 100 | 100 |

Q8. Do you approve, disapprove or neither approve or disapprove of the way Barack Obama is handling his job as President?

| | May 2009 Percent | Sept 2010 Percent |
|-------------------------------|---------------------|----------------------|
| Strongly approve | 27 | 15 |
| Somewhat approve | 33 | 29 |
| Neither approve or disapprove | 25 | 29 |
| Somewhat disapprove | 9 | 17 |
| Strongly disapprove | 6 | 10 |
| DK/NA | 1 | * |
| Total | 100 | 100 |

Q9. In a typical day, how many hours, if at all, do you use the Internet on any electronic device, such as a computer, cell phone, or gaming console?

| | Sept 2010 Percent |
|-------------------------------|----------------------|
| Less than one hour | 4 |
| 1 hour but less than 2 hours | 11 |
| 2 hours but less than 6 hours | 52 |
| 6 hours but less than 8 hours | 19 |
| 8 hours or more | 14 |
| DK/NA | * |
| Total | 100 |

Q10. In the last seven days, which of the following did you do on the Internet?

a. Used the Internet to get news or information about current events or politics

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 69 |
| I did not do this on the Internet in the past seven days | 31 |
| Total | 100 |

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b. Used the Internet to get news or information about movies, TV shows, music groups, or sports stars

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 75 |
| I did not do this on the Internet in the past seven days | 25 |
| Total | 100 |

c. Used MySpace, Facebook, MyYearbook or another social networking site

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 90 |
| I did not do this on the Internet in the past seven days | 10 |
| Total | 100 |

d. Played a game on the Internet

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 37 |
| I did not do this on the Internet in the past seven days | 63 |
| Total | 100 |

e. Wrote or updated a blog for other people to read

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 23 |
| I did not do this on the Internet in the past seven days | 77 |
| Total | 100 |

f. Read other people's blogs

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 41 |
| I did not do this on the Internet in the past seven days | 59 |
| Total | 100 |

g. Posted updates or links on Twitter

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 19 |
| I did not do this on the Internet in the past seven days | 81 |
| Total | 100 |

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h. Watched full episodes of TV shows

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 50 |
| I did not do this on the Internet in the past seven days | 50 |
| Total | 100 |

i. Watched clips of TV shows

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 51 |
| I did not do this on the Internet in the past seven days | 49 |
| Total | 100 |

j. Sent or received email

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 93 |
| I did not do this on the Internet in the past seven days | 7 |
| Total | 100 |

k. Read or posted comments on a website

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 66 |
| I did not do this on the Internet in the past seven days | 34 |
| Total | 100 |

l. Used the Internet for shopping

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 42 |
| I did not do this on the Internet in the past seven days | 58 |
| Total | 100 |

m. Sent or received an instant message on the Internet

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 64 |
| I did not do this on the Internet in the past seven days | 36 |
| Total | 100 |

n. Uploaded or shared videos that you made yourself

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 16 |
| I did not do this on the Internet in the past seven days | 84 |
| Total | 100 |

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o. Uploaded or shared videos that someone else made

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 23 |
| I did not do this on the Internet in the past seven days | 77 |
| Total | 100 |

p. Participated in an online video chat using a webcam

| | Sept 2010 Percent |
|--|----------------------|
| I did this on the Internet in the past seven days | 31 |
| I did not do this on the Internet in the past seven days | 69 |
| Total | 100 |

Q11. On a typical day, how many minutes do you spend talking on your cell phone? Just your best estimate is fine.

| | Sept 2010 Percent |
|---------|----------------------|
| None | 2 |
| 1 - 10 | 20 |
| 11 - 20 | 19 |
| 21 - 40 | 21 |
| 41 - 60 | 20 |
| 61+ | 17 |
| DK/NA | 1 |
| Total | 100 |

Q12. On a typical day, how many text messages do you send on your cell phone? Just your best estimate is fine.

