PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMINUSE. Do you use the internet or email, at least occasionally?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
				In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	Age 18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	Total	A Man	A Woman																		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	1373	678	678	11	857	155	204	179	108	288	495	326	230	403	367	9	263	291	1	783	556
	91%	92%	92%	100%	92%	89%	90%	100%	97%	99%	97%	93%	74%	98%	96%	100%	83%	86%	100%	97%	84%
				BC				KLM	M	KLM	LM	M		QR	QR	NOQR			NOQR	U	
No	128	61	63	-	76	19	23	-	3	3	17	25	80	7	14	-	54	47	-	21	106
	9%	8%	8%	-	8%	11%	10%	-	3%	1%	3%	7%	26%	2%	4%	-	17%	14%	-	3%	16%
											J	JK	JIKL				NO	NO			T
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	0	0	-	-	-	-	-	-	-	-	-	0	-	-	-	-	0	-	-	-	0
	*%	*%	-	-	-	-	-	-	-	-	-	*%	-	-	-	-	*%	-	-	-	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTMOB. Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	1323	646	661	11	810	150	210	178	108	285	497	317	195	400	369	9	235	275	1	782	512
	88%	87%	89%	100%	87%	86%	93%	99%	96%	98%	97%	90%	63%	98%	97%	100%	74%	81%	100%	97%	77%
				BC			E	LM	LM	LM	LM	M		QR	QR	NOQR		Q	NOQR	U	
No	179	94	80	-	123	24	17	2	4	6	16	35	115	10	12	-	82	63	-	22	150
	12%	13%	11%	-	13%	14%	7%	1%	4%	2%	3%	10%	37%	2%	3%	-	26%	19%	-	3%	23%
					G							JHIK	JHIKL				NOR	NO			T
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INT_USE_TOTAL. Summary of internet usage

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET Internet user	1399	696	686	11	865	158	216	179	108	288	504	339	234	407	372	9	277	295	1	792	572
	93%	94%	93%	100%	93%	91%	95%	100%	97%	99%	98%	96%	75%	99%	98%	100%	87%	87%	100%	99%	86%
				BC				KLM	M	LM	LM	M		QR	QR	OQR			OQR	U	
General and mobile	1297	628	653	11	802	147	197	178	108	285	488	305	191	395	364	9	222	272	1	773	495
	86%	85%	88%	100%	86%	85%	87%	99%	96%	98%	95%	87%	62%	97%	96%	100%	70%	80%	100%	96%	75%
				BC				KLM	LM	KLM	LM	M		QR	QR	NOQR		Q	NOQR	U	
General only	76	50	25	-	55	7	6	2	1	2	8	22	39	7	3	-	41	19	-	10	61
	5%	7%	3%	-	6%	4%	3%	1%	1%	1%	1%	6%	13%	2%	1%	-	13%	6%	-	1%	9%
		C			G							JHIK	JHIKL				NOR	NO			T
Mobile only	26	17	8	-	8	3	12	-	-	-	9	12	4	4	5	-	13	3	-	9	16
	2%	2%	1%	-	1%	2%	5%	-	-	-	2%	3%	1%	1%	1%	-	4%	1%	-	1%	2%
							E										NOR				
Not internet user	103	44	55	-	68	17	11	-	3	3	8	13	76	3	9	-	41	44	-	12	90
	7%	6%	7%	-	7%	9%	5%	-	3%	1%	2%	4%	25%	1%	2%	-	13%	13%	-	1%	14%
												JK	JIKL				NO	NO			T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ. About how often do you use the internet?

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on internet users	1399	696	686	11	865	158	216	179	108	288	504	339	234	407	372	9	277	295	1	792	572
Unweighted Total	1413	809	587	8	989	109	156	136	82	218	412	372	359	383	237	7	402	328	1	630	731
Effective Sample Size	1053	618	448	7	741	93	124	113	66	179	351	275	249	329	209	6	281	239	1	529	515
Almost constantly	466	240	224	1	262	65	82	94	45	139	216	76	25	181	173	1	55	46	-	356	102
	33%	34%	33%	13%	30%	41%	38%	53%	42%	48%	43%	22%	11%	44%	46%	14%	20%	16%	-	45%	18%
						E		LM	LM	LM	LM	M		PQR	PQR					U	
Several times a day	720	350	361	8	469	70	100	74	59	133	249	194	128	193	181	7	149	172	1	381	322
	51%	50%	53%	78%	54%	44%	46%	41%	54%	46%	49%	57%	55%	47%	49%	75%	54%	58%	100%	48%	56%
												JHK	H					NO	NOQR		T
About once a day	89	41	46	1	61	8	10	4	3	7	16	22	36	14	8	1	27	31	-	23	58
	6%	6%	7%	10%	7%	5%	4%	2%	3%	3%	3%	6%	15%	3%	2%	11%	10%	11%	-	3%	10%
												J	JHIKL				NO	NO			T
Several times a week	64	33	27	-	44	7	9	4	0	5	15	26	18	8	8	-	25	19	-	20	44
	5%	5%	4%	-	5%	5%	4%	2%	*%	2%	3%	8%	8%	2%	2%	-	9%	6%	-	2%	8%
												JHIK	JHIK				NO	NO			T
Less often	57	30	27	-	29	7	15	3	1	4	7	20	25	9	1	-	20	25	-	11	45
	4%	4%	4%	-	3%	4%	7%	1%	1%	1%	1%	6%	11%	2%	*%	-	7%	9%	-	1%	8%
												JHIK	JHIKL	O			NO	NO			T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ. About how often do you use the internet?

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know	2	1	1	-	2	-	-	-	-	-	1	-	2	1	-	-	1	1	-	1	2
	*%	*%	*%	-	*%	-	-	-	-	-	*%	-	1%	*%	-	-	*%	*%	-	*%	*%
Refused	1	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-
	*%	*%	-	-	-	1%	-	-	-	-	*%	-	-	*%	-	-	-	-	-	*%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ_TOT: Frequency of internet usage

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET Go online daily	1275 85%	631 85%	631 85%	11 100% BC	791 85%	143 82%	192 85%	172 96% LM	107 96% LM	279 96% LM	481 94% LM	292 83% M	190 61%	388 95% QR	362 95% QR	9 100% NOQR	231 73%	249 74%	1 100% NOQR	760 95% U	482 73%
Almost constantly	466 31%	240 32%	224 30%	1 13%	262 28%	65 37%	82 36%	94 53% LM	45 40% LM	139 48% LM	216 42% LM	76 22% M	25 8%	181 44% PQR	173 45% PQR	1 14%	55 17%	46 14%	-	356 44% U	102 15%
Several times a day	720 48%	350 47%	361 49%	8 78%	469 50%	70 40%	100 44%	74 41%	59 52%	133 46%	249 49%	194 55% JHM	128 41%	193 47%	181 48%	7 75%	149 47%	172 51%	1 100% NOQR	381 47%	322 49%
Once a day	89 6%	41 6%	46 6%	1 10%	61 6%	8 5%	10 4%	4 2%	3 3%	7 3%	16 3%	22 6%	36 12% JHIKL	14 3%	8 2%	1 11%	27 8% NO	31 9% NO	-	23 3%	58 9% T
NET Go online less often	121 8%	62 8%	55 7%	- -	72 8%	14 8%	24 11%	7 4%	1 1%	8 3%	22 4%	47 13% JHIK	43 14% JHIK	17 4%	9 2%	- -	45 14% NO	45 13% NO	- -	30 4%	89 13% T
Several times a week	64 4%	33 4%	27 4%	- -	44 5%	7 4%	9 4%	4 2%	0 *%	5 2%	15 3%	26 7% JHIK	18 6% JI	8 2%	8 2%	- -	25 8% NO	19 6% NO	- -	20 2%	44 7% T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ_TOT: Frequency of internet usage

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
				In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	Age								Iden. Some Other Way			Iden. Some Other Way	Age 2-way	
	Total	A Man	A Woman					18-24	25-29	18-29	30-49	50-64	65+	Men	Women		Men	Women		18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	57	30	27	-	29	7	15	3	1	4	7	20	25	9	1	-	20	25	-	11	45
	4%	4%	4%	-	3%	4%	7%	1%	1%	1%	1%	6%	8%	2%	*%	-	6%	8%	-	1%	7%
												JHIK	JHIK	O			NO	NO			T
Not internet user	103	44	55	-	68	17	11	-	3	3	8	13	76	3	9	-	41	44	-	12	90
	7%	6%	7%	-	7%	9%	5%	-	3%	1%	2%	4%	25%	1%	2%	-	13%	13%	-	1%	14%
												JK	JIKL				NO	NO			T
Don't know / Refuse	3	2	1	-	2	1	-	-	-	-	2	-	2	2	-	-	1	1	-	2	2
	*%	*%	*%	-	*%	1%	-	-	-	-	*%	-	*%	*%	-	-	*%	*%	-	*%	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNSINT2. Do you ever use social media sites like Facebook, Twitter or Instagram?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	1079	489	580	7	645	133	181	153	91	245	414	257	140	307	343	6	176	219	1	658	396
	72%	66%	78%	71%	69%	77%	80%	85%	82%	84%	81%	73%	45%	75%	90%	67%	55%	65%	100%	82%	60%
			B				E	LM	M	LM	LM	M		QR	NQR			Q	NOQR	U	
No	423	251	161	3	289	41	45	26	20	46	99	95	170	103	38	3	141	119	-	145	266
	28%	34%	22%	29%	31%	23%	20%	15%	18%	16%	19%	27%	55%	25%	10%	33%	45%	35%	-	18%	40%
		C			G							JHK	JHIKL	O			NOR	NO			T
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HOME4NW. Do you currently subscribe to internet service at HOME?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	1229	612	605	9	787	134	164	142	93	235	451	291	222	359	318	7	242	270	1	686	513
	82%	83%	82%	82%	84%	77%	72%	79%	84%	81%	88%	83%	72%	88%	83%	79%	76%	80%	100%	85%	78%
					G				M	M	JHLM	M		QR	Q				NOQR	U	
No	269	125	135	2	144	40	61	35	18	53	62	61	87	48	63	2	75	68	-	115	148
	18%	17%	18%	18%	15%	23%	27%	20%	16%	18%	12%	17%	28%	12%	17%	21%	24%	20%	-	14%	22%
							E			K		K	JHIKL				NO	N			T
Don't know	4	3	1	-	2	-	2	3	-	3	-	-	1	3	-	-	-	1	-	3	1
	*%	*%	*%	-	*%	-	1%	1%	-	1%	-	-	*%	1%	-	-	-	*%	-	*%	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on home internet subscribers	1229	612	605	9	787	134	164	142	93	235	451	291	222	359	318	7	242	270	1	686	513
Unweighted Total	1288	736	539	6	921	96	126	111	73	184	377	334	346	343	211	5	372	307	1	561	680
Effective Sample Size	964	567	412	5	697	81	98	91	59	150	325	247	242	298	185	4	267	224	1	474	482
Dial-up	24	17	7	-	6	6	9	1	6	7	8	6	2	11	4	-	7	2	-	15	8
	2%	3%	1%	-	1%	4%	5%	*%	6%	3%	2%	2%	1%	3%	1%	-	3%	1%	-	2%	2%
		C					E		H					R			R				
Higher-speed	1114	548	555	9	723	120	143	115	84	198	427	268	193	327	291	7	212	248	1	626	461
	91%	90%	92%	100%	92%	90%	87%	81%	89%	84%	95%	92%	87%	91%	91%	100%	88%	92%	100%	91%	90%
				BC							JHM	JHM				NOQR			NOQR		
Both Slow-speed/ Dial-up and Higher-speed/Broadband	34	24	10	-	24	4	4	5	2	6	13	8	6	15	5	-	8	6	-	20	14
	3%	4%	2%	-	3%	3%	3%	3%	2%	3%	3%	3%	3%	4%	1%	-	3%	2%	-	3%	3%
		C																			
Access internet only using cell phone or tablet	7	3	4	-	3	-	1	4	-	4	1	0	2	2	2	-	1	2	-	4	3
	1%	1%	1%	-	*%	-	1%	3%	-	2%	*%	*%	1%	1%	1%	-	*%	1%	-	1%	1%
No home internet access	6	1	5	-	4	2	-	-	2	2	-	1	3	-	2	-	1	2	-	2	4
	*%	*%	1%	-	*%	2%	-	-	3%	1%	-	*%	1%	-	1%	-	1%	1%	-	*%	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

Banner A		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know	44	18	24	-	29	2	7	18	-	18	1	8	16	4	14	-	13	11	-	19	24
	4%	3%	4%	-	4%	1%	4%	13%	-	8%	*%	3%	7%	1%	4%	-	5%	4%	-	3%	5%
								KL		KL		K	KL		N		N				
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME2. Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on dial-up users	24	17	7	-	6	6	9	1	6	7	8	6	2	11	4	-	7	2	-	15	8
Unweighted Total	20	14	6	-	9	3	4	1	3	4	5	4	4	7	2	-	6	2	-	9	8
Effective Sample Size	14	10	4	-	8	3	4	1	3	3	4	3	4	6	2	-	4	2	-	7	6
Yes, dial-up	22	17	5	-	5	6	9	1	6	7	7	6	2	11	2	-	7	2	-	13	8
	91%	100%	68%	-	90%	100%	100%	100%	100%	100%	81%	100%	100%	100%	62%	-	100%	100%	-	90%	100%
No, higher speed connection	2	-	2	-	1	-	-	-	-	-	2	-	-	-	2	-	-	-	-	2	-
	9%	-	32%	-	10%	-	-	-	-	-	19%	-	-	-	38%	-	-	-	-	10%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME_TOT: Summary of broadband users

	Banner A													Gender/Age							
		Gender			Race/Ethnicity			Age						18-49			50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Home broadband user	1150	572	567	9	747	124	147	119	85	205	442	276	198	342	297	7	220	253	1	647	475
	77%	77%	77%	82%	80%	71%	65%	67%	76%	70%	86%	79%	64%	84%	78%	79%	69%	75%	100%	80%	72%
					FG				M		JHILM	JHM		QR	Q				NOQR	U	
Not broadband user/ DK	352	167	174	2	187	51	79	60	27	87	70	76	112	68	84	2	97	85	-	157	187
	23%	23%	23%	18%	20%	29%	35%	33%	24%	30%	14%	21%	36%	16%	22%	21%	31%	25%	-	20%	28%
						E	E	KL	K	KL		K	IKL				NO	N			T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME_HOME: Summary of broadband users

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on home internet subscribers	1229	612	605	9	787	134	164	142	93	235	451	291	222	359	318	7	242	270	1	686	513
Unweighted Total	1288	736	539	6	921	96	126	111	73	184	377	334	346	343	211	5	372	307	1	561	680
Effective Sample Size	964	567	412	5	697	81	98	91	59	150	325	247	242	298	185	4	267	224	1	474	482
Home broadband user	1150	572	567	9	747	124	147	119	85	205	442	276	198	342	297	7	220	253	1	647	475
	94%	93%	94%	100%	95%	92%	90%	84%	91%	87%	98%	95%	89%	95%	93%	100%	91%	94%	100%	94%	93%
				BC							JHILM	JHM		Q		NOQR			NOQR		
Not broadband user/ DK	79	40	38	-	40	10	17	22	8	31	9	15	24	17	21	-	22	16	-	39	38
	6%	7%	6%	-	5%	8%	10%	16%	9%	13%	2%	5%	11%	5%	7%	-	9%	6%	-	6%	7%
								KL	K	KL		K	KL				N				

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DIALUP: Home dialup users

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Dialup at home	22 1%	17 2% C	5 1%	- -	5 1%	6 3%	9 4% E	1 *%	6 5% H	7 2%	7 1%	6 2%	2 1%	11 3% OR	2 1%	- -	7 2% R	2 *%	- -	13 2%	8 1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART_TOT: Summary of smartphone / broadband users

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Smartphone and broadband	1058 70%	525 71%	522 71%	9 82%	681 73% G	114 65%	136 60%	117 65% M	82 73% M	199 68% M	432 84% JHILM	248 70% M	152 49%	333 81% QR	290 76% QR	7 79%	182 57%	216 64%	1 100% NOQR	631 78% U	399 60%
Smartphone, no home broadband	220 15%	105 14%	108 15%	2 18%	113 12%	30 17%	56 25% E	58 32% IKLM	22 20%	80 28% KLM	56 11%	45 13%	36 12%	60 15%	72 19% R	2 21%	43 14%	36 11%	-	136 17% U	81 12%
No smartphone, broadband	92 6%	47 6%	45 6%	- -	66 7%	10 6%	11 5%	2 1%	3 3%	5 2%	11 2%	29 8% JHIK	47 15% JHIKL	9 2%	7 2%	- -	38 12% NO	38 11% NO	-	16 2%	75 11% T
No smartphone, no broadband	132 9%	62 8%	65 9%	- -	74 8%	21 12%	23 10%	2 1%	5 4%	6 2%	15 3%	31 9% JHK	75 24% JHIKL	8 2%	12 3%	- -	54 17% NO	49 15% NO	-	21 3%	106 16% T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1a. Next, do you have a cell phone, or not?

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total 1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total 1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size 1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, own cell phone 1461	717	726	11	901	172	226	179	112	291	511	340	284	410	381	9	296	324	1	802	623
97%	97%	98%	100%	97%	99%	100%	100%	100%	100%	100%	97%	92%	100%	100%	100%	93%	96%	100%	100%	94%
			BC		E	E	LM	LM	LM	LM	M		QR	QR	QR			QR	U	
No 41	22	15	-	33	2	-	-	-	-	1	12	26	-	-	-	22	14	-	1	39
3%	3%	2%	-	3%	1%	-	-	-	-	*%	3%	8%	-	-	-	7%	4%	-	*%	6%
				F							K	KL								T
Don't know / refused -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SMART2. Is your cell phone a smartphone, or not?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Smartphone owner	1277	630	631	11	794	144	192	175	104	279	487	292	188	393	361	9	226	252	1	767	481
	85%	85%	85%	100%	85%	83%	85%	98%	93%	96%	95%	83%	61%	96%	95%	100%	71%	74%	100%	95%	73%
				BC				LM	LM	LM	LM	M		QR	QR	NOQR			NOQR	U	
NET Not smartphone owner	225	110	110	-	139	30	34	4	8	12	25	59	122	17	19	-	92	87	-	37	181
	15%	15%	15%	-	15%	17%	15%	2%	7%	4%	5%	17%	39%	4%	5%	-	29%	26%	-	5%	27%
												JHIK	JHIKL				NO	NO			T
Cell, not smartphone	171	83	87	-	99	26	31	4	8	12	24	42	89	17	19	-	66	65	-	36	131
	11%	11%	12%	-	11%	15%	14%	2%	7%	4%	5%	12%	29%	4%	5%	-	21%	19%	-	4%	20%
												JHK	JHIKL				NO	NO			T
Not cell owner	41	22	15	-	33	2	-	-	-	-	1	12	26	-	-	-	22	14	-	1	39
	3%	3%	2%	-	3%	1%	-	-	-	-	*%	3%	8%	-	-	-	7%	4%	-	*%	6%
					F							K	KL								T
Don't know / refused	13	4	8	-	7	1	3	-	-	-	-	5	7	-	-	-	4	8	-	-	12
	1%	1%	1%	-	1%	1%	1%	-	-	-	-	1%	2%	-	-	-	1%	2%	-	-	2%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART2. Would you like to have high-speed internet at home (again), or is that not something you're interested in?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
										Age											
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-broadband users	352	167	174	2	187	51	79	60	27	87	70	76	112	68	84	2	97	85	-	157	187
Unweighted Total	285	161	116	2	175	30	48	39	15	54	45	61	113	56	39	2	99	73	-	99	174
Effective Sample Size	216	123	93	2	129	26	41	33	13	46	37	49	83	46	38	2	75	56	-	83	131
Yes, interested	90	47	41	-	42	14	27	10	13	23	30	21	14	23	27	-	23	13	-	52	35
	25%	28%	23%	-	22%	28%	34%	17%	47% HM	26%	42% HM	28% M	13%	34% R	33% R	-	23%	15%	-	33% U	19%
No, not interested	250	119	123	2	136	37	52	43	14	58	37	54	95	43	50	2	75	70	-	95	149
	71%	71%	71%	100% BC	73%	72%	66%	73%	53%	67%	53%	72%	85% JIK	64%	59%	100% NOQR	77%	82% NO	-	60%	80% T
Don't know	11	1	8	-	7	-	-	6	-	6	4	-	1	1	7	-	-	1	-	10	1
	3%	1%	5%	-	4%	-	-	10%	-	7%	5%	-	1%	2%	8%	-	-	2%	-	6% U	1%
Refused	1	-	1	-	1	-	-	-	-	-	-	-	1	-	-	-	-	1	-	-	1
	*%	-	1%	-	1%	-	-	-	-	-	-	-	1%	-	-	-	-	2%	-	-	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART2_TOT. Interested in high-speed internet

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Not current broadband user but interested	90 6%	47 6%	41 6%	- -	42 4%	14 8%	27 12% E	10 6%	13 11%	23 8%	30 6%	21 6%	14 5%	23 6%	27 7%	- -	23 7% R	13 4%	- -	52 7%	35 5%
Not current broadband user but not interested	250 17%	119 16%	123 17%	2 18%	136 15%	37 21%	52 23% E	43 24% IKL	14 13%	58 20% K	37 7%	54 15% K	95 31% JIKL	43 11%	50 13%	2 21%	75 24% NO	70 21% NO	- -	95 12%	149 23% T
Don't know/refused	13 1%	1 *%	10 1% B	- -	8 1%	- -	- -	6 3%	- -	6 2%	4 1%	- -	3 1%	1 *%	7 2%	- -	- -	3 1%	- -	10 1%	3 *%
Current broadband user	1150 77%	572 77%	567 77%	9 82%	747 80% FG	124 71%	147 65%	119 67%	85 76% M	205 70%	442 86% JHILM	276 79% JHM	198 64%	342 84% QR	297 78% Q	7 79%	220 69%	253 75%	1 100% NOQR	647 80% U	475 72%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3a. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. The monthly cost of a home broadband subscription is too expensive.

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-broadband users	352	167	174	2	187	51	79	60	27	87	70	76	112	68	84	2	97	85	-	157	187
Unweighted Total	285	161	116	2	175	30	48	39	15	54	45	61	113	56	39	2	99	73	-	99	174
Effective Sample Size	216	123	93	2	129	26	41	33	13	46	37	49	83	46	38	2	75	56	-	83	131
Yes	159	79	77	-	77	19	49	18	11	29	44	41	40	34	37	-	44	37	-	74	81
	45%	47%	44%	-	41%	37%	62% EF	31%	41%	34%	63% JHM	55% JHM	36%	51%	44%	-	46%	43%	-	47%	43%
No	162	71	85	2	91	28	24	40	16	56	24	30	50	30	47	2	40	37	-	80	79
	46%	42%	49%	100% BC	49% G	55% G	30%	68% KLM	59%	65% KLM	34%	39%	44%	44%	56%	100% NOQR	41%	43%	-	51%	42%
Don't know	28	15	11	-	16	4	6	1	-	1	3	5	19	3	-	-	10	11	-	3	24
	8%	9%	6%	-	9%	9%	7%	2%	-	1%	4%	6%	17% JHKL	5%	-	-	11%	13%	-	2%	13% T
Refused	3	3	-	-	3	-	-	-	-	-	-	-	3	-	-	-	3	-	-	-	3
	1%	2%	-	-	2%	-	-	-	-	-	-	-	3%	-	-	-	3%	-	-	-	2%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3b. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. The cost of a computer is too expensive.

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-broadband users	352	167	174	2	187	51	79	60	27	87	70	76	112	68	84	2	97	85	-	157	187
Unweighted Total	285	161	116	2	175	30	48	39	15	54	45	61	113	56	39	2	99	73	-	99	174
Effective Sample Size	216	123	93	2	129	26	41	33	13	46	37	49	83	46	38	2	75	56	-	83	131
Yes	129	62	63	-	67	8	42	23	6	29	27	32	38	25	28	-	37	33	-	56	70
	37%	37%	36%	-	36% F	17%	53% F	39%	23%	34%	38%	42%	34%	37%	33%	-	38%	38%	-	36%	37%
No	211	100	104	2	108	42	37	37	21	57	41	42	66	43	54	2	55	48	-	98	108
	60%	60%	60%	100% BC	58%	83% EG	47%	61%	77%	66%	58%	56%	59%	63%	64%	100% NOQR	56%	57%	-	63%	58%
Don't know	8	2	6	-	8	-	-	-	-	-	2	1	5	-	2	-	2	4	-	2	6
	2%	1%	4%	-	5%	-	-	-	-	-	3%	2%	4%	-	3%	-	2%	5%	-	2%	3%
Refused	3	3	-	-	3	-	-	-	-	-	-	-	3	-	-	-	3	-	-	-	3
	1%	2%	-	-	2%	-	-	-	-	-	-	-	3%	-	-	-	3%	-	-	-	2%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3c. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Your smartphone lets you do everything online that you need to do.

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-broadband users with a smartphone	220	105	108	2	113	30	56	58	22	80	56	45	36	60	72	2	43	36	-	136	81
Unweighted Total	175	104	67	2	104	18	35	38	13	51	37	37	44	52	33	2	47	33	-	88	81
Effective Sample Size	132	80	55	2	76	16	29	32	11	43	30	29	31	43	32	2	35	24	-	73	59
Yes	159 72%	81 77%	76 70%	- -	80 71%	19 64%	45 80%	46 80%	17 79%	64 80%	35 63%	35 77%	23 64%	44 74%	52 73%	- -	35 80%	23 65%	- -	99 73%	58 71%
No	60 27%	23 22%	33 30%	2 100% BC	32 28%	11 36%	11 19%	11 19%	5 21%	16 20%	21 37%	10 23%	13 34%	15 25%	19 27%	2 100% NOQR	8 19%	13 35%	- -	36 27%	23 28%
Does not have a smartphone	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/refused	1 1%	1 1%	- -	- -	1 1%	- -	1 1%	1 1%	- -	1 1%	- -	- -	1 2%	1 1%	- -	- -	1 1%	- -	- -	1 1%	1 1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3d. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. You have other options for internet access outside of your home.

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-broadband users	352	167	174	2	187	51	79	60	27	87	70	76	112	68	84	2	97	85	-	157	187
Unweighted Total	285	161	116	2	175	30	48	39	15	54	45	61	113	56	39	2	99	73	-	99	174
Effective Sample Size	216	123	93	2	129	26	41	33	13	46	37	49	83	46	38	2	75	56	-	83	131
Yes	162	71	88	-	82	26	37	45	12	57	44	26	33	38	60	-	31	28	-	101	59
	46%	42%	51%	-	44%	52%	46%	76% ILM	43%	66% LM	62% LM	34%	30%	57% QR	72% QR	-	32%	33%	-	64% U	32%
No	182	91	86	2	103	24	42	12	15	27	25	50	74	27	24	2	64	57	-	52	123
	52%	55%	49%	100% BC	55%	48%	53%	20%	57% H	31%	36%	66% JHK	66% JHK	39%	28%	100% NOQR	65% NO	67% NO	-	33%	66% T
Don't know	5	1	-	-	-	-	1	1	-	1	1	-	3	1	-	-	0	-	-	2	3
	1%	1%	-	-	-	-	1%	1%	-	1%	2%	-	3%	1%	-	-	*%	-	-	1%	2%
Refused	4	4	-	-	2	-	-	2	-	2	-	-	2	2	-	-	2	-	-	2	2
	1%	2%	-	-	1%	-	-	3%	-	2%	-	-	2%	3%	-	-	2%	-	-	1%	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3e. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Broadband service is not available where you live, or is not available at an acceptable speed.

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-broadband users	352	167	174	2	187	51	79	60	27	87	70	76	112	68	84	2	97	85	-	157	187
Unweighted Total	285	161	116	2	175	30	48	39	15	54	45	61	113	56	39	2	99	73	-	99	174
Effective Sample Size	216	123	93	2	129	26	41	33	13	46	37	49	83	46	38	2	75	56	-	83	131
Yes	88	44	42	-	44	9	25	15	10	25	14	30	16	17	21	-	25	21	-	40	46
	25%	26%	24%	-	23%	18%	32%	25%	39%	29% M	20%	40% KM	14%	26%	25%	-	26%	24%	-	25%	25%
No	215	100	105	2	114	36	44	35	14	49	49	39	73	41	53	2	57	49	-	98	111
	61%	60%	60%	100% BC	61%	72%	56%	59%	53%	57%	69%	51%	65%	61%	63%	100% NOQR	59%	58%	-	62%	59%
Don't know	46	20	26	-	26	5	10	8	2	10	7	6	22	7	10	-	13	15	-	18	28
	13%	12%	15%	-	14%	10%	12%	14%	8%	12%	10%	8%	19%	10%	12%	-	13%	18%	-	11%	15%
Refused	4	4	1	-	2	-	-	2	-	2	-	-	2	2	-	-	2	-	-	2	2
	1%	2%	*%	-	1%	-	-	3%	-	2%	-	-	2%	3%	-	-	2%	-	-	1%	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3f. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Some other reason I haven't already mentioned.

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-broadband users	352	167	174	2	187	51	79	60	27	87	70	76	112	68	84	2	97	85	-	157	187
Unweighted Total	285	161	116	2	175	30	48	39	15	54	45	61	113	56	39	2	99	73	-	99	174
Effective Sample Size	216	123	93	2	129	26	41	33	13	46	37	49	83	46	38	2	75	56	-	83	131
Yes	96	44	47	2	56	14	14	11	5	16	10	25	45	10	13	2	34	33	-	25	69
	27%	26%	27%	100%	30%	27%	18%	18%	18%	18%	14%	33%	40%	15%	16%	100%	34%	39%	-	16%	37%
				BC								K	JHK			NOQR	NO	NO			T
No	245	117	121	-	125	33	63	49	22	71	56	51	61	57	66	-	58	51	-	127	111
	70%	70%	70%	-	67%	65%	79%	82%	82%	82%	79%	67%	54%	85%	79%	-	60%	60%	-	81%	59%
								M	M	M	M			QR	QR					U	
Don't know	7	3	3	-	4	1	2	-	-	-	2	-	4	-	2	-	3	1	-	2	4
	2%	2%	2%	-	2%	2%	2%	-	-	-	3%	-	4%	-	3%	-	3%	1%	-	2%	2%
Refused	5	3	2	-	2	3	-	-	-	-	2	-	3	-	2	-	3	-	-	2	3
	1%	2%	1%	-	1%	6%	-	-	-	-	3%	-	2%	-	3%	-	3%	-	-	2%	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART4_TOT. MOST important reason for not having broadband (includes those who gave a single answer in BBSMART3)

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-broadband users	352	167	174	2	187	51	79	60	27	87	70	76	112	68	84	2	97	85	-	157	187
Unweighted Total	285	161	116	2	175	30	48	39	15	54	45	61	113	56	39	2	99	73	-	99	174
Effective Sample Size	216	123	93	2	129	26	41	33	13	46	37	49	83	46	38	2	75	56	-	83	131
The monthly cost of a home broadband subscription is too expensive	71 20%	42 25%	27 15%	- -	27 15%	9 18%	29 36% E	6 9%	5 19%	11 12%	23 33% JHM	21 27% H	17 15%	17 26%	14 17%	- -	25 26%	12 15%	- -	34 22%	37 20%
The cost of a computer is too expensive	23 7%	11 7%	12 7%	- -	14 7%	- -	9 12%	5 8%	1 5%	6 7%	6 9%	5 7%	3 3%	4 6%	9 10%	- -	7 8%	1 1%	- -	12 8%	8 4%
Your smartphone lets you do everything online that you need to do	66 19%	32 19%	34 20%	- -	31 17%	10 21%	15 20%	21 35% M	7 27%	28 33% M	15 21%	14 18%	9 8%	19 28%	24 29%	- -	13 13%	10 12%	- -	43 27% U	23 12%
You have other options for internet access outside of your home	31 9%	16 9%	15 8%	- -	18 10%	4 8%	6 8%	6 10%	- -	6 7%	12 17%	7 9%	5 5%	8 12%	10 12%	- -	7 7%	5 6%	- -	18 11%	12 6%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART4_TOT. MOST important reason for not having broadband (includes those who gave a single answer in BBSMART3)

	Banner A																			
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Broadband service is not available where you live, or is not available at an acceptable speed	31 9%	10 6%	20 12%	- -	18 10% G	6 11%	1 2%	8 13%	5 18%	13 15%	5 8%	4 5%	7 7%	7 11%	11 13%	- -	2 2%	9 10%	- -	18 11%	11 6%
Some other reason I haven't already mentioned	77 22%	30 18%	43 25%	2 100% BC	47 25% G	10 19%	9 11%	8 13%	2 9%	10 12%	6 8%	21 28% JK	40 36% JHIK	4 6%	10 12%	2 100% NOQR	25 26% NO	33 39% NO	- -	16 10%	61 33% T
No reason given	34 10%	21 13%	10 6%	- -	20 11%	8 16%	6 7%	2 3%	1 5%	3 3%	2 3%	3 4%	24 22% JHIKL	5 8%	- -	- -	15 16%	9 11%	- -	5 3%	27 14% T
Don't know	18 5%	5 3%	12 7%	- -	10 5%	3 7%	3 4%	5 9%	4 16%	10 11% L	1 2%	1 2%	6 5%	3 4%	7 8%	- -	2 2%	5 6%	- -	11 7%	7 4%
Refused	1 *%	0 *%	1 *%	- -	1 *%	- -	- -	- -	- -	- -	- -	- -	0 *%	- -	- -	- -	0 *%	- -	- -	- -	0 *%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE1. Do you currently receive television via cable or satellite at home, or not?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age							
								Age						18-49			50+			2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 18-49	Age 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	840	410	420	5	540	102	111	64	36	100	237	233	251	177	155	5	226	253	-	337	484
	56%	55%	57%	47%	58%	59%	49%	35%	32%	34%	46%	66%	81%	43%	41%	53%	71%	75%	-	42%	73%
											JHI	JHIK	JHIKL				NO	NO			T
No	658	329	318	6	390	72	115	116	76	192	276	118	57	233	226	4	92	82	1	467	175
	44%	45%	43%	53%	42%	41%	51%	65%	68%	66%	54%	34%	18%	57%	59%	47%	29%	24%	100%	58%	26%
								KLM	KLM	KLM	LM	M		QR	QR				NOPQR	U	
Don't know	3	-	3	-	3	-	-	-	-	-	-	1	2	-	-	-	-	3	-	-	3
	*%	-	*%	-	*%	-	-	-	-	-	-	*%	1%	-	-	-	-	1%	-	-	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE2. Did you ever subscribe to a cable or satellite television package at home at some point in the past?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-cable subscribers	662	329	321	6	393	72	115	116	76	192	276	119	59	233	226	4	92	85	1	467	178
Unweighted Total	583	344	227	4	378	45	83	83	60	143	224	126	70	222	139	3	115	80	1	367	196
Effective Sample Size	457	276	187	4	296	39	66	70	48	119	189	91	49	191	123	3	80	60	1	307	140
Yes, did subscribe	400	201	192	3	227	50	75	51	23	74	193	93	36	130	131	3	70	58	-	268	129
	61%	61%	60%	55%	58%	70%	65%	44%	30%	39%	70%	78%	60%	56%	58%	70%	76%	69%	-	57%	72%
											JHI	JHIM	JI				NO				T
No, did not subscribe	259	128	127	3	165	22	40	64	53	117	82	25	23	103	94	1	21	26	1	200	48
	39%	39%	40%	45%	42%	30%	35%	56%	70%	61%	30%	21%	39%	44%	42%	30%	23%	30%	100%	43%	27%
								KL	KLM	KLM			L	QR	Q				NOPQR	U	
Don't know	2	1	1	-	2	-	-	-	-	-	-	1	1	-	-	-	1	1	-	-	2
	*%	*%	*%	-	*%	-	-	-	-	-	-	1%	1%	-	-	-	1%	1%	-	-	1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3A. You do not often watch television? Is this a reason why you do not have a cable or satellite television subscription?

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-cable subscribers	662	329	321	6	393	72	115	116	76	192	276	119	59	233	226	4	92	85	1	467	178
Unweighted Total	583	344	227	4	378	45	83	83	60	143	224	126	70	222	139	3	115	80	1	367	196
Effective Sample Size	457	276	187	4	296	39	66	70	48	119	189	91	49	191	123	3	80	60	1	307	140
Yes	301	147	149	3	180	31	43	69	33	102	129	38	20	114	114	3	29	29	-	231	58
	45%	45%	46%	55%	46%	43%	37%	60% LM	44%	53% LM	47% L	32%	34%	49% QR	51% QR	70%	32%	34%	-	50% U	33%
No	355	179	170	3	210	41	71	44	43	87	145	79	39	118	110	1	61	56	1	232	118
	54%	54%	53%	45%	53%	57%	61%	38%	56% H	45%	53% H	66% JHK	66% JH	51%	49%	30%	66% NO	66% NO	100% NOPQR	50%	66% T
Don't know	5	3	2	-	3	-	2	3	-	3	-	2	-	1	2	-	2	-	-	3	2
	1%	1%	1%	-	1%	-	2%	3%	-	2%	-	1%	-	*%	1%	-	2%	-	-	1%	1%
Refused	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	*%	-	-	-	-	-	-	-	-	-	*%	-	-	-	-	-	-	-	-	*%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3B. The cost of cable or satellite service is too expensive? Is this a reason why you do not have a cable or satellite television subscription?

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-cable subscribers	662	329	321	6	393	72	115	116	76	192	276	119	59	233	226	4	92	85	1	467	178
Unweighted Total	583	344	227	4	378	45	83	83	60	143	224	126	70	222	139	3	115	80	1	367	196
Effective Sample Size	457	276	187	4	296	39	66	70	48	119	189	91	49	191	123	3	80	60	1	307	140
Yes	455	227	224	1	280	57	71	63	46	110	198	93	44	156	149	1	69	68	-	308	138
	69%	69%	70%	24%	71%	79%	61%	55%	61%	57%	72%	78%	75%	67%	66%	30%	75%	80%	-	66%	77%
		D	D			G					JH	JHI	JH					NO			T
No	203	100	96	4	111	15	44	52	29	81	75	26	15	76	75	3	23	17	1	157	41
	31%	30%	30%	76%	28%	21%	39%	45%	38%	42%	27%	22%	25%	33%	33%	70%	25%	20%	100%	34%	23%
				BC			F	KLM	L	KLM				R	R				NOQR	U	
Don't know	4	2	1	-	2	-	-	-	1	1	2	-	-	1	1	-	-	-	-	2	-
	1%	1%	*%	-	1%	-	-	-	1%	*%	1%	-	-	1%	1%	-	-	-	-	1%	-
Refused	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3C. You can access the content you want to watch online? Is this a reason why you do not have a cable or satellite television subscription?

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on non-cable subscribers	662	329	321	6	393	72	115	116	76	192	276	119	59	233	226	4	92	85	1	467	178
Unweighted Total	583	344	227	4	378	45	83	83	60	143	224	126	70	222	139	3	115	80	1	367	196
Effective Sample Size	457	276	187	4	296	39	66	70	48	119	189	91	49	191	123	3	80	60	1	307	140
Yes	473	245	220	4	301	49	69	112	63	175	199	69	23	192	176	3	51	40	1	373	93
	71%	75%	69%	76%	76%	68%	60%	97%	83%	91%	72%	58%	40%	83%	78%	70%	56%	47%	100%	80%	52%
					G			IKLM	LM	KLM	LM	M		QR	QR				NOQR	U	
No	188	83	100	1	92	23	46	4	13	17	77	48	36	41	50	1	40	45	-	94	84
	28%	25%	31%	24%	23%	32%	40%	3%	17%	9%	28%	41%	60%	17%	22%	30%	43%	53%	-	20%	47%
							E		H		JH	JHIK	JHIKL				NO	NO			T
Don't know	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1
	*%	*%	-	-	*%	-	-	-	-	-	-	1%	-	-	-	-	1%	-	-	-	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE2_TOT. Did you ever subscribe to a cable or satellite television package at home at some point in the past?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, did subscribe	400 27%	201 27%	192 26%	3 29%	227 24%	50 29%	75 33% E	51 29% M	23 21%	74 26% M	193 38% JILM	93 26% M	36 11%	130 32% QR	131 35% QR	3 33%	70 22%	58 17%	- -	268 33% U	129 19%
No, did not subscribe	259 17%	128 17%	127 17%	3 24%	165 18%	22 12%	40 18%	64 36% KLM	53 47% KLM	117 40% KLM	82 16% LM	25 7%	23 7%	103 25% QR	94 25% QR	1 14%	21 7%	26 8%	1 100% NOPQR	200 25% U	48 7%
Don't know	2 *%	1 *%	1 *%	- -	2 *%	- -	- -	- -	- -	- -	- -	1 *%	1 *%	- -	- -	- -	1 *%	1 *%	- -	- -	2 *%
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3A_TOT. You do not often watch television? Is this a reason why you do not have a cable or satellite television subscription?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	301	147	149	3	180	31	43	69	33	102	129	38	20	114	114	3	29	29	-	231	58
	20%	20%	20%	29%	19%	18%	19%	38% KLM	30% LM	35% KLM	25% LM	11%	6%	28% QR	30% QR	33%	9%	9%	-	29% U	9%
No	355	179	170	3	210	41	71	44	43	87	145	79	39	118	110	1	61	56	1	232	118
	24%	24%	23%	24%	23%	24%	31% E	24% M	38% HLM	30% M	28% M	22% M	13%	29% QR	29% QR	14%	19%	17%	100% NOPQR	29% U	18%
Don't know	5	3	2	-	3	-	2	3	-	3	-	2	-	1	2	-	2	-	-	3	2
	*%	*%	*%	-	*%	-	1%	2%	-	1%	-	*%	-	*%	*%	-	1%	-	-	*%	*%
Refused	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	*%	-	-	-	-	-	-	-	-	-	*%	-	-	-	-	-	-	-	-	*%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3B_TOT. The cost of cable or satellite service is too expensive? Is this a reason why you do not have a cable or satellite television subscription?

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	455	227	224	1	280	57	71	63	46	110	198	93	44	156	149	1	69	68	-	308	138
	30%	31%	30%	13%	30%	33%	31%	35%	41%	38%	39%	26%	14%	38%	39%	14%	22%	20%	-	38%	21%
								M	LM	LM	LM	M		QR	QR					U	
No	203	100	96	4	111	15	44	52	29	81	75	26	15	76	75	3	23	17	1	157	41
	13%	14%	13%	41%	12%	9%	20%	29%	26%	28%	15%	7%	5%	19%	20%	33%	7%	5%	100%	19%	6%
							EF	KLM	KLM	KLM	LM			QR	QR				NOPQR	U	
Don't know	4	2	1	-	2	-	-	-	1	1	2	-	-	1	1	-	-	-	-	2	-
	*%	*%	*%	-	*%	-	-	-	1%	*%	*%	-	-	*%	*%	-	-	-	-	*%	-
Refused	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3C_TOT. You can access the content you want to watch online? Is this a reason why you do not have a cable or satellite television subscription?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	473	245	220	4	301	49	69	112	63	175	199	69	23	192	176	3	51	40	1	373	93
	31%	33%	30%	41%	32%	28%	30%	62%	56%	60%	39%	20%	8%	47%	46%	33%	16%	12%	100%	46%	14%
								KLM	KLM	KLM	LM	M		QR	QR				NOPQR	U	
No	188	83	100	1	92	23	46	4	13	17	77	48	36	41	50	1	40	45	-	94	84
	13%	11%	14%	13%	10%	13%	20%	2%	12%	6%	15%	14%	12%	10%	13%	14%	13%	13%	-	12%	13%
							E		H		JH	JH	JH								
Don't know	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	1
	*%	*%	-	-	*%	-	-	-	-	-	-	*%	-	-	-	-	*%	-	-	-	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1a. Please tell me if you ever use any of the following. Do you ever use Twitter?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	352 23%	186 25%	162 22%	4 38%	207 22%	50 29%	51 23%	88 49% IKLM	34 31% LM	122 42% KLM	141 27% LM	62 18% M	22 7%	143 35% QR	117 31% QR	3 30%	41 13%	42 12%	1 100% NOPQR	263 33% U	84 13%
No, do not do this	1148 76%	552 75%	579 78%	7 62%	726 78%	124 71%	175 77%	91 51%	78 69% H	169 58%	372 73% JH	290 82% JHIK	287 93% JHIKL	267 65%	263 69%	7 70%	275 87% NO	297 88% NO	-	541 67%	577 87% T
Don't know	1 *%	1 *%	- -	- -	1 *%	- -	- -	- -	- -	- -	- -	- -	1 *%	- -	- -	- -	1 *%	- -	- -	- -	1 *%
Refused	1 *%	1 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1b. Please tell me if you ever use any of the following. Do you ever use Instagram?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
				In Some	White Non-	Black Non-		Age								Iden. Some Other			Iden. Some Other	Age 2-way	
	Total	A Man	A Woman	Other Way	Hisp.	Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Way	Men	Women	Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	602	268	325	6	327	85	117	137	71	208	245	103	40	213	233	5	53	88	1	453	143
	40%	36%	44%	61%	35%	49%	52%	76%	64%	71%	48%	29%	13%	52%	61%	56%	17%	26%	100%	56%	22%
			B			E	E	KLM	KLM	KLM	LM	M		QR	NQR			Q	NOPQR	U	
No, do not do this	897	469	416	4	605	89	109	43	41	83	267	248	269	197	147	4	262	250	-	350	517
	60%	63%	56%	39%	65%	51%	48%	24%	36%	29%	52%	70%	87%	48%	39%	44%	83%	74%	-	44%	78%
		C			FG						JHI	JHIK	JHIKL	O			NOR	NO			T
Don't know	2	2	-	-	2	-	-	-	-	-	-	1	1	-	-	-	2	-	-	-	2
	*%	*%	-	-	*%	-	-	-	-	-	-	*%	*%	-	-	-	1%	-	-	-	*%
Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1c. Please tell me if you ever use any of the following. Do you ever use Facebook?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	1033	454	569	8	625	129	164	119	85	204	394	257	155	270	319	8	180	232	-	598	412
	69%	61%	77%	76%	67%	74%	72%	67%	76%	70%	77%	73%	50%	66%	84%	86%	57%	69%	-	74%	62%
			B					M	M	M	HM	M		Q	NQR			Q		U	
No, do not do this	466	283	172	3	307	46	63	60	26	86	119	95	154	139	62	1	137	106	1	204	249
	31%	38%	23%	24%	33%	26%	28%	33%	23%	29%	23%	27%	50%	34%	16%	14%	43%	31%	100%	25%	38%
		C						K					JHIKL	O			NOR	O	NOPQR		T
Don't know	2	1	1	-	2	-	-	-	1	1	-	-	1	1	-	-	-	1	-	1	1
	*%	*%	*%	-	*%	-	-	-	1%	*%	-	-	*%	*%	-	-	-	*%	-	*%	*%
Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1d. Please tell me if you ever use any of the following. Do you ever use Snapchat?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	375	162	207	5	215	46	70	134	56	189	125	43	8	142	167	5	18	33	-	315	51
	25%	22%	28%	50%	23%	26%	31%	75%	50%	65%	24%	12%	2%	35%	44%	56%	6%	10%	-	39%	8%
			B					IKLM	KLM	KLM	LM	M		QR	NQR	QR				U	
No, do not do this	1126	576	534	5	718	129	156	45	56	102	387	309	302	267	214	4	300	306	1	489	611
	75%	78%	72%	50%	77%	74%	69%	25%	50%	35%	76%	88%	98%	65%	56%	44%	94%	90%	100%	61%	92%
		C							H		JHI	JHIK	JHIKL	O			NOP	NOP	NOPQR		T
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1e. Please tell me if you ever use any of the following. Do you ever use YouTube?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
				In Some	White Non-	Black Non-		Age								Iden. Some			Iden. Some	Age 2-way	
	Total	A Man	A Woman	Other Way	Hisp.	Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Other Way	Men	Women	Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	1213	606	593	11	738	146	192	173	102	275	469	294	153	384	348	9	214	232	1	744	447
	81%	82%	80%	100%	79%	84%	85%	96%	92%	95%	91%	83%	49%	94%	92%	100%	67%	68%	100%	93%	68%
				BC				KLM	LM	LM	LM	M		QR	QR	NOQR			NOQR	U	
No, do not do this	288	133	147	-	195	29	34	6	9	16	44	58	157	26	32	-	103	107	-	60	215
	19%	18%	20%	-	21%	16%	15%	4%	8%	5%	9%	17%	51%	6%	8%	-	33%	32%	-	7%	32%
											H	JHIK	JHIKL				NO	NO			T
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1f. Please tell me if you ever use any of the following. Do you ever use WhatsApp?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	341	189	152	-	150	40	105	25	44	69	154	80	32	123	100	-	64	49	-	222	113
	23%	26%	21%	-	16%	23%	46%	14%	39%	24%	30%	23%	10%	30%	26%	-	20%	14%	-	28%	17%
		C					EF		HLM	M	HLM	HM		QR	R					U	
No, do not do this	1153	545	587	11	777	134	121	154	68	222	357	271	275	285	280	9	251	288	1	578	546
	77%	74%	79%	100%	83%	77%	54%	86%	61%	76%	70%	77%	89%	70%	74%	100%	79%	85%	100%	72%	82%
			B	BC	G	G		IKL				IK	JIKL			NOQR	N	NO	NOQR		T
Don't know	5	3	2	-	5	-	-	0	-	0	2	1	2	2	1	-	1	1	-	3	3
	*%	*%	*%	-	*%	-	-	*%	-	*%	*%	*%	1%	*%	*%	-	*%	*%	-	*%	*%
Refused	2	2	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1
	*%	*%	-	-	*%	-	-	-	-	-	-	-	*%	-	-	-	*%	-	-	-	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1g. Please tell me if you ever use any of the following. Do you ever use Pinterest?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	466	115	344	6	319	62	41	60	34	93	175	132	55	70	194	5	45	142	1	268	188
	31%	16%	46%	56%	34%	35%	18%	33%	30%	32%	34%	38%	18%	17%	51%	50%	14%	42%	100%	33%	28%
			B	B	G	G		M	M	M	M	M			NQR			NQ	NOPQR		
No, do not do this	1034	622	396	5	614	113	185	120	77	197	337	220	255	338	187	5	273	197	-	534	474
	69%	84%	54%	44%	66%	65%	82%	67%	69%	68%	66%	62%	82%	82%	49%	50%	86%	58%	-	66%	72%
		CD					EF						JHIKL	OR			OR	O			
Don't know	2	2	-	-	1	-	-	-	1	1	1	-	-	2	-	-	-	-	-	2	-
	*%	*%	-	-	*%	-	-	-	1%	*%	*%	-	-	*%	-	-	-	-	-	*%	-
Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1h. Please tell me if you ever use any of the following. Do you ever use LinkedIn?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	426	232	192	2	268	48	42	48	39	86	183	115	35	148	119	2	79	70	-	269	149
	28%	31%	26%	21%	29%	27%	19%	27%	35%	30%	36%	33%	11%	36%	31%	23%	25%	21%	-	34%	23%
					G			M	M	M	M	M		QR	R					U	
No, do not do this	1065	503	543	8	659	123	184	132	71	203	324	234	275	258	258	7	238	266	1	527	509
	71%	68%	73%	79%	71%	71%	81%	73%	64%	70%	63%	67%	89%	63%	68%	77%	75%	79%	100%	66%	77%
							E	K					JHIKL				N	NO	NOQR		T
Don't know	10	4	6	-	7	3	-	-	2	2	5	3	-	4	4	-	1	2	-	7	3
	1%	1%	1%	-	1%	2%	-	-	2%	1%	1%	1%	-	1%	1%	-	*%	1%	-	1%	*%
Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1i. Please tell me if you ever use any of the following. Do you ever use Reddit?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	265	172	90	2	161	29	32	68	36	104	113	35	10	143	72	2	27	18	-	217	45
	18%	23%	12%	18%	17%	17%	14%	38%	32%	36%	22%	10%	3%	35%	19%	21%	8%	5%	-	27%	7%
		C						KLM	LM	KLM	LM	M		OQR	QR					U	
No, do not do this	1231	567	645	9	769	144	194	111	76	187	397	315	300	267	307	7	291	317	1	584	614
	82%	77%	87%	82%	82%	83%	86%	62%	68%	64%	78%	89%	97%	65%	81%	79%	92%	94%	100%	73%	93%
			B								JH	JHIK	JHIKL		N		NO	NO	NOQR		T
Don't know	5	-	5	-	4	1	-	-	-	-	2	2	1	-	2	-	-	3	-	2	3
	*%	-	1%	-	*%	1%	-	-	-	-	*%	1%	*%	-	1%	-	-	1%	-	*%	*%
Refused	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1j. Please tell me if you ever use any of the following. Do you ever use TikTok?

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total 1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total 1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size 1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this 315	126	181	5	165	53	71	98	43	141	111	48	12	101	143	5	26	34	-	252	60
21%	17%	24%	50%	18%	30%	31%	55%	38%	48%	22%	14%	4%	25%	38%	56%	8%	10%	-	31%	9%
		B			E	E	IKLM	KLM	KLM	LM	M		QR	NQR	QR				U	
No, do not do this 1186	612	560	5	769	122	155	81	69	150	402	304	298	309	237	4	292	304	1	552	602
79%	83%	76%	50%	82%	70%	69%	45%	62%	52%	78%	86%	96%	75%	62%	44%	92%	90%	100%	69%	91%
	C			FG				H		JHI	JHIK	JHIKL	O			NOP	NOP	NOPQR		T
Don't know -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused 1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1k. Please tell me if you ever use any of the following. Do you ever use Nextdoor?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, do this	189	72	116	1	137	17	18	9	7	16	89	56	26	41	63	1	30	51	-	105	82
	13%	10%	16%	8%	15%	10%	8%	5%	6%	5%	17%	16%	8%	10%	17%	9%	10%	15%	-	13%	12%
			B		G						JHIM	JHIM			NQ						
No, do not do this	1298	660	618	10	782	157	208	169	105	274	416	293	282	362	315	8	286	283	1	690	575
	86%	89%	83%	92%	84%	90%	92%	94%	94%	94%	81%	83%	91%	88%	83%	91%	90%	84%	100%	86%	87%
		C					E	KL	KL	KL			KL				OR		NOQR		
Don't know	14	7	7	-	14	-	-	2	-	2	8	4	1	7	2	-	1	4	-	9	5
	1%	1%	1%	-	2%	-	-	1%	-	1%	2%	1%	*%	2%	1%	-	*%	1%	-	1%	1%
														Q							
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
0	156	80	68	-	104	20	13	-	1	1	16	32	99	12	3	-	64	62	-	17	131
	10%	11%	9%	-	11%	11%	6%	-	1%	*%	3%	9%	32%	3%	1%	-	20%	18%	-	2%	20%
					G						J	JIK	JIKL				NO	NO			T
1	150	88	61	-	112	14	15	5	7	11	40	36	60	31	20	-	56	40	-	51	96
	10%	12%	8%	-	12%	8%	7%	3%	6%	4%	8%	10%	19%	8%	5%	-	18%	12%	-	6%	14%
					G						H	JH	JHIKL				NO	O			T
2	228	121	104	3	147	23	25	15	7	21	63	67	67	53	29	3	65	69	-	84	134
	15%	16%	14%	26%	16%	13%	11%	8%	6%	7%	12%	19%	22%	13%	8%	30%	21%	20%	-	11%	20%
												JHIK	JHIK	O			NO	NO			T
3	229	114	113	1	139	24	47	16	21	38	78	75	33	60	54	1	53	55	-	115	108
	15%	15%	15%	13%	15%	14%	21%	9%	19%	13%	15%	21%	11%	15%	14%	14%	17%	16%	-	14%	16%
												JHKM									
4	210	96	110	1	129	17	41	29	15	43	100	43	23	66	75	-	30	35	1	143	66
	14%	13%	15%	12%	14%	10%	18%	16%	13%	15%	19%	12%	7%	16%	20%	-	9%	10%	100%	18%	10%
								M		M	LM			QR	QR				NOQR	U	
5	145	71	73	-	78	23	28	23	14	37	63	26	14	53	47	-	17	23	-	100	40
	10%	10%	10%	-	8%	13%	13%	13%	13%	13%	12%	7%	4%	13%	12%	-	5%	7%	-	12%	6%
								M	M	M	M			QR	Q					U	

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
6	147	75	70	2	86	19	30	36	15	52	58	28	10	62	45	2	13	25	-	110	38
	10%	10%	9%	23%	9%	11%	13%	20%	14%	18%	11%	8%	3%	15%	12%	26%	4%	7%	-	14%	6%
								KLM	M	LM	M	M		QR	Q					U	
7	120	46	72	2	76	14	13	27	14	41	51	24	3	35	55	2	10	17	-	93	27
	8%	6%	10%	18%	8%	8%	6%	15%	13%	14%	10%	7%	1%	9%	15%	21%	3%	5%	-	12%	4%
			B					LM	M	LM	M	M		Q	NQR					U	
8	74	37	37	-	39	16	6	22	14	36	27	7	2	31	32	-	5	4	-	63	9
	5%	5%	5%	-	4%	9%	3%	12%	13%	12%	5%	2%	1%	8%	8%	-	2%	1%	-	8%	1%
								KLM	LM	KLM	LM			QR	QR					U	
9	29	8	20	1	14	4	5	5	4	9	11	8	-	5	15	1	3	5	-	20	8
	2%	1%	3%	8%	2%	2%	2%	3%	3%	3%	2%	2%	-	1%	4%	9%	1%	1%	-	3%	1%
10	9	2	6	-	5	1	2	-	-	-	5	4	-	2	3	-	-	4	-	5	4
	1%	*%	1%	-	1%	1%	1%	-	-	-	1%	1%	-	1%	1%	-	-	1%	-	1%	1%
11	5	1	4	-	4	-	-	1	-	1	1	3	-	-	2	-	1	2	-	2	3
	*%	*%	1%	-	*%	-	-	1%	-	*%	*%	1%	-	-	1%	-	*%	1%	-	*%	*%
Mean	3.71	3.49	3.96	4.77	3.55	4.03	4.00	5.35	4.92	5.18	4.29	3.48	1.77	4.34	4.93	4.87	2.45	2.93	4.00	4.61	2.68
			B				E	KLM	KLM	KLM	LM	M		QR	NQR	Q		Q		U	
Median	3.00	3.00	4.00	4.00	3.00	4.00	4.00	6.00	5.00	5.00	4.00	3.00	1.00	4.00	5.00	6.00	2.00	2.00	4.00	4.00	2.00

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Number of social media sites

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Zero sites	156	80	68	-	104	20	13	-	1	1	16	32	99	12	3	-	64	62	-	17	131
	10%	11%	9%	-	11%	11%	6%	-	1%	*%	3%	9%	32%	3%	1%	-	20%	18%	-	2%	20%
					G						J	JIK	JIKL				NO	NO			T
One site	150	88	61	-	112	14	15	5	7	11	40	36	60	31	20	-	56	40	-	51	96
	10%	12%	8%	-	12%	8%	7%	3%	6%	4%	8%	10%	19%	8%	5%	-	18%	12%	-	6%	14%
					G						H	JH	JHIKL				NO	O			T
Two or more sites	1196	571	611	11	717	141	198	175	104	279	457	284	151	367	357	9	197	236	1	736	435
	80%	77%	82%	100%	77%	81%	87%	97%	93%	96%	89%	81%	49%	89%	94%	100%	62%	70%	100%	92%	66%
			B	BC			E	KLM	LM	KLM	LM	M		QR	QR	NOQR		Q	NOQR	U	

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter?

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Twitter users	352	186	162	4	207	50	51	88	34	122	141	62	22	143	117	3	41	42	1	263	84
Unweighted Total	346	211	130	4	225	35	43	68	27	95	131	76	36	144	79	3	64	47	1	226	112
Effective Sample Size	270	169	104	4	177	29	33	56	21	78	115	58	19	124	70	3	45	33	1	190	77
NET Daily	164	86	74	3	102	20	23	51	11	63	58	31	9	65	54	2	20	19	1	121	40
	46%	46%	46%	79%	49%	39%	46%	58% IK	32%	51%	41%	51%	40%	45%	46%	69%	48%	46%	100% NOQR	46%	48%
Several times a day	106	52	53	2	71	10	15	37	9	46	35	17	6	40	40	1	10	12	1	81	23
	30%	28%	33%	45%	34%	19%	29%	41% K	27%	37%	25%	28%	26%	28%	34%	21%	24%	29%	100% NOPQR	31%	28%
About once a day	57	34	22	1	31	10	9	15	2	17	23	14	3	24	14	1	10	7	-	40	17
	16%	18%	13%	33%	15%	20%	17%	17%	6%	14%	16%	22%	14%	17%	12%	48%	24%	17%	-	15%	20%
NET Less frequently	188	99	87	1	105	30	28	37	23	60	82	31	13	77	63	1	22	22	-	142	44
	53%	53%	54%	21%	51%	61%	54%	42%	68% H	49%	58% H	49%	60%	54%	54%	31%	52%	54%	-	54%	52%
A few times a week	94	63	31	-	58	13	13	25	10	35	36	14	7	47	24	-	15	6	-	71	21
	27%	34% C	19%	-	28%	25%	25%	28%	29%	28%	26%	23%	31%	33% OR	20%	-	37% OR	14%	-	27%	25%
Every few weeks	37	14	21	1	22	5	2	5	6	11	17	5	4	11	16	1	3	6	-	28	8
	10%	8%	13%	21%	11%	11%	4%	6%	17%	9%	12%	7%	17%	8%	14%	31%	7%	13%	-	11%	10%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	57 16%	22 12%	35 22% B	-	25 12%	12 25%	13 25%	7 8%	7 22%	14 12%	28 20% H	12 19%	3 12%	19 13%	23 20%	-	3 8%	11 27% Q	-	42 16%	14 17%
Don't know/Refused	1 *%	1 *%	-	-	-	-	-	-	-	-	1 *%	-	-	1 *%	-	-	-	-	-	1 *%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Instagram users	602	268	325	6	327	85	117	137	71	208	245	103	40	213	233	5	53	88	1	453	143
Unweighted Total	530	274	249	5	329	57	81	99	52	151	196	118	57	194	148	4	78	96	1	347	175
Effective Sample Size	414	218	199	4	256	49	65	83	42	125	168	88	35	164	130	3	54	70	1	291	124
NET Daily	355 59%	163 61% D	191 59% D	1 9%	181 56%	57 67%	73 63%	104 76% KLM	49 69% LM	153 73% KLM	141 58% LM	43 42%	12 30%	143 67% PQR	150 64% PQR	1 11%	18 35%	37 42%	- -	294 65% U	56 39%
Several times a day	231 38%	99 37%	132 41%	1 9%	105 32%	43 50% E	57 49% E	77 57% KLM	33 47% LM	111 53% KLM	88 36% LM	23 22%	7 16%	90 42% QR	108 46% QR	1 11%	7 13%	22 25%	- -	199 44% U	29 21%
About once a day	124 21%	65 24%	59 18%	- -	77 23%	15 17%	16 14%	27 19%	16 22%	42 20%	53 22%	21 20%	6 14%	53 25%	42 18%	- -	11 21%	15 17%	- -	95 21%	26 18%
NET Less frequently	248 41%	105 39%	135 41%	6 91% BC	145 44%	28 33%	44 37%	33 24%	22 31%	55 27%	104 42% JH	59 58% JHIK	28 70% JHIK	70 33%	83 36%	5 89% NO	35 65% NO	51 58% NO	1 100% NOQR	159 35%	87 61% T
A few times a week	126 21%	50 19%	73 23%	3 39%	76 23%	17 20%	22 18%	18 13%	14 20%	32 16%	52 21%	30 29% JH	12 29%	37 17%	47 20%	1 25%	13 25%	27 30% N	1 100% NOPQR	85 19%	41 29% T
Every few weeks	46 8%	21 8%	25 8%	1 13%	32 10% G	4 4%	3 3%	6 5%	1 1%	7 3%	21 9% I	10 10% I	8 19% JHI	14 7%	13 6%	1 16%	7 12%	11 12%	-	28 6%	18 12%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
				In Some	White Non-	Black Non-		Age								Iden. Some			Iden. Some	Age 2-way	
	Total	A Man	A Woman	Other Way	Hisp.	Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Other Way	Men	Women	Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	75 12%	34 13%	37 11%	2 38%	37 11%	7 8%	19 16%	8 6%	7 10%	16 8%	31 13%	20 19% JH	9 21% JH	19 9%	23 10%	2 47%	15 28% NO	13 15%	- -	47 10%	28 20% T
Don't know/Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Facebook users	1033	454	569	8	625	129	164	119	85	204	394	257	155	270	319	8	180	232	-	598	412
Unweighted Total	988	508	472	6	680	87	112	87	59	146	314	276	225	252	201	6	248	253	-	460	501
Effective Sample Size	746	390	365	5	514	74	90	73	48	121	267	206	154	215	178	5	174	186	-	386	357
NET Daily	728	308	412	6	443	91	117	69	55	124	311	184	95	185	242	6	119	160	-	435	279
	70%	68%	72%	76%	71%	71%	72%	58%	64%	61%	79%	71%	61%	69%	76%	76%	66%	69%	-	73%	68%
											JHIM	JHM			Q						
Several times a day	504	199	302	1	294	73	92	45	35	80	224	133	57	118	183	1	79	111	-	304	190
	49%	44%	53%	13%	47%	57%	56%	38%	41%	39%	57%	52%	37%	44%	57%	13%	44%	48%	-	51%	46%
			BD								JHIM	JHM			NPQ			P			
About once a day	224	108	110	5	149	18	26	24	20	43	87	51	38	67	59	5	41	49	-	130	89
	22%	24%	19%	63%	24%	14%	16%	20%	23%	21%	22%	20%	25%	25%	18%	63%	23%	21%	-	22%	22%
					F											O					
NET Less frequently	301	145	154	2	181	38	44	50	30	81	81	71	59	83	77	2	61	69	-	162	130
	29%	32%	27%	24%	29%	29%	27%	42%	36%	39%	21%	28%	38%	31%	24%	24%	34%	30%	-	27%	32%
								KL	K	KL			KL				O				
A few times a week	176	82	92	1	113	21	21	32	16	48	48	42	35	46	49	1	36	42	-	96	78
	17%	18%	16%	17%	18%	16%	13%	27%	19%	24%	12%	16%	23%	17%	15%	17%	20%	18%	-	16%	19%
								K		K			K								

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Every few weeks	50 5%	25 5%	25 4%	- -	31 5%	5 4%	10 6%	6 5%	6 7%	12 6%	9 2%	17 6% K	11 7% K	11 4%	10 3%	- -	14 8%	14 6%	- -	21 4%	27 7%
Less often	75 7%	38 8%	36 6%	1 7%	36 6%	11 9%	13 8%	12 10%	9 10%	21 10%	24 6%	12 5%	13 9%	26 10%	18 6%	1 7%	12 7%	14 6%	- -	45 8%	25 6%
Don't know/Refused	4 *%	1 *%	3 1%	- -	2 *%	- -	2 2%	- -	- -	- -	1 *%	2 1%	0 *%	1 1%	- -	- -	- -	3 1%	- -	1 *%	3 1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Snapchat users	375	162	207	5	215	46	70	134	56	189	125	43	8	142	167	5	18	33	-	315	51
Unweighted Total	307	162	141	4	190	30	52	100	43	143	98	46	10	137	100	4	22	34	-	241	56
Effective Sample Size	246	135	117	3	151	26	42	83	34	116	82	35	8	116	89	3	17	26	-	199	43
NET Daily	220	105	114	1	128	28	44	103	31	134	70	12	0	100	104	1	5	8	-	204	13
	59%	64%	55%	11%	60%	61%	63%	77%	57%	71%	56%	29%	6%	70%	62%	11%	26%	25%	-	65%	25%
		D						IKLM	LM	KLM	LM			PQR	PQR					U	
Several times a day	168	79	88	1	102	15	37	92	22	114	46	5	-	77	83	1	2	3	-	160	5
	45%	49%	43%	11%	47%	33%	52%	69%	39%	60%	37%	12%	-	54%	50%	11%	13%	9%	-	51%	11%
								IKL	L	KL	L			QR	QR					U	
About once a day	51	25	26	-	27	12	7	11	10	20	23	7	0	23	21	-	2	5	-	44	7
	14%	16%	13%	-	12%	27%	10%	8%	18%	11%	19%	16%	6%	16%	13%	-	13%	16%	-	14%	15%
NET Less frequently	151	56	91	5	83	18	26	30	24	54	54	31	7	41	63	5	13	25	-	108	38
	40%	34%	44%	89%	39%	39%	37%	22%	43%	29%	43%	71%	94%	29%	38%	89%	74%	75%	-	34%	75%
				B					H		JH	JHIK	JHIK			NO	NO	NO			T
A few times a week	79	24	53	2	42	9	15	18	17	36	25	15	1	19	39	2	4	12	-	60	16
	21%	14%	26%	42%	19%	21%	22%	14%	31%	19%	20%	35%	18%	13%	24%	42%	24%	37%	-	19%	32%
			B						H			H						N			
Every few weeks	30	9	18	2	23	3	2	2	5	7	15	3	4	8	12	2	2	5	-	23	7
	8%	6%	9%	47%	11%	7%	3%	2%	9%	4%	12%	7%	50%	6%	7%	47%	9%	16%	-	7%	14%
											H		JHIKL								

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
				In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	Age								Iden. Some Other Way			Iden. Some Other Way	Age 2-way	
	Total	A Man	A Woman					18-24	25-29	18-29	30-64	50-64	65+	Men	Women		Men	Women		18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	42	23	19	-	18	5	9	9	2	11	14	12	2	14	12	-	7	7	-	25	14
	11%	14%	9%	-	8%	12%	13%	7%	3%	6%	11%	29%	26%	10%	7%	-	41%	21%	-	8%	28%
												JHIK					NO				T
Don't know/Refused	4	2	2	-	4	-	-	1	-	1	1	-	-	2	-	-	-	-	-	2	-
	1%	1%	1%	-	2%	-	-	1%	-	*%	1%	-	-	1%	-	-	-	-	-	1%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube?

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Youtube users	1213	606	593	11	738	146	192	173	102	275	469	294	153	384	348	9	214	232	1	744	447
Unweighted Total	1203	694	497	8	831	102	140	130	78	208	382	328	252	361	220	7	317	262	1	590	580
Effective Sample Size	902	534	382	7	622	86	112	108	63	170	325	242	178	309	194	6	222	191	1	494	409
NET Daily	660	376	275	7	356	92	133	125	77	202	262	143	43	262	194	6	108	77	1	464	186
	54%	62%	46%	64%	48%	63%	69%	72%	75%	73%	56%	49%	28%	68%	56%	59%	51%	33%	100%	62%	42%
		C				E	E	KLM	KLM	KLM	M	M		OQR	R		R		NOPQR	U	
Several times a day	441	259	177	3	213	72	100	99	51	150	179	82	22	186	140	1	69	34	1	329	104
	36%	43%	30%	24%	29%	49%	52%	57%	50%	54%	38%	28%	15%	48%	40%	14%	32%	15%	100%	44%	23%
		C				E	E	KLM	LM	KLM	LM	M		PQR	R		R		NOPQR	U	
About once a day	219	117	98	4	143	21	32	26	26	52	83	61	20	76	54	4	39	43	-	135	82
	18%	19%	17%	40%	19%	14%	17%	15%	26%	19%	18%	21%	13%	20%	16%	45%	18%	18%	-	18%	18%
									M			M									
NET Less frequently	549	229	315	4	381	52	60	48	25	73	206	149	110	121	154	4	106	153	-	280	259
	45%	38%	53%	36%	52%	36%	31%	28%	25%	27%	44%	51%	72%	32%	44%	41%	49%	66%	-	38%	58%
			B		FG						JHI	JHI	JHIKL		N		N	NOQ			T
A few times a week	351	157	190	4	236	31	47	38	18	56	140	97	56	89	102	4	67	86	-	196	153
	29%	26%	32%	36%	32%	21%	24%	22%	17%	20%	30%	33%	37%	23%	29%	41%	31%	37%	-	26%	34%
					F						JI	JHI	JHI				N	N			T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube?

