

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.

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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

mtvU / Associated Press Survey
September 2010

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

mtvU / Associated Press Survey
September 2010

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

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

mtvU / Associated Press Survey
September 2010

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

mtvU / Associated Press Survey
September 2010

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 likely 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

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

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

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

mtvU / Associated Press Survey
September 2010

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

mtvU / Associated Press Survey
September 2010

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

mtvU / Associated Press Survey
September 2010

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

mtvU / Associated Press Survey
September 2010

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

mtvU / Associated Press Survey
September 2010

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