| | Sept 2010 Percent |
|-----------|----------------------|
| None | 3 |
| 1 - 15 | 16 |
| 16 - 30 | 17 |
| 31 - 50 | 15 |
| 51 - 100 | 24 |
| 101 - 200 | 13 |
| 201+ | 10 |
| DK/NA | 2 |
| Total | 100 |

Q13. Would you say that unplugging from technology -- meaning no access to a computer, cell phone, or TV -- would make you feel...

| | Sept 2010 Percent |
|------------------------|----------------------|
| A lot more stressed | 25 |
| A little more stressed | 32 |
| No difference | 18 |
| A little less stressed | 17 |
| A lot less stressed | 8 |
| DK/NA | * |
| Total | 100 |

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Q14. When you get a notification from your cell phone that you have a new message, how often do you feel compelled to answer it immediately, even if you're busy doing other things?

| | Sept 2010 Percent |
|---------------------|----------------------|
| Always | 18 |
| Very often | 33 |
| About half the time | 34 |
| Rarely | 12 |
| Never | 3 |
| DK/NA | * |
| Total | 100 |

Q15. How often do you spend time analyzing why someone has not responded immediately to a text you have sent?

| | Sept 2010 Percent |
|---------------------|----------------------|
| Always | 9 |
| Very often | 19 |
| About half the time | 31 |
| Rarely | 33 |
| Never | 8 |
| DK/NA | * |
| Total | 100 |

Q16. How often does it happen that you read an e-mail message, text message or social networking post and you're unsure whether the sender was really serious about what was said, or was just joking?

| | Sept 2010 Percent |
|---------------------|----------------------|
| Always | 5 |
| Very often | 15 |
| About half the time | 28 |
| Rarely | 43 |
| Never | 7 |
| DK/NA | 2 |
| Total | 100 |

Q17A. How like is it that you would do each of the following by posting a public message on a social networking site?

a. Make a plan to meet up with friends

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 19 |
| Very Likely | 26 |
| Moderately Likely | 22 |
| Not too Likely | 18 |
| Not likely at all | 14 |
| DK/NA | 1 |
| Total | 100 |

b. Keep parents up to date on what you're doing

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 6 |
| Very Likely | 11 |
| Moderately Likely | 13 |
| Not too Likely | 22 |
| Not likely at all | 47 |
| DK/NA | 1 |
| Total | 100 |

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c. Ask for help with a serious personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 3 |
| Very Likely | 7 |
| Moderately Likely | 12 |
| Not too Likely | 25 |
| Not likely at all | 52 |
| DK/NA | 1 |
| Total | 100 |

d. Let a friend know you were upset with them

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 4 |
| Very Likely | 7 |
| Moderately Likely | 13 |
| Not too Likely | 25 |
| Not likely at all | 50 |
| DK/NA | 1 |
| Total | 100 |

e. Give support to a friend about a personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 9 |
| Very Likely | 17 |
| Moderately Likely | 26 |
| Not too Likely | 21 |
| Not likely at all | 26 |
| DK/NA | 1 |
| Total | 100 |

Q17B. How likely is it that you would do each of the following by talking with someone in person?

a. Make a plan to meet up with friends

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 52 |
| Very Likely | 32 |
| Moderately Likely | 11 |
| Not too Likely | 3 |
| Not likely at all | 1 |
| DK/NA | 1 |
| Total | 100 |

b. Keep parents up to date on what you're doing

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 45 |
| Very Likely | 25 |
| Moderately Likely | 17 |
| Not too Likely | 8 |
| Not likely at all | 4 |
| DK/NA | 1 |
| Total | 100 |

c. Ask for help with a serious personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 49 |
| Very Likely | 27 |
| Moderately Likely | 14 |
| Not too Likely | 5 |
| Not likely at all | 3 |
| DK/NA | 2 |
| Total | 100 |

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d. Let a friend know you were upset with them