	Banner A																				
		Gender			Race/Ethnicity					Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Every few weeks	109	44	65	-	78	13	4	6	4	10	36	32	29	18	29	-	26	35	-	46	61
	9%	7%	11%	-	11%	9%	2%	3%	4%	4%	8%	11%	19%	5%	8%	-	12%	15%	-	6%	14%
					G	G					JH	JH	JHIKL				N	NO			T
Less often	89	28	61	-	67	8	9	4	4	8	30	21	25	14	23	-	13	33	-	38	46
	7%	5%	10%	-	9%	5%	5%	3%	3%	3%	6%	7%	16%	4%	7%	-	6%	14%	-	5%	10%
			B									JH	JHIKL					NOQ			T
Don't know/Refused	3	1	3	-	1	1	-	-	-	-	1	1	1	1	-	-	-	2	-	1	2
	*%	*%	*%	-	*%	1%	-	-	-	-	*%	1%	*%	*%	-	-	-	1%	-	*%	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2aTOT. Daily Twitter users

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET Use Twitter daily	164 11%	86 12%	74 10%	3 30%	102 11%	20 11%	23 10%	51 29% IKLM	11 10%	63 21% KLM	58 11% M	31 9% M	9 3%	65 16% QR	54 14% QR	2 21%	20 6%	19 6%	1 100% NOPQR	121 15% U	40 6%
Several times a day	106 7%	52 7%	53 7%	2 17%	71 8%	10 6%	15 7%	37 20% IKLM	9 8%	46 16% KLM	35 7% M	17 5% M	6 2%	40 10% QR	40 10% QR	1 6%	10 3%	12 4%	1 100% NOPQR	81 10% U	23 4%
About once a day	57 4%	34 5%	22 3%	1 13%	31 3%	10 6%	9 4%	15 8% M	2 2%	17 6% M	23 4% M	14 4%	3 1%	24 6% R	14 4%	1 14%	10 3%	7 2%	- -	40 5%	17 3%
NET Less frequently	188 12%	99 13%	87 12%	1 8%	105 11%	30 17%	28 12%	37 20% LM	23 21% LM	60 21% LM	82 16% LM	31 9% M	13 4%	77 19% QR	63 17% QR	1 9%	22 7%	22 7%	- -	142 18% U	44 7%
A few times a week	94 6%	63 9% C	31 4%	- -	58 6%	13 7%	13 6%	25 14% LM	10 9%	35 12% LM	36 7% M	14 4%	7 2%	47 11% OQR	24 6% R	- -	15 5% R	6 2%	- -	71 9% U	21 3%
Every few weeks	37 2%	14 2%	21 3%	1 8%	22 2%	5 3%	2 1%	5 3%	6 5%	11 4%	17 3%	5 1%	4 1%	11 3%	16 4% Q	1 9%	3 1%	6 2%	- -	28 3% U	8 1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2aTOT. Daily Twitter users

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age							
								Age						18-49			50+				
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	57	22	35	-	25	12	13	7	7	14	28	12	3	19	23	-	3	11	-	42	14
	4%	3%	5%	-	3%	7%	6%	4%	7%	5%	5%	3%	1%	5%	6%	-	1%	3%	-	5%	2%
									M	M	M			Q	Q					U	
Not a Twitter user	1150	553	579	7	726	124	175	91	78	169	372	290	288	267	263	7	276	297	-	541	578
	77%	75%	78%	62%	78%	71%	77%	51%	69%	58%	73%	82%	93%	65%	69%	70%	87%	88%	-	67%	87%
									H		JH	JHIK	JHIKL				NO	NO			T
Don't know/Refused	1	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-
	*%	*%	-	-	-	-	-	-	-	-	*%	-	-	*%	-	-	-	-	-	*%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2bTOT. Daily Instagram users

	Banner A													Gender/Age							
		Gender			Race/Ethnicity			Age						18-49			50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET Use Instagram daily	355 24%	163 22%	191 26%	1 6%	181 19%	57 33% E	73 32% E	104 58% KLM	49 44% KLM	153 52% KLM	141 28% LM	43 12% M	12 4%	143 35% QR	150 40% PQR	1 6%	18 6%	37 11% Q	- -	294 37% U	56 8%
Several times a day	231 15%	99 13%	132 18% B	1 6%	105 11%	43 25% E	57 25% E	77 43% KLM	33 30% KLM	111 38% KLM	88 17% LM	23 7% M	7 2%	90 22% QR	108 28% QR	1 6%	7 2%	22 7% Q	- -	199 25% U	29 4%
About once a day	124 8%	65 9%	59 8%	- -	77 8%	15 8%	16 7%	27 15% LM	16 14% M	42 14% LM	53 10% LM	21 6% M	6 2%	53 13% QR	42 11% QR	- -	11 4%	15 4%	- -	95 12% U	26 4%
NET Less frequently	248 16%	105 14%	135 18%	6 56% B	145 16%	28 16%	44 19%	33 18% M	22 20% M	55 19% M	104 20% M	59 17% M	28 9%	70 17% Q	83 22% Q	5 50%	35 11%	51 15%	1 100% NOPQR	159 20% U	87 13%
A few times a week	126 8%	50 7%	73 10%	3 24%	76 8%	17 10%	22 10%	18 10% M	14 13% M	32 11% M	52 10% M	30 8% M	12 4%	37 9% Q	47 12% Q	1 14%	13 4%	27 8%	1 100% NOPQR	85 11% U	41 6%
Every few weeks	46 3%	21 3%	25 3%	1 8%	32 3%	4 2%	3 1%	6 4%	1 1%	7 2%	21 4% I	10 3%	8 2%	14 3%	13 3%	1 9%	7 2%	11 3%	- -	28 3%	18 3%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2bTOT. Daily Instagram users

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	75 5%	34 5%	37 5%	2 23%	37 4%	7 4%	19 8%	8 5%	7 7%	16 5%	31 6% M	20 6%	9 3%	19 5%	23 6%	2 26%	15 5%	13 4%	- -	47 6%	28 4%
Not an Instagram user	900 60%	471 64% C	416 56%	4 39%	607 65% FG	89 51%	109 48%	43 24%	41 36%	83 29%	267 52% JHI	249 71% JHIK	270 87% JHIKL	197 48% O	147 39%	4 44%	264 83% NOR	250 74% NO	- -	350 44%	519 78% T
Don't know/Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2cTOT. Daily Facebook users

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
				In Some	White Non-	Black Non-				Age						Iden. Some			Iden. Some	Age 2-way	
	Total	A Man	A Woman	Other Way	Hisp.	Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Other Way	Men	Women	Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET Use Facebook daily	728 48%	308 42%	412 56% B	6 58%	443 47%	91 52%	117 52%	69 39%	55 49% M	124 42% M	311 61% JHLM	184 52% JHM	95 31%	185 45%	242 64% NQR	6 65%	119 38%	160 47% Q	- -	435 54% U	279 42%
Several times a day	504 34%	199 27%	302 41% BD	1 10%	294 31%	73 42% E	92 41% E	45 25%	35 31% M	80 28% M	224 44% JHIM	133 38% JHM	57 19%	118 29%	183 48% NPQR	1 11%	79 25%	111 33% Q	- -	304 38% U	190 29%
About once a day	224 15%	108 15%	110 15%	5 48%	149 16%	18 10%	26 11%	24 13%	20 18%	43 15%	87 17%	51 15%	38 12%	67 16%	59 15%	5 54% Q	41 13%	49 14%	- -	130 16%	89 13%
NET Less frequently	301 20%	145 20%	154 21%	2 18%	181 19%	38 22%	44 19%	50 28% K	30 27% K	81 28% KM	81 16%	71 20%	59 19%	83 20%	77 20%	2 21%	61 19%	69 20%	- -	162 20%	130 20%
A few times a week	176 12%	82 11%	92 12%	1 13%	113 12%	21 12%	21 9%	32 18% K	16 15%	48 17% K	48 9%	42 12%	35 11%	46 11%	49 13%	1 14%	36 11%	42 12%	- -	96 12%	78 12%
Every few weeks	50 3%	25 3%	25 3%	- -	31 3%	5 3%	10 4%	6 3%	6 5%	12 4%	9 2%	17 5%	11 3%	11 3%	10 3%	- -	14 4%	14 4%	- -	21 3%	27 4%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2cTOT. Daily Facebook users

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	75	38	36	1	36	11	13	12	9	21	24	12	13	26	18	1	12	14	-	45	25
	5%	5%	5%	6%	4%	6%	6%	7%	8%	7%	5%	3%	4%	6%	5%	6%	4%	4%	-	6%	4%
Not a Facebook user	469	285	172	3	308	46	63	60	27	87	119	95	155	140	62	1	137	107	1	205	250
	31%	39%	23%	24%	33%	26%	28%	33%	24%	30%	23%	27%	50%	34%	16%	14%	43%	31%	100%	26%	38%
		C						K					JHIKL	O			NOR	O	NOPQR		T
Don't know/Refused	4	1	3	-	2	-	2	-	-	-	1	2	0	1	-	-	-	3	-	1	3
	*%	*%	*%	-	*%	-	1%	-	-	-	*%	1%	*%	*%	-	-	-	1%	-	*%	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2dTOT. Daily Snapchat users

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET Use Snapchat daily	220 15%	105 14%	114 15%	1 6%	128 14%	28 16%	44 19%	103 57% IKLM	31 28% KLM	134 46% KLM	70 14% LM	12 4% M	0 *%	100 24% QR	104 27% QR	1 6%	5 1%	8 2%	- -	204 25% U	13 2%
Several times a day	168 11%	79 11%	88 12%	1 6%	102 11%	15 9%	37 16%	92 52% IKL	22 19% KL	114 39% KL	46 9% L	5 2%	- -	77 19% QR	83 22% QR	1 6%	2 1%	3 1%	- -	160 20% U	5 1%
About once a day	51 3%	25 3%	26 4%	- -	27 3%	12 7%	7 3%	11 6% M	10 9% M	20 7% LM	23 5% M	7 2% M	0 *%	23 6% QR	21 6% QR	- -	2 1%	5 2%	- -	44 5% U	7 1%
NET Less frequently	151 10%	56 8%	91 12% B	5 44% B	83 9%	18 10%	26 12%	30 17% LM	24 22% KLM	54 19% KLM	54 11% M	31 9% M	7 2%	41 10% Q	63 17% NQR	5 50% QR	13 4%	25 7%	- -	108 13% U	38 6%
A few times a week	79 5%	24 3%	53 7% B	2 21%	42 4%	9 5%	15 7%	18 10% LM	17 16% KLM	36 12% KLM	25 5% M	15 4% M	1 *%	19 5% Q	39 10% NQR	2 23%	4 1%	12 4%	- -	60 8% U	16 2%
Every few weeks	30 2%	9 1%	18 2%	2 23%	23 3%	3 2%	2 1%	2 1%	5 4%	7 3%	15 3%	3 1%	4 1%	8 2%	12 3% Q	2 26%	2 *%	5 2%	- -	23 3% U	7 1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2dTOT. Daily Snapchat users

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	42	23	19	-	18	5	9	9	2	11	14	12	2	14	12	-	7	7	-	25	14
	3%	3%	3%	-	2%	3%	4%	5%	1%	4%	3%	4%	1%	3%	3%	-	2%	2%	-	3%	2%
								M		M	M	M									
Not a Snapchat user	1127	577	534	5	718	129	156	45	56	102	387	309	302	267	214	4	300	306	1	489	611
	75%	78%	72%	50%	77%	74%	69%	25%	50%	35%	76%	88%	98%	65%	56%	44%	94%	90%	100%	61%	92%
		C							H		JHI	JHIK	JHIKL	O			NOP	NOP	NOPQR		T
Don't know/Refused	4	2	2	-	4	-	-	1	-	1	1	-	-	2	-	-	-	-	-	2	-
	*%	*%	*%	-	*%	-	-	*%	-	*%	*%	-	-	*%	-	-	-	-	-	*%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2eTOT. Daily Youtube users

	Banner A													Gender/Age							
		Gender			Race/Ethnicity			Age						18-49			50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET Use Youtube daily	660 44%	376 51% C	275 37%	7 64%	356 38%	92 53% E	133 59% E	125 70% KLM	77 69% KLM	202 69% KLM	262 51% LM	143 41% M	43 14%	262 64% OQR	194 51% QR	6 59%	108 34% R	77 23%	1 100% NOPQR	464 58% U	186 28%
Several times a day	441 29%	259 35% C	177 24%	3 24%	213 23%	72 41% E	100 44% E	99 55% KLM	51 46% LM	150 51% KLM	179 35% LM	82 23% M	22 7%	186 45% OPQR	140 37% QR	1 14%	69 22% R	34 10%	1 100% NOPQR	329 41% U	104 16%
About once a day	219 15%	117 16%	98 13%	4 40%	143 15%	21 12%	32 14%	26 14% M	26 23% M	52 18% M	83 16% M	61 17% M	20 7%	76 19% QR	54 14%	4 45%	39 12%	43 13%	- -	135 17% U	82 12%
NET Less frequently	549 37%	229 31%	315 43% B	4 36%	381 41% FG	52 30%	60 26%	48 27%	25 23%	73 25%	206 40% JHI	149 42% JHI	110 35% JI	121 30%	154 41% N	4 41%	106 33%	153 45% NQ	- -	280 35%	259 39%
A few times a week	351 23%	157 21%	190 26%	4 36%	236 25%	31 18%	47 21%	38 21%	18 16%	56 19%	140 27% JIM	97 27% JIM	56 18%	89 22%	102 27%	4 41%	67 21%	86 25%	- -	196 24%	153 23%
Every few weeks	109 7%	44 6%	65 9%	- -	78 8% G	13 8%	4 2%	6 3%	4 4%	10 3%	36 7% JH	32 9% JH	29 9% JH	18 4%	29 8%	- -	26 8%	35 10% N	- -	46 6%	61 9% T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2eTOT. Daily Youtube users

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less often	89	28	61	-	67	8	9	4	4	8	30	21	25	14	23	-	13	33	-	38	46
	6%	4%	8%	-	7%	4%	4%	2%	3%	3%	6%	6%	8%	3%	6%	-	4%	10%	-	5%	7%
			B										JH					NQ			
Not a Youtube user	289	134	147	-	195	29	34	6	9	16	44	58	157	26	32	-	103	107	-	60	215
	19%	18%	20%	-	21%	16%	15%	4%	8%	5%	9%	17%	51%	6%	8%	-	33%	32%	-	7%	32%
											H	JHIK	JHIKL				NO	NO			T
Don't know/Refused	3	1	3	-	1	1	-	-	-	-	1	1	1	1	-	-	-	2	-	1	2
	*%	*%	*%	-	*%	1%	-	-	-	-	*%	*%	*%	*%	-	-	-	1%	-	*%	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYa. During the coronavirus outbreak, have you had trouble paying for the following? Your cell phone service

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on cell phone owners	1461	717	726	11	901	172	226	179	112	291	511	340	284	410	381	9	296	324	1	802	623
Unweighted Total	1468	833	618	8	1026	119	162	136	84	220	415	372	409	385	241	7	425	354	1	635	781
Effective Sample Size	1096	639	472	7	771	101	129	113	68	181	353	276	282	331	212	6	302	259	1	533	553
Yes, have had trouble	229 16%	96 13%	128 18% B	- -	89 10%	57 33% E	60 26% E	22 12%	17 15%	39 13% M	118 23% JHLM	45 13% M	22 8%	63 15% QR	91 24% NQR	- -	31 10%	34 10%	- -	157 20% U	67 11%
No, have not had trouble	1231 84%	622 87% C	598 82%	11 100% BC	812 90% FG	115 67%	167 74%	157 88% K	95 85%	252 87% K	393 77%	294 87% K	262 92% JKL	347 85% O	289 76%	9 100% NOQR	264 89% NO	291 90% NO	1 100% NOQR	646 80%	556 89% T
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	1 *%	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 *%	- -	- -	- -	- -	0 *%	- -	- -	- -	0 *%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYb. During the coronavirus outbreak, have you had trouble paying for the following? Your high-speed internet service at home

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on home broadband users	1150	572	567	9	747	124	147	119	85	205	442	276	198	342	297	7	220	253	1	647	475
Unweighted Total	1217	693	512	6	879	90	114	97	69	166	371	321	316	329	202	5	346	290	1	537	637
Effective Sample Size	915	536	392	5	666	76	90	81	56	137	321	238	217	288	178	4	247	211	1	457	449
Yes, have had trouble	167 15%	70 12%	96 17% B	- -	67 9%	40 32% E	37 25% E	11 9%	7 9%	18 9%	87 20% JHILM	38 14%	20 10%	42 12%	63 21% NQR	- -	26 12%	32 13%	- -	105 16%	58 12%
No, have not had trouble	982 85%	501 88% C	471 83%	9 100% BC	680 91% FG	84 68%	111 75%	109 91% K	78 91% K	186 91% K	355 80%	238 86% K	178 90% K	300 88% O	233 79%	7 100% NOQR	194 88% O	221 87% O	1 100% NOQR	542 84%	416 88%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	1 *%	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 *%	- -	- -	- -	- -	0 *%	- -	- -	- -	0 *%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYc. During the coronavirus outbreak, have you had trouble paying for the following? Your cable or satellite television subscription

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on cable subscribers	840	410	420	5	540	102	111	64	36	100	237	233	251	177	155	5	226	253	-	337	484
Unweighted Total	919	510	401	4	676	75	79	53	24	77	192	256	359	163	102	4	330	283	-	269	615
Effective Sample Size	667	377	297	3	500	63	63	43	20	62	165	193	241	140	89	3	233	204	-	227	431
Yes, have had trouble	138 16%	58 14%	78 19%	- -	52 10%	36 35% E	35 32% E	9 14%	5 13%	13 13%	44 19% M	47 20% M	31 12%	26 15%	32 20%	- -	30 13%	45 18%	- -	58 17%	78 16%
No, have not had trouble	699 83%	350 85%	342 81%	5 100% BC	486 90% FG	66 65%	75 68%	55 86%	31 87%	86 87%	191 81%	186 80%	219 88% KL	149 84%	123 80%	5 100% NOQR	194 86%	209 82%	- -	277 82%	405 84%
Don't know	2 *%	2 1%	- -	- -	2 *%	- -	1 *%	- -	- -	- -	2 1%	- -	1 *%	2 1%	- -	- -	1 *%	- -	- -	2 *%	1 *%
Refused	1 *%	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 *%	- -	- -	- -	- -	0 *%	- -	- -	- -	0 *%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYaSMART. During the coronavirus outbreak, have you had trouble paying for the following? Your cell phone service

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
					White	Black				Age											
	Total	A Man	A Woman	In Some Other Way	Non-Hisp.	Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on smartphone owners	1277	630	631	11	794	144	192	175	104	279	487	292	188	393	361	9	226	252	1	767	481
Unweighted Total	1290	737	538	8	902	101	143	134	79	213	402	333	296	374	232	7	342	285	1	615	629
Effective Sample Size	969	570	413	7	679	85	113	111	64	175	344	248	203	324	204	6	242	209	1	517	445
Yes, have had trouble	194 15%	83 13%	106 17%	- -	77 10%	49 34% E	44 23% E	20 12%	17 16%	37 13%	104 21% JHLM	33 11%	17 9%	56 14% R	82 23% NQR	- -	25 11%	23 9%	- -	141 18% U	50 10%
No, have not had trouble	1084 85%	547 87%	525 83%	11 100% BC	718 90% FG	95 66%	148 77%	155 88% K	87 84%	242 87% K	383 79%	259 89% K	171 91% K	337 86% O	279 77%	9 100% NOQR	200 89% O	229 91% NO	1 100% NOQR	625 82%	430 90% T
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	0 *%	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 *%	- -	- -	- -	- -	0 *%	- -	- -	- -	0 *%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PROB. How often, if ever, do you experience problems connecting to the internet at home? Often, sometimes, rarely or never?

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on internet users	1399	696	686	11	865	158	216	179	108	288	504	339	234	407	372	9	277	295	1	792	572
Unweighted Total	1413	809	587	8	989	109	156	136	82	218	412	372	359	383	237	7	402	328	1	630	731
Effective Sample Size	1053	618	448	7	741	93	124	113	66	179	351	275	249	329	209	6	281	239	1	529	515
Often	142	69	72	1	80	18	23	28	10	38	60	24	17	49	48	1	18	23	-	98	41
	10%	10%	11%	6%	9%	11%	11%	16%	9%	13%	12%	7%	7%	12%	13%	6%	7%	8%	-	12%	7%
								LM		LM	L			Q	Q					U	
Sometimes	312	151	157	4	176	42	57	50	25	75	95	90	43	86	80	4	64	69	-	170	133
	22%	22%	23%	40%	20%	27%	26%	28%	23%	26%	19%	27%	18%	21%	22%	45%	23%	23%	-	21%	23%
												KM									
Rarely	615	296	313	5	405	70	79	63	49	112	223	151	114	166	165	4	125	139	1	335	266
	44%	43%	46%	46%	47%	44%	37%	35%	45%	39%	44%	45%	49%	41%	44%	39%	45%	47%	100%	42%	46%
					G								JH						NOPQR		
Never	323	178	140	1	200	28	56	36	24	61	124	73	58	106	75	1	69	62	-	185	131
	23%	26%	20%	8%	23%	18%	26%	20%	22%	21%	25%	21%	25%	26%	20%	9%	25%	21%	-	23%	23%
		C																			
Don't know	6	1	4	-	4	-	-	2	-	2	1	-	1	-	3	-	-	1	-	3	1
	*%	*%	1%	-	1%	-	-	1%	-	1%	*%	-	1%	-	1%	-	-	*%	-	*%	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PROB. How often, if ever, do you experience problems connecting to the internet at home? Often, sometimes, rarely or never?

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
															Iden. Some Other			Iden. Some Other		
Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Way	Men	Women	Way	18-49	50+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Refused	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-
	*%	-	-	-	-	-	-	-	-	-	*%	-	-	-	-	-	-	-	-	*%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISa. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Keeping up with the latest information about COVID-19

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
At a major disadvantage	650 43%	303 41%	339 46%	6 60%	389 42%	92 53% E	103 46%	93 52% LM	58 52% M	151 52% LM	253 49% LM	140 40% M	93 30%	190 46% QR	208 55% QR	5 55%	108 34%	124 37%	1 100% NOPQR	404 50% U	234 35%
At a minor disadvantage	500 33%	252 34%	244 33%	4 40%	320 34%	53 31%	68 30%	66 37%	28 25%	94 32%	178 35%	117 33%	101 33%	144 35%	124 32%	4 45%	104 33%	114 34%	-	272 34%	218 33%
Not at a disadvantage	304 20%	163 22%	135 18%	- -	197 21% F	21 12%	50 22% F	19 10%	26 23% H	44 15%	77 15%	84 24% JHK	89 29% JHK	73 18% O	44 12%	- -	87 27% NO	84 25% NO	- -	121 15%	173 26% T
Don't know	47 3%	21 3%	24 3%	- -	27 3%	8 4%	5 2%	1 1%	1 1%	2 1%	4 1%	10 3%	27 9% JHIKL	1 *%	4 1%	-	18 6% NO	16 5% NO	-	6 1%	37 6% T
Refused	1 *%	1 *%	- -	- -	- -	- -	- -	- -	- -	- -	1 *%	- -	- -	1 *%	- -	- -	- -	- -	- -	1 *%	- -

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISb. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Staying in contact with friends and family

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
At a major disadvantage	674 45%	291 39%	373 50% B	7 70%	397 43%	82 47%	115 51%	101 57% LM	56 50% M	158 54% LM	257 50% LM	143 41%	102 33%	183 45% Q	223 59% NQR	6 66%	103 32%	141 42% Q	1 100% NOQR	414 52% U	245 37%
At a minor disadvantage	513 34%	279 38% C	230 31%	3 30%	328 35%	65 38%	66 29%	63 35%	30 27%	92 32%	180 35%	130 37%	100 32%	161 39% O	108 28%	3 34%	115 36%	114 34%	- -	272 34%	229 35%
Not at a disadvantage	274 18%	142 19%	123 17%	- -	184 20%	23 13%	40 18%	14 8%	25 22% H	38 13%	69 14%	72 20% JHK	87 28% JHKL	61 15%	44 12%	- -	80 25% NO	74 22% NO	- -	108 13%	159 24% T
Don't know	38 3%	24 3%	14 2%	- -	22 2%	3 2%	6 3%	2 1%	1 1%	3 1%	7 1%	6 2%	21 7% JHIKL	5 1%	4 1%	- -	18 6% NO	9 3%	- -	10 1%	27 4% T
Refused	3 *%	2 *%	1 *%	- -	2 *%	1 *%	- -	- -	- -	- -	- -	1 *%	1 *%	- -	- -	- -	2 1%	- -	- -	- -	2 *%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISc. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Looking for jobs

	Banner A																				
		Gender			Race/Ethnicity						Age			Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
At a major disadvantage	989 66%	452 61%	523 71% B	10 90% B	596 64%	126 73%	159 70%	133 74% M	72 64% M	205 70% M	378 74% LM	232 66% M	154 50%	268 65% Q	304 80% NQR	8 89% Q	177 56%	207 61%	1 100% NOQR	584 73% U	386 58%
At a minor disadvantage	289 19%	162 22% C	126 17%	- -	187 20%	28 16%	44 19%	37 21%	24 22%	61 21%	81 16%	74 21%	66 21%	92 22% O	49 13%	- -	68 21% O	72 21% O	- -	142 18%	139 21%
Not at a disadvantage	145 10%	86 12% C	57 8%	1 10%	97 10%	11 6%	17 8%	9 5%	14 13%	24 8%	42 8%	32 9%	42 13% JHK	41 10%	24 6%	1 11%	42 13% O	32 9%	- -	66 8%	74 11%
Don't know	74 5%	36 5%	32 4%	- -	51 5%	9 5%	6 3%	- -	1 1%	1 *%	9 2%	13 4% J	46 15% JIKL	8 2%	3 1%	- -	29 9% NO	26 8% NO	- -	11 1%	59 9% T
Refused	6 *%	3 *%	2 *%	- -	3 *%	1 *%	- -	- -	- -	- -	2 *%	1 *%	3 1%	1 *%	- -	- -	2 1%	2 1%	- -	2 *%	4 1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISd. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Getting schoolwork done

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
At a major disadvantage	1157 77%	538 73%	603 81% B	11 100% BC	721 77%	140 80%	173 77%	148 82% M	88 79% M	235 81% M	435 85% LM	276 78% M	190 61%	318 78% Q	340 89% NQR	9 100% NOQR	213 67%	249 73%	1 100% NOQR	670 83% U	466 70%
At a minor disadvantage	179 12%	100 13%	79 11%	- -	103 11%	14 8%	36 16% F	25 14%	14 13%	39 13%	52 10%	36 10%	46 15%	58 14% O	34 9%	- -	39 12%	43 13%	- -	91 11%	82 12%
Not at a disadvantage	81 5%	56 8% C	24 3%	- -	48 5%	13 7%	10 5%	5 3%	5 5%	10 3%	13 2%	21 6% K	33 11% JHKL	23 6%	- -	- -	32 10% N	23 7%	- -	23 3%	55 8% T
Don't know	79 5%	42 6%	35 5%	- -	61 7% G	8 4%	6 3%	2 1%	5 4%	6 2%	11 2%	18 5% H	38 12% JHIKL	11 3%	7 2%	- -	30 9% NO	24 7% NO	- -	18 2%	56 8% T
Refused	5 *%	4 *%	- -	- -	1 *%	1 *%	- -	- -	- -	- -	2 *%	- -	3 1%	1 *%	- -	- -	3 1%	- -	- -	2 *%	3 *%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISe. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Connecting with doctors or other medical professionals

	Banner A																				
		Gender			Race/Ethnicity						Age			Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
At a major disadvantage	776 52%	344 47%	424 57% B	7 66%	458 49%	110 63% E	121 53%	117 65% LM	63 57% M	180 62% LM	288 56% M	175 50% M	117 38%	213 52% Q	249 65% NQR	6 61%	125 40%	166 49% Q	1 100% NOQR	468 58% U	293 44%
At a minor disadvantage	437 29%	239 32% C	192 26%	2 18%	281 30%	45 26%	61 27%	52 29%	30 27%	81 28%	152 30%	106 30%	89 29%	138 34% O	89 23%	2 20%	98 31%	97 29%	- -	233 29%	195 29%
Not at a disadvantage	237 16%	132 18% C	98 13%	2 17%	156 17% F	14 8%	43 19% F	11 6%	16 15%	27 9%	62 12% H	58 17% JH	81 26% JHIKL	56 14% O	32 8%	2 19%	74 23% NO	60 18% O	- -	89 11%	139 21% T
Don't know	47 3%	19 3%	27 4%	- -	36 4% G	6 3%	1 *%	- -	2 2%	2 1%	10 2%	11 3%	20 6% JIK	1 *%	11 3% N	- -	16 5% N	15 5% N	- -	13 2%	31 5% T
Refused	4 *%	4 1%	- -	- -	2 *%	- -	- -	- -	- -	- -	1 *%	1 *%	2 1%	1 *%	- -	- -	4 1%	- -	- -	1 *%	4 1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1b. Please tell me if you happen to have each of the following items, or not. Do you have a tablet computer?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	790	373	412	5	490	94	119	82	53	135	314	185	136	222	223	4	146	174	1	449	321
	53%	50%	56%	49%	53%	54%	53%	46%	48%	46%	61%	53%	44%	54%	59%	42%	46%	51%	100%	56%	48%
											JHILM	M		Q	Q				NOPQR	U	
No	708	366	326	5	439	80	107	97	59	156	199	166	172	188	157	5	171	162	-	355	338
	47%	50%	44%	51%	47%	46%	47%	54%	52%	54%	39%	47%	55%	46%	41%	58%	54%	48%	-	44%	51%
								K	K	K		K	KL				NO				T
Don't know	4	1	3	-	4	-	-	-	-	-	-	1	3	-	-	-	1	3	-	-	4
	*%	*%	*%	-	*%	-	-	-	-	-	-	*%	1%	-	-	-	*%	1%	-	-	1%
Refused	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1c. Please tell me if you happen to have each of the following items, or not. Do you have a desktop or laptop computer?

Banner A	Total	Gender: A Man	Gender: A Woman	Gender: In Some Other Way	Race/Ethnicity: White Non-Hisp.	Race/Ethnicity: Black Non-Hisp.	Race/Ethnicity: Hisp.	Age: 18-24	Age: 25-29	Age: 18-29	Age: 30-49	Age: 50-64	Age: 65+	Gender/Age 18-49: Men	Gender/Age 18-49: Women	Gender/Age 18-49: Iden. Some Other Way	Gender/Age 50+: Men	Gender/Age 50+: Women	Gender/Age 50+: Iden. Some Other Way	Age 2-way: 18-49	Age 2-way: 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	1163	577	571	11	750	121	152	148	80	228	431	269	206	336	311	9	229	244	1	660	474
	77%	78%	77%	100%	80%	69%	67%	83%	72%	78%	84%	76%	66%	82%	82%	100%	72%	72%	100%	82%	72%
				BC	FG			M		M	ILM	M		QR	QR	NOQR			NOQR	U	
No	339	162	170	-	183	54	74	30	32	62	81	83	104	73	69	-	89	94	-	143	188
	23%	22%	23%	-	20%	31%	33%	17%	28%	21%	16%	24%	34%	18%	18%	-	28%	28%	-	18%	28%
						E	E		K			K	JHKL				NO	NO			T
Don't know	1	1	-	-	-	-	1	1	-	1	-	-	-	1	-	-	-	-	-	1	-
	*%	*%	-	-	-	-	*%	*%	-	*%	-	-	-	*%	-	-	-	-	-	*%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1d. Please tell me if you happen to have each of the following items, or not. Do you have a game console?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	626	334	286	6	375	76	92	127	67	194	292	107	25	264	217	5	67	64	1	486	133
	42%	45%	39%	62%	40%	44%	41%	71%	60%	67%	57%	31%	8%	64%	57%	57%	21%	19%	100%	60%	20%
		C						KLM	LM	KLM	LM	M		QR	QR				NOPQR	U	
No	869	405	450	4	552	98	134	53	44	97	221	242	284	146	164	4	249	272	-	318	526
	58%	55%	61%	38%	59%	56%	59%	29%	40%	33%	43%	69%	92%	36%	43%	43%	78%	80%	-	40%	79%
			B								JH	JHIK	JHIKL				NO	NO			T
Don't know	6	1	5	-	6	-	-	-	-	-	-	3	1	-	-	-	1	2	-	-	3
	*%	*%	1%	-	1%	-	-	-	-	-	-	1%	*%	-	-	-	*%	1%	-	-	*%
Refused	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1SUM. Please tell me if you happen to have each of the following items, or not. Summary of "Yes" responses

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
A desktop or laptop computer (c)	1163	577	571	11	750	121	152	148	80	228	431	269	206	336	311	9	229	244	1	660	474
	77%	78%	77%	100%	80%	69%	67%	83%	72%	78%	84%	76%	66%	82%	82%	100%	72%	72%	100%	82%	72%
				BC	FG			M		M	ILM	M		QR	QR	NOQR			NOQR	U	
A tablet computer (b)	790	373	412	5	490	94	119	82	53	135	314	185	136	222	223	4	146	174	1	449	321
	53%	50%	56%	49%	53%	54%	53%	46%	48%	46%	61%	53%	44%	54%	59%	42%	46%	51%	100%	56%	48%
											JHILM	M		Q	Q				NOPQR	U	
A game console (d)	626	334	286	6	375	76	92	127	67	194	292	107	25	264	217	5	67	64	1	486	133
	42%	45%	39%	62%	40%	44%	41%	71%	60%	67%	57%	31%	8%	64%	57%	57%	21%	19%	100%	60%	20%
		C						KLM	LM	KLM	LM	M		QR	QR				NOPQR	U	

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
None	352	191	158	1	188	43	86	27	19	47	108	94	94	91	63	1	95	90	-	155	188
	23%	26%	21%	10%	20%	25%	38%	15%	17%	16%	21%	27%	30%	22%	17%	11%	30%	27%	-	19%	28%
							EF					JH	JHIK				NO	O			T
NET Book reader	1126	536	574	10	733	128	136	150	91	241	397	252	210	313	315	8	217	242	1	637	463
	75%	73%	78%	90%	78%	74%	60%	84%	81%	83%	77%	72%	68%	76%	83%	89%	68%	71%	100%	79%	70%
			B		G	G		LM	M	LM	M			Q	NQR				NOQR	U	
1-4 books	373	202	169	2	220	53	54	51	26	77	127	99	65	111	91	2	88	76	-	204	164
	25%	27%	23%	21%	24%	30%	24%	28%	23%	26%	25%	28%	21%	27%	24%	24%	28%	22%	-	25%	25%
												M									
5-9 books	221	109	106	4	137	28	31	30	17	47	81	44	43	65	60	4	44	41	-	129	87
	15%	15%	14%	36%	15%	16%	14%	17%	15%	16%	16%	12%	14%	16%	16%	41%	14%	12%	-	16%	13%
10+ books	532	226	300	4	375	47	50	69	48	117	188	110	102	137	165	2	86	125	1	305	212
	35%	31%	40%	34%	40%	27%	22%	38%	43%	40%	37%	31%	33%	33%	43%	25%	27%	37%	100%	38%	32%
			B		FG										NQ			Q	NOPQR	U	
Don't know / refuse	24	12	9	-	13	3	4	2	2	4	7	5	6	7	2	-	5	7	-	11	12
	2%	2%	1%	-	1%	2%	2%	1%	1%	1%	1%	2%	2%	2%	1%	-	2%	2%	-	1%	2%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Mean 14.35	10.9	17.70 B	15.91	16.43 FG	10.24	9.88	12.86	16.29	14.17	14.68	13.25	15.31	11.2	17.99 NQ	12.78	10.6	17.65 NQ	40.00	14.50	14.21
Median 5.00	3.00	6.00	5.00	6.00	3.00	2.00	5.00	6.00	5.00	5.00	3.00	4.00	4.00	6.00	5.00	3.00	4.00	40.00	5.00	3.00

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2a. Thinking about all of the books you have read in the past 12 months, were any of those printed books?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Have read books in last 12 months (includes DK)	1144	548	581	10	741	131	140	152	92	244	400	257	216	319	315	8	222	248	1	644	474
Unweighted Total	1201	665	521	7	869	91	111	114	71	185	338	300	336	311	205	6	338	296	1	523	636
Effective Sample Size	891	511	393	6	648	77	86	94	57	152	290	222	231	270	180	5	238	215	1	439	448
Yes	973	462	498	7	643	109	108	128	69	197	342	220	190	268	262	7	187	221	-	539	410
	85%	84%	86%	73%	87%	83%	77%	84%	75%	81%	86%	86%	88%	84%	83%	84%	84%	89%	-	84%	87%
					G								JI								
No	170	85	82	3	96	23	32	24	23	48	57	37	25	50	53	1	34	27	1	104	63
	15%	15%	14%	27%	13%	17%	23%	16%	25%	19%	14%	14%	12%	16%	17%	16%	15%	11%	100%	16%	13%
							E		KM	M									NOPQR		
Don't know	1	1	-	-	1	-	-	-	-	-	-	-	1	-	-	-	1	-	-	-	1
	*%	*%	-	-	*%	-	-	-	-	-	-	-	*%	-	-	-	*%	-	-	-	*%
Refused	1	1	-	-	1	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-
	*%	*%	-	-	*%	-	-	-	-	-	*%	-	-	*%	-	-	-	-	-	*%	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2b. Thinking about all of the books you have read in the past 12 months, were any of those audiobooks?

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Have read books in last 12 months (includes DK)	1144	548	581	10	741	131	140	152	92	244	400	257	216	319	315	8	222	248	1	644	474
Unweighted Total	1201	665	521	7	869	91	111	114	71	185	338	300	336	311	205	6	338	296	1	523	636
Effective Sample Size	891	511	393	6	648	77	86	94	57	152	290	222	231	270	180	5	238	215	1	439	448
Yes	352	161	186	4	229	46	43	47	41	88	140	77	38	112	113	3	48	66	1	228	116
	31%	29%	32%	41%	31%	35%	30%	31%	44%	36%	35%	30%	18%	35%	36%	32%	22%	27%	100%	35%	24%
								M	LM	M	M	M		QR	Q				NOPQR	U	
No	789	387	391	6	510	85	95	105	51	156	260	177	177	207	203	6	173	179	-	416	354
	69%	71%	67%	59%	69%	65%	68%	69%	56%	64%	65%	69%	82%	65%	64%	68%	78%	72%	-	65%	75%
													JHIKL				NO				T
Don't know	3	-	3	-	1	-	2	-	-	-	-	2	1	-	-	-	-	3	-	-	3
	*%	-	1%	-	*%	-	2%	-	-	-	-	1%	*%	-	-	-	-	1%	-	-	1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2c. Thinking about all of the books you have read in the past 12 months, were any of those e-books?

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Have read books in last 12 months (includes DK)	1144	548	581	10	741	131	140	152	92	244	400	257	216	319	315	8	222	248	1	644	474
Unweighted Total	1201	665	521	7	869	91	111	114	71	185	338	300	336	311	205	6	338	296	1	523	636
Effective Sample Size	891	511	393	6	648	77	86	94	57	152	290	222	231	270	180	5	238	215	1	439	448
Yes	450	216	231	2	289	60	41	79	44	123	163	100	55	141	143	2	73	83	-	286	155
	39%	39%	40%	24%	39%	46%	29%	52%	48%	50%	41%	39%	25%	44%	45%	28%	33%	33%	-	44%	33%
						G		LM	M	LM	M	M		QR	QR					U	
No	688	332	344	7	448	71	96	73	48	121	237	154	160	179	172	6	148	162	1	358	314
	60%	61%	59%	76%	60%	54%	69%	48%	52%	50%	59%	60%	74%	56%	55%	72%	67%	65%	100%	56%	66%
							F					JH	JHIKL				NO	NO	NOQR		T
Don't know	7	1	6	-	4	1	2	-	-	-	-	2	2	-	-	-	1	3	-	-	4
	1%	*%	1%	-	1%	1%	2%	-	-	-	-	1%	1%	-	-	-	*%	1%	-	-	1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2aTOT. Summary of Print book readers

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Print book reader	973 65%	462 62%	498 67%	7 66%	643 69% G	109 62% G	108 48%	128 71%	69 62%	197 68%	342 67%	220 62%	190 61%	268 65%	262 69% Q	7 75%	187 59%	221 65%	- -	539 67%	410 62%
NET Not a print book reader	527 35%	276 37%	242 33%	4 34%	289 31%	66 38%	118 52% EF	52 29%	43 38%	94 32%	170 33%	132 38%	119 38%	141 34%	118 31%	2 25%	130 41% O	118 35%	1 100% NOPQR	264 33%	251 38%
Have not read a book this way	170 11%	85 11%	82 11%	3 24%	96 10%	23 13%	32 14%	24 14%	23 21% KLM	48 16% M	57 11%	37 11%	25 8%	50 12%	53 14% R	1 14%	34 11%	27 8%	1 100% NOPQR	104 13%	63 9%
Have read no books in last year	358 24%	191 26%	160 22%	1 10%	193 21%	43 25%	87 38% EF	27 15%	19 17%	47 16%	113 22%	95 27% JH	94 30% JHIK	91 22%	65 17%	1 11%	96 30% NO	90 27% O	- -	160 20%	188 28% T
Don't know / refuse	2 *%	2 *%	- -	- -	2 *%	- -	- -	- -	- -	- -	1 *%	- -	1 *%	1 *%	- -	- -	1 *%	- -	- -	1 *%	1 *%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2bTOT. Summary of Audio book readers

	Banner A													Gender/Age							
		Gender			Race/Ethnicity			Age						18-49			50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Audio book reader	352	161	186	4	229	46	43	47	41	88	140	77	38	112	113	3	48	66	1	228	116
	23%	22%	25%	37%	25%	26%	19%	26%	37%	30%	27%	22%	12%	27%	30%	29%	15%	19%	100%	28%	17%
								M	LM	LM	M	M		QR	QR				NOPQR	U	
NET Not an audio book reader	1147	578	551	7	703	129	181	132	71	203	373	272	271	297	268	7	269	269	-	576	543
	76%	78%	74%	63%	75%	74%	80%	74%	63%	70%	73%	77%	87%	73%	70%	71%	85%	80%	-	72%	82%
												I	JHIKL				NO	NO			T
Have not read a book this way	789	387	391	6	510	85	95	105	51	156	260	177	177	207	203	6	173	179	-	416	354
	53%	52%	53%	54%	55%	49%	42%	58%	46%	54%	51%	50%	57%	50%	53%	61%	55%	53%	-	52%	54%
					G																
Have read no books in last year	358	191	160	1	193	43	87	27	19	47	113	95	94	91	65	1	96	90	-	160	188
	24%	26%	22%	10%	21%	25%	38%	15%	17%	16%	22%	27%	30%	22%	17%	11%	30%	27%	-	20%	28%
							EF					JH	JHIK				NO	O			T
Don't know / refuse	3	-	3	-	1	-	2	-	-	-	-	2	1	-	-	-	-	3	-	-	3
	*%	-	*%	-	*%	-	1%	-	-	-	-	1%	*%	-	-	-	-	1%	-	-	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2cTOT. Summary of E-book readers

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age												Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
E-book reader	450 30%	216 29%	231 31%	2 22%	289 31% G	60 34% G	41 18%	79 44% KLM	44 40% M	123 42% KLM	163 32% M	100 28% M	55 18%	141 34% QR	143 38% QR	2 25%	73 23%	83 24%	- -	286 36% U	155 23%
NET Not an e-book reader	1045 70%	523 71%	504 68%	8 78%	641 69%	114 65%	183 81% EF	100 56%	68 60%	168 58%	350 68% JH	249 71% JH	253 82% JHIKL	269 66%	237 62%	7 75%	244 77% NO	252 75% NO	1 100% NOQR	517 64%	502 76% T
Have not read a book this way	688 46%	332 45%	344 46%	7 68%	448 48%	71 41%	96 43%	73 41%	48 43%	121 42%	237 46%	154 44%	160 51% JH	179 44%	172 45%	6 64%	148 47%	162 48%	1 100% NOQR	358 45%	314 47%
Have read no books in last year	358 24%	191 26%	160 22%	1 10%	193 21%	43 25%	87 38% EF	27 15%	19 17%	47 16%	113 22%	95 27% JH	94 30% JHIK	91 22%	65 17%	1 11%	96 30% NO	90 27% O	- -	160 20%	188 28% T
Don't know / refuse	7 *%	1 *%	6 1%	- -	4 *%	1 *%	2 1%	- -	- -	- -	- -	2 1%	2 1%	- -	- -	- -	1 *%	3 1%	- -	- -	4 1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

GENDER. Do you describe yourself as a man, a woman or in some other way?

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
A man	739	739	-	-	448	64	123	99	65	164	246	176	141	410	-	-	317	-	-	410	317
	49%	100%	-	-	48%	37%	55%	55%	58%	56%	48%	50%	45%	100%	-	-	100%	-	-	51%	48%
					F		F		M	M											
A woman	741	-	741	-	476	111	100	76	45	121	260	174	164	-	381	-	-	339	-	381	339
	49%	-	100%	-	51%	63%	44%	43%	40%	42%	51%	50%	53%	-	100%	-	-	100%	-	47%	51%
						EG					J		JHI								
In some other way	11	-	-	11	7	-	-	4	1	6	4	1	-	-	-	9	-	-	1	9	1
	1%	-	-	100%	1%	-	-	2%	1%	2%	1%	*%	-	-	-	100%	-	-	100%	1%	*%
																				U	

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

AGECAT. What is your age?

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET 18-29	291	164	121	6	162	26	67	179	112	291	-	-	-	164	121	6	-	-	-	291	-
	19%	22%	16%	54%	17%	15%	30%	100%	100%	100%	-	-	-	40%	32%	61%	-	-	-	36%	-
		C		C			EF							O							
18-24	179	99	76	4	96	18	43	179	-	179	-	-	-	99	76	4	-	-	-	179	-
	12%	13%	10%	42%	10%	10%	19%	100%	-	62%	-	-	-	24%	20%	47%	-	-	-	22%	-
							E														
25-29	112	65	45	1	66	9	25	-	112	112	-	-	-	65	45	1	-	-	-	112	-
	7%	9%	6%	13%	7%	5%	11%	-	100%	38%	-	-	-	16%	12%	14%	-	-	-	14%	-
		C																			
30-49	513	246	260	4	293	74	82	-	-	-	513	-	-	246	260	4	-	-	-	513	-
	34%	33%	35%	34%	31%	42%	36%	-	-	-	100%	-	-	60%	68%	39%	-	-	-	64%	-
						E									N						
50-64	352	176	174	1	229	41	50	-	-	-	-	352	-	-	-	-	176	174	1	-	352
	23%	24%	24%	12%	25%	23%	22%	-	-	-	-	100%	-	-	-	-	56%	51%	100%	-	53%
																			QR		
65-96	307	140	162	-	230	32	22	-	-	-	-	-	307	-	-	-	140	162	-	-	307
	20%	19%	22%	-	25%	19%	10%	-	-	-	-	-	99%	-	-	-	44%	48%	-	-	46%
					G																

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

AGECAT. What is your age?

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
97 or older	3	1	2	-	3	-	-	-	-	-	-	-	3	-	-	-	1	2	-	-	3
	*%	*%	*%	-	*%	-	-	-	-	-	-	-	1%	-	-	-	*%	1%	-	-	*%
Don't know/Refused	36	12	22	-	16	1	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	2%	2%	3%	-	2%	1%	2%	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity			Age						18-49			50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Married	668 45%	349 47%	309 42%	5 46%	474 51% FG	48 28%	85 38%	14 8%	15 13%	28 10%	278 54% JHI	189 54% JHI	157 51% JHI	153 37%	148 39%	4 39%	192 61% NOR	148 44%	1 100% NOPQR	306 38%	346 52% T
Living with a partner	139 9%	54 7%	85 11% B	1 6%	76 8%	23 13%	27 12%	22 12% M	20 18% LM	43 15% LM	60 12% M	27 8% M	8 3%	37 9% Q	65 17% NQR	1 6%	15 5%	20 6%	-	103 13% U	35 5%
Divorced	156 10%	74 10%	80 11%	- -	107 11%	12 7%	16 7%	- -	4 3%	4 1%	52 10% JI	55 16% JIK	46 15% JI	26 6%	27 7%	- -	48 15% NO	53 16% NO	-	55 7%	101 15% T
Separated	47 3%	18 2%	30 4%	- -	18 2%	11 6%	16 7% E	3 2%	6 6%	10 3%	14 3%	17 5% M	6 2%	10 3%	13 4%	- -	7 2%	16 5%	-	24 3%	23 3%
Widowed	88 6%	17 2%	71 10% B	- -	61 7%	15 9%	8 4%	- -	- -	- -	2 *%	18 5% K	65 21% KL	1 *%	1 *%	- -	16 5% NO	67 20% NOQ	-	2 *%	83 13% T
Never been married	386 26%	222 30% C	159 21%	5 49%	189 20%	65 37% E	74 33% E	140 78% IKLM	67 60% KLM	207 71% KLM	102 20% LM	44 13%	26 8%	181 44% OQR	122 32% QR	5 55% QR	38 12%	33 10%	-	309 38% U	71 11%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Banner A		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know	3	1	2	-	3	-	-	-	-	-	1	1	1	-	1	-	1	1	-	1	2
	*%	*%	*%	-	*%	-	-	-	-	-	*%	*%	*%	-	*%	-	*%	*%	-	*%	*%
Refused	13	6	4	-	5	-	-	-	-	-	4	0	1	2	2	-	1	0	-	4	1
	1%	1%	1%	-	1%	-	-	-	-	-	1%	*%	*%	*%	1%	-	*%	*%	-	*%	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAR. Are you the parent or guardian of any children under age 18 now living in your household?

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	422	190	226	3	233	44	97	11	24	36	301	63	14	151	181	3	37	39	-	337	78
	28%	26%	30%	25%	25%	25%	43%	6%	22%	12%	59%	18%	5%	37%	48%	28%	12%	11%	-	42%	12%
							EF		HM	M	JHILM	HM		QR	NQR					U	
No	1071	546	513	8	699	130	129	168	87	255	210	288	296	258	198	7	281	299	1	466	583
	71%	74%	69%	75%	75%	75%	57%	94%	78%	88%	41%	82%	95%	63%	52%	72%	88%	88%	100%	58%	88%
					G	G		IKL	K	K		K	JIKL	O			NO	NO	NOQR		T
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	8	4	2	-	2	-	-	-	-	-	2	1	-	1	1	-	-	1	-	2	1
	1%	1%	*%	-	*%	-	-	-	-	-	*%	*%	-	*%	*%	-	-	*%	-	*%	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EDUC2. What is the highest level of school you have completed or the highest degree you have received?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
NET College graduate+	473 31%	219 30%	249 34%	3 26%	322 35% FG	39 22%	43 19%	24 14%	38 34% H	62 21%	208 40% JHLM	105 30% H	85 28% H	127 31%	139 37% Q	3 30%	88 28%	102 30%	- -	270 34%	190 29%
Post grad degree	175 12%	80 11%	94 13%	- -	128 14% FG	11 6%	11 5%	3 2%	8 7%	12 4%	75 15% JH	45 13% JH	40 13% JH	37 9%	49 13%	- -	42 13%	43 13%	- -	87 11%	85 13%
College degree	297 20%	139 19%	155 21%	3 26%	195 21%	28 16%	32 14%	21 12%	30 27% H	51 17%	133 26% JHLM	60 17%	46 15%	90 22% Q	90 24% Q	3 30%	47 15%	59 17%	- -	183 23% U	105 16%
Some College	453 30%	219 30%	228 31%	6 61%	293 31% G	66 38% G	46 20%	64 36%	44 39%	108 37% M	152 30%	102 29%	86 28%	139 34% Q	116 30%	5 56%	79 25%	107 32%	1 100% NOPQR	260 32%	188 28%
NET H.S. graduate or less	565 38%	293 40% D	262 35%	1 13%	316 34%	69 39%	135 60% EF	90 50% IK	30 27%	120 41% K	150 29%	144 41% IK	138 45% IK	140 34%	125 33%	1 14%	149 47% NOPR	129 38%	- -	271 34%	282 43% T
H.S. graduate	459 31%	247 33% C	209 28%	1 13%	279 30%	54 31%	87 38%	75 42% IK	26 23%	101 35% K	121 24%	117 33% K	110 36% IK	124 30%	94 25%	1 14%	118 37% NO	110 32% O	- -	222 28%	227 34% T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EDUC2. What is the highest level of school you have completed or the highest degree you have received?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age							
								Age						18-49			50+				
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Less than H.S.	106	47	53	-	37	15	48	15	5	19	29	27	28	16	31	-	31	19	-	48	55
	7%	6%	7%	-	4%	9%	21%	8%	4%	7%	6%	8%	9%	4%	8%	-	10%	6%	-	6%	8%
							EF						K		N		NR				
Don't know/Refused	11	8	2	-	2	-	2	1	-	1	2	1	1	3	-	-	1	1	-	3	2
	1%	1%	*%	-	*%	-	1%	1%	-	*%	*%	*%	*%	1%	-	-	*%	*%	-	*%	*%
NET Some college or less	1018	512	490	8	609	135	181	154	74	228	303	246	224	279	242	7	228	236	1	531	470
	68%	69%	66%	74%	65%	78%	80%	86%	66%	78%	59%	70%	72%	68%	63%	70%	72%	70%	100%	66%	71%
						E	E	IKLM		K		K	K						NOQR		
NET Some college or more	926	438	477	9	616	106	89	88	81	170	360	207	171	266	255	8	168	209	1	530	378
	62%	59%	64%	87%	66%	61%	39%	49%	73%	58%	70%	59%	55%	65%	67%	86%	53%	62%	100%	66%	57%
			B	B	G	G			HLM		JHLM			Q	Q	Q		Q	NOQR	U	

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Employed full-time	644	365	273	5	387	75	108	60	63	123	320	165	27	252	184	5	109	83	-	442	192
	43%	49%	37%	47%	41%	43%	48%	33%	56%	42%	62%	47%	9%	61%	48%	53%	34%	24%	-	55%	29%
		C						M	HM	M	JHLM	HM		OQR	QR		R			U	
Employed part-time	172	62	108	-	93	18	46	45	16	61	48	42	21	37	70	-	24	38	-	109	62
	11%	8%	15%	-	10%	11%	20%	25%	14%	21%	9%	12%	7%	9%	18%	-	8%	11%	-	14%	9%
			B				EF	IKLM		KLM		M			NQR					U	
Retired	303	143	155	-	225	33	17	-	-	-	7	56	232	5	2	-	136	148	-	7	288
	20%	19%	21%	-	24%	19%	7%	-	-	-	1%	16%	75%	1%	*%	-	43%	44%	-	1%	44%
					G	G						K	KL				NO	NO			T
Not employed for pay	264	104	154	6	157	34	48	67	21	89	99	51	17	84	100	4	20	47	1	188	68
	18%	14%	21%	53%	17%	19%	21%	37%	19%	30%	19%	15%	5%	20%	26%	47%	6%	14%	100%	23%	10%
			B	B				IKLM	M	KLM	M	M		QR	QR	Q		Q	NOPQR	U	
Have own business/ self-employed	44	24	21	-	31	5	2	2	5	8	15	13	9	12	11	-	11	10	-	23	21
	3%	3%	3%	-	3%	3%	1%	1%	5%	3%	3%	4%	3%	3%	3%	-	4%	3%	-	3%	3%
					G																
Disabled	47	25	23	-	32	6	5	-	1	1	16	25	5	7	10	-	18	13	-	17	30
	3%	3%	3%	-	3%	4%	2%	-	1%	*%	3%	7%	2%	2%	3%	-	6%	4%	-	2%	5%
											J	JIKM					NO				T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

	Banner A																			
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Student	10	8	1	-	5	-	-	4	3	8	2	-	-	8	1	-	-	-	-	10	-
	1%	1%	*%	-	1%	-	-	2%	3%	3%	*%	-	-	2%	*%	-	-	-	-	1%	-
		C																			
Other	6	3	3	-	3	2	-	-	2	2	4	-	-	3	3	-	-	-	-	6	-
	*%	*%	*%	-	*%	1%	-	-	2%	1%	1%	-	-	1%	1%	-	-	-	-	1%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	11	6	3	-	1	-	1	-	-	-	2	-	0	2	-	-	0	-	-	2	0
	1%	1%	*%	-	*%	-	*%	-	-	-	*%	-	*%	*%	-	-	*%	-	-	*%	*%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DISA. Does any disability, handicap, or chronic disease keep you from participating fully in work, school, housework, or other activities, or not?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes	267	121	141	1	166	39	33	11	11	22	63	89	88	40	46	-	81	90	1	85	177
	18%	16%	19%	12%	18%	22%	15%	6%	10%	8%	12%	25%	28%	10%	12%	-	25%	27%	100%	11%	27%
											H	JHIK	JHIK				NO	NO	NOQR		T
No	1219	607	598	9	763	135	193	168	101	268	447	260	220	367	335	9	233	247	-	716	480
	81%	82%	81%	88%	82%	78%	85%	94%	90%	92%	87%	74%	71%	90%	88%	100%	73%	73%	-	89%	73%
								KLM	LM	LM	LM			QR	QR	NOQR				U	
Don't know	4	2	1	-	1	-	1	-	1	1	-	-	2	1	-	-	1	1	-	1	2
	*%	*%	*%	-	*%	-	*%	-	1%	*%	-	-	1%	*%	-	-	*%	*%	-	*%	*%
Refused	12	9	1	-	3	-	-	-	-	-	2	2	1	2	-	-	3	-	-	2	3
	1%	1%	*%	-	*%	-	-	-	-	-	*%	1%	*%	1%	-	-	1%	-	-	*%	*%
		C																			

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HISP. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
				In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	Age 18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	Total	A Man	A Woman																		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Yes, Hispanic	226	123	100	-	-	-	226	43	25	67	82	50	22	81	69	-	42	28	-	150	72
	15%	17%	14%	-	-	-	100%	24%	22%	23%	16%	14%	7%	20%	18%	-	13%	8%	-	19%	11%
								LM	M	KLM	M	M		QR	R		R			U	
No, not Hispanic	1254	603	635	11	932	174	-	135	86	221	425	302	285	325	308	9	273	310	1	646	587
	83%	82%	86%	100%	100%	100%	-	76%	77%	76%	83%	86%	92%	79%	81%	100%	86%	91%	100%	80%	89%
			B	BC								JH	JHIKL			NOQR	N	NOQ	NOQR		T
Don't know/Refused	22	13	6	-	1	-	-	1	1	2	6	0	3	4	3	-	3	1	-	8	4
	1%	2%	1%	-	*%	-	-	1%	1%	1%	1%	*%	1%	1%	1%	-	1%	*%	-	1%	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
White	1016	492	515	7	934	-	83	108	78	186	327	243	242	260	246	6	228	256	1	513	485
	68%	67%	70%	67%	100%	-	37%	60%	70%	64%	64%	69%	78%	63%	65%	62%	72%	76%	100%	64%	73%
					G								JHKL				N	NO	NOQR		T
Black or African-American	183	71	112	-	-	174	9	20	9	29	75	42	36	40	64	-	31	47	-	104	78
	12%	10%	15%	-	-	100%	4%	11%	8%	10%	15%	12%	12%	10%	17%	-	10%	14%	-	13%	12%
			B			G					I				NQ						
Asian or Asian-American	49	31	16	-	-	-	2	12	3	16	20	5	7	22	14	-	9	2	-	36	13
	3%	4%	2%	-	-	-	1%	7%	3%	5%	4%	2%	2%	5%	4%	-	3%	*%	-	4%	2%
		C						L						R	R		R			U	
Mixed race	74	49	23	1	-	-	23	10	6	16	37	16	5	34	17	1	14	7	-	52	21
	5%	7%	3%	13%	-	-	10%	5%	5%	5%	7%	4%	2%	8%	4%	14%	5%	2%	-	6%	3%
		C								M	M	M		OQR						U	
Other	132	71	59	-	-	-	97	23	11	35	39	41	13	43	31	-	28	23	-	74	54
	9%	10%	8%	-	-	-	43%	13%	10%	12%	8%	12%	4%	10%	8%	-	9%	7%	-	9%	8%
								M		M	M	M									

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

Banner A		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Don't know/Refused	47	25	15	2	-	-	12	6	4	10	14	5	6	11	9	2	8	4	-	24	11
	3%	3%	2%	21%	-	-	5%	3%	4%	3%	3%	1%	2%	3%	2%	24%	2%	1%	-	3%	2%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACETHN. Race - Hispanic

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
White, non-Hispanic	934	448	476	7	934	-	-	96	66	162	293	229	234	230	216	6	214	248	1	454	463
	62%	61%	64%	67%	100%	-	-	53%	59%	55%	57%	65%	75%	56%	57%	62%	67%	73%	100%	57%	70%
												JHK	JHIKL				NO	NO	NOQR		T
Black, non-Hispanic	174	64	111	-	-	174	-	18	9	26	74	41	32	36	64	-	27	46	-	100	73
	12%	9%	15%	-	-	100%	-	10%	8%	9%	14%	12%	10%	9%	17%	-	9%	13%	-	12%	11%
			B								J				NQ			NQ			
Hispanic	226	123	100	-	-	-	226	43	25	67	82	50	22	81	69	-	42	28	-	150	72
	15%	17%	14%	-	-	-	100%	24%	22%	23%	16%	14%	7%	20%	18%	-	13%	8%	-	19%	11%
								LM	M	KLM	M	M		QR	R		R			U	
Other, non-Hispanic	133	83	45	1	-	-	-	22	8	31	54	30	16	54	29	1	29	14	-	85	45
	9%	11%	6%	13%	-	-	-	12%	8%	11%	11%	8%	5%	13%	8%	14%	9%	4%	-	11%	7%
		C						M		M	M			OR			R			U	
Don't know/Refused	35	20	8	2	-	-	-	1	4	5	10	2	6	8	2	2	5	4	-	15	9
	2%	3%	1%	21%	-	-	-	1%	4%	2%	2%	1%	2%	2%	1%	24%	2%	1%	-	2%	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACETHN. Race - Hispanic

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
															Iden.			Iden.		
			In Some	White Non-	Black Non-										Some Other			Some Other		
	Total	A Man	A Woman	Other Way	Hisp.	Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Way	Men	Women	Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
NET Non-white	533	271	256	1	-	174	226	83	42	124	210	120	70	171	162	1	98	87	-	335	190
	36%	37%	35%	13%	-	100%	100%	46%	37%	43%	41%	34%	23%	42%	43%	14%	31%	26%	-	42%	29%
								LM	M	M	M	M		QR	QR					U	

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BIRTH_HISP. Were you born in the United States, on the island of Puerto Rico, or in another country?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Hispanics	226	123	100	-	-	-	226	43	25	67	82	50	22	81	69	-	42	28	-	150	72
Unweighted Total	162	102	59	-	-	-	162	34	15	49	53	39	16	66	36	-	33	21	-	102	55
Effective Sample Size	129	80	51	-	-	-	129	29	12	40	46	28	12	56	33	-	23	16	-	86	40
U.S.	122 54%	64 52%	58 57%	- -	- -	- -	122 54%	31 73% L	14 56%	45 67% L	45 55%	19 38%	10 46%	49 61% Q	41 60% Q	- -	14 34%	15 54%	- -	90 60% U	29 41%
Puerto Rico	3 1%	3 2%	1 1%	- -	- -	- -	3 1%	- -	- -	- -	1 2%	2 3%	- -	1 2%	- -	- -	1 3%	1 2%	- -	1 1%	2 2%
Another country	101 45%	57 46%	42 42%	- -	- -	- -	101 45%	11 27%	11 44%	22 33%	36 43%	29 59% JH	12 54%	30 38%	28 40%	- -	26 64% N	12 44%	- -	58 39%	41 57% T
Don't know/Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET Born in U.S./ Puerto Rico	125 55%	67 54%	58 58%	- -	- -	- -	125 55%	31 73% L	14 56%	45 67% L	46 57%	21 41%	10 46%	50 62% Q	41 60%	- -	15 36%	16 56%	- -	92 61% U	31 43%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INC. Last year -- that is in 2020 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Less than $10,000	97	41	54	1	49	17	25	18	16	33	26	27	11	21	35	1	20	18	-	59	38
	6%	6%	7%	13%	5%	10%	11%	10%	14%	11%	5%	8%	3%	5%	9%	14%	6%	5%	-	7%	6%
							E	M	KM	KM		M									
10 to under $20,000	132	53	79	-	67	23	30	14	16	30	40	31	31	21	49	-	32	30	-	70	62
	9%	7%	11%	-	7%	13%	13%	8%	14%	10%	8%	9%	10%	5%	13%	-	10%	9%	-	9%	9%
			B				E								N		N				
20 to under $30,000	148	67	76	3	73	25	33	18	19	37	50	25	33	41	41	3	25	32	-	88	57
	10%	9%	10%	29%	8%	14%	14%	10%	17%	13%	10%	7%	11%	10%	11%	33%	8%	10%	-	11%	9%
							E		L	L											
30 to under $40,000	137	54	81	-	78	28	24	21	7	28	44	29	37	33	39	-	21	42	-	72	65
	9%	7%	11%	-	8%	16%	11%	12%	6%	10%	9%	8%	12%	8%	10%	-	7%	12%	-	9%	10%
			B			E												Q			
40 to under $50,000	85	43	42	-	56	9	16	3	10	13	25	21	25	19	20	-	24	22	-	38	46
	6%	6%	6%	-	6%	5%	7%	2%	9%	4%	5%	6%	8%	5%	5%	-	7%	7%	-	5%	7%
									H		H	H	H								

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INC. Last year -- that is in 2020 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

	Banner A																				
		Gender			Race/Ethnicity					Age				Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
50 to under $75,000	189	104	84	1	132	17	19	23	8	31	78	45	34	65	43	1	39	40	-	109	79
	13%	14%	11%	13%	14%	10%	8%	13%	7%	11%	15%	13%	11%	16%	11%	14%	12%	12%	-	14%	12%
					G																
75 to under $100,000	174	88	85	1	122	12	16	15	14	28	76	41	28	58	46	-	29	39	1	104	69
	12%	12%	11%	12%	13%	7%	7%	8%	12%	10%	15%	12%	9%	14%	12%	-	9%	11%	100%	13%	10%
					FG						HM								NOQR		
100 to under $150,000	161	93	69	-	115	10	26	15	7	22	78	37	22	55	46	-	38	22	-	100	59
	11%	13%	9%	-	12%	5%	11%	8%	7%	8%	15%	11%	7%	13%	12%	-	12%	6%	-	12%	9%
					F						JHIM			R			R				
$150,000 or more	166	99	66	1	117	12	14	26	4	30	57	50	29	55	31	1	44	36	-	87	79
	11%	13%	9%	8%	13%	7%	6%	14%	4%	10%	11%	14%	9%	13%	8%	9%	14%	11%	-	11%	12%
		C			G			I			I	I									
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PARTY. In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

	Banner A																				
		Gender			Race/Ethnicity									Gender/Age 18-49			Gender/Age 50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Republican	331 22%	163 22%	164 22%	1 10%	285 31% FG	1 1%	30 13% F	32 18%	18 16%	51 17%	102 20%	87 25%	86 28% JHIK	79 19%	69 18%	1 11%	82 26% O	91 27% NO	- -	153 19%	173 26% T
Democrat	488 32%	204 28%	279 38% B	4 35%	258 28%	105 60% EG	78 34%	53 30%	28 25%	81 28%	159 31%	123 35%	120 39% JIK	101 25%	137 36% N	2 26%	102 32% N	138 41% NQ	1 100% NOPQR	241 30%	244 37% T
Independent	489 33%	272 37% C	211 29%	2 21%	278 30%	57 33%	79 35%	73 41% LM	45 41% M	119 41% LM	183 36% M	104 30%	76 24%	170 42% QR	129 34% R	2 23%	98 31% R	79 23%	- -	301 37% U	180 27%
No preference	92 6%	52 7%	37 5%	4 35%	53 6%	7 4%	20 9%	6 4%	18 16% HLM	24 8% M	42 8% HLM	15 4%	8 3%	37 9% QR	25 7% R	4 39%	14 4%	9 3%	- -	66 8% U	23 3%
Other party	15 1%	11 2%	3 *%	- -	9 1%	- -	5 2%	2 1%	0 *%	2 1%	7 1%	3 1%	2 1%	7 2%	2 1%	- -	4 1%	1 *%	- -	9 1%	5 1%
Don't know/Refused	87 6%	38 5%	47 6%	- -	49 5%	5 3%	14 6%	13 7%	2 2%	15 5%	19 4%	19 5%	18 6%	15 4%	18 5%	- -	18 6%	19 6%	- -	34 4%	37 6%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PARTYLN. As of today do you lean more to the Republican Party or more to the Democratic Party?

	Banner A	Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on Not Republican or Democrat	683	373	299	6	391	69	118	94	66	159	251	142	103	229	174	6	133	110	-	410	245
Effective Sample Size	489	323	175	4	316	39	65	59	40	99	166	109	101	177	91	4	140	77	-	264	208
Republican	168	102	64	1	123	7	24	21	14	35	57	43	28	59	33	1	42	29	-	93	71
	25%	27%	21%	14%	31% F	10%	20%	23%	21%	22%	23%	31%	27%	26%	19%	14%	31% O	26%	-	23%	29%
Democrat	208	104	99	1	101	36	39	39	16	55	70	44	35	61	63	1	41	35	-	125	79
	30%	28%	33%	23%	26%	53% EG	33%	41%	25%	35%	28%	31%	34%	27%	36%	23%	31%	32%	-	30%	32%
Don't know	169	86	81	2	98	19	32	17	24	41	71	31	21	64	46	2	21	30	-	112	51
	25%	23%	27%	33%	25%	27%	27%	18%	37% HM	26%	28%	22%	20%	28% Q	27% Q	33%	16%	28% Q	-	27%	21%
Refused	139	81	55	2	69	7	24	16	12	28	53	24	20	46	33	2	29	15	-	81	44
	20%	22%	18%	30%	18%	10%	20%	17%	18%	17%	21%	17%	19%	20%	19%	30%	22%	14%	-	20%	18%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH1. How many people, including yourself, live in your household?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity			Age						18-49			50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
1 person	275	142	131	-	174	45	24	19	22	42	67	64	98	69	38	-	73	90	-	109	163
	18%	19%	18%	-	19%	26%	11%	11%	20%	14%	13%	18%	32%	17%	10%	-	23%	27%	-	14%	25%
					G	G							JHIKL	O			O	NO			T
2 people	485	230	250	2	353	49	37	34	38	72	114	139	155	94	90	1	134	156	1	186	293
	32%	31%	34%	21%	38%	28%	16%	19%	34%	25%	22%	39%	50%	23%	24%	11%	42%	46%	100%	23%	44%
					G	G			H			JHK	JHIKL				NOP	NOP	NOPQR		T
3-4 people	483	237	242	3	274	52	102	69	40	109	206	112	42	153	159	3	83	72	-	315	155
	32%	32%	33%	31%	29%	30%	45%	38%	35%	37%	40%	32%	14%	37%	42%	35%	26%	21%	-	39%	23%
							EF	M	M	M	LM	M		QR	QR					U	
5 or more people	213	106	98	5	114	23	61	52	9	61	113	26	11	85	83	5	21	15	-	174	38
	14%	14%	13%	48%	12%	13%	27%	29%	8%	21%	22%	8%	4%	21%	22%	54%	6%	4%	-	22%	6%
							EF	ILM		LM	ILM	M		QR	QR	QR				U	
Don't know/Refused	46	23	20	-	19	5	3	5	3	8	12	10	4	9	11	-	8	6	-	20	14
	3%	3%	3%	-	2%	3%	1%	3%	2%	3%	2%	3%	1%	2%	3%	-	2%	2%	-	2%	2%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH3. How many, including yourself, are adults, age 18 and older?

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
								Age													
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	Age 2-way 18-49	Age 2-way 50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based to more than one person in household	1227	597	610	11	760	129	202	160	89	250	446	288	212	341	343	9	245	249	1	695	499
Unweighted Total	1171	675	477	8	811	88	139	120	64	184	358	299	282	317	216	7	336	242	1	542	581
Effective Sample Size	884	516	379	7	611	76	113	101	52	152	305	224	188	274	190	6	232	183	1	456	410
1 adult	57 5%	20 3%	35 6%	1 10%	24 3%	6 5%	17 9% E	4 2%	8 9%	12 5%	28 6%	9 3%	6 3%	11 3%	26 8% NQR	1 11%	8 3%	7 3%	- -	40 6% U	15 3%
2 adults	730 60%	347 58% D	378 62% D	2 20%	502 66% G	77 59% G	82 41%	45 28%	49 55% H	94 38%	302 68% JHL	170 59% JH	154 73% JHIL	195 57% P	199 58% P	1 9%	148 60% P	173 69% NOPQ	1 100% NOPQR	396 57%	324 65% T
3-4 adults	351 29%	176 29%	165 27%	7 71% BC	189 25%	41 32%	86 43% E	90 56% IKLM	31 34% M	121 48% KLM	99 22%	80 28%	43 20%	109 32% R	103 30%	7 80% NOQR	65 26%	55 22%	- -	220 32% U	122 24%
5 or more adults	46 4%	31 5% C	15 3%	- -	24 3%	2 2%	15 7% F	15 10% IKM	1 1%	16 7% KM	10 2%	17 6% IKM	3 1%	17 5%	8 2%	- -	13 5% O	7 3%	- -	26 4%	20 4%
Don't know/Refused	43 3%	24 4%	16 3%	- -	21 3%	3 2%	1 1%	6 4%	1 1%	7 3%	7 2%	12 4%	6 3%	8 2%	6 2%	- -	11 5%	7 3%	- -	14 2%	18 4%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH3. How many, including yourself, are adults, age 18 and older?

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
NET More than 1 adult in household	1127 92%	553 93%	559 92%	10 90%	715 94%	120 93%	183 91%	150 94%	81 91%	231 93%	410 92%	267 93%	200 94%	322 94%	311 91%	8 89%	226 92%	235 94%	1 100% NOQR	641 92%	467 93%
NET At least one child in household	480 39%	223 37%	248 41%	6 58%	262 35%	46 36%	122 60% EF	63 40% LM	29 33% M	93 37% LM	288 65% JHILM	72 25% M	21 10%	177 52% QR	197 57% QR	6 65% QR	45 18%	46 19%	- -	381 55% U	94 19%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1. Now thinking about your telephone use...Do you have a working cell phone?