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 43 |
| Very Likely | 28 |
| Moderately Likely | 18 |
| Not too Likely | 7 |
| Not likely at all | 3 |
| DK/NA | 1 |
| Total | 100 |

e. Give support to a friend about a personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 59 |
| Very Likely | 26 |
| Moderately Likely | 10 |
| Not too Likely | 2 |
| Not likely at all | 1 |
| DK/NA | 2 |
| Total | 100 |

Q17C. How likely is it that you would do each of the following by sending a cell phone text message?

a. Make a plan to meet up with friends

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 62 |
| Very Likely | 25 |
| Moderately Likely | 7 |
| Not too Likely | 2 |
| Not likely at all | 3 |
| DK/NA | 1 |
| Total | 100 |

b. Keep parents up to date on what you're doing

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 31 |
| Very Likely | 23 |
| Moderately Likely | 18 |
| Not too Likely | 11 |
| Not likely at all | 16 |
| DK/NA | 1 |
| Total | 100 |

c. Ask for help with a serious personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 20 |
| Very Likely | 18 |
| Moderately Likely | 25 |
| Not too Likely | 21 |
| Not likely at all | 14 |
| DK/NA | 2 |
| Total | 100 |

d. Let a friend know you were upset with them

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 20 |
| Very Likely | 18 |
| Moderately Likely | 25 |
| Not too Likely | 20 |
| Not likely at all | 15 |
| DK/NA | 2 |
| Total | 100 |

e. Give support to a friend about a personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 28 |
| Very Likely | 24 |
| Moderately Likely | 24 |
| Not too Likely | 13 |
| Not likely at all | 9 |
| DK/NA | 2 |
| Total | 100 |

Q17D. How likely is it that you would do each of the following by sending an email message or a private message on a social networking site?

a. Make a plan to meet up with friends

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 20 |
| Very Likely | 19 |
| Moderately Likely | 24 |
| Not too Likely | 18 |
| Not likely at all | 18 |
| DK/NA | 1 |
| Total | 100 |

b. Keep parents up to date on what you're doing

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 13 |
| Very Likely | 13 |
| Moderately Likely | 19 |
| Not too Likely | 19 |
| Not likely at all | 34 |
| DK/NA | 2 |
| Total | 100 |

c. Ask for help with a serious personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 9 |
| Very Likely | 12 |
| Moderately Likely | 22 |
| Not too Likely | 26 |
| Not likely at all | 29 |
| DK/NA | 2 |
| Total | 100 |

d. Let a friend know you were upset with them

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 8 |
| Very Likely | 12 |
| Moderately Likely | 20 |
| Not too Likely | 26 |
| Not likely at all | 32 |
| DK/NA | 2 |
| Total | 100 |

e. Give support to a friend about a personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 14 |
| Very Likely | 17 |
| Moderately Likely | 23 |
| Not too Likely | 20 |
| Not likely at all | 24 |
| DK/NA | 2 |
| Total | 100 |

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Q17E. How likely is it that you would do each of the following by sending an instant message (on a service like AIM, gchat, Facebook chat, etc.)?

a. Make a plan to meet up with friends

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 29 |
| Very Likely | 22 |
| Moderately Likely | 20 |
| Not too Likely | 11 |
| Not likely at all | 16 |
| DK/NA | 2 |
| Total | 100 |

b. Keep parents up to date on what you're doing

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 10 |
| Very Likely | 9 |
| Moderately Likely | 13 |
| Not too Likely | 17 |
| Not likely at all | 49 |
| DK/NA | 2 |
| Total | 100 |

c. Ask for help with a serious personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 10 |
| Very Likely | 11 |
| Moderately Likely | 19 |
| Not too Likely | 23 |
| Not likely at all | 35 |
| DK/NA | 2 |
| Total | 100 |

d. Let a friend know you were upset with them

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 9 |
| Very Likely | 11 |
| Moderately Likely | 21 |
| Not too Likely | 23 |
| Not likely at all | 34 |
| DK/NA | 2 |
| Total | 100 |

e. Give support to a friend about a personal problem

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 15 |
| Very Likely | 17 |
| Moderately Likely | 23 |
| Not too Likely | 17 |
| Not likely at all | 26 |
| DK/NA | 2 |
| Total | 100 |

Q18. Do you feel that increased use of technology has made it harder to feel close to people, easier to feel close to people, or has it not really had any impact?

| | Sept 2010 Percent |
|---------------|----------------------|
| Easier | 54 |
| Harder | 28 |
| Had no impact | 17 |
| DK/NA | 1 |
| Total | 100 |

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Q19. Which comes closest to your view?

| | Sept 2010 Percent |
|--|----------------------|
| It is always better to try to resolve conflicts with friends by talking face-to-face | 84 |
| Sometimes it is better to try to resolve conflicts in another way, without talking to them in person | 14 |
| DK/NA | 2 |
| Total | 100 |

Q20. Have you ever had an argument with someone exclusively using text messages, without communicating with the person in any other way, or hasn't that happened to you?

| | Sept 2010 Percent |
|----------------------|----------------------|
| Yes, has happened | 69 |
| No, has not happened | 30 |
| DK/NA | 1 |
| Total | 100 |

Q21. How often would you say you use technology to avoid having a face-to-face conversation with someone?

| | Sept 2010 Percent |
|------------------|----------------------|
| Extremely often | 6 |
| Very often | 13 |
| Moderately often | 32 |
| Rarely | 40 |
| Never | 8 |
| DK/NA | 1 |
| Total | 100 |

Q22. Have you ever found yourself frequently tracking someone's activities by checking their social networking site several times a day, or haven't you ever found yourself doing that?

| | Sept 2010 Percent |
|---|----------------------|
| Yes, have found myself frequently tracking someone's social networking site | 61 |
| No, haven't ever found myself doing that | 38 |
| DK/NA | 1 |
| Total | 100 |

Q23. Have you ever used a social networking website (such as Facebook / Myspace / Twitter / LinkedIn)?

| | Sept 2010 Percent |
|-------|----------------------|
| Yes | 92 |
| No | 7 |
| DK/NA | 1 |
| Total | 100 |

Q24. About how many friends or connections would you say you have on the social networking site you use the most often?

BASE: Ever used a social networking site

| | Sept 2010 Percent |
|-------------|----------------------|
| 0-49 | 6 |
| 50-129 | 11 |
| 130-199 | 13 |
| 200-499 | 32 |
| 500-999 | 26 |
| 1,000-1,999 | 10 |
| 2,000+ | 2 |
| DK/NA | * |
| Total | 100 |

Q25. Thinking about these friends...

BASE: Ever used a social networking site

a. ...about how many of them do you see in-person on a daily basis?

| | Sept 2010 Percent |
|--------------------|----------------------|
| All of them | 1 |
| Nearly all of them | 3 |
| Most of them | 11 |
| About half of them | 14 |
| Just some of them | 42 |
| Very few of them | 27 |
| None | 1 |
| DK/NA | 1 |
| Total | 100 |

b. ...about how many of them do you talk with on the phone on a weekly basis?

| | Sept 2010 Percent |
|--------------------|----------------------|
| All of them | 1 |
| Nearly all of them | 2 |
| Most of them | 5 |
| About half of them | 8 |
| Just some of them | 29 |
| Very few of them | 51 |
| None | 4 |
| DK/NA | * |
| Total | 100 |

c. ...with about how many of them are you comfortable sharing very personal details of your life?

| | Sept 2010 Percent |
|--------------------|----------------------|
| All of them | 1 |
| Nearly all of them | 3 |
| Most of them | 7 |
| About half of them | 10 |
| Just some of them | 25 |
| Very few of them | 51 |
| None | 2 |
| DK/NA | 1 |
| Total | 100 |

d. ...with about how many would you feel comfortable reaching out during a difficult time, a time when you are feeling upset or depressed?

| | Sept 2010 Percent |
|--------------------|----------------------|
| All of them | 2 |
| Nearly all of them | 3 |
| Most of them | 6 |
| About half of them | 8 |
| Just some of them | 21 |
| Very few of them | 56 |
| None | 3 |
| DK/NA | 1 |
| Total | 100 |

Q26. Which comes closest to your view about social networking sites?