	Banner A																				
		Gender			Race/Ethnicity						Age			Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on landline sample	236	90	142	-	182	21	10	3	5	8	20	63	139	9	17	-	79	120	-	27	201
Unweighted Total	300	135	162	-	246	16	9	2	2	4	19	75	187	10	12	-	120	141	-	23	262
Effective Sample Size	203	92	113	-	167	13	7	2	2	4	17	52	124	10	10	-	80	98	-	19	175
Yes, have cell phone	188 80%	67 74%	121 85% B	- -	144 79%	19 89%	10 100% E	3 100% KLM	5 100% KLM	8 100% KLM	16 83%	49 78%	111 80%	9 100% QR	15 88%	- -	57 72%	102 85% Q	- -	24 88%	159 79%
No, do not	40 17%	21 23% C	15 11%	- -	32 18%	2 11%	- -	- -	- -	- -	1 7%	12 18%	27 19% K	- -	- -	- -	21 26% R	15 13%	- -	1 5%	39 19% T
Don't know/Refused	8 3%	2 2%	5 4%	- -	6 3%	- -	- -	- -	- -	- -	2 11%	2 4%	1 1%	- -	2 12%	- -	1 2%	2 2%	- -	2 8%	4 2%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1a. Does anyone in your household have a working cell phone?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on no cell phone and multi-person household	35	16	15	-	29	-	-	-	-	-	3	11	18	-	2	-	15	12	-	3	29
Unweighted Total	27	15	9	-	19	-	-	-	-	-	2	6	13	-	1	-	12	6	-	2	19
Effective Sample Size	19	10	7	-	15	-	-	-	-	-	2	5	9	-	1	-	9	5	-	2	15
Yes, someone in household has cell phone	16 45%	12 73% C	2 17%	- -	14 49%	- -	- -	- -	- -	- -	1 39%	7 60%	8 42%	- -	- -	- -	12 78% R	2 21%	- -	1 39%	14 49%
No	12 34%	2 13%	7 50%	- -	9 32%	- -	- -	- -	- -	- -	- -	2 19%	9 51%	- -	- -	- -	2 14%	7 59%	- -	- -	11 39%
Don't know/Refused	7 21%	2 14%	5 33%	- -	5 18%	- -	- -	- -	- -	- -	2 61%	2 21%	1 7%	- -	2 100% QR	- -	1 8%	2 20%	- -	2 61%	4 12%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

C1. Now thinking about your telephone use...Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on cell phone sample	1266	650	599	11	752	153	216	177	107	284	493	289	171	401	363	9	238	219	1	777	460
Unweighted Total	1202	719	466	8	808	104	153	134	82	216	397	307	242	375	229	7	325	222	1	613	549
Effective Sample Size	920	562	371	7	622	89	123	111	67	178	338	231	166	322	202	6	232	166	1	514	393
Yes, home telephone	320	161	156	2	213	40	36	27	13	40	91	104	77	70	58	2	89	91	-	131	180
	25%	25%	26%	23%	28%	26%	17%	16%	12%	14%	18%	36%	45%	18%	16%	26%	37%	42%	-	17%	39%
					G							JHIK	JHIK				NO	NO			T
No, home telephone	929	477	438	8	534	113	179	144	93	237	399	182	92	326	301	7	145	126	1	637	274
	73%	73%	73%	77%	71%	74%	83%	81%	87%	84%	81%	63%	54%	81%	83%	74%	61%	58%	100%	82%	60%
							E	LM	LM	LM	LM			QR	QR				NOQR	U	
Don't know/Refused	18	12	5	-	6	-	1	5	1	6	3	3	2	5	4	-	4	1	-	9	6
	1%	2%	1%	-	1%	-	*%	3%	1%	2%	1%	1%	1%	1%	1%	-	2%	1%	-	1%	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1/C1: L1. Do you have a working cell phone? / C1. Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Banner A		Gender		Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
	Total	A Man	A Woman	In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Landline only	40	21	15	-	32	2	-	-	-	-	1	12	27	-	-	-	21	15	-	1	39
	3%	3%	2%	-	3%	1%	-	-	-	-	*%	3%	9%	-	-	-	7%	5%	-	*%	6%
												K	KL								T
Dual	507	227	277	2	356	59	46	30	18	48	107	152	188	79	73	2	146	193	-	155	340
	34%	31%	37%	23%	38%	34%	20%	17%	16%	16%	21%	43%	60%	19%	19%	26%	46%	57%	-	19%	51%
			B		G	G						JHIK	JHIKL				NO	NOPQ			T
Cell phone only	929	477	438	8	534	113	179	144	93	237	399	182	92	326	301	7	145	126	1	637	274
	62%	65%	59%	77%	57%	65%	79%	80%	83%	81%	78%	52%	30%	79%	79%	74%	46%	37%	100%	79%	41%
							EF	LM	LM	LM	LM	M		QR	QR	R	R		NOQR	U	
Don't know/Refused	26	14	11	-	11	-	1	5	1	6	5	6	3	5	6	-	5	4	-	11	9
	2%	2%	1%	-	1%	-	*%	3%	1%	2%	1%	2%	1%	1%	2%	-	2%	1%	-	1%	1%

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CREGION. Census region from self-reported zipcode

	Banner A													Gender/Age							
		Gender			Race/Ethnicity									18-49			50+				
				In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	Age								Iden. Some Other Way			Iden. Some Other Way	Age 2-way	
	Total	A Man	A Woman					18-24	25-29	18-29	30-49	50-64	65+	Men	Women		Men	Women		18-49	50+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Total	1502	739	741	11	934	174	226	179	112	291	513	352	310	410	381	9	317	339	1	804	662
Unweighted Total	1502	854	628	8	1054	120	162	136	84	220	416	382	429	385	241	7	445	363	1	636	811
Effective Sample Size	1118	652	479	7	788	102	129	113	68	181	354	283	289	331	212	6	312	264	1	534	569
Northeast	261	125	128	4	174	25	33	41	23	63	76	59	56	67	65	4	55	60	-	139	115
	17%	17%	17%	42%	19%	15%	14%	23%	20%	22%	15%	17%	18%	16%	17%	47%	17%	18%	-	17%	17%
Midwest	316	152	159	4	238	32	13	30	17	47	114	85	65	81	78	3	69	80	1	162	150
	21%	21%	21%	36%	26%	18%	6%	17%	15%	16%	22%	24%	21%	20%	20%	28%	22%	24%	100%	20%	23%
					G	G						J							NOPQR		
South	567	275	287	1	336	99	79	70	31	100	201	127	122	151	148	1	121	125	-	301	249
	38%	37%	39%	10%	36%	57%	35%	39%	28%	34%	39%	36%	39%	37%	39%	11%	38%	37%	-	37%	38%
		D	D			EG															
West	358	187	166	1	185	18	101	39	41	80	122	81	67	111	90	1	73	72	-	202	148
	24%	25%	22%	13%	20%	10%	45%	22%	37%	28%	24%	23%	22%	27%	24%	14%	23%	21%	-	25%	22%
					F		EF		HKLM												

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

USR. Urban-Suburban-Rural distinction - Landline from sample - Cell from respondent reported zip code

	Banner A																				
		Gender			Race/Ethnicity			Age						Gender/Age 18-49			Gender/Age 50+			Age 2-way	
				In Some Other Way	White Non-Hisp.	Black Non-Hisp.	Hisp.	18-24	25-29	18-29	30-49	50-64	65+	Men	Women	Iden. Some Other Way	Men	Women	Iden. Some Other Way	18-49	50+
	Total	A Man	A Woman																		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Based on landline sample or cell phone sample with zip code	1405	682	706	10	888	171	205	158	104	262	488	333	297	377	362	8	301	326	1	751	630
Unweighted Total	1404	791	600	7	1007	117	147	121	77	198	394	365	413	353	230	6	426	350	1	592	778
Effective Sample Size	1045	603	457	6	750	99	118	101	62	163	336	270	277	303	203	5	299	253	1	497	545
Urban	553	257	289	5	292	94	101	72	53	125	199	129	94	144	173	4	109	113	1	323	223
	39%	38%	41%	50%	33%	55%	49%	45%	51%	47%	41%	39%	32%	38%	48%	43%	36%	35%	100%	43%	35%
						E	E	M	M	M	M				NQR				NOPQR	U	
Suburban	583	295	282	4	379	60	88	65	36	101	202	141	126	167	131	4	127	140	-	303	267
	41%	43%	40%	39%	43%	35%	43%	41%	35%	38%	41%	43%	42%	44%	36%	45%	42%	43%	-	40%	42%
Rural	270	131	135	1	217	16	16	22	15	37	88	63	78	65	59	1	65	73	-	125	140
	19%	19%	19%	10%	24%	10%	8%	14%	14%	14%	18%	19%	26%	17%	16%	12%	22%	22%	-	17%	22%
					FG								JHIKL								T

Comparison Groups: BCD/EFG/HIKLM/JKLM/NOPQRS/TU
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMINUSE. Do you use the internet or email, at least occasionally?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	1373	463	438	462	900	173	290	496	384	308	166	159	325	170	182	202	516	534	242
	91%	98%	97%	82%	88%	99%	98%	99%	93%	82%	100%	99%	99%	98%	96%	91%	93%	92%	90%
		ED	ED		D	DE	DE	IJ	J		JP	JP	JP	JP	J	J			
No	128	9	16	103	119	2	7	6	27	69	-	2	2	4	7	20	37	48	28
	9%	2%	3%	18%	12%	1%	2%	1%	7%	18%	-	1%	1%	2%	4%	9%	7%	8%	10%
				EFGBC	CFGB				H	NOPHI LM						LMN			
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	0	0	-	-	-	0	-	0	-	-	0	-	0	-	-	-	-	0	-
	*%	*%	-	-	-	*%	-	*%	-	-	*%	-	*%	-	-	-	-	*%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTMOB. Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	1323	445	418	451	869	165	279	486	359	305	164	156	320	166	164	195	499	518	223
	88%	94%	92%	80%	85%	94%	94%	97%	87%	81%	98%	97%	98%	95%	87%	88%	90%	89%	83%
		ED	ED		D	DE	DE	IJ			JOP	JOP	JOP	JOP			S	S	
No	179	28	35	114	149	10	18	16	52	73	3	5	8	8	25	27	54	64	47
	12%	6%	8%	20%	15%	6%	6%	3%	13%	19%	2%	3%	2%	5%	13%	12%	10%	11%	17%
				EFGBC	CFGB				H	KLMNH					KLMN	KLMN			QR
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INT_USE_TOTAL. Summary of internet usage

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET Internet user	1399	465	440	483	923	173	292	498	388	325	166	160	326	171	185	203	523	546	243
	93%	98%	97%	86%	91%	99%	98%	99%	94%	86%	100%	99%	100%	98%	98%	91%	95%	94%	90%
		ED	ED		D	DE	DE	IJ	J		JP	JP	JP	JP	JP				
General and mobile	1297	443	416	430	846	165	278	484	355	287	163	156	319	165	161	194	491	506	221
	86%	94%	92%	76%	83%	94%	93%	96%	86%	76%	98%	97%	97%	95%	85%	87%	89%	87%	82%
		ED	ED		D	DE	DE	IJ	J		JOP	JOP	JOP	JOP	J	J	S		
General only	76	20	22	32	54	8	12	11	29	21	3	4	6	5	21	8	24	28	20
	5%	4%	5%	6%	5%	5%	4%	2%	7%	6%	2%	2%	2%	3%	11%	4%	4%	5%	8%
									H						KLMNP				
Mobile only	26	2	2	21	23	1	1	2	4	18	0	0	1	1	3	1	8	13	2
	2%	*%	*%	4%	2%	*%	*%	*%	1%	5%	*%	*%	*%	*%	2%	*%	1%	2%	1%
				FGBC	CFGB					MNPHI KL									
Not internet user	103	8	14	82	95	2	6	5	23	52	-	2	2	3	4	19	30	36	26
	7%	2%	3%	14%	9%	1%	2%	1%	6%	14%	-	1%	*%	2%	2%	9%	5%	6%	10%
				EFGBC	CFGB				H	MNOHI L						LMNO			

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ. About how often do you use the internet?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on internet users	1399	465	440	483	923	173	292	498	388	325	166	160	326	171	185	203	523	546	243
Unweighted Total	1413	693	379	319	698	270	423	597	370	237	217	191	408	189	178	192	497	571	254
Effective Sample Size	1053	559	308	279	582	216	343	465	284	188	167	149	315	151	138	146	368	429	191
Almost constantly	466 33%	198 43% ECD	132 30%	133 27%	265 29%	84 49% CDEG	114 39% CDE	200 40% IJ	122 31%	100 31%	70 42% JO	65 40% O	134 41% JO	66 38%	55 30%	67 33%	202 39% S	175 32%	62 25%
Several times a day	720 51%	232 50%	239 54%	243 50%	482 52%	80 46%	152 52%	260 52%	197 51%	162 50%	85 51%	84 52%	169 52%	91 53%	98 53%	99 49%	262 50%	286 52%	128 53%
About once a day	89 6%	19 4%	34 8%	34 7%	68 7% B	7 4%	12 4%	23 5%	25 7%	21 6%	6 4%	6 4%	12 4%	11 6%	12 6%	14 7%	23 4%	35 6%	27 11% Q
Several times a week	64 5%	8 2%	23 5% FB	32 7% FGB	55 6% FGB	1 1%	7 3%	10 2%	24 6% H	22 7% KMNH	2 1%	6 4%	7 2%	2 1%	11 6% K	14 7% KMN	17 3%	33 6%	9 4%
Less often	57 4%	5 1%	11 2%	40 8% FGBC	51 6% CFGB	1 1%	4 1%	5 1%	18 5% H	19 6% KMNH	3 2%	- -	3 1%	2 1%	11 6% MN	8 4%	19 4%	16 3%	16 7%
Don't know	2 *%	1 *%	1 *%	1 *%	2 *%	- -	1 *%	- -	1 *%	- -	- -	- -	- -	- -	- -	1 *%	1 *%	- -	1 *%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ. About how often do you use the internet?

Banner B	Education							Income 3-Way			Income Detailed							USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Refused	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	1	-
	*%	*%	-	-	-	-	*%	-	-	*%	-	-	-	-	-	-	-	*%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ_TOT: Frequency of internet usage

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET Go online daily	1275	450	406	409	815	171	279	483	345	283	162	154	316	167	164	180	487	497	217
	85%	95%	90%	72%	80%	98%	94%	96%	84%	75%	97%	96%	96%	96%	87%	81%	88%	85%	80%
		ECD	ED		D	CDEG	DE	IJ	J		JOP	JOP	JOP	JOP	J		S		
Almost constantly	466	198	132	133	265	84	114	200	122	100	70	65	134	66	55	67	202	175	62
	31%	42%	29%	23%	26%	48%	38%	40%	30%	27%	42%	40%	41%	38%	29%	30%	37%	30%	23%
		ECD				CDEG	CDE	IJ			JOP	JO	JOP	J			RS	S	
Several times a day	720	232	239	243	482	80	152	260	197	162	85	84	169	91	98	99	262	286	128
	48%	49%	53%	43%	47%	46%	51%	52%	48%	43%	51%	52%	52%	52%	52%	45%	47%	49%	48%
			D				D	J					J						
Once a day	89	19	34	34	68	7	12	23	25	21	6	6	12	11	12	14	23	35	27
	6%	4%	8%	6%	7%	4%	4%	5%	6%	6%	4%	4%	4%	6%	6%	6%	4%	6%	10%
																			Q
NET Go online less often	121	14	33	73	106	2	11	15	43	41	5	6	10	4	21	22	36	49	25
	8%	3%	7%	13%	10%	1%	4%	3%	10%	11%	3%	4%	3%	2%	11%	10%	7%	8%	9%
			FB	FGBC	FGB				H	KLMNH					KLMN	KLMN			
Several times a week	64	8	23	32	55	1	7	10	24	22	2	6	7	2	11	14	17	33	9
	4%	2%	5%	6%	5%	1%	2%	2%	6%	6%	1%	4%	2%	1%	6%	6%	3%	6%	3%
			FB	FGB	FGB				H	KMNH						KN			

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ_TOT: Frequency of internet usage

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	57	5	11	40	51	1	4	5	18	19	3	-	3	2	11	8	19	16	16
	4%	1%	2%	7%	5%	1%	1%	1%	4%	5%	2%	-	1%	1%	6%	4%	3%	3%	6%
				FGBC	CFGB				H	MNH					MN				
Not internet user	103	8	14	82	95	2	6	5	23	52	-	2	2	3	4	19	30	36	26
	7%	2%	3%	14%	9%	1%	2%	1%	6%	14%	-	1%	*%	2%	2%	9%	5%	6%	10%
				EFGBC	CFGB				H	MNOHIL						LMNO			
Don't know / Refuse	3	2	1	1	2	-	2	-	1	1	-	-	-	-	-	1	1	1	1
	*%	*%	*%	*%	*%	-	1%	-	*%	*%	-	-	-	-	-	*%	*%	*%	*%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNSINT2. Do you ever use social media sites like Facebook, Twitter or Instagram?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	1079	366	346	361	708	133	233	392	292	261	127	128	254	138	122	169	422	412	177
	72%	77%	76%	64%	69%	76%	78%	78%	71%	69%	76%	79%	78%	79%	65%	76%	76%	71%	66%
		ED	ED			D	DE	IJ			O	JO	JO	JO		O	S		
No	423	107	107	203	311	42	65	110	119	117	40	34	73	36	67	53	131	170	93
	28%	23%	24%	36%	31%	24%	22%	22%	29%	31%	24%	21%	22%	21%	35%	24%	24%	29%	34%
				FGBC	CGB				H	LMNH					KLMNP				Q
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HOME4NW. Do you currently subscribe to internet service at HOME?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	1229	453	391	376	767	169	284	474	352	240	160	151	312	162	172	180	453	488	210
	82%	96%	86%	67%	75%	96%	95%	94%	86%	64%	96%	94%	95%	93%	91%	81%	82%	84%	78%
		ECD	ED		D	CDE	CDE	IJ	J		JOP	JP	JP	JP	JP	J			
No	269	20	60	188	248	7	14	28	57	138	6	10	16	11	15	42	99	93	59
	18%	4%	13%	33%	24%	4%	5%	5%	14%	36%	4%	6%	5%	6%	8%	19%	18%	16%	22%
			FGB	EFGBC	CFGB				H	NOPHI						KLMNO			
										KLM									
Don't know	4	-	2	1	3	-	-	1	2	-	-	-	-	1	2	-	1	2	1
	*%	-	1%	*%	*%	-	-	*%	*%	-	-	-	-	*%	1%	-	*%	*%	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on home internet subscribers	1229	453	391	376	767	169	284	474	352	240	160	151	312	162	172	180	453	488	210
Unweighted Total	1288	668	348	254	602	262	406	579	340	185	211	185	396	183	166	174	449	527	228
Effective Sample Size	964	536	284	221	499	209	327	456	260	144	163	146	308	148	128	132	334	396	173
Dial-up	24	6	2	15	17	2	4	3	6	8	-	1	1	2	3	3	9	5	8
	2%	1%	1%	4%	2%	1%	1%	1%	2%	3%	-	*%	*%	1%	2%	2%	2%	1%	4%
				FGBC	C					LMH									R
Higher-speed	1114	433	351	324	674	162	270	445	321	211	153	143	296	149	162	158	413	447	189
	91%	96%	90%	86%	88%	96%	95%	94%	91%	88%	95%	95%	95%	92%	94%	88%	91%	92%	90%
		ECD				CDE	CDE	J			JP	J	JP						
Both Slow-speed/ Dial-up and Higher-speed/Broadband	34	9	14	11	25	2	7	17	8	5	4	4	8	9	3	6	15	13	4
	3%	2%	4%	3%	3%	1%	3%	4%	2%	2%	2%	3%	3%	6%	2%	3%	3%	3%	2%
Access internet only using cell phone or tablet	7	1	2	4	6	1	-	2	2	-	1	1	1	1	-	2	4	1	2
	1%	*%	*%	1%	1%	1%	-	*%	1%	-	*%	*%	*%	1%	-	1%	1%	*%	1%
No home internet access	6	1	4	1	5	1	-	-	1	4	-	-	-	-	1	-	4	1	1
	*%	*%	1%	*%	1%	1%	-	-	*%	2%	-	-	-	-	*%	-	1%	*%	1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Don't know	44	3	19	21	39	0	3	7	14	11	3	2	6	1	4	11	8	22	5
	4%	1%	5%	6%	5%	*%	1%	2%	4%	5%	2%	2%	2%	1%	2%	6%	2%	5%	3%
			FGB	FGB	FGB											N		Q	
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME2. Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on dial-up users	24	6	2	15	17	2	4	3	6	8	-	1	1	2	3	3	9	5	8
Unweighted Total	20	7	3	8	11	2	5	3	4	5	-	1	1	2	2	2	5	6	6
Effective Sample Size	14	6	3	7	9	2	5	3	3	4	-	1	1	2	1	1	5	5	4
Yes, dial-up	22	4	2	15	17	1	3	3	6	8	-	1	1	2	3	3	9	3	8
	91%	64%	100% B	100% B	100% B	30%	84%	100%	100%	100%	-	100%	100%	100%	100%	100%	100%	69%	93%
No, higher speed connection	2	2	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	2	1
	9%	36%	-	-	-	70%	16%	-	-	-	-	-	-	-	-	-	-	31%	7%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME_TOT: Summary of broadband users

	Banner B																			
		Education						Income 3-Way			Income Detailed							USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Home broadband user	1150	444	365	334	699	166	278	462	329	216	157	147	304	158	165	164	428	461	193
	77%	94%	80%	59%	69%	95%	94%	92%	80%	57%	94%	91%	93%	91%	87%	74%	77%	79%	72%
		ECD	ED		D	CDE	CDE	IJ	J		JOP	JP	JP	JP	JP	J		S	
Not broadband user/ DK	352	29	89	231	319	10	19	40	82	161	10	14	24	16	24	58	125	121	76
	23%	6%	20%	41%	31%	5%	6%	8%	20%	43%	6%	9%	7%	9%	13%	26%	23%	21%	28%
			FGB	EFGBC	CFGB				H	NOPHI KLM					K	KLMNO			R

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME_HOME: Summary of broadband users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on home internet subscribers	1229	453	391	376	767	169	284	474	352	240	160	151	312	162	172	180	453	488	210
Unweighted Total	1288	668	348	254	602	262	406	579	340	185	211	185	396	183	166	174	449	527	228
Effective Sample Size	964	536	284	221	499	209	327	456	260	144	163	146	308	148	128	132	334	396	173
Home broadband user	1150	444	365	334	699	166	278	462	329	216	157	147	304	158	165	164	428	461	193
	94%	98%	93%	89%	91%	98%	98%	97%	93%	90%	98%	97%	97%	97%	96%	91%	94%	94%	92%
		ECD				CDE	CDE	IJ			JP	JP	JP	JP					
Not broadband user/ DK	79	9	26	42	68	3	6	12	23	23	4	4	8	4	7	16	25	27	17
	6%	2%	7%	11%	9%	2%	2%	3%	7%	10%	2%	3%	3%	3%	4%	9%	6%	6%	8%
			FGB	FGB	FGB				H	KLMNH						KLMN			

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DIALUP: Home dialup users

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Dialup at home	22 1%	4 1%	2 *%	15 3% FBC	17 2% F	1 *%	3 1%	3 1%	6 1%	8 2% M	- -	1 *%	1 *%	2 1%	3 2%	3 1%	9 2%	3 1%	8 3% R

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART_TOT: Summary of smartphone / broadband users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Smartphone and broadband	1058 70%	425 90% ECD	333 74% ED	293 52%	626 62% D	160 91% CDE	265 89% CDE	453 90% IJ	291 71% J	185 49%	154 93% JOP	145 90% JOP	299 91% JOP	154 88% JOP	149 79% JP	143 64% J	404 73% S	422 72% S	170 63%
Smartphone, no home broadband	220 15%	17 4%	68 15% FGB	132 23% FGBC	201 20% FGB	5 3%	12 4%	31 6%	54 13% H	101 27% MNOHI KL	9 6%	10 6%	20 6%	12 7%	12 6%	42 19% KLMNO	89 16% R	68 12%	45 17%
No smartphone, broadband	92 6%	19 4%	31 7%	41 7%	73 7% FB	6 3%	13 4%	9 2%	38 9% H	31 8% KLMNH	2 1%	3 2%	5 2%	4 2%	16 9% KLMN	22 10% KLMN	24 4%	39 7%	23 9%
No smartphone, no broadband	132 9%	12 3%	20 4%	98 17% EFGBC	118 12% CFGB	4 2%	8 3%	9 2%	28 7% H	60 16% NOPHI KLM	1 *%	4 2%	4 1%	4 2%	12 6% KM	16 7% KM	37 7%	53 9%	31 11% Q

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1a. Next, do you have a cell phone, or not?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, own cell phone	1461	465	446	541	986	171	294	500	399	366	166	160	327	173	184	215	544	566	255
	97%	98%	98%	96%	97%	98%	99%	100%	97%	97%	100%	99%	100%	99%	97%	97%	98%	97%	94%
		D	D				DE	I			JOP		JOP				S		
No	41	8	8	24	32	4	4	2	12	11	-	1	1	1	5	7	9	17	15
	3%	2%	2%	4%	3%	2%	1%	*%	3%	3%	-	1%	*%	1%	3%	3%	2%	3%	6%
				GBC	G				H	M					M	M			Q
Don't know / refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SMART2. Is your cell phone a smartphone, or not?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Smartphone owner	1277	442	402	425	827	165	277	484	346	286	163	155	318	166	161	185	493	490	215
	85%	93%	89%	75%	81%	94%	93%	96%	84%	76%	98%	96%	97%	95%	85%	83%	89%	84%	80%
		ECD	ED		D	CDE	DE	IJ	J		JOP	JOP	JOP	JOP	J		RS		
NET Not smartphone owner	225	31	52	140	191	10	21	18	66	91	3	6	10	8	28	37	60	93	54
	15%	7%	11%	25%	19%	6%	7%	4%	16%	24%	2%	4%	3%	5%	15%	17%	11%	16%	20%
			FB	EFGBC	CFGB				H	MNOHI					KLMN	KLMN		Q	Q
										KL									
Cell, not smartphone	171	22	39	109	148	6	16	15	53	72	3	5	8	7	22	30	49	68	38
	11%	5%	9%	19%	15%	3%	5%	3%	13%	19%	2%	3%	2%	4%	12%	14%	9%	12%	14%
			F	FGBC	CFGB				H	KLMNH					KLMN	KLMN			
Not cell owner	41	8	8	24	32	4	4	2	12	11	-	1	1	1	5	7	9	17	15
	3%	2%	2%	4%	3%	2%	1%	*%	3%	3%	-	1%	*%	1%	3%	3%	2%	3%	6%
				GBC	G				H	M					M	M			Q
Don't know / refused	13	1	5	6	11	-	1	0	1	8	0	-	0	-	1	-	3	8	2
	1%	*%	1%	1%	1%	-	*%	*%	*%	2%	*%	-	*%	-	1%	-	*%	1%	1%
										MH									

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART2. Would you like to have high-speed internet at home (again), or is that not something you're interested in?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	29	89	231	319	10	19	40	82	161	10	14	24	16	24	58	125	121	76
Unweighted Total	285	51	78	147	225	17	34	38	73	110	9	14	23	15	22	51	96	97	69
Effective Sample Size	216	44	57	128	185	14	30	28	57	89	6	10	17	11	18	39	73	76	50
Yes, interested	90 25%	7 23%	29 33%	53 23%	82 26%	3 30%	4 19%	12 29%	21 25%	49 31%	1 9%	3 18%	4 15%	8 50% KM	5 21%	16 27%	36 29%	26 22%	23 30%
No, not interested	250 71%	22 75%	57 64%	168 73%	225 70%	6 64%	16 81%	26 65%	61 75%	109 68%	9 91% N	9 65%	18 76%	8 50%	19 79%	42 73%	88 70%	92 75%	52 68%
Don't know	11 3%	1 2%	2 3%	8 4%	11 3%	1 6%	- -	2 6%	- -	2 1%	- -	2 17%	2 10%	- -	- -	- -	1 1%	4 3%	- -
Refused	1 *%	- -	- -	1 1%	1 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART2_TOT. Interested in high-speed internet

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Not current broadband user but interested	90 6%	7 1%	29 6% FGB	53 9% FGB	82 8% FGB	3 2%	4 1%	12 2%	21 5% H	49 13% NOPHI KLM	1 1%	3 2%	4 1%	8 5% KM	5 3%	16 7% KLMO	36 6%	26 4%	23 9% R
Not current broadband user but not interested	250 17%	22 5%	57 13% FGB	168 30% EFGBC	225 22% CFGB	6 4%	16 5%	26 5%	61 15% H	109 29% NOPHI KLM	9 5%	9 6%	18 6%	8 5%	19 10%	42 19% KLMNO	88 16%	92 16%	52 19%
Don't know/refused	13 1%	1 *%	2 1%	10 2% B	12 1% B	1 *%	- -	2 *%	- -	2 1%	- -	2 1%	2 1%	- -	- -	- -	1 *%	4 1%	1 1%
Current broadband user	1150 77%	444 94% ECD	365 80% ED	334 59%	699 69% D	166 95% CDE	278 94% CDE	462 92% IJ	329 80% J	216 57%	157 94% JOP	147 91% JP	304 93% JP	158 91% JP	165 87% JP	164 74% J	428 77%	461 79% S	193 72%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3a. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. The monthly cost of a home broadband subscription is too expensive.

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	29	89	231	319	10	19	40	82	161	10	14	24	16	24	58	125	121	76
Unweighted Total	285	51	78	147	225	17	34	38	73	110	9	14	23	15	22	51	96	97	69
Effective Sample Size	216	44	57	128	185	14	30	28	57	89	6	10	17	11	18	39	73	76	50
Yes	159	13	36	109	144	6	7	13	31	90	4	4	8	5	12	19	53	59	35
	45%	44%	40%	47%	45%	62%	35%	33%	37%	56%	45%	26%	34%	31%	48%	33%	42%	48%	46%
										LPHI									
No	162	15	44	101	145	4	11	25	43	58	5	9	15	10	11	32	58	53	34
	46%	51%	49%	44%	45%	38%	58%	62%	52%	36%	55%	66%	62%	63%	46%	55%	47%	44%	45%
								J				J	J			J			
Don't know	28	1	9	18	27	-	1	2	7	11	-	1	1	1	1	5	13	7	7
	8%	4%	10%	8%	9%	-	7%	5%	8%	7%	-	8%	5%	6%	6%	9%	11%	6%	9%
Refused	3	-	1	2	3	-	-	-	2	1	-	-	-	-	-	2	1	2	-
	1%	-	1%	1%	1%	-	-	-	2%	1%	-	-	-	-	-	3%	*%	2%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3b. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. The cost of a computer is too expensive.

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	29	89	231	319	10	19	40	82	161	10	14	24	16	24	58	125	121	76
Unweighted Total	285	51	78	147	225	17	34	38	73	110	9	14	23	15	22	51	96	97	69
Effective Sample Size	216	44	57	128	185	14	30	28	57	89	6	10	17	11	18	39	73	76	50
Yes	129	7	30	91	121	5	2	6	26	69	-	4	4	2	6	20	45	48	25
	37%	23%	34% G	39% GB	38% GB	50% G	10%	16%	32%	43% MNH	-	31%	19%	12%	24%	35%	36%	40%	32%
No	211	22	57	130	187	5	17	32	54	88	10	7	17	14	18	36	77	68	50
	60%	76% ED	65%	56%	59%	50%	88% CDEF	78% J	66%	55%	100% JLMOP	52%	72%	88% JLP	76%	62%	61%	56%	66%
Don't know	8	0	1	7	8	-	0	2	1	1	-	2	2	-	-	1	3	3	1
	2%	1%	1%	3%	3%	-	2%	6%	2%	1%	-	17% J	10%	-	-	2%	2%	2%	2%
Refused	3	-	1	3	3	-	-	-	1	3	-	-	-	-	-	1	1	3	-
	1%	-	1%	1%	1%	-	-	-	1%	2%	-	-	-	-	-	1%	*%	2%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3c. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Your smartphone lets you do everything online that you need to do.

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users with a smartphone	220	17	68	132	201	5	12	31	54	101	9	10	20	12	12	42	89	68	45
Unweighted Total	175	31	56	84	140	11	20	27	47	68	8	9	17	10	12	35	64	56	40
Effective Sample Size	132	28	42	73	114	10	18	20	36	55	6	7	12	8	9	27	49	44	29
Yes	159	11	45	100	146	4	7	23	40	68	8	10	18	5	8	32	67	50	30
	72%	65%	66%	76%	72%	79%	58%	73%	74%	67%	90% N	96% JN	93% JN	40%	65%	76%	76%	74%	66%
No	60	6	23	31	54	1	5	8	14	33	1	0	1	7	4	10	20	18	16
	27%	35%	33%	24%	27%	21%	42%	27%	25%	33% LM	10%	4%	7%	60% KLM	35%	23%	22%	26%	34%
Does not have a smartphone	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/refused	1	-	1	1	1	-	-	-	1	-	-	-	-	-	-	1	1	-	-
	1%	-	1%	1%	1%	-	-	-	1%	-	-	-	-	-	-	1%	1%	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3d. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. You have other options for internet access outside of your home.

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	29	89	231	319	10	19	40	82	161	10	14	24	16	24	58	125	121	76
Unweighted Total	285	51	78	147	225	17	34	38	73	110	9	14	23	15	22	51	96	97	69
Effective Sample Size	216	44	57	128	185	14	30	28	57	89	6	10	17	11	18	39	73	76	50
Yes	162 46%	11 37%	48 54%	102 44%	150 47%	3 35%	7 38%	20 49%	41 50%	69 43%	6 65%	7 50%	14 56%	6 38%	10 40%	32 55%	62 50%	48 39%	42 55%
No	182 52%	18 63% C	38 42%	123 53%	161 50%	6 65%	12 62%	21 51%	38 47%	90 56%	3 35%	7 50%	11 44%	10 62%	15 60%	24 41%	61 49%	69 57%	32 42%
Don't know	5 1%	- -	0 1%	4 2%	5 2%	- -	- -	- -	- -	0 *%	- -	- -	- -	- -	- -	- -	1 1%	1 1%	2 3%
Refused	4 1%	- -	2 3%	1 1%	4 1%	- -	- -	- -	2 3%	1 1%	- -	- -	- -	- -	- -	2 4%	1 *%	3 3%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3e. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Broadband service is not available where you live, or is not available at an acceptable speed.

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	29	89	231	319	10	19	40	82	161	10	14	24	16	24	58	125	121	76
Unweighted Total	285	51	78	147	225	17	34	38	73	110	9	14	23	15	22	51	96	97	69
Effective Sample Size	216	44	57	128	185	14	30	28	57	89	6	10	17	11	18	39	73	76	50
Yes	88	8	18	61	79	3	5	13	17	48	3	7	10	3	6	12	25	31	22
	25%	28%	20%	27%	25%	29%	27%	32%	21%	30%	30%	50%	42%	17%	23%	21%	20%	26%	29%
No	215	17	59	136	195	6	11	26	53	90	7	7	14	12	16	37	79	71	49
	61%	57%	67%	59%	61%	61%	55%	65%	64%	56%	70%	50%	58%	74%	65%	64%	63%	58%	64%
Don't know	46	4	9	32	41	1	3	2	10	21	-	-	-	2	3	7	21	16	6
	13%	15%	10%	14%	13%	10%	18%	4%	12%	13%	-	-	-	10%	12%	12%	17%	13%	7%
Refused	4	-	2	1	4	-	-	-	2	1	-	-	-	-	-	2	1	4	-
	1%	-	3%	1%	1%	-	-	-	3%	1%	-	-	-	-	-	4%	*%	3%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3f. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Some other reason I haven't already mentioned.

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	29	89	231	319	10	19	40	82	161	10	14	24	16	24	58	125	121	76
Unweighted Total	285	51	78	147	225	17	34	38	73	110	9	14	23	15	22	51	96	97	69
Effective Sample Size	216	44	57	128	185	14	30	28	57	89	6	10	17	11	18	39	73	76	50
Yes	96	9	30	57	87	4	5	10	19	38	2	4	5	5	8	12	28	35	25
	27%	31%	34%	25%	27%	38%	28%	26%	24%	23%	16%	26%	22%	32%	31%	20%	23%	29%	33%
No	245	18	55	168	223	6	12	29	60	116	8	10	19	10	15	45	90	82	51
	70%	62%	62%	73%	70%	62%	62%	72%	73%	72%	84%	74%	78%	62%	63%	77%	72%	68%	67%
Don't know	7	1	1	5	5	-	1	1	2	4	-	-	-	1	1	1	4	2	-
	2%	4%	1%	2%	2%	-	7%	2%	3%	2%	-	-	-	6%	6%	1%	3%	2%	-
Refused	5	1	3	1	4	-	1	-	1	4	-	-	-	-	-	1	3	2	-
	1%	2%	3%	1%	1%	-	3%	-	1%	2%	-	-	-	-	-	1%	2%	2%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART4_TOT. MOST important reason for not having broadband (includes those who gave a single answer in BBSMART3)

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	29	89	231	319	10	19	40	82	161	10	14	24	16	24	58	125	121	76
Unweighted Total	285	51	78	147	225	17	34	38	73	110	9	14	23	15	22	51	96	97	69
Effective Sample Size	216	44	57	128	185	14	30	28	57	89	6	10	17	11	18	39	73	76	50
The monthly cost of a home broadband subscription is too expensive	71 20%	8 26%	10 12%	53 23% C	64 20%	3 29%	5 25%	5 12%	17 20%	41 25% LN	3 34%	1 4%	4 17%	1 6%	7 28%	10 17%	24 19%	25 21%	15 20%
The cost of a computer is too expensive	23 7%	- -	4 5%	18 8%	22 7%	- -	- -	2 5%	1 2%	16 10% I	- -	1 8%	1 5%	1 6%	- -	1 3%	4 3%	11 9%	5 6%
Your smartphone lets you do everything online that you need to do	66 19%	4 15%	19 22%	42 18%	61 19%	1 8%	4 19%	7 17%	18 22%	32 20%	2 20%	3 18%	4 19%	2 14%	4 15%	14 25%	28 22%	23 19%	12 16%
You have other options for internet access outside of your home	31 9%	4 13%	12 14%	14 6%	26 8%	1 14%	3 13%	8 20% J	11 13%	7 4%	2 23%	2 14%	4 18%	4 24%	4 18%	7 12%	11 9%	9 7%	10 13%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART4_TOT. MOST important reason for not having broadband (includes those who gave a single answer in BBSMART3)

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Broadband service is not available where you live, or is not available at an acceptable speed	31 9%	3 9%	10 12%	18 8%	28 9%	1 11%	2 8%	8 19%	6 8%	10 7%	1 7%	5 36% JP	6 24%	2 11%	3 12%	3 6%	10 8%	6 5%	11 14%
Some other reason I haven't already mentioned	77 22%	7 24%	24 27%	47 20%	70 22%	4 38%	3 17%	9 22%	16 20%	27 17%	2 16%	3 20%	4 18%	5 28%	5 22%	11 19%	21 17%	31 26%	20 27%
No reason given	34 10%	3 11%	6 7%	24 11%	31 10%	- -	3 16%	2 4%	10 13%	15 10%	- -	- -	- -	2 11%	1 6%	9 15%	17 14%	8 7%	3 4%
Don't know	18 5%	- -	2 3%	15 7%	18 6%	- -	- -	- -	2 3%	11 7%	- -	- -	- -	- -	- -	2 4%	9 7%	7 5%	- -
Refused	1 *%	0 1%	- -	- -	- -	- -	0 2%	- -	- -	0 *%	- -	- -	- -	- -	- -	- -	0 *%	1 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE1. Do you currently receive television via cable or satellite at home, or not?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	840 56%	271 57%	251 55%	311 55%	563 55%	105 60%	166 56%	301 60% J	234 57% J	167 44%	104 62% J	100 62% J	203 62% JP	98 56% J	118 62% J	116 52%	288 52%	340 58%	164 61% Q
No	658 44%	201 42%	201 44%	252 45%	453 44%	70 40%	131 44%	200 40%	176 43%	210 56% MNOHI KL	62 37%	62 38%	124 38%	77 44%	72 38%	104 47% M	264 48% S	241 41%	105 39%
Don't know	3 *%	1 *%	1 *%	1 *%	2 *%	1 *%	- -	1 *%	1 *%	- -	1 *%	- -	1 *%	- -	- -	1 1%	2 *%	1 *%	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE2. Did you ever subscribe to a cable or satellite television package at home at some point in the past?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-cable subscribers	662	201	202	253	455	70	131	201	178	210	63	62	124	77	72	106	265	242	105
Unweighted Total	583	259	156	159	315	94	165	205	155	148	69	59	128	77	68	87	222	219	98
Effective Sample Size	457	221	132	139	269	79	142	166	129	119	55	48	102	64	56	74	174	172	79
Yes, did subscribe	400 61%	126 63%	118 58%	155 61%	272 60%	49 70%	77 58%	138 69% IJ	96 54%	118 56%	43 69% P	45 73% JP	89 71% JP	50 65%	45 62%	52 49%	165 62%	149 62%	56 53%
No, did not subscribe	259 39%	75 37%	84 41%	99 39%	182 40%	20 29%	54 42%	63 31%	81 45% H	91 43% LMH	19 31%	16 27%	36 29%	27 35%	27 37%	54 51% KLM	100 38%	92 38%	50 47%
Don't know	2 *%	1 *%	1 *%	- -	1 *%	1 1%	- -	- -	1 *%	1 *%	- -	- -	- -	- -	1 1%	- -	1 *%	1 *%	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3A. You do not often watch television? Is this a reason why you do not have a cable or satellite television subscription?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-cable subscribers	662	201	202	253	455	70	131	201	178	210	63	62	124	77	72	106	265	242	105
Unweighted Total	583	259	156	159	315	94	165	205	155	148	69	59	128	77	68	87	222	219	98
Effective Sample Size	457	221	132	139	269	79	142	166	129	119	55	48	102	64	56	74	174	172	79
Yes	301	95	99	103	201	37	58	92	81	91	30	26	57	35	32	49	108	119	47
	45%	47%	49%	40%	44%	53%	44%	46%	46%	43%	49%	43%	46%	46%	45%	46%	41%	49%	45%
No	355	104	102	148	250	33	71	107	94	119	32	33	66	42	38	56	155	120	58
	54%	52%	50%	58%	55%	47%	55%	53%	53%	57%	51%	54%	53%	54%	52%	53%	58%	49%	55%
Don't know	5	2	1	2	3	-	2	2	3	-	-	2	2	-	2	1	3	2	-
	1%	1%	1%	1%	1%	-	1%	1%	2%	-	-	3%	1%	-	2%	1%	1%	1%	-
Refused	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*%	-	-	1%	*%	-	-	-	-	-	-	-	-	-	-	-	-	1%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3B. The cost of cable or satellite service is too expensive? Is this a reason why you do not have a cable or satellite television subscription?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-cable subscribers	662	201	202	253	455	70	131	201	178	210	63	62	124	77	72	106	265	242	105
Unweighted Total	583	259	156	159	315	94	165	205	155	148	69	59	128	77	68	87	222	219	98
Effective Sample Size	457	221	132	139	269	79	142	166	129	119	55	48	102	64	56	74	174	172	79
Yes	455	145	137	171	307	53	92	144	113	150	42	45	87	57	52	61	179	176	77
	69%	72%	68%	67%	68%	75%	70%	72%	64%	71%	67%	74%	70%	74%	73%	57%	68%	73%	73%
										P				P					
No	203	55	64	81	146	16	39	55	64	59	20	16	36	19	19	45	84	65	28
	31%	27%	32%	32%	32%	23%	30%	27%	36%	28%	32%	26%	29%	25%	26%	43%	32%	27%	27%
																JN			
Don't know	4	1	1	1	2	1	-	2	1	1	1	-	1	1	1	-	2	1	-
	1%	1%	1%	*%	1%	2%	-	1%	*%	1%	1%	-	1%	2%	1%	-	1%	*%	-
Refused	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3C. You can access the content you want to watch online? Is this a reason why you do not have a cable or satellite television subscription?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-cable subscribers	662	201	202	253	455	70	131	201	178	210	63	62	124	77	72	106	265	242	105
Unweighted Total	583	259	156	159	315	94	165	205	155	148	69	59	128	77	68	87	222	219	98
Effective Sample Size	457	221	132	139	269	79	142	166	129	119	55	48	102	64	56	74	174	172	79
Yes	473	162	155	153	308	57	105	161	144	122	48	51	99	62	61	83	197	176	73
	71%	81%	77%	60%	68%	81%	80%	80%	81%	58%	76%	84%	80%	81%	85%	79%	74%	73%	69%
		ED	ED			DE	DE	J	J		J	J	J	J	J	J			
No	188	39	46	101	146	13	26	39	34	87	15	10	25	14	11	23	68	66	32
	28%	19%	23%	40%	32%	19%	20%	20%	19%	41%	24%	16%	20%	19%	15%	21%	26%	27%	30%
				FGBC	CFGB					NOPHI KLM									
Don't know	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	*%	-	*%	-	*%	-	-	-	-	*%	-	-	-	-	-	-	-	-	1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE2_TOT. Did you ever subscribe to a cable or satellite television package at home at some point in the past?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, did subscribe	400 27%	126 27%	118 26%	155 27%	272 27%	49 28%	77 26%	138 28%	96 23%	118 31% I	43 26%	45 28%	89 27%	50 28%	45 24%	52 23%	165 30% S	149 26%	56 21%
No, did not subscribe	259 17%	75 16%	84 18% F	99 17%	182 18% F	20 12%	54 18% F	63 12%	81 20% H	91 24% LMNOH K	19 12%	16 10%	36 11%	27 15%	27 14%	54 24% KLMNO	100 18%	92 16%	50 18%
Don't know	2 *%	1 *%	1 *%	- -	1 *%	1 *%	- -	- -	1 *%	1 *%	- -	- -	- -	- -	1 *%	- -	1 *%	1 *%	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3A_TOT. You do not often watch television? Is this a reason why you do not have a cable or satellite television subscription?

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	301 20%	95 20%	99 22%	103 18%	201 20%	37 21%	58 19%	92 18%	81 20%	91 24%	30 18%	26 16%	57 17%	35 20%	32 17%	49 22%	108 19%	119 20%	47 17%
No	355 24%	104 22%	102 22%	148 26% F	250 25%	33 19%	71 24%	107 21%	94 23%	119 32% LMOHIK	32 19%	33 21%	66 20%	42 24%	38 20%	56 25%	155 28% R	120 21%	58 22%
Don't know	5 *%	2 *%	1 *%	2 *%	3 *%	- -	2 1%	2 *%	3 1%	- -	- -	2 1%	2 1%	- -	2 1%	1 1%	3 1%	2 *%	- -
Refused	1 *%	- -	- -	1 *%	1 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3B_TOT. The cost of cable or satellite service is too expensive? Is this a reason why you do not have a cable or satellite television subscription?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	455 30%	145 31%	137 30%	171 30%	307 30%	53 30%	92 31%	144 29%	113 27%	150 40% MOPHIKL	42 25%	45 28%	87 27%	57 32%	52 28%	61 27%	179 32%	176 30%	77 29%
No	203 13%	55 12%	64 14%	81 14%	146 14% F	16 9%	39 13%	55 11%	64 16%	59 16%	20 12%	16 10%	36 11%	19 11%	19 10%	45 20% KLMNO	84 15%	65 11%	28 10%
Don't know	4 *%	1 *%	1 *%	1 *%	2 *%	1 1%	- -	2 *%	1 *%	1 *%	1 *%	- -	1 *%	1 1%	1 *%	- -	2 *%	1 *%	- -
Refused	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3C_TOT. You can access the content you want to watch online? Is this a reason why you do not have a cable or satellite television subscription?

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	473	162	155	153	308	57	105	161	144	122	48	51	99	62	61	83	197	176	73
	31%	34%	34%	27%	30%	33%	35%	32%	35%	32%	29%	32%	30%	36%	32%	37%	36%	30%	27%
		D	D				D										S		
No	188	39	46	101	146	13	26	39	34	87	15	10	25	14	11	23	68	66	32
	13%	8%	10%	18%	14%	7%	9%	8%	8%	23%	9%	6%	8%	8%	6%	10%	12%	11%	12%
				FGBC	CFGB					NOPHI KLM									
Don't know	1	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1
	*%	-	*%	-	*%	-	-	-	-	*%	-	-	-	-	-	-	-	-	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1a. Please tell me if you ever use any of the following. Do you ever use Twitter?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	352	156	116	80	195	62	94	171	106	47	51	62	114	57	42	65	148	137	49
	23%	33%	26%	14%	19%	35%	32%	34%	26%	12%	31%	39%	35%	33%	22%	29%	27%	23%	18%
		ECD	ED		D	CDE	DE	IJ	J		J	JO	JO	JO	J	J	S		
No, do not do this	1148	317	338	484	822	113	203	331	304	330	115	99	214	117	148	156	405	446	220
	76%	67%	74%	86%	81%	65%	68%	66%	74%	88%	69%	61%	65%	67%	78%	70%	73%	77%	82%
			FB	EFGBC	CFGB				H	NOPHI KLM					LMN				Q
Don't know	1	-	-	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	1
	*%	-	-	*%	*%	-	-	-	*%	-	-	-	-	-	-	*%	-	-	*%
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1b. Please tell me if you ever use any of the following. Do you ever use Instagram?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	602	230	201	171	372	83	147	235	174	132	82	77	158	77	73	101	249	240	68
	40%	49%	44%	30%	36%	47%	50%	47%	42%	35%	49%	47%	48%	44%	39%	45%	45%	41%	25%
		ED	ED		D	DE	DE	J			J	J	JO			J	S	S	
No, do not do this	897	242	253	392	645	92	150	266	237	245	85	84	169	98	116	121	303	342	201
	60%	51%	56%	69%	63%	53%	50%	53%	58%	65%	51%	52%	51%	56%	61%	55%	55%	59%	75%
				FGBC	CFGB					KLMPH					M				QR
Don't know	2	-	-	2	2	-	-	1	1	-	-	1	1	-	1	-	1	1	-
	*%	-	-	*%	*%	-	-	*%	*%	-	-	1%	*%	-	*%	-	*%	*%	-
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1c. Please tell me if you ever use any of the following. Do you ever use Facebook?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	1033	347	321	360	681	127	220	353	285	263	111	114	225	128	116	170	386	409	180
	69%	73%	71%	64%	67%	72%	74%	70%	69%	70%	67%	71%	69%	74%	61%	76%	70%	70%	67%
		ED				D	DE							O		O			
No, do not do this	466	124	132	205	337	48	76	147	126	114	55	47	103	45	73	52	167	173	90
	31%	26%	29%	36%	33%	28%	26%	29%	31%	30%	33%	29%	31%	26%	39%	24%	30%	30%	33%
				FGB	GB										NP				
Don't know	2	1	1	-	1	-	1	1	1	-	-	-	-	1	1	-	-	1	-
	*%	*%	*%	-	*%	-	*%	*%	*%	-	-	-	-	1%	*%	-	-	*%	-
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1d. Please tell me if you ever use any of the following. Do you ever use Snapchat?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	375	110	144	120	264	35	75	138	114	93	50	39	89	49	54	59	153	144	49
	25%	23%	32%	21%	26%	20%	25%	28%	28%	25%	30%	24%	27%	28%	29%	27%	28%	25%	18%
			EFGBD		F												S	S	
No, do not do this	1126	362	310	445	755	140	222	364	298	284	116	123	239	125	135	163	400	438	220
	75%	77%	68%	79%	74%	80%	75%	72%	72%	75%	70%	76%	73%	72%	71%	73%	72%	75%	82%
		C		C	C	CE	C												QR
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1e. Please tell me if you ever use any of the following. Do you ever use YouTube?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some College Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	1213	420	389	398	787	155	265	453	334	282	152	141	294	159	150	184	462	473	200
	81%	89%	86%	70%	77%	89%	89%	90%	81%	75%	92%	88%	90%	91%	79%	83%	84%	81%	74%
		ED	ED		D	DE	DE	IJ			JOP	J	JO	JOP			S	S	
No, do not do this	288	53	65	167	232	20	33	49	77	95	14	20	34	15	39	38	91	110	70
	19%	11%	14%	30%	23%	11%	11%	10%	19%	25%	8%	12%	10%	9%	21%	17%	16%	19%	26%
				EFGBC	CFGB				H	KLMNH					KMN	KN			QR
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1f. Please tell me if you ever use any of the following. Do you ever use WhatsApp?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	341 23%	158 33% ECD	73 16%	110 20%	183 18%	60 34% CDE	97 33% CDE	147 29% I	79 19%	88 23%	57 34% JLOP	37 23%	94 29% OP	53 31% OP	35 19%	44 20%	157 28% S	137 23% S	24 9%
No, do not do this	1153 77%	313 66%	380 84% FGB	450 80% FGB	830 82% FGB	114 65%	199 67%	354 70%	329 80% H	288 76% K	109 66%	124 77% K	233 71%	121 69%	151 80% KMN	178 80% KMN	395 71%	442 76%	243 90% QR
Don't know	5 *%	2 *%	1 *%	3 1%	4 *%	0 *%	1 *%	1 *%	4 1%	0 *%	0 *%	1 1%	1 *%	- -	4 2%	- -	1 *%	2 *%	2 1%
Refused	2 *%	- -	- -	1 *%	1 *%	- -	- -	- -	- -	1 *%	- -	- -	- -	- -	- -	- -	- -	1 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1g. Please tell me if you ever use any of the following. Do you ever use Pinterest?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	466	176	165	124	289	72	103	203	128	81	63	68	131	72	55	73	167	184	91
	31%	37%	36%	22%	28%	41%	35%	40%	31%	21%	38%	42%	40%	41%	29%	33%	30%	32%	34%
		ED	ED		D	DE	DE	IJ	J		J	JO	JO	JO		J			
No, do not do this	1034	295	289	441	729	102	193	298	282	296	102	93	196	103	135	148	386	397	179
	69%	62%	64%	78%	72%	58%	65%	59%	69%	79%	62%	58%	60%	59%	71%	66%	70%	68%	66%
				EFGBC	CFGB				H	MNPHI KL					LMN				
Don't know	2	2	-	-	-	1	1	1	1	-	1	-	1	-	-	1	-	2	-
	*%	*%	-	-	-	*%	*%	*%	*%	-	*%	-	*%	-	-	*%	-	*%	-
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1h. Please tell me if you ever use any of the following. Do you ever use LinkedIn?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	426	240	129	56	185	89	151	251	87	46	97	75	171	80	40	47	168	192	40
	28%	51%	28%	10%	18%	51%	51%	50%	21%	12%	58%	46%	52%	46%	21%	21%	30%	33%	15%
		ECD	ED		D	CDE	CDE	IJ	J		JLNOP	JOP	JOP	JOP	J	J	S	S	
No, do not do this	1065	231	324	500	824	86	145	250	321	328	68	87	155	94	148	172	378	387	230
	71%	49%	71%	89%	81%	49%	49%	50%	78%	87%	41%	54%	47%	54%	78%	78%	68%	66%	85%
			FGB	EFGBC	CFGB				H	NOPHI KLM		K		K	KLMN	KLMN			QR
Don't know	10	1	1	8	9	-	1	1	4	2	1	-	1	-	1	2	6	4	-
	1%	*%	*%	1%	1%	-	*%	*%	1%	1%	1%	-	*%	-	1%	1%	1%	1%	-
				BC															
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1i. Please tell me if you ever use any of the following. Do you ever use Reddit?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	265	122	91	52	143	42	80	131	75	37	43	45	89	43	38	38	102	119	27
	18%	26%	20%	9%	14%	24%	27%	26%	18%	10%	26%	28%	27%	24%	20%	17%	18%	21%	10%
		ECD	ED		D	DE	CDE	IJ	J		JP	JP	JP	J	J	J	S	S	
No, do not do this	1231	351	360	510	871	133	218	369	336	338	121	116	237	132	152	184	449	460	243
	82%	74%	79%	90%	85%	76%	73%	73%	82%	90%	73%	72%	72%	76%	80%	83%	81%	79%	90%
			G	EFGBC	CFGB				H	MNOHI						KLM			QR
										KL									
Don't know	5	-	2	2	5	-	-	2	-	2	2	-	2	-	-	-	1	3	-
	*%	-	*%	*%	*%	-	-	*%	-	1%	1%	-	1%	-	-	-	*%	1%	-
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1j. Please tell me if you ever use any of the following. Do you ever use TikTok?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some College Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	315	88	109	117	226	32	56	103	104	82	45	30	75	27	38	65	134	118	42
	21%	19%	24%	21%	22%	18%	19%	20%	25%	22%	27%	19%	23%	16%	20%	29%	24%	20%	16%
			B								N		N			LNO	S		
No, do not do this	1186	384	344	447	792	143	241	399	308	295	121	131	252	147	151	157	419	465	227
	79%	81%	76%	79%	78%	82%	81%	80%	75%	78%	73%	81%	77%	84%	80%	71%	76%	80%	84%
		C										P		KMP	P				Q
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1k. Please tell me if you ever use any of the following. Do you ever use Nextdoor?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, do this	189	114	54	22	75	45	70	102	45	21	32	31	64	38	22	23	93	82	5
	13%	24%	12%	4%	7%	25%	23%	20%	11%	6%	20%	19%	19%	22%	12%	11%	17%	14%	2%
		ECD	ED		D	CDE	CDE	IJ	J		JP	JP	JOP	JOP			S	S	
No, do not do this	1298	358	398	532	929	131	227	398	358	352	134	130	264	134	166	191	457	491	263
	86%	76%	88%	94%	91%	75%	76%	79%	87%	93%	80%	81%	81%	77%	88%	86%	83%	84%	98%
			FGB	FGBC	FGB				H	MNPHIKL					MN	N			QR
Don't know	14	0	2	12	14	-	0	2	8	4	-	-	-	2	1	7	3	9	2
	1%	*%	*%	2%	1%	-	*%	*%	2%	1%	-	-	-	1%	1%	3%	1%	2%	1%
				GB	GB				H							O			
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
0	156	19	29	104	133	8	11	16	43	60	5	6	11	5	24	19	46	51	44
	10%	4%	6%	18%	13%	5%	4%	3%	10%	16%	3%	4%	3%	3%	12%	9%	8%	9%	16%
				EFGBC	CFGB				H	LMNPHK					KLMN	KMN			QR
1	150	35	49	64	114	12	23	35	42	42	14	10	25	10	25	18	50	53	41
	10%	8%	11%	11%	11%	7%	8%	7%	10%	11%	9%	6%	8%	6%	13%	8%	9%	9%	15%
					B														QR
2	228	57	66	101	167	20	37	61	68	63	18	18	37	24	30	37	70	92	51
	15%	12%	14%	18%	16%	12%	12%	12%	16%	17%	11%	11%	11%	14%	16%	17%	13%	16%	19%
				FB	B														Q
3	229	58	68	102	170	19	39	67	61	70	16	25	41	26	27	34	81	88	47
	15%	12%	15%	18%	17%	11%	13%	13%	15%	19%	9%	16%	12%	15%	14%	15%	15%	15%	17%
				FB	FB					K									
4	210	69	63	78	141	27	42	86	48	43	26	29	55	31	24	24	84	86	24
	14%	15%	14%	14%	14%	15%	14%	17%	12%	11%	16%	18%	17%	18%	13%	11%	15%	15%	9%
								IJ									S	S	

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
5	145	58	51	34	85	28	30	56	36	36	19	16	34	22	11	25	60	59	17
	10%	12%	11%	6%	8%	16%	10%	11%	9%	9%	11%	10%	10%	13%	6%	11%	11%	10%	6%
		ED	D			DEG	D							O			S		
6	147	69	41	38	79	22	47	68	45	25	33	18	50	18	20	25	61	59	20
	10%	15%	9%	7%	8%	12%	16%	14%	11%	7%	20%	11%	15%	10%	11%	11%	11%	10%	8%
		ECD				D	CDE	J			JLNOP		J						
7	120	49	48	23	71	19	30	56	34	21	16	22	37	19	13	21	58	42	14
	8%	10%	11%	4%	7%	11%	10%	11%	8%	6%	9%	13%	11%	11%	7%	9%	11%	7%	5%
		ED	ED		D	D	D	J				JO	J				S		
8	74	27	32	16	47	5	22	30	25	15	8	10	18	12	12	13	24	35	8
	5%	6%	7%	3%	5%	3%	8%	6%	6%	4%	5%	6%	5%	7%	6%	6%	4%	6%	3%
		D	FD				DF											S	
9	29	21	4	4	9	11	10	15	10	2	8	6	13	2	4	6	12	13	2
	2%	4%	1%	1%	1%	6%	3%	3%	2%	1%	5%	3%	4%	1%	2%	3%	2%	2%	1%
		ECD				CDE	CDE	J			JN	J	JN						
10	9	6	2	-	2	5	1	9	-	-	3	2	5	4	-	-	4	4	-
	1%	1%	1%	-	*%	3%	*%	2%	-	-	2%	1%	1%	2%	-	-	1%	1%	-
		E				CEG													
11	5	5	-	-	-	-	5	4	1	-	1	-	1	2	1	-	3	1	1
	*%	1%	-	-	-	-	2%	1%	*%	-	1%	-	*%	1%	*%	-	1%	*%	*%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Mean	3.71	4.57 ECD	3.95 ED	2.85	3.34 D	4.58 CDE	4.57 CDE	4.56 IJ	3.72 J	3.11	4.71 JOP	4.46 JOP	4.59 JOP	4.50 JOP	3.50	3.91 J	4.01 S	3.84 S	2.88
Median	3.00	4.00	4.00	3.00	3.00	5.00	4.00	4.00	3.00	3.00	5.00	4.00	4.00	4.00	3.00	4.00	4.00	4.00	2.00

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Number of social media sites

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Zero sites	156	19	29	104	133	8	11	16	43	60	5	6	11	5	24	19	46	51	44
	10%	4%	6%	18%	13%	5%	4%	3%	10%	16%	3%	4%	3%	3%	12%	9%	8%	9%	16%
				EFGBC	CFGB				H	LMNPHK					KLMN	KMN			QR
One site	150	35	49	64	114	12	23	35	42	42	14	10	25	10	25	18	50	53	41
	10%	8%	11%	11%	11%	7%	8%	7%	10%	11%	9%	6%	8%	6%	13%	8%	9%	9%	15%
					B														QR
Two or more sites	1196	418	375	397	772	155	263	452	326	276	148	145	292	159	141	185	458	479	184
	80%	88%	83%	70%	76%	88%	89%	90%	79%	73%	89%	90%	89%	91%	74%	84%	83%	82%	68%
		ECD	ED			DE	DE	IJ			JO	JO	JO	JO		J	S	S	

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Twitter users	352	156	116	80	195	62	94	171	106	47	51	62	114	57	42	65	148	137	49
Unweighted Total	346	208	81	55	136	85	123	186	89	34	58	72	130	56	37	52	142	137	45
Effective Sample Size	270	179	71	47	118	74	105	150	72	27	44	61	105	46	30	42	109	106	36
NET Daily	164 46%	83 53% EC	44 38%	35 45%	80 41%	32 51%	52 55% CE	90 52% I	40 38%	22 46% O	31 60% O	28 45% O	59 51% O	31 54% O	9 21%	32 49% O	80 54% S	58 42%	15 31%
Several times a day	106 30%	53 34% C	26 22%	27 34%	53 27%	21 34%	32 35%	59 35% I	22 21%	17 36% O	20 39% O	16 25%	36 32% O	24 41% O	5 11%	18 27%	53 36% S	37 27%	9 18%
About once a day	57 16%	30 19%	19 16%	8 11%	27 14%	11 17%	19 21%	30 18%	18 17%	5 10%	10 20%	12 20%	23 20%	7 13%	4 10%	14 22%	26 18%	21 16%	6 13%
NET Less frequently	188 53%	72 46%	72 62% GB	44 55%	116 59% GB	29 48%	42 45%	82 48%	66 62% H	24 52%	21 40%	35 55%	55 49%	26 46%	33 79% KLMNP J	33 51%	68 46%	79 58%	34 69% Q
A few times a week	94 27%	34 22%	34 29%	26 33%	60 31%	15 24%	19 20%	37 21%	37 35% H	9 19%	8 15%	17 27%	25 22%	12 20%	19 45% JKMN	18 29%	35 23%	36 26%	19 40%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter?

Banner B	Education							Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Every few weeks	37 10%	14 9%	16 13%	7 9%	23 12%	4 6%	10 11%	17 10%	12 11%	6 12%	4 9%	7 12%	12 10%	5 9%	5 11%	7 12%	14 9%	17 12%	4 8%
Less often	57 16%	24 16%	22 19%	11 14%	33 17%	11 18%	13 14%	28 16%	17 16%	10 21%	8 16%	10 16%	19 16%	9 16%	10 23%	7 11%	19 13%	26 19%	11 22%
Don't know/Refused	1 *%	1 *%	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *%	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram?

Banner B	Education							Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Instagram users	602	230	201	171	372	83	147	235	174	132	82	77	158	77	73	101	249	240	68
Unweighted Total	530	287	136	106	242	107	180	250	139	82	95	79	174	76	58	81	211	220	61
Effective Sample Size	414	241	118	93	211	90	151	200	114	69	74	64	137	63	49	65	164	172	48
NET Daily	355 59%	135 59%	115 57%	105 61%	219 59%	43 52%	93 63%	142 60%	101 58%	74 56%	53 65%	42 55%	95 60%	47 61%	46 62%	55 55%	149 60%	137 57%	35 51%
Several times a day	231 38%	82 35%	76 38%	73 43% F	149 40% F	24 29%	58 39%	92 39%	65 37%	51 39%	34 41%	29 38%	63 40%	29 38%	30 41%	35 35%	103 41% S	87 36%	17 25%
About once a day	124 21%	54 23%	39 19%	31 18%	70 19%	19 23%	35 24%	49 21%	36 20%	23 17%	19 24%	12 16%	32 20%	18 23%	15 21%	20 20%	46 19%	50 21%	18 26%
NET Less frequently	248 41%	95 41%	86 43%	66 39%	152 41%	40 48%	55 37%	93 40%	73 42%	57 44%	29 35%	35 45%	63 40%	30 39%	27 38%	46 45%	100 40%	103 43%	34 49%
A few times a week	126 21%	48 21%	45 22%	33 19%	78 21%	17 21%	31 21%	47 20%	41 23%	26 20%	13 16%	16 21%	29 18%	18 24%	15 20%	26 26%	56 22%	45 19%	20 29%
Every few weeks	46 8%	24 10%	13 6%	9 5%	22 6%	13 16% CDE	11 7%	22 9%	14 8%	5 4%	6 8%	11 15% J	18 11% J	5 6%	3 4%	11 11%	16 7%	26 11%	2 3%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram?

Banner B	Education							Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	75 12%	23 10%	28 14%	24 14%	52 14%	10 12%	13 9%	24 10%	19 11%	27 20% NH	9 12%	8 10%	17 11%	7 9%	10 13%	9 9%	28 11%	32 13%	12 17%
Don't know/Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook?

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Facebook users	1033	347	321	360	681	127	220	353	285	263	111	114	225	128	116	170	386	409	180
Unweighted Total	988	489	265	226	491	187	302	416	254	183	143	133	276	140	102	152	349	407	175
Effective Sample Size	746	395	217	200	413	152	243	325	198	148	109	103	212	113	80	118	261	311	132
NET Daily	728 70%	237 68%	220 68%	267 74%	487 72%	87 69%	151 68%	251 71%	200 70%	200 76%	72 65%	87 76%	159 71%	91 71%	82 71%	117 69%	269 70%	275 67%	144 80% QR
Several times a day	504 49%	150 43%	153 48%	198 55% FGB	351 52% GB	56 44%	94 43%	163 46%	144 51%	150 57% KMH	39 35%	61 53% K	100 44%	63 49% K	60 52% K	84 49% K	186 48%	186 45%	104 58% R
About once a day	224 22%	87 25%	67 21%	69 19%	136 20%	31 24%	56 26%	88 25%	55 19%	50 19%	33 30% J	26 23%	60 27%	28 22%	22 19%	33 20%	83 22%	89 22%	40 22%
NET Less frequently	301 29%	109 31%	101 32%	88 25%	190 28%	40 31%	69 31%	103 29%	85 30%	60 23%	38 35% J	27 24%	65 29%	37 29%	33 29%	52 31%	117 30% S	131 32% S	34 19%
A few times a week	176 17%	56 16%	58 18%	62 17%	119 18%	20 16%	36 16%	61 17% J	56 20% J	24 9%	17 16%	18 16%	36 16%	25 20% J	19 16%	37 22% J	67 17% S	78 19% S	18 10%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook?

Banner B	Education							Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Every few weeks	50 5%	23 7%	13 4%	13 4%	26 4%	10 8%	13 6%	18 5%	15 5%	11 4%	9 8%	3 3%	12 5%	7 5%	7 6%	8 5%	24 6% S	21 5%	4 2%
Less often	75 7%	30 9% D	31 10% D	13 4%	44 7%	9 7%	21 9% D	23 7%	15 5%	26 10%	12 11%	6 5%	18 8%	5 4%	8 7%	7 4%	26 7%	32 8%	12 7%
Don't know/Refused	4 *%	0 *%	- -	4 1%	4 1%	- -	0 *%	- -	0 *%	2 1%	- -	- -	- -	- -	- -	0 *%	- -	3 1%	1 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Snapchat users	375	110	144	120	264	35	75	138	114	93	50	39	89	49	54	59	153	144	49
Unweighted Total	307	133	91	81	172	41	92	132	90	56	49	39	88	44	42	48	119	122	41
Effective Sample Size	246	117	79	70	149	36	81	107	76	48	38	32	70	37	36	40	94	101	33
NET Daily	220 59%	56 51%	73 51%	90 75% EFGBC	163 62%	17 49%	39 52%	76 55%	75 66%	53 57%	31 61%	23 60%	54 61%	21 43%	35 65%	40 67% N	86 56%	81 56%	36 72%
Several times a day	168 45%	34 31%	54 38%	80 67% EFGBC	134 51% FGB	9 26%	25 34%	58 42%	52 46%	46 49%	28 55% N	15 39%	43 48%	15 31%	20 36%	33 55% N	65 42%	67 47%	22 45%
About once a day	51 14%	22 20% D	19 13%	11 9%	29 11%	8 23%	14 19%	17 12%	22 20% J	7 7%	3 6%	8 21%	11 13%	6 12%	15 28% JK	7 12%	22 14%	14 10%	13 27% R
NET Less frequently	151 40%	53 48% D	71 49% D	27 22%	97 37% D	17 48% D	36 48% D	61 44%	39 34%	40 43%	19 39%	15 37%	34 38%	27 55% P	19 35%	19 33%	67 44%	59 41%	14 28%
A few times a week	79 21%	24 21%	40 28% D	15 13%	55 21%	7 20%	17 22%	29 21%	22 20%	23 25%	7 14%	5 13%	12 14%	17 34% KLM	11 21%	11 18%	47 31% RS	22 15%	7 14%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat?

Banner B	Education							Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Every few weeks	30 8%	13 12% D	15 11% D	1 1%	17 6% D	2 7%	11 14% D	15 11%	8 7%	6 6%	5 10%	5 13%	10 12%	4 9%	2 4%	5 9%	4 3%	19 13% Q	3 5%
Less often	42 11%	16 15%	15 11%	10 9%	25 10%	8 22%	8 11%	18 13%	9 8%	12 12%	7 14%	4 11%	11 13%	6 13%	6 10%	3 5%	16 10%	18 12%	4 8%
Don't know/Refused	4 1%	1 1%	- -	3 2%	3 1%	1 3%	- -	2 1%	- -	- -	- -	1 2%	1 1%	1 2%	- -	- -	- -	4 3%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Youtube users	1213	420	389	398	787	155	265	453	334	282	152	141	294	159	150	184	462	473	200
Unweighted Total	1203	610	322	259	581	238	372	537	309	203	194	170	364	173	141	168	429	491	205
Effective Sample Size	902	493	265	227	488	193	300	419	240	161	150	132	282	138	110	130	321	373	152
NET Daily	660	191	230	238	467	71	119	219	172	180	65	59	125	94	79	93	273	241	98
	54%	45%	59%	60%	59%	46%	45%	48%	51%	64%	43%	42%	42%	59%	53%	50%	59%	51%	49%
			FGB	FGB	FGB					LMPHIK				KLM			RS		
Several times a day	441	115	153	172	325	40	75	146	111	126	39	42	80	66	53	58	193	149	65
	36%	27%	39%	43%	41%	26%	28%	32%	33%	45%	25%	29%	27%	41%	35%	32%	42%	32%	33%
			FGB	FGB	FGB					LMPHIK				KLM			RS		
About once a day	219	76	77	66	143	32	44	72	60	53	27	18	44	28	26	34	80	92	33
	18%	18%	20%	17%	18%	20%	17%	16%	18%	19%	17%	12%	15%	18%	17%	19%	17%	19%	16%
NET Less frequently	549	228	158	160	318	84	144	232	163	103	85	82	167	65	71	91	188	231	102
	45%	54%	41%	40%	40%	54%	55%	51%	49%	36%	56%	58%	57%	41%	47%	50%	41%	49%	51%
		ECD				CDE	CDE	J	J		JN	JN	JN			J		Q	Q
A few times a week	351	140	107	102	209	54	86	151	110	60	50	60	110	41	46	64	125	153	57
	29%	33%	28%	26%	27%	35%	32%	33%	33%	21%	33%	42%	37%	26%	30%	35%	27%	32%	28%
		ED				DE		J	J		J	JN	JN			J			

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Every few weeks	109	56	28	25	53	20	36	49	28	24	20	16	36	12	14	13	38	48	16
	9%	13% ECD	7%	6%	7%	13% DE	14% CDE	11%	8%	8%	13%	11%	12%	8%	9%	7%	8%	10%	8%
Less often	89	32	23	33	56	9	22	33	25	19	14	7	21	12	11	14	25	30	29
	7%	8%	6%	8%	7%	6%	8%	7%	8%	7%	9%	5%	7%	7%	8%	7%	5%	6%	15% QR
Don't know/Refused	3	1	1	-	1	-	1	2	-	-	2	-	2	-	-	-	1	1	1
	*%	*%	*%	-	*%	-	*%	*%	-	-	1%	-	1%	-	-	-	*%	*%	*%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2aTOT. Daily Twitter users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET Use Twitter daily	164 11%	83 18% ECD	44 10%	35 6%	80 8%	32 18% CDE	52 17% CDE	90 18% IJ	40 10%	22 6%	31 18% JO	28 17% JO	59 18% JO	31 18% JO	9 5%	32 14% JO	80 14% S	58 10% S	15 6%
Several times a day	106 7%	53 11% ECD	26 6%	27 5%	53 5%	21 12% CDE	32 11% CDE	59 12% IJ	22 5%	17 4%	20 12% JO	16 10% O	36 11% JO	24 14% JO	5 2%	18 8% O	53 10% S	37 6%	9 3%
About once a day	57 4%	30 6% ED	19 4% D	8 2%	27 3%	11 6% D	19 6% DE	30 6% J	18 4% J	5 1%	10 6% J	12 8% JO	23 7% JO	7 4%	4 2%	14 6% J	26 5%	21 4%	6 2%
NET Less frequently	188 12%	72 15% ED	72 16% ED	44 8%	116 11%	29 17% DE	42 14% D	82 16% J	66 16% J	24 6%	21 12% J	35 21% JK	55 17% J	26 15% J	33 17% J	33 15% J	68 12%	79 14%	34 12%
A few times a week	94 6%	34 7%	34 7%	26 5%	60 6%	15 8%	19 6%	37 7% J	37 9% J	9 2%	8 5%	17 11% JK	25 8% J	12 7%	19 10% J	18 8% J	35 6%	36 6%	19 7%
Every few weeks	37 2%	14 3%	16 3% D	7 1%	23 2%	4 2%	10 3%	17 3%	12 3%	6 2%	4 3%	7 4%	12 4%	5 3%	5 2%	7 3%	14 2%	17 3%	4 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2aTOT. Daily Twitter users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	57	24	22	11	33	11	13	28	17	10	8	10	19	9	10	7	19	26	11
	4%	5%	5%	2%	3%	6%	4%	6%	4%	3%	5%	6%	6%	5%	5%	3%	3%	4%	4%
		D	D			DE		J					J						
Not a Twitter user	1150	317	338	485	823	113	203	331	305	330	115	99	214	117	148	157	405	446	221
	77%	67%	74%	86%	81%	65%	68%	66%	74%	88%	69%	61%	65%	67%	78%	71%	73%	77%	82%
			FB	EFGBC	CFGB				H	NOPHI					LMN				Q
										KLM									
Don't know/Refused	1	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-
	*%	*%	-	-	-	*%	-	-	-	*%	-	-	-	-	-	-	*%	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2bTOT. Daily Instagram users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET Use Instagram daily	355 24%	135 29% ED	115 25% D	105 19%	219 22%	43 24%	93 31% DE	142 28% J	101 24%	74 20%	53 32% J	42 26%	95 29% J	47 27%	46 24%	55 25%	149 27% S	137 23% S	35 13%
Several times a day	231 15%	82 17%	76 17%	73 13%	149 15%	24 14%	58 19% DEF	92 18%	65 16%	51 14%	34 20%	29 18%	63 19%	29 17%	30 16%	35 16%	103 19% S	87 15% S	17 6%
About once a day	124 8%	54 11% ED	39 9%	31 6%	70 7%	19 11% D	35 12% DE	49 10%	36 9%	23 6%	19 12%	12 8%	32 10%	18 10%	15 8%	20 9%	46 8%	50 9%	18 7%
NET Less frequently	248 16%	95 20% ED	86 19% D	66 12%	152 15%	40 23% DE	55 18% D	93 19%	73 18%	57 15%	29 17%	35 22%	63 19%	30 17%	27 15%	46 21%	100 18%	103 18%	34 13%
A few times a week	126 8%	48 10% D	45 10% D	33 6%	78 8%	17 10%	31 10% D	47 9%	41 10%	26 7%	13 8%	16 10%	29 9%	18 11%	15 8%	26 12%	56 10%	45 8%	20 7%
Every few weeks	46 3%	24 5% ED	13 3%	9 2%	22 2%	13 8% CDEG	11 4%	22 4% J	14 3%	5 1%	6 4%	11 7% JO	18 5% JO	5 3%	3 2%	11 5% J	16 3%	26 4% S	2 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2bTOT. Daily Instagram users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	75	23	28	24	52	10	13	24	19	27	9	8	17	7	10	9	28	32	12
	5%	5%	6%	4%	5%	6%	4%	5%	5%	7%	6%	5%	5%	4%	5%	4%	5%	6%	4%
Not an Instagram user	900	242	253	394	647	92	150	267	237	245	85	85	170	98	116	121	304	343	201
	60%	51%	56%	70%	64%	53%	50%	53%	58%	65%	51%	53%	52%	56%	61%	55%	55%	59%	75%
				EFGBC	CFGB					KLMPH					M				QR
Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2cTOT. Daily Facebook users

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET Use Facebook daily	728 48%	237 50%	220 49%	267 47%	487 48%	87 50%	151 51%	251 50%	200 49%	200 53%	72 44%	87 54%	159 49%	91 52%	82 43%	117 53%	269 49%	275 47%	144 53%
Several times a day	504 34%	150 32%	153 34%	198 35%	351 35%	56 32%	94 32%	163 32%	144 35%	150 40% KM	39 23%	61 38% K	100 30%	63 36% K	60 32%	84 38% K	186 34%	186 32%	104 39%
About once a day	224 15%	87 18% ED	67 15%	69 12%	136 13%	31 18%	56 19% DE	88 18%	55 13%	50 13%	33 20% O	26 16%	60 18%	28 16%	22 12%	33 15%	83 15%	89 15%	40 15%
NET Less frequently	301 20%	109 23% D	101 22% D	88 16%	190 19%	40 23% D	69 23% D	103 20%	85 21%	60 16%	38 23%	27 17%	65 20%	37 21%	33 18%	52 23%	117 21% S	131 23% S	34 13%
A few times a week	176 12%	56 12%	58 13%	62 11%	119 12%	20 12%	36 12%	61 12% J	56 14% J	24 6%	17 11%	18 11%	36 11%	25 14% J	19 10%	37 17% J	67 12% S	78 13% S	18 7%
Every few weeks	50 3%	23 5% ED	13 3%	13 2%	26 3%	10 6% DE	13 4%	18 4%	15 4%	11 3%	9 5%	3 2%	12 4%	7 4%	7 4%	8 4%	24 4% S	21 4%	4 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2cTOT. Daily Facebook users

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	75 5%	30 6% D	31 7% D	13 2%	44 4%	9 5%	21 7% D	23 5%	15 4%	26 7%	12 7%	6 4%	18 5%	5 3%	8 4%	7 3%	26 5%	32 6%	12 5%
Not a Facebook user	469 31%	126 27%	132 29%	205 36% FGB	337 33% GB	48 28%	77 26%	149 30%	126 31%	114 30%	55 33%	47 29%	103 31%	46 26%	74 39% NP	52 24%	167 30%	174 30%	90 33%
Don't know/Refused	4 *%	0 *%	- -	4 1%	4 *%	- -	0 *%	- -	0 *%	2 1%	- -	- -	- -	- -	- -	0 *%	- -	3 *%	1 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2dTOT. Daily Snapchat users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET Use Snapchat daily	220 15%	56 12%	73 16% F	90 16% F	163 16% FB	17 10%	39 13%	76 15%	75 18%	53 14%	31 19%	23 15%	54 17%	21 12%	35 19%	40 18%	86 16%	81 14%	36 13%
Several times a day	168 11%	34 7%	54 12% FB	80 14% FGB	134 13% FGB	9 5%	25 8%	58 12%	52 13%	46 12%	28 17% LN	15 9%	43 13%	15 9%	20 10%	33 15%	65 12%	67 12%	22 8%
About once a day	51 3%	22 5% D	19 4%	11 2%	29 3%	8 5%	14 5% D	17 3%	22 5% J	7 2%	3 2%	8 5%	11 3%	6 3%	15 8% JKMP	7 3%	22 4%	14 2%	13 5%
NET Less frequently	151 10%	53 11% D	71 16% EFBD	27 5%	97 10% D	17 10% D	36 12% D	61 12%	39 9%	40 11%	19 12%	15 9%	34 10%	27 16% P	19 10%	19 9%	67 12% S	59 10% S	14 5%
A few times a week	79 5%	24 5% D	40 9% EFBD	15 3%	55 5% D	7 4%	17 6% D	29 6%	22 5%	23 6%	7 4%	5 3%	12 4%	17 10% KLM	11 6%	11 5%	47 8% RS	22 4%	7 3%
Every few weeks	30 2%	13 3% D	15 3% D	1 *%	17 2% D	2 1%	11 4% D	15 3%	8 2%	6 2%	5 3%	5 3%	10 3%	4 2%	2 1%	5 2%	4 1%	19 3% QS	3 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2dTOT. Daily Snapchat users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	42	16	15	10	25	8	8	18	9	12	7	4	11	6	6	3	16	18	4
	3%	3%	3%	2%	3%	4%	3%	4%	2%	3%	4%	3%	3%	4%	3%	1%	3%	3%	1%
Not a Snapchat user	1127	362	310	445	755	140	222	364	298	284	116	123	239	125	135	163	400	438	220
	75%	77%	68%	79%	74%	80%	75%	72%	72%	75%	70%	76%	73%	72%	71%	73%	72%	75%	82%
		C		C	C	CE	C												QR
Don't know/Refused	4	1	-	3	3	1	-	2	-	-	-	1	1	1	-	-	-	4	-
	*%	*%	-	1%	*%	1%	-	*%	-	-	-	1%	*%	1%	-	-	-	1%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2eTOT. Daily Youtube users

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET Use Youtube daily	660 44%	191 40%	230 51% FGBD	238 42%	467 46% B	71 41%	119 40%	219 44%	172 42%	180 48% LM	65 39%	59 37%	125 38%	94 54% KLMOP	79 42%	93 42%	273 49% RS	241 41%	98 36%
Several times a day	441 29%	115 24%	153 34% FGB	172 30% FB	325 32% FGB	40 23%	75 25%	146 29%	111 27%	126 33% KM	39 23%	42 26%	80 25%	66 38% KLMP	53 28%	58 26%	193 35% RS	149 26%	65 24%
About once a day	219 15%	76 16%	77 17% D	66 12%	143 14%	32 18% D	44 15%	72 14%	60 15%	53 14%	27 16%	18 11%	44 13%	28 16%	26 14%	34 16%	80 14%	92 16%	33 12%
NET Less frequently	549 37%	228 48% ECD	158 35%	160 28%	318 31%	84 48% CDE	144 49% CDE	232 46% J	163 40% J	103 27%	85 51% JNO	82 51% JNO	167 51% JNOP	65 37% J	71 38% J	91 41% J	188 34%	231 40%	102 38%
A few times a week	351 23%	140 30% ECD	107 24%	102 18%	209 20%	54 31% DE	86 29% DE	151 30% J	110 27% J	60 16%	50 30% J	60 37% JNO	110 34% JNO	41 24%	46 24%	64 29% J	125 23%	153 26%	57 21%
Every few weeks	109 7%	56 12% ECD	28 6%	25 4%	53 5%	20 11% DE	36 12% CDE	49 10%	28 7%	24 6%	20 12%	16 10%	36 11%	12 7%	14 7%	13 6%	38 7%	48 8%	16 6%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2eTOT. Daily Youtube users

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	89	32	23	33	56	9	22	33	25	19	14	7	21	12	11	14	25	30	29
	6%	7%	5%	6%	5%	5%	8%	6%	6%	5%	8%	4%	6%	7%	6%	6%	5%	5%	11%
																			QR
Not a Youtube user	289	53	65	167	232	20	33	49	77	95	14	20	34	15	39	38	91	110	70
	19%	11%	14%	30%	23%	11%	11%	10%	19%	25%	8%	12%	10%	9%	21%	17%	16%	19%	26%
				EFGBC	CFGB				H	KLMNH					KMN	KN			QR
Don't know/Refused	3	1	1	-	1	-	1	2	-	-	2	-	2	-	-	-	1	1	1
	*%	*%	*%	-	*%	-	*%	*%	-	-	1%	-	1%	-	-	-	*%	*%	*%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYa. During the coronavirus outbreak, have you had trouble paying for the following? Your cell phone service

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on cell phone owners	1461	465	446	541	986	171	294	500	399	366	166	160	327	173	184	215	544	566	255
Unweighted Total	1468	693	394	361	755	269	424	600	382	269	217	192	409	191	179	203	517	587	266
Effective Sample Size	1096	555	318	315	626	214	342	467	293	214	167	149	316	153	139	155	383	442	201
Yes, have had trouble	229 16%	30 6%	75 17% FGB	124 23% FGBC	199 20% FGB	9 5%	21 7%	16 3%	62 16% H	123 34% NOPHI KLM	3 2%	9 5% K	12 4%	4 2%	12 7% KN	50 23% KLMNO	104 19% R	75 13%	38 15%
No, have not had trouble	1231 84%	435 94% ECD	371 83% D	417 77%	788 80%	162 95% CDE	273 93% CDE	484 97% IJ	337 84% J	243 66%	163 98% JLOP	152 95% JP	315 96% JP	169 98% JOP	172 93% JP	165 77% J	440 81%	490 87% Q	217 85%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	1 *%	0 *%	- -	- -	- -	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYb. During the coronavirus outbreak, have you had trouble paying for the following? Your high-speed internet service at home

Banner B	Total	Education: College Grad+	Education: Some College	Education: Total H.S. or Less	Education: Some Coll. or Less	Education: Post Grad Degree	Education: College Degree	Income 3-Way: Total $75k+	Income 3-Way: $30K-74999	Income 3-Way: <$30k	Income Detailed: $150K Plus	Income Detailed: $100K to <150K	Income Detailed: $100k Plus	Income Detailed: $75K-99999	Income Detailed: $50K-74999	Income Detailed: $30K-49999	USR: Urban	USR: Sub-urban	USR: Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on home broadband users	1150	444	365	334	699	166	278	462	329	216	157	147	304	158	165	164	428	461	193
Unweighted Total	1217	654	322	227	549	257	397	565	318	169	208	179	387	178	160	158	429	502	211
Effective Sample Size	915	523	266	198	459	205	319	446	243	132	163	141	303	144	123	120	320	377	162
Yes, have had trouble	167 15%	37 8%	57 16% FGB	73 22% FGB	129 18% FGB	11 7%	26 9%	18 4%	55 17% H	73 34% MNOHI KL	2 1%	6 4%	8 3%	10 6% K	13 8% KM	42 25% KLMNO	76 18% RS	60 13%	22 11%
No, have not had trouble	982 85%	406 92% ECD	308 84%	262 78%	570 82%	154 93% CDE	252 91% CDE	444 96% IJ	274 83% J	143 66%	155 99% JNOP	141 96% JP	296 97% JOP	148 94% JP	152 92% JP	122 75%	352 82%	401 87% Q	171 89% Q
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	1 *%	0 *%	- -	- -	- -	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYc. During the coronavirus outbreak, have you had trouble paying for the following? Your cable or satellite television subscription

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on cable subscribers	840	271	251	311	563	105	166	301	234	167	104	100	203	98	118	116	288	340	164
Unweighted Total	919	446	244	215	459	180	266	398	236	131	148	134	282	116	114	122	303	380	182
Effective Sample Size	667	348	193	188	375	142	206	309	171	103	115	105	220	91	85	86	217	278	131
Yes, have had trouble	138 16%	24 9%	50 20% FGB	64 21% FGB	114 20% FGB	8 7%	16 10%	11 4%	39 17% H	63 37% NOPHI KLM	2 2%	4 4%	6 3%	5 5%	11 10% KM	27 24% KLMNO	61 21% RS	51 15%	19 12%
No, have not had trouble	699 83%	247 91% ECD	201 80%	246 79%	447 79%	97 92% CDE	150 90% CDE	290 96% IJ	193 83% J	104 63%	102 98% JOP	96 96% JP	198 97% JOP	93 95% JP	106 90% JP	87 75% J	227 79%	289 85% Q	143 87% Q
Don't know	2 *%	- -	- -	2 1%	2 *%	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	2 1%
Refused	1 *%	0 *%	- -	- -	- -	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYaSMART. During the coronavirus outbreak, have you had trouble paying for the following? Your cell phone service

Banner B	Education							Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on smartphone owners	1277	442	402	425	827	165	277	484	346	286	163	155	318	166	161	185	493	490	215
Unweighted Total	1290	647	345	282	627	254	393	577	328	205	212	183	395	182	155	173	463	519	224
Effective Sample Size	969	524	282	246	524	204	321	450	254	165	163	142	305	146	121	133	345	396	168
Yes, have had trouble	194 15%	27 6%	67 17% FGB	99 23% FGBC	166 20% FGB	9 5%	19 7%	16 3%	54 16% H	104 36% NOPHI KLM	3 2%	9 6% K	12 4%	4 2%	11 7% K	44 24% KLMNO	97 20% R	56 11%	36 17%
No, have not had trouble	1084 85%	414 94% ECD	335 83% D	326 77%	661 80%	156 95% CDE	258 93% CDE	469 97% IJ	291 84% J	182 64%	160 98% JLOP	146 94% JP	307 96% JP	162 98% JP	150 93% JP	141 76% J	396 80%	434 89% Q	179 83%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	0 *%	0 *%	- -	- -	- -	0 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	0 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PROB. How often, if ever, do you experience problems connecting to the internet at home? Often, sometimes, rarely or never?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on internet users	1399	465	440	483	923	173	292	498	388	325	166	160	326	171	185	203	523	546	243
Unweighted Total	1413	693	379	319	698	270	423	597	370	237	217	191	408	189	178	192	497	571	254
Effective Sample Size	1053	559	308	279	582	216	343	465	284	188	167	149	315	151	138	146	368	429	191
Often	142 10%	31 7%	48 11% FB	62 13% FGB	110 12% FGB	11 6%	21 7%	48 10%	40 10%	41 12%	15 9%	16 10%	30 9%	17 10%	16 8%	24 12%	52 10%	48 9%	35 14% R
Sometimes	312 22%	103 22%	92 21%	115 24%	207 22%	36 21%	67 23%	98 20%	84 22%	87 27% K	26 16%	36 23%	62 19%	35 21%	35 19%	49 24%	112 21%	119 22%	60 25%
Rarely	615 44%	227 49% ED	194 44%	190 39%	384 42%	92 53% CDE	135 46%	242 49% J	169 43%	125 39%	77 46%	74 47%	151 46%	90 53% J	81 44%	87 43%	234 45%	252 46%	98 40%
Never	323 23%	103 22%	104 24%	110 23%	215 23%	34 20%	69 24%	110 22%	95 25%	70 21%	49 29% N	34 21%	82 25% N	28 16%	53 29% N	42 21%	125 24%	127 23%	47 19%
Don't know	6 *%	- -	1 *%	4 1%	6 1%	- -	- -	- -	- -	3 1%	- -	- -	- -	- -	- -	- -	1 *%	- -	3 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PROB. How often, if ever, do you experience problems connecting to the internet at home? Often, sometimes, rarely or never?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Refused	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*%	-	-	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	*%	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISa. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Keeping up with the latest information about COVID-19

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
At a major disadvantage	650 43%	239 51% ECD	190 42%	218 39%	408 40%	97 55% CDE	142 48% DE	247 49% J	179 43%	152 40%	85 51% J	81 50%	167 51% J	80 46%	86 45%	93 42%	249 45%	271 46% S	100 37%
At a minor disadvantage	500 33%	167 35%	155 34%	175 31%	330 32%	61 35%	107 36%	174 35%	135 33%	121 32%	51 30%	52 32%	103 31%	71 41% MO	49 26%	86 39% O	179 32%	185 32%	104 39%
Not at a disadvantage	304 20%	56 12%	99 22% FGB	144 26% FGB	244 24% FGB	15 8%	41 14% F	71 14%	91 22% H	96 25% KLMNH	28 17%	21 13%	49 15%	22 13%	52 28% KLMNP	39 17%	109 20%	111 19%	58 22%
Don't know	47 3%	11 2%	9 2%	27 5%	36 4%	3 2%	7 2%	10 2%	6 1%	9 2%	3 2%	6 4%	9 3%	1 1%	2 1%	4 2%	17 3%	16 3%	7 3%
Refused	1 *%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISb. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Staying in contact with friends and family

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
At a major disadvantage	674 45%	258 55% ECD	202 45%	210 37%	412 40%	112 64% CDEG	146 49% DE	249 50%	179 44%	171 45%	69 42%	82 51%	151 46%	97 56% JKMO	78 41%	101 45%	257 46%	274 47%	105 39%
At a minor disadvantage	513 34%	157 33%	167 37% F	186 33% F	353 35% F	44 25%	113 38% F	182 36%	144 35%	111 29%	68 41% J	56 35%	125 38% J	57 33%	67 35%	77 35%	187 34%	190 33%	105 39%
Not at a disadvantage	274 18%	53 11%	79 17% FB	139 25% FGBC	218 21% FGB	17 10%	36 12%	68 13%	75 18%	84 22% LMNH	28 17%	21 13%	49 15%	18 11%	39 20% N	36 16%	99 18%	104 18%	50 19%
Don't know	38 3%	4 1%	6 1%	27 5% FGBC	33 3% GB	2 1%	2 1%	4 1%	13 3% H	10 3% K	1 *%	2 1%	2 1%	1 1%	5 3%	8 3% K	9 2%	12 2%	9 3%
Refused	3 *%	1 *%	- -	2 *%	2 *%	- -	1 *%	- -	1 *%	1 *%	- -	- -	- -	- -	1 *%	- -	1 *%	2 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISc. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Looking for jobs

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
At a major disadvantage	989 66%	355 75% ECD	284 63%	345 61%	629 62%	141 80% CDEG	214 72% CDE	353 70% J	280 68%	230 61%	111 67%	114 71%	225 69%	127 73% J	122 64%	158 71% J	385 70% S	392 67% S	159 59%
At a minor disadvantage	289 19%	84 18%	104 23% F	98 17%	202 20% F	24 14%	60 20%	105 21%	75 18%	74 20%	37 22%	35 22%	72 22%	33 19%	36 19%	39 18%	92 17%	114 20%	64 24% Q
Not at a disadvantage	145 10%	19 4%	47 10% FGB	76 13% FGB	123 12% FGB	6 3%	14 5%	31 6%	37 9%	51 14% LMNPHK	12 7%	8 5%	20 6%	11 6%	24 13% LMNP	13 6%	54 10%	45 8%	27 10%
Don't know	74 5%	13 3%	18 4%	43 8% FGB	61 6% FGB	4 3%	8 3%	14 3%	18 4%	21 6%	6 3%	5 3%	11 3%	3 2%	7 3%	12 5%	20 4%	29 5%	18 7%
Refused	6 *%	1 *%	- -	4 1%	4 *%	- -	1 *%	0 *%	1 *%	1 *%	- -	- -	- -	0 *%	1 *%	- -	1 *%	2 *%	1 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISd. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Getting schoolwork done

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
At a major disadvantage	1157 77%	404 85% ECD	355 78% D	393 70%	748 74%	156 89% CDE	248 83% DE	426 85% J	328 80% J	261 69%	131 79% J	140 87% J	271 83% J	155 89% JKOP	150 79% J	178 80% J	430 78%	468 80%	199 74%
At a minor disadvantage	179 12%	40 9%	58 13% F	79 14% FB	137 13% FB	10 6%	30 10%	45 9%	47 11%	60 16% LNH	21 13% N	13 8%	35 11%	11 6%	22 11%	26 11%	56 10%	64 11%	43 16%
Not at a disadvantage	81 5%	13 3%	21 5%	45 8% FGB	66 6% FGB	4 2%	9 3%	15 3%	19 5%	28 7% NH	7 4%	4 3%	12 4%	3 2%	12 6% N	7 3%	33 6%	25 4%	15 5%
Don't know	79 5%	15 3%	18 4%	45 8% FGBC	62 6% FB	5 3%	10 3%	15 3%	16 4%	28 8% LMNH	7 4%	4 2%	11 3%	5 3%	5 3%	11 5%	33 6%	20 3%	13 5%
Refused	5 *%	1 *%	1 *%	3 1%	4 *%	- -	1 *%	1 *%	1 *%	- -	- -	- -	- -	1 *%	1 *%	1 *%	1 *%	4 1%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISe. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Connecting with doctors or other medical professionals

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
At a major disadvantage	776 52%	261 55%	227 50%	285 50%	512 50%	101 58%	160 54%	276 55%	220 53%	180 48%	90 54%	88 54%	178 54%	98 56%	92 48%	129 58% J	305 55% S	307 53%	121 45%
At a minor disadvantage	437 29%	161 34% ED	145 32% D	128 23%	273 27%	60 34% DE	101 34% DE	161 32%	121 30%	95 25%	53 32%	56 34%	108 33% J	53 30%	62 33%	60 27%	158 29%	167 29%	87 32%
Not at a disadvantage	237 16%	42 9%	70 15% FB	123 22% FGBC	192 19% FGB	11 6%	31 10%	58 11%	62 15%	79 21% KLMNH	21 12%	15 9%	36 11%	22 13%	33 17% L	29 13%	73 13%	93 16%	51 19%
Don't know	47 3%	9 2%	11 2%	26 5% FGB	37 4%	3 2%	6 2%	7 1%	7 2%	22 6% NOPHI KLM	3 2%	3 2%	6 2%	2 1%	3 2%	4 2%	15 3%	14 2%	11 4%
Refused	4 *%	- -	1 *%	3 1%	4 *%	- -	- -	- -	1 *%	1 *%	- -	- -	- -	- -	- -	1 *%	2 *%	2 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1b. Please tell me if you happen to have each of the following items, or not. Do you have a tablet computer?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	790	298	269	220	489	120	178	337	200	154	118	107	224	113	102	98	305	315	118
	53%	63%	59%	39%	48%	69%	60%	67%	49%	41%	71%	66%	68%	65%	54%	44%	55%	54%	44%
		ED	ED		D	CDEG	DE	IJ			JOP	JOP	JOP	JP	J		S	S	
No	708	174	183	343	526	55	119	163	210	223	48	55	103	60	86	124	248	265	151
	47%	37%	40%	61%	52%	31%	40%	33%	51%	59%	29%	34%	31%	35%	46%	56%	45%	46%	56%
			F	EFGBC	CFGB		F		H	LMNOHK					KLM	KLMN			QR
Don't know	4	-	2	1	4	-	-	2	1	-	1	-	1	1	1	-	-	3	1
	*%	-	1%	*%	*%	-	-	*%	*%	-	*%	-	*%	1%	1%	-	-	*%	*%
Refused	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1c. Please tell me if you happen to have each of the following items, or not. Do you have a desktop or laptop computer?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	1163	448	366	341	707	167	281	467	325	223	155	146	301	166	156	169	444	452	195
	77%	95%	81%	60%	69%	95%	94%	93%	79%	59%	93%	91%	92%	95%	83%	76%	80%	78%	72%
		ECD	ED		D	CDE	CDE	IJ	J		JOP	JOP	JOP	JOP	J	J	S		
No	339	25	87	223	310	8	17	35	86	154	11	15	26	8	33	53	110	129	75
	23%	5%	19%	39%	30%	5%	6%	7%	21%	41%	7%	9%	8%	5%	17%	24%	20%	22%	28%
			FGB	EFGBC	CFGB				H	NOPHI					KLMN	KLMN			Q
										KLM									
Don't know	1	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	*%	-	-	*%	*%	-	-	-	-	-	-	-	-	-	-	-	-	*%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1d. Please tell me if you happen to have each of the following items, or not. Do you have a game console?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	626	209	235	180	415	78	131	252	169	139	79	88	167	85	88	81	223	267	101
	42%	44%	52%	32%	41%	44%	44%	50%	41%	37%	48%	54%	51%	49%	46%	37%	40%	46%	38%
		D	EGBD		D	D	D	IJ			JP	JP	JP	JP				S	
No	869	263	217	380	597	97	166	250	241	238	87	73	161	89	102	139	330	312	166
	58%	56%	48%	67%	59%	56%	56%	50%	59%	63%	52%	46%	49%	51%	54%	63%	60%	54%	62%
		C		EFGBC	C		C		H	KLMNH						LMN			R
Don't know	6	-	2	4	6	-	-	-	2	-	-	-	-	-	-	2	1	4	2
	*%	-	*%	1%	1%	-	-	-	*%	-	-	-	-	-	-	1%	*%	1%	1%
Refused	0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1SUM. Please tell me if you happen to have each of the following items, or not. Summary of "Yes" responses

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
A desktop or laptop computer (c)	1163	448	366	341	707	167	281	467	325	223	155	146	301	166	156	169	444	452	195
	77%	95%	81%	60%	69%	95%	94%	93%	79%	59%	93%	91%	92%	95%	83%	76%	80%	78%	72%
		ECD	ED		D	CDE	CDE	IJ	J		JOP	JOP	JOP	JOP	J	J	S		
A tablet computer (b)	790	298	269	220	489	120	178	337	200	154	118	107	224	113	102	98	305	315	118
	53%	63%	59%	39%	48%	69%	60%	67%	49%	41%	71%	66%	68%	65%	54%	44%	55%	54%	44%
		ED	ED		D	CDEG	DE	IJ			JOP	JOP	JOP	JP	J		S	S	
A game console (d)	626	209	235	180	415	78	131	252	169	139	79	88	167	85	88	81	223	267	101
	42%	44%	52%	32%	41%	44%	44%	50%	41%	37%	48%	54%	51%	49%	46%	37%	40%	46%	38%
		D	EGBD		D	D	D	IJ			JP	JP	JP	JP				S	

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
None	352	51	78	220	298	16	35	73	100	117	23	20	44	30	40	60	101	146	79
	23%	11%	17%	39%	29%	9%	12%	15%	24%	31%	14%	13%	13%	17%	21%	27%	18%	25%	29%
			FB	EFGBC	CFGB				H	LMNOHK					LM	KLMN		Q	Q
NET Book reader	1126	417	366	336	702	157	260	427	305	251	142	141	283	143	147	158	446	429	187
	75%	88%	81%	59%	69%	90%	87%	85%	74%	67%	85%	87%	86%	82%	77%	71%	81%	74%	69%
		ECD	ED		D	CDE	CDE	IJ			JP	JOP	JOP	JP	J		RS		
1-4 books	373	114	118	138	257	30	84	135	96	102	49	41	90	45	41	55	132	150	65
	25%	24%	26%	24%	25%	17%	28%	27%	23%	27%	29%	25%	27%	26%	22%	25%	24%	26%	24%
			F	F	F		F												
5-9 books	221	70	72	78	150	29	41	72	68	45	23	24	47	25	35	33	89	81	38
	15%	15%	16%	14%	15%	17%	14%	14%	17%	12%	14%	15%	14%	14%	19%	15%	16%	14%	14%
10+ books	532	233	177	119	296	97	136	220	141	105	70	76	146	74	70	71	226	198	83
	35%	49%	39%	21%	29%	56%	46%	44%	34%	28%	42%	47%	45%	42%	37%	32%	41%	34%	31%
		ECD	ED		D	CDEG	DE	IJ			J	JP	JP	J			RS		

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Don't know / refuse	24 2%	5 1%	9 2%	9 2%	19 2%	3 1%	2 1%	2 *%	6 1%	9 2% MH	1 1%	- -	1 *%	1 1%	2 1%	4 2%	6 1%	8 1%	4 1%
Mean	14.35	17.54 ED	16.16 D	10.32	12.92	19.22 DE	16.55 DE	15.50	13.97	13.57	13.86	18.15	15.98	14.60	15.33	12.80	15.57	13.75	15.05
Median	5.00	9.00	5.00	2.00	3.00	10.00	7.00	6.00	5.00	3.00	6.00	8.00	6.00	6.00	5.00	4.00	6.00	4.00	3.00

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2a. Thinking about all of the books you have read in the past 12 months, were any of those printed books?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Have read books in last 12 months (includes DK)	1144	421	376	341	716	159	262	428	311	256	143	141	284	144	149	162	449	436	188
Unweighted Total	1201	628	329	230	559	250	378	522	306	202	185	173	358	164	148	158	438	475	213
Effective Sample Size	891	503	265	200	461	201	303	406	233	155	140	136	276	130	113	119	322	357	159
Yes	973	379	301	287	587	149	231	373	273	200	123	123	246	127	128	145	373	378	166
	85%	90%	80%	84%	82%	94%	88%	87%	88%	78%	86%	87%	87%	88%	86%	89%	83%	87%	88%
		ECD				CDEG	CE	J	J				J	J		J			
No	170	42	74	53	127	10	32	54	38	55	18	19	37	17	21	17	75	58	22
	15%	10%	20%	16%	18%	6%	12%	13%	12%	21%	13%	13%	13%	12%	14%	11%	17%	13%	12%
			FGB	FB	FGB		F			MNPHIK									
Don't know	1	-	-	1	1	-	-	-	-	1	-	-	-	-	-	-	1	-	-
	*%	-	-	*%	*%	-	-	-	-	*%	-	-	-	-	-	-	*%	-	-
Refused	1	-	1	-	1	-	-	1	-	-	1	-	1	-	-	-	1	-	-
	*%	-	*%	-	*%	-	-	*%	-	-	1%	-	*%	-	-	-	*%	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2b. Thinking about all of the books you have read in the past 12 months, were any of those audiobooks?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Have read books in last 12 months (includes DK)	1144	421	376	341	716	159	262	428	311	256	143	141	284	144	149	162	449	436	188
Unweighted Total	1201	628	329	230	559	250	378	522	306	202	185	173	358	164	148	158	438	475	213
Effective Sample Size	891	503	265	200	461	201	303	406	233	155	140	136	276	130	113	119	322	357	159
Yes	352 31%	151 36% ED	125 33% D	75 22%	200 28%	58 36% DE	93 35% DE	164 38% I	75 24%	81 32% P	56 39% P	49 35% P	105 37% P	59 41% OP	43 29%	32 20%	154 34% S	134 31% S	43 23%
No	789 69%	271 64%	249 66%	264 77% FGBC	513 72% FGB	101 64%	169 65%	264 62%	235 75% H	172 67%	86 61%	92 65%	179 63%	86 59%	106 71% N	128 79% JKLMN	295 66%	301 69%	146 77% QR
Don't know	3 *%	- -	1 *%	2 1%	3 *%	- -	- -	- -	1 *%	2 1%	- -	- -	- -	- -	- -	1 1%	- -	1 *%	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2c. Thinking about all of the books you have read in the past 12 months, were any of those e-books?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Have read books in last 12 months (includes DK)	1144	421	376	341	716	159	262	428	311	256	143	141	284	144	149	162	449	436	188
Unweighted Total	1201	628	329	230	559	250	378	522	306	202	185	173	358	164	148	158	438	475	213
Effective Sample Size	891	503	265	200	461	201	303	406	233	155	140	136	276	130	113	119	322	357	159
Yes	450 39%	187 44% ED	164 44% D	97 29%	261 36% D	89 56% CDEG	98 37% D	182 43%	112 36%	88 34%	63 44% P	65 46% JP	129 45% JP	54 37%	60 40%	52 32%	183 41%	165 38%	70 37%
No	688 60%	234 55%	210 56% F	239 70% FBC	449 63% FB	70 44%	164 62% F	245 57%	198 64%	165 65% M	79 55%	76 54%	155 55%	90 62%	89 60%	109 67% KLM	265 59%	268 61%	119 63%
Don't know	7 1%	1 *%	1 *%	5 1%	6 1%	0 *%	1 *%	1 *%	1 *%	2 1%	0 *%	- -	0 *%	1 *%	- -	1 1%	1 *%	4 1%	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2aTOT. Summary of Print book readers

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Print book reader	973 65%	379 80% ECD	301 66% ED	287 51%	587 58% D	149 85% CDEG	231 78% CDE	373 74% IJ	273 66% J	200 53%	123 74% J	123 76% JP	246 75% JP	127 73% J	128 68% J	145 65% J	373 67%	378 65%	166 62%
NET Not a print book reader	527 35%	93 20%	152 33% FGB	277 49% EFGBC	429 42% CFGB	26 15%	67 22% F	128 25%	138 34% H	176 47% NOPHI KLM	42 25%	39 24%	81 25%	47 27%	61 32%	77 35% LM	178 32%	205 35%	104 38%
Have not read a book this way	170 11%	42 9%	74 16% FGBD	53 9%	127 13% FB	10 6%	32 11% F	54 11%	38 9%	55 14% P	18 11%	19 12%	37 11%	17 10%	21 11%	17 8%	75 14% S	58 10%	22 8%
Have read no books in last year	358 24%	51 11%	78 17% FB	224 40% EFGBC	302 30% CFGB	16 9%	35 12%	74 15%	100 24% H	121 32% MNOHI KL	24 14%	20 13%	44 13%	30 17%	40 21% LM	60 27% KLMN	104 19%	146 25% Q	81 30% Q
Don't know / refuse	2 *%	- -	1 *%	1 *%	2 *%	- -	- -	1 *%	- -	1 *%	1 1%	- -	1 *%	- -	- -	- -	2 *%	- -	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2bTOT. Summary of Audio book readers

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Audio book reader	352 23%	151 32% ED	125 28% ED	75 13%	200 20% D	58 33% DE	93 31% DE	164 33% IJ	75 18%	81 22%	56 34% JOP	49 30% P	105 32% JOP	59 34% JOP	43 23%	32 15%	154 28% S	134 23% S	43 16%
NET Not an audio book reader	1147 76%	322 68%	327 72%	488 86% EFGBC	815 80% CFGB	117 67%	204 69%	338 67%	335 81% H	293 78% KMNH	110 66%	113 70%	223 68%	115 66%	146 77% KMN	189 85% KLMN	399 72%	447 77%	227 84% QR
Have not read a book this way	789 53%	271 57% ED	249 55% D	264 47%	513 50%	101 58% D	169 57% DE	264 53%	235 57% J	172 46%	86 52%	92 57% J	179 55% J	86 49%	106 56%	128 58% J	295 53%	301 52%	146 54%
Have read no books in last year	358 24%	51 11%	78 17% FB	224 40% EFGBC	302 30% CFGB	16 9%	35 12%	74 15%	100 24% H	121 32% MNOHI KL	24 14%	20 13%	44 13%	30 17%	40 21% LM	60 27% KLMN	104 19%	146 25% Q	81 30% Q
Don't know / refuse	3 *%	- -	1 *%	2 *%	3 *%	- -	- -	- -	1 *%	2 1%	- -	- -	- -	- -	- -	1 *%	- -	1 *%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2cTOT. Summary of E-book readers

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
E-book reader	450 30%	187 39% ED	164 36% ED	97 17%	261 26% D	89 51% CDEG	98 33% DE	182 36% IJ	112 27%	88 23%	63 38% JP	65 40% JP	129 39% JP	54 31%	60 32%	52 23%	183 33%	165 28%	70 26%
NET Not an e-book reader	1045 70%	285 60%	288 64% F	463 82% EFGBC	751 74% CFGB	86 49%	199 67% F	319 63%	298 73% H	287 76% KLMH	103 62%	96 60%	199 61%	120 69%	129 68%	169 76% KLM	369 67%	414 71%	200 74%
Have not read a book this way	688 46%	234 49% D	210 46%	239 42%	449 44%	70 40%	164 55% CDEF	245 49%	198 48%	165 44%	79 47%	76 47%	155 47%	90 52%	89 47%	109 49%	265 48%	268 46%	119 44%
Have read no books in last year	358 24%	51 11%	78 17% FB	224 40% EFGBC	302 30% CFGB	16 9%	35 12%	74 15%	100 24% H	121 32% MNOHI KL	24 14%	20 13%	44 13%	30 17%	40 21% LM	60 27% KLMN	104 19%	146 25% Q	81 30% Q
Don't know / refuse	7 *%	1 *%	1 *%	5 1%	6 1%	0 *%	1 *%	1 *%	1 *%	2 1%	0 *%	- -	0 *%	1 *%	- -	1 *%	1 *%	4 1%	- -

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

GENDER. Do you describe yourself as a man, a woman or in some other way?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
A man	739	219	219	293	512	80	139	280	201	161	99	93	192	88	104	97	257	295	131
	49%	46%	48%	52%	50%	46%	47%	56%	49%	43%	60%	58%	59%	50%	55%	44%	46%	51%	49%
								J			JP	JP	JP		JP				
A woman	741	249	228	262	490	94	155	220	206	209	66	69	135	85	84	123	289	282	135
	49%	53%	50%	46%	48%	54%	52%	44%	50%	55%	40%	42%	41%	49%	44%	55%	52%	48%	50%
										KLMOH						KLM			
In some other way	11	3	6	1	8	-	3	2	1	4	1	-	1	1	1	-	5	4	1
	1%	1%	1%	*%	1%	-	1%	*%	*%	1%	1%	-	*%	1%	1%	-	1%	1%	*%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

AGECAT. What is your age?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET 18-29	291 19%	62 13%	108 24% FGB	120 21% FB	228 22% FGB	12 7%	51 17% F	80 16%	72 18%	100 27% NOPHI KLM	30 18%	22 14%	52 16%	28 16%	31 16%	41 19%	125 23% RS	101 17%	37 14%
18-24	179 12%	24 5%	64 14% FGB	90 16% FGB	154 15% FGB	3 2%	21 7% F	55 11%	47 11%	50 13%	26 15% LN	15 9%	40 12%	15 8%	23 12%	24 11%	72 13% S	65 11%	22 8%
25-29	112 7%	38 8%	44 10% FD	30 5%	74 7%	8 5%	30 10% DF	25 5%	25 6%	50 13% MOPHI KL	4 2%	7 5%	11 3%	14 8% KM	8 4%	17 8% K	53 10% RS	36 6%	15 5%
30-49	513 34%	208 44% ECD	152 34% D	150 27%	303 30%	75 43% CDE	133 45% CDE	211 42% J	147 36%	116 31%	57 34%	78 49% JKP	135 41% JP	76 43% JP	78 41% J	69 31%	199 36%	202 35%	88 33%
50-64	352 23%	105 22%	102 22%	144 26%	246 24%	45 26%	60 20%	128 26%	94 23%	82 22%	50 30%	37 23%	87 27%	41 24%	45 24%	49 22%	129 23%	141 24%	63 23%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

AGECAT. What is your age?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
65-96	307	85	85	136	221	40	46	79	96	74	29	22	52	28	34	62	94	123	77
	20%	18%	19%	24%	22%	23%	15%	16%	23%	20%	18%	14%	16%	16%	18%	28%	17%	21%	29%
				G	G				H							KLMN			Q
97 or older	3	-	1	2	3	-	-	-	-	1	-	-	-	-	-	-	-	2	1
	*%	-	*%	*%	*%	-	-	-	-	*%	-	-	-	-	-	-	-	*%	*%
Don't know/Refused	36	12	6	12	18	3	9	4	2	3	0	2	2	2	1	1	7	13	4
	2%	3%	1%	2%	2%	2%	3%	1%	*%	1%	*%	1%	1%	1%	*%	*%	1%	2%	2%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Married	668 45%	272 58% ECD	179 39%	215 38%	394 39%	113 65% CDEG	159 53% CDE	332 66% IJ	175 43% J	66 18%	110 66% JOP	113 70% JOP	222 68% JOP	109 63% JOP	83 44% J	92 41% J	230 42%	261 45%	134 50%
Living with a partner	139 9%	39 8%	41 9% F	59 10% F	100 10% F	8 5%	31 10% F	36 7%	41 10%	52 14% KLMNH	12 7%	12 7%	24 7%	12 7%	24 13%	18 8%	48 9%	55 10%	28 10%
Divorced	156 10%	43 9%	49 11%	63 11%	112 11%	16 9%	27 9%	28 6%	50 12% H	65 17% KLMNH	8 5%	11 7%	18 6%	9 5%	23 12% KMN	27 12% KMN	63 11%	62 11%	29 11%
Separated	47 3%	5 1%	14 3% B	28 5% FGB	42 4% FGB	2 1%	3 1%	8 2%	6 2%	26 7% MOPHIL	- -	3 2%	3 1%	5 3%	2 1%	5 2%	25 5% R	11 2%	9 3%
Widowed	88 6%	15 3%	35 8% FB	37 7% FB	72 7% FGB	4 2%	11 4%	7 1%	35 9% H	23 6% KLMNH	3 2%	2 1%	5 1%	2 1%	12 6%	23 11% KLMN	27 5%	40 7%	20 7%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Never been married	386	93	133	159	292	29	64	90	102	140	34	21	55	35	46	55	157	150	45
	26%	20%	29% FGB	28% FGB	29% FGB	17%	21%	18%	25% H	37% NOPHI KLM	20%	13%	17%	20%	24% L	25% LM	28% S	26% S	17%
Don't know	3	-	2	1	3	-	-	-	1	2	-	-	-	-	-	1	2	-	1
	*%	-	1%	*%	*%	-	-	-	*%	1%	-	-	-	-	-	*%	*%	-	*%
Refused	13	4	-	3	3	2	2	1	0	2	-	0	0	1	-	0	1	4	3
	1%	1%	-	1%	*%	1%	1%	*%	*%	1%	-	*%	*%	1%	-	*%	*%	1%	1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAR. Are you the parent or guardian of any children under age 18 now living in your household?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	422	151	128	143	271	66	85	174	119	93	55	60	114	60	53	66	152	172	75
	28%	32%	28%	25%	27%	37%	29%	35%	29%	25%	33%	37%	35%	35%	28%	30%	28%	30%	28%
		ED				CDEG		J				J	J	J					
No	1071	321	325	421	745	110	211	328	293	285	112	102	214	114	137	156	401	409	192
	71%	68%	72%	75%	73%	63%	71%	65%	71%	75%	67%	63%	65%	65%	72%	70%	72%	70%	71%
			F	FB	FB		F			LMNH									
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	8	1	1	1	2	-	1	-	-	-	-	-	-	-	-	-	0	1	2
	1%	*%	*%	*%	*%	-	*%	-	-	-	-	-	-	-	-	-	*%	*%	1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EDUC2. What is the highest level of school you have completed or the highest degree you have received?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
NET College graduate+	473 31%	473 100%	- -	- -	- -	175 100%	297 100%	278 55% IJ	115 28% J	36 9%	103 62% JNOP	92 57% JOP	195 59% JNOP	83 48% JOP	60 32% J	54 24% J	186 34% S	209 36% S	52 19%
Post grad degree	175 12%	175 37%	- -	- -	- -	175 100%	- -	115 23% IJ	33 8%	13 3%	47 28% JNOP	43 27% JNOP	90 27% JNOP	25 15% JP	22 11% J	11 5%	70 13% S	82 14% S	17 6%
College degree	297 20%	297 63%	- -	- -	- -	- -	297 100%	163 32% IJ	82 20% J	23 6%	56 33% JOP	49 30% JP	105 32% JOP	58 33% JOP	39 20% J	43 19% J	116 21% S	127 22% S	34 13%
Some College	453 30%	- -	453 100% E	- -	453 45%	- -	- -	134 27%	140 34% H	125 33% KM	35 21%	40 25%	76 23%	59 34% KM	64 34% KM	76 34% KM	172 31%	172 29%	91 34%
NET H.S. graduate or less	565 38%	- -	- -	565 100% E	565 55%	- -	- -	90 18%	157 38% H	217 57% NOPHI KLM	28 17%	29 18%	57 18%	32 19%	65 35% KLMN	91 41% KLMN	195 35%	201 34%	126 47% QR

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EDUC2. What is the highest level of school you have completed or the highest degree you have received?

	Banner B	Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
H.S. graduate	459	-	-	459	459	-	-	85	137	150	28	27	55	30	62	75	159	164	107
	31%	-	-	81%	45%	-	-	17%	33%	40%	17%	17%	17%	17%	33%	34%	29%	28%	40%
				E					H	KLMNH					KLMN	KLMN			QR
Less than H.S.	106	-	-	106	106	-	-	5	19	67	1	2	3	2	3	16	36	37	19
	7%	-	-	19%	10%	-	-	1%	5%	18%	1%	1%	1%	1%	2%	7%	6%	6%	7%
				E					H	NOPHI KLM						KLMNO			
Don't know/Refused	11	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	1
	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*%	*%	*%
NET Some college or less	1018	-	453	565	1018	-	-	224	297	341	64	69	133	91	129	168	366	372	217
	68%	-	100%	100%	100%	-	-	45%	72%	91%	38%	43%	41%	52%	68%	76%	66%	64%	81%
									H	NOPHI KLM				KM	KLMN	KLMN			QR
NET Some college or more	926	473	453	-	453	175	297	412	255	160	138	132	270	142	124	131	358	381	142
	62%	100%	100%	-	45%	100%	100%	82%	62%	43%	83%	82%	82%	81%	65%	59%	65%	65%	53%
		E	E			E	E	IJ	J		JOP	JOP	JOP	JOP	J	J	S	S	

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Employed full-time	644 43%	287 61% ECD	190 42% ED	164 29%	354 35%	103 59% CDE	184 62% CDE	311 62% IJ	188 46% J	88 23%	99 60% JP	103 64% JOP	202 62% JOP	108 62% JOP	93 49% J	95 43% J	241 44%	255 44%	116 43%
Employed part-time	172 11%	39 8%	57 12% GB	76 14% GB	133 13% GB	16 9%	24 8%	42 8%	40 10%	72 19% NOPHI KLM	13 8%	12 7%	25 7%	17 10%	18 10%	22 10%	76 14% S	57 10%	23 9%
Retired	303 20%	77 16%	96 21% G	130 23% GB	226 22% GB	34 20%	42 14%	71 14%	88 21% H	81 21% MH	23 14%	23 14%	45 14%	26 15%	30 16%	58 26% KLMNO	95 17%	119 20%	77 28% QR
Not employed for pay	264 18%	49 10%	81 18% FGB	134 24% FGBC	215 21% FGB	14 8%	35 12%	54 11%	66 16% H	90 24% MNPHI KL	21 13%	18 11%	40 12%	15 9%	33 18% N	33 15%	95 17% S	119 20% S	31 11%
Have own business/ self-employed	44 3%	11 2%	10 2%	23 4%	33 3%	2 1%	9 3%	19 4%	13 3%	9 3%	9 6%	3 2%	13 4%	6 3%	7 4%	6 3%	19 4%	13 2%	8 3%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Disabled	47 3%	2 *%	14 3% FGB	32 6% FGB	45 4% FGB	1 1%	1 *%	2 *%	11 3% H	30 8% NOPHI LM	- -	1 1%	1 *%	1 1%	5 2% M	7 3% M	16 3%	17 3%	12 4%
Student	10 1%	3 1%	5 1%	2 *%	7 1%	2 1%	1 *%	1 *%	2 1%	5 1%	1 1%	- -	1 *%	- -	2 1%	- -	7 1%	1 *%	1 1%
Other	6 *%	3 1%	1 *%	2 *%	3 *%	2 1%	1 *%	1 *%	3 1%	- -	- -	1 1%	1 *%	- -	2 1%	1 *%	3 1%	1 *%	1 *%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	11 1%	1 *%	1 *%	1 *%	2 *%	- -	1 *%	1 *%	- -	1 *%	- -	- -	- -	1 1%	- -	- -	0 *%	2 *%	1 *%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DISA. Does any disability, handicap, or chronic disease keep you from participating fully in work, school, housework, or other activities, or not?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes	267	41	91	135	226	14	27	42	84	102	14	10	24	19	27	58	88	118	52
	18%	9%	20%	24%	22%	8%	9%	8%	20%	27%	8%	6%	7%	11%	14%	26%	16%	20%	19%
			FGB	FGB	FGB				H	LMNOHK					LM	KLMNO			
No	1219	429	362	424	786	161	268	458	327	274	153	151	303	155	163	164	462	464	217
	81%	91%	80%	75%	77%	92%	90%	91%	80%	73%	92%	93%	92%	89%	86%	74%	84%	80%	81%
		ECD				CDE	CDE	IJ			JP	JP	JP	JP	JP				
Don't know	4	1	-	3	3	-	1	-	-	-	-	-	-	-	-	-	-	-	-
	*%	*%	-	*%	*%	-	*%	-	-	-	-	-	-	-	-	-	-	-	-
Refused	12	1	-	4	4	-	1	2	-	1	-	1	1	1	-	-	3	1	1
	1%	*%	-	1%	*%	-	1%	*%	-	*%	-	1%	*%	1%	-	-	1%	*%	*%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HISP. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Yes, Hispanic	226	43	46	135	181	11	32	55	60	88	14	26	39	16	19	41	101	88	16
	15%	9%	10%	24%	18%	6%	11%	11%	15%	23%	8%	16%	12%	9%	10%	18%	18%	15%	6%
				EFGBC	CFGB		F			MNOHIK		KN				KMNO	S	S	
No, not Hispanic	1254	421	406	423	829	161	260	443	351	288	153	133	286	157	170	180	449	490	251
	83%	89%	90%	75%	81%	92%	87%	88%	85%	76%	92%	83%	87%	90%	90%	81%	81%	84%	93%
		ED	ED		D	DE	DE	J	J		JLP		J	JLP	JLP				QR
Don't know/Refused	22	8	2	6	8	3	5	4	1	2	-	3	3	2	-	1	3	4	3
	1%	2%	*%	1%	1%	1%	2%	1%	*%	1%	-	2%	1%	1%	-	*%	*%	1%	1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
White	1016	344	317	352	670	132	212	386	285	217	129	128	257	129	138	148	323	419	224
	68%	73%	70%	62%	66%	76%	71%	77%	69%	58%	77%	79%	78%	74%	73%	67%	58%	72%	83%
		ED	D			DE	D	IJ	J		JP	JP	JP	J	J			Q	QR
Black or African-American	183	41	70	72	142	12	28	34	59	67	12	11	23	12	18	41	98	65	17
	12%	9%	15%	13%	14%	7%	10%	7%	14%	18%	7%	7%	7%	7%	9%	18%	18%	11%	6%
			FGB	FB	FGB				H	LMNOHK						KLMNO	RS	S	
Asian or Asian-American	49	29	11	9	20	12	17	26	8	9	13	3	16	10	4	4	28	17	2
	3%	6%	2%	2%	2%	7%	6%	5%	2%	2%	8%	2%	5%	5%	2%	2%	5%	3%	1%
		ECD				CDE	CDE	I			JLOP		P				S	S	
Mixed race	74	22	21	29	51	7	16	24	21	20	4	11	14	9	14	8	31	34	8
	5%	5%	5%	5%	5%	4%	5%	5%	5%	5%	2%	7%	4%	5%	7%	4%	6%	6%	3%
												K			K			S	
Other	132	23	27	81	108	7	16	26	33	50	7	7	14	12	15	18	63	35	14
	9%	5%	6%	14%	11%	4%	5%	5%	8%	13%	4%	5%	4%	7%	8%	8%	11%	6%	5%
				FGBC	CFGB					LMNHIK							RS		

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Don't know/Refused	47	13	7	21	28	5	8	6	5	15	2	2	4	2	1	3	11	13	4
	3%	3%	2%	4%	3%	3%	3%	1%	1%	4%	1%	1%	1%	1%	1%	1%	2%	2%	2%
										OI									

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACETHN. Race - Hispanic

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
White, non-Hispanic	934	322	293	316	609	128	195	354	265	189	117	115	232	122	132	133	292	379	217
	62%	68%	65%	56%	60%	73%	65%	70%	64%	50%	70%	71%	71%	70%	70%	60%	53%	65%	80%
		ED	D			CDEG	D	J	J		JP	JP	JP	JP	J	J		Q	QR
Black, non-Hispanic	174	39	66	69	135	11	28	33	54	65	12	10	21	12	17	37	94	60	16
	12%	8%	15%	12%	13%	6%	9%	7%	13%	17%	7%	6%	6%	7%	9%	17%	17%	10%	6%
			FGB	FB	FGB				H	LMNOHK						KLMNO	RS	S	
Hispanic	226	43	46	135	181	11	32	55	60	88	14	26	39	16	19	41	101	88	16
	15%	9%	10%	24%	18%	6%	11%	11%	15%	23%	8%	16%	12%	9%	10%	18%	18%	15%	6%
				EFGBC	CFGB		F			MNOHIK		KN				KMNO	S	S	
Other, non-Hispanic	133	55	43	34	77	20	35	54	30	31	22	10	32	23	20	10	62	45	16
	9%	12%	9%	6%	8%	11%	12%	11%	7%	8%	13%	6%	10%	13%	11%	4%	11%	8%	6%
		ED				D	DE				LP		P	LP	P		S		
Don't know/Refused	35	13	5	10	16	5	8	6	2	5	2	2	4	2	1	1	4	10	4
	2%	3%	1%	2%	2%	3%	3%	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	2%	2%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACETHN. Race - Hispanic

Banner B	Education							Income 3-Way			Income Detailed							USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
NET Non-white	533	137	154	239	393	43	95	142	144	183	47	45	92	50	56	88	257	194	49
	36%	29%	34%	42%	39%	24%	32%	28%	35%	49%	28%	28%	28%	29%	30%	39%	46%	33%	18%
			F	FGBC	FGB		F		H	MNOHI KL						KLMN	RS	S	

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BIRTH_HISP. Were you born in the United States, on the island of Puerto Rico, or in another country?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Hispanics	226	43	46	135	181	11	32	55	60	88	14	26	39	16	19	41	101	88	16
Unweighted Total	162	50	31	78	109	19	31	54	39	50	13	27	40	14	12	27	70	66	11
Effective Sample Size	129	37	27	69	95	16	24	42	34	44	10	21	31	11	11	23	55	53	10
U.S.	122	21	35	65	100	8	13	40	29	42	10	19	29	10	8	21	53	56	10
	54%	48%	78%	48%	56%	67%	42%	72%	49%	48%	73%	76%	75%	65%	43%	52%	53%	63%	61%
			EGBD					IJ				J	J						
Puerto Rico	3	1	0	1	2	0	1	2	0	-	-	0	0	1	-	0	1	2	-
	1%	2%	1%	1%	1%	3%	2%	3%	1%	-	-	1%	1%	9%	-	1%	1%	3%	-
Another country	101	22	10	69	79	3	18	13	30	45	4	6	9	4	11	19	47	30	6
	45%	50%	21%	51%	43%	30%	57%	24%	50%	52%	27%	23%	24%	26%	57%	47%	47%	34%	39%
		C		C	C		C		H	LMNH									
Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET Born in U.S./ Puerto Rico	125	22	36	67	102	8	14	41	30	42	10	20	30	12	8	22	54	58	10
	55%	50%	79%	49%	57%	70%	43%	76%	50%	48%	73%	77%	76%	74%	43%	53%	53%	66%	61%
			EGBD					IJ				J	J	J					

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INC. Last year -- that is in 2020 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Less than $10,000	97	11	17	69	86	4	7	-	-	97	-	-	-	-	-	-	45	27	15
	6%	2%	4%	12%	8%	2%	2%	-	-	26%	-	-	-	-	-	-	8%	5%	6%
				FGBC	CFGB												R		
10 to under $20,000	132	13	46	73	119	5	8	-	-	132	-	-	-	-	-	-	62	46	22
	9%	3%	10%	13%	12%	3%	3%	-	-	35%	-	-	-	-	-	-	11%	8%	8%
			FGB	FGB	FGB														
20 to under $30,000	148	12	62	74	136	4	8	-	-	148	-	-	-	-	-	-	59	54	28
	10%	3%	14%	13%	13%	3%	3%	-	-	39%	-	-	-	-	-	-	11%	9%	10%
			FGB	FGB	FGB														
30 to under $40,000	137	29	50	58	108	5	24	-	137	-	-	-	-	-	-	137	40	65	27
	9%	6%	11%	10%	11%	3%	8%	-	33%	-	-	-	-	-	-	62%	7%	11%	10%
			FB	FB	FB		F											Q	
40 to under $50,000	85	25	26	33	60	6	19	-	85	-	-	-	-	-	-	85	24	33	25
	6%	5%	6%	6%	6%	4%	6%	-	21%	-	-	-	-	-	-	38%	4%	6%	9%
																			Q

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INC. Last year -- that is in 2020 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
50 to under $75,000	189	60	64	65	129	22	39	-	189	-	-	-	-	-	189	-	64	78	43
	13%	13%	14%	12%	13%	12%	13%	-	46%	-	-	-	-	-	100%	-	12%	13%	16%
75 to under $100,000	174	83	59	32	91	25	58	174	-	-	-	-	-	174	-	-	62	77	28
	12%	18% ED	13% D	6%	9%	15% DE	19% CDE	35%	-	-	-	-	-	100%	-	-	11%	13%	10%
100 to under $150,000	161	92	40	29	69	43	49	161	-	-	-	161	161	-	-	-	65	67	24
	11%	20% ECD	9%	5%	7%	25% CDEG	16% CDE	32%	-	-	-	100% M	49%	-	-	-	12%	12%	9%
$150,000 or more	166	103	35	28	64	47	56	166	-	-	166	-	166	-	-	-	70	71	12
	11%	22% ECD	8%	5%	6%	27% CDEG	19% CDE	33%	-	-	100% M	-	51%	-	-	-	13% S	12% S	5%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PARTY. In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Republican	331 22%	94 20%	117 26% F	120 21%	237 23%	32 18%	62 21%	128 25% J	100 24% J	52 14%	45 27% J	42 26% J	87 27% J	41 23% J	51 27% J	49 22%	89 16%	135 23% Q	94 35% QR
Democrat	488 32%	192 41% ECD	134 30%	161 29%	295 29%	77 44% CDE	115 39% CDE	186 37%	133 32%	121 32%	60 36%	60 37%	120 37% O	66 38% O	51 27%	82 37%	215 39% RS	186 32%	68 25%
Independent	489 33%	146 31%	140 31%	202 36%	342 34%	53 30%	93 31%	156 31%	137 33%	149 39% MH	50 30%	49 31%	100 30%	56 32%	63 33%	74 33%	189 34%	188 32%	79 29%
No preference	92 6%	17 4%	37 8% FGB	38 7% FB	75 7% FGB	5 3%	12 4%	19 4%	27 6%	36 10% KLMNH	7 4%	5 3%	12 4%	7 4%	15 8%	12 5%	36 7%	35 6%	15 6%
Other party	15 1%	6 1%	7 2%	2 *%	9 1%	3 2%	3 1%	5 1%	6 1%	1 *%	- -	3 2%	3 1%	2 1%	5 3%	1 1%	4 1%	10 2%	- -
Don't know/Refused	87 6%	19 4%	19 4%	41 7% FB	60 6%	6 3%	13 4%	9 2%	8 2%	18 5% L	4 3%	2 1%	6 2%	3 2%	4 2%	4 2%	19 3%	29 5%	14 5%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PARTYLN. As of today do you lean more to the Republican Party or more to the Democratic Party?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Not Republican or Democrat	683	187	202	283	486	66	121	188	178	205	62	59	120	68	87	91	249	262	108
Effective Sample Size	489	229	140	159	296	88	142	181	124	116	66	53	119	62	59	66	165	197	79
Republican	168 25%	50 27%	54 27%	63 22%	117 24%	17 26%	33 27%	61 33%	44 25%	47 23%	23 37% J	13 23%	36 30%	25 37%	23 26%	21 24%	49 20%	77 29% Q	33 30%
Democrat	208 30%	76 41% ECD	55 27%	76 27%	131 27%	28 42% CDE	48 40% CDE	66 35%	57 32%	65 32%	21 34%	24 40%	44 37%	22 32%	25 29%	33 36%	93 37% R	69 26%	38 35%
Don't know	169 25%	28 15%	53 26% FB	88 31% FGB	141 29% FGB	7 10%	21 17%	32 17%	51 29% H	65 32% KMNH	10 16%	13 22%	23 19%	9 13%	28 32% KN	24 26%	58 23%	73 28%	19 18%
Refused	139 20%	34 18%	41 20%	56 20%	97 20%	14 22%	19 16%	29 15%	25 14%	27 13%	9 14%	8 14%	17 14%	12 18%	12 14%	14 15%	49 20%	43 16%	17 16%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH1. How many people, including yourself, live in your household?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
1 person	275 18%	82 17%	87 19%	104 19%	192 19%	25 14%	58 19%	57 11%	81 20% H	97 26% LMNOH K	16 9%	14 9%	30 9%	27 16%	28 15%	52 24% KLM	115 21%	98 17%	48 18%
2 people	485 32%	187 40% ECD	138 30%	160 28%	298 29%	72 41% CDE	115 39% CDE	192 38% J	136 33%	97 26%	62 37% J	59 37% J	121 37% J	70 40% J	70 37% J	66 30%	171 31%	190 33%	111 41% QR
3-4 people	483 32%	139 29%	154 34% G	190 34%	344 34% G	58 33%	81 27%	176 35%	131 32%	126 34%	60 36%	62 38%	122 37%	55 31%	63 33%	68 31%	182 33%	202 35%	81 30%
5 or more people	213 14%	55 12%	69 15%	88 16%	157 15% B	19 11%	36 12%	75 15%	62 15%	51 14%	28 17%	26 16%	54 16%	21 12%	26 14%	35 16%	73 13%	88 15% S	25 9%
Don't know/Refused	46 3%	9 2%	5 1%	22 4% FC	27 3%	1 1%	8 3%	3 1%	2 *%	6 1%	1 *%	1 1%	2 1%	1 1%	2 1%	- -	11 2%	6 1%	4 1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH3. How many, including yourself, are adults, age 18 and older?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	Coll-ege Grad+	Some Coll-ege	Total H.S. or Less	Some Coll. or Less	Post Grad Deg-ree	Coll-ege Deg-ree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based to more than one person in household	1227	390	366	460	826	151	240	445	330	280	151	148	298	147	161	169	438	485	221
Unweighted Total	1171	561	297	293	590	225	336	522	286	181	197	167	364	158	142	144	397	479	214
Effective Sample Size	884	454	248	258	502	182	272	409	227	153	153	133	284	126	114	113	299	364	163
1 adult	57 5%	14 3%	21 6%	22 5%	43 5%	4 3%	9 4%	13 3%	12 4%	24 9% MNOHIK	3 2%	6 4%	9 3%	4 3%	3 2%	9 5%	19 4%	24 5%	12 5%
2 adults	730 60%	280 72% ECD	211 58%	239 52%	450 54%	114 76% CDE	166 69% CDE	311 70% IJ	206 62% J	135 48%	106 70% J	96 65% J	202 68% J	108 74% JP	103 64% J	103 61% J	272 62%	283 58%	149 67% R
3-4 adults	351 29%	83 21%	110 30% FGB	158 34% FGB	267 32% FGB	30 20%	54 22%	107 24%	100 30%	100 36% KMNH	37 24%	41 28%	77 26%	29 20%	48 30%	52 31% N	130 30%	153 32% S	50 23%
5 or more adults	46 4%	5 1%	18 5% FGB	23 5% FGB	41 5% FGB	1 1%	4 2%	8 2%	12 4%	19 7% KLMNH	3 2%	3 2%	6 2%	2 1%	7 4%	5 3%	10 2%	17 3%	3 1%
Don't know/Refused	43 3%	8 2%	6 2%	19 4%	25 3%	2 1%	6 3%	7 2%	1 *%	2 1%	3 2%	1 1%	3 1%	3 2%	1 1%	- -	7 2%	7 2%	7 3%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH3. How many, including yourself, are adults, age 18 and older?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
NET More than 1 adult in household	1127	369	339	420	758	145	224	425	318	254	145	140	286	139	157	160	411	453	202
	92%	94%	93%	91%	92%	96% DE	93%	96%	96% J	91%	97% J	95%	96% J	95%	98% J	95%	94%	93%	91%
NET At least one child in household	480	148	148	184	332	64	84	191	132	111	63	67	131	61	59	74	174	204	74
	39%	38%	40%	40%	40%	43%	35%	43%	40%	40%	42%	46%	44%	41%	36%	44%	40%	42%	34%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1. Now thinking about your telephone use...Do you have a working cell phone?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on landline sample	236	75	70	88	158	31	44	69	64	49	27	17	44	26	24	41	60	108	67
Unweighted Total	300	152	78	63	141	63	89	110	83	44	42	30	72	38	32	51	79	139	82
Effective Sample Size	203	129	58	54	109	53	75	87	57	32	31	24	55	32	21	35	50	96	56
Yes, have cell phone	188 80%	67 90% ED	61 87% ED	60 68%	121 76%	27 87% DE	40 92% DE	68 97% IJ	52 81%	37 76%	27 100% JOP	16 94% JO	43 98% JOP	25 96% JOP	19 79%	33 82%	49 81%	89 82%	50 75%
No, do not	40 17%	7 10%	9 12%	24 27% FGBC	32 21% GB	4 13%	3 8%	2 3%	12 19% H	12 24% LMNH	- -	1 6%	1 2%	1 4%	5 21% LMN	7 18% MN	9 14%	17 16%	14 21%
Don't know/Refused	8 3%	0 *%	1 1%	4 5%	5 3%	- -	0 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 5%	2 2%	3 4%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1a. Does anyone in your household have a working cell phone?