BASE: Ever used a social networking site

| | Sept 2010 Percent |
|--|----------------------|
| Social networking sites mostly make me feel more connected | 85 |
| Social networking sites make me feel more isolated | 14 |
| DK/NA | 1 |
| Total | 100 |

Q27. In general, is the number of friends or connections a person has on social networking sites considered a reflection of how popular that person is, or is it not a reflection of how popular that person is?
BASE: Ever used a social networking site

| | Sept 2010 Percent |
|---|----------------------|
| Is a reflection of how popular that person is | 24 |
| Is not a reflection of how popular that person is | 76 |
| DK/NA | * |
| Total | 100 |

Q28. At any point during the past three months have you ever felt so stressed that you couldn't get your school work done?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|------------------------------------|-----------------------|---------------------|----------------------|
| Yes, it has happened once or twice | 44 | 41 | 42 |
| Yes, it has happened several times | 19 | 19 | 21 |
| No, it hasn't happened at all | 35 | 39 | 35 |
| DK/NA | 2 | 1 | 2 |
| Total | 100 | 100 | 100 |

Q29. At any point during the past three months have you ever felt so stressed that you didn't want to hang out with your friends or participate in social activities?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|------------------------------------|-----------------------|---------------------|----------------------|
| Yes, it has happened once or twice | 38 | 35 | 45 |
| Yes, it has happened several times | 17 | 18 | 17 |
| No, it hasn't happened at all | 42 | 46 | 36 |
| DK/NA | 3 | 1 | 2 |
| Total | 100 | 100 | 100 |

Q30. Which of the following have you used as a way to relax and get your mind off things? (Q30 is a multiple response question. Percentages may add to more than 100%.)

| | Sept 2010 Percent |
|---|----------------------|
| Watch TV / Movies / Clips online | 67 |
| Play video games online | 28 |
| Play social / alternate reality games (Farmville, SIMM) | 11 |
| Shop online | 23 |
| Chat online via IM | 25 |
| Chat via online video (iChat / Skype) | 20 |
| Read / Write email | 27 |
| Read articles, blogs, reviews | 27 |
| Visit social networking sites | 51 |
| None of these | 13 |

Q31. Have you ever read something posted in an online public space by someone close to you that made you think that the person was crying out for emotional help?

| | Sept 2010 Percent |
|----------------------|----------------------|
| Yes, has happened | 68 |
| No, has not happened | 31 |
| DK/NA | 1 |
| Total | 100 |

Q32. If you did see such a posting in an online public space, by someone close to you, who seemed to be crying out for emotional help, how likely would you be to react in each of the following ways?

a. Reply to the message in a way that other people could read it expressing your concern

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 8 |
| Very Likely | 15 |
| Moderately Likely | 25 |
| Not too Likely | 26 |
| Not likely at all | 24 |
| DK/NA | 2 |
| Total | 100 |

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b. Reply to the message privately expressing your concern, using the tools built into the online site

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 21 |
| Very Likely | 28 |
| Moderately Likely | 28 |
| Not too Likely | 12 |
| Not likely at all | 8 |
| DK/NA | 3 |
| Total | 100 |

c. Call the person on the phone to express your concern

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 27 |
| Very Likely | 27 |
| Moderately Likely | 25 |
| Not too Likely | 13 |
| Not likely at all | 6 |
| DK/NA | 2 |
| Total | 100 |

d. Go to visit the person to express your concern

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 20 |
| Very Likely | 22 |
| Moderately Likely | 28 |
| Not too Likely | 18 |
| Not likely at all | 8 |
| DK/NA | 3 |
| Total | 100 |

e. Reach out to mutual friends for advice / support

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 11 |
| Very Likely | 22 |
| Moderately Likely | 29 |
| Not too Likely | 21 |
| Not likely at all | 11 |
| DK/NA | 6 |
| Total | 100 |

f. Call campus or local officials to report it, like the police or counseling service

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 3 |
| Very Likely | 7 |
| Moderately Likely | 14 |
| Not too Likely | 28 |
| Not likely at all | 45 |
| DK/NA | 3 |
| Total | 100 |

g. Call a national help line to ask for advice on how to handle it

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 2 |
| Very Likely | 4 |
| Moderately Likely | 11 |
| Not too Likely | 21 |
| Not likely at all | 59 |
| DK/NA | 3 |
| Total | 100 |

h. Take no action

| | Sept 2010 Percent |
|-------------------|----------------------|
| Extremely Likely | 4 |
| Very Likely | 5 |
| Moderately Likely | 14 |
| Not too Likely | 18 |
| Not likely at all | 53 |
| DK/NA | 6 |
| Total | 100 |

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Q33. If you were in serious emotional distress or were thinking about hurting yourself, how sure are you that you would know where or whom to turn to for help?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|-----------------|-----------------------|---------------------|----------------------|
| Very sure | 56 | 61 | 58 |
| Somewhat sure | 24 | 23 | 26 |
| Not too sure | 11 | 10 | 10 |
| Not at all sure | 5 | 5 | 4 |
| DK/NA | 3 | 2 | 2 |
| Total | 100 | 100 | 100 |

Q34. Who do you think you would turn to for help?
(Q34 is a multiple response question. Percentages may add to more than 100%.)

| Response | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|------------------------------------|-----------------------|---------------------|----------------------|
| Friends | 76 | 77 | 79 |
| Parents | 63 | 67 | 63 |
| Brothers or Sisters | 47 | 47 | 52 |
| Significant other | 34 | 35 | 41 |
| School Counseling | 20 | 20 | 13 |
| A religious leader | 27 | 18 | 17 |
| Other family member | 19 | 18 | 19 |
| A professional/teacher | 23 | 11 | 11 |
| Private therapists | 10 | 10 | 11 |
| Online resources | 18 | 6 | 7 |
| Other | 21 | 6 | 4 |
| Resident Advisers (RAs) | 18 | 6 | 6 |
| I wouldn't turn to anyone for help | 4 | 5 | 5 |
| A crisis hotline | 17 | 3 | 4 |
| Spouse | 5 | 3 | 6 |

Q35. Have you ever posted a public message on a social networking site because you were looking for emotional support, or haven't you done that?

| | Sept 2010 Percent |
|-------|----------------------|
| Yes | 20 |
| No | 77 |
| DK/NA | 3 |
| Total | 100 |

Q36. How familiar are you with the counseling resources available on campus?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|---------------------|-----------------------|---------------------|----------------------|
| Very familiar | 14 | 17 | 15 |
| Somewhat familiar | 32 | 31 | 34 |
| Not too familiar | 30 | 28 | 29 |
| Not at all familiar | 22 | 23 | 20 |
| DK/NA | 2 | 2 | 2 |
| Total | 100 | 100 | 100 |

Q37. At any time during the past year have any of your friends talked about wanting to end their life, or not?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|-------|-----------------------|---------------------|----------------------|
| Yes | 16 | 17 | 20 |
| No | 82 | 82 | 78 |
| DK/NA | 2 | 1 | 2 |
| Total | 100 | 100 | 100 |

Q38. At any time during the past year have any of your friends made a suicide attempt, or not?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|-------|-----------------------|---------------------|----------------------|
| Yes | 11 | 10 | 13 |
| No | 87 | 89 | 85 |
| DK/NA | 2 | 1 | 2 |
| Total | 100 | 100 | 100 |