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on no cell phone and multi-person household	35	6	6	20	26	4	2	2	9	7	-	1	1	1	5	4	8	14	13
Unweighted Total	27	7	4	9	13	4	3	2	5	4	-	1	1	1	3	2	7	10	10
Effective Sample Size	19	7	3	9	12	4	3	2	4	3	-	1	1	1	3	2	5	7	7
Yes, someone in household has cell phone	16 45%	3 50%	4 68%	9 42%	13 48%	2 50%	1 49%	2 100%	8 85%	5 72%	- -	1 100%	1 100%	1 100%	5 100%	2 65%	4 49%	6 45%	6 42%
No	12 34%	3 45%	1 22%	7 36%	9 33%	2 50%	1 36%	- -	1 15%	2 28%	- -	- -	- -	- -	- -	1 35%	1 12%	6 45%	5 35%
Don't know/Refused	7 21%	0 5%	1 10%	4 22%	5 19%	- -	0 15%	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 39%	1 11%	3 22%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

C1. Now thinking about your telephone use...Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Banner B	Total	Education: College Grad+	Education: Some College	Education: Total H.S. or Less	Education: Some Coll. or Less	Education: Post Grad Degree	Education: College Degree	Income 3-Way: Total $75k+	Income 3-Way: $30K-74999	Income 3-Way: <$30k	Income Detailed: $150K Plus	Income Detailed: $100K to <150K	Income Detailed: $100k Plus	Income Detailed: $75K-99999	Income Detailed: $50K-74999	Income Detailed: $30K-49999	USR: Urban	USR: Sub-urban	USR: Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on cell phone sample	1266	397	383	477	860	144	253	433	347	328	140	145	284	148	166	181	493	474	202
Unweighted Total	1202	553	322	311	633	211	342	493	308	235	175	163	338	155	150	158	446	460	198
Effective Sample Size	920	450	266	273	533	170	280	389	245	190	137	129	265	125	120	125	340	354	154
Yes, home telephone	320	107	90	122	212	45	62	115	101	57	47	32	79	36	60	42	107	145	56
	25%	27%	24%	26%	25%	31%	24%	27%	29%	17%	34%	22%	28%	24%	36%	23%	22%	31%	27%
								J	J		JL		J		JLP			Q	
No, home telephone	929	288	291	347	638	98	190	316	245	272	92	112	204	112	105	140	386	329	147
	73%	73%	76%	73%	74%	68%	75%	73%	70%	83%	66%	77%	72%	76%	63%	77%	78%	69%	73%
										KMOHI		O		O		O	R		
Don't know/Refused	18	2	3	8	10	1	1	2	1	-	1	1	2	-	1	-	-	-	-
	1%	1%	1%	2%	1%	1%	*%	*%	*%	-	1%	1%	1%	-	1%	-	-	-	-

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1/C1: L1. Do you have a working cell phone? / C1. Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Banner B		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Landline only	40	7	9	24	32	4	3	2	12	12	-	1	1	1	5	7	9	17	14
	3%	2%	2%	4%	3%	2%	1%	*%	3%	3%	-	1%	*%	1%	3%	3%	2%	3%	5%
				GB	GB				H	MH					M	M			Q
Dual	507	174	151	182	333	72	102	182	154	94	74	48	121	61	78	75	156	234	106
	34%	37%	33%	32%	33%	41%	34%	36%	37%	25%	44%	29%	37%	35%	41%	34%	28%	40%	39%
						DE		J	J		JL		J	J	JL			Q	Q
Cell phone only	929	288	291	347	638	98	190	316	245	272	92	112	204	112	105	140	386	329	147
	62%	61%	64%	61%	63%	56%	64%	63%	59%	72%	55%	69%	62%	64%	55%	63%	70%	56%	54%
										KMOHI		KO					RS		
Don't know/Refused	26	3	3	12	15	1	1	2	1	-	1	1	2	-	1	-	3	2	3
	2%	1%	1%	2%	2%	1%	*%	*%	*%	-	*%	1%	1%	-	1%	-	1%	*%	1%

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CREGION. Census region from self-reported zipcode

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	473	453	565	1018	175	297	502	411	377	166	161	328	174	189	222	553	583	270
Unweighted Total	1502	705	400	374	774	274	431	603	391	279	217	193	410	193	182	209	525	599	280
Effective Sample Size	1118	565	323	326	642	219	347	470	300	221	167	150	317	154	141	159	389	448	210
Northeast	261	94	68	95	164	46	48	100	67	60	33	31	64	36	26	40	72	128	32
	17%	20%	15%	17%	16%	26%	16%	20%	16%	16%	20%	19%	20%	20%	14%	18%	13%	22%	12%
						CDEG												QS	
Midwest	316	98	100	114	214	35	63	89	93	81	27	31	58	31	37	55	113	107	76
	21%	21%	22%	20%	21%	20%	21%	18%	23%	21%	16%	19%	18%	18%	20%	25%	20%	18%	28%
																K			QR
South	567	160	164	239	403	56	104	169	164	152	55	55	110	59	84	80	214	225	104
	38%	34%	36%	42%	40%	32%	35%	34%	40%	40%	33%	34%	34%	34%	44%	36%	39%	39%	39%
				FB	FB										KM				
West	358	119	121	116	237	38	81	145	88	84	52	44	96	49	42	46	154	123	58
	24%	25%	27%	21%	23%	22%	27%	29%	21%	22%	31%	27%	29%	28%	22%	21%	28%	21%	21%
							D	I			JP		P				R		

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

USR. Urban-Suburban-Rural distinction - Landline from sample - Cell from respondent reported zip code

	Banner B																		
		Education						Income 3-Way			Income Detailed						USR		
	Total	College Grad+	Some College	Total H.S. or Less	Some Coll. or Less	Post Grad Degree	College Degree	Total $75k+	$30K-74999	<$30k	$150K Plus	$100K to <150K	$100k Plus	$75K-99999	$50K-74999	$30K-49999	Urban	Sub-urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on landline sample or cell phone sample with zip code	1405	447	434	521	956	170	277	478	402	358	154	156	310	168	185	216	553	583	270
Unweighted Total	1404	668	382	346	728	266	402	579	382	265	204	188	392	187	177	205	525	599	280
Effective Sample Size	1045	535	307	301	602	213	323	449	293	211	157	145	302	148	137	156	389	448	210
Urban	553	186	172	195	366	70	116	198	129	166	70	65	135	62	64	65	553	-	-
	39%	42%	40%	37%	38%	41%	42%	41%	32%	46%	46%	41%	44%	37%	35%	30%	100%	-	-
								I		OPI	OP	P	P						
Suburban	583	209	172	201	372	82	127	215	177	127	71	67	138	77	78	99	-	583	-
	41%	47%	40%	38%	39%	48%	46%	45%	44%	35%	46%	43%	44%	46%	42%	46%	-	100%	-
		ECD				CDE	E	J			J		J	J		J			
Rural	270	52	91	126	217	17	34	65	96	65	12	24	37	28	43	53	-	-	270
	19%	12%	21%	24%	23%	10%	12%	14%	24%	18%	8%	16%	12%	17%	23%	24%	-	-	100%
			FGB	FGB	FGB				H	K				K	KM	KM			

Comparison Groups: BCD/BE/CDEFG/HIJ/JKLMNOP/QRS
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMINUSE. Do you use the internet or email, at least occasionally?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	1373	460	638	227	1147	1373	-	1123	250	1250	108	16	1123	199	51	1061	312	1314	59
	91%	92%	92%	85%	93%	98%	-	98%	71%	98%	59%	39%	98%	91%	39%	98%	74%	98%	38%
					D			I		KL			NO	O		Q		S	
No	128	38	57	41	88	25	103	27	102	27	76	25	27	21	81	17	111	32	97
	9%	8%	8%	15%	7%	2%	100%	2%	29%	2%	41%	61%	2%	9%	61%	2%	26%	2%	62%
				E			F		H		J	J		M	MN		P		R
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	0	-	-	-	0	0	-	0	-	0	-	-	0	-	-	0	-	0	-
	*%	-	-	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	-	*%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTMOB. Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	1323	437	623	209	1114	1323	-	1081	242	1233	84	5	1081	201	41	1045	278	1277	46
	88%	88%	90%	78%	90%	95%	-	94%	69%	97%	46%	13%	94%	92%	31%	97%	66%	95%	29%
					D			I		KL	L		O	O		Q		S	
No	179	61	73	58	121	76	103	69	110	44	99	36	69	19	91	34	145	69	110
	12%	12%	10%	22%	10%	5%	100%	6%	31%	3%	54%	87%	6%	8%	69%	3%	34%	5%	71%
				E			F		H		J	JK			MN		P		R
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INT_USE_TOTAL. Summary of internet usage

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET Internet user	1399	467	649	228	1171	1399	-	1130	268	1262	119	17	1130	207	61	1074	325	1331	68
	93%	94%	93%	85%	95%	100%	-	98%	76%	99%	65%	43%	98%	94%	46%	100%	77%	99%	43%
					D			I		KL	L		O	O		Q		S	
General and mobile	1297	430	612	208	1090	1297	-	1073	224	1221	73	4	1073	193	31	1032	265	1260	37
	86%	86%	88%	78%	88%	93%	-	93%	64%	96%	40%	9%	93%	88%	24%	96%	63%	94%	24%
					D			I		KL	L		O	O		Q		S	
General only	76	30	26	19	57	76	-	50	26	29	35	12	50	6	20	29	47	54	22
	5%	6%	4%	7%	5%	5%	-	4%	7%	2%	19%	30%	4%	3%	15%	3%	11%	4%	14%
											J	J			MN		P		R
Mobile only	26	7	11	1	24	26	-	8	18	13	11	2	8	8	10	12	13	17	9
	2%	1%	2%	*%	2%	2%	-	1%	5%	1%	6%	4%	1%	4%	7%	1%	3%	1%	6%
									H		J				M		P		R
Not internet user	103	31	46	40	64	-	103	20	84	15	65	24	20	13	71	5	98	15	88
	7%	6%	7%	15%	5%	-	100%	2%	24%	1%	35%	57%	2%	6%	54%	*%	23%	1%	57%
				E					H		J	JK			MN		P		R

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ. About how often do you use the internet?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on internet users	1399	467	649	228	1171	1399	-	1130	268	1262	119	17	1130	207	61	1074	325	1331	68
Unweighted Total	1413	503	651	214	1199	1413	-	1202	211	1273	122	18	1202	161	50	1030	383	1329	84
Effective Sample Size	1053	385	479	160	895	1053	-	906	161	956	84	14	906	123	38	780	278	993	62
Almost constantly	466 33%	128 27%	257 40% B	66 29%	400 34%	466 33%	- -	402 36% I	64 24%	451 36% K	13 11%	3 15%	402 36% O	60 29% O	4 7%	410 38% Q	56 17%	463 35% S	3 4%
Several times a day	720 51%	262 56% C	317 49%	115 50%	606 52%	720 51%	- -	603 53% I	117 44%	660 52%	51 43%	9 50%	603 53% O	99 48% O	18 30%	553 52%	167 51%	698 52% S	22 33%
About once a day	89 6%	36 8%	28 4%	20 9%	69 6%	89 6%	- -	64 6%	25 9%	68 5%	19 16% J	2 11%	64 6%	13 6%	11 19%	50 5%	38 12% P	79 6%	10 15%
Several times a week	64 5%	22 5%	32 5%	16 7%	48 4%	64 5%	- -	35 3%	29 11% H	51 4%	10 8%	2 14%	35 3%	21 10% M	8 13%	35 3%	29 9% P	53 4%	10 15% R
Less often	57 4%	18 4%	14 2%	12 5%	45 4%	57 4%	- -	23 2%	33 12% H	30 2%	25 21% J	2 9%	23 2%	14 7%	19 32% MN	24 2%	33 10% P	35 3%	22 32% R

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ. About how often do you use the internet?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Don't know	2	1	-	-	2	2	-	2	1	1	1	-	2	1	-	2	1	2	1
	*%	*%	-	-	*%	*%	-	*%	*%	*%	1%	-	*%	*%	-	*%	*%	*%	1%
Refused	1	-	1	-	1	1	-	1	-	1	-	-	1	-	-	-	1	1	-
	*%	-	*%	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	-	*%	*%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ_TOT: Frequency of internet usage

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET Go online daily	1275	426	602	200	1075	1275	-	1069	206	1179	83	13	1069	172	34	1014	261	1240	35
	85%	86%	87%	75%	87%	91%	-	93%	58%	92%	45%	33%	93%	78%	26%	94%	62%	92%	23%
					D			I		KL			NO	O		Q		S	
Almost constantly	466	128	257	66	400	466	-	402	64	451	13	3	402	60	4	410	56	463	3
	31%	26%	37%	25%	32%	33%	-	35%	18%	35%	7%	7%	35%	27%	3%	38%	13%	34%	2%
			B		D			I		KL			NO	O		Q		S	
Several times a day	720	262	317	115	606	720	-	603	117	660	51	9	603	99	18	553	167	698	22
	48%	53%	46%	43%	49%	51%	-	52%	33%	52%	28%	21%	52%	45%	14%	51%	39%	52%	14%
		C						I		KL			O	O		Q		S	
Once a day	89	36	28	20	69	89	-	64	25	68	19	2	64	13	11	50	38	79	10
	6%	7%	4%	7%	6%	6%	-	6%	7%	5%	10%	5%	6%	6%	9%	5%	9%	6%	6%
																	P		
NET Go online less often	121	40	46	28	93	121	-	59	62	81	35	4	59	35	27	58	62	89	32
	8%	8%	7%	10%	8%	9%	-	5%	18%	6%	19%	10%	5%	16%	21%	5%	15%	7%	20%
									H		J			M	M		P		R
Several times a week	64	22	32	16	48	64	-	35	29	51	10	2	35	21	8	35	29	53	10
	4%	4%	5%	6%	4%	5%	-	3%	8%	4%	5%	6%	3%	9%	6%	3%	7%	4%	7%
									H					M			P		

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ_TOT: Frequency of internet usage

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	57	18	14	12	45	57	-	23	33	30	25	2	23	14	19	24	33	35	22
	4%	4%	2%	5%	4%	4%	-	2%	10%	2%	14%	4%	2%	6%	15%	2%	8%	3%	14%
									H		JL				M		P		R
Not internet user	103	31	46	40	64	-	103	20	84	15	65	24	20	13	71	5	98	15	88
	7%	6%	7%	15%	5%	-	100%	2%	24%	1%	35%	57%	2%	6%	54%	*%	23%	1%	57%
				E					H		J	JK			MN		P		R
Don't know / Refuse	3	1	1	-	3	3	-	3	1	2	1	-	3	1	-	2	2	3	1
	*%	*%	*%	-	*%	*%	-	*%	*%	*%	1%	-	*%	*%	-	*%	*%	*%	*%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNSINT2. Do you ever use social media sites like Facebook, Twitter or Instagram?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	1079	340	538	173	906	1074	5	887	192	1005	67	7	887	161	31	1079	-	1070	8
	72%	68%	77%	65%	73%	77%	5%	77%	54%	79%	37%	16%	77%	73%	24%	100%	-	80%	5%
			B		D	G		I		KL	L		O	O				S	
No	423	159	157	94	329	325	98	263	161	272	116	34	263	59	101	-	423	276	147
	28%	32%	23%	35%	27%	23%	95%	23%	46%	21%	63%	84%	23%	27%	76%	-	100%	20%	95%
		C		E			F		H		J	JK			MN				R
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HOME4NW. Do you currently subscribe to internet service at HOME?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	1229	414	574	204	1025	1205	24	1150	79	1117	94	18	1150	60	20	936	293	1162	67
	82%	83%	83%	76%	83%	86%	24%	100%	23%	87%	51%	44%	100%	27%	15%	87%	69%	86%	43%
					D	G		I		KL			NO	O		Q		S	
No	269	82	121	61	208	190	79	-	269	158	88	23	-	158	111	143	127	180	89
	18%	16%	17%	23%	17%	14%	76%	-	76%	12%	48%	56%	-	72%	84%	13%	30%	13%	57%
							F				J	J			N		P		R
Don't know	4	2	1	2	1	4	-	-	4	2	2	-	-	2	2	-	4	4	-
	*%	*%	*%	1%	*%	*%	-	-	1%	*%	1%	-	-	1%	1%	-	1%	*%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on home internet subscribers	1229	414	574	204	1025	1205	24	1150	79	1117	94	18	1150	60	20	936	293	1162	67
Unweighted Total	1288	462	600	193	1095	1267	21	1217	71	1164	106	18	1217	49	22	936	352	1206	82
Effective Sample Size	964	359	443	143	824	950	15	915	51	878	74	13	915	35	19	712	256	906	59
Dial-up	24 2%	3 1%	17 3% B	6 3%	18 2%	24 2%	- -	2 *%	22 28% H	19 2%	4 4%	2 9%	2 *%	17 29% M	5 26% M	13 1%	11 4% P	23 2%	1 1%
Higher-speed	1114 91%	376 91%	519 90%	190 93%	924 90%	1094 91%	20 80%	1114 97%	- -	1022 91%	78 83%	13 75%	1114 97%	- -	- -	860 92% Q	254 87%	1058 91%	55 83%
Both Slow-speed/ Dial-up and Higher-speed/Broadband	34 3%	15 4%	16 3%	2 1%	33 3% D	34 3%	- -	34 3%	- -	34 3%	1 1%	- -	34 3%	- -	- -	27 3%	7 2%	34 3%	- -
Access internet only using cell phone or tablet	7 1%	1 *%	6 1%	1 *%	6 1%	7 1%	- -	- -	7 9%	7 1%	1 1%	- -	- -	7 11%	1 3%	7 1%	1 *%	7 1%	- -
No home internet access	6 *%	1 *%	3 1%	1 *%	6 1%	6 1%	- -	- -	6 8%	4 *%	1 2%	1 5%	- -	4 6%	2 12%	4 *%	2 1%	5 *%	1 2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Don't know	44	18	13	5	39	39	5	-	44	32	10	2	-	32	12	26	18	34	9
	4%	4%	2%	2%	4%	3%	20%	-	55%	3%	10% J	11%	-	54%	59%	3%	6% P	3%	14% R
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME2. Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

	Banner C																		
		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on dial-up users	24	3	17	6	18	24	-	2	22	19	4	2	2	17	5	13	11	23	1
Unweighted Total	20	4	12	4	16	20	-	2	18	13	5	2	2	11	7	11	9	18	2
Effective Sample Size	14	4	10	3	11	14	-	2	13	10	4	2	2	9	6	8	6	14	2
Yes, dial-up	22	2	16	6	16	22	-	-	22	17	4	2	-	17	5	12	10	21	1
	91%	77%	91%	100%	89%	91%	-	-	100%	89%	100%	100%	-	100%	100%	95%	87%	91%	100%
No, higher speed connection	2	1	2	-	2	2	-	2	-	2	-	-	2	-	-	1	2	2	-
	9%	23%	9%	-	11%	9%	-	100%	-	11%	-	-	100%	-	-	5%	13%	9%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME_TOT: Summary of broadband users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Home broadband user	1150	392	536	192	958	1130	20	1150	-	1058	79	13	1150	-	-	887	263	1095	55
	77%	79%	77%	72%	78%	81%	19%	100%	-	83%	43%	33%	100%	-	-	82%	62%	81%	35%
						G				KL						Q		S	
Not broadband user/ DK	352	107	159	76	276	268	84	-	352	220	105	28	-	220	132	192	161	251	101
	23%	21%	23%	28%	22%	19%	81%	-	100%	17%	57%	67%	-	100%	100%	18%	38%	19%	65%
							F				J	J					P		R

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME_HOME: Summary of broadband users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on home internet subscribers	1229	414	574	204	1025	1205	24	1150	79	1117	94	18	1150	60	20	936	293	1162	67
Unweighted Total	1288	462	600	193	1095	1267	21	1217	71	1164	106	18	1217	49	22	936	352	1206	82
Effective Sample Size	964	359	443	143	824	950	15	915	51	878	74	13	915	35	19	712	256	906	59
Home broadband user	1150	392	536	192	958	1130	20	1150	-	1058	79	13	1150	-	-	887	263	1095	55
	94%	95%	93%	94%	93%	94%	80%	100%	-	95% K	84%	75%	100%	-	-	95% Q	90%	94% S	83%
Not broadband user/ DK	79	22	38	12	67	74	5	-	79	60	15	4	-	60	20	49	30	68	12
	6%	5%	7%	6%	7%	6%	20%	-	100%	5%	16% J	25%	-	100%	100%	5%	10% P	6%	17% R

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DIALUP: Home dialup users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Dialup at home	22 1%	2 *%	16 2% B	6 2%	16 1%	22 2%	- -	- -	22 6%	17 1%	4 2%	2 4%	- -	17 8%	5 4%	12 1%	10 2%	21 2%	1 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART_TOT: Summary of smartphone / broadband users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Smartphone and broadband	1058 70%	354 71%	499 72%	155 58%	903 73% D	1055 75% G	2 2%	1058 92%	- -	1058 83%	- -	- -	1058 92%	- -	- -	845 78% Q	213 50%	1028 76% S	30 19%
Smartphone, no home broadband	220 15%	65 13%	103 15%	37 14%	183 15%	207 15%	13 12%	- -	220 62%	220 17%	- -	- -	- -	220 100%	- -	161 15%	59 14%	203 15%	17 11%
No smartphone, broadband	92 6%	38 8%	38 5%	37 14% E	55 4%	75 5%	17 17% F	92 8%	- -	- -	79 43%	13 33%	92 8%	- -	- -	43 4%	50 12% P	67 5%	25 16% R
No smartphone, no broadband	132 9%	42 8%	57 8%	39 14% E	93 8%	61 4%	71 69% F	- -	132 38%	- -	105 57%	28 67%	- -	- -	132 100%	31 3%	101 24% P	48 4%	84 54% R

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1a. Next, do you have a cell phone, or not?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, own cell phone	1461	476	682	248	1213	1381	80	1136	325	1277	184	-	1136	220	105	1072	389	1335	126
	97%	96%	98%	93%	98%	99%	77%	99%	92%	100%	100%	-	99%	100%	79%	99%	92%	99%	81%
			B		D	G		I					O	MO		Q		S	
No	41	22	13	19	22	17	24	13	28	-	-	41	13	-	28	7	34	11	30
	3%	4%	2%	7%	2%	1%	23%	1%	8%	-	-	100%	1%	-	21%	1%	8%	1%	19%
		C		E			F		H						M		P		R
Don't know / refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SMART2. Is your cell phone a smartphone, or not?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Smartphone owner	1277	419	601	192	1086	1262	15	1058	220	1277	-	-	1058	220	-	1005	272	1231	46
	85%	84%	86%	72%	88%	90%	15%	92%	62%	100%	-	-	92%	100%	-	93%	64%	91%	30%
					D	G		I						M		Q		S	
NET Not smartphone owner	225	79	94	76	149	136	88	92	132	-	184	41	92	-	132	74	151	115	109
	15%	16%	14%	28%	12%	10%	85%	8%	38%	-	100%	100%	8%	-	100%	7%	36%	9%	70%
				E			F		H						M		P		R
Cell, not smartphone	171	50	79	51	119	109	62	74	97	-	171	-	74	-	97	63	108	96	75
	11%	10%	11%	19%	10%	8%	60%	6%	27%	-	93%	-	6%	-	73%	6%	25%	7%	48%
				E			F		H						M		P		R
Not cell owner	41	22	13	19	22	17	24	13	28	-	-	41	13	-	28	7	34	11	30
	3%	4%	2%	7%	2%	1%	23%	1%	8%	-	-	100%	1%	-	21%	1%	8%	1%	19%
		C		E			F		H						M		P		R
Don't know / refused	13	7	2	5	8	10	3	5	8	-	13	-	5	-	8	4	9	8	5
	1%	1%	*%	2%	1%	1%	2%	*%	2%	-	7%	-	*%	-	6%	*%	2%	1%	3%
															M		P		

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART2. Would you like to have high-speed internet at home (again), or is that not something you're interested in?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	107	159	76	276	268	84	-	352	220	105	28	-	220	132	192	161	251	101
Unweighted Total	285	99	119	64	221	211	74	-	285	175	89	21	-	175	110	138	147	190	95
Effective Sample Size	216	73	92	48	168	161	56	-	216	132	69	15	-	132	84	109	109	148	70
Yes, interested	90	23	48	19	70	86	3	-	90	83	6	1	-	83	7	65	25	85	4
	25%	21%	30%	25%	25%	32%	4%	-	25%	38%	5%	5%	-	38%	5%	34%	15%	34%	4%
						G				KL				O		Q		S	
No, not interested	250	83	109	57	193	171	79	-	250	129	96	25	-	129	121	119	131	156	94
	71%	78%	68%	75%	70%	64%	95%	-	71%	58%	92%	91%	-	58%	92%	62%	82%	62%	93%
							F				J	J			N		P		R
Don't know	11	1	3	-	11	10	1	-	11	9	1	1	-	9	3	8	4	9	3
	3%	1%	2%	-	4%	4%	2%	-	3%	4%	1%	5%	-	4%	2%	4%	2%	3%	3%
Refused	1	-	-	-	1	1	-	-	1	-	1	-	-	-	1	-	1	1	-
	*%	-	-	-	1%	1%	-	-	*%	-	1%	-	-	-	1%	-	1%	1%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART2_TOT. Interested in high-speed internet

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Not current broadband user but interested	90 6%	23 5%	48 7%	19 7%	70 6%	86 6%	3 3%	- -	90 25%	83 6% K	6 3%	1 3%	- -	83 38% O	7 5%	65 6%	25 6%	85 6% S	4 3%
Not current broadband user but not interested	250 17%	83 17%	109 16%	57 21%	193 16%	171 12%	79 77% F	- -	250 71%	129 10%	96 52% J	25 61% J	- -	129 58%	121 92% N	119 11%	131 31% P	156 12%	94 60% R
Don't know/refused	13 1%	1 *%	3 *%	- -	13 1%	11 1%	1 1%	- -	13 4%	9 1%	3 1%	1 3%	- -	9 4%	4 3%	8 1%	5 1%	10 1%	3 2%
Current broadband user	1150 77%	392 79%	536 77%	192 72%	958 78%	1130 81% G	20 19%	1150 100%	- -	1058 83% KL	79 43%	13 33%	1150 100%	- -	- -	887 82% Q	263 62%	1095 81% S	55 35%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3a. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. The monthly cost of a home broadband subscription is too expensive.

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	107	159	76	276	268	84	-	352	220	105	28	-	220	132	192	161	251	101
Unweighted Total	285	99	119	64	221	211	74	-	285	175	89	21	-	175	110	138	147	190	95
Effective Sample Size	216	73	92	48	168	161	56	-	216	132	69	15	-	132	84	109	109	148	70
Yes	159	50	65	41	118	135	23	-	159	99	50	10	-	99	59	93	66	128	31
	45%	46%	41%	54%	43%	50% G	28%	-	45%	45%	48%	35%	-	45%	45%	48%	41%	51% S	31%
No	162	48	76	26	136	114	48	-	162	106	40	16	-	106	56	86	76	105	57
	46%	45%	48%	34%	49%	42%	57%	-	46%	48%	38%	57%	-	48%	42%	45%	47%	42%	56% R
Don't know	28	8	17	8	20	18	11	-	28	13	13	2	-	13	16	12	16	18	11
	8%	7%	11%	10%	7%	7%	13%	-	8%	6%	13%	9%	-	6%	12%	6%	10%	7%	11%
Refused	3	2	1	1	2	2	1	-	3	2	1	-	-	2	1	1	2	1	2
	1%	2%	1%	1%	1%	1%	2%	-	1%	1%	1%	-	-	1%	1%	*%	1%	*%	2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3b. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. The cost of a computer is too expensive.

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	107	159	76	276	268	84	-	352	220	105	28	-	220	132	192	161	251	101
Unweighted Total	285	99	119	64	221	211	74	-	285	175	89	21	-	175	110	138	147	190	95
Effective Sample Size	216	73	92	48	168	161	56	-	216	132	69	15	-	132	84	109	109	148	70
Yes	129	33	64	33	96	105	25	-	129	83	34	13	-	83	47	72	58	97	32
	37%	31%	40%	44%	35%	39%	29%	-	37%	38%	33%	46%	-	38%	35%	37%	36%	39%	32%
No	211	71	92	40	171	158	53	-	211	133	63	15	-	133	78	115	96	149	62
	60%	66%	57%	53%	62%	59%	63%	-	60%	60%	60%	54%	-	60%	59%	60%	59%	59%	62%
Don't know	8	1	3	2	6	5	3	-	8	4	5	-	-	4	5	4	4	5	3
	2%	1%	2%	3%	2%	2%	4%	-	2%	2%	5%	-	-	2%	4%	2%	3%	2%	3%
Refused	3	2	-	-	3	1	3	-	3	1	3	-	-	1	3	-	3	-	3
	1%	2%	-	-	1%	*%	3%	-	1%	*%	2%	-	-	*%	2%	-	2%	-	3%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3c. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Your smartphone lets you do everything online that you need to do.

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use: General	Social media use: Platforms		
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users with a smartphone	220	65	103	37	183	207	13	-	220	220	-	-	-	220	-	161	59	203	17
Unweighted Total	175	62	73	35	140	161	14	-	175	175	-	-	-	175	-	117	58	153	22
Effective Sample Size	132	45	57	26	107	123	11	-	132	132	-	-	-	132	-	92	42	119	16
Yes	159 72%	44 68%	78 76%	22 59%	137 75%	154 74% G	5 38%	-	159 72%	159 72%	-	-	-	159 72%	-	119 74%	40 67%	150 74%	9 52%
No	60 27%	20 30%	25 24%	15 41%	45 24%	52 25%	8 62% F	-	60 27%	60 27%	-	-	-	60 27%	-	41 25%	19 32%	53 26%	7 44%
Does not have a smartphone	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know/refused	1 1%	1 2%	- -	- -	1 1%	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	1 1%	- -	1 *%	1 1%	1 *%	1 4%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3d. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. You have other options for internet access outside of your home.

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	107	159	76	276	268	84	-	352	220	105	28	-	220	132	192	161	251	101
Unweighted Total	285	99	119	64	221	211	74	-	285	175	89	21	-	175	110	138	147	190	95
Effective Sample Size	216	73	92	48	168	161	56	-	216	132	69	15	-	132	84	109	109	148	70
Yes	162	49	79	19	143	147	14	-	162	128	28	6	-	128	34	116	46	143	19
	46%	46%	50%	25%	52%	55%	17%	-	46%	58%	26%	21%	-	58%	25%	60%	29%	57%	19%
					D	G				KL				O		Q		S	
No	182	53	77	54	127	116	65	-	182	89	75	18	-	89	93	75	107	106	76
	52%	50%	49%	71%	46%	43%	78%	-	52%	40%	72%	65%	-	40%	70%	39%	66%	42%	75%
				E			F				J	J			N		P		R
Don't know	5	2	2	2	2	2	3	-	5	1	0	4	-	1	4	1	4	1	4
	1%	2%	2%	3%	1%	1%	3%	-	1%	*%	*%	14%	-	*%	3%	*%	3%	*%	4%
Refused	4	2	-	-	4	2	1	-	4	2	1	-	-	2	1	-	4	2	2
	1%	2%	-	-	1%	1%	2%	-	1%	1%	1%	-	-	1%	1%	-	2%	1%	2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3e. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Broadband service is not available where you live, or is not available at an acceptable speed.

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	107	159	76	276	268	84	-	352	220	105	28	-	220	132	192	161	251	101
Unweighted Total	285	99	119	64	221	211	74	-	285	175	89	21	-	175	110	138	147	190	95
Effective Sample Size	216	73	92	48	168	161	56	-	216	132	69	15	-	132	84	109	109	148	70
Yes	88	30	36	16	72	79	9	-	88	63	23	2	-	63	25	59	29	75	13
	25%	28%	23%	21%	26%	29%	10%	-	25%	29%	22%	6%	-	29%	19%	31%	18%	30%	13%
						G				L						Q		S	
No	215	65	101	53	161	152	63	-	215	124	66	24	-	124	91	108	107	143	71
	61%	61%	64%	71%	58%	56%	75%	-	61%	56%	64%	89%	-	56%	69%	56%	67%	57%	71%
							F					JK							R
Don't know	46	10	22	7	39	35	11	-	46	31	14	1	-	31	15	25	21	32	14
	13%	9%	14%	9%	14%	13%	13%	-	13%	14%	13%	3%	-	14%	11%	13%	13%	13%	14%
Refused	4	2	-	-	4	3	1	-	4	2	1	1	-	2	2	-	4	2	2
	1%	2%	-	-	2%	1%	2%	-	1%	1%	1%	2%	-	1%	1%	-	3%	1%	2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3f. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Some other reason I haven't already mentioned.

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	107	159	76	276	268	84	-	352	220	105	28	-	220	132	192	161	251	101
Unweighted Total	285	99	119	64	221	211	74	-	285	175	89	21	-	175	110	138	147	190	95
Effective Sample Size	216	73	92	48	168	161	56	-	216	132	69	15	-	132	84	109	109	148	70
Yes	96	33	41	25	70	60	35	-	96	43	38	15	-	43	53	33	62	51	44
	27%	31%	26%	33%	25%	23%	42% F	-	27%	19%	37% J	54% J	-	19%	40% N	17%	39% P	20%	44% R
No	245	71	114	46	199	200	45	-	245	170	62	13	-	170	75	155	90	191	54
	70%	66%	72%	61%	72%	75% G	54%	-	70%	77% KL	59%	46%	-	77% O	57%	81% Q	56%	76% S	53%
Don't know	7	1	3	5	2	5	2	-	7	4	3	-	-	4	3	4	3	6	1
	2%	1%	2%	6%	1%	2%	2%	-	2%	2%	3%	-	-	2%	2%	2%	2%	2%	1%
Refused	5	2	1	-	5	3	2	-	5	4	1	-	-	4	1	-	5	3	2
	1%	2%	*%	-	2%	1%	2%	-	1%	2%	1%	-	-	2%	1%	-	3%	1%	2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART4_TOT. MOST important reason for not having broadband (includes those who gave a single answer in BBSMART3)

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-broadband users	352	107	159	76	276	268	84	-	352	220	105	28	-	220	132	192	161	251	101
Unweighted Total	285	99	119	64	221	211	74	-	285	175	89	21	-	175	110	138	147	190	95
Effective Sample Size	216	73	92	48	168	161	56	-	216	132	69	15	-	132	84	109	109	148	70
The monthly cost of a home broadband subscription is too expensive	71 20%	13 12%	40 25% B	19 25%	53 19%	66 24% G	6 7%	-	71 20%	44 20%	25 24%	3 9%	-	44 20%	27 21%	46 24%	25 16%	62 25% S	9 9%
The cost of a computer is too expensive	23 7%	7 6%	9 5%	5 7%	18 6%	16 6%	7 8%	-	23 7%	11 5%	11 10%	1 4%	-	11 5%	12 9%	14 7%	9 6%	16 6%	7 7%
Your smartphone lets you do everything online that you need to do	66 19%	24 22%	27 17%	10 14%	56 20%	66 24% G	1 1%	-	66 19%	66 30%	- -	- -	-	66 30%	- -	55 29% Q	12 7%	63 25% S	3 3%
You have other options for internet access outside of your home	31 9%	11 10%	15 9%	1 1%	30 11% D	28 11% G	3 3%	-	31 9%	24 11%	7 7%	-	-	24 11%	7 5%	18 9%	13 8%	27 11%	4 4%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART4_TOT. MOST important reason for not having broadband (includes those who gave a single answer in BBSMART3)

	Banner C																		
		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Broadband service is not available where you live, or is not available at an acceptable speed	31 9%	9 8%	12 7%	4 6%	27 10%	26 10%	5 6%	- -	31 9%	21 10%	9 9%	0 1%	- -	21 10%	10 7%	23 12%	8 5%	25 10%	5 5%
Some other reason I haven't already mentioned	77 22%	28 26%	34 22%	22 29%	55 20%	45 17%	32 38% F	- -	77 22%	32 14%	31 29% J	15 54% J	- -	32 14%	46 35% N	20 10%	57 36% P	36 14%	41 41% R
No reason given	34 10%	12 11%	17 11%	10 13%	24 9%	9 3%	25 30% F	- -	34 10%	11 5%	18 18% J	4 15%	- -	11 5%	23 17% N	8 4%	26 16% P	8 3%	25 25% R
Don't know	18 5%	3 3%	6 4%	4 5%	14 5%	12 5%	5 6%	- -	18 5%	10 5%	4 3%	4 14%	- -	10 5%	7 5%	8 4%	10 6%	13 5%	4 4%
Refused	1 *%	0 *%	- -	0 *%	1 *%	1 *%	0 *%	- -	1 *%	- -	- -	1 3%	- -	- -	1 1%	- -	1 1%	- -	1 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE1. Do you currently receive television via cable or satellite at home, or not?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	840	298	382	176	664	766	75	673	167	690	118	33	673	86	81	559	281	725	115
	56%	60%	55%	66%	54%	55%	73%	59%	48%	54%	64%	81%	59%	39%	61%	52%	66%	54%	74%
				E			F	I			J	J	N		N		P		R
No	658	198	313	90	568	631	27	476	182	586	65	6	476	133	49	518	140	619	39
	44%	40%	45%	34%	46%	45%	26%	41%	52%	46%	36%	16%	41%	60%	37%	48%	33%	46%	25%
					D	G			H	KL	L			MO		Q		S	
Don't know	3	2	1	1	3	2	1	1	3	2	0	1	1	1	2	2	2	2	2
	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%	*%	4%	*%	*%	1%	*%	*%	*%	1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE2. Did you ever subscribe to a cable or satellite television package at home at some point in the past?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-cable subscribers	662	201	314	91	570	633	28	477	185	588	66	8	477	134	51	520	142	621	41
Unweighted Total	583	189	277	76	507	560	23	451	132	520	54	9	451	94	38	437	146	544	39
Effective Sample Size	457	150	215	59	398	438	19	358	106	411	40	8	358	75	30	347	112	427	30
Yes, did subscribe	400 61%	121 60%	197 63%	67 73% E	334 59%	391 62% G	10 35%	294 62%	106 57%	360 61%	38 57%	3 35%	294 62%	78 59%	28 54%	325 62%	76 53%	383 62% S	18 43%
No, did not subscribe	259 39%	78 39%	117 37%	25 27%	235 41% D	242 38%	18 62% F	182 38%	78 42%	227 39%	28 42%	5 65%	182 38%	55 41%	23 44%	194 37%	65 46%	237 38%	22 55%
Don't know	2 *%	2 1%	- -	- -	2 *%	1 *%	1 3%	1 *%	1 *%	1 *%	1 1%	- -	1 *%	- -	1 2%	1 *%	1 1%	1 *%	1 2%
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3A. You do not often watch television? Is this a reason why you do not have a cable or satellite television subscription?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-cable subscribers	662	201	314	91	570	633	28	477	185	588	66	8	477	134	51	520	142	621	41
Unweighted Total	583	189	277	76	507	560	23	451	132	520	54	9	451	94	38	437	146	544	39
Effective Sample Size	457	150	215	59	398	438	19	358	106	411	40	8	358	75	30	347	112	427	30
Yes	301	91	128	39	262	292	9	225	75	276	24	1	225	56	19	235	66	284	16
	45%	45%	41%	42%	46%	46%	31%	47%	41%	47%	36%	15%	47%	42%	37%	45%	46%	46%	40%
No	355	107	182	53	302	335	20	247	108	307	42	5	247	77	31	282	73	332	23
	54%	53%	58%	58%	53%	53%	69%	52%	59%	52%	64%	69%	52%	58%	60%	54%	52%	53%	57%
Don't know	5	1	4	-	5	5	-	5	-	5	-	-	5	-	-	3	2	5	-
	1%	1%	1%	-	1%	1%	-	1%	-	1%	-	-	1%	-	-	1%	1%	1%	-
Refused	1	1	-	-	1	1	-	-	1	-	-	1	-	-	1	-	1	-	1
	*%	1%	-	-	*%	*%	-	-	1%	-	-	16%	-	-	3%	-	1%	-	3%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3B. The cost of cable or satellite service is too expensive? Is this a reason why you do not have a cable or satellite television subscription?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-cable subscribers	662	201	314	91	570	633	28	477	185	588	66	8	477	134	51	520	142	621	41
Unweighted Total	583	189	277	76	507	560	23	451	132	520	54	9	451	94	38	437	146	544	39
Effective Sample Size	457	150	215	59	398	438	19	358	106	411	40	8	358	75	30	347	112	427	30
Yes	455	133	232	72	383	436	19	343	112	411	40	4	343	84	27	361	94	429	26
	69%	66%	74%	79%	67%	69%	66%	72% I	60%	70%	61%	50%	72% O	63%	53%	69%	66%	69%	64%
No	203	67	81	20	183	193	10	131	71	173	25	4	131	48	23	155	47	189	14
	31%	34%	26%	21%	32%	31%	34%	28%	39% H	29%	39%	50%	28%	36%	46%	30%	33%	30%	35%
Don't know	4	1	1	-	4	4	-	2	1	4	-	-	2	1	-	4	-	4	-
	1%	*%	*%	-	1%	1%	-	1%	1%	1%	-	-	1%	1%	-	1%	-	1%	-
Refused	0	-	-	-	0	0	-	-	0	-	0	-	-	-	0	-	0	-	0
	*%	-	-	-	*%	*%	-	-	*%	-	1%	-	-	-	1%	-	*%	-	1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3C. You can access the content you want to watch online? Is this a reason why you do not have a cable or satellite television subscription?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on non-cable subscribers	662	201	314	91	570	633	28	477	185	588	66	8	477	134	51	520	142	621	41
Unweighted Total	583	189	277	76	507	560	23	451	132	520	54	9	451	94	38	437	146	544	39
Effective Sample Size	457	150	215	59	398	438	19	358	106	411	40	8	358	75	30	347	112	427	30
Yes	473	148	232	57	415	466	7	375	97	448	23	1	375	83	15	395	78	465	8
	71%	74%	74%	63%	73%	74%	24%	79%	53%	76%	35%	16%	79%	62%	28%	76%	55%	75%	19%
						G		I		KL			NO	O		Q		S	
No	188	52	81	34	154	167	22	100	88	140	43	6	100	51	37	125	63	155	33
	28%	26%	26%	37%	27%	26%	76%	21%	47%	24%	65%	73%	21%	38%	72%	24%	45%	25%	81%
							F		H		J	J		M	MN		P		R
Don't know	1	-	1	-	1	1	-	1	-	-	-	1	1	-	-	-	1	1	-
	*%	-	*%	-	*%	*%	-	*%	-	-	-	11%	*%	-	-	-	1%	*%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE2_TOT. Did you ever subscribe to a cable or satellite television package at home at some point in the past?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, did subscribe	400	121	197	67	334	391	10	294	106	360	38	3	294	78	28	325	76	383	18
	27%	24%	28%	25%	27%	28% G	10%	26%	30%	28% KL	20% L	7%	26%	36% MO	21%	30% Q	18%	28% S	11%
No, did not subscribe	259	78	117	25	235	242	18	182	78	227	28	5	182	55	23	194	65	237	22
	17%	16%	17%	9%	19% D	17%	17%	16%	22% H	18%	15%	13%	16%	25% M	17%	18%	15%	18%	14%
Don't know	2	2	-	-	2	1	1	1	1	1	1	-	1	-	1	1	1	1	1
	*%	*%	-	-	*%	*%	1%	*%	*%	*%	*%	-	*%	-	1%	*%	*%	*%	1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3A_TOT. You do not often watch television? Is this a reason why you do not have a cable or satellite television subscription?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	301	91	128	39	262	292	9	225	75	276	24	1	225	56	19	235	66	284	16
	20%	18%	18%	14%	21%	21%	8%	20%	21%	22%	13%	3%	20%	26%	15%	22%	16%	21%	10%
					D	G				KL				O		Q		S	
No	355	107	182	53	302	335	20	247	108	307	42	5	247	77	31	282	73	332	23
	24%	21%	26%	20%	24%	24%	19%	21%	31%	24%	23%	13%	21%	35%	23%	26%	17%	25%	15%
									H					MO		Q		S	
Don't know	5	1	4	-	5	5	-	5	-	5	-	-	5	-	-	3	2	5	-
	*%	*%	1%	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	*%	*%	-
Refused	1	1	-	-	1	1	-	-	1	-	-	1	-	-	1	-	1	-	1
	*%	*%	-	-	*%	*%	-	-	*%	-	-	3%	-	-	1%	-	*%	-	1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3B_TOT. The cost of cable or satellite service is too expensive? Is this a reason why you do not have a cable or satellite television subscription?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	455	133	232	72	383	436	19	343	112	411	40	4	343	84	27	361	94	429	26
	30%	27%	33%	27%	31%	31%	18%	30%	32%	32%	22%	10%	30%	38%	21%	33%	22%	32%	17%
			B			G				KL			O	O		Q		S	
No	203	67	81	20	183	193	10	131	71	173	25	4	131	48	23	155	47	189	14
	13%	13%	12%	7%	15%	14%	9%	11%	20%	14%	14%	10%	11%	22%	18%	14%	11%	14%	9%
					D				H					M					
Don't know	4	1	1	-	4	4	-	2	1	4	-	-	2	1	-	4	-	4	-
	*%	*%	*%	-	*%	*%	-	*%	*%	*%	-	-	*%	1%	-	*%	-	*%	-
Refused	0	-	-	-	0	0	-	-	0	-	0	-	-	-	0	-	0	-	0
	*%	-	-	-	*%	*%	-	-	*%	-	*%	-	-	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3C_TOT. You can access the content you want to watch online? Is this a reason why you do not have a cable or satellite television subscription?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	473	148	232	57	415	466	7	375	97	448	23	1	375	83	15	395	78	465	8
	31%	30%	33%	21%	34%	33%	7%	33%	28%	35%	13%	3%	33%	38%	11%	37%	18%	35%	5%
					D	G				KL			O	O		Q		S	
No	188	52	81	34	154	167	22	100	88	140	43	6	100	51	37	125	63	155	33
	13%	11%	12%	13%	13%	12%	21%	9%	25%	11%	23%	14%	9%	23%	28%	12%	15%	12%	21%
									H		J			M	M				R
Don't know	1	-	1	-	1	1	-	1	-	-	-	1	1	-	-	-	1	1	-
	*%	-	*%	-	*%	*%	-	*%	-	-	-	2%	*%	-	-	-	*%	*%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1a. Please tell me if you ever use any of the following. Do you ever use Twitter?

Banner C	Total	Political Party: Rep/ Lean Rep	Political Party: Dem/ Lean Dem	Disability: Has Dis-abil-ity	Disability: No Dis-abil-ity	Internet use: Int-ernet user	Internet use: Not Int-ernet user	Home Broadband: Broad band at home	Home Broadband: No broad band	Smartphone use: Smart phone owner	Smartphone use: Other cell owner	Smartphone use: No cell phone	Smartphone & Broadband use: Broad band at home	Smartphone & Broadband use: Smart phone No BB	Smartphone & Broadband use: No BB or smart phone	Social media use General: Soc-ial media user	Social media use General: Not soc'l media user	Social media use Platforms: Use any sites	Social media use Platforms: Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	352	85	220	38	314	352	-	311	41	347	4	1	311	41	-	336	16	352	-
	23%	17%	32%	14%	25%	25%	-	27%	12%	27%	2%	2%	27%	19%	-	31%	4%	26%	-
			B		D			I		KL			N			Q			
No, do not do this	1148	413	476	230	919	1045	103	838	311	930	178	40	838	179	132	741	407	993	155
	76%	83%	68%	86%	74%	75%	100%	73%	88%	73%	97%	98%	73%	81%	100%	69%	96%	74%	99%
		C		E			F		H		J	J		M	MN		P		R
Don't know	1	1	-	-	1	1	-	1	-	-	1	-	1	-	-	1	-	1	-
	*%	*%	-	-	*%	*%	-	*%	-	-	1%	-	*%	-	-	*%	-	*%	-
Refused	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	1	-	-	1
	*%	-	-	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	-	-	1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1b. Please tell me if you ever use any of the following. Do you ever use Instagram?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	602	147	341	69	533	602	-	513	90	588	15	-	513	84	6	578	24	602	-
	40%	30%	49%	26%	43%	43%	-	45%	25%	46%	8%	-	45%	38%	4%	54%	6%	45%	-
			B		D			I		K			O	O		Q			
No, do not do this	897	349	355	197	700	795	102	636	261	688	168	41	636	136	125	499	398	743	154
	60%	70%	51%	74%	57%	57%	99%	55%	74%	54%	91%	100%	55%	62%	95%	46%	94%	55%	99%
		C		E			F		H		J	JK			MN		P		R
Don't know	2	2	-	1	1	1	1	1	1	1	1	-	1	-	1	1	1	1	1
	*%	*%	-	*%	*%	*%	1%	*%	*%	*%	1%	-	*%	-	1%	*%	*%	*%	1%
Refused	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	1	-	-	1
	*%	-	-	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	-	-	1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1c. Please tell me if you ever use any of the following. Do you ever use Facebook?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	1033	342	499	182	851	1023	10	851	182	959	69	5	851	152	30	965	68	1033	-
	69%	69%	72%	68%	69%	73%	10%	74%	52%	75%	37%	12%	74%	69%	23%	89%	16%	77%	-
						G		I		KL	L		O	O		Q			
No, do not do this	466	156	196	86	381	373	93	296	170	317	114	36	296	68	102	111	355	312	155
	31%	31%	28%	32%	31%	27%	90%	26%	48%	25%	62%	88%	26%	31%	77%	10%	84%	23%	99%
							F		H		J	JK			MN		P		R
Don't know	2	-	1	-	2	2	-	2	-	1	1	-	2	-	-	2	-	1	1
	*%	-	*%	-	*%	*%	-	*%	-	*%	1%	-	*%	-	-	*%	-	*%	*%
Refused	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	1	-	-	1
	*%	-	-	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	-	-	1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1d. Please tell me if you ever use any of the following. Do you ever use Snapchat?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	375	106	189	47	328	373	1	309	65	371	4	-	309	64	1	354	21	375	-
	25%	21%	27%	17%	27%	27%	1%	27%	19%	29%	2%	-	27%	29%	1%	33%	5%	28%	-
			B		D	G		I		K			O	O		Q			
No, do not do this	1126	392	507	221	906	1025	102	840	287	906	179	41	840	156	131	724	402	971	155
	75%	79%	73%	83%	73%	73%	99%	73%	81%	71%	98%	100%	73%	71%	99%	67%	95%	72%	99%
		C		E			F		H		J	JK			MN		P		R
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	1	-	-	1
	*%	-	-	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	-	-	1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1e. Please tell me if you ever use any of the following. Do you ever use YouTube?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	1213	396	591	197	1016	1202	10	1005	208	1128	77	8	1005	177	31	977	236	1213	-
	81%	79%	85%	74%	82%	86%	10%	87%	59%	88%	42%	19%	87%	80%	24%	91%	56%	90%	-
			B		D	G		I		KL	L		O	O		Q			
No, do not do this	288	103	105	71	218	195	93	144	144	148	107	33	144	43	101	101	187	133	155
	19%	21%	15%	26%	18%	14%	90%	13%	41%	12%	58%	81%	13%	20%	76%	9%	44%	10%	99%
		C		E			F		H		J	JK			MN		P		R
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	1	-	-	1
	*%	-	-	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	-	-	1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1f. Please tell me if you ever use any of the following. Do you ever use WhatsApp?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	341 23%	77 16%	206 30% B	27 10%	314 25% D	337 24% G	4 4%	281 24% I	61 17%	323 25% K	19 10%	- -	281 24% O	48 22% O	12 9%	299 28% Q	43 10%	341 25%	- -
No, do not do this	1153 77%	418 84% C	485 70%	239 90% E	914 74%	1056 75%	98 94% F	866 75%	287 82% H	950 74%	162 88% J	41 100% JK	866 75%	170 77%	117 89% MN	776 72%	377 89% P	1001 74%	152 98% R
Don't know	5 *%	1 *%	4 1%	1 *%	5 *%	5 *%	- -	2 *%	3 1%	4 *%	1 1%	- -	2 *%	1 1%	1 1%	3 *%	2 1%	4 *%	1 1%
Refused	2 *%	1 *%	- -	- -	2 *%	1 *%	1 1%	1 *%	1 *%	1 *%	1 1%	- -	1 *%	- -	1 1%	1 *%	1 *%	- -	2 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1g. Please tell me if you ever use any of the following. Do you ever use Pinterest?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	466 31%	167 34%	227 33%	59 22%	406 33% D	463 33% G	2 2%	395 34% I	71 20%	450 35% K	15 8%	- -	395 34% O	65 30% O	6 4%	417 39% Q	48 11%	466 35%	- -
No, do not do this	1034 69%	330 66%	467 67%	208 78% E	826 67%	933 67%	101 98% F	753 65%	281 80% H	825 65%	168 92% J	41 100% JK	753 65%	155 70%	127 96% MN	660 61%	374 88% P	879 65%	155 99% R
Don't know	2 *%	1 *%	1 *%	- -	2 *%	2 *%	- -	2 *%	- -	2 *%	- -	- -	2 *%	- -	- -	1 *%	1 *%	2 *%	- -
Refused	1 *%	- -	- -	- -	1 *%	1 *%	- -	1 *%	- -	1 *%	- -	- -	1 *%	- -	- -	1 *%	- -	- -	1 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1h. Please tell me if you ever use any of the following. Do you ever use LinkedIn?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	426	127	246	45	381	426	-	396	30	414	11	1	396	26	5	366	60	426	-
	28%	25%	35%	17%	31%	30%	-	34%	9%	32%	6%	3%	34%	12%	3%	34%	14%	32%	-
			B		D			I		KL			NO	O		Q			
No, do not do this	1065	367	446	220	844	961	103	751	314	853	172	40	751	186	128	706	358	910	155
	71%	74%	64%	82%	68%	69%	100%	65%	89%	67%	94%	97%	65%	85%	97%	65%	85%	68%	99%
		C		E			F		H		J	J		M	MN		P		R
Don't know	10	5	3	2	8	10	-	2	8	10	-	-	2	8	-	6	4	10	-
	1%	1%	*%	1%	1%	1%	-	*%	2%	1%	-	-	*%	4%	-	1%	1%	1%	-
									H					M					
Refused	1	-	-	-	1	1	-	1	-	1	-	-	1	-	-	1	-	-	1
	*%	-	-	-	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	-	-	1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1i. Please tell me if you ever use any of the following. Do you ever use Reddit?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	265 18%	61 12%	150 22% B	29 11%	236 19% D	265 19%	- -	240 21% I	25 7%	264 21% K	1 1%	- -	240 21% NO	25 11% O	0 *%	223 21% Q	42 10%	265 20%	- -
No, do not do this	1231 82%	433 87% C	545 78%	237 89% E	994 80%	1128 81%	103 100% F	904 79%	327 93% H	1008 79%	182 99% J	41 100% J	904 79%	195 89% M	132 100% MN	853 79%	378 89% P	1076 80%	155 99% R
Don't know	5 *%	4 1%	- -	1 *%	5 *%	5 *%	- -	5 *%	- -	5 *%	1 *%	- -	5 *%	- -	- -	3 *%	2 1%	5 *%	- -
Refused	1 *%	- -	- -	- -	1 *%	1 *%	- -	1 *%	- -	1 *%	- -	- -	1 *%	- -	- -	1 *%	- -	- -	1 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1j. Please tell me if you ever use any of the following. Do you ever use TikTok?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	315 21%	86 17%	165 24% B	50 19%	264 21%	315 23%	- -	260 23% I	55 16%	307 24% K	7 4%	- -	260 23% O	52 24% O	3 2%	297 28% Q	17 4%	315 23%	- -
No, do not do this	1186 79%	412 83% C	531 76%	217 81%	969 79%	1083 77%	103 100% F	889 77%	297 84% H	969 76%	176 96% J	41 100% JK	889 77%	168 76%	129 98% MN	781 72%	406 96% P	1031 77%	155 99% R
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	1 *%	- -	- -	- -	1 *%	1 *%	- -	1 *%	- -	1 *%	- -	- -	1 *%	- -	- -	1 *%	- -	- -	1 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1k. Please tell me if you ever use any of the following. Do you ever use Nextdoor?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, do this	189	59	102	24	165	189	-	181	9	183	3	4	181	7	1	162	27	189	-
	13%	12%	15%	9%	13%	14%	-	16% I	2%	14% K	1%	9%	16% NO	3%	1%	15% Q	6%	14%	-
No, do not do this	1298	429	592	242	1057	1195	103	957	341	1081	181	37	957	210	131	908	390	1143	156
	86%	86%	85%	90%	86%	85%	100% F	83%	97% H	85%	99% J	91%	83%	96% M	99% M	84%	92% P	85%	100% R
Don't know	14	11	2	2	13	14	-	12	2	14	-	-	12	2	-	8	6	14	-
	1%	2% C	*%	1%	1%	1%	-	1%	1%	1%	-	-	1%	1%	-	1%	1%	1%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
0	156	54	59	42	114	68	88	55	101	46	80	30	55	17	84	8	147	-	156
	10%	11%	9%	16%	9%	5%	85%	5%	29%	4%	43%	73%	5%	8%	64%	1%	35%	-	100%
				E			F		H		J	JK			MN		P		
1	150	61	45	41	109	146	5	106	45	108	36	7	106	24	20	43	108	150	-
	10%	12%	7%	15%	9%	10%	5%	9%	13%	8%	20%	17%	9%	11%	15%	4%	25%	11%	-
		C		E		G					J						P		
2	228	83	88	57	171	222	7	172	56	191	36	1	172	41	15	146	82	228	-
	15%	17%	13%	21%	14%	16%	6%	15%	16%	15%	19%	4%	15%	19%	11%	14%	19%	17%	-
				E		G					L						P		
3	229	94	102	34	195	225	4	172	56	209	17	3	172	48	8	181	48	229	-
	15%	19%	15%	13%	16%	16%	4%	15%	16%	16%	9%	7%	15%	22%	6%	17%	11%	17%	-
						G				K			O	O		Q			
4	210	60	102	31	179	210	-	178	32	200	9	-	178	30	2	188	21	210	-
	14%	12%	15%	12%	14%	15%	-	15%	9%	16%	5%	-	15%	14%	1%	17%	5%	16%	-
								I		K			O	O		Q			
5	145	49	69	20	125	145	-	123	21	139	6	-	123	19	2	137	7	145	-
	10%	10%	10%	7%	10%	10%	-	11%	6%	11%	3%	-	11%	8%	2%	13%	2%	11%	-
								I		K			O	O		Q			

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
6	147	46	83	19	128	147	-	130	18	147	-	-	130	18	-	142	5	147	-
	10%	9%	12%	7%	10%	11%	-	11%	5%	12%	-	-	11%	8%	-	13%	1%	11%	-
								I								Q			
7	120	34	67	12	108	120	-	103	17	120	-	-	103	17	-	116	4	120	-
	8%	7%	10%	5%	9%	9%	-	9%	5%	9%	-	-	9%	8%	-	11%	1%	9%	-
					D			I								Q			
8	74	7	52	10	64	74	-	68	7	74	-	-	68	7	-	73	1	74	-
	5%	1%	7%	4%	5%	5%	-	6%	2%	6%	-	-	6%	3%	-	7%	*%	6%	-
			B					I					N			Q			
9	29	8	17	-	29	29	-	29	-	29	-	-	29	-	-	29	-	29	-
	2%	2%	2%	-	2%	2%	-	3%	-	2%	-	-	3%	-	-	3%	-	2%	-
10	9	2	7	-	9	9	-	9	-	9	-	-	9	-	-	9	-	9	-
	1%	*%	1%	-	1%	1%	-	1%	-	1%	-	-	1%	-	-	1%	-	1%	-
11	5	-	5	1	4	5	-	5	-	5	-	-	5	-	-	5	-	5	-
	*%	-	1%	*%	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	-	*%	-
Mean	3.71	3.32	4.22	2.87	3.90	3.97	0.28	4.12	2.38	4.18	1.22	0.45	4.12	3.37	0.72	4.61	1.42	4.14	0.00
			B		D	G		I		KL	L		NO	O		Q		S	
Median	3.00	3.00	4.00	2.00	4.00	4.00	0.00	4.00	2.00	4.00	1.00	0.00	4.00	3.00	0.00	4.00	1.00	4.00	0.00

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Number of social media sites

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Zero sites	156	54	59	42	114	68	88	55	101	46	80	30	55	17	84	8	147	-	156
	10%	11%	9%	16%	9%	5%	85%	5%	29%	4%	43%	73%	5%	8%	64%	1%	35%	-	100%
				E			F		H		J	JK			MN		P		
One site	150	61	45	41	109	146	5	106	45	108	36	7	106	24	20	43	108	150	-
	10%	12%	7%	15%	9%	10%	5%	9%	13%	8%	20%	17%	9%	11%	15%	4%	25%	11%	-
		C		E		G					J						P		
Two or more sites	1196	382	591	184	1012	1186	10	989	207	1123	68	4	989	179	28	1028	168	1196	-
	80%	77%	85%	69%	82%	85%	10%	86%	59%	88%	37%	11%	86%	81%	21%	95%	40%	89%	-
			B		D	G		I		KL	L		O	O		Q			

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Twitter users	352	85	220	38	314	352	-	311	41	347	4	1	311	41	-	336	16	352	-
Unweighted Total	346	88	214	32	314	346	-	317	29	342	3	1	317	29	-	333	13	346	-
Effective Sample Size	270	72	163	24	246	270	-	252	22	267	2	1	252	22	-	260	10	270	-
NET Daily	164	34	107	10	154	164	-	144	20	164	-	-	144	20	-	161	2	164	-
	46%	40%	49%	26%	49% D	46%	-	46%	48%	47%	-	-	46%	48%	-	48% Q	14%	46%	-
Several times a day	106	18	71	4	102	106	-	88	19	106	-	-	88	19	-	104	2	106	-
	30%	21%	32%	11%	32% D	30%	-	28%	45%	31%	-	-	28%	45%	-	31%	14%	30%	-
About once a day	57	16	36	6	52	57	-	56	1	57	-	-	56	1	-	57	-	57	-
	16%	19%	16%	15%	17%	16%	-	18% I	3%	17%	-	-	18% N	3%	-	17%	-	16%	-
NET Less frequently	188	51	112	28	160	188	-	167	21	183	4	1	167	21	-	175	13	188	-
	53%	60%	51%	74% E	51%	53%	-	54%	50%	53%	100% J	100% J	54%	50%	-	52%	82% P	53%	-
A few times a week	94	18	59	13	81	94	-	79	14	94	-	-	79	14	-	86	8	94	-
	27%	21%	27%	34%	26%	27%	-	26%	34%	27%	-	-	26%	34%	-	26%	50%	27%	-
Every few weeks	37	11	24	7	30	37	-	37	-	33	3	1	37	-	-	35	1	37	-
	10%	13%	11%	18%	10%	10%	-	12%	-	10%	66%	100% J	12%	-	-	11%	9%	10%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter?

	Banner C																		
		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	57 16%	22 26% C	30 14%	8 22%	49 16%	57 16%	- -	51 16%	7 16%	56 16%	1 34%	- -	51 16%	7 16%	- -	54 16%	4 24%	57 16%	- -
Don't know/Refused	1 *%	- -	1 *%	- -	1 *%	1 *%	- -	- -	1 2%	1 *%	- -	- -	- -	1 2%	- -	- -	1 4%	1 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Instagram users	602	147	341	69	533	602	-	513	90	588	15	-	513	84	6	578	24	602	-
Unweighted Total	530	139	302	55	475	530	-	473	57	522	8	-	473	54	3	509	21	530	-
Effective Sample Size	414	111	233	43	371	414	-	374	46	409	7	-	374	44	3	396	18	414	-
NET Daily	355	81	197	31	324	355	-	308	47	351	4	-	308	45	2	350	5	355	-
	59%	55%	58%	45%	61% D	59%	-	60%	52%	60%	29%	-	60%	54%	31%	61% Q	19%	59%	-
Several times a day	231	45	133	21	210	231	-	196	35	227	4	-	196	34	2	229	2	231	-
	38%	31%	39%	31%	39%	38%	-	38%	40%	39%	29%	-	38%	40%	31%	40% Q	8%	38%	-
About once a day	124	36	63	10	114	124	-	112	11	124	-	-	112	11	-	121	3	124	-
	21%	24%	19%	14%	21%	21%	-	22%	13%	21%	-	-	22%	14%	-	21%	11%	21%	-
NET Less frequently	248	66	144	38	209	248	-	205	43	237	10	-	205	39	4	228	19	248	-
	41%	45%	42%	55% E	39%	41%	-	40%	48%	40%	71%	-	40%	46%	69%	39%	81% P	41%	-
A few times a week	126	29	78	16	111	126	-	104	23	125	2	-	104	23	-	121	5	126	-
	21%	20%	23%	23%	21%	21%	-	20%	25%	21%	11%	-	20%	27%	-	21%	22%	21%	-
Every few weeks	46	15	24	10	36	46	-	42	5	41	5	-	42	5	-	42	4	46	-
	8%	10%	7%	14%	7%	8%	-	8%	5%	7%	33%	-	8%	5%	-	7%	16%	8%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram?

	Banner C																		
		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	75 12%	22 15%	42 12%	13 18%	62 12%	75 12%	- -	59 12%	16 17%	71 12%	4 26%	- -	59 12%	12 14%	4 69% M	65 11%	10 43% P	75 12%	- -
Don't know/Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Facebook users	1033	342	499	182	851	1023	10	851	182	959	69	5	851	152	30	965	68	1033	-
Unweighted Total	988	355	475	159	829	980	8	854	134	923	60	5	854	114	20	924	64	988	-
Effective Sample Size	746	272	355	124	623	740	6	648	106	700	43	4	648	90	16	697	49	746	-
NET Daily	728	246	351	137	591	722	6	600	128	678	46	4	600	107	21	702	26	728	-
	70%	72%	70%	75%	69%	71%	57%	70%	70%	71%	67%	78%	70%	71%	69%	73% Q	38%	70%	-
Several times a day	504	166	248	90	414	500	4	403	101	471	32	1	403	83	18	493	11	504	-
	49%	48%	50%	50%	49%	49%	42%	47%	56%	49%	46%	17%	47%	55%	59%	51% Q	17%	49%	-
About once a day	224	80	104	46	178	222	2	197	27	207	14	3	197	24	3	209	15	224	-
	22%	23%	21%	25%	21%	22%	15%	23% I	15%	22%	20%	61%	23%	16%	10%	22%	21%	22%	-
NET Less frequently	301	96	147	45	256	297	4	250	51	277	23	1	250	42	9	259	42	301	-
	29%	28%	30%	25%	30%	29%	43%	29%	28%	29%	33%	22%	29%	28%	31%	27%	62% P	29%	-
A few times a week	176	60	81	23	153	174	2	144	32	163	12	1	144	26	6	159	17	176	-
	17%	17%	16%	13%	18%	17%	21%	17%	18%	17%	17%	22%	17%	17%	21%	16%	26%	17%	-
Every few weeks	50	13	29	12	38	50	-	41	9	47	3	-	41	8	0	44	5	50	-
	5%	4%	6%	6%	4%	5%	-	5%	5%	5%	4%	-	5%	6%	2%	5%	8%	5%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook?

	Banner C																		
		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	75 7%	23 7%	37 7%	10 6%	65 8%	73 7%	2 22%	65 8%	10 6%	67 7%	8 12%	- -	65 8%	8 5%	2 8%	56 6%	20 29% P	75 7%	- -
Don't know/Refused	4 *%	0 *%	- -	- -	4 1%	4 *%	- -	1 *%	3 2%	4 *%	- -	- -	1 *%	3 2%	- -	4 *%	- -	4 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Snapchat users	375	106	189	47	328	373	1	309	65	371	4	-	309	64	1	354	21	375	-
Unweighted Total	307	96	150	32	275	306	1	265	42	304	3	-	265	41	1	287	20	307	-
Effective Sample Size	246	79	120	27	220	245	1	216	34	244	2	-	216	33	1	230	17	246	-
NET Daily	220	72	100	21	199	220	-	178	42	217	2	-	178	42	-	208	12	220	-
	59%	68% C	53%	44%	61%	59%	-	58%	64%	59%	59%	-	58%	65%	-	59%	57%	59%	-
Several times a day	168	55	76	17	151	168	-	132	36	166	2	-	132	36	-	159	9	168	-
	45%	52%	40%	37%	46%	45%	-	43%	55%	45%	59%	-	43%	56%	-	45%	42%	45%	-
About once a day	51	16	24	3	48	51	-	46	6	51	-	-	46	6	-	48	3	51	-
	14%	15%	13%	7%	15%	14%	-	15%	9%	14%	-	-	15%	9%	-	14%	14%	14%	-
NET Less frequently	151	31	88	23	128	150	1	127	24	149	2	-	127	23	1	143	8	151	-
	40%	30%	47% B	49%	39%	40%	100% F	41%	36%	40%	41%	-	41%	35%	100% MN	40%	39%	40%	-
A few times a week	79	19	43	13	66	79	-	65	13	78	1	-	65	13	-	73	6	79	-
	21%	18%	23%	28%	20%	21%	-	21%	20%	21%	16%	-	21%	21%	-	21%	29%	21%	-
Every few weeks	30	5	17	5	25	29	1	27	3	30	-	-	27	3	-	28	2	30	-
	8%	5%	9%	10%	8%	8%	100% F	9%	4%	8%	-	-	9%	5%	-	8%	10%	8%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat?

	Banner C																		
		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	42 11%	7 7%	28 15%	5 11%	37 11%	42 11%	- -	35 11%	8 12%	41 11%	1 25%	- -	35 11%	7 10%	1 100% MN	42 12%	- -	42 11%	- -
Don't know/Refused	4 1%	3 3%	1 *%	3 6%	1 *%	4 1%	- -	4 1%	- -	4 1%	- -	- -	4 1%	- -	- -	3 1%	1 4%	4 1%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Youtube users	1213	396	591	197	1016	1202	10	1005	208	1128	77	8	1005	177	31	977	236	1213	-
Unweighted Total	1203	420	577	176	1027	1194	9	1049	154	1118	77	8	1049	131	23	925	278	1203	-
Effective Sample Size	902	319	430	133	771	895	7	795	120	846	52	5	795	102	18	703	204	902	-
NET Daily	660 54%	202 51%	318 54%	105 54%	555 55%	655 54%	5 50%	526 52%	135 65% H	617 55%	37 48%	6 80%	526 52%	116 66% M	19 60%	551 56% Q	109 46%	660 54%	- -
Several times a day	441 36%	124 31%	224 38% B	78 39%	363 36%	440 37% G	1 7%	340 34%	101 49% H	412 36%	24 31%	5 70%	340 34%	87 49% M	15 46%	375 38% Q	66 28%	441 36%	- -
About once a day	219 18%	77 20%	94 16%	28 14%	192 19%	215 18%	5 44%	186 19%	33 16%	206 18%	13 17%	1 10%	186 19%	29 16%	4 14%	176 18%	43 18%	219 18%	- -
NET Less frequently	549 45%	192 49%	272 46%	91 46%	458 45%	544 45%	5 50%	476 47% I	73 35%	508 45%	40 52%	2 20%	476 47% N	61 34%	13 40%	423 43%	127 54% P	549 45%	- -
A few times a week	351 29%	125 32%	174 29%	46 24%	305 30%	349 29%	2 23%	311 31% I	40 19%	331 29%	19 25%	2 20%	311 31% N	33 19%	7 22%	280 29%	71 30%	351 29%	- -
Every few weeks	109 9%	35 9%	61 10%	22 11%	87 9%	109 9%	1 6%	96 10%	13 6%	102 9%	7 9%	- -	96 10%	12 7%	1 4%	78 8%	31 13%	109 9%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube?

	Banner C																		
		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	89 7%	32 8%	37 6%	22 11%	66 6%	86 7%	2 21%	68 7%	20 10%	75 7%	14 18% J	- -	68 7%	16 9%	5 15%	64 7%	24 10%	89 7%	- -
Don't know/Refused	3 *%	2 1%	1 *%	1 *%	3 *%	3 *%	- -	3 *%	- -	3 *%	- -	- -	3 *%	- -	- -	3 *%	1 *%	3 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2aTOT. Daily Twitter users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET Use Twitter daily	164 11%	34 7%	107 15% B	10 4%	154 12% D	164 12%	- -	144 12% I	20 6%	164 13%	- -	- -	144 12%	20 9%	- -	161 15% Q	2 1%	164 12%	- -
Several times a day	106 7%	18 4%	71 10% B	4 2%	102 8% D	106 8%	- -	88 8%	19 5%	106 8%	- -	- -	88 8%	19 8%	- -	104 10% Q	2 1%	106 8%	- -
About once a day	57 4%	16 3%	36 5%	6 2%	52 4%	57 4%	- -	56 5% I	1 *%	57 4%	- -	- -	56 5% N	1 1%	- -	57 5%	- -	57 4%	- -
NET Less frequently	188 12%	51 10%	112 16% B	28 11%	160 13%	188 13%	- -	167 15% I	21 6%	183 14% KL	4 2%	1 2%	167 15% N	21 9%	- -	175 16% Q	13 3%	188 14%	- -
A few times a week	94 6%	18 4%	59 8% B	13 5%	81 7%	94 7%	- -	79 7% I	14 4%	94 7%	- -	- -	79 7%	14 6%	- -	86 8% Q	8 2%	94 7%	- -
Every few weeks	37 2%	11 2%	24 3%	7 3%	30 2%	37 3%	- -	37 3%	- -	33 3%	3 2%	1 2%	37 3%	- -	- -	35 3% Q	1 *%	37 3%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2aTOT. Daily Twitter users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	57	22	30	8	49	57	-	51	7	56	1	-	51	7	-	54	4	57	-
	4%	4%	4%	3%	4%	4%	-	4%	2%	4%	1%	-	4%	3%	-	5%	1%	4%	-
								I		K						Q			
Not a Twitter user	1150	413	476	230	921	1047	103	839	311	930	179	40	839	179	132	743	407	994	156
	77%	83%	68%	86%	75%	75%	100%	73%	88%	73%	98%	98%	73%	81%	100%	69%	96%	74%	100%
		C		E			F		H		J	J		M	MN		P		R
Don't know/Refused	1	-	1	-	1	1	-	-	1	1	-	-	-	1	-	-	1	1	-
	*%	-	*%	-	*%	*%	-	-	*%	*%	-	-	-	*%	-	-	*%	*%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2bTOT. Daily Instagram users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET Use Instagram daily	355 24%	81 16%	197 28% B	31 12%	324 26% D	355 25%	- -	308 27% I	47 13%	351 27% K	4 2%	- -	308 27% O	45 20% O	2 1%	350 32% Q	5 1%	355 26%	- -
Several times a day	231 15%	45 9%	133 19% B	21 8%	210 17% D	231 17%	- -	196 17% I	35 10%	227 18% K	4 2%	- -	196 17% O	34 15% O	2 1%	229 21% Q	2 *%	231 17%	- -
About once a day	124 8%	36 7%	63 9%	10 4%	114 9% D	124 9%	- -	112 10% I	11 3%	124 10%	- -	- -	112 10% N	11 5%	- -	121 11% Q	3 1%	124 9%	- -
NET Less frequently	248 16%	66 13%	144 21% B	38 14%	209 17%	248 18%	- -	205 18% I	43 12%	237 19% K	10 6%	- -	205 18% O	39 18% O	4 3%	228 21% Q	19 5%	248 18%	- -
A few times a week	126 8%	29 6%	78 11% B	16 6%	111 9%	126 9%	- -	104 9%	23 6%	125 10% K	2 1%	- -	104 9%	23 10%	- -	121 11% Q	5 1%	126 9%	- -
Every few weeks	46 3%	15 3%	24 3%	10 4%	36 3%	46 3%	- -	42 4% I	5 1%	41 3%	5 3%	- -	42 4%	5 2%	- -	42 4% Q	4 1%	46 3%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2bTOT. Daily Instagram users

	Banner C																		
		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	75 5%	22 4%	42 6%	13 5%	62 5%	75 5%	- -	59 5%	16 4%	71 6% K	4 2%	- -	59 5%	12 5%	4 3%	65 6% Q	10 2%	75 6%	- -
Not an Instagram user	900 60%	351 70% C	355 51%	198 74% E	702 57%	796 57%	103 100% F	637 55%	263 75% H	690 54%	169 92% J	41 100% JK	637 55%	136 62%	126 96% MN	501 46%	399 94% P	744 55%	156 100% R
Don't know/Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2cTOT. Daily Facebook users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET Use Facebook daily	728 48%	246 49%	351 51%	137 51%	591 48%	722 52% G	6 6%	600 52% I	128 36%	678 53% KL	46 25% L	4 10%	600 52% O	107 49% O	21 16%	702 65% Q	26 6%	728 54%	- -
Several times a day	504 34%	166 33%	248 36%	90 34%	414 33%	500 36% G	4 4%	403 35%	101 29%	471 37% KL	32 17% L	1 2%	403 35% O	83 38% O	18 14%	493 46% Q	11 3%	504 37%	- -
About once a day	224 15%	80 16%	104 15%	46 17%	178 14%	222 16% G	2 2%	197 17% I	27 8%	207 16% K	14 8%	3 8%	197 17% NO	24 11% O	3 2%	209 19% Q	15 3%	224 17%	- -
NET Less frequently	301 20%	96 19%	147 21%	45 17%	256 21%	297 21% G	4 4%	250 22% I	51 15%	277 22% KL	23 12% L	1 3%	250 22% O	42 19% O	9 7%	259 24% Q	42 10%	301 22%	- -
A few times a week	176 12%	60 12%	81 12%	23 9%	153 12%	174 12% G	2 2%	144 13%	32 9%	163 13% KL	12 6%	1 3%	144 13% O	26 12%	6 5%	159 15% Q	17 4%	176 13%	- -
Every few weeks	50 3%	13 3%	29 4%	12 4%	38 3%	50 4%	- -	41 4%	9 3%	47 4%	3 2%	- -	41 4% O	8 4%	0 *%	44 4% Q	5 1%	50 4%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2cTOT. Daily Facebook users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	75	23	37	10	65	73	2	65	10	67	8	-	65	8	2	56	20	75	-
	5%	5%	5%	4%	5%	5%	2%	6%	3%	5%	4%	-	6%	4%	2%	5%	5%	6%	-
						G							O						
Not a Facebook user	469	156	197	86	383	376	93	299	170	318	115	36	299	68	102	114	355	313	156
	31%	31%	28%	32%	31%	27%	90%	26%	48%	25%	63%	88%	26%	31%	77%	11%	84%	23%	100%
							F		H		J	JK			MN		P		R
Don't know/Refused	4	0	-	-	4	4	-	1	3	4	-	-	1	3	-	4	-	4	-
	*%	*%	-	-	*%	*%	-	*%	1%	*%	-	-	*%	1%	-	*%	-	*%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2dTOT. Daily Snapchat users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET Use Snapchat daily	220 15%	72 14%	100 14%	21 8%	199 16% D	220 16%	- -	178 15%	42 12%	217 17% K	2 1%	- -	178 15%	42 19%	- -	208 19% Q	12 3%	220 16%	- -
Several times a day	168 11%	55 11%	76 11%	17 6%	151 12% D	168 12%	- -	132 12%	36 10%	166 13% K	2 1%	- -	132 12%	36 16%	- -	159 15% Q	9 2%	168 13%	- -
About once a day	51 3%	16 3%	24 3%	3 1%	48 4% D	51 4%	- -	46 4% I	6 2%	51 4%	- -	- -	46 4%	6 3%	- -	48 4% Q	3 1%	51 4%	- -
NET Less frequently	151 10%	31 6%	88 13% B	23 9%	128 10%	150 11% G	1 1%	127 11% I	24 7%	149 12% K	2 1%	- -	127 11% O	23 10% O	1 1%	143 13% Q	8 2%	151 11%	- -
A few times a week	79 5%	19 4%	43 6%	13 5%	66 5%	79 6%	- -	65 6%	13 4%	78 6% K	1 *%	- -	65 6%	13 6%	- -	73 7% Q	6 1%	79 6%	- -
Every few weeks	30 2%	5 1%	17 2%	5 2%	25 2%	29 2%	1 1%	27 2%	3 1%	30 2%	- -	- -	27 2%	3 1%	- -	28 3% Q	2 *%	30 2%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2dTOT. Daily Snapchat users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	42	7	28	5	37	42	-	35	8	41	1	-	35	7	1	42	-	42	-
	3%	1%	4%	2%	3%	3%	-	3%	2%	3%	1%	-	3%	3%	1%	4%	-	3%	-
			B							K									
Not a Snapchat user	1127	392	507	221	907	1025	102	841	287	907	179	41	841	156	131	725	402	971	156
	75%	79%	73%	83%	73%	73%	99%	73%	81%	71%	98%	100%	73%	71%	99%	67%	95%	72%	100%
		C		E			F		H		J	JK			MN		P		R
Don't know/Refused	4	3	1	3	1	4	-	4	-	4	-	-	4	-	-	3	1	4	-
	*%	1%	*%	1%	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	*%	*%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2eTOT. Daily Youtube users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET Use Youtube daily	660 44%	202 40%	318 46%	105 39%	555 45%	655 47% G	5 5%	526 46% I	135 38%	617 48% KL	37 20%	6 15%	526 46% O	116 53% O	19 14%	551 51% Q	109 26%	660 49%	- -
Several times a day	441 29%	124 25%	224 32% B	78 29%	363 29%	440 31% G	1 1%	340 30%	101 29%	412 32% KL	24 13%	5 13%	340 30% O	87 39% MO	15 11%	375 35% Q	66 16%	441 33%	- -
About once a day	219 15%	77 16%	94 14%	28 10%	192 16% D	215 15% G	5 4%	186 16% I	33 9%	206 16% KL	13 7%	1 2%	186 16% O	29 13% O	4 3%	176 16% Q	43 10%	219 16%	- -
NET Less frequently	549 37%	192 39%	272 39%	91 34%	458 37%	544 39% G	5 5%	476 41% I	73 21%	508 40% KL	40 22% L	2 4%	476 41% NO	61 28% O	13 9%	423 39% Q	127 30%	549 41%	- -
A few times a week	351 23%	125 25%	174 25%	46 17%	305 25% D	349 25% G	2 2%	311 27% I	40 11%	331 26% KL	19 10%	2 4%	311 27% NO	33 15% O	7 5%	280 26% Q	71 17%	351 26%	- -
Every few weeks	109 7%	35 7%	61 9%	22 8%	87 7%	109 8% G	1 1%	96 8% I	13 4%	102 8%	7 4%	- -	96 8% O	12 5%	1 1%	78 7%	31 7%	109 8%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2eTOT. Daily Youtube users

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less often	89	32	37	22	66	86	2	68	20	75	14	-	68	16	5	64	24	89	-
	6%	6%	5%	8%	5%	6%	2%	6%	6%	6%	8%	-	6%	7%	3%	6%	6%	7%	-
						G													
Not a Youtube user	289	103	105	71	218	196	93	145	144	149	107	33	145	43	101	102	187	133	156
	19%	21%	15%	26%	18%	14%	90%	13%	41%	12%	58%	81%	13%	20%	76%	9%	44%	10%	100%
		C		E			F		H		J	JK			MN		P		R
Don't know/Refused	3	2	1	1	3	3	-	3	-	3	-	-	3	-	-	3	1	3	-
	*%	*%	*%	*%	*%	*%	-	*%	-	*%	-	-	*%	-	-	*%	*%	*%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYa. During the coronavirus outbreak, have you had trouble paying for the following? Your cell phone service

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on cell phone owners	1461	476	682	248	1213	1381	80	1136	325	1277	184	-	1136	220	105	1072	389	1335	126
Unweighted Total	1468	517	677	233	1235	1395	73	1204	264	1290	178	-	1204	175	89	1027	441	1329	139
Effective Sample Size	1096	396	500	174	923	1040	56	907	201	969	128	-	907	132	69	778	322	994	102
Yes, have had trouble	229 16%	47 10%	127 19% B	76 31% E	153 13%	217 16%	12 15%	144 13%	85 26% H	194 15%	35 19%	-	144 13%	59 27% M	26 25% M	182 17% Q	46 12%	209 16%	20 15%
No, have not had trouble	1231 84%	429 90% C	555 81%	172 69%	1059 87% D	1163 84%	68 85%	992 87% I	239 74%	1084 85%	148 81%	-	992 87% NO	161 73%	78 75%	889 83%	342 88% P	1125 84%	107 85%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	1 *%	0 *%	- -	- -	1 *%	1 *%	- -	1 *%	- -	0 *%	0 *%	- -	1 *%	- -	- -	1 *%	- -	1 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYb. During the coronavirus outbreak, have you had trouble paying for the following? Your high-speed internet service at home

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on home broadband users	1150	392	536	192	958	1130	20	1150	-	1058	79	13	1150	-	-	887	263	1095	55
Unweighted Total	1217	435	570	181	1036	1202	15	1217	-	1115	89	13	1217	-	-	896	321	1151	66
Effective Sample Size	915	338	424	134	785	906	11	915	-	848	60	9	915	-	-	685	233	869	47
Yes, have had trouble	167 15%	35 9%	93 17% B	63 33% E	104 11%	160 14%	7 34%	167 15%	- -	152 14%	11 14%	4 29%	167 15%	- -	- -	139 16% Q	28 11%	158 14%	9 16%
No, have not had trouble	982 85%	356 91% C	443 83%	129 67%	853 89% D	970 86%	13 66%	982 85%	- -	905 86%	68 86%	10 71%	982 85%	- -	- -	748 84%	235 89% P	936 85%	47 84%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	1 *%	0 *%	- -	- -	1 *%	1 *%	- -	1 *%	- -	0 *%	0 *%	- -	1 *%	- -	- -	1 *%	- -	1 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYc. During the coronavirus outbreak, have you had trouble paying for the following? Your cable or satellite television subscription

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on cable subscribers	840	298	382	176	664	766	75	673	167	690	118	33	673	86	81	559	281	725	115
Unweighted Total	919	345	412	169	750	853	66	766	153	770	124	25	766	81	72	597	322	797	122
Effective Sample Size	667	260	294	122	548	622	48	560	112	563	90	18	560	58	54	442	224	582	85
Yes, have had trouble	138 16%	32 11%	79 21% B	56 32% E	82 12%	123 16%	15 20%	112 17%	26 16%	107 16%	23 20%	8 25%	112 17%	14 17%	12 15%	95 17%	44 15%	117 16%	21 18%
No, have not had trouble	699 83%	264 89% C	302 79%	118 67%	581 87% D	639 84%	60 80%	558 83%	141 84%	580 84%	94 80%	25 75%	558 83%	72 83%	69 85%	462 83%	237 84%	605 83%	94 82%
Don't know	2 *%	2 1%	1 *%	2 1%	1 *%	2 *%	- -	2 *%	- -	2 *%	- -	- -	2 *%	- -	- -	2 *%	1 *%	2 *%	- -
Refused	1 *%	0 *%	- -	- -	1 *%	1 *%	- -	1 *%	- -	0 *%	0 *%	- -	1 *%	- -	- -	1 *%	- -	1 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYaSMART. During the coronavirus outbreak, have you had trouble paying for the following? Your cell phone service

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on smartphone owners	1277	419	601	192	1086	1262	15	1058	220	1277	-	-	1058	220	-	1005	272	1231	46
Unweighted Total	1290	454	600	180	1110	1273	17	1115	175	1290	-	-	1115	175	-	967	323	1226	64
Effective Sample Size	969	351	445	135	834	956	13	848	132	969	-	-	848	132	-	735	239	924	48
Yes, have had trouble	194 15%	37 9%	110 18% B	63 33% E	130 12%	191 15%	2 15%	134 13%	59 27% H	194 15%	- -	- -	134 13%	59 27% M	- -	163 16% Q	30 11%	185 15%	9 19%
No, have not had trouble	1084 85%	382 91% C	491 82%	129 67%	955 88% D	1071 85%	13 85%	923 87% I	161 73%	1084 85%	- -	- -	923 87% N	161 73%	- -	841 84%	242 89% P	1046 85%	38 81%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	0 *%	0 *%	- -	- -	0 *%	0 *%	- -	0 *%	- -	0 *%	- -	- -	0 *%	- -	- -	0 *%	- -	0 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PROB. How often, if ever, do you experience problems connecting to the internet at home? Often, sometimes, rarely or never?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on internet users	1399	467	649	228	1171	1399	-	1130	268	1262	119	17	1130	207	61	1074	325	1331	68
Unweighted Total	1413	503	651	214	1199	1413	-	1202	211	1273	122	18	1202	161	50	1030	383	1329	84
Effective Sample Size	1053	385	479	160	895	1053	-	906	161	956	84	14	906	123	38	780	278	993	62
Often	142	49	65	30	112	142	-	106	36	129	12	1	106	30	6	112	30	134	8
	10%	11%	10%	13%	10%	10%	-	9%	13%	10%	10%	6%	9%	14%	10%	10%	9%	10%	12%
Sometimes	312	92	159	46	266	312	-	249	63	276	34	2	249	43	20	251	61	302	10
	22%	20%	25%	20%	23%	22%	-	22%	23%	22%	29%	11%	22%	21%	32%	23%	19%	23%	15%
Rarely	615	205	283	101	514	615	-	547	68	573	35	7	547	65	3	462	153	590	25
	44%	44%	44%	44%	44%	44%	-	48%	25%	45%	29%	42%	48%	31%	5%	43%	47%	44%	37%
								I		K			NO	O					
Never	323	118	140	51	272	323	-	225	97	280	37	6	225	68	29	244	78	302	21
	23%	25%	22%	22%	23%	23%	-	20%	36%	22%	31%	33%	20%	33%	48%	23%	24%	23%	31%
									H					M	M				
Don't know	6	1	2	-	6	6	-	3	3	4	1	-	3	1	1	3	3	3	3
	*%	*%	*%	-	*%	*%	-	*%	1%	*%	1%	-	*%	1%	2%	*%	1%	*%	4%
Refused	1	1	-	-	1	1	-	-	1	-	-	1	-	-	1	-	1	-	1
	*%	*%	-	-	*%	*%	-	-	*%	-	-	7%	-	-	2%	-	*%	-	2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISa. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Keeping up with the latest information about COVID-19

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
At a major disadvantage	650 43%	160 32%	377 54% B	106 40%	544 44%	640 46% G	10 9%	553 48% I	96 27%	602 47% KL	44 24%	4 9%	553 48% NO	86 39% O	10 7%	520 48% Q	130 31%	625 46% S	24 16%
At a minor disadvantage	500 33%	189 38%	220 32%	81 30%	419 34%	471 34%	28 28%	377 33%	123 35%	440 34% K	46 25%	14 33%	377 33%	87 40%	36 27%	373 35%	127 30%	461 34% S	39 25%
Not at a disadvantage	304 20%	132 26% C	82 12%	65 24%	240 19%	257 18%	47 46% F	200 17%	105 30% H	212 17%	79 43% J	14 34%	200 17%	42 19%	63 47% MN	168 16%	136 32% P	236 18%	68 44% R
Don't know	47 3%	18 4%	16 2%	16 6% E	31 3%	29 2%	18 18% F	19 2%	28 8% H	22 2%	15 8% J	10 24% JK	19 2%	4 2%	23 18% MN	18 2%	29 7% P	23 2%	24 15% R
Refused	1 *%	- -	- -	- -	1 *%	1 *%	- -	1 *%	0 *%	1 *%	0 *%	- -	1 *%	- -	0 *%	1 *%	0 *%	1 *%	0 *%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISb. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Staying in contact with friends and family

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
At a major disadvantage	674 45%	159 32%	391 56% B	114 43%	560 45%	658 47% G	16 15%	557 48% I	116 33%	618 48% KL	47 26%	9 22%	557 48% O	93 42% O	23 18%	546 51% Q	128 30%	646 48% S	28 18%
At a minor disadvantage	513 34%	214 43% C	212 31%	84 31%	429 35%	495 35% G	18 18%	408 36%	105 30%	450 35%	53 29%	10 24%	408 36% O	77 35% O	28 21%	375 35%	138 33%	476 35% S	37 24%
Not at a disadvantage	274 18%	115 23% C	80 11%	61 23%	213 17%	224 16%	50 48% F	168 15%	106 30% H	191 15%	68 37% J	14 35% J	168 15%	44 20%	62 47% MN	145 13%	129 30% P	206 15%	68 43% R
Don't know	38 3%	10 2%	12 2%	7 3%	31 3%	22 2%	16 16% F	16 1%	22 6% H	18 1%	13 7% J	8 20% J	16 1%	5 2%	17 13% MN	13 1%	26 6% P	17 1%	21 14% R
Refused	3 *%	1 *%	1 *%	2 1%	1 *%	- -	3 3%	- -	3 1%	1 *%	2 1%	- -	- -	1 *%	2 2%	- -	3 1%	1 *%	2 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISc. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Looking for jobs

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
At a major disadvantage	989 66%	281 56%	522 75% B	168 63%	821 66%	954 68% G	35 34%	808 70% I	180 51%	897 70% KL	78 42%	14 35%	808 70% O	141 64% O	40 30%	762 71% Q	227 54%	935 69% S	54 35%
At a minor disadvantage	289 19%	127 26% C	110 16%	50 19%	239 19%	275 20%	14 13%	222 19%	66 19%	244 19%	39 21%	6 14%	222 19%	45 21%	21 16%	214 20%	75 18%	267 20%	22 14%
Not at a disadvantage	145 10%	64 13% C	33 5%	23 9%	122 10%	120 9%	25 24% F	87 8%	58 17% H	98 8%	40 22% J	6 16%	87 8%	23 11%	35 27% MN	77 7%	68 16% P	106 8%	39 25% R
Don't know	74 5%	25 5%	29 4%	25 9% E	49 4%	46 3%	28 27% F	32 3%	42 12% H	37 3%	24 13% J	13 32% JK	32 3%	10 5%	32 24% MN	26 2%	49 11% P	36 3%	38 25% R
Refused	6 *%	1 *%	2 *%	2 1%	4 *%	4 *%	2 2%	1 *%	5 1%	2 *%	3 1%	1 3%	1 *%	1 *%	4 3%	1 *%	5 1%	3 *%	3 2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISd. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Getting schoolwork done

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
At a major disadvantage	1157 77%	357 72%	574 83% B	193 72%	965 78%	1111 79% G	47 45%	954 83% I	203 58%	1040 81% KL	97 53%	20 48%	954 83% NO	149 68% O	54 41%	894 83% Q	263 62%	1092 81% S	65 42%
At a minor disadvantage	179 12%	83 17% C	63 9%	30 11%	149 12%	168 12%	11 11%	125 11%	54 15%	143 11% L	36 20% JL	1 1%	125 11%	34 15%	21 16%	117 11%	62 15%	155 12%	24 15%
Not at a disadvantage	81 5%	30 6%	28 4%	20 7%	61 5%	59 4%	22 21% F	37 3%	44 13% H	49 4%	28 15% J	5 12%	37 3%	18 8%	26 20% MN	31 3%	50 12% P	47 3%	34 22% R
Don't know	79 5%	25 5%	31 4%	24 9% E	55 4%	57 4%	23 22% F	33 3%	46 13% H	44 3%	23 12% J	13 31% J	33 3%	18 8% M	28 21% MN	37 3%	43 10% P	51 4%	28 18% R
Refused	5 *%	3 1%	- -	1 *%	4 *%	4 *%	1 1%	1 *%	4 1%	2 *%	- -	3 7%	1 *%	1 1%	3 2%	- -	5 1%	1 *%	4 3%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISe. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Connecting with doctors or other medical professionals

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
At a major disadvantage	776 52%	193 39%	424 61% B	136 51%	641 52%	751 54% G	26 25%	630 55% I	147 42%	708 55% KL	61 33%	7 18%	630 55% O	119 54% O	28 21%	606 56% Q	171 40%	739 55% S	37 24%
At a minor disadvantage	437 29%	192 38% C	183 26%	63 23%	374 30%	419 30% G	18 17%	357 31% I	80 23%	387 30% K	40 22%	10 25%	357 31% O	57 26%	24 18%	337 31% Q	100 24%	409 30% S	29 18%
Not at a disadvantage	237 16%	99 20% C	70 10%	48 18%	189 15%	194 14%	43 41% F	138 12%	99 28% H	154 12%	71 39% J	12 29%	138 12%	35 16%	64 48% MN	119 11%	118 28% P	171 13%	66 42% R
Don't know	47 3%	14 3%	17 2%	20 7% E	28 2%	32 2%	16 15% F	25 2%	23 6% H	27 2%	11 6%	10 24% JK	25 2%	8 4%	14 11% M	17 2%	30 7% P	27 2%	21 13% R
Refused	4 *%	1 *%	1 *%	1 *%	3 *%	3 *%	1 1%	1 *%	4 1%	1 *%	1 1%	2 4%	1 *%	1 *%	3 2%	1 *%	4 1%	1 *%	4 2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1b. Please tell me if you happen to have each of the following items, or not. Do you have a tablet computer?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	790	259	389	125	665	777	13	706	84	737	50	3	706	72	12	621	169	761	28
	53%	52%	56%	47%	54%	56%	12%	61%	24%	58%	27%	7%	61%	33%	9%	58%	40%	57%	18%
						G		I		KL	L		NO	O		Q		S	
No	708	237	305	143	565	618	90	442	266	539	132	38	442	147	119	456	252	583	126
	47%	48%	44%	53%	46%	44%	88%	38%	76%	42%	72%	93%	38%	67%	90%	42%	60%	43%	81%
							F		H		J	JK		M	MN		P		R
Don't know	4	2	2	-	4	4	-	2	2	2	1	-	2	1	1	2	2	2	2
	*%	*%	*%	-	*%	*%	-	*%	1%	*%	1%	-	*%	*%	1%	*%	*%	*%	1%
Refused	0	-	-	-	0	0	-	0	-	-	0	-	0	-	-	0	-	0	-
	*%	-	-	-	*%	*%	-	*%	-	-	*%	-	*%	-	-	*%	-	*%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1c. Please tell me if you happen to have each of the following items, or not. Do you have a desktop or laptop computer?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	1163	395	548	166	997	1146	17	1013	149	1064	84	15	1013	120	29	887	275	1111	52
	77%	79%	79%	62%	81%	82%	16%	88%	42%	83%	46%	38%	88%	55%	22%	82%	65%	83%	33%
					D	G		I		KL			NO	O		Q		S	
No	339	103	148	102	237	252	87	137	202	213	100	26	137	99	103	192	147	234	104
	23%	21%	21%	38%	19%	18%	84%	12%	57%	17%	54%	62%	12%	45%	78%	18%	35%	17%	67%
				E			F		H		J	J		M	MN		P		R
Don't know	1	-	-	-	1	1	-	-	1	1	-	-	-	1	-	-	1	1	-
	*%	-	-	-	*%	*%	-	-	*%	*%	-	-	-	*%	-	-	*%	*%	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1d. Please tell me if you happen to have each of the following items, or not. Do you have a game console?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	626	207	294	90	536	624	2	539	88	599	25	2	539	75	12	517	110	614	12
	42%	41%	42%	34%	43%	45%	2%	47%	25%	47%	14%	6%	47%	34%	9%	48%	26%	46%	8%
					D	G		I		KL			NO	O		Q		S	
No	869	289	400	173	696	769	100	606	263	675	155	39	606	145	119	559	310	727	142
	58%	58%	58%	65%	56%	55%	96%	53%	75%	53%	84%	94%	53%	66%	90%	52%	73%	54%	91%
				E			F		H		J	JK		M	MN		P		R
Don't know	6	2	2	4	3	5	2	5	1	3	3	-	5	-	1	3	3	5	2
	*%	*%	*%	1%	*%	*%	1%	*%	*%	*%	2%	-	*%	-	1%	*%	1%	*%	1%
Refused	0	-	-	-	0	0	-	0	-	-	0	-	0	-	-	0	-	0	-
	*%	-	-	-	*%	*%	-	*%	-	-	*%	-	*%	-	-	*%	-	*%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1SUM. Please tell me if you happen to have each of the following items, or not. Summary of "Yes" responses

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
A desktop or laptop computer (c)	1163 77%	395 79%	548 79%	166 62%	997 81% D	1146 82% G	17 16%	1013 88% I	149 42%	1064 83% KL	84 46%	15 38%	1013 88% NO	120 55% O	29 22%	887 82% Q	275 65%	1111 83% S	52 33%
A tablet computer (b)	790 53%	259 52%	389 56%	125 47%	665 54%	777 56% G	13 12%	706 61% I	84 24%	737 58% KL	50 27% L	3 7%	706 61% NO	72 33% O	12 9%	621 58% Q	169 40%	761 57% S	28 18%
A game console (d)	626 42%	207 41%	294 42%	90 34%	536 43% D	624 45% G	2 2%	539 47% I	88 25%	599 47% KL	25 14%	2 6%	539 47% NO	75 34% O	12 9%	517 48% Q	110 26%	614 46% S	12 8%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
None	352 23%	115 23%	146 21%	99 37% E	254 21%	299 21%	53 52% F	208 18%	144 41% H	265 21%	72 39% J	15 37%	208 18%	81 37% M	63 48% M	224 21%	129 30% P	281 21%	71 46% R
NET Book reader	1126 75%	375 75%	536 77%	165 62%	960 78% D	1078 77% G	47 46%	927 81% I	199 56%	994 78% K	106 58%	26 63%	927 81% NO	135 61%	64 48%	837 78% Q	289 68%	1044 78% S	82 52%
1-4 books	373 25%	129 26%	178 26%	69 26%	304 25%	352 25%	22 21%	298 26%	75 21%	326 25%	40 22%	7 18%	298 26%	52 23%	24 18%	277 26%	96 23%	343 25%	31 20%
5-9 books	221 15%	68 14%	101 14%	29 11%	192 16% D	210 15%	10 10%	185 16% I	35 10%	192 15%	18 10%	10 24%	185 16% N	21 9%	14 11%	168 16%	52 12%	201 15%	19 12%
10+ books	532 35%	178 36%	258 37%	67 25%	465 38% D	516 37% G	16 15%	444 39% I	88 25%	476 37% K	47 26%	9 21%	444 39% NO	62 28%	26 19%	391 36%	141 33%	500 37% S	32 20%
Don't know / refuse	24 2%	8 2%	14 2%	3 1%	21 2%	22 2%	2 2%	15 1%	9 3%	18 1%	6 3%	- -	15 1%	4 2%	5 4%	18 2%	6 1%	21 2%	3 2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

Banner C		Political Party		Disability		Internet use		Home Broadband			Smartphone use			Smartphone & Broadband use			Social media use General		Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has dis- ability	No dis- ability	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone or BB	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Mean	14.35	14.89	14.33	12.07	14.85	14.72	9.27	15.19	11.55	14.61	13.26	11.04	15.19 O	13.01	9.09	14.36	14.33	14.83	10.18
Median	5.00	5.00	5.00	2.00	5.00	5.00	0.00	5.00	2.00	5.00	2.00	3.00	5.00	3.00	1.00	5.00	3.00	5.00	1.00

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2a. Thinking about all of the books you have read in the past 12 months, were any of those printed books?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Have read books in last 12 months (includes DK)	1144	381	547	168	976	1094	50	941	203	1009	109	26	941	137	66	850	294	1060	84
Unweighted Total	1201	424	571	166	1035	1152	49	1021	180	1057	120	24	1021	118	62	852	349	1101	100
Effective Sample Size	891	322	418	120	773	857	35	764	133	790	85	17	764	86	47	645	248	819	73
Yes	973 85%	326 85%	461 84%	136 81%	837 86%	934 85%	39 79%	799 85%	174 85%	858 85%	92 85%	23 89%	799 85%	116 85%	58 87%	716 84%	257 87%	896 85%	77 91%
No	170 15%	54 14%	85 16%	32 19%	137 14%	160 15%	10 20%	141 15%	29 14%	150 15%	17 15%	3 11%	141 15%	20 15%	9 13%	133 16%	37 12%	163 15% S	7 8%
Don't know	1 *%	- -	1 *%	- -	1 *%	- -	1 1%	- -	1 *%	1 *%	- -	- -	- -	1 *%	- -	- -	1 *%	- -	1 1%
Refused	1 *%	1 *%	- -	- -	1 *%	1 *%	- -	1 *%	- -	1 *%	- -	- -	1 *%	- -	- -	1 *%	- -	1 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2b. Thinking about all of the books you have read in the past 12 months, were any of those audiobooks?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Have read books in last 12 months (includes DK)	1144	381	547	168	976	1094	50	941	203	1009	109	26	941	137	66	850	294	1060	84
Unweighted Total	1201	424	571	166	1035	1152	49	1021	180	1057	120	24	1021	118	62	852	349	1101	100
Effective Sample Size	891	322	418	120	773	857	35	764	133	790	85	17	764	86	47	645	248	819	73
Yes	352 31%	105 28%	192 35% B	46 27%	306 31%	350 32% G	2 3%	296 31%	56 28%	335 33% KL	17 15% L	0 1%	296 31% O	46 33% O	10 15%	297 35% Q	55 19%	346 33% S	5 6%
No	789 69%	275 72% C	353 64%	122 72%	667 68%	741 68%	48 97% F	643 68%	146 72%	671 66%	92 85% J	25 99% JK	643 68%	90 66%	56 85% MN	551 65%	238 81% P	710 67%	79 94% R
Don't know	3 *%	1 *%	2 *%	1 1%	2 *%	3 *%	- -	2 *%	1 *%	3 *%	- -	- -	2 *%	1 1%	- -	2 *%	1 *%	3 *%	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2c. Thinking about all of the books you have read in the past 12 months, were any of those e-books?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Have read books in last 12 months (includes DK)	1144	381	547	168	976	1094	50	941	203	1009	109	26	941	137	66	850	294	1060	84
Unweighted Total	1201	424	571	166	1035	1152	49	1021	180	1057	120	24	1021	118	62	852	349	1101	100
Effective Sample Size	891	322	418	120	773	857	35	764	133	790	85	17	764	86	47	645	248	819	73
Yes	450 39%	134 35%	233 43% B	57 34%	392 40%	448 41% G	2 4%	393 42% I	56 28%	425 42% KL	22 20%	3 12%	393 42% O	47 34% O	9 14%	357 42% Q	93 32%	436 41% S	14 17%
No	688 60%	243 64% C	310 57%	108 64%	580 59%	640 58%	48 96% F	541 58%	146 72% H	578 57%	86 79% J	23 88% J	541 58%	89 65%	57 86% MN	487 57%	200 68% P	617 58%	70 83% R
Don't know	7 1%	4 1%	3 1%	3 2%	4 *%	7 1%	- -	6 1%	1 *%	6 1%	1 *%	- -	6 1%	1 1%	- -	6 1%	1 *%	7 1%	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2aTOT. Summary of Print book readers

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Print book reader	973 65%	326 65%	461 66%	136 51%	837 68% D	934 67% G	39 38%	799 69% I	174 49%	858 67% K	92 50%	23 56%	799 69% NO	116 53%	58 44%	716 66%	257 61%	896 67% S	77 49%
NET Not a print book reader	527 35%	172 34%	234 34%	131 49% E	396 32%	464 33%	63 61% F	350 30%	178 50% H	418 33%	91 50% J	18 44%	350 30%	103 47% M	75 56% M	361 34%	166 39%	449 33%	79 50% R
Have not read a book this way	170 11%	54 11%	85 12%	32 12%	137 11%	160 11%	10 10%	141 12%	29 8%	150 12%	17 9%	3 7%	141 12% O	20 9%	9 7%	133 12% Q	37 9%	163 12% S	7 4%
Have read no books in last year	358 24%	117 24%	149 21%	99 37% E	259 21%	304 22%	53 52% F	209 18%	149 42% H	268 21%	75 41% J	15 37%	209 18%	83 38% M	66 50% M	228 21%	129 31% P	286 21%	72 46% R
Don't know / refuse	2 *%	1 *%	1 *%	- -	2 *%	1 *%	1 1%	1 *%	1 *%	2 *%	- -	- -	1 *%	1 *%	- -	1 *%	1 *%	1 *%	1 *%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2bTOT. Summary of Audio book readers

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Audio book reader	352 23%	105 21%	192 28% B	46 17%	306 25% D	350 25% G	2 2%	296 26% I	56 16%	335 26% KL	17 9%	0 1%	296 26% O	46 21% O	10 8%	297 28% Q	55 13%	346 26% S	5 3%
NET Not an audio book reader	1147 76%	392 79% C	501 72%	221 82% E	926 75%	1045 75%	102 98% F	852 74%	295 84% H	939 74%	167 91% J	41 99% J	852 74%	173 79%	122 92% MN	779 72%	367 87% P	996 74%	150 97% R
Have not read a book this way	789 53%	275 55%	353 51%	122 45%	667 54% D	741 53%	48 47%	643 56% I	146 42%	671 53%	92 50%	25 62%	643 56% NO	90 41%	56 42%	551 51%	238 56%	710 53%	79 50%
Have read no books in last year	358 24%	117 24%	149 21%	99 37% E	259 21%	304 22%	53 52% F	209 18%	149 42% H	268 21%	75 41% J	15 37%	209 18%	83 38% M	66 50% M	228 21%	129 31% P	286 21%	72 46% R
Don't know / refuse	3 *%	1 *%	2 *%	1 *%	2 *%	3 *%	- -	2 *%	1 *%	3 *%	- -	- -	2 *%	1 *%	- -	2 *%	1 *%	3 *%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2cTOT. Summary of E-book readers

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
E-book reader	450 30%	134 27%	233 34% B	57 22%	392 32% D	448 32% G	2 2%	393 34% I	56 16%	425 33% KL	22 12%	3 8%	393 34% NO	47 21% O	9 7%	357 33% Q	93 22%	436 32% S	14 9%
NET Not an e-book reader	1045 70%	360 72% C	459 66%	207 77% E	838 68%	944 68%	101 98% F	750 65%	295 84% H	846 66%	161 88% J	38 92% J	750 65%	172 78% M	123 93% MN	716 66%	329 78% P	903 67%	142 91% R
Have not read a book this way	688 46%	243 49%	310 45%	108 40%	580 47%	640 46%	48 46%	541 47%	146 42%	578 45%	86 47%	23 55%	541 47%	89 41%	57 43%	487 45%	200 47%	617 46%	70 45%
Have read no books in last year	358 24%	117 24%	149 21%	99 37% E	259 21%	304 22%	53 52% F	209 18%	149 42% H	268 21%	75 41% J	15 37%	209 18%	83 38% M	66 50% M	228 21%	129 31% P	286 21%	72 46% R
Don't know / refuse	7 *%	4 1%	3 *%	3 1%	4 *%	7 *%	- -	6 1%	1 *%	6 1%	1 *%	- -	6 1%	1 *%	- -	6 1%	1 *%	7 1%	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

GENDER. Do you describe yourself as a man, a woman or in some other way?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
A man	739	265	308	121	619	696	44	572	167	630	88	22	572	105	62	489	251	659	80
	49%	53% C	44%	45%	50%	50%	42%	50%	48%	49%	48%	54%	50%	48%	47%	45%	59% P	49%	51%
A woman	741	228	378	141	600	686	55	567	174	631	95	15	567	108	65	580	161	672	68
	49%	46%	54% B	53%	49%	49%	53%	49%	49%	49%	52%	36%	49%	49%	50%	54% Q	38%	50%	44%
In some other way	11	2	5	1	9	11	-	9	2	11	-	-	9	2	-	7	3	11	-
	1%	*%	1%	*%	1%	1%	-	1%	1%	1%	-	-	1%	1%	-	1%	1%	1%	-

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

AGECAT. What is your age?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET 18-29	291	86	136	22	269	288	3	205	87	279	12	-	205	80	6	245	46	290	1
	19%	17%	20%	8%	22%	21%	3%	18%	25%	22%	6%	-	18%	36%	5%	23%	11%	22%	1%
					D	G			H	K			O	MO		Q		S	
18-24	179	54	92	11	168	179	-	119	60	175	4	-	119	58	2	153	26	179	-
	12%	11%	13%	4%	14%	13%	-	10%	17%	14%	2%	-	10%	26%	1%	14%	6%	13%	-
					D				H	K			O	MO		Q			
25-29	112	32	44	11	101	108	3	85	27	104	8	-	85	22	5	91	20	111	1
	7%	6%	6%	4%	8%	8%	3%	7%	8%	8%	4%	-	7%	10%	4%	8%	5%	8%	1%
					D	G				K			O	O		Q		S	
30-49	513	160	229	63	450	504	8	442	70	487	24	1	442	56	15	414	99	497	16
	34%	32%	33%	24%	36%	36%	8%	38%	20%	38%	13%	3%	38%	25%	11%	38%	23%	37%	10%
					D	G		I		KL	L		NO	O		Q		S	
50-64	352	130	167	89	263	339	13	276	76	292	47	12	276	45	31	257	95	320	32
	23%	26%	24%	33%	21%	24%	13%	24%	21%	23%	26%	30%	24%	20%	23%	24%	23%	24%	21%
				E		G													
65-96	307	111	156	85	222	234	73	198	109	188	95	24	198	36	72	140	167	211	96
	20%	22%	22%	32%	18%	17%	71%	17%	31%	15%	52%	58%	17%	17%	55%	13%	40%	16%	62%
				E			F		H		J	J			MN		P		R

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

AGECAT. What is your age?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
97 or older	3 *%	3 1%	- -	2 1%	1 *%	- -	3 3%	- -	3 1%	- -	1 *%	2 6%	- -	- -	3 2%	- -	3 1%	- -	3 2%
Don't know/Refused	36 2%	9 2%	8 1%	5 2%	31 3%	34 2%	2 2%	28 2%	8 2%	30 2%	5 3%	1 3%	28 2%	3 1%	5 4%	24 2%	12 3%	29 2%	8 5%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Married	668	258	289	103	566	623	45	566	102	576	75	17	566	47	54	483	185	598	71
	45%	52%	42%	38%	46%	45%	44%	49%	29%	45%	41%	43%	49%	22%	41%	45%	44%	44%	45%
		C						I					N		N				
Living with a partner	139	36	75	27	112	133	6	105	35	121	16	2	105	27	8	105	34	132	7
	9%	7%	11%	10%	9%	10%	6%	9%	10%	9%	9%	5%	9%	12%	6%	10%	8%	10%	5%
			B															S	
Divorced	156	56	66	38	118	145	12	121	35	129	24	2	121	23	12	104	52	135	21
	10%	11%	9%	14%	10%	10%	11%	11%	10%	10%	13%	6%	11%	10%	9%	10%	12%	10%	14%
Separated	47	14	22	10	37	47	1	34	13	42	5	-	34	9	4	38	9	45	3
	3%	3%	3%	4%	3%	3%	1%	3%	4%	3%	3%	-	3%	4%	3%	4%	2%	3%	2%
						G													
Widowed	88	32	42	30	58	60	28	51	37	46	30	12	51	11	27	36	52	53	35
	6%	6%	6%	11%	5%	4%	28%	4%	11%	4%	16%	30%	4%	5%	20%	3%	12%	4%	23%
				E			F		H		J	J			MN		P		R
Never been married	386	98	197	56	331	376	10	263	124	350	31	6	263	97	26	303	84	371	16
	26%	20%	28%	21%	27%	27%	10%	23%	35%	27%	17%	14%	23%	44%	20%	28%	20%	28%	10%
			B			G			H	K				MO		Q		S	

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Don't know	3	1	2	2	1	2	1	1	2	3	-	-	1	2	-	2	1	2	1
	*%	*%	*%	1%	*%	*%	1%	*%	1%	*%	-	-	*%	1%	-	*%	*%	*%	*%
Refused	13	3	3	1	12	13	0	8	5	10	2	1	8	3	2	7	6	10	3
	1%	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAR. Are you the parent or guardian of any children under age 18 now living in your household?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	422	144	176	43	379	409	13	364	58	392	28	2	364	42	16	340	82	403	20
	28%	29%	25%	16%	31%	29%	12%	32%	16%	31%	15%	6%	32%	19%	12%	32%	19%	30%	13%
					D	G		I		KL			NO			Q		S	
No	1071	353	519	223	848	981	90	779	293	879	154	38	779	178	115	734	337	938	134
	71%	71%	75%	84%	69%	70%	87%	68%	83%	69%	84%	93%	68%	81%	87%	68%	80%	70%	86%
				E			F		H		J	J		M	M		P		R
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	8	1	0	1	7	8	0	7	1	6	1	1	7	0	1	5	4	6	3
	1%	*%	*%	*%	1%	1%	*%	1%	*%	1%	1%	2%	1%	*%	1%	*%	1%	*%	2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EDUC2. What is the highest level of school you have completed or the highest degree you have received?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
NET College graduate+	473	144	268	41	431	465	8	444	29	442	23	8	444	17	12	366	107	454	19
	31%	29%	38%	15%	35%	33%	7%	39%	8%	35%	13%	19%	39%	8%	9%	34%	25%	34%	12%
			B		D	G		I		K			NO			Q		S	
Post grad degree	175	49	105	14	161	173	2	166	10	165	6	4	166	5	4	133	42	167	8
	12%	10%	15%	5%	13%	12%	2%	14%	3%	13%	3%	10%	14%	2%	3%	12%	10%	12%	5%
			B		D	G		I		K			NO					S	
College degree	297	95	163	27	271	292	6	278	19	277	17	4	278	12	8	233	65	287	11
	20%	19%	23%	10%	22%	21%	5%	24%	5%	22%	9%	9%	24%	5%	6%	22%	15%	21%	7%
					D	G		I		K			NO			Q		S	
Some College	453	170	189	91	362	440	14	365	89	402	44	8	365	68	20	346	107	424	29
	30%	34%	27%	34%	29%	31%	13%	32%	25%	31%	24%	19%	32%	31%	15%	32%	25%	31%	19%
		C				G							O	O		Q		S	
NET H.S. graduate or less	565	184	237	135	430	483	82	334	231	425	115	24	334	132	98	361	203	461	104
	38%	37%	34%	50%	35%	35%	79%	29%	65%	33%	63%	59%	29%	60%	74%	34%	48%	34%	66%
				E			F		H		J	J		M	MN		P		R
H.S. graduate	459	158	193	105	354	400	59	298	162	362	77	21	298	96	65	297	163	382	78
	31%	32%	28%	39%	29%	29%	57%	26%	46%	28%	42%	50%	26%	44%	49%	27%	38%	28%	50%
				E			F		H		J	J		M	M		P		R

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EDUC2. What is the highest level of school you have completed or the highest degree you have received?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Less than H.S.	106	26	44	30	76	83	23	37	69	64	38	4	37	36	33	65	41	79	26
	7%	5%	6%	11%	6%	6%	22%	3%	20%	5%	21%	9%	3%	16%	25%	6%	10%	6%	17%
				E			F		H		JL			M	M		P		R
Don't know/Refused	11	0	2	-	11	11	0	7	4	9	1	1	7	2	2	5	6	7	4
	1%	*%	*%	-	1%	1%	*%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%
NET Some college or less	1018	354	426	226	792	923	95	699	319	827	159	32	699	201	118	708	311	885	133
	68%	71%	61%	85%	64%	66%	92%	61%	91%	65%	87%	78%	61%	91%	90%	66%	73%	66%	85%
		C		E			F		H		J			M	M		P		R
NET Some college or more	926	314	457	133	793	905	21	808	118	844	67	16	808	85	32	712	214	878	48
	62%	63%	66%	50%	64%	65%	20%	70%	33%	66%	36%	38%	70%	39%	24%	66%	51%	65%	31%
					D	G		I		KL			NO	O		Q		S	

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Employed full-time	644	226	298	29	616	638	6	570	74	614	25	6	570	56	18	514	130	620	25
	43%	45%	43%	11%	50%	46%	6%	50%	21%	48%	13%	14%	50%	25%	14%	48%	31%	46%	16%
					D	G		I		KL			NO	O		Q		S	
Employed part-time	172	60	80	15	157	168	4	116	56	152	19	1	116	44	13	127	45	160	12
	11%	12%	12%	6%	13%	12%	4%	10%	16%	12%	11%	2%	10%	20%	10%	12%	11%	12%	8%
					D	G			H	L	L			MO					
Retired	303	105	148	107	196	238	65	200	103	193	86	23	200	38	65	153	150	214	89
	20%	21%	21%	40%	16%	17%	63%	17%	29%	15%	47%	57%	17%	17%	50%	14%	35%	16%	57%
				E			F		H		J	J			MN		P		R
Not employed for pay	264	71	122	66	198	247	17	180	84	226	32	5	180	62	22	212	52	248	16
	18%	14%	18%	25%	16%	18%	16%	16%	24%	18%	18%	13%	16%	28%	16%	20%	12%	18%	10%
				E					H					MO		Q		S	
Have own business/ self-employed	44	21	16	6	38	43	1	28	16	38	6	-	28	11	4	33	11	41	3
	3%	4%	2%	2%	3%	3%	1%	2%	5%	3%	3%	-	2%	5%	3%	3%	3%	3%	2%
Disabled	47	10	22	42	5	37	10	35	12	29	13	5	35	4	8	25	22	39	8
	3%	2%	3%	16%	*%	3%	10%	3%	3%	2%	7%	12%	3%	2%	6%	2%	5%	3%	5%
				E			F				J						P		

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Student	10	2	6	1	9	10	-	9	1	10	-	-	9	1	-	5	5	10	-
	1%	*%	1%	1%	1%	1%	-	1%	*%	1%	-	-	1%	1%	-	*%	1%	1%	-
Other	6	3	2	1	5	6	-	4	2	6	-	-	4	2	-	3	3	6	-
	*%	1%	*%	*%	*%	*%	-	*%	1%	*%	-	-	*%	1%	-	*%	1%	*%	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	11	0	2	-	11	11	0	8	3	9	1	1	8	1	2	7	4	8	3
	1%	*%	*%	-	1%	1%	*%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%	1%	2%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DISA. Does any disability, handicap, or chronic disease keep you from participating fully in work, school, housework, or other activities, or not?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes	267	80	136	267	-	228	40	192	76	192	56	19	192	37	39	173	94	225	42
	18%	16%	20%	100%	-	16%	38%	17%	22%	15%	31%	47%	17%	17%	29%	16%	22%	17%	27%
							F				J	J			MN		P		R
No	1219	416	556	-	1219	1158	61	949	271	1075	124	21	949	181	90	897	322	1112	107
	81%	83%	80%	-	99%	83%	59%	83%	77%	84%	67%	52%	83%	82%	68%	83%	76%	83%	69%
						G				KL			O	O		Q		S	
Don't know	4	-	2	-	4	2	1	2	1	2	1	-	2	-	1	1	3	1	3
	*%	-	*%	-	*%	*%	1%	*%	*%	*%	1%	-	*%	-	1%	*%	1%	*%	2%
Refused	12	3	2	-	12	10	1	7	4	9	2	1	7	2	2	8	4	8	4
	1%	1%	*%	-	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	3%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HISP. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Yes, Hispanic	226	54	117	33	193	216	11	147	79	192	34	-	147	56	23	181	45	213	13
	15%	11%	17%	12%	16%	15%	10%	13%	22%	15%	19%	-	13%	26%	17%	17%	11%	16%	9%
			B						H					M		Q		S	
No, not Hispanic	1254	442	574	232	1022	1162	92	985	269	1067	147	40	985	162	107	884	370	1116	138
	83%	89%	82%	87%	83%	83%	89%	86%	76%	84%	80%	98%	86%	74%	81%	82%	88%	83%	88%
		C						I				JK	N				P		
Don't know/Refused	22	2	5	2	20	21	0	18	4	19	3	1	18	2	2	14	8	17	5
	1%	*%	1%	1%	2%	2%	*%	2%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	3%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
White	1016	432	403	175	841	947	69	813	204	868	116	33	813	124	79	714	302	911	105
	68%	87%	58%	65%	68%	68%	67%	71%	58%	68%	63%	79%	71%	57%	60%	66%	71%	68%	67%
		C						I					NO						
Black or African-American	183	9	148	40	143	166	17	128	56	152	29	2	128	34	21	138	45	163	21
	12%	2%	21%	15%	12%	12%	17%	11%	16%	12%	16%	6%	11%	16%	16%	13%	11%	12%	13%
			B						H		L								
Asian or Asian-American	49	6	31	5	44	45	4	42	7	43	3	2	42	3	4	33	16	45	4
	3%	1%	4%	2%	4%	3%	4%	4%	2%	3%	2%	6%	4%	1%	3%	3%	4%	3%	3%
			B																
Mixed race	74	16	42	17	57	74	-	55	20	71	3	-	55	17	3	66	8	73	1
	5%	3%	6%	6%	5%	5%	-	5%	6%	6%	2%	-	5%	8%	2%	6%	2%	5%	1%
			B							K				O		Q		S	
Other	132	27	60	25	107	122	10	79	53	106	26	-	79	37	17	97	36	119	13
	9%	5%	9%	9%	9%	9%	10%	7%	15%	8%	14%	-	7%	17%	13%	9%	8%	9%	9%
			B						H		J			M					

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Don't know/Refused	47	8	12	4	42	45	2	34	13	37	7	4	34	5	8	31	16	36	11
	3%	2%	2%	2%	3%	3%	2%	3%	4%	3%	4%	9%	3%	2%	6%	3%	4%	3%	7%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACETHN. Race - Hispanic

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
White, non-Hispanic	934 62%	408 82% C	359 52%	166 62%	767 62%	865 62%	68 66%	747 65% I	187 53%	794 62%	107 58%	33 79% JK	747 65% N	113 51%	74 56%	645 60%	289 68% P	830 62%	104 67%
Black, non-Hispanic	174 12%	8 2%	141 20% B	39 15%	135 11%	158 11%	17 16%	124 11%	51 14%	144 11%	28 15% L	2 6%	124 11%	30 14%	21 16%	133 12%	41 10%	155 11%	20 13%
Hispanic	226 15%	54 11%	117 17% B	33 12%	193 16%	216 15%	11 10%	147 13%	79 22% H	192 15%	34 19%	- -	147 13%	56 26% M	23 17%	181 17% Q	45 11%	213 16% S	13 9%
Other, non-Hispanic	133 9%	20 4%	72 10% B	27 10%	106 9%	127 9%	6 6%	107 9%	26 7%	120 9%	11 6%	2 6%	107 9%	16 7%	10 7%	100 9%	32 8%	125 9% S	8 5%
Don't know/Refused	35 2%	8 2%	7 1%	2 1%	33 3%	33 2%	2 2%	25 2%	10 3%	27 2%	4 2%	4 9%	25 2%	5 2%	6 4%	19 2%	16 4%	24 2%	11 7%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACETHN. Race - Hispanic

Banner C	Total	Political Party: Rep/ Lean Rep	Political Party: Dem/ Lean Dem	Disability: Has Dis-abil-ity	Disability: No Dis-abil-ity	Internet use: Int-ernet user	Internet use: Not Int-ernet user	Home Broadband: Broad band at home	Home Broadband: No broad band	Smartphone use: Smart phone owner	Smartphone use: Other cell owner	Smartphone use: No cell phone	Smartphone & Broadband use: Broad band at home	Smartphone & Broadband use: Smart phone No BB	Smartphone & Broadband use: No BB or smart phone	Social media use General: Soc-ial media user	Social media use General: Not soc'l media user	Social media use Platforms: Use any sites	Social media use Platforms: Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
NET Non-white	533	82	330	99	434	500	33	378	155	456	73	5	378	102	53	415	118	493	41
	36%	17%	47%	37%	35%	36%	32%	33%	44%	36%	40%	12%	33%	47%	40%	38%	28%	37%	26%
			B						H	L	L			M		Q		S	

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BIRTH_HISP. Were you born in the United States, on the island of Puerto Rico, or in another country?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Hispanics	226	54	117	33	193	216	11	147	79	192	34	-	147	56	23	181	45	213	13
Unweighted Total	162	49	79	24	138	156	6	114	48	143	19	-	114	35	13	129	33	153	9
Effective Sample Size	129	38	64	21	109	124	5	90	41	113	17	-	90	29	11	103	26	122	7
U.S.	122	40	57	22	100	120	2	93	29	113	9	-	93	22	7	106	16	119	3
	54%	74%	48%	67%	52%	56%	19%	63%	37%	59%	26%	-	63%	40%	30%	58%	36%	56%	19%
		C						I		K			NO			Q		S	
Puerto Rico	3	1	2	0	3	3	-	2	1	3	0	-	2	0	0	1	2	3	0
	1%	2%	2%	1%	1%	1%	-	2%	1%	1%	1%	-	2%	1%	1%	1%	4%	1%	2%
Another country	101	13	58	11	91	93	9	52	49	76	25	-	52	33	16	74	27	91	11
	45%	25%	50%	32%	47%	43%	81%	35%	62%	40%	73%	-	35%	59%	68%	41%	60%	43%	79%
			B						H		J			M	M				
Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET Born in U.S./ Puerto Rico	125	41	59	22	103	123	2	95	30	116	9	-	95	23	7	107	18	122	3
	55%	75%	50%	68%	53%	57%	19%	65%	38%	60%	27%	-	65%	41%	32%	59%	40%	57%	21%
		C						I		K			NO						

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INC. Last year -- that is in 2020 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Less than $10,000	97	16	58	31	66	83	14	40	57	68	28	1	40	37	20	68	29	80	17
	6%	3%	8%	12%	5%	6%	13%	3%	16%	5%	15%	2%	3%	17%	15%	6%	7%	6%	11%
			B	E			F		H		JL			M	M				
10 to under $20,000	132	39	61	47	85	112	21	78	54	96	30	6	78	29	25	89	44	108	24
	9%	8%	9%	18%	7%	8%	20%	7%	15%	8%	16%	15%	7%	13%	19%	8%	10%	8%	15%
				E			F		H		J			M	M				R
20 to under $30,000	148	43	67	24	124	131	17	98	49	122	22	4	98	34	15	104	44	129	19
	10%	9%	10%	9%	10%	9%	17%	9%	14%	10%	12%	10%	9%	16%	11%	10%	10%	10%	12%
									H					M					
30 to under $40,000	137	41	70	36	101	128	10	102	35	119	18	0	102	29	5	109	28	130	8
	9%	8%	10%	14%	8%	9%	9%	9%	10%	9%	10%	1%	9%	13%	4%	10%	7%	10%	5%
				E						L	L			O		Q		S	
40 to under $50,000	85	29	44	21	63	75	9	62	23	65	13	7	62	13	10	61	24	73	12
	6%	6%	6%	8%	5%	5%	9%	5%	7%	5%	7%	16%	5%	6%	8%	6%	6%	5%	7%
50 to under $75,000	189	74	76	27	163	185	4	165	24	161	23	5	165	12	12	122	67	166	24
	13%	15%	11%	10%	13%	13%	4%	14%	7%	13%	13%	12%	14%	6%	9%	11%	16%	12%	15%
						G		I					N				P		

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INC. Last year -- that is in 2020 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
75 to under $100,000	174 12%	66 13%	88 13%	19 7%	156 13% D	171 12% G	3 3%	158 14% I	16 5%	166 13% KL	7 4%	1 3%	158 14% NO	12 5%	4 3%	138 13% Q	36 9%	170 13% S	5 3%
100 to under $150,000	161 11%	56 11%	84 12%	10 4%	152 12% D	160 11% G	2 1%	147 13% I	14 4%	155 12% KL	5 3%	1 2%	147 13% NO	10 5%	4 3%	128 12%	34 8%	155 12% S	6 4%
$150,000 or more	166 11%	68 14%	80 12%	14 5%	153 12% D	166 12%	- -	157 14% I	10 3%	163 13% K	3 2%	- -	157 14% NO	9 4%	1 *%	127 12%	40 9%	162 12% S	5 3%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PARTY. In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Republican	331 22%	331 66%	- -	53 20%	278 23%	304 22%	27 26%	263 23%	67 19%	277 22%	37 20%	17 41%	263 23%	39 18%	28 21%	225 21%	106 25%	284 21%	46 30%
Democrat	488 32%	- -	488 70%	102 38%	386 31%	459 33%	29 28%	389 34%	99 28%	419 33%	60 32%	10 24%	389 34%	58 26%	41 31%	379 35% Q	109 26%	443 33%	45 29%
Independent	489 33%	147 30%	177 25%	70 26%	418 34% D	458 33%	31 30%	372 32%	117 33%	430 34%	50 27%	9 22%	372 32%	81 37%	36 27%	347 32%	142 34%	451 33% S	38 25%
No preference	92 6%	5 1%	21 3% B	17 7%	75 6%	85 6%	7 7%	55 5%	37 11% H	75 6%	16 8%	2 4%	55 5%	27 12% M	10 7%	64 6%	29 7%	83 6%	9 6%
Other party	15 1%	7 1%	3 *%	3 1%	12 1%	14 1%	1 1%	11 1%	5 1%	11 1%	4 2%	- -	11 1%	1 *%	4 3%	10 1%	5 1%	13 1%	2 1%
Don't know/Refused	87 6%	8 2%	6 1%	21 8%	66 5%	79 6%	8 8%	60 5%	27 8%	67 5%	17 9%	4 9%	60 5%	14 6%	13 10%	55 5%	32 8%	71 5%	16 10%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PARTYLN. As of today do you lean more to the Republican Party or more to the Democratic Party?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on Not Republican or Democrat	683	168	208	112	571	636	47	497	186	582	87	14	497	123	63	475	208	618	65
Effective Sample Size	489	134	148	74	416	459	30	383	112	427	55	8	383	74	38	326	165	442	47
Republican	168	168	-	27	140	163	4	128	39	142	20	6	128	26	13	115	53	160	8
	25%	100%	-	24%	25%	26% G	9%	26%	21%	24%	23%	39%	26%	21%	21%	24%	25%	26% S	12%
Democrat	208	-	208	33	174	190	17	147	60	183	21	3	147	45	16	160	48	193	15
	30%	-	100%	30%	31%	30%	37%	30%	33%	31%	24%	24%	30%	36%	25%	34% Q	23%	31%	23%
Don't know	169	-	-	34	135	149	19	118	51	141	25	2	118	33	18	114	54	142	27
	25%	-	-	31%	24%	23%	41% F	24%	27%	24%	29%	17%	24%	27%	29%	24%	26%	23%	41% R
Refused	139	-	-	17	122	133	6	104	35	116	21	3	104	19	16	86	53	124	16
	20%	-	-	15%	21%	21%	13%	21%	19%	20%	24%	20%	21%	16%	25%	18%	25%	20%	24%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH1. How many people, including yourself, live in your household?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
1 person	275	73	136	56	220	238	38	168	108	214	50	12	168	67	41	166	110	226	49
	18%	15%	20%	21%	18%	17%	37%	15%	31%	17%	27%	30%	15%	30%	31%	15%	26%	17%	31%
							F		H		J			M	M		P		R
2 people	485	174	245	113	372	445	40	396	90	405	56	24	396	42	47	340	145	423	62
	32%	35%	35%	42%	30%	32%	39%	34%	25%	32%	31%	58%	34%	19%	36%	31%	34%	31%	40%
				E				I				JK	N		N				
3-4 people	483	166	211	62	421	472	11	379	104	433	50	-	379	77	27	382	101	461	22
	32%	33%	30%	23%	34%	34%	11%	33%	29%	34%	27%	-	33%	35%	20%	35%	24%	34%	14%
					D	G							O	O		Q		S	
5 or more people	213	79	92	33	180	201	12	176	36	189	20	4	176	26	10	164	49	199	14
	14%	16%	13%	12%	15%	14%	11%	15%	10%	15%	11%	9%	15%	12%	8%	15%	12%	15%	9%
								I					O					S	
Don't know/Refused	46	5	11	4	42	43	3	31	15	37	8	1	31	8	7	27	19	37	9
	3%	1%	2%	1%	3%	3%	3%	3%	4%	3%	4%	3%	3%	4%	5%	3%	4%	3%	6%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH3. How many, including yourself, are adults, age 18 and older?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based to more than one person in household	1227	425	560	212	1015	1161	66	982	244	1064	134	29	982	153	91	913	314	1120	107
Unweighted Total	1171	436	523	174	997	1126	45	993	178	1036	115	20	993	111	67	840	331	1072	99
Effective Sample Size	884	338	393	133	754	852	36	753	142	788	85	15	753	88	54	646	240	813	72
1 adult	57 5%	14 3%	26 5%	5 2%	52 5% D	53 5%	4 6%	43 4%	14 6%	48 5%	7 5%	1 5%	43 4%	9 6%	5 5%	46 5%	11 4%	51 5%	5 5%
2 adults	730 60%	269 63%	348 62%	134 63%	596 59%	685 59%	46 69%	608 62% I	122 50%	635 60%	71 53%	24 83% JK	608 62% N	71 46%	51 56%	543 59%	187 60%	655 59%	75 70% R
3-4 adults	351 29%	122 29%	158 28%	63 30%	287 28%	341 29% G	10 15%	269 27%	81 33%	310 29%	40 30%	- -	269 27%	60 39% MO	21 23%	264 29%	86 27%	337 30% S	14 13%
5 or more adults	46 4%	12 3%	19 3%	7 3%	39 4%	41 4%	6 8%	29 3%	18 7% H	34 3%	10 7%	2 9%	29 3%	8 5%	9 10% M	35 4%	12 4%	40 4%	6 6%
Don't know/Refused	43 3%	7 2%	9 2%	3 1%	40 4%	42 4%	0 *%	33 3%	9 4%	36 3%	5 4%	1 4%	33 3%	5 3%	4 5%	25 3%	17 5%	36 3%	6 6%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH3. How many, including yourself, are adults, age 18 and older?

Banner C	Total	Political Party: Rep/ Lean Rep	Political Party: Dem/ Lean Dem	Disability: Has Dis-abil-ity	Disability: No Dis-abil-ity	Internet use: Int-ernet user	Internet use: Not Int-ernet user	Home Broadband: Broad band at home	Home Broadband: No broad band	Smartphone use: Smart phone owner	Smartphone use: Other cell owner	Smartphone use: No cell phone	Smartphone & Broadband use: Broad band at home	Smartphone & Broadband use: Smart phone No BB	Smartphone & Broadband use: No BB or smart phone	Social media use General: Soc-ial media user	Social media use General: Not soc'l media user	Social media use Platforms: Use any sites	Social media use Platforms: Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
NET More than 1 adult in household	1127 92%	403 95%	525 94%	204 97% E	923 91%	1066 92%	61 93%	906 92%	221 91%	979 92%	122 91%	26 91%	906 92%	140 91%	82 90%	842 92%	285 91%	1032 92%	95 89%
NET At least one child in household	480 39%	165 39%	208 37%	55 26%	425 42% D	462 40%	19 28%	403 41% I	77 32%	438 41% KL	41 30% L	1 5%	403 41% O	59 39% O	18 20%	384 42% Q	96 31%	454 41% S	26 24%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1. Now thinking about your telephone use...Do you have a working cell phone?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on landline sample	236	98	104	72	164	189	46	163	73	141	54	41	163	19	54	128	108	170	66
Unweighted Total	300	120	139	77	223	258	42	227	73	198	68	34	227	24	49	162	138	232	68
Effective Sample Size	203	83	95	52	154	180	29	155	52	140	47	24	155	17	36	114	90	161	46
Yes, have cell phone	188 80%	76 77%	91 88% B	52 72%	136 83%	165 87% G	23 50%	143 88% I	44 61%	133 95% L	53 98% L	2 4%	143 88% O	17 93% O	27 50%	116 91% Q	71 66%	151 89% S	37 55%
No, do not	40 17%	23 23% C	13 12%	20 27% E	20 12%	17 9%	23 49% F	12 8%	27 37% H	1 1%	1 1%	38 93% JK	12 8%	1 5%	26 49% MN	6 5%	34 31% P	11 7%	29 43% R
Don't know/Refused	8 3%	- -	- -	1 1%	7 5%	8 4%	0 1%	7 4%	1 2%	6 4%	1 1%	1 3%	7 4%	0 2%	1 2%	5 4%	3 3%	7 4%	1 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1a. Does anyone in your household have a working cell phone?

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on no cell phone and multi-person household	35	16	8	17	17	18	17	16	19	6	1	28	16	0	19	9	26	14	21
Unweighted Total	27	9	6	9	18	18	9	13	14	7	1	19	13	1	13	7	20	13	14
Effective Sample Size	19	8	5	8	12	12	7	9	10	4	1	15	9	1	10	5	13	8	11
Yes, someone in household has cell phone	16 45%	9 56%	4 50%	8 47%	7 43%	8 46%	7 44%	7 48%	8 42%	- -	- -	16 56%	7 48%	- -	8 43%	2 19%	14 54%	5 38%	10 49%
No	12 34%	7 44%	4 50%	9 50%	3 18%	3 15%	9 54%	1 9%	10 54% H	- -	- -	12 42%	1 9%	- -	10 55% M	2 25%	10 37%	1 10%	10 49% R
Don't know/Refused	7 21%	- -	- -	1 3%	7 39%	7 39% G	0 2%	7 44% I	1 3%	6 100% L	1 100% L	1 2%	7 44% O	0 100% MO	0 2%	5 56%	2 9%	7 52% S	0 1%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

C1. Now thinking about your telephone use...Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis- abil- ity	No Dis- abil- ity	Int- ernet user	Not Int- ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc- ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on cell phone sample	1266	400	591	196	1071	1209	57	987	279	1137	129	-	987	201	78	951	315	1177	90
Unweighted Total	1202	414	550	168	1034	1155	47	990	212	1092	110	-	990	151	61	872	330	1109	93
Effective Sample Size	920	324	417	130	791	882	38	765	166	838	83	-	765	118	48	674	247	850	70
Yes, home telephone	320	121	142	51	269	303	17	280	40	279	41	-	280	22	18	223	97	286	34
	25%	30%	24%	26%	25%	25%	30%	28% I	14%	25%	31%	-	28% N	11%	23%	23%	31% P	24%	38% R
No, home telephone	929	279	448	145	784	889	40	696	233	843	86	-	696	174	59	717	212	876	53
	73%	70%	76%	74%	73%	73%	70%	70%	84% H	74%	67%	-	70%	87% M	75%	75% Q	67%	74% S	59%
Don't know/Refused	18	0	1	-	18	18	-	12	6	15	2	-	12	5	2	11	7	15	3
	1%	*%	*%	-	2%	1%	-	1%	2%	1%	2%	-	1%	2%	2%	1%	2%	1%	3%

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1/C1: L1. Do you have a working cell phone? / C1. Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Banner C		Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Landline only	40	23	13	20	20	17	23	12	27	1	1	38	12	1	26	6	34	11	29
	3%	5%	2%	7%	2%	1%	22%	1%	8%	*%	*%	93%	1%	*%	20%	1%	8%	1%	18%
		C		E			F		H			JK			MN		P		R
Dual	507	196	233	102	405	467	40	423	84	412	94	2	423	39	45	339	169	437	70
	34%	39%	34%	38%	33%	33%	39%	37%	24%	32%	51%	4%	37%	18%	34%	31%	40%	32%	45%
								I		L	JL		N		N		P		R
Cell phone only	929	279	448	145	784	889	40	696	233	843	86	-	696	174	59	717	212	876	53
	62%	56%	64%	54%	64%	64%	39%	61%	66%	66%	47%	-	61%	79%	44%	66%	50%	65%	34%
			B		D	G				K			O	MO		Q		S	
Don't know/Refused	26	0	1	1	25	26	0	18	8	22	3	1	18	5	3	17	9	22	4
	2%	*%	*%	*%	2%	2%	*%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%
					D														

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CREGION. Census region from self-reported zipcode

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Total	1502	498	696	267	1235	1399	103	1150	352	1277	184	41	1150	220	132	1079	423	1346	156
Unweighted Total	1502	534	689	245	1257	1413	89	1217	285	1290	178	34	1217	175	110	1034	468	1341	161
Effective Sample Size	1118	407	507	181	939	1053	67	915	216	969	128	24	915	132	84	783	337	1003	115
Northeast	261	72	134	39	222	246	15	209	52	232	24	4	209	39	13	192	69	243	18
	17%	14%	19%	14%	18%	18%	15%	18%	15%	18%	13%	11%	18%	18%	10%	18%	16%	18%	11%
			B										O						
Midwest	316	103	148	58	258	297	18	247	69	268	40	8	247	40	29	223	93	287	29
	21%	21%	21%	22%	21%	21%	18%	21%	20%	21%	22%	19%	21%	18%	22%	21%	22%	21%	18%
South	567	222	232	114	453	515	52	414	153	474	71	22	414	99	55	409	158	492	75
	38%	45%	33%	43%	37%	37%	50%	36%	44%	37%	39%	54%	36%	45%	42%	38%	37%	37%	48%
		C					F		H										R
West	358	102	181	57	301	340	18	281	77	303	48	7	281	42	36	255	103	324	35
	24%	20%	26%	21%	24%	24%	17%	24%	22%	24%	26%	17%	24%	19%	27%	24%	24%	24%	22%
			B																

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

USR. Urban-Suburban-Rural distinction - Landline from sample - Cell from respondent reported zip code

	Banner C	Political Party		Disability		Internet use		Home Broadband		Smartphone use			Smartphone & Broadband use			Social media use General		Social media use Platforms	
	Total	Rep/ Lean Rep	Dem/ Lean Dem	Has Dis-abil-ity	No Dis-abil-ity	Int-ernet user	Not Int-ernet user	Broad band at home	No broad band	Smart phone owner	Other cell owner	No cell phone	Broad band at home	Smart phone No BB	No BB or smart phone	Soc-ial media user	Not soc'l media user	Use any sites	Don't use any sites
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)
Based on landline sample or cell phone sample with zip code	1405	477	668	257	1148	1313	92	1083	323	1198	166	41	1083	202	121	1012	394	1265	141
Unweighted Total	1404	509	665	238	1166	1322	82	1142	262	1206	164	34	1142	160	102	968	436	1258	146
Effective Sample Size	1045	388	488	176	870	985	61	857	199	904	119	24	857	121	78	734	313	939	105
Urban	553	138	308	88	465	523	30	428	125	493	51	9	428	89	37	422	131	508	46
	39%	29%	46%	34%	41%	40%	32%	40%	39%	41%	31%	22%	40%	44%	30%	42%	33%	40%	32%
			B							KL				O		Q			
Suburban	583	212	255	118	465	546	36	461	121	490	76	17	461	68	53	412	170	532	51
	41%	44%	38%	46%	40%	42%	39%	43%	38%	41%	46%	41%	43%	34%	44%	41%	43%	42%	36%
Rural	270	127	106	52	218	243	26	193	76	215	39	15	193	45	31	177	93	225	44
	19%	27%	16%	20%	19%	19%	29%	18%	24%	18%	24%	36%	18%	22%	26%	18%	23%	18%	32%
		C															P		R

Comparison Groups: BC/DE/FG/HI/JKL/MNO/PQ/RS
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMINUSE. Do you use the internet or email, at least occasionally?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	1373	351	1022	602	771	1008	366	372	1001	1194	180	329	1044	463	910	426	947	265	1108	315	1058	189	1184
	91%	100%	89%	100%	86%	98%	78%	99%	89%	98%	62%	96%	90%	99%	88%	100%	88%	100%	90%	100%	89%	100%	90%
		C		E		G		I		K		M		O		Q		S		U		W	
No	128	1	128	-	128	25	103	2	126	19	110	12	116	2	126	-	128	-	128	-	128	-	128
	9%	*%	11%	-	14%	2%	22%	1%	11%	2%	38%	4%	10%	1%	12%	-	12%	-	10%	-	11%	-	10%
			B				F		H		J		L		N								
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	0	-	0	0	-	0	-	-	0	0	-	-	0	-	0	-	0	-	0	-	0	-	0
	*%	-	*%	*%	-	*%	-	-	*%	*%	-	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTMOB. Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

Banner D	Total	Twitter user: Twitter user	Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	1323	352	971	600	723	991	332	373	950	1166	157	332	991	456	867	422	901	264	1059	311	1011	183	1140
	88%	100%	84%	100%	80%	96%	71%	100%	84%	96%	54%	97%	85%	98%	84%	99%	84%	100%	86%	99%	85%	97%	87%
		C		E		G		I		K		M		O		Q		S		U		W	
No	179	-	179	3	176	43	137	1	178	47	133	9	170	9	170	4	175	1	178	3	176	7	173
	12%	-	16%	*%	20%	4%	29%	*%	16%	4%	46%	3%	15%	2%	16%	1%	16%	*%	14%	1%	15%	3%	13%
					D		F		H		J		L		N		P		R		T		V
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INT_USE_TOTAL. Summary of internet usage

	Banner D																					
		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET Internet user	1399	352	1047	602	796	1023	376	373	1025	1202	196	337	1062	463	936	426	973	265	1134	315	1084	189	1209
	93%	100%	91%	100%	89%	99%	80%	100%	91%	99%	68%	99%	91%	99%	90%	100%	90%	100%	92%	100%	91%	100%	92%
		C		E		G		I		K		M		O		Q		S		U		W	
General and mobile	1297	351	946	599	698	975	322	372	925	1158	140	324	973	456	841	422	875	264	1034	311	986	183	1115
	86%	100%	82%	99%	78%	94%	69%	99%	82%	95%	48%	95%	84%	98%	81%	99%	81%	100%	84%	99%	83%	97%	85%
		C		E		G		I		K		M		O		Q		S		U		W	
General only	76	-	76	3	73	32	43	-	76	36	40	5	71	7	69	4	72	1	75	3	72	7	69
	5%	-	7%	*%	8%	3%	9%	-	7%	3%	14%	1%	6%	1%	7%	1%	7%	*%	6%	1%	6%	3%	5%
					D		F				J		L		N		P		R		T		
Mobile only	26	1	25	0	25	15	10	1	24	9	17	8	18	-	26	-	26	-	26	-	26	-	26
	2%	*%	2%	*%	3%	1%	2%	*%	2%	1%	6%	2%	2%	-	2%	-	2%	-	2%	-	2%	-	2%
			B		D				H		J												
Not internet user	103	-	103	-	103	10	93	1	102	10	93	4	99	2	101	-	103	-	103	-	103	-	103
	7%	-	9%	-	11%	1%	20%	*%	9%	1%	32%	1%	9%	1%	10%	-	10%	-	8%	-	9%	-	8%
							F		H		J		L		N								

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ. About how often do you use the internet?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on internet users	1399	352	1047	602	796	1023	376	373	1025	1202	196	337	1062	463	936	426	973	265	1134	315	1084	189	1209
Unweighted Total	1413	346	1067	530	883	980	433	306	1107	1194	219	323	1090	434	979	480	933	260	1153	248	1165	220	1193
Effective Sample Size	1053	270	784	414	646	740	319	245	815	895	159	242	812	337	717	371	691	207	847	202	859	170	888
Almost constantly	466	182	284	283	183	376	90	177	289	445	21	155	311	167	299	209	257	136	330	163	302	72	394
	33%	52%	27%	47%	23%	37%	24%	47%	28%	37%	11%	46%	29%	36%	32%	49%	26%	51%	29%	52%	28%	38%	33%
		C		E		G		I		K		M				Q		S		U			
Several times a day	720	160	561	296	424	521	200	184	536	633	88	151	570	258	463	199	522	117	604	134	586	108	612
	51%	45%	54%	49%	53%	51%	53%	49%	52%	53%	45%	45%	54%	56%	49%	47%	54%	44%	53%	43%	54%	57%	51%
			B										L				P		R		T		
About once a day	89	2	87	6	83	62	27	3	86	61	28	6	83	21	68	10	78	7	82	3	86	4	85
	6%	1%	8%	1%	10%	6%	7%	1%	8%	5%	14%	2%	8%	5%	7%	2%	8%	3%	7%	1%	8%	2%	7%
			B		D				H		J		L				P		R		T		V
Several times a week	64	8	56	16	48	36	28	8	56	43	21	16	48	13	51	6	57	5	59	11	53	5	59
	5%	2%	5%	3%	6%	4%	7%	2%	5%	4%	11%	5%	4%	3%	5%	1%	6%	2%	5%	4%	5%	3%	5%
			B		D		F		H		J				N		P		R				
Less often	57	-	57	2	55	27	30	1	56	19	37	9	48	4	53	0	57	-	57	3	54	0	57
	4%	-	5%	*%	7%	3%	8%	*%	5%	2%	19%	3%	5%	1%	6%	*%	6%	-	5%	1%	5%	*%	5%
					D		F		H		J				N		P				T		V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ. About how often do you use the internet?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know	2	1	2	-	2	2	1	-	2	1	2	1	2	-	2	1	2	-	2	-	2	-	2
	*%	*%	*%	-	*%	*%	*%	-	*%	*%	1%	*%	*%	-	*%	*%	*%	-	*%	-	*%	-	*%
Refused	1	-	1	-	1	-	1	-	1	1	-	-	1	-	1	1	-	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	*%	-	-	*%	-	*%	*%	-	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ_TOT: Frequency of internet usage

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET Go online daily	1275	344	931	585	690	958	317	364	911	1138	137	312	963	446	829	418	857	260	1015	301	974	184	1091
	85%	98%	81%	97%	77%	93%	68%	97%	81%	94%	47%	91%	83%	96%	80%	98%	80%	98%	82%	96%	82%	97%	83%
		C		E		G		I		K		M		O		Q		S		U		W	
Almost constantly	466	182	284	283	183	376	90	177	289	445	21	155	311	167	299	209	257	136	330	163	302	72	394
	31%	52%	25%	47%	20%	36%	19%	47%	26%	37%	7%	45%	27%	36%	29%	49%	24%	51%	27%	52%	25%	38%	30%
		C		E		G		I		K		M		O		Q		S		U		W	
Several times a day	720	160	561	296	424	521	200	184	536	633	88	151	570	258	463	199	522	117	604	134	586	108	612
	48%	45%	49%	49%	47%	50%	43%	49%	48%	52%	30%	44%	49%	55%	45%	47%	48%	44%	49%	43%	49%	57%	47%
						G				K				O								W	
Once a day	89	2	87	6	83	62	27	3	86	61	28	6	83	21	68	10	78	7	82	3	86	4	85
	6%	1%	8%	1%	9%	6%	6%	1%	8%	5%	10%	2%	7%	5%	7%	2%	7%	3%	7%	1%	7%	2%	6%
			B		D				H		J		L				P		R		T		V
NET Go online less often	121	8	113	17	103	63	57	9	112	63	58	25	96	17	104	7	114	5	115	14	106	5	116
	8%	2%	10%	3%	11%	6%	12%	2%	10%	5%	20%	7%	8%	4%	10%	2%	11%	2%	9%	4%	9%	3%	9%
			B		D		F		H		J				N		P		R		T		V
Several times a week	64	8	56	16	48	36	28	8	56	43	21	16	48	13	51	6	57	5	59	11	53	5	59
	4%	2%	5%	3%	5%	3%	6%	2%	5%	4%	7%	5%	4%	3%	5%	1%	5%	2%	5%	4%	4%	3%	4%
			B		D				H		J						P		R				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INTFREQ_TOT: Frequency of internet usage

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	57 4%	- -	57 5%	2 *%	55 6% D	27 3%	30 6% F	1 *%	56 5% H	19 2%	37 13% J	9 2%	48 4%	4 1%	53 5% N	0 *%	57 5% P	- -	57 5%	3 1%	54 5% T	0 *%	57 4% V
Not internet user	103 7%	- -	103 9%	- -	103 11%	10 1%	93 20% F	1 *%	102 9% H	10 1%	93 32% J	4 1%	99 9% L	2 1%	101 10% N	- -	103 10%	- -	103 8%	- -	103 9%	- -	103 8%
Don't know / Refuse	3 *%	1 *%	2 *%	- -	3 *%	2 *%	2 *%	- -	3 *%	2 *%	2 1%	1 *%	2 *%	- -	3 *%	2 *%	2 *%	- -	3 *%	- -	3 *%	- -	3 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNSINT2. Do you ever use social media sites like Facebook, Twitter or Instagram?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	1079	336	743	578	501	965	114	354	725	977	102	299	780	417	661	366	713	223	856	297	781	162	916
	72%	95%	65%	96%	56%	93%	24%	94%	64%	81%	35%	88%	67%	90%	64%	86%	66%	84%	69%	94%	66%	86%	70%
		C		E		G		I		K		M		O		Q		S		U		W	
No	423	16	407	24	399	68	355	21	402	236	187	43	381	48	375	60	363	42	381	17	406	27	396
	28%	5%	35%	4%	44%	7%	76%	6%	36%	19%	65%	12%	33%	10%	36%	14%	34%	16%	31%	6%	34%	14%	30%
			B		D		F		H		J		L		N		P		R		T		V
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HOME4NW. Do you currently subscribe to internet service at HOME?