Q39. At any time during the past year have you seriously thought about ending your life, or not?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|-------|-----------------------|---------------------|----------------------|
| Yes | 9 | 7 | 9 |
| No | 89 | 91 | 89 |
| DK/NA | 2 | 2 | 2 |
| Total | 100 | 100 | 100 |

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Q40. Since starting college, have you considered talking to a counselor or mental health professional to help you deal with your stress or other emotional issues, or not?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|-------|-----------------------|---------------------|----------------------|
| Yes | 26 | 28 | 27 |
| No | 72 | 71 | 71 |
| DK/NA | 2 | 2 | 2 |
| Total | 100 | 100 | 100 |

Q41. Since starting college, have you received any type of support or treatment from a counselor or mental health professional, or not?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|-------|-----------------------|---------------------|----------------------|
| Yes | 15 | 16 | 15 |
| No | 82 | 82 | 83 |
| DK/NA | 2 | 2 | 2 |
| Total | 100 | 100 | 100 |

Q42. Have you ever been diagnosed with a mental health condition (like depression, anxiety disorder, bipolar disorder, or others, or not?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|-------|-----------------------|---------------------|----------------------|
| Yes | 13 | 13 | 14 |
| No | 84 | 85 | 83 |
| DK/NA | 4 | 2 | 3 |
| Total | 100 | 100 | 100 |

Q43. How often, if at all, do you communicate with your parents?

| | Sept 2010 Percent |
|-----------------------------|----------------------|
| Several times a day | 24 |
| Once a day | 22 |
| Several times a week | 26 |
| About once a week | 20 |
| About once a month | 3 |
| Have done it, but not often | 2 |
| Never | 1 |
| DK/NA | 2 |
| Total | 100 |

Q44. What is the primary, most common way you communicate with your parents?

BASE: Ever communicate with parents

| | Sept 2010 Percent |
|-----------------------------|----------------------|
| Via text | 13 |
| Via e-mail | 3 |
| Via video chat | 1 |
| Via the phone (talking) | 62 |
| Via social networking sites | 1 |
| Other | 7 |
| DK/NA | 13 |
| Total | 100 |

Q45. What kind of grades do you get in school?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|--------------------|-----------------------|---------------------|----------------------|
| Mostly A's | 19 | 19 | 22 |
| Mostly A's and B's | 47 | 49 | 53 |
| Mostly B's and C's | 26 | 28 | 20 |
| Mostly C's and D's | 3 | 3 | 2 |
| Mostly D's | 1 | + | + |
| DK/NA | 4 | 2 | 3 |
| Total | 100 | 100 | 100 |

Q46. Do you rely on any of the following sources to finance your education?

(Q46 is a multiple response question. Percentages may add to more than 100%.)

| Response | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|---------------------------------|-----------------------|---------------------|----------------------|
| Money from parents | 63 | 64 | 59 |
| Scholarships | 47 | 53 | 53 |
| A part-time or full-time job | 47 | 50 | 51 |
| Student loans | 49 | 50 | 51 |
| Personal savings | 27 | 26 | 28 |
| Money from other family members | 15 | 12 | 14 |
| None of these | 2 | 2 | 2 |

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Q47. During this school year, that is since September 1, 2009, did either of your parents get laid off or otherwise loose a job, or not?

| | May 2009 Percent | Sept 2010 Percent |
|-------|---------------------|----------------------|
| Yes | 18 | 21 |
| No | 81 | 76 |
| DK/NA | 2 | 3 |
| Total | 100 | 100 |

Q48. Generally, how honestly have you answered these questions?

| | March 2008 Percent | May 2009 Percent | Sept 2010 Percent |
|---------------------|-----------------------|---------------------|----------------------|
| Not honestly at all | 2 | 1 | 1 |
| Somewhat honestly | 6 | 4 | 7 |
| Very honestly | 29 | 28 | 35 |
| Completely honestly | 62 | 67 | 55 |
| DK/NA | 2 | 1 | 2 |
| Total | 100 | 100 | 100 |