Banner D		Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	1229	328	901	539	690	897	332	330	899	1063	166	302	927	417	812	410	819	249	980	274	955	186	1043
	82%	93%	78%	90%	77%	87%	71%	88%	80%	88%	57%	89%	80%	90%	78%	96%	76%	94%	79%	87%	80%	98%	79%
		C		E		G		I		K		M		O		Q		S		U		W	
No	269	24	245	63	206	136	133	43	226	146	123	39	230	47	222	16	254	16	254	39	230	4	266
	18%	7%	21%	10%	23%	13%	28%	11%	20%	12%	43%	11%	20%	10%	21%	4%	24%	6%	21%	12%	19%	2%	20%
			B		D		F		H		J		L		N		P		R		T		V
Don't know	4	-	4	-	4	-	4	1	2	4	-	0	3	2	2	-	4	-	4	2	2	-	4
	*%	-	*%	-	*%	-	1%	*%	*%	*%	-	*%	*%	*%	*%	-	*%	-	*%	1%	*%	-	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on home internet subscribers	1229	328	901	539	690	897	332	330	899	1063	166	302	927	417	812	410	819	249	980	274	955	186	1043
Unweighted Total	1288	330	958	491	797	894	394	277	1011	1094	194	301	987	406	882	465	823	246	1042	226	1062	217	1071
Effective Sample Size	964	260	704	385	586	676	293	224	748	824	142	226	739	318	647	361	610	197	768	184	788	169	799
Dial-up	24 2%	5 1%	19 2%	5 1%	20 3% D	17 2%	7 2%	6 2%	18 2%	20 2%	4 2%	10 3% M	14 1%	8 2%	17 2%	5 1%	20 2%	2 1%	22 2% R	3 1%	21 2%	6 3%	18 2%
Higher-speed	1114 91%	300 91%	814 90%	499 92%	615 89%	822 92%	292 88%	300 91%	814 91%	971 91%	142 86%	272 90%	842 91%	385 92%	729 90%	378 92%	736 90%	225 90%	888 91%	257 94% U	857 90%	174 94%	940 90%
Both Slow-speed/ Dial-up and Higher-speed/Broadband	34 3%	11 3%	23 3%	14 3%	21 3%	27 3%	7 2%	9 3%	25 3%	32 3%	3 2%	8 3%	26 3%	9 2%	25 3%	17 4%	17 2%	14 6% S	20 2%	3 1%	31 3%	5 3%	29 3%
Access internet only using cell phone or tablet	7 1%	2 1%	5 1%	5 1%	3 *%	4 *%	4 1%	4 1%	3 *%	7 1%	- -	1 *%	6 1%	1 *%	7 1%	2 *%	5 1%	1 1%	6 1%	1 *%	7 1%	- -	7 1%
No home internet access	6 *%	2 1%	4 *%	3 1%	3 *%	3 *%	3 1%	2 1%	4 *%	5 *%	1 1%	3 1%	3 *%	- -	6 1%	3 1%	3 *%	- -	6 1%	2 1%	4 *%	- -	6 1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME1. Do you subscribe to dial-up internet service at home... OR do you subscribe to a higher-speed broadband service such as DSL, cable, or fiber optic service?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know	44 4%	8 2%	36 4%	15 3%	29 4%	24 3%	20 6% F	9 3%	34 4%	28 3%	16 9% J	9 3%	35 4%	15 4%	29 4%	6 2%	38 5% P	6 3%	37 4%	8 3%	36 4%	- -	44 4%
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME2. Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Banner D	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on dial-up users 24	5	19	5	20	17	7	6	18	20	4	10	14	8	17	5	20	2	22	3	21	6	18
Unweighted Total 20	4	16	4	16	14	6	5	15	14	6	5	15	6	14	5	15	1	19	2	18	5	15
Effective Sample Size 14	3	12	3	12	10	4	4	11	11	5	5	11	4	10	4	11	1	14	1	13	4	11
Yes, dial-up 22	5	17	4	18	15	7	5	17	18	4	9	13	7	15	3	19	2	20	3	19	5	17
91%	100%	89%	87%	92%	88%	100%	90%	92%	90%	100%	85%	96%	92%	91%	67%	97%	100%	91%	100%	90%	77%	97%
No, higher speed connection 2	-	2	1	2	2	-	1	2	2	-	2	1	1	2	2	1	-	2	-	2	2	1
9%	-	11%	13%	8%	12%	-	10%	8%	10%	-	15%	4%	8%	9%	33%	3%	-	9%	-	10%	23%	3%
Don't know -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused -	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME_TOT: Summary of broadband users

Banner D		Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Home broadband user	1150	311	839	513	637	851	299	309	841	1005	145	281	869	395	755	396	754	240	910	260	890	181	969
	77%	88%	73%	85%	71%	82%	64%	83%	75%	83%	50%	82%	75%	85%	73%	93%	70%	90%	74%	83%	75%	95%	74%
		C		E		G		I		K		M		O		Q		S		U		W	
Not broadband user/ DK	352	41	311	90	263	182	170	65	287	208	144	61	292	71	281	30	322	25	327	55	297	9	344
	23%	12%	27%	15%	29%	18%	36%	17%	25%	17%	50%	18%	25%	15%	27%	7%	30%	10%	26%	17%	25%	5%	26%
			B		D		F		H		J		L		N		P		R		T		V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBHOME_HOME: Summary of broadband users

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on home internet subscribers	1229	328	901	539	690	897	332	330	899	1063	166	302	927	417	812	410	819	249	980	274	955	186	1043
Unweighted Total	1288	330	958	491	797	894	394	277	1011	1094	194	301	987	406	882	465	823	246	1042	226	1062	217	1071
Effective Sample Size	964	260	704	385	586	676	293	224	748	824	142	226	739	318	647	361	610	197	768	184	788	169	799
Home broadband user	1150	311	839	513	637	851	299	309	841	1005	145	281	869	395	755	396	754	240	910	260	890	181	969
	94%	95%	93%	95%	92%	95% G	90%	94%	94%	95% K	87%	93%	94%	95%	93%	96% Q	92%	96% S	93%	95%	93%	97% W	93%
Not broadband user/ DK	79	17	62	27	53	46	34	21	58	58	21	21	58	23	57	14	65	10	69	14	65	5	74
	6%	5%	7%	5%	8%	5%	10% F	6%	6%	5%	13% J	7%	6%	5%	7%	4%	8% P	4%	7% R	5%	7%	3%	7% V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DIALUP: Home dialup users

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Dialup at home	22 1%	5 1%	17 2%	4 1%	18 2% D	15 1%	7 1%	5 1%	17 1%	18 2%	4 1%	9 3%	13 1%	7 1%	15 1%	3 1%	19 2%	2 1%	20 2%	3 1%	19 2%	5 3%	17 1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART_TOT: Summary of smartphone / broadband users

Banner D		Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Smartphone and broadband	1058 70%	306 87% C	752 65%	504 84% E	554 62%	808 78% G	250 53%	306 82% I	751 67%	952 78% K	106 37%	274 80% M	783 67%	385 83% O	673 65%	388 91% Q	669 62%	239 90% S	819 66%	256 81% U	802 68%	175 93% W	882 67%
Smartphone, no home broadband	220 15%	41 12%	179 16%	84 14%	136 15%	152 15%	68 15%	64 17%	156 14%	177 15%	43 15%	48 14%	172 15%	65 14%	155 15%	26 6%	194 18% P	25 9%	195 16% R	52 16%	168 14%	7 4%	213 16% V
No smartphone, broadband	92 6%	5 1%	87 8% B	9 1%	83 9% D	43 4%	49 10% F	3 1%	89 8% H	53 4%	39 13% J	7 2%	86 7% L	10 2%	83 8% N	8 2%	85 8% P	1 *%	92 7% R	4 1%	88 7% T	5 3%	87 7% V
No smartphone, no broadband	132 9%	- -	132 11%	6 1%	126 14% D	30 3%	102 22% F	1 *%	131 12% H	31 3%	101 35% J	12 4%	120 10% L	6 1%	127 12% N	5 1%	128 12% P	0 *%	132 11% R	3 1%	129 11% T	1 1%	131 10% V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1a. Next, do you have a cell phone, or not?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, own cell phone	1461	351	1110	602	859	1028	433	375	1086	1205	256	341	1120	466	995	425	1036	265	1196	315	1146	185	1276
	97%	100%	96%	100%	95%	100%	92%	100%	96%	99%	88%	100%	96%	100%	96%	100%	96%	100%	97%	100%	97%	98%	97%
		C		E		G		I		K		M		O		Q		S		U			
No	41	1	40	-	41	5	36	-	41	8	33	-	41	-	41	1	40	-	41	-	41	4	37
	3%	*%	4%	-	5%	*%	8%	-	4%	1%	12%	-	4%	-	4%	*%	4%	-	3%	-	3%	2%	3%
			B				F				J						P						
Don't know / refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SMART2. Is your cell phone a smartphone, or not?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Smartphone owner	1277	347	930	588	690	959	318	371	907	1128	149	323	955	450	827	414	864	264	1014	307	970	183	1095
	85%	99%	81%	98%	77%	93%	68%	99%	80%	93%	52%	95%	82%	97%	80%	97%	80%	100%	82%	98%	82%	97%	83%
		C		E		G		I		K		M		O		Q		S		U		W	
NET Not smartphone owner	225	5	220	15	210	74	151	4	220	85	140	19	206	15	209	12	212	1	223	7	217	7	218
	15%	1%	19%	2%	23%	7%	32%	1%	20%	7%	48%	5%	18%	3%	20%	3%	20%	*%	18%	2%	18%	3%	17%
			B		D		F		H		J		L		N		P		R		T		V
Cell, not smartphone	171	4	167	14	157	65	106	4	167	69	102	17	154	15	156	11	160	1	170	6	165	3	168
	11%	1%	15%	2%	17%	6%	23%	1%	15%	6%	35%	5%	13%	3%	15%	3%	15%	*%	14%	2%	14%	1%	13%
			B		D		F		H		J		L		N		P		R		T		V
Not cell owner	41	1	40	-	41	5	36	-	41	8	33	-	41	-	41	1	40	-	41	-	41	4	37
	3%	*%	4%	-	5%	*%	8%	-	4%	1%	12%	-	4%	-	4%	*%	4%	-	3%	-	3%	2%	3%
			B				F				J						P						
Don't know / refused	13	0	12	0	12	4	9	-	13	8	5	1	11	1	12	0	12	-	13	1	11	-	13
	1%	*%	1%	*%	1%	*%	2%	-	1%	1%	2%	*%	1%	*%	1%	*%	1%	-	1%	*%	1%	-	1%
			B		D		F								N		P						

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART2. Would you like to have high-speed internet at home (again), or is that not something you're interested in?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-broadband users	352	41	311	90	263	182	170	65	287	208	144	61	292	71	281	30	322	25	327	55	297	9	344
Unweighted Total	285	29	256	57	228	134	151	42	243	154	131	37	248	45	240	29	256	21	264	30	255	7	278
Effective Sample Size	216	22	195	46	172	106	111	34	184	120	98	31	187	37	180	21	195	16	201	27	192	5	212
Yes, interested	90 25%	15 37%	74 24%	29 33%	60 23%	67 37% G	23 13%	25 39%	64 22%	75 36% K	15 10%	31 51% M	59 20%	28 39% O	62 22%	14 45%	76 24%	4 18%	85 26%	18 33%	71 24%	5 55%	85 25%
No, not interested	250 71%	25 61%	225 72%	53 59%	197 75% D	110 60%	140 82% F	37 56%	213 74% H	126 60%	124 86% J	30 49%	220 75% L	38 53%	212 76% N	16 53%	234 73%	16 62%	234 72%	34 61%	216 73%	4 45%	246 72%
Don't know	11 3%	1 1%	11 3%	8 9%	4 1%	5 3%	6 3%	3 5%	8 3%	6 3%	5 3%	- -	11 4%	6 8%	6 2%	1 2%	11 3%	5 21% S	6 2%	3 5%	8 3%	- -	11 3%
Refused	1 *%	- -	1 *%	- -	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	- -	1 *%	- -	1 1%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART2_TOT. Interested in high-speed internet

Banner D	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
Total	Twitter user	Not a user	Insta-gram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total 1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total 1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size 1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Not current broadband user but interested 90	15	74	29	60	67	23	25	64	75	15	31	59	28	62	14	76	4	85	18	71	5	85
6%	4%	6%	5%	7%	6%	5%	7%	6%	6%	5%	9%	5%	6%	6%	3%	7%	2%	7%	6%	6%	3%	6%
											M					P		R				V
Not current broadband user but not interested 250	25	225	53	197	110	140	37	213	126	124	30	220	38	212	16	234	16	234	34	216	4	246
17%	7%	20%	9%	22%	11%	30%	10%	19%	10%	43%	9%	19%	8%	20%	4%	22%	6%	19%	11%	18%	2%	19%
		B		D		F		H		J		L		N		P		R		T		V
Don't know/refused 13	1	12	8	5	5	7	3	9	8	5	-	13	6	7	1	12	5	7	3	10	-	13
1%	*%	1%	1%	1%	1%	2%	1%	1%	1%	2%	-	1%	1%	1%	*%	1%	2%	1%	1%	1%	-	1%
		B														P						
Current broadband user 1150	311	839	513	637	851	299	309	841	1005	145	281	869	395	755	396	754	240	910	260	890	181	969
77%	88%	73%	85%	71%	82%	64%	83%	75%	83%	50%	82%	75%	85%	73%	93%	70%	90%	74%	83%	75%	95%	74%
	C		E		G		I		K		M		O		Q		S		U		W	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3a. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. The monthly cost of a home broadband subscription is too expensive.

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	Tiktok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-broadband users	352	41	311	90	263	182	170	65	287	208	144	61	292	71	281	30	322	25	327	55	297	9	344
Unweighted Total	285	29	256	57	228	134	151	42	243	154	131	37	248	45	240	29	256	21	264	30	255	7	278
Effective Sample Size	216	22	195	46	172	106	111	34	184	120	98	31	187	37	180	21	195	16	201	27	192	5	212
Yes	159	11	148	38	121	93	66	14	144	103	56	40	119	27	131	14	145	4	155	21	138	4	154
	45%	26%	48% B	43%	46%	51%	39%	22%	50% H	49%	39%	66% M	41%	39%	47%	46%	45%	16%	47% R	39%	46%	50%	45%
No	162	26	136	47	115	76	86	48	114	92	70	17	146	37	125	15	147	21	141	32	130	3	159
	46%	62%	44%	53%	44%	42%	50%	73% I	40%	44%	48%	27%	50% L	53%	44%	50%	46%	83% S	43%	59%	44%	38%	46%
Don't know	28	5	24	4	24	12	17	3	25	12	17	4	25	5	23	1	27	0	28	1	27	1	27
	8%	12%	8%	4%	9%	6%	10%	5%	9%	6%	11%	6%	8%	7%	8%	4%	8%	1%	9%	3%	9%	12%	8%
Refused	3	-	3	-	3	1	2	-	3	1	2	-	3	1	2	-	3	-	3	-	3	-	3
	1%	-	1%	-	1%	1%	1%	-	1%	*%	1%	-	1%	1%	1%	-	1%	-	1%	-	1%	-	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3b. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. The cost of a computer is too expensive.

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-broadband users	352	41	311	90	263	182	170	65	287	208	144	61	292	71	281	30	322	25	327	55	297	9	344
Unweighted Total	285	29	256	57	228	134	151	42	243	154	131	37	248	45	240	29	256	21	264	30	255	7	278
Effective Sample Size	216	22	195	46	172	106	111	34	184	120	98	31	187	37	180	21	195	16	201	27	192	5	212
Yes	129	13	116	30	100	72	57	19	110	70	59	34	95	22	108	10	119	10	120	17	113	4	125
	37%	32%	37%	33%	38%	40%	34%	29%	38%	34%	41%	56% M	33%	31%	38%	34%	37%	39%	37%	31%	38%	50%	36%
No	211	28	183	58	153	106	105	46	165	135	76	27	184	47	164	20	191	13	198	38	173	4	207
	60%	68%	59%	64%	58%	58%	62%	71%	57%	65%	53%	44%	63% L	66%	58%	66%	59%	52%	61%	69%	58%	50%	60%
Don't know	8	-	8	2	6	4	5	-	8	3	6	-	8	2	6	-	8	2	6	-	8	-	8
	2%	-	3%	3%	2%	2%	3%	-	3%	1%	4%	-	3%	3%	2%	-	3%	9%	2%	-	3%	-	2%
Refused	3	-	3	-	3	-	3	-	3	-	3	-	3	-	3	-	3	-	3	-	3	-	3
	1%	-	1%	-	1%	-	2%	-	1%	-	2%	-	1%	-	1%	-	1%	-	1%	-	1%	-	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3c. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Your smartphone lets you do everything online that you need to do.

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-broadband users with a smartphone	220	41	179	84	136	152	68	64	156	177	43	48	172	65	155	26	194	25	195	52	168	7	213
Unweighted Total	175	29	146	54	121	114	61	41	134	131	44	31	144	41	134	26	149	20	155	28	147	5	170
Effective Sample Size	132	22	111	44	91	90	43	33	101	102	32	26	108	34	100	20	114	15	117	25	110	4	129
Yes	159	31	128	68	90	111	48	53	105	127	31	34	124	47	112	18	140	18	141	42	116	5	154
	72%	75%	71%	81%	66%	73%	70%	83%	68%	72%	73%	71%	72%	72%	72%	71%	72%	71%	72%	82%	69%	66%	72%
No	60	10	50	15	45	40	20	11	49	49	11	14	46	18	42	7	53	7	53	9	51	2	58
	27%	23%	28%	18%	33%	27%	29%	17%	31%	28%	26%	29%	27%	28%	27%	29%	27%	29%	27%	18%	30%	34%	27%
					D																		
Does not have a smartphone	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know/refused	1	1	1	1	1	1	1	-	1	1	1	-	1	-	1	-	1	-	1	-	1	-	1
	1%	2%	*%	1%	*%	*%	1%	-	1%	*%	1%	-	1%	-	1%	-	1%	-	1%	-	1%	-	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3d. Please tell me whether any of the following are reasons why you do not have high-speed internet at home. You have other options for internet access outside of your home.

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-broadband users	352	41	311	90	263	182	170	65	287	208	144	61	292	71	281	30	322	25	327	55	297	9	344
Unweighted Total	285	29	256	57	228	134	151	42	243	154	131	37	248	45	240	29	256	21	264	30	255	7	278
Effective Sample Size	216	22	195	46	172	106	111	34	184	120	98	31	187	37	180	21	195	16	201	27	192	5	212
Yes	162	26	136	71	91	102	60	47	114	127	35	29	133	48	113	20	142	18	144	34	128	4	158
	46%	63%	44%	79% E	35%	56% G	35%	73% I	40%	61% K	24%	48%	45%	68% O	40%	65%	44%	72% S	44%	62%	43%	48%	46%
No	182	13	169	18	164	77	104	18	164	78	103	31	150	23	159	9	173	7	174	21	161	4	177
	52%	31%	54% B	20%	62% D	42%	61% F	27%	57% H	38%	72% J	52%	52%	32%	57% N	29%	54% P	28%	53% R	38%	54%	52%	52%
Don't know	5	1	4	1	4	1	4	-	5	1	4	-	5	-	5	-	5	-	5	-	5	-	5
	1%	2%	1%	1%	2%	*%	2%	-	2%	*%	3%	-	2%	-	2%	-	2%	-	2%	-	2%	-	1%
Refused	4	2	2	-	4	2	2	-	4	2	2	-	4	-	4	2	2	-	4	-	4	-	4
	1%	4%	1%	-	1%	1%	1%	-	1%	1%	1%	-	1%	-	1%	6%	1%	-	1%	-	1%	-	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3e. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Broadband service is not available where you live, or is not available at an acceptable speed.

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-broadband users	352	41	311	90	263	182	170	65	287	208	144	61	292	71	281	30	322	25	327	55	297	9	344
Unweighted Total	285	29	256	57	228	134	151	42	243	154	131	37	248	45	240	29	256	21	264	30	255	7	278
Effective Sample Size	216	22	195	46	172	106	111	34	184	120	98	31	187	37	180	21	195	16	201	27	192	5	212
Yes	88	13	75	28	60	63	25	21	67	62	26	26	62	32	56	14	74	12	75	18	69	1	87
	25%	30%	24%	31%	23%	34% G	15%	32%	23%	30% K	18%	43% M	21%	45% O	20%	47% Q	23%	49% S	23%	34%	23%	12%	25%
No	215	22	193	52	163	97	118	34	181	121	93	26	189	25	189	13	201	8	207	34	181	7	208
	61%	53%	62%	58%	62%	53%	69% F	52%	63%	58%	65%	43%	65% L	36%	67% N	44%	63%	30%	63% R	62%	61%	82%	60%
Don't know	46	5	40	10	36	21	25	11	35	23	23	8	37	14	32	1	44	5	40	3	43	0	45
	13%	12%	13%	11%	14%	11%	15%	16%	12%	11%	16%	14%	13%	19%	11%	4%	14%	21%	12%	5%	14%	5%	13%
Refused	4	2	2	-	4	2	2	-	4	2	2	-	4	-	4	2	2	-	4	-	4	-	4
	1%	4%	1%	-	2%	1%	1%	-	1%	1%	2%	-	1%	-	2%	6%	1%	-	1%	-	1%	-	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART3f. Please tell me whether any of the following are reasons why you do not have high-speed internet at home.
Some other reason I haven't already mentioned.

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-broadband users	352	41	311	90	263	182	170	65	287	208	144	61	292	71	281	30	322	25	327	55	297	9	344
Unweighted Total	285	29	256	57	228	134	151	42	243	154	131	37	248	45	240	29	256	21	264	30	255	7	278
Effective Sample Size	216	22	195	46	172	106	111	34	184	120	98	31	187	37	180	21	195	16	201	27	192	5	212
Yes	96	7	88	12	84	32	64	9	86	39	57	5	90	15	81	6	90	4	92	10	85	3	92
	27%	18%	28%	13%	32% D	17%	38% F	14%	30% H	19%	39% J	9%	31% L	20%	29%	18%	28%	14%	28%	18%	29%	38%	27%
No	245	34	211	76	169	145	100	54	191	164	81	55	190	56	189	24	221	22	224	45	200	5	240
	70%	82%	68%	85% E	64%	80% G	59%	82% I	67%	79% K	57%	91% M	65%	80%	67%	80%	69%	85%	68%	82%	67%	62%	70%
Don't know	7	-	7	1	5	5	2	2	4	3	4	0	6	-	7	0	6	0	6	-	7	-	7
	2%	-	2%	2%	2%	3%	1%	4%	1%	1%	3%	1%	2%	-	2%	1%	2%	1%	2%	-	2%	-	2%
Refused	5	-	5	-	5	1	4	-	5	3	2	-	5	-	5	-	5	-	5	-	5	-	5
	1%	-	2%	-	2%	*%	3%	-	2%	1%	1%	-	2%	-	2%	-	2%	-	1%	-	2%	-	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART4_TOT. MOST important reason for not having broadband (includes those who gave a single answer in BBSMART3)

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-broadband users	352	41	311	90	263	182	170	65	287	208	144	61	292	71	281	30	322	25	327	55	297	9	344
Unweighted Total	285	29	256	57	228	134	151	42	243	154	131	37	248	45	240	29	256	21	264	30	255	7	278
Effective Sample Size	216	22	195	46	172	106	111	34	184	120	98	31	187	37	180	21	195	16	201	27	192	5	212
The monthly cost of a home broadband subscription is too expensive	71 20%	10 23%	62 20%	17 19%	55 21%	48 26% G	23 14%	9 13%	63 22%	56 27% K	16 11%	22 36% M	49 17%	9 13%	62 22%	6 22%	65 20%	2 7%	70 21%	9 16%	62 21%	4 50%	67 20%
The cost of a computer is too expensive	23 7%	- -	23 7%	4 5%	19 7%	13 7%	10 6%	4 6%	19 7%	9 4%	14 10%	8 13%	15 5%	2 3%	21 7%	- -	23 7%	2 10%	21 6%	1 2%	22 7%	- -	23 7%
Your smartphone lets you do everything online that you need to do	66 19%	6 15%	60 19%	28 32% E	38 14%	51 28% G	15 9%	19 29%	47 17%	55 27% K	11 8%	13 21%	54 18%	13 19%	53 19%	6 19%	61 19%	5 18%	62 19%	20 36% U	47 16%	- -	66 19%
You have other options for internet access outside of your home	31 9%	5 12%	26 8%	9 10%	22 8%	13 7%	17 10%	7 11%	23 8%	23 11%	8 5%	7 12%	24 8%	9 12%	22 8%	5 17%	26 8%	3 10%	28 9%	4 7%	27 9%	0 4%	31 9%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BBSMART4_TOT. MOST important reason for not having broadband (includes those who gave a single answer in BBSMART3)

	Banner D																					
		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Broadband service is not available where you live, or is not available at an acceptable speed	31 9%	7 17%	24 8%	12 13%	19 7%	21 12%	9 6%	10 15%	21 7%	19 9%	12 9%	2 3%	29 10%	16 22% O	15 5%	11 35% Q	20 6%	6 22%	25 8%	4 8%	27 9%	1 12%	30 9%
Some other reason I haven't already mentioned	77 22%	6 14%	71 23%	9 10%	69 26% D	20 11%	57 33% F	9 13%	69 24%	29 14%	49 34% J	2 3%	75 26% L	12 17%	65 23%	2 6%	75 23% P	3 11%	74 23%	10 18%	67 23%	3 34%	74 22%
No reason given	34 10%	3 8%	31 10%	3 4%	31 12% D	7 4%	27 16% F	3 5%	30 11%	6 3%	27 19% J	3 5%	31 11%	1 1%	33 12% N	0 1%	33 10% P	0 1%	33 10%	2 4%	31 11%	- -	34 10%
Don't know	18 5%	5 11%	13 4%	7 8%	11 4%	8 4%	10 6%	4 7%	13 5%	11 5%	7 5%	5 8%	13 4%	9 13% O	9 3%	- -	18 5%	5 21%	12 4%	4 8%	13 4%	- -	18 5%
Refused	1 *%	- -	1 *%	- -	1 *%	- -	1 1%	- -	1 *%	- -	1 1%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE1. Do you currently receive television via cable or satellite at home, or not?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	840	180	660	287	553	562	278	179	661	635	206	164	676	260	581	235	605	112	728	151	690	110	731
	56%	51%	57%	48%	61%	54%	59%	48%	59%	52%	71%	48%	58%	56%	56%	55%	56%	42%	59%	48%	58%	58%	56%
					D				H		J		L						R		T		
No	658	171	487	314	344	470	188	196	463	578	80	177	481	206	452	190	468	153	505	164	494	79	579
	44%	49%	42%	52%	38%	45%	40%	52%	41%	48%	28%	52%	41%	44%	44%	45%	43%	58%	41%	52%	42%	42%	44%
				E				I		K		M						S		U			
Don't know	3	1	3	1	3	1	3	-	3	1	3	1	3	-	3	1	3	-	3	-	3	1	3
	*%	*%	*%	*%	*%	*%	1%	-	*%	*%	1%	*%	*%	-	*%	*%	*%	-	*%	-	*%	*%	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE2. Did you ever subscribe to a cable or satellite television package at home at some point in the past?

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-cable subscribers	662	172	490	315	347	471	191	196	466	578	83	177	484	206	456	191	470	153	509	164	497	79	582
Unweighted Total	583	156	427	255	328	391	192	152	431	504	79	155	428	166	417	195	388	136	447	116	467	74	509
Effective Sample Size	457	127	331	207	251	311	148	123	335	396	61	120	337	135	322	156	306	112	345	98	362	60	397
Yes, did subscribe	400 61%	102 59%	299 61%	188 60%	212 61%	306 65% G	95 50%	99 50%	302 65% H	357 62%	44 53%	110 62%	291 60%	133 65%	267 59%	128 67%	272 58%	91 60%	310 61%	89 54%	311 63%	54 67%	347 60%
No, did not subscribe	259 39%	69 40%	191 39%	127 40%	133 38%	165 35%	95 50% F	97 50% I	163 35%	221 38%	39 46%	67 38%	192 40%	72 35%	187 41%	62 33%	197 42% P	62 40%	198 39%	75 46%	184 37%	25 32%	234 40%
Don't know	2 *%	1 *%	1 *%	- -	2 *%	1 *%	1 *%	- -	2 *%	1 *%	1 1%	1 *%	1 *%	- -	2 *%	1 *%	1 *%	- -	2 *%	- -	2 *%	1 1%	1 *%
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3A. You do not often watch television? Is this a reason why you do not have a cable or satellite television subscription?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-cable subscribers	662	172	490	315	347	471	191	196	466	578	83	177	484	206	456	191	470	153	509	164	497	79	582
Unweighted Total	583	156	427	255	328	391	192	152	431	504	79	155	428	166	417	195	388	136	447	116	467	74	509
Effective Sample Size	457	127	331	207	251	311	148	123	335	396	61	120	337	135	322	156	306	112	345	98	362	60	397
Yes	301 45%	87 51%	213 44%	150 48%	151 43%	210 44%	91 48%	106 54% I	195 42%	266 46%	35 42%	74 42%	226 47%	85 41%	215 47%	90 47%	211 45%	73 48%	227 45%	73 44%	228 46%	45 57%	256 44%
No	355 54%	84 49%	271 55%	164 52%	191 55%	259 55%	96 50%	89 45%	266 57% H	309 53%	46 55%	103 58%	252 52%	121 59%	234 51%	98 51%	257 55%	78 51%	277 54%	90 55%	265 53%	34 43%	320 55%
Don't know	5 1%	- -	5 1%	1 *%	4 1%	3 1%	2 1%	1 1%	4 1%	4 1%	1 1%	- -	5 1%	- -	5 1%	4 2%	1 *%	1 1%	4 1%	1 1%	4 1%	- -	5 1%
Refused	1 *%	- -	1 *%	- -	1 *%	- -	1 1%	- -	1 *%	- -	1 2%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3B. The cost of cable or satellite service is too expensive? Is this a reason why you do not have a cable or satellite television subscription?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-cable subscribers	662	172	490	315	347	471	191	196	466	578	83	177	484	206	456	191	470	153	509	164	497	79	582
Unweighted Total	583	156	427	255	328	391	192	152	431	504	79	155	428	166	417	195	388	136	447	116	467	74	509
Effective Sample Size	457	127	331	207	251	311	148	123	335	396	61	120	337	135	322	156	306	112	345	98	362	60	397
Yes	455	111	343	208	246	333	122	121	334	398	56	119	336	147	308	135	320	112	343	97	357	62	393
	69%	65%	70%	66%	71%	71%	64%	62%	72% H	69%	68%	67%	69%	71%	68%	71%	68%	73%	67%	59%	72% T	78%	67%
No	203	58	145	105	98	134	68	73	130	177	25	57	146	59	144	54	149	39	163	66	136	17	185
	31%	34%	30%	33%	28%	28%	36%	37%	28%	31%	30%	32%	30%	28%	32%	28%	32%	26%	32%	40% U	27%	22%	32%
Don't know	4	2	1	2	2	4	-	2	2	2	1	2	2	1	3	2	1	1	2	1	3	-	4
	1%	1%	*%	1%	1%	1%	-	1%	*%	*%	1%	1%	*%	*%	1%	1%	*%	1%	*%	*%	1%	-	1%
Refused	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0	-	0
	*%	-	*%	-	*%	-	*%	-	*%	-	1%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3C. You can access the content you want to watch online? Is this a reason why you do not have a cable or satellite television subscription?

Banner	Total	D Twitter user: Twitter user	D Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on non-cable subscribers	662	172	490	315	347	471	191	196	466	578	83	177	484	206	456	191	470	153	509	164	497	79	582
Unweighted Total	583	156	427	255	328	391	192	152	431	504	79	155	428	166	417	195	388	136	447	116	467	74	509
Effective Sample Size	457	127	331	207	251	311	148	123	335	396	61	120	337	135	322	156	306	112	345	98	362	60	397
Yes	473 71%	150 88% C	322 66%	273 87% E	200 58%	353 75% G	119 63%	167 86% I	305 65%	438 76% K	35 42%	132 74%	340 70%	172 83% O	301 66%	161 84% Q	312 66%	137 90% S	336 66%	142 86% U	331 67%	65 81% W	408 70%
No	188 28%	21 12%	167 34% B	42 13%	146 42% D	118 25%	70 37% F	28 14%	160 34% H	140 24%	49 58% J	45 26%	143 29%	34 17%	154 34% N	30 16%	158 34% P	16 10%	172 34% R	23 14%	166 33% T	15 19%	173 30% V
Don't know	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	1 *%	- -	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE2_TOT. Did you ever subscribe to a cable or satellite television package at home at some point in the past?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, did subscribe	400	102	299	188	212	306	95	99	302	357	44	110	291	133	267	128	272	91	310	89	311	54	347
	27%	29%	26%	31%	24%	30%	20%	26%	27%	29%	15%	32%	25%	29%	26%	30%	25%	34%	25%	28%	26%	28%	26%
				E		G				K		M						S					
No, did not subscribe	259	69	191	127	133	165	95	97	163	221	39	67	192	72	187	62	197	62	198	75	184	25	234
	17%	20%	17%	21%	15%	16%	20%	26%	14%	18%	13%	20%	17%	16%	18%	15%	18%	23%	16%	24%	16%	13%	18%
				E				I										S		U			
Don't know	2	1	1	-	2	1	1	-	2	1	1	1	1	-	2	1	1	-	2	-	2	1	1
	*%	*%	*%	-	*%	*%	*%	-	*%	*%	*%	*%	*%	-	*%	*%	*%	-	*%	-	*%	*%	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3A_TOT. You do not often watch television? Is this a reason why you do not have a cable or satellite television subscription?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	301	87	213	150	151	210	91	106	195	266	35	74	226	85	215	90	211	73	227	73	228	45	256
	20%	25%	19%	25%	17%	20%	19%	28%	17%	22%	12%	22%	20%	18%	21%	21%	20%	28%	18%	23%	19%	24%	19%
		C		E				I		K								S					
No	355	84	271	164	191	259	96	89	266	309	46	103	252	121	234	98	257	78	277	90	265	34	320
	24%	24%	24%	27%	21%	25%	21%	24%	24%	25%	16%	30%	22%	26%	23%	23%	24%	30%	22%	29%	22%	18%	24%
				E						K		M						S					V
Don't know	5	-	5	1	4	3	2	1	4	4	1	-	5	-	5	4	1	1	4	1	4	-	5
	*%	-	*%	*%	*%	*%	*%	*%	*%	*%	*%	-	*%	-	*%	1%	*%	*%	*%	*%	*%	-	*%
																Q							
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3B_TOT. The cost of cable or satellite service is too expensive? Is this a reason why you do not have a cable or satellite television subscription?

Banner	Total	D Twitter user: Twitter user	D Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	455 30%	111 32%	343 30%	208 35% E	246 27%	333 32% G	122 26%	121 32%	334 30%	398 33% K	56 19%	119 35%	336 29%	147 32%	308 30%	135 32%	320 30%	112 42% S	343 28%	97 31%	357 30%	62 33%	393 30%
No	203 13%	58 16%	145 13%	105 17% E	98 11%	134 13%	68 15%	73 20% I	130 11%	177 15% K	25 9%	57 17%	146 13%	59 13%	144 14%	54 13%	149 14%	39 15%	163 13%	66 21% U	136 11%	17 9%	185 14% V
Don't know	4 *%	2 1%	1 *%	2 *%	2 *%	4 *%	- -	2 *%	2 *%	2 *%	1 *%	2 1%	2 *%	1 *%	3 *%	2 1%	1 *%	1 *%	2 *%	1 *%	3 *%	- -	4 *%
Refused	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CABLE3C_TOT. You can access the content you want to watch online? Is this a reason why you do not have a cable or satellite television subscription?

Banner D		Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	473	150	322	273	200	353	119	167	305	438	35	132	340	172	301	161	312	137	336	142	331	65	408
	31%	43%	28%	45%	22%	34%	25%	45%	27%	36%	12%	39%	29%	37%	29%	38%	29%	52%	27%	45%	28%	34%	31%
		C		E		G		I		K		M		O		Q		S		U			
No	188	21	167	42	146	118	70	28	160	140	49	45	143	34	154	30	158	16	172	23	166	15	173
	13%	6%	15%	7%	16%	11%	15%	8%	14%	12%	17%	13%	12%	7%	15%	7%	15%	6%	14%	7%	14%	8%	13%
			B		D				H		J				N		P		R		T		V
Don't know	1	-	1	-	1	-	1	-	1	1	-	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	*%	-	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1a. Please tell me if you ever use any of the following. Do you ever use Twitter?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	352	352	-	276	76	299	53	184	168	343	9	119	233	156	196	188	164	139	213	161	191	80	272
	23%	100%	-	46%	8%	29%	11%	49%	15%	28%	3%	35%	20%	34%	19%	44%	15%	52%	17%	51%	16%	42%	21%
				E		G		I		K		M		O		Q		S		U		W	
No, do not do this	1148	-	1148	327	822	733	415	191	957	869	280	223	926	309	839	238	910	126	1022	154	995	110	1039
	76%	-	100%	54%	91%	71%	89%	51%	85%	72%	97%	65%	80%	66%	81%	56%	85%	48%	83%	49%	84%	58%	79%
					D		F		H		J		L		N		P		R		T		V
Don't know	1	-	1	-	1	1	-	-	1	1	-	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	*%	-	-	*%	*%	-	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1b. Please tell me if you ever use any of the following. Do you ever use Instagram?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	602 40%	276 78% C	327 28%	602 100%	- -	510 49% G	92 20%	299 80% I	303 27%	575 47% K	28 10%	202 59% M	401 35%	262 56% O	340 33%	248 58% Q	355 33%	177 67% S	425 34%	241 77% U	361 30%	115 61% W	487 37%
No, do not do this	897 60%	76 22%	821 71% B	- -	897 100%	522 51%	375 80% F	76 20%	821 73% H	638 53%	259 90% J	139 41%	758 65% L	203 44%	694 67% N	179 42%	719 67% P	87 33%	810 65% R	74 23%	823 69% T	74 39%	823 63% V
Don't know	2 *%	- -	2 *%	- -	2 *%	1 *%	1 *%	- -	2 *%	- -	2 1%	1 *%	1 *%	- -	2 *%	- -	2 *%	- -	2 *%	- -	2 *%	- -	2 *%
Refused	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1c. Please tell me if you ever use any of the following. Do you ever use Facebook?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	1033	299	734	510	523	1033	-	320	713	923	111	283	750	400	633	346	687	200	834	268	765	155	878
	69%	85%	64%	85%	58%	100%	-	85%	63%	76%	38%	83%	65%	86%	61%	81%	64%	75%	67%	85%	64%	82%	67%
		C		E				I		K		M		O		Q		S		U		W	
No, do not do this	466	53	413	91	375	-	466	55	412	289	177	58	408	66	400	79	387	65	401	45	421	34	432
	31%	15%	36%	15%	42%	-	99%	15%	37%	24%	61%	17%	35%	14%	39%	18%	36%	25%	32%	14%	35%	18%	33%
			B		D				H		J		L		N		P		R		T		V
Don't know	2	-	2	1	1	-	2	-	2	1	1	-	2	-	2	1	1	-	2	1	1	-	2
	*%	-	*%	*%	*%	-	*%	-	*%	*%	*%	-	*%	-	*%	*%	*%	-	*%	*%	*%	-	*%
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1d. Please tell me if you ever use any of the following. Do you ever use Snapchat?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	375	184	191	299	76	320	55	375	-	356	19	102	272	176	199	137	237	122	253	199	176	59	315
	25%	52%	17%	50%	8%	31%	12%	100%	-	29%	6%	30%	23%	38%	19%	32%	22%	46%	20%	63%	15%	31%	24%
		C		E		G				K		M		O		Q		S		U		W	
No, do not do this	1126	168	958	303	823	713	414	-	1126	857	270	239	887	290	837	289	838	143	983	116	1011	130	997
	75%	48%	83%	50%	91%	69%	88%	-	100%	71%	93%	70%	76%	62%	81%	68%	78%	54%	79%	37%	85%	69%	76%
			B		D		F				J		L		N		P		R		T		V
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1e. Please tell me if you ever use any of the following. Do you ever use YouTube?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	1213	343	870	575	638	923	290	356	857	1213	-	322	891	434	779	413	800	256	957	304	909	183	1030
	81%	98%	76%	95%	71%	89%	62%	95%	76%	100%	-	94%	77%	93%	75%	97%	74%	96%	77%	96%	77%	97%	78%
		C		E		G		I				M		O		Q		S		U		W	
No, do not do this	288	9	280	28	261	111	178	19	270	-	288	20	268	32	257	14	275	9	279	11	277	6	282
	19%	2%	24%	5%	29%	11%	38%	5%	24%	-	100%	6%	23%	7%	25%	3%	26%	4%	23%	4%	23%	3%	21%
			B		D		F		H				L		N		P		R		T		V
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1f. Please tell me if you ever use any of the following. Do you ever use WhatsApp?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	341	119	223	202	140	283	58	102	239	322	20	341	-	120	221	177	165	85	256	92	249	66	275
	23%	34%	19%	33%	16%	27%	12%	27%	21%	27%	7%	100%	-	26%	21%	41%	15%	32%	21%	29%	21%	35%	21%
		C		E		G				K						Q		S		U		W	
No, do not do this	1153	233	920	400	753	747	406	272	881	887	266	-	1153	345	808	248	905	178	975	220	933	123	1030
	77%	66%	80%	66%	84%	72%	87%	73%	78%	73%	92%	-	99%	74%	78%	58%	84%	67%	79%	70%	79%	65%	78%
			B		D		F				J						P		R		T		V
Don't know	5	-	5	1	4	3	2	-	5	4	1	-	5	-	5	1	4	1	4	2	3	-	5
	*%	-	*%	*%	*%	*%	*%	-	*%	*%	*%	-	*%	-	1%	*%	*%	1%	*%	1%	*%	-	*%
Refused	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2	-	2
	*%	-	*%	-	*%	-	*%	-	*%	-	1%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1g. Please tell me if you ever use any of the following. Do you ever use Pinterest?

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	466	156	309	262	203	400	66	176	290	434	32	120	345	466	-	177	288	112	354	154	311	96	369
	31%	44%	27%	44%	23%	39%	14%	47%	26%	36%	11%	35%	30%	100%	-	42%	27%	42%	29%	49%	26%	51%	28%
		C		E		G		I		K						Q		S		U		W	
No, do not do this	1034	195	839	340	694	633	401	199	835	777	257	220	814	-	1034	248	787	153	881	160	874	93	941
	69%	55%	73%	56%	77%	61%	86%	53%	74%	64%	89%	64%	70%	-	100%	58%	73%	58%	71%	51%	74%	49%	72%
			B		D		F		H		J						P		R		T		V
Don't know	2	1	1	-	2	1	1	-	2	2	-	2	-	-	2	2	-	-	2	-	2	-	2
	*%	*%	*%	-	*%	*%	*%	-	*%	*%	-	*%	-	-	*%	*%	-	-	*%	-	*%	-	*%
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1h. Please tell me if you ever use any of the following. Do you ever use LinkedIn?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	426	188	238	248	179	346	80	137	289	413	14	177	249	177	249	426	-	136	290	102	324	103	323
	28%	53%	21%	41%	20%	33%	17%	37%	26%	34%	5%	52%	21%	38%	24%	100%	-	51%	23%	33%	27%	54%	25%
		C		E		G		I		K		M		O				S				W	
No, do not do this	1065	164	901	353	711	681	384	235	830	790	275	165	900	283	782	-	1065	125	940	210	855	86	979
	71%	47%	78%	59%	79%	66%	82%	63%	74%	65%	95%	48%	78%	61%	75%	-	99%	47%	76%	67%	72%	46%	75%
			B		D		F		H		J		L		N				R				V
Don't know	10	-	10	1	9	6	4	2	8	10	-	-	10	6	5	-	10	4	6	3	8	-	10
	1%	-	1%	*%	1%	1%	1%	1%	1%	1%	-	-	1%	1%	*%	-	1%	2%	*%	1%	1%	-	1%
					D																		
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1i. Please tell me if you ever use any of the following. Do you ever use Reddit?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	265	139	126	177	87	200	65	122	143	256	9	85	179	112	153	136	129	265	-	91	174	50	215
	18%	39%	11%	29%	10%	19%	14%	32%	13%	21%	3%	25%	15%	24%	15%	32%	12%	100%	-	29%	15%	26%	16%
		C		E		G		I		K		M		O		Q				U		W	
No, do not do this	1231	213	1018	425	806	831	400	252	979	952	279	255	976	351	880	288	943	-	1231	222	1009	138	1093
	82%	61%	88%	71%	90%	80%	85%	67%	87%	78%	96%	75%	84%	75%	85%	68%	88%	-	100%	71%	85%	73%	83%
			B		D		F		H		J		L		N		P				T		V
Don't know	5	-	5	-	5	3	2	1	4	5	-	1	4	3	2	2	3	-	5	1	4	1	4
	*%	-	*%	-	1%	*%	1%	*%	*%	*%	-	*%	*%	1%	*%	1%	*%	-	*%	*%	*%	1%	*%
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1j. Please tell me if you ever use any of the following. Do you ever use TikTok?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	315	161	154	241	74	268	47	199	116	304	11	92	223	154	160	102	212	91	224	315	-	52	263
	21%	46%	13%	40%	8%	26%	10%	53%	10%	25%	4%	27%	19%	33%	15%	24%	20%	34%	18%	100%	-	27%	20%
		C		E		G		I		K		M		O				S				W	
No, do not do this	1186	191	996	361	825	765	421	176	1011	909	277	249	937	311	875	324	863	174	1012	-	1186	137	1049
	79%	54%	87%	60%	92%	74%	90%	47%	90%	75%	96%	73%	81%	67%	84%	76%	80%	66%	82%	-	100%	73%	80%
			B		D		F		H		J		L		N				R				V
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

WEB1k. Please tell me if you ever use any of the following. Do you ever use Nextdoor?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, do this	189	80	110	115	74	155	34	59	130	183	6	66	123	96	93	103	86	50	139	52	137	189	-
	13%	23%	10%	19%	8%	15%	7%	16%	12%	15%	2%	19%	11%	21%	9%	24%	8%	19%	11%	16%	12%	100%	-
		C		E		G				K		M		O		Q		S					
No, do not do this	1298	271	1027	484	814	870	429	315	984	1016	283	274	1025	363	935	320	979	211	1087	262	1037	-	1298
	86%	77%	89%	80%	90%	84%	91%	84%	87%	84%	98%	80%	88%	78%	90%	75%	91%	80%	88%	83%	87%	-	99%
			B		D		F				J		L		N		P		R				
Don't know	14	1	13	3	11	8	6	1	14	14	-	2	13	6	8	4	11	4	10	1	13	-	14
	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	*%	1%	-	1%
									H														
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
0	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156
	10%	-	14%	-	17%	-	33%	-	14%	-	54%	-	13%	-	15%	-	14%	-	13%	-	13%	-	12%
1	150	2	148	2	148	54	97	-	150	81	69	6	144	2	148	1	149	-	150	-	150	1	149
	10%	1%	13%	*%	16%	5%	21%	-	13%	7%	24%	2%	12%	*%	14%	*%	14%	-	12%	-	13%	1%	11%
			B		D		F				J		L		N		P						V
2	228	6	222	21	208	152	77	5	223	189	39	15	213	23	205	22	206	6	222	8	220	10	219
	15%	2%	19%	3%	23%	15%	16%	1%	20%	16%	13%	4%	18%	5%	20%	5%	19%	2%	18%	2%	19%	5%	17%
			B		D				H				L		N		P		R		T		V
3	229	13	216	46	183	174	54	24	205	221	7	41	188	71	157	41	188	20	208	16	212	18	211
	15%	4%	19%	8%	20%	17%	12%	6%	18%	18%	3%	12%	16%	15%	15%	10%	17%	8%	17%	5%	18%	10%	16%
			B		D	G			H	K							P		R		T		V
4	210	30	180	88	121	174	36	47	163	200	10	56	154	78	131	69	140	31	179	40	169	25	184
	14%	8%	16%	15%	13%	17%	8%	12%	14%	16%	3%	16%	13%	17%	13%	16%	13%	12%	14%	13%	14%	13%	14%
			B			G				K													
5	145	40	105	97	47	126	19	48	97	142	2	47	97	65	79	61	83	36	108	36	109	23	121
	10%	11%	9%	16%	5%	12%	4%	13%	9%	12%	1%	14%	8%	14%	8%	14%	8%	14%	9%	11%	9%	12%	9%
				E		G				K		M		O		Q		S					

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

Banner	Total	D Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
6	147	69	79	123	24	121	27	80	68	145	3	60	87	70	78	69	78	52	96	70	78	27	121
	10%	20%	7%	20%	3%	12%	6%	21%	6%	12%	1%	18%	7%	15%	7%	16%	7%	19%	8%	22%	7%	14%	9%
		C		E		G		I		K		M		O		Q		S		U			
7	120	86	33	111	9	118	2	83	37	117	3	47	73	68	52	71	49	52	68	57	63	30	90
	8%	25%	3%	18%	1%	11%	1%	22%	3%	10%	1%	14%	6%	15%	5%	17%	5%	20%	5%	18%	5%	16%	7%
		C		E		G		I		K		M		O		Q		S		U		W	
8	74	65	10	71	4	73	2	55	19	74	-	38	37	48	27	53	21	43	31	50	24	26	49
	5%	18%	1%	12%	*%	7%	*%	15%	2%	6%	-	11%	3%	10%	3%	12%	2%	16%	3%	16%	2%	14%	4%
		C		E		G		I				M		O		Q		S		U		W	
9	29	28	1	29	-	29	-	20	9	29	-	21	8	26	4	25	4	15	14	25	4	16	13
	2%	8%	*%	5%	-	3%	-	5%	1%	2%	-	6%	1%	5%	*%	6%	*%	6%	1%	8%	*%	9%	1%
		C						I				M		O		Q		S		U		W	
10	9	9	-	9	-	9	-	9	-	9	-	6	3	9	-	9	-	5	4	7	1	8	1
	1%	2%	-	1%	-	1%	-	2%	-	1%	-	2%	*%	2%	-	2%	-	2%	*%	2%	*%	4%	*%
																				U		W	
11	5	5	-	5	-	5	-	5	-	5	-	5	-	5	-	5	-	5	-	5	-	5	-
	*%	1%	-	1%	-	*%	-	1%	-	*%	-	1%	-	1%	-	1%	-	2%	-	2%	-	3%	-
Mean	3.71	6.52	2.85	5.82	2.30	4.58	1.79	6.22	2.88	4.39	0.89	5.59	3.16	5.48	2.92	5.75	2.90	6.16	3.19	6.29	3.03	6.07	3.37
		C		E		G		I		K		M		O		Q		S		U		W	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Count of number of social media sites used based on GP (11 sites in total)

Banner D	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Median 3.00	7.00	3.00	6.00	2.00	4.00	1.00	6.00	3.00	4.00	0.00	6.00	3.00	5.00	3.00	6.00	3.00	6.00	3.00	6.00	3.00	6.00	3.00

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

Number of social media sites

Banner D		Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Zero sites	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156	-	156
	10%	-	14%	-	17%	-	33%	-	14%	-	54%	-	13%	-	15%	-	14%	-	13%	-	13%	-	12%
One site	150	2	148	2	148	54	97	-	150	81	69	6	144	2	148	1	149	-	150	-	150	1	149
	10%	1%	13%	*%	16%	5%	21%	-	13%	7%	24%	2%	12%	*%	14%	*%	14%	-	12%	-	13%	1%	11%
			B		D		F				J		L		N		P						V
Two or more sites	1196	350	846	600	596	979	216	375	821	1132	64	335	860	463	732	425	771	265	931	315	881	188	1008
	80%	99%	74%	100%	66%	95%	46%	100%	73%	93%	22%	98%	74%	100%	71%	100%	72%	100%	75%	100%	74%	99%	77%
		C		E		G		I		K		M		O		Q		S		U		W	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Insta-gram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Twitter users	352	352	-	276	76	299	53	184	168	343	9	119	233	156	196	188	164	139	213	161	191	80	272
Unweighted Total	346	346	-	254	92	292	54	154	192	337	9	119	227	144	202	202	144	137	209	134	212	86	260
Effective Sample Size	270	270	-	202	70	226	44	125	150	263	7	91	179	113	157	161	112	111	159	108	166	69	202
NET Daily	164 46%	164 46%	- -	135 49%	29 38%	136 46%	27 52%	87 48%	76 45%	161 47%	2 28%	51 43%	112 48%	71 46%	92 47%	82 44%	81 50%	73 52%	91 43%	82 51%	81 43%	38 48%	125 46%
Several times a day	106 30%	106 30%	- -	91 33% E	15 20%	86 29%	20 38%	60 33%	46 27%	106 31%	- -	36 31%	70 30%	51 32%	55 28%	54 29%	52 32%	50 36%	56 26%	58 36%	48 25%	31 39%	75 27%
About once a day	57 16%	57 16%	- -	44 16%	14 18%	50 17%	7 14%	27 15%	30 18%	55 16%	2 28%	15 12%	43 18%	20 13%	37 19%	28 15%	29 18%	23 16%	35 16%	24 15%	33 17%	7 9%	51 19% V
NET Less frequently	188 53%	188 53%	- -	140 51%	47 62%	162 54%	25 48%	96 52%	91 54%	182 53%	6 72%	67 56%	121 52%	85 54%	103 53%	105 56%	83 50%	66 48%	122 57%	79 49%	109 57%	41 52%	146 54%
A few times a week	94 27%	94 27%	- -	66 24%	27 36%	74 25%	20 38%	44 24%	50 30%	88 26%	6 65% J	31 26%	63 27%	40 26%	53 27%	51 27%	43 26%	38 27%	56 26%	38 24%	56 29%	20 25%	74 27%
Every few weeks	37 10%	37 10%	- -	26 9%	11 14%	34 11%	3 5%	18 10%	19 11%	36 11%	1 8%	12 10%	25 11%	19 12%	18 9%	21 11%	15 9%	12 8%	25 12%	16 10%	21 11%	8 10%	29 11%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2a. Thinking about the social media sites you use... About how often do you visit or use Twitter?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	57 16%	57 16%	- -	48 17%	9 12%	55 18% G	3 5%	35 19%	23 13%	57 17%	- -	25 21%	33 14%	26 17%	32 16%	33 17%	25 15%	17 12%	41 19%	25 15%	33 17%	14 18%	43 16%
Don't know/Refused	1 *%	1 *%	- -	1 *%	- -	1 *%	- -	- -	1 *%	1 *%	- -	1 1%	- -	- -	1 *%	1 *%	- -	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Instagram users	602	276	327	602	-	510	92	299	303	575	28	202	401	262	340	248	355	177	425	241	361	115	487
Unweighted Total	530	254	276	530	-	449	81	244	286	506	24	185	345	235	295	257	273	161	369	187	343	119	411
Effective Sample Size	414	202	214	414	-	348	66	197	218	395	19	140	274	185	230	205	218	130	285	153	264	94	323
NET Daily	355	175	180	355	-	297	58	204	151	339	16	117	238	151	204	146	209	124	231	161	194	64	291
	59%	64%	55%	59%	-	58%	63%	68%	50%	59%	57%	58%	59%	58%	60%	59%	59%	70%	54%	67%	54%	56%	60%
								I										S		U			
Several times a day	231	126	105	231	-	195	36	139	92	225	7	80	151	102	129	100	131	90	142	114	117	49	182
	38%	46%	32%	38%	-	38%	39%	46%	30%	39%	24%	40%	38%	39%	38%	41%	37%	50%	33%	47%	33%	43%	37%
		C						I										S		U			
About once a day	124	49	74	124	-	102	22	65	59	114	9	37	86	49	75	46	78	35	89	47	76	15	109
	21%	18%	23%	21%	-	20%	24%	22%	19%	20%	33%	19%	22%	19%	22%	18%	22%	20%	21%	20%	21%	13%	22%
																							V
NET Less frequently	248	100	147	248	-	213	34	95	152	236	12	84	163	111	136	101	146	53	194	80	167	51	197
	41%	36%	45%	41%	-	42%	37%	32%	50%	41%	43%	42%	41%	42%	40%	41%	41%	30%	46%	33%	46%	44%	40%
									H										R		T		
A few times a week	126	54	73	126	-	108	19	55	72	122	4	38	88	58	68	47	79	20	106	47	80	27	100
	21%	20%	22%	21%	-	21%	20%	18%	24%	21%	16%	19%	22%	22%	20%	19%	22%	11%	25%	19%	22%	23%	20%
																			R				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2b. Thinking about the social media sites you use... About how often do you visit or use Instagram?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Every few weeks	46 8%	20 7%	26 8%	46 8%	- -	38 7%	9 9%	13 4%	33 11% H	46 8%	0 2%	17 8%	30 7%	25 10%	21 6%	21 8%	25 7%	13 7%	34 8%	13 5%	33 9%	16 14%	30 6%
Less often	75 12%	27 10%	48 15%	75 12%	- -	68 13%	7 8%	27 9%	48 16% H	68 12%	7 25%	30 15%	45 11%	28 11%	47 14%	33 14%	41 12%	20 11%	55 13%	20 8%	55 15% T	8 7%	67 14%
Don't know/Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook?

	Banner D																						
		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Facebook users	1033	299	734	510	523	1033	-	320	713	923	111	283	750	400	633	346	687	200	834	268	765	155	878
Unweighted Total	988	292	696	449	539	988	-	256	732	876	112	267	721	373	615	379	609	191	797	208	780	177	811
Effective Sample Size	746	226	521	348	400	746	-	207	543	664	82	199	547	289	457	293	462	151	595	169	582	138	614
NET Daily	728	220	508	380	347	728	-	243	485	660	68	208	520	301	427	233	495	139	588	219	509	110	618
	70%	73%	69%	75%	66%	70%	-	76%	68%	71%	62%	73%	69%	75%	67%	67%	72%	70%	71%	82%	67%	71%	70%
				E				I						O						U			
Several times a day	504	160	344	278	226	504	-	179	325	463	40	148	356	218	286	160	344	94	410	159	345	76	428
	49%	53%	47%	55%	43%	49%	-	56%	46%	50%	37%	52%	48%	55%	45%	46%	50%	47%	49%	59%	45%	49%	49%
				E				I		K				O						U			
About once a day	224	60	164	102	122	224	-	64	160	196	28	60	164	82	141	73	151	45	178	60	164	34	190
	22%	20%	22%	20%	23%	22%	-	20%	22%	21%	25%	21%	22%	21%	22%	21%	22%	23%	21%	22%	21%	22%	22%
NET Less frequently	301	79	222	130	171	301	-	77	224	260	41	73	228	99	202	113	188	60	241	50	252	45	256
	29%	27%	30%	25%	33%	29%	-	24%	31%	28%	37%	26%	30%	25%	32%	33%	27%	30%	29%	18%	33%	29%	29%
					D				H						N						T		
A few times a week	176	48	128	78	98	176	-	49	127	155	21	39	137	69	107	63	113	34	143	38	139	32	144
	17%	16%	17%	15%	19%	17%	-	15%	18%	17%	19%	14%	18%	17%	17%	18%	16%	17%	17%	14%	18%	21%	16%
Every few weeks	50	8	42	17	33	50	-	11	39	42	8	14	36	13	37	21	29	8	42	3	47	6	44
	5%	3%	6%	3%	6%	5%	-	3%	5%	5%	7%	5%	5%	3%	6%	6%	4%	4%	5%	1%	6%	4%	5%
																					T		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2c. Thinking about the social media sites you use... About how often do you visit or use Facebook?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	75 7%	23 8%	52 7%	34 7%	41 8%	75 7%	- -	17 5%	58 8%	63 7%	12 11%	20 7%	56 7%	17 4%	59 9% N	29 8%	46 7%	19 9%	56 7%	9 3%	66 9% T	7 4%	68 8%
Don't know/Refused	4 *%	- -	4 1%	- -	4 1%	4 *%	- -	- -	4 1%	3 *%	1 1%	2 1%	2 *%	- -	4 1%	- -	4 1%	- -	4 1%	- -	4 1%	- -	4 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Snapchat users	375	184	191	299	76	320	55	375	-	356	19	102	272	176	199	137	237	122	253	199	176	59	315
Unweighted Total	307	154	153	244	63	256	51	307	-	291	16	86	221	138	169	128	179	109	198	150	157	54	253
Effective Sample Size	246	125	122	197	50	207	40	246	-	233	13	67	179	113	134	105	145	87	160	124	124	43	204
NET Daily	220 59%	110 60%	109 57%	181 61%	39 51%	182 57%	38 69%	220 59%	-	211 59%	9 48%	49 48%	171 63% L	92 52%	128 64%	71 52%	149 63%	74 61%	146 58%	129 65% U	90 51%	26 44%	194 61% V
Several times a day	168 45%	82 45%	86 45%	137 46%	31 41%	140 44%	28 51%	168 45%	-	164 46%	4 23%	35 34%	133 49% L	67 38%	101 51% N	53 39%	115 49%	60 49%	109 43%	102 51% U	67 38%	19 32%	149 47% V
About once a day	51 14%	28 15%	23 12%	44 15%	8 10%	42 13%	10 18%	51 14%	-	47 13%	5 25%	14 13%	38 14%	25 14%	26 13%	18 13%	34 14%	14 12%	37 15%	28 14%	24 13%	7 12%	44 14%
NET Less frequently	151 40%	73 40%	78 41%	117 39%	34 45%	135 42%	16 29%	151 40%	-	141 40%	10 52%	54 52% M	97 36%	81 46%	70 35%	66 48%	86 36%	48 39%	103 41%	67 34%	84 48% T	33 56% W	118 37%
A few times a week	79 21%	39 21%	40 21%	57 19%	22 29%	73 23%	6 11%	79 21%	-	74 21%	5 26%	31 30% M	48 18%	41 23%	38 19%	42 31% Q	37 16%	21 17%	58 23%	37 19%	41 24%	21 36% W	58 18%
Every few weeks	30 8%	14 8%	16 8%	23 8%	8 10%	28 9%	3 5%	30 8%	-	28 8%	2 10%	8 8%	22 8%	22 12% O	9 4%	9 6%	21 9%	12 10%	18 7%	16 8%	14 8%	3 4%	28 9%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2d. Thinking about the social media sites you use... About how often do you visit or use Snapchat?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	42 11%	20 11%	22 11%	38 13%	5 6%	35 11%	8 14%	42 11%	- -	39 11%	3 16%	15 14%	28 10%	18 10%	24 12%	15 11%	27 12%	15 12%	27 11%	14 7%	29 16% T	9 16%	33 10%
Don't know/Refused	4 1%	- -	4 2%	1 *%	3 4%	3 1%	1 2%	4 1%	- -	4 1%	- -	- -	4 1%	3 2%	1 *%	1 1%	3 1%	- -	4 2%	3 1%	1 1%	- -	4 1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Inst-agram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	You-tube user	Not a user	Whatsapp user	Not a user	Pint-erest user	Not a user	LinkedIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Youtube users	1213	343	870	575	638	923	290	356	857	1213	-	322	891	434	779	413	800	256	957	304	909	183	1030
Unweighted Total	1203	337	866	506	697	876	327	291	912	1203	-	306	897	406	797	461	742	251	952	239	964	209	994
Effective Sample Size	902	263	640	395	512	664	242	233	676	902	-	230	673	315	587	356	556	200	703	194	715	163	745
NET Daily	660	212	449	351	309	516	145	234	426	660	-	192	468	235	425	223	437	167	494	196	465	90	570
	54%	62%	52%	61%	48%	56%	50%	66%	50%	54%	-	60%	53%	54%	55%	54%	55%	65%	52%	64%	51%	49%	55%
		C		E				I										S		U			
Several times a day	441	149	292	248	193	341	100	167	274	441	-	122	319	145	296	137	304	129	312	139	302	56	385
	36%	44%	34%	43%	30%	37%	34%	47%	32%	36%	-	38%	36%	33%	38%	33%	38%	51%	33%	46%	33%	31%	37%
		C		E				I										S		U			
About once a day	219	62	157	103	116	174	45	67	152	219	-	70	149	90	129	86	133	37	182	57	163	34	185
	18%	18%	18%	18%	18%	19%	15%	19%	18%	18%	-	22%	17%	21%	17%	21%	17%	15%	19%	19%	18%	19%	18%
NET Less frequently	549	132	418	223	327	404	145	121	428	549	-	128	421	197	352	188	361	89	460	106	443	91	458
	45%	38%	48%	39%	51%	44%	50%	34%	50%	45%	-	40%	47%	45%	45%	46%	45%	35%	48%	35%	49%	50%	44%
			B		D				H										R		T		
A few times a week	351	92	260	154	198	262	90	83	269	351	-	94	257	128	223	120	231	74	277	66	285	59	292
	29%	27%	30%	27%	31%	28%	31%	23%	31%	29%	-	29%	29%	30%	29%	29%	29%	29%	29%	22%	31%	32%	28%
									H												T		
Every few weeks	109	25	84	43	66	79	30	20	89	109	-	24	85	40	69	44	65	11	98	23	86	17	93
	9%	7%	10%	8%	10%	9%	10%	6%	10%	9%	-	7%	10%	9%	9%	11%	8%	4%	10%	8%	9%	9%	9%
									H										R				

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2e. Thinking about the social media sites you use... About how often do you visit or use Youtube?

	Banner D																					
		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	89	15	74	26	63	63	25	18	70	89	-	10	78	29	60	24	65	4	84	17	71	16	73
	7%	4%	8%	4%	10%	7%	9%	5%	8%	7%	-	3%	9%	7%	8%	6%	8%	2%	9%	6%	8%	9%	7%
			B		D								L						R				
Don't know/Refused	3	-	3	1	3	3	1	1	3	3	-	1	2	2	1	1	2	-	3	1	2	1	2
	*%	-	*%	*%	*%	*%	*%	*%	*%	*%	-	*%	*%	*%	*%	*%	*%	-	*%	*%	*%	1%	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2aTOT. Daily Twitter users

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET Use Twitter daily	164 11%	164 46%	- -	135 22% E	29 3%	136 13% G	27 6%	87 23% I	76 7%	161 13% K	2 1%	51 15% M	112 10%	71 15% O	92 9%	82 19% Q	81 8%	73 27% S	91 7%	82 26% U	81 7%	38 20% W	125 10%
Several times a day	106 7%	106 30%	- -	91 15% E	15 2%	86 8% G	20 4%	60 16% I	46 4%	106 9%	- -	36 11% M	70 6%	51 11% O	55 5%	54 13% Q	52 5%	50 19% S	56 5%	58 18% U	48 4%	31 17% W	75 6%
About once a day	57 4%	57 16%	- -	44 7% E	14 2%	50 5% G	7 2%	27 7% I	30 3%	55 5% K	2 1%	15 4%	43 4%	20 4%	37 4%	28 7% Q	29 3%	23 9% S	35 3%	24 8% U	33 3%	7 4%	51 4%
NET Less frequently	188 12%	188 53%	- -	140 23% E	47 5%	162 16% G	25 5%	96 26% I	91 8%	182 15% K	6 2%	67 20% M	121 10%	85 18% O	103 10%	105 25% Q	83 8%	66 25% S	122 10%	79 25% U	109 9%	41 22% W	146 11%
A few times a week	94 6%	94 27%	- -	66 11% E	27 3%	74 7% G	20 4%	44 12% I	50 4%	88 7% K	6 2%	31 9%	63 5%	40 9% O	53 5%	51 12% Q	43 4%	38 14% S	56 5%	38 12% U	56 5%	20 10%	74 6%
Every few weeks	37 2%	37 10%	- -	26 4% E	11 1%	34 3% G	3 1%	18 5% I	19 2%	36 3% K	1 *%	12 3%	25 2%	19 4% O	18 2%	21 5% Q	15 1%	12 4%	25 2%	16 5% U	21 2%	8 4%	29 2%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2aTOT. Daily Twitter users

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	57 4%	57 16%	- -	48 8% E	9 1%	55 5% G	3 1%	35 9% I	23 2%	57 5%	- -	25 7% M	33 3%	26 6%	32 3%	33 8% Q	25 2%	17 6%	41 3%	25 8% U	33 3%	14 7% W	43 3%
Not a Twitter user	1150 77%	- -	1150 100% H	327 54%	823 92% D	734 71%	416 89% F	191 51%	959 85% H	870 72%	281 97% J	223 65%	927 80% L	309 66%	841 81% N	238 56%	912 85% P	126 48%	1024 83% R	154 49%	996 84% T	110 58%	1040 79% V
Don't know/Refused	1 *%	1 *%	- -	1 *%	- -	1 *%	- -	- -	1 *%	1 *%	- -	1 *%	- -	- -	1 *%	1 *%	- -	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2bTOT. Daily Instagram users

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET Use Instagram daily	355	175	180	355	-	297	58	204	151	339	16	117	238	151	204	146	209	124	231	161	194	64	291
	24%	50%	16%	59%	-	29%	12%	54%	13%	28%	5%	34%	20%	32%	20%	34%	19%	47%	19%	51%	16%	34%	22%
		C				G		I		K		M		O		Q		S		U		W	
Several times a day	231	126	105	231	-	195	36	139	92	225	7	80	151	102	129	100	131	90	142	114	117	49	182
	15%	36%	9%	38%	-	19%	8%	37%	8%	19%	2%	23%	13%	22%	12%	24%	12%	34%	11%	36%	10%	26%	14%
		C				G		I		K		M		O		Q		S		U		W	
About once a day	124	49	74	124	-	102	22	65	59	114	9	37	86	49	75	46	78	35	89	47	76	15	109
	8%	14%	6%	21%	-	10%	5%	17%	5%	9%	3%	11%	7%	11%	7%	11%	7%	13%	7%	15%	6%	8%	8%
		C				G		I		K								S		U			
NET Less frequently	248	100	147	248	-	213	34	95	152	236	12	84	163	111	136	101	146	53	194	80	167	51	197
	16%	29%	13%	41%	-	21%	7%	25%	14%	19%	4%	25%	14%	24%	13%	24%	14%	20%	16%	25%	14%	27%	15%
		C				G		I		K		M		O		Q				U		W	
A few times a week	126	54	73	126	-	108	19	55	72	122	4	38	88	58	68	47	79	20	106	47	80	27	100
	8%	15%	6%	21%	-	10%	4%	15%	6%	10%	2%	11%	8%	13%	7%	11%	7%	8%	9%	15%	7%	14%	8%
		C				G		I		K				O		Q				U		W	
Every few weeks	46	20	26	46	-	38	9	13	33	46	0	17	30	25	21	21	25	13	34	13	33	16	30
	3%	6%	2%	8%	-	4%	2%	4%	3%	4%	*%	5%	3%	5%	2%	5%	2%	5%	3%	4%	3%	8%	2%
		C								K				O		Q						W	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2bTOT. Daily Instagram users

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	75 5%	27 8% C	48 4%	75 12%	- -	68 7% G	7 1%	27 7%	48 4%	68 6% K	7 2%	30 9% M	45 4%	28 6%	47 5%	33 8% Q	41 4%	20 8%	55 4%	20 6%	55 5%	8 4%	67 5%
Not an Instagram user	900 60%	76 22%	823 72% B	-	900 100%	523 51%	377 80% F	76 20%	824 73% H	638 53%	261 90% J	140 41%	760 65% L	203 44%	696 67% N	179 42%	721 67% P	87 33%	812 66% R	74 23%	826 70% T	74 39%	825 63% V
Don't know/Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2cTOT. Daily Facebook users

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET Use Facebook daily	728	220	508	380	347	728	-	243	485	660	68	208	520	301	427	233	495	139	588	219	509	110	618
	48%	62%	44%	63%	39%	70%	-	65%	43%	54%	24%	61%	45%	65%	41%	55%	46%	53%	48%	69%	43%	58%	47%
		C		E				I		K		M		O		Q				U		W	
Several times a day	504	160	344	278	226	504	-	179	325	463	40	148	356	218	286	160	344	94	410	159	345	76	428
	34%	45%	30%	46%	25%	49%	-	48%	29%	38%	14%	43%	31%	47%	28%	38%	32%	35%	33%	50%	29%	40%	33%
		C		E				I		K		M		O						U			
About once a day	224	60	164	102	122	224	-	64	160	196	28	60	164	82	141	73	151	45	178	60	164	34	190
	15%	17%	14%	17%	14%	22%	-	17%	14%	16%	10%	18%	14%	18%	14%	17%	14%	17%	14%	19%	14%	18%	14%
										K													
NET Less frequently	301	79	222	130	171	301	-	77	224	260	41	73	228	99	202	113	188	60	241	50	252	45	256
	20%	23%	19%	22%	19%	29%	-	21%	20%	21%	14%	21%	20%	21%	19%	27%	17%	23%	19%	16%	21%	24%	20%
										K						Q							
A few times a week	176	48	128	78	98	176	-	49	127	155	21	39	137	69	107	63	113	34	143	38	139	32	144
	12%	14%	11%	13%	11%	17%	-	13%	11%	13%	7%	11%	12%	15%	10%	15%	10%	13%	12%	12%	12%	17%	11%
										K				O		Q						W	
Every few weeks	50	8	42	17	33	50	-	11	39	42	8	14	36	13	37	21	29	8	42	3	47	6	44
	3%	2%	4%	3%	4%	5%	-	3%	3%	3%	3%	4%	3%	3%	4%	5%	3%	3%	3%	1%	4%	3%	3%
																					T		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2cTOT. Daily Facebook users

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	75	23	52	34	41	75	-	17	58	63	12	20	56	17	59	29	46	19	56	9	66	7	68
	5%	7%	5%	6%	5%	7%	-	5%	5%	5%	4%	6%	5%	4%	6%	7%	4%	7%	5%	3%	6%	4%	5%
Not a Facebook user	469	53	416	92	377	-	469	55	414	290	178	58	411	66	403	80	389	65	403	47	422	34	434
	31%	15%	36%	15%	42%	-	100%	15%	37%	24%	62%	17%	35%	14%	39%	19%	36%	25%	33%	15%	36%	18%	33%
			B		D				H		J		L		N		P		R		T		V
Don't know/Refused	4	-	4	-	4	4	-	-	4	3	1	2	2	-	4	-	4	-	4	-	4	-	4
	*%	-	*%	-	*%	*%	-	-	*%	*%	1%	1%	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2dTOT. Daily Snapchat users

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET Use Snapchat daily	220	110	109	181	39	182	38	220	-	211	9	49	171	92	128	71	149	74	146	129	90	26	194
	15%	31%	10%	30%	4%	18%	8%	59%	-	17%	3%	14%	15%	20%	12%	17%	14%	28%	12%	41%	8%	14%	15%
		C		E		G				K				O				S		U			
Several times a day	168	82	86	137	31	140	28	168	-	164	4	35	133	67	101	53	115	60	109	102	67	19	149
	11%	23%	8%	23%	3%	14%	6%	45%	-	14%	2%	10%	11%	14%	10%	12%	11%	23%	9%	32%	6%	10%	11%
		C		E		G				K				O				S		U			
About once a day	51	28	23	44	8	42	10	51	-	47	5	14	38	25	26	18	34	14	37	28	24	7	44
	3%	8%	2%	7%	1%	4%	2%	14%	-	4%	2%	4%	3%	5%	3%	4%	3%	5%	3%	9%	2%	4%	3%
		C		E		G				K				O						U			
NET Less frequently	151	73	78	117	34	135	16	151	-	141	10	54	97	81	70	66	86	48	103	67	84	33	118
	10%	21%	7%	19%	4%	13%	3%	40%	-	12%	3%	16%	8%	17%	7%	15%	8%	18%	8%	21%	7%	18%	9%
		C		E		G				K		M		O		Q		S		U		W	
A few times a week	79	39	40	57	22	73	6	79	-	74	5	31	48	41	38	42	37	21	58	37	41	21	58
	5%	11%	3%	9%	2%	7%	1%	21%	-	6%	2%	9%	4%	9%	4%	10%	3%	8%	5%	12%	3%	11%	4%
		C		E		G				K		M		O		Q				U		W	
Every few weeks	30	14	16	23	8	28	3	30	-	28	2	8	22	22	9	9	21	12	18	16	14	3	28
	2%	4%	1%	4%	1%	3%	1%	8%	-	2%	1%	2%	2%	5%	1%	2%	2%	4%	1%	5%	1%	1%	2%
		C		E		G				K				O				S		U			

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2dTOT. Daily Snapchat users

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	42	20	22	38	5	35	8	42	-	39	3	15	28	18	24	15	27	15	27	14	29	9	33
	3%	6%	2%	6%	1%	3%	2%	11%	-	3%	1%	4%	2%	4%	2%	3%	3%	6%	2%	4%	2%	5%	3%
		C		E		G				K								S					
Not a Snapchat user	1127	168	959	303	824	713	414	-	1127	857	270	239	888	290	838	289	838	143	984	116	1011	130	997
	75%	48%	83%	50%	92%	69%	88%	-	100%	71%	94%	70%	77%	62%	81%	68%	78%	54%	80%	37%	85%	69%	76%
			B		D		F				J		L		N		P		R		T		V
Don't know/Refused	4	-	4	1	3	3	1	4	-	4	-	-	4	3	1	1	3	-	4	3	1	-	4
	*%	-	*%	*%	*%	*%	*%	1%	-	*%	-	-	*%	1%	*%	*%	*%	-	*%	1%	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2eTOT. Daily Youtube users

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET Use Youtube daily	660 44%	212 60% C	449 39%	351 58% E	309 34%	516 50% G	145 31%	234 63% I	426 38%	660 54%	-	192 56% M	468 40%	235 50% O	425 41%	223 52% Q	437 41%	167 63% S	494 40%	196 62% U	465 39%	90 48%	570 43%
Several times a day	441 29%	149 42% C	292 25%	248 41% E	193 21%	341 33% G	100 21%	167 45% I	274 24%	441 36%	-	122 36% M	319 28%	145 31%	296 29%	137 32%	304 28%	129 49% S	312 25%	139 44% U	302 25%	56 30%	385 29%
About once a day	219 15%	62 18%	157 14%	103 17%	116 13%	174 17% G	45 10%	67 18%	152 14%	219 18%	-	70 21% M	149 13%	90 19% O	129 12%	86 20% Q	133 12%	37 14%	182 15%	57 18%	163 14%	34 18%	185 14%
NET Less frequently	549 37%	132 37%	418 36%	223 37%	327 36%	404 39% G	145 31%	121 32%	428 38%	549 45%	-	128 38%	421 36%	197 42% O	352 34%	188 44% Q	361 34%	89 34%	460 37%	106 34%	443 37%	91 48% W	458 35%
A few times a week	351 23%	92 26%	260 23%	154 26%	198 22%	262 25% G	90 19%	83 22%	269 24%	351 29%	-	94 28%	257 22%	128 28% O	223 22%	120 28% Q	231 22%	74 28%	277 22%	66 21%	285 24%	59 31% W	292 22%
Every few weeks	109 7%	25 7%	84 7%	43 7%	66 7%	79 8%	30 6%	20 5%	89 8%	109 9%	-	24 7%	85 7%	40 9%	69 7%	44 10% Q	65 6%	11 4%	98 8% R	23 7%	86 7%	17 9%	93 7%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

SNS2eTOT. Daily Youtube users

	Banner D	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less often	89	15	74	26	63	63	25	18	70	89	-	10	78	29	60	24	65	4	84	17	71	16	73
	6%	4%	6%	4%	7%	6%	5%	5%	6%	7%	-	3%	7%	6%	6%	6%	6%	2%	7%	5%	6%	8%	6%
													L						R				
Not a Youtube user	289	9	281	28	261	111	178	19	270	-	289	20	269	32	258	14	275	9	280	11	278	6	283
	19%	2%	24%	5%	29%	11%	38%	5%	24%	-	100%	6%	23%	7%	25%	3%	26%	4%	23%	4%	23%	3%	22%
			B		D		F		H				L		N		P		R		T		V
Don't know/Refused	3	-	3	1	3	3	1	1	3	3	-	1	2	2	1	1	2	-	3	1	2	1	2
	*%	-	*%	*%	*%	*%	*%	*%	*%	*%	-	*%	*%	*%	*%	*%	*%	-	*%	*%	*%	1%	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYa. During the coronavirus outbreak, have you had trouble paying for the following? Your cell phone service

Banner	Total	D Twitter user: Twitter user	D Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on cell phone owners	1461	351	1110	602	859	1028	433	375	1086	1205	256	341	1120	466	995	425	1036	265	1196	315	1146	185	1276
Unweighted Total	1468	345	1123	530	938	983	485	307	1161	1195	273	325	1143	436	1032	478	990	260	1208	248	1220	217	1251
Effective Sample Size	1096	269	827	414	688	742	358	246	856	897	199	243	854	339	758	370	736	207	889	202	902	168	934
Yes, have had trouble	229	44	185	105	124	173	56	64	165	189	40	65	164	64	165	40	188	37	192	68	161	16	213
	16%	13%	17%	17%	14%	17% G	13%	17%	15%	16%	16%	19%	15%	14%	17%	9%	18% P	14%	16%	22% U	14%	9%	17% V
No, have not had trouble	1231	307	925	497	735	855	377	311	920	1016	216	276	955	402	829	384	847	228	1003	247	985	169	1062
	84%	87%	83%	83%	86%	83%	87% F	83%	85%	84%	84%	81%	85%	86%	83%	90% Q	82%	86%	84%	78%	86% T	91% W	83%
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	1	0	0	0	0	1	-	-	1	1	-	-	1	-	1	0	0	-	1	-	1	-	1
	*%	*%	*%	*%	*%	*%	-	-	*%	*%	-	-	*%	-	*%	*%	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYb. During the coronavirus outbreak, have you had trouble paying for the following? Your high-speed internet service at home

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on home broadband users	1150	311	839	513	637	851	299	309	841	1005	145	281	869	395	755	396	754	240	910	260	890	181	969
Unweighted Total	1217	317	900	473	744	854	363	265	952	1049	168	288	929	391	826	451	766	239	978	218	999	213	1004
Effective Sample Size	915	252	664	374	548	648	274	216	706	795	120	219	697	308	607	351	570	193	723	179	743	167	752
Yes, have had trouble	167 15%	42 13%	125 15%	82 16%	85 13%	136 16% G	30 10%	45 14%	122 15%	144 14%	23 16%	46 16%	121 14%	51 13%	116 15%	42 11%	124 17% P	25 10%	142 16% R	50 19% U	116 13%	22 12%	145 15%
No, have not had trouble	982 85%	269 86%	714 85%	431 84%	552 87%	714 84%	268 90% F	264 86%	718 85%	861 86%	122 84%	235 84%	747 86%	344 87%	639 85%	353 89% Q	629 83%	215 90% S	768 84%	210 81%	773 87% T	159 88%	823 85%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	1 *%	0 *%	0 *%	0 *%	0 *%	1 *%	- -	- -	1 *%	1 *%	- -	- -	1 *%	- -	1 *%	0 *%	0 *%	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYc. During the coronavirus outbreak, have you had trouble paying for the following? Your cable or satellite television subscription

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on cable subscribers	840	180	660	287	553	562	278	179	661	635	206	164	676	260	581	235	605	112	728	151	690	110	731
Unweighted Total	919	190	729	275	644	597	322	155	764	699	220	170	749	270	649	285	634	124	795	132	787	146	773
Effective Sample Size	667	143	523	208	461	440	227	124	547	512	155	124	543	207	460	217	456	96	571	106	563	114	560
Yes, have had trouble	138 16%	24 14%	114 17%	48 17%	91 16%	94 17%	45 16%	35 20%	103 16%	96 15%	42 21%	34 21%	105 15%	30 12%	108 19% N	24 10%	115 19% P	14 13%	124 17%	31 20%	108 16%	10 9%	129 18% V
No, have not had trouble	699 83%	156 86%	544 82%	239 83%	460 83%	466 83%	233 84%	144 80%	555 84%	536 84%	164 79%	130 79%	569 84%	229 88% O	470 81%	211 90% Q	488 81%	98 87%	601 83%	120 80%	579 84%	100 91% W	599 82%
Don't know	2 *%	- -	2 *%	- -	2 *%	2 *%	1 *%	- -	2 *%	2 *%	- -	- -	2 *%	- -	2 *%	- -	2 *%	- -	2 *%	- -	2 *%	- -	2 *%
Refused	1 *%	0 *%	0 *%	0 *%	0 *%	1 *%	- -	- -	1 *%	1 *%	- -	- -	1 *%	- -	1 *%	0 *%	0 *%	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAYaSMART. During the coronavirus outbreak, have you had trouble paying for the following? Your cell phone service

Banner D																						
		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on smartphone owners	1277	347	930	588	690	959	318	371	907	1128	149	323	955	450	827	414	864	264	1014	307	970	183	1095
Unweighted Total	1290	342	948	522	768	923	367	304	986	1118	172	315	975	421	869	466	824	258	1032	243	1047	211	1079
Effective Sample Size	969	267	702	409	567	700	273	244	733	846	124	237	732	327	643	364	614	206	763	198	780	164	809
Yes, have had trouble	194 15%	44 13%	149 16%	103 18% E	90 13%	152 16%	42 13%	62 17%	131 14%	172 15%	22 15%	54 17%	139 15%	61 14%	133 16%	39 9%	155 18% P	37 14%	157 15%	66 22% U	127 13%	16 9%	177 16% V
No, have not had trouble	1084 85%	303 87%	781 84%	484 82%	599 87% D	807 84%	276 87%	308 83%	776 86%	956 85%	127 85%	268 83%	815 85%	389 86%	694 84%	375 91% Q	708 82%	227 86%	856 84%	241 78%	843 87% T	166 91% W	917 84%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	0 *%	- -	0 *%	- -	0 *%	0 *%	- -	- -	0 *%	0 *%	- -	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%	- -	0 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PROB. How often, if ever, do you experience problems connecting to the internet at home? Often, sometimes, rarely or never?

Banner	Total	D Twitter user: Twitter user	D Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on internet users	1399	352	1047	602	796	1023	376	373	1025	1202	196	337	1062	463	936	426	973	265	1134	315	1084	189	1209
Unweighted Total	1413	346	1067	530	883	980	433	306	1107	1194	219	323	1090	434	979	480	933	260	1153	248	1165	220	1193
Effective Sample Size	1053	270	784	414	646	740	319	245	815	895	159	242	812	337	717	371	691	207	847	202	859	170	888
Often	142	39	103	69	73	107	35	53	89	124	18	22	120	45	97	42	100	33	108	43	99	16	126
	10%	11%	10%	11%	9%	10%	9%	14% I	9%	10%	9%	7%	11% L	10%	10%	10%	10%	13%	10%	14%	9%	8%	10%
Sometimes	312	64	248	143	169	243	69	90	223	281	31	88	224	127	185	76	236	58	254	75	237	32	280
	22%	18%	24%	24%	21%	24% G	18%	24%	22%	23% K	16%	26%	21%	27% O	20%	18%	24% P	22%	22%	24%	22%	17%	23%
Rarely	615	167	448	256	359	446	169	151	464	537	78	149	466	212	403	225	390	120	495	119	496	100	515
	44%	47%	43%	42%	45%	44%	45%	41%	45%	45%	40%	44%	44%	46%	43%	53% Q	40%	45%	44%	38%	46% T	53% W	43%
Never	323	81	242	134	188	224	99	78	245	259	64	78	245	80	243	83	240	52	271	75	247	41	282
	23%	23%	23%	22%	24%	22%	26%	21%	24%	22%	33% J	23%	23%	17%	26% N	19%	25%	20%	24%	24%	23%	22%	23%
Don't know	6	2	4	-	6	3	3	2	4	2	4	-	6	-	6	-	6	2	4	2	4	-	6
	*%	1%	*%	-	1%	*%	1%	1%	*%	*%	2%	-	1%	-	1%	-	1%	1%	*%	1%	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PROB. How often, if ever, do you experience problems connecting to the internet at home? Often, sometimes, rarely or never?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Refused	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 1%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISa. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Keeping up with the latest information about COVID-19

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
At a major disadvantage	650 43%	202 57% C	447 39%	323 54% E	327 36%	492 48% G	158 34%	194 52% I	455 40%	574 47% K	75 26%	190 56% M	460 40%	218 47%	431 42%	230 54% Q	419 39%	144 54% S	506 41%	185 59% U	464 39%	93 49%	557 42%
At a minor disadvantage	500 33%	125 36%	374 33%	198 33%	302 34%	358 35%	142 30%	125 33%	375 33%	424 35% K	76 26%	103 30%	397 34%	175 38% O	325 31%	145 34%	355 33%	89 34%	410 33%	85 27%	415 35% T	68 36%	432 33%
Not at a disadvantage	304 20%	19 5%	286 25% B	74 12%	230 26% D	163 16%	141 30% F	48 13%	256 23% H	198 16%	106 37% J	45 13%	259 22% L	64 14%	240 23% N	49 11%	256 24% P	29 11%	276 22% R	39 13%	265 22% T	27 14%	277 21% V
Don't know	47 3%	6 2%	41 4%	7 1%	40 4% D	19 2%	28 6% F	7 2%	40 4%	16 1%	31 11% J	4 1%	43 4% L	8 2%	39 4%	2 1%	45 4% P	3 1%	44 4% R	5 2%	42 4%	2 1%	45 3% V
Refused	1 *%	- -	1 *%	- -	1 *%	1 *%	0 *%	- -	1 *%	1 *%	0 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%	- -	1 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISb. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Staying in contact with friends and family

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
At a major disadvantage	674 45%	212 60% C	462 40%	336 56% E	338 38%	518 50% G	156 33%	210 56% I	464 41%	591 49% K	82 28%	199 58% M	475 41%	246 53% O	428 41%	230 54% Q	444 41%	147 56% S	526 43%	178 57% U	495 42%	104 55% W	570 43%
At a minor disadvantage	513 34%	121 34%	392 34%	190 32%	323 36%	357 35%	157 33%	121 32%	392 35%	441 36% K	72 25%	96 28%	418 36% L	161 35%	352 34%	155 36%	359 33%	101 38%	413 33%	88 28%	425 36% T	65 34%	449 34%
Not at a disadvantage	274 18%	18 5%	256 22% B	72 12%	202 22% D	147 14%	127 27% F	41 11%	233 21% H	166 14%	108 37% J	45 13%	229 20% L	55 12%	218 21% N	40 9%	233 22% P	17 6%	257 21% R	42 13%	232 20% T	19 10%	255 19% V
Don't know	38 3%	1 *%	38 3% B	4 1%	34 4% D	11 1%	27 6% F	2 1%	36 3% H	14 1%	24 8% J	2 1%	36 3% L	3 1%	35 3% N	1 *%	37 3% P	- -	38 3%	6 2%	32 3%	2 1%	36 3%
Refused	3 *%	- -	3 *%	- -	3 *%	1 *%	2 *%	- -	3 *%	1 *%	2 1%	- -	3 *%	- -	3 *%	- -	3 *%	- -	3 *%	- -	3 *%	- -	3 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISc. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Looking for jobs

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
At a major disadvantage	989 66%	272 77% C	716 62%	452 75% E	537 60%	723 70% G	266 57%	270 72% I	718 64%	861 71% K	127 44%	256 75% M	733 63%	350 75% O	639 62%	334 78% Q	654 61%	202 76% S	787 64%	243 77% U	746 63%	140 74% W	849 65%
At a minor disadvantage	289 19%	69 20%	219 19%	105 18%	183 20%	207 20%	82 17%	71 19%	217 19%	236 19%	53 18%	58 17%	231 20%	81 17%	208 20%	71 17%	218 20%	49 19%	239 19%	49 15%	240 20%	31 16%	258 20%
Not at a disadvantage	145 10%	9 3%	136 12% B	39 7%	105 12% D	76 7%	68 15% F	30 8%	115 10%	88 7%	57 20% J	26 8%	119 10%	26 5%	119 12% N	18 4%	127 12% P	13 5%	132 11% R	21 7%	124 10% T	14 7%	131 10%
Don't know	74 5%	1 *%	73 6% B	5 1%	69 8% D	25 2%	49 10% F	3 1%	71 6% H	25 2%	49 17% J	2 1%	72 6% L	9 2%	65 6% N	3 1%	71 7% P	1 1%	73 6% R	3 1%	71 6% T	4 2%	70 5% V
Refused	6 *%	- -	6 1%	0 *%	5 1%	2 *%	4 1%	- -	6 1%	3 *%	3 1%	0 *%	5 *%	0 *%	5 1%	0 *%	5 1%	- -	6 *%	- -	6 *%	0 *%	5 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISd. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Getting schoolwork done

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
At a major disadvantage	1157 77%	327 93% C	831 72%	532 88% E	625 69%	844 82% G	313 67%	326 87% I	832 74%	998 82% K	159 55%	285 84% M	872 75%	416 89% O	741 72%	375 88% Q	782 73%	246 93% S	912 74%	276 88% U	881 74%	166 88% W	991 76%
At a minor disadvantage	179 12%	17 5%	162 14% B	52 9%	127 14% D	121 12%	58 12%	35 9%	144 13%	138 11%	41 14%	41 12%	139 12%	33 7%	146 14% N	41 10%	138 13%	13 5%	166 13% R	27 9%	152 13%	16 9%	163 12%
Not at a disadvantage	81 5%	5 2%	76 7% B	11 2%	70 8% D	29 3%	52 11% F	7 2%	74 7% H	37 3%	44 15% J	12 3%	69 6%	7 1%	74 7% N	5 1%	76 7% P	3 1%	78 6% R	9 3%	72 6% T	2 1%	79 6% V
Don't know	79 5%	3 1%	77 7% B	7 1%	72 8% D	38 4%	42 9% F	7 2%	73 6% H	39 3%	41 14% J	4 1%	75 6% L	10 2%	70 7% N	5 1%	74 7% P	3 1%	76 6% R	2 1%	77 6% T	5 2%	75 6% V
Refused	5 *%	- -	5 *%	- -	5 1%	1 *%	4 1%	- -	5 *%	1 *%	4 1%	- -	5 *%	- -	5 *%	- -	5 *%	- -	5 *%	- -	5 *%	- -	5 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

COVIDDISe. Thinking about how people might use the internet during the COVID-19 pandemic... Do you think people who do NOT have high-speed internet access at home are at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage when it comes to... Connecting with doctors or other medical professionals

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
At a major disadvantage	776 52%	232 66% C	544 47%	368 61% E	408 45%	564 55% G	212 45%	241 64% I	535 47%	680 56% K	97 33%	211 62% M	566 49%	273 59% O	503 49%	252 59% Q	524 49%	156 59% S	620 50%	209 66% U	568 48%	111 59%	665 51%
At a minor disadvantage	437 29%	104 30%	333 29%	186 31%	251 28%	326 32% G	111 24%	96 26%	341 30%	372 31% K	65 22%	91 27%	346 30%	144 31%	293 28%	145 34% Q	292 27%	94 36% S	343 28%	76 24%	361 30%	64 34%	374 28%
Not at a disadvantage	237 16%	15 4%	222 19% B	45 8%	192 21% D	123 12%	114 24% F	32 9%	204 18% H	137 11%	100 34% J	38 11%	199 17% L	42 9%	195 19% N	27 6%	209 19% P	12 5%	224 18% R	25 8%	212 18% T	13 7%	224 17% V
Don't know	47 3%	1 *%	47 4% B	3 *%	45 5% D	19 2%	29 6% F	5 1%	43 4% H	23 2%	25 9% J	2 1%	45 4% L	7 1%	41 4% N	2 *%	46 4% P	2 1%	46 4% R	5 2%	42 4%	2 1%	45 3% V
Refused	4 *%	- -	4 *%	- -	4 *%	1 *%	4 1%	- -	4 *%	1 *%	4 1%	- -	4 *%	- -	4 *%	- -	4 *%	- -	4 *%	- -	4 *%	- -	4 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1b. Please tell me if you happen to have each of the following items, or not. Do you have a tablet computer?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	790 53%	228 65% C	562 49%	378 63% E	412 46%	595 58% G	195 42%	231 62% I	558 50%	707 58% K	83 29%	222 65% M	568 49%	306 66% O	484 47%	303 71% Q	487 45%	163 62% S	627 51%	176 56%	613 52%	134 71% W	656 50%
No	708 47%	124 35%	584 51% B	224 37%	484 54% D	436 42%	272 58% F	143 38%	565 50% H	504 42%	204 71% J	119 35%	589 51% L	158 34%	550 53% N	123 29%	585 54% P	102 38%	606 49% R	138 44%	570 48%	56 29%	652 50% V
Don't know	4 *%	- -	4 *%	- -	4 *%	2 *%	2 *%	- -	4 *%	2 *%	2 1%	1 *%	3 *%	2 *%	2 *%	- -	4 *%	- -	4 *%	- -	4 *%	- -	4 *%
Refused	0 *%	0 *%	- -	0 *%	- -	0 *%	- -	- -	0 *%	0 *%	- -	- -	0 *%	- -	0 *%	0 *%	- -	- -	0 *%	- -	0 *%	- -	0 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1c. Please tell me if you happen to have each of the following items, or not. Do you have a desktop or laptop computer?

Banner	Total	D Twitter user: Twitter user	D Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	1163	321	841	533	630	841	322	316	847	1019	144	290	873	403	759	396	767	241	921	251	911	179	983
	77%	91%	73%	88%	70%	81%	69%	84%	75%	84%	50%	85%	75%	87%	73%	93%	71%	91%	74%	80%	77%	95%	75%
		C		E		G		I		K		M		O		Q		S				W	
No	339	31	308	69	269	192	147	59	280	193	146	52	287	62	276	30	308	23	316	63	275	10	329
	23%	9%	27%	12%	30%	19%	31%	16%	25%	16%	50%	15%	25%	13%	27%	7%	29%	9%	26%	20%	23%	5%	25%
			B		D		F		H		J		L		N		P		R				V
Don't know	1	-	1	-	1	-	1	-	1	1	-	-	1	-	1	-	1	1	-	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	*%	-	-	*%	-	*%	-	*%	*%	-	-	*%	-	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1d. Please tell me if you happen to have each of the following items, or not. Do you have a game console?

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	626 42%	228 65% C	398 35%	357 59% E	269 30%	468 45% G	158 34%	255 68% I	372 33%	579 48% K	47 16%	152 44%	475 41%	246 53% O	380 37%	223 52% Q	403 37%	196 74% S	430 35%	206 65% U	420 35%	91 48%	536 41%
No	869 58%	123 35%	746 65% B	243 40%	626 70% D	561 54%	308 66% F	120 32%	749 66% H	629 52%	240 83% J	189 55%	680 59%	216 46%	653 63% N	202 47%	667 62% P	69 26%	800 65% R	109 35%	760 64% T	98 52%	770 59%
Don't know	6 *%	- -	6 1%	1 *%	5 1%	3 *%	3 1%	- -	6 1%	5 *%	2 1%	1 *%	5 *%	3 1%	3 *%	1 *%	5 *%	- -	6 1%	- -	6 1%	- -	6 *%
Refused	0 *%	0 *%	- -	0 *%	- -	0 *%	- -	- -	0 *%	0 *%	- -	- -	0 *%	- -	0 *%	0 *%	- -	- -	0 *%	- -	0 *%	- -	0 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DEVICE1SUM. Please tell me if you happen to have each of the following items, or not. Summary of "Yes" responses

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
A desktop or laptop computer (c)	1163	321	841	533	630	841	322	316	847	1019	144	290	873	403	759	396	767	241	921	251	911	179	983
	77%	91%	73%	88%	70%	81%	69%	84%	75%	84%	50%	85%	75%	87%	73%	93%	71%	91%	74%	80%	77%	95%	75%
		C		E		G		I		K		M		O		Q		S				W	
A tablet computer (b)	790	228	562	378	412	595	195	231	558	707	83	222	568	306	484	303	487	163	627	176	613	134	656
	53%	65%	49%	63%	46%	58%	42%	62%	50%	58%	29%	65%	49%	66%	47%	71%	45%	62%	51%	56%	52%	71%	50%
		C		E		G		I		K		M		O		Q		S				W	
A game console (d)	626	228	398	357	269	468	158	255	372	579	47	152	475	246	380	223	403	196	430	206	420	91	536
	42%	65%	35%	59%	30%	45%	34%	68%	33%	48%	16%	44%	41%	53%	37%	52%	37%	74%	35%	65%	35%	48%	41%
		C		E		G		I		K				O		Q		S		U			

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
None	352	50	302	108	244	232	120	65	287	236	117	70	283	71	282	47	305	33	319	60	292	27	325
	23%	14%	26%	18%	27%	22%	26%	17%	25%	19%	40%	20%	24%	15%	27%	11%	28%	12%	26%	19%	25%	14%	25%
			B		D				H		J				N		P		R				V
NET Book reader	1126	298	827	482	644	785	340	306	820	959	167	265	861	393	733	374	752	232	894	248	877	160	965
	75%	85%	72%	80%	72%	76%	73%	82%	73%	79%	58%	78%	74%	84%	71%	88%	70%	88%	72%	79%	74%	85%	74%
		C		E				I		K				O		Q		S				W	
1-4 books	373	91	282	148	225	262	111	98	275	318	55	81	292	118	255	118	256	72	301	79	294	45	328
	25%	26%	25%	25%	25%	25%	24%	26%	24%	26%	19%	24%	25%	25%	25%	28%	24%	27%	24%	25%	25%	24%	25%
										K													
5-9 books	221	66	154	101	120	153	67	64	157	188	32	57	164	86	135	72	149	47	173	59	162	32	189
	15%	19%	13%	17%	13%	15%	14%	17%	14%	16%	11%	17%	14%	18%	13%	17%	14%	18%	14%	19%	14%	17%	14%
		C												O									
10+ books	532	141	391	232	299	370	162	144	387	452	80	127	405	189	343	184	348	112	419	110	422	83	449
	35%	40%	34%	39%	33%	36%	35%	39%	34%	37%	28%	37%	35%	41%	33%	43%	32%	42%	34%	35%	36%	44%	34%
										K				O		Q		S				W	

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS1. During the past 12 months, about how many BOOKS did you read either all or part of the way through? Please include any print, electronic, or audiobooks you may have read or listened to.

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know / refuse	24 2%	3 1%	21 2%	12 2%	12 1%	16 2%	8 2%	3 1%	21 2%	18 2%	6 2%	7 2%	17 1%	2 *%	22 2% N	5 1%	19 2%	- -	24 2%	6 2%	18 2%	2 1%	22 2%
Mean	14.35	13.7	14.5	13.95	14.62	14.7	13.6	14.6	14.3	14.7	13.1	13.6	14.6	15.15	13.98	15.5	13.9	13.6	14.5	15.0	14.2	15.6	14.2
Median	5.00	6.00	4.00	6.00	4.00	5.00	4.00	5.00	4.00	5.00	3.00	5.00	4.00	6.00	4.00	6.00	3.00	6.00	4.00	5.00	4.00	6.00	4.00

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2a. Thinking about all of the books you have read in the past 12 months, were any of those printed books?

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Have read books in last 12 months (includes DK)	1144	302	843	492	653	796	348	310	835	973	171	272	872	395	749	379	766	232	912	252	892	162	982
Unweighted Total	1201	305	896	451	750	799	402	257	944	1003	198	278	923	381	820	431	770	228	973	206	995	193	1008
Effective Sample Size	891	238	653	353	543	601	292	206	693	748	143	210	681	294	598	333	564	180	712	168	730	149	746
Yes	973	262	711	400	573	673	300	255	718	827	146	224	749	339	634	325	648	197	776	205	768	139	834
	85%	87%	84%	81%	88% D	84%	86%	82%	86%	85%	85%	83%	86%	86%	85%	86%	85%	85%	85%	81%	86%	86%	85%
No	170	40	130	91	78	123	47	55	115	145	25	47	122	56	114	53	116	35	135	47	123	23	147
	15%	13%	15%	19% E	12%	15%	14%	18%	14%	15%	14%	17%	14%	14%	15%	14%	15%	15%	15%	19%	14%	14%	15%
Don't know	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%
Refused	1	-	1	-	1	1	-	-	1	1	-	-	1	-	1	-	1	-	1	-	1	-	1
	*%	-	*%	-	*%	*%	-	-	*%	*%	-	-	*%	-	*%	-	*%	-	*%	-	*%	-	*%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2b. Thinking about all of the books you have read in the past 12 months, were any of those audiobooks?

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Have read books in last 12 months (includes DK)	1144	302	843	492	653	796	348	310	835	973	171	272	872	395	749	379	766	232	912	252	892	162	982
Unweighted Total	1201	305	896	451	750	799	402	257	944	1003	198	278	923	381	820	431	770	228	973	206	995	193	1008
Effective Sample Size	891	238	653	353	543	601	292	206	693	748	143	210	681	294	598	333	564	180	712	168	730	149	746
Yes	352	124	228	191	161	275	77	123	229	322	29	112	240	156	195	159	193	93	259	89	263	64	288
	31%	41%	27%	39%	25%	35%	22%	40%	27%	33%	17%	41%	28%	40%	26%	42%	25%	40%	28%	35%	29%	39%	29%
		C		E		G		I		K		M		O		Q		S				W	
No	789	177	612	297	492	518	271	186	603	648	141	158	632	239	550	220	569	139	650	163	626	98	691
	69%	59%	73%	60%	75%	65%	78%	60%	72%	67%	82%	58%	72%	60%	73%	58%	74%	60%	71%	65%	70%	61%	70%
			B		D		F		H		J		L		N		P		R				V
Don't know	3	-	3	3	-	3	-	-	3	2	1	2	1	-	3	-	3	-	3	-	3	-	3
	*%	-	*%	1%	-	*%	-	-	*%	*%	1%	1%	*%	-	*%	-	*%	-	*%	-	*%	-	*%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2c. Thinking about all of the books you have read in the past 12 months, were any of those e-books?

	Banner	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Have read books in last 12 months (includes DK)	1144	302	843	492	653	796	348	310	835	973	171	272	872	395	749	379	766	232	912	252	892	162	982
Unweighted Total	1201	305	896	451	750	799	402	257	944	1003	198	278	923	381	820	431	770	228	973	206	995	193	1008
Effective Sample Size	891	238	653	353	543	601	292	206	693	748	143	210	681	294	598	333	564	180	712	168	730	149	746
Yes	450	152	298	241	209	330	120	145	305	410	39	126	324	192	257	199	250	115	335	116	333	68	382
	39%	50%	35%	49%	32%	41%	34%	47%	36%	42%	23%	46%	37%	49%	34%	53%	33%	50%	37%	46%	37%	42%	39%
		C		E		G		I		K		M		O		Q		S		U			
No	688	149	538	246	441	459	229	162	526	557	130	143	545	200	488	179	509	117	571	134	554	94	594
	60%	49%	64%	50%	68%	58%	66%	52%	63%	57%	76%	53%	62%	51%	65%	47%	66%	50%	63%	53%	62%	58%	60%
			B		D		F		H		J		L		N		P		R		T		
Don't know	7	1	6	4	3	7	-	3	4	5	2	3	4	3	4	1	6	-	7	2	5	1	6
	1%	*%	1%	1%	*%	1%	-	1%	1%	1%	1%	1%	*%	1%	1%	*%	1%	-	1%	1%	1%	*%	1%
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2aTOT. Summary of Print book readers

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Print book reader	973 65%	262 74% C	711 62%	400 66%	573 64%	673 65%	300 64%	255 68%	718 64%	827 68% K	146 51%	224 66%	749 65%	339 73% O	634 61%	325 76% Q	648 60%	197 74% S	776 63%	205 65%	768 65%	139 74% W	834 64%
NET Not a print book reader	527 35%	90 26%	437 38% B	202 34%	325 36%	360 35%	168 36%	120 32%	407 36%	385 32%	142 49% J	117 34%	410 35%	126 27%	401 39% N	101 24%	427 40% P	68 26%	459 37% R	110 35%	418 35%	50 26%	477 36% V
Have not read a book this way	170 11%	40 11%	130 11%	91 15% E	78 9%	123 12%	47 10%	55 15%	115 10%	145 12%	25 9%	47 14%	122 11%	56 12%	114 11%	53 13%	116 11%	35 13%	135 11%	47 15%	123 10%	23 12%	147 11%
Have read no books in last year	358 24%	50 14%	307 27% B	111 18%	247 27% D	237 23%	121 26%	65 17%	293 26% H	240 20%	118 41% J	70 20%	288 25%	71 15%	287 28% N	47 11%	310 29% P	33 12%	325 26% R	63 20%	295 25%	27 14%	331 25% V
Don't know / refuse	2 *%	- -	2 *%	- -	2 *%	1 *%	1 *%	- -	2 *%	1 *%	1 *%	- -	2 *%	- -	2 *%	- -	2 *%	- -	2 *%	- -	2 *%	- -	2 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2bTOT. Summary of Audio book readers

	Banner D																					
		Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Audio book reader	352 23%	124 35% C	228 20%	191 32% E	161 18%	275 27% G	77 16%	123 33% I	229 20%	322 27% K	29 10%	112 33% M	240 21%	156 34% O	195 19%	159 37% Q	193 18%	93 35% S	259 21%	89 28%	263 22%	64 34% W	288 22%
NET Not an audio book reader	1147 76%	228 65%	919 80% B	408 68%	739 82% D	755 73%	392 84% F	252 67%	895 79% H	888 73%	259 90% J	227 67%	920 79% L	309 66%	838 81% N	267 63%	879 82% P	172 65%	974 79% R	226 72%	921 78%	125 66%	1021 78% V
Have not read a book this way	789 53%	177 50%	612 53%	297 49%	492 55%	518 50%	271 58% F	186 50%	603 53%	648 53%	141 49%	158 46%	632 54% L	239 51%	550 53%	220 52%	569 53%	139 53%	650 53%	163 52%	626 53%	98 52%	691 53%
Have read no books in last year	358 24%	50 14%	307 27% B	111 18%	247 27% D	237 23%	121 26%	65 17%	293 26% H	240 20%	118 41% J	70 20%	288 25%	71 15%	287 28% N	47 11%	310 29% P	33 12%	325 26% R	63 20%	295 25%	27 14%	331 25% V
Don't know / refuse	3 *%	- -	3 *%	3 1%	- -	3 *%	- -	- -	3 *%	2 *%	1 *%	2 1%	1 *%	- -	3 *%	- -	3 *%	- -	3 *%	- -	3 *%	- -	3 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BOOKS2cTOT. Summary of E-book readers

	Banner D																					
		Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
E-book reader	450 30%	152 43% C	298 26%	241 40% E	209 23%	330 32% G	120 25%	145 39% I	305 27%	410 34% K	39 14%	126 37% M	324 28%	192 41% O	257 25%	199 47% Q	250 23%	115 43% S	335 27%	116 37% U	333 28%	68 36%	382 29%
NET Not an e-book reader	1045 70%	199 57%	846 74% B	357 59%	688 77% D	696 67%	349 75% F	227 61%	818 73% H	797 66%	248 86% J	212 62%	833 72% L	270 58%	775 75% N	226 53%	819 76% P	150 57%	895 72% R	196 62%	849 71% T	121 64%	924 70%
Have not read a book this way	688 46%	149 42%	538 47%	246 41%	441 49% D	459 44%	229 49%	162 43%	526 47%	557 46%	130 45%	143 42%	545 47%	200 43%	488 47%	179 42%	509 47%	117 44%	571 46%	134 43%	554 47%	94 50%	594 45%
Have read no books in last year	358 24%	50 14%	307 27% B	111 18%	247 27% D	237 23%	121 26%	65 17%	293 26% H	240 20%	118 41% J	70 20%	288 25%	71 15%	287 28% N	47 11%	310 29% P	33 12%	325 26% R	63 20%	295 25%	27 14%	331 25% V
Don't know / refuse	7 *%	1 *%	6 1%	4 1%	3 *%	7 1%	- -	3 1%	4 *%	5 *%	2 1%	3 1%	4 *%	3 1%	4 *%	1 *%	6 1%	- -	7 1%	2 1%	5 *%	1 *%	6 *%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

GENDER. Do you describe yourself as a man, a woman or in some other way?

Banner D		Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
A man	739	186	553	268	471	454	285	162	577	606	134	189	550	115	624	232	508	172	568	126	613	72	667
	49%	53%	48%	45%	52%	44%	61%	43%	51%	50%	46%	55%	47%	25%	60%	54%	47%	65%	46%	40%	52%	38%	51%
					D		F		H			M			N	Q		S			T		V
A woman	741	162	579	325	416	569	172	207	534	593	147	152	589	344	396	192	549	90	650	181	560	116	625
	49%	46%	50%	54%	46%	55%	37%	55%	47%	49%	51%	44%	51%	74%	38%	45%	51%	34%	53%	57%	47%	61%	48%
				E		G		I						O					R	U		W	
In some other way	11	4	7	6	4	8	3	5	5	11	-	-	11	6	5	2	8	2	9	5	5	1	10
	1%	1%	1%	1%	*%	1%	1%	1%	*%	1%	-	-	1%	1%	*%	1%	1%	1%	1%	2%	*%	*%	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

AGECAT. What is your age?

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET 18-29	291	122	169	208	83	204	87	189	102	275	16	69	222	93	198	86	205	104	187	141	150	16	275
	19%	35%	15%	35%	9%	20%	19%	51%	9%	23%	5%	20%	19%	20%	19%	20%	19%	39%	15%	45%	13%	8%	21%
		C		E				I		K								S		U			V
18-24	179	88	91	137	43	119	60	134	45	173	6	25	154	60	120	48	132	68	111	98	81	9	170
	12%	25%	8%	23%	5%	12%	13%	36%	4%	14%	2%	7%	13%	13%	12%	11%	12%	26%	9%	31%	7%	5%	13%
		C		E				I		K			L					S		U			V
25-29	112	34	78	71	41	85	27	56	56	102	9	44	68	34	78	39	73	36	76	43	69	7	105
	7%	10%	7%	12%	5%	8%	6%	15%	5%	8%	3%	13%	6%	7%	8%	9%	7%	14%	6%	14%	6%	4%	8%
				E				I		K		M						S		U			V
30-49	513	141	372	245	267	394	119	125	387	469	44	154	359	175	337	183	329	113	400	111	402	89	424
	34%	40%	32%	41%	30%	38%	25%	33%	34%	39%	15%	45%	31%	38%	33%	43%	31%	43%	32%	35%	34%	47%	32%
		C		E		G				K		M				Q		S				W	
50-64	352	62	290	103	249	257	95	43	309	294	58	80	272	132	220	115	237	35	317	48	304	56	296
	23%	18%	25%	17%	28%	25%	20%	11%	27%	24%	20%	23%	23%	28%	21%	27%	22%	13%	26%	15%	26%	29%	23%
			B		D				H					O					R		T		
65-96	307	22	285	40	267	155	152	8	299	153	154	32	275	55	252	35	272	10	297	12	295	26	281
	20%	6%	25%	7%	30%	15%	32%	2%	27%	13%	53%	9%	24%	12%	24%	8%	25%	4%	24%	4%	25%	14%	21%
			B		D		F		H		J		L		N		P		R		T		V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

AGECAT. What is your age?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
97 or older	3 *%	- -	3 *%	- -	3 *%	- -	3 1%	- -	3 *%	- -	3 1%	- -	3 *%	- -	3 *%	- -	3 *%	- -	3 *%	- -	3 *%	- -	3 *%
Don't know/Refused	36 2%	5 1%	31 3%	6 1%	30 3% D	22 2%	14 3%	10 3%	27 2%	22 2%	15 5%	6 2%	30 3%	10 2%	27 3%	7 2%	29 3%	3 1%	33 3%	3 1%	33 3%	3 1%	34 3%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Married	668	156	512	234	435	469	200	119	550	533	135	155	514	252	416	216	453	107	561	111	557	117	551
	45%	44%	45%	39%	48%	45%	43%	32%	49%	44%	47%	45%	44%	54%	40%	51%	42%	40%	45%	35%	47%	62%	42%
					D				H					O		Q					T	W	
Living with a partner	139	32	107	61	78	101	39	44	96	119	21	19	121	31	108	43	96	23	116	26	113	19	121
	9%	9%	9%	10%	9%	10%	8%	12%	8%	10%	7%	5%	10%	7%	10%	10%	9%	9%	9%	8%	10%	10%	9%
													L		N								
Divorced	156	26	130	52	104	104	53	27	129	121	36	36	120	45	111	42	114	19	137	20	137	18	138
	10%	7%	11%	9%	12%	10%	11%	7%	11%	10%	12%	11%	10%	10%	11%	10%	11%	7%	11%	6%	12%	10%	10%
									H												T		
Separated	47	9	38	16	31	39	9	12	35	44	4	14	33	14	33	9	38	6	41	16	31	4	43
	3%	3%	3%	3%	3%	4%	2%	3%	3%	4%	1%	4%	3%	3%	3%	2%	4%	2%	3%	5%	3%	2%	3%
						G				K													
Widowed	88	7	81	18	70	42	46	5	83	42	47	7	81	16	73	9	79	2	86	9	79	4	84
	6%	2%	7%	3%	8%	4%	10%	1%	7%	3%	16%	2%	7%	3%	7%	2%	7%	1%	7%	3%	7%	2%	6%
			B		D		F		H		J		L		N		P		R		T		V
Never been married	386	120	266	220	166	269	117	167	219	345	41	109	278	104	282	104	282	106	280	132	255	25	362
	26%	34%	23%	37%	18%	26%	25%	45%	19%	28%	14%	32%	24%	22%	27%	24%	26%	40%	23%	42%	21%	13%	28%
		C		E				I		K		M						S		U			V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

MARITAL. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know	3	-	3	-	3	2	1	-	3	1	2	-	3	-	3	-	3	-	3	1	2	-	3
	*%	-	*%	-	*%	*%	*%	-	*%	*%	1%	-	*%	-	*%	-	*%	-	*%	*%	*%	-	*%
Refused	13	1	12	1	12	7	6	1	12	9	4	2	11	3	10	2	11	0	13	-	13	2	11
	1%	*%	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%	1%	1%	1%	*%	1%	*%	1%	-	1%	1%	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PAR. Are you the parent or guardian of any children under age 18 now living in your household?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	422	115	307	200	222	333	89	113	309	373	49	134	288	156	266	146	276	71	351	105	317	70	353
	28%	33%	27%	33%	25%	32%	19%	30%	27%	31%	17%	39%	25%	33%	26%	34%	26%	27%	28%	33%	27%	37%	27%
				E		G				K		M		O		Q						W	
No	1071	236	836	402	670	697	375	261	811	835	236	207	865	309	763	280	792	194	877	210	862	118	953
	71%	67%	73%	67%	74%	67%	80%	70%	72%	69%	82%	61%	75%	66%	74%	66%	74%	73%	71%	67%	73%	63%	73%
					D		F				J		L		N		P						V
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Refused	8	1	7	0	8	3	5	1	7	5	3	1	8	1	7	0	8	-	8	-	8	1	7
	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	*%	1%	-	1%	-	1%	1%	1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EDUC2. What is the highest level of school you have completed or the highest degree you have received?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
NET College graduate+	473 31%	156 44% C	317 28%	230 38% E	242 27%	347 34% G	126 27%	110 29%	362 32%	420 35% K	53 18%	158 46% M	315 27%	176 38% O	297 29%	240 56% Q	233 22%	122 46% S	351 28%	88 28%	384 32%	114 60% W	359 27%
Post grad degree	175 12%	62 18% C	113 10%	83 14%	92 10%	127 12%	48 10%	35 9%	140 12%	155 13% K	20 7%	60 18% M	115 10%	72 16% O	103 10%	89 21% Q	86 8%	42 16%	133 11%	32 10%	143 12%	45 24% W	131 10%
College degree	297 20%	94 27% C	203 18%	147 24% E	150 17%	220 21%	77 16%	75 20%	222 20%	265 22% K	33 11%	97 28% M	200 17%	103 22%	194 19%	151 36% Q	146 14%	80 30% S	218 18%	56 18%	241 20%	70 37% W	228 17%
Some College	453 30%	116 33%	338 29%	201 33%	253 28%	321 31%	132 28%	144 38% I	310 27%	389 32% K	65 22%	73 21%	380 33% L	165 35% O	289 28%	129 30%	325 30%	91 34%	362 29%	109 35%	344 29%	54 28%	400 30%
NET H.S. graduate or less	565 38%	80 23%	485 42% B	171 28%	394 44% D	360 35%	205 44% F	120 32%	445 39% H	398 33%	167 58% J	110 32%	455 39% L	124 27%	441 43% N	56 13%	508 47% P	52 20%	513 41% R	117 37%	447 38%	22 11%	543 41% V
H.S. graduate	459 31%	71 20%	389 34% B	150 25%	309 34% D	291 28%	168 36% F	104 28%	355 32%	333 27%	126 44% J	73 21%	386 33% L	107 23%	352 34% N	55 13%	404 38% P	49 18%	410 33% R	101 32%	358 30%	20 11%	439 33% V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EDUC2. What is the highest level of school you have completed or the highest degree you have received?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Less than H.S.	106 7%	9 3%	97 8% B	21 3%	85 9% D	68 7%	37 8%	16 4%	89 8% H	65 5%	41 14% J	37 11% M	68 6%	17 4%	88 9% N	1 *%	104 10% P	3 1%	102 8% R	16 5%	89 8%	2 1%	104 8% V
Don't know/Refused	11 1%	1 *%	10 1%	0 *%	11 1%	5 1%	6 1%	1 *%	10 1%	6 1%	5 2%	1 *%	10 1%	1 *%	11 1%	1 *%	10 1%	0 *%	11 1%	- -	11 1%	- -	11 1%
NET Some college or less	1018 68%	195 55%	823 72% B	372 62%	647 72% D	681 66%	337 72%	264 70%	755 67%	787 65%	232 80% J	183 54%	835 72% L	289 62%	729 70% N	185 43%	833 77% P	143 54%	875 71% R	226 72%	792 67%	75 40%	943 72% V
NET Some college or more	926 62%	272 77% C	654 57%	431 72% E	495 55%	668 65% G	258 55%	254 68% I	672 60%	808 67% K	118 41%	231 68% M	695 60%	341 73% O	585 56%	369 87% Q	557 52%	213 80% S	713 58%	197 63%	729 61%	168 89% W	758 58%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Employed full-time	644	212	432	318	326	480	164	197	447	575	69	194	450	235	409	270	374	160	484	161	483	100	544
	43%	60%	38%	53%	36%	46%	35%	53%	40%	47%	24%	57%	39%	50%	39%	63%	35%	61%	39%	51%	41%	53%	41%
		C		E		G		I		K		M		O		Q		S		U		W	
Employed part-time	172	34	139	82	90	118	54	52	120	147	25	44	128	69	104	40	132	34	139	41	131	19	153
	11%	10%	12%	14%	10%	11%	12%	14%	11%	12%	9%	13%	11%	15%	10%	9%	12%	13%	11%	13%	11%	10%	12%
														O									
Retired	303	25	278	44	258	165	138	14	288	166	137	21	282	67	236	32	271	9	294	13	290	25	278
	20%	7%	24%	7%	29%	16%	29%	4%	26%	14%	47%	6%	24%	14%	23%	8%	25%	3%	24%	4%	24%	13%	21%
			B		D		F		H		J		L		N		P		R		T		V
Not employed for pay	264	62	202	122	142	198	66	94	170	227	37	62	201	69	195	64	200	44	220	85	179	38	226
	18%	18%	18%	20%	16%	19%	14%	25%	15%	19%	13%	18%	17%	15%	19%	15%	19%	17%	18%	27%	15%	20%	17%
				E		G		I		K										U			
Have own business/ self-employed	44	11	33	20	24	31	14	6	38	39	5	13	32	13	31	10	34	3	41	6	38	4	41
	3%	3%	3%	3%	3%	3%	3%	2%	3%	3%	2%	4%	3%	3%	3%	2%	3%	1%	3%	2%	3%	2%	3%
Disabled	47	4	43	6	42	27	21	2	45	36	11	3	44	6	42	2	46	5	43	6	42	1	47
	3%	1%	4%	1%	5%	3%	4%	1%	4%	3%	4%	1%	4%	1%	4%	*%	4%	2%	3%	2%	4%	*%	4%
			B		D				H				L		N		P						V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

EMPLNW. Are you now employed full-time, part-time, retired, or are you not employed for pay?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Student	10 1%	2 *%	8 1%	6 1%	4 *%	5 1%	5 1%	3 1%	7 1%	10 1%	- -	2 1%	8 1%	1 *%	9 1%	5 1%	5 *%	7 3% S	3 *%	3 1%	7 1%	1 1%	9 1%
Other	6 *%	- -	6 1%	1 *%	5 1%	3 *%	3 1%	2 1%	4 *%	6 *%	- -	- -	6 1%	4 1%	2 *%	1 *%	5 *%	2 1%	4 *%	1 *%	5 *%	1 *%	5 *%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	11 1%	2 1%	9 1%	3 *%	8 1%	6 1%	5 1%	3 1%	8 1%	7 1%	4 1%	2 1%	9 1%	1 *%	10 1%	2 *%	9 1%	2 1%	10 1%	- -	11 1%	- -	11 1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

DISA. Does any disability, handicap, or chronic disease keep you from participating fully in work, school, housework, or other activities, or not?

Banner	Total	D Twitter user: Twitter user	D Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes	267 18%	38 11%	230 20% B	69 11%	198 22% D	182 18%	86 18%	47 12%	221 20% H	197 16%	71 24% J	27 8%	240 21% L	59 13%	208 20% N	45 10%	223 21% P	29 11%	238 19% R	50 16%	217 18%	24 13%	243 19% V
No	1219 81%	311 88% C	908 79%	530 88% E	689 77%	845 82%	374 80%	326 87% I	893 79%	1010 83% K	210 72%	312 91% M	908 78%	406 87% O	813 78%	379 89% Q	840 78%	234 88% S	985 80%	264 84%	955 80%	165 87% W	1054 80%
Don't know	4 *%	- -	4 *%	1 *%	3 *%	- -	4 1%	1 *%	3 *%	1 *%	3 1%	- -	4 *%	- -	4 *%	- -	4 *%	- -	4 *%	- -	4 *%	- -	4 *%
Refused	12 1%	3 1%	8 1%	2 *%	9 1%	6 1%	5 1%	2 *%	10 1%	5 *%	6 2%	3 1%	9 1%	- -	12 1%	2 1%	9 1%	1 *%	11 1%	- -	12 1%	- -	12 1%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

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JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HISP. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Yes, Hispanic	226	51	175	117	109	164	63	70	156	192	34	105	121	41	185	42	184	32	194	71	155	18	208
	15%	15%	15%	19% E	12%	16%	13%	19%	14%	16% K	12%	31% M	10%	9%	18% N	10%	17% P	12%	16%	23% U	13%	10%	16% V
No, not Hispanic	1254	297	957	480	774	858	396	302	952	1008	246	231	1023	420	834	380	874	231	1023	244	1010	170	1084
	83%	84%	83%	80%	86% D	83%	84%	81%	84%	83%	85%	68%	88% L	90% O	80%	89% Q	81%	87%	83%	77%	85% T	90% W	83%
Don't know/Refused	22	4	18	5	16	12	10	3	19	13	9	5	17	5	17	4	18	2	20	0	21	1	21
	1%	1%	2%	1%	2%	1%	2%	1%	2%	1%	3%	1%	1%	1%	2%	1%	2%	1%	2%	*%	2% T	1%	2%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
White	1016	231	786	376	640	686	331	246	771	812	205	195	821	334	682	293	724	177	839	198	818	146	871
	68%	66%	68%	62%	71%	66%	71%	66%	68%	67%	71%	57%	71%	72%	66%	69%	67%	67%	68%	63%	69%	77%	66%
					D								L	O								W	
Black or African-American	183	55	129	90	93	134	50	47	136	151	32	44	139	62	121	50	133	32	152	56	127	18	165
	12%	16%	11%	15%	10%	13%	11%	13%	12%	12%	11%	13%	12%	13%	12%	12%	12%	12%	12%	18%	11%	10%	13%
		C		E																U			
Asian or Asian-American	49	19	30	26	23	36	13	11	38	43	6	21	28	14	35	31	18	18	31	8	41	10	39
	3%	5%	3%	4%	3%	3%	3%	3%	3%	4%	2%	6%	2%	3%	3%	7%	2%	7%	3%	3%	3%	5%	3%
												M				Q		S					
Mixed race	74	22	52	40	34	61	13	25	49	68	6	23	52	16	58	25	50	21	53	17	57	5	69
	5%	6%	5%	7%	4%	6%	3%	7%	4%	6%	2%	7%	4%	4%	6%	6%	5%	8%	4%	5%	5%	3%	5%
				E		G				K								S					V
Other	132	19	114	54	78	91	41	38	94	107	25	46	86	25	107	19	113	14	119	27	105	7	125
	9%	5%	10%	9%	9%	9%	9%	10%	8%	9%	9%	14%	7%	5%	10%	5%	11%	5%	10%	9%	9%	4%	10%
			B									M			N		P		R				V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACECMB. Which of the following describes your race? You can select as many as apply. White, Black or African American, Asian or Asian American or some other race?

Banner D	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Don't know/Refused 47	7	40	16	31	26	21	8	39	32	15	12	35	13	34	8	39	4	43	8	39	4	43
3%	2%	3%	3%	3%	2%	5%	2%	3%	3%	5%	4%	3%	3%	3%	2%	4%	2%	3%	3%	3%	2%	3%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACETHN. Race - Hispanic

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
White, non-Hispanic	934 62%	207 59%	726 63%	327 54%	607 67% D	625 61%	308 66%	215 57%	718 64%	738 61%	195 68% J	150 44%	783 68% L	319 69% O	614 59%	268 63%	666 62%	161 61%	773 62%	165 52%	769 65% T	137 72% W	796 61%
Black, non-Hispanic	174 12%	50 14%	124 11%	85 14% E	89 10%	129 12%	46 10%	46 12%	129 11%	146 12%	29 10%	40 12%	134 12%	62 13%	113 11%	48 11%	127 12%	29 11%	145 12%	53 17% U	122 10%	17 9%	157 12%
Hispanic	226 15%	51 15%	175 15%	117 19% E	109 12%	164 16%	63 13%	70 19%	156 14%	192 16% K	34 12%	105 31% M	121 10%	41 9%	185 18% N	42 10%	184 17% P	32 12%	194 16%	71 23% U	155 13%	18 10%	208 16% V
Other, non-Hispanic	133 9%	39 11%	94 8%	66 11% E	67 7%	101 10%	32 7%	39 10%	94 8%	117 10% K	16 6%	39 11%	94 8%	37 8%	96 9%	61 14% Q	72 7%	40 15% S	93 8%	24 8%	109 9%	13 7%	120 9%
Don't know/Refused	35 2%	5 1%	30 3%	8 1%	27 3%	15 1%	20 4% F	5 1%	30 3%	20 2%	15 5%	7 2%	28 2%	7 2%	28 3%	8 2%	27 3%	3 1%	32 3%	2 1%	33 3% T	4 2%	31 2%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

RACETHN. Race - Hispanic

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
NET Non-white	533	140	394	268	266	393	141	155	379	455	79	184	349	139	394	150	383	101	432	148	386	49	485
	36%	40%	34%	44%	30%	38%	30%	41%	34%	38%	27%	54%	30%	30%	38%	35%	36%	38%	35%	47%	32%	26%	37%
				E		G		I		K		M			N					U			V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

BIRTH_HISP. Were you born in the United States, on the island of Puerto Rico, or in another country?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Hispanics	226	51	175	117	109	164	63	70	156	192	34	105	121	41	185	42	184	32	194	71	155	18	208
Unweighted Total	162	43	119	81	81	112	50	52	110	140	22	66	96	31	131	38	124	33	129	52	110	16	146
Effective Sample Size	129	33	97	65	64	90	40	42	87	112	18	54	77	24	105	29	102	27	105	42	87	12	117
U.S.	122	32	90	73	49	85	37	54	68	111	11	35	87	31	91	22	100	24	98	49	73	9	113
	54%	62%	52%	63%	45%	52%	59%	76%	44%	58%	32%	33%	72%	75%	49%	53%	54%	73%	51%	69%	47%	49%	54%
				E				I		K			L	O				S		U			
Puerto Rico	3	-	3	1	2	1	2	-	3	3	0	2	1	-	3	1	2	1	2	1	3	-	3
	1%	-	2%	1%	2%	1%	3%	-	2%	1%	1%	2%	1%	-	2%	3%	1%	4%	1%	1%	2%	-	1%
Another country	101	20	82	43	58	77	24	17	84	78	23	68	33	10	91	18	83	7	94	22	80	9	92
	45%	38%	47%	37%	53%	47%	38%	24%	54%	41%	67%	65%	27%	25%	49%	44%	45%	22%	49%	31%	51%	51%	44%
					D				H		J	M			N				R		T		
Don't know/Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET Born in U.S./ Puerto Rico	125	32	93	74	51	86	39	54	71	114	11	37	88	31	94	24	101	25	100	49	76	9	116
	55%	62%	53%	63%	47%	53%	62%	76%	46%	59%	33%	35%	73%	75%	51%	56%	55%	78%	51%	69%	49%	49%	56%
				E				I		K			L	O				S		U			

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INC. Last year -- that is in 2020 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

Banner	Total	D Twitter user: Twitter user	D Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Less than $10,000	97 6%	18 5%	79 7%	30 5%	67 7%	67 7%	30 6%	26 7%	72 6%	73 6%	25 8%	29 9%	68 6%	17 4%	80 8% N	8 2%	89 8% P	13 5%	84 7%	19 6%	78 7%	3 2%	94 7% V
10 to under $20,000	132 9%	11 3%	121 11% B	39 7%	93 10% D	92 9%	40 9%	26 7%	106 9%	97 8%	35 12%	20 6%	112 10% L	25 5%	107 10% N	15 4%	117 11% P	9 3%	123 10% R	26 8%	106 9%	9 4%	124 9% V
20 to under $30,000	148 10%	18 5%	130 11% B	62 10%	86 10%	104 10%	44 9%	42 11%	106 9%	113 9%	35 12%	38 11%	109 9%	39 8%	109 11%	23 5%	125 12% P	15 5%	133 11% R	37 12%	111 9%	10 5%	138 11% V
30 to under $40,000	137 9%	42 12%	96 8%	66 11%	72 8%	112 11% G	25 5%	42 11%	96 8%	120 10%	18 6%	29 9%	108 9%	50 11%	88 8%	28 7%	109 10% P	26 10%	111 9%	51 16% U	87 7%	12 6%	125 10%
40 to under $50,000	85 6%	23 6%	62 5%	35 6%	49 5%	57 6%	27 6%	17 5%	67 6%	64 5%	20 7%	15 4%	70 6%	24 5%	61 6%	19 4%	66 6%	11 4%	73 6%	15 5%	70 6%	11 6%	73 6%
50 to under $75,000	189 13%	42 12%	148 13%	73 12%	116 13%	116 11%	74 16% F	54 15%	135 12%	150 12%	39 13%	35 10%	154 13%	55 12%	135 13%	40 9%	150 14% P	38 14%	152 12%	38 12%	151 13%	22 12%	168 13%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

INC. Last year -- that is in 2020 -- what was your total family income from all sources, before taxes? Just stop me when I get to the right category...

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
75 to under $100,000	174 12%	57 16% C	117 10%	77 13%	98 11%	128 12%	46 10%	49 13%	125 11%	159 13% K	15 5%	53 16% M	121 10%	72 15% O	103 10%	80 19% Q	94 9%	43 16%	132 11%	27 9%	147 12%	38 20% W	136 10%
100 to under $150,000	161 11%	62 18% C	99 9%	77 13%	85 9%	114 11%	47 10%	39 10%	123 11%	141 12% K	20 7%	37 11%	125 11%	68 15% O	93 9%	75 17% Q	87 8%	45 17% S	116 9%	30 10%	131 11%	31 17% W	130 10%
$150,000 or more	166 11%	51 15%	115 10%	82 14%	85 9%	111 11%	55 12%	50 13%	116 10%	152 13% K	14 5%	57 17% M	109 9%	63 14%	103 10%	97 23% Q	70 6%	43 16% S	123 10%	45 14%	121 10%	32 17% W	134 10%
Don't know	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Refused	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PARTY. In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

Banner D		Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
	Total	Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Republican	331 22%	56 16%	274 24% B	99 16%	232 26% D	226 22%	105 22%	73 19%	258 23%	248 20%	83 29% J	48 14%	283 24% L	115 25%	216 21%	77 18%	254 24% P	35 13%	296 24% R	58 18%	273 23%	34 18%	297 23%
Democrat	488 32%	150 43% C	338 29%	242 40% E	246 27%	354 34%	134 29%	130 35%	358 32%	409 34%	79 27%	147 43% M	341 29%	166 36%	322 31%	179 42% Q	309 29%	102 39% S	386 31%	121 38% U	367 31%	80 42% W	408 31%
Independent	489 33%	123 35%	366 32%	200 33%	289 32%	332 32%	157 34%	125 33%	363 32%	413 34% K	76 26%	108 32%	381 33%	142 31%	347 33%	141 33%	348 32%	102 39% S	386 31%	101 32%	388 33%	62 33%	427 33%
No preference	92 6%	10 3%	82 7% B	33 5%	60 7%	61 6%	31 7%	29 8%	63 6%	75 6%	17 6%	23 7%	69 6%	20 4%	72 7% N	12 3%	80 7% P	17 6%	75 6%	18 6%	74 6%	2 1%	90 7% V
Other party	15 1%	4 1%	11 1%	6 1%	9 1%	9 1%	6 1%	3 1%	12 1%	12 1%	3 1%	3 1%	12 1%	3 1%	12 1%	3 1%	12 1%	3 1%	12 1%	4 1%	11 1%	3 1%	13 1%
Don't know/Refused	87 6%	8 2%	79 7% B	23 4%	64 7% D	52 5%	35 8%	15 4%	72 6%	57 5%	30 10% J	12 4%	75 6%	19 4%	68 7%	13 3%	74 7% P	6 2%	81 7% R	13 4%	74 6%	9 5%	78 6%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

PARTYLN. As of today do you lean more to the Republican Party or more to the Democratic Party?

Banner	Total	D Twitter user: Twitter user	D Twitter user: Not a user	Instagram user: Instagram user	Instagram user: Not a user	Facebook user: Facebook user	Facebook user: Not a user	Snapchat user: Snapchat user	Snapchat user: Not a user	Youtube user: Youtube user	Youtube user: Not a user	Whatsapp user: Whatsapp user	Whatsapp user: Not a user	Pinterest user: Pinterest user	Pinterest user: Not a user	LinkedIn user: LinkedIn user	LinkedIn user: Not a user	Reddit user: Reddit user	Reddit user: Not a user	TikTok user: TikTok user	TikTok user: Not a user	Nextdoor user: Nextdoor user	Nextdoor user: Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on Not Republican or Democrat	683	145	538	261	422	453	230	172	511	556	127	147	537	184	499	170	514	128	555	136	547	76	607
Effective Sample Size	489	108	381	171	320	312	178	112	379	399	90	100	389	127	362	152	344	95	393	85	406	67	425
Republican	168	28	139	49	119	116	51	33	134	148	20	30	138	52	115	49	118	27	141	28	139	25	142
	25%	20%	26%	19%	28% D	26%	22%	19%	26%	27% K	16%	20%	26%	28%	23%	29%	23%	21%	25%	21%	25%	33%	23%
Democrat	208	69	138	99	109	145	63	59	148	182	26	59	149	61	146	66	141	48	159	44	164	22	185
	30%	48% C	26%	38% E	26%	32%	27%	34%	29%	33% K	20%	40% M	28%	33%	29%	39% Q	28%	38%	29%	32%	30%	29%	31%
Don't know	169	31	138	68	101	109	60	54	115	120	49	36	133	44	125	29	140	34	135	44	125	17	152
	25%	21%	26%	26%	24%	24%	26%	31%	22%	22%	38% J	24%	25%	24%	25%	17%	27% P	27%	24%	32%	23%	23%	25%
Refused	139	16	123	46	93	83	56	25	114	107	33	22	117	27	112	25	115	19	120	20	119	11	128
	20%	11%	23% B	18%	22%	18%	24%	15%	22%	19%	26%	15%	22%	15%	22%	15%	22% P	15%	22%	15%	22%	15%	21%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH1. How many people, including yourself, live in your household?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Inst-agram user	Not a user	Face book user	Not a user	Snap chap user	Not a user	You-tube user	Not a user	What sapp user	Not a user	Pint-erest user	Not a user	Link edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
1 person	275	41	234	87	188	160	115	49	227	200	76	57	219	56	219	60	215	35	240	40	235	27	249
	18%	12%	20%	14%	21%	16%	25%	13%	20%	16%	26%	17%	19%	12%	21%	14%	20%	13%	19%	13%	20%	14%	19%
			B		D		F		H		J				N		P		R		T		
2 people	485	109	377	165	320	328	157	102	384	377	108	86	400	158	327	159	326	96	389	80	406	70	416
	32%	31%	33%	27%	36%	32%	34%	27%	34%	31%	37%	25%	34%	34%	32%	37%	30%	36%	31%	25%	34%	37%	32%
					D				H				L			Q					T		
3-4 people	483	134	349	228	255	362	121	137	346	412	71	129	354	177	306	148	335	93	390	130	353	62	421
	32%	38%	30%	38%	28%	35%	26%	37%	31%	34%	25%	38%	31%	38%	30%	35%	31%	35%	32%	41%	30%	33%	32%
		C		E		G				K		M		O						U			
5 or more people	213	64	149	110	102	158	55	81	131	194	18	65	147	65	147	52	161	36	176	63	150	28	185
	14%	18%	13%	18%	11%	15%	12%	22%	12%	16%	6%	19%	13%	14%	14%	12%	15%	14%	14%	20%	13%	15%	14%
		C		E				I		K		M								U			
Don't know/Refused	46	5	41	11	34	25	20	6	40	30	16	5	41	9	37	6	40	5	41	2	43	3	43
	3%	1%	4%	2%	4%	2%	4%	2%	4%	2%	5%	1%	4%	2%	4%	1%	4%	2%	3%	1%	4%	2%	3%
			B														P				T		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH3. How many, including yourself, are adults, age 18 and older?

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based to more than one person in household	1227	311	916	515	712	873	354	326	900	1013	213	285	942	410	817	366	861	230	997	275	952	163	1064
Unweighted Total	1171	295	876	439	732	800	371	259	912	968	203	261	910	375	796	398	773	221	950	213	958	181	990
Effective Sample Size	884	232	653	346	542	613	273	210	678	736	149	195	690	296	588	309	584	176	709	175	713	141	748
1 adult	57 5%	15 5%	42 5%	29 6%	27 4%	44 5%	13 4%	22 7%	35 4%	45 4%	12 6%	14 5%	43 5%	14 3%	43 5%	22 6%	35 4%	9 4%	47 5%	18 6%	39 4%	5 3%	52 5%
2 adults	730 60%	189 61%	541 59%	287 56%	443 62%	517 59%	213 60%	167 51%	563 63% H	597 59%	133 62%	156 55%	574 61%	257 63%	473 58%	239 65% Q	491 57%	144 63%	586 59%	145 53%	585 61% T	119 73% W	611 57%
3-4 adults	351 29%	95 31%	255 28%	163 32%	187 26%	261 30%	90 25%	118 36% I	233 26%	304 30% K	47 22%	97 34%	254 27%	124 30%	227 28%	90 25%	260 30%	58 25%	293 29%	102 37% U	249 26%	34 21%	317 30% V
5 or more adults	46 4%	6 2%	40 4% B	24 5%	22 3%	27 3%	19 5%	15 4%	32 4%	38 4%	9 4%	13 5%	33 4%	6 2%	40 5% N	8 2%	39 4% P	14 6%	32 3%	9 3%	37 4%	2 1%	44 4% V
Don't know/Refused	43 3%	5 2%	37 4%	11 2%	32 5%	24 3%	19 5%	5 1%	38 4% H	30 3%	13 6%	5 2%	38 4%	8 2%	35 4%	7 2%	36 4%	4 2%	39 4%	1 *%	42 4% T	3 2%	40 4%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

HH3. How many, including yourself, are adults, age 18 and older?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
NET More than 1 adult in household	1127	291	837	475	652	805	322	299	828	939	188	266	861	388	739	337	790	217	910	256	871	155	972
	92%	94%	91%	92%	92%	92%	91%	92%	92%	93%	88%	93%	91%	95% O	91%	92%	92%	94%	91%	93%	92%	95%	91%
NET At least one child in household	480	144	336	243	237	366	115	153	328	423	57	141	340	171	309	145	336	88	392	126	355	72	408
	39%	46% C	37%	47% E	33%	42% G	32%	47% I	36%	42% K	27%	49% M	36%	42%	38%	39%	39%	38%	39%	46% U	37%	44%	38%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1. Now thinking about your telephone use...Do you have a working cell phone?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on landline sample	236	24	211	33	202	135	100	15	220	134	102	23	213	60	176	37	199	13	223	11	224	24	212
Unweighted Total	300	34	266	41	259	173	127	18	282	187	113	32	268	71	229	56	244	17	283	12	288	38	262
Effective Sample Size	203	25	179	30	173	122	82	12	191	129	77	23	180	50	153	41	165	14	189	7	196	30	176
Yes, have cell phone	188 80%	24 97% C	164 78%	30 91% E	158 78%	124 92% G	64 64%	15 98% I	173 78%	123 92% K	65 64%	23 99% M	165 78%	58 97% O	130 74%	36 99% Q	152 76%	12 97% S	175 79%	11 100% U	176 79%	20 84%	168 79%
No, do not	40 17%	- -	40 19%	1 3%	39 19% D	6 4%	34 34% F	- -	40 18%	7 6%	32 32% J	- -	40 19%	- -	40 23%	0 1%	39 20% P	- -	40 18%	- -	40 18%	4 16%	36 17%
Don't know/Refused	8 3%	1 3%	7 3%	2 6%	6 3%	5 4%	3 3%	0 2%	8 3%	4 3%	4 4%	0 1%	8 4%	2 3%	6 3%	- -	8 4%	0 3%	8 3%	- -	8 4%	- -	8 4%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1a. Does anyone in your household have a working cell phone?

Banner D	Total	Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Inst-agram user	Not a user	Face-book user	Not a user	Snap-chat user	Not a user	You-tube user	Not a user	What-sapp user	Not a user	Pint-erest user	Not a user	Link-edIn user	Not a user	Red-dit user	Not a user	Tik-tok user	Not a user	Next-door user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on no cell phone and multi-person household	35	1	34	2	33	8	27	0	35	8	27	0	35	2	33	-	35	0	35	-	35	3	32
Unweighted Total	27	2	25	1	26	6	21	1	26	8	19	1	26	1	26	-	27	1	26	-	27	2	25
Effective Sample Size	19	2	18	1	18	5	14	1	19	5	14	1	19	1	18	-	19	1	19	-	19	2	17
Yes, someone in household has cell phone	16 45%	- -	16 46%	- -	16 48%	2 21%	14 52%	- -	16 45%	4 52%	11 43%	- -	16 45%	- -	16 48%	- -	16 45%	- -	16 45%	- -	16 45%	3 100% W	13 40%
No	12 34%	- -	12 35%	- -	12 36%	1 16%	10 40%	- -	12 34%	- -	12 44%	- -	12 34%	- -	12 36%	- -	12 34%	- -	12 34%	- -	12 34%	- -	12 37%
Don't know/Refused	7 21%	1 100% C	7 19%	2 100% E	5 16%	5 63% G	2 8%	0 100% I	7 21%	4 48%	3 13%	0 100% M	7 21%	2 100% O	5 16%	- -	7 21%	0 100% S	7 21%	- -	7 21%	- -	7 23%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

C1. Now thinking about your telephone use...Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on cell phone sample	1266	328	939	569	697	898	368	359	907	1079	188	318	948	406	861	390	877	252	1014	303	963	166	1101
Unweighted Total	1202	312	890	489	713	815	387	289	913	1016	186	293	909	365	837	424	778	243	959	236	966	182	1020
Effective Sample Size	920	246	674	386	537	629	293	235	689	781	139	222	698	289	630	332	597	194	726	195	729	143	780
Yes, home telephone	320	78	241	117	202	225	95	62	258	254	65	70	250	102	217	96	223	48	272	50	270	51	268
	25%	24%	26%	21%	29% D	25%	26%	17%	28% H	24%	35% J	22%	26%	25%	25%	25%	25%	19%	27% R	16%	28% T	31%	24%
No, home telephone	929	248	681	447	482	664	265	294	635	813	116	247	682	301	627	292	637	203	725	252	677	114	814
	73%	76%	73%	79% E	69%	74%	72%	82% I	70%	75% K	62%	78%	72%	74%	73%	75%	73%	81% S	72%	83% U	70%	69%	74%
Don't know/Refused	18	1	17	5	13	9	9	4	14	12	6	1	16	2	16	1	16	1	17	1	17	-	18
	1%	*%	2% B	1%	2%	1%	2%	1%	2%	1%	3%	*%	2%	*%	2%	*%	2% P	*%	2%	*%	2%	-	2%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

L1/C1: L1. Do you have a working cell phone? / C1. Is there at least one telephone INSIDE your home that is currently working and is not a cell phone?

Banner	Total	D Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Landline only	40	-	40	1	39	6	34	-	40	7	32	-	40	-	40	0	39	-	40	-	40	4	36
	3%	-	3%	*%	4%	1%	7%	-	4%	1%	11%	-	3%	-	4%	*%	4%	-	3%	-	3%	2%	3%
					D		F				J						P						
Dual	507	102	405	147	360	349	159	77	431	377	130	93	415	160	347	132	375	60	447	61	446	71	436
	34%	29%	35%	24%	40%	34%	34%	21%	38%	31%	45%	27%	36%	34%	34%	31%	35%	23%	36%	19%	38%	38%	33%
					D				H		J		L						R		T		
Cell phone only	929	248	681	447	482	664	265	294	635	813	116	247	682	301	627	292	637	203	725	252	677	114	814
	62%	70%	59%	74%	54%	64%	57%	78%	56%	67%	40%	72%	59%	65%	61%	69%	59%	77%	59%	80%	57%	60%	62%
		C		E		G		I		K		M				Q		S		U			
Don't know/Refused	26	2	24	7	19	15	11	4	22	16	10	2	24	4	22	1	24	1	24	1	25	-	26
	2%	1%	2%	1%	2%	1%	2%	1%	2%	1%	4%	1%	2%	1%	2%	*%	2%	1%	2%	*%	2%	-	2%
																	P				T		

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
Uppercase letters indicate significance at the 95% level.

PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

CREGION. Census region from self-reported zipcode

Banner	Total	D Twitter user		Insta-gram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Total	1502	352	1150	602	900	1033	469	375	1127	1213	289	341	1161	466	1036	426	1076	265	1237	315	1187	189	1313
Unweighted Total	1502	346	1156	530	972	988	514	307	1195	1203	299	325	1177	436	1066	480	1022	260	1242	248	1254	220	1282
Effective Sample Size	1118	270	849	414	709	746	375	246	878	902	216	243	876	339	780	371	757	207	912	202	923	170	953
Northeast	261	73	188	125	136	188	73	66	195	221	40	72	189	76	185	93	168	59	202	48	213	23	238
	17%	21%	16%	21% E	15%	18%	16%	18%	17%	18%	14%	21%	16%	16%	18%	22% Q	16%	22% S	16%	15%	18%	12%	18% V
Midwest	316	73	243	113	203	223	93	69	247	254	62	37	279	112	204	80	236	48	268	60	256	44	272
	21%	21%	21%	19%	23%	22%	20%	18%	22%	21%	21%	11%	24% L	24%	20%	19%	22%	18%	22%	19%	22%	23%	21%
South	567	119	449	201	366	396	172	147	420	446	121	128	439	178	389	147	420	90	477	126	441	70	497
	38%	34%	39%	33%	41% D	38%	37%	39%	37%	37%	42%	38%	38%	38%	38%	34%	39%	34%	39%	40%	37%	37%	38%
West	358	88	271	163	195	227	131	94	264	292	66	104	254	100	258	106	252	68	290	81	277	52	306
	24%	25%	24%	27% E	22%	22%	28% F	25%	23%	24%	23%	30% M	22%	21%	25%	25%	23%	26%	23%	26%	23%	28%	23%

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
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PEW RESEARCH CENTER
JANUARY 2021 INTERNET CORE TRENDS SURVEY
JANUARY 25 - FEBRUARY 8, 2021

USR. Urban-Suburban-Rural distinction - Landline from sample - Cell from respondent reported zip code

Banner D	Total	Twitter user		Instagram user		Facebook user		Snapchat user		Youtube user		Whatsapp user		Pinterest user		LinkedIn user		Reddit user		TikTok user		Nextdoor user	
		Twitter user	Not a user	Instagram user	Not a user	Facebook user	Not a user	Snapchat user	Not a user	Youtube user	Not a user	Whatsapp user	Not a user	Pinterest user	Not a user	LinkedIn user	Not a user	Reddit user	Not a user	TikTok user	Not a user	Nextdoor user	Not a user
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)
Based on landline sample or cell phone sample with zip code	1405	333	1072	558	848	975	431	347	1059	1135	270	318	1087	442	964	400	1005	249	1157	294	1111	181	1225
Unweighted Total	1404	324	1080	492	912	931	473	282	1122	1125	279	300	1104	414	990	449	955	243	1161	232	1172	210	1194
Effective Sample Size	1045	252	793	383	666	702	345	226	824	843	202	225	820	321	724	347	707	194	851	188	863	162	888
Urban	553	148	405	249	304	386	167	153	400	462	91	157	396	167	386	168	385	102	451	134	419	93	460
	39%	44%	38%	45%	36%	40%	39%	44%	38%	41%	34%	49%	36%	38%	40%	42%	38%	41%	39%	46%	38%	52%	38%
				E								M								U		W	
Suburban	583	137	446	240	343	409	174	144	438	473	110	137	446	184	399	192	391	119	463	118	465	82	500
	41%	41%	42%	43%	40%	42%	40%	42%	41%	42%	41%	43%	41%	42%	41%	48%	39%	48%	40%	40%	42%	46%	41%
																Q		S					
Rural	270	49	221	68	201	180	90	49	220	200	70	24	245	91	179	40	230	27	243	42	227	5	264
	19%	15%	21%	12%	24%	18%	21%	14%	21%	18%	26%	8%	23%	21%	19%	10%	23%	11%	21%	14%	20%	3%	22%
			B		D				H		J		L				P		R		T		V

Comparison Groups: BC/DE/FG/HI/JK/LM/NO/PQ/RS/TU/VW
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