|  |  |  |
| --- | --- | --- |
|  | | |
| January 2-5, 2014 Omnibus  PRC Internet Project |  |  |
| Sample: n= 1,006 national adults, age 18 and older  Margin of error is plus or minus 3.6 percentage points for results based on Total [n=1,006]  Margin of error is plus or minus 3.9 percentage points for results based on internet users [n=857] | |  |

**Ask all**

**PIAL1** Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | Don’t knoW | Refused |
| Current (N=1,006) | 81 | 19 | \* | \* |
| September 2009 | 76 | 24 | \* | \* |
| April 2009 | 78 | 22 | \* | \* |
| December 2008 | 75 | 25 | \* | -- |
| November 2008[[1]](#endnote-1) | 73 | 27 | \* | \* |
| August 2008[[2]](#endnote-2) | 75 | 25 | \* | -- |
| May 2008[[3]](#endnote-3) | 74 | 26 | \* | -- |
| December 2007[[4]](#endnote-4) | 76 | 24 | 0 | -- |
| September 2007[[5]](#endnote-5) | 74 | 26 | \* | -- |
| February 2007[[6]](#endnote-6) | 73 | 27 | \* | -- |
| December 2006[[7]](#endnote-7) | 73 | 27 | \* | -- |
| November 2006[[8]](#endnote-8) | 67 | 33 | 0 | -- |
| August 2006[[9]](#endnote-9) | 71 | 29 | \* | -- |
| April 2006 | 75 | 25 | \* | -- |
| February 2006[[10]](#endnote-10) | 74 | 25 | \* | -- |
| December 2005[[11]](#endnote-11) | 68 | 31 | \* | -- |
| September 2005[[12]](#endnote-12) | 74 | 26 | 0 | -- |
| June 2005 | 72 | 28 | \* | -- |
| February 2005[[13]](#endnote-13) | 70 | 30 | \* | -- |
| January 2005[[14]](#endnote-14) | 69 | 31 | \* | -- |
| Nov 23-30, 2004[[15]](#endnote-15) | 70 | 30 | 0 | -- |
| November 2004[[16]](#endnote-16) | 68 | 32 | 0 | -- |
| June 2004[[17]](#endnote-17) | 71 | 29 | \* | -- |
| February 2004[[18]](#endnote-18) | 73 | 27 | \* | -- |
| November 2003[[19]](#endnote-19) | 72 | 27 | \* | -- |
| August 2003[[20]](#endnote-20) | 71 | 29 | \* | -- |
| June 2003 | 71 | 29 | \* | -- |
| May 2003[[21]](#endnote-21) | 69 | 31 | \* | -- |
| March 3-11, 2003[[22]](#endnote-22) | 71 | 29 | \* | -- |
| February 2003[[23]](#endnote-23) | 70 | 30 | 0 | -- |
| December 2002[[24]](#endnote-24) | 68 | 32 | 0 | -- |
| November 2002[[25]](#endnote-25) | 70 | 30 | \* | -- |
| October 2002[[26]](#endnote-26) | 69 | 31 | \* | -- |
| September 2002[[27]](#endnote-27) | 68 | 32 | \* | -- |
| July 2002[[28]](#endnote-28) | 69 | 31 | \* | -- |
| March/May 2002 | 69 | 31 | \* | -- |
| January 2002[[29]](#endnote-29) | 67 | 33 | 0 | -- |
| December 2001[[30]](#endnote-30) | 64 | 36 | \* | -- |
| November 2001[[31]](#endnote-31) | 65 | 35 | \* | -- |
| October 2001[[32]](#endnote-32) | 62 | 38 | \* | -- |
| September 2001[[33]](#endnote-33) | 63 | 37 | \* | -- |
| August 2001[[34]](#endnote-34) | 66 | 34 | 0 | -- |
| February 2001[[35]](#endnote-35) | 65 | 35 | 0 | -- |
| December 2000[[36]](#endnote-36) | 69 | 31 | \* | -- |
| November 2000[[37]](#endnote-37) | 65 | 35 | \* | -- |
| October 2000[[38]](#endnote-38) | 64 | 36 | \* | -- |
| September 2000[[39]](#endnote-39) | 62 | 38 | \* | -- |
| August 2000[[40]](#endnote-40) | 63 | 37 | \* | -- |
| June 2000[[41]](#endnote-41) | 60 | 40 | \* | -- |
| April 2000[[42]](#endnote-42) | 63 | 37 | \* | -- |

[READ TO ALL:] On a different subject...

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

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?[[43]](#footnote-1)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| Current (N=1,006) | 87 | 13 |
| Aug-Sept 2013 | 80 | 20 |
| May 2013 | 85 | 15 |
| December 2012[[44]](#endnote-43) | 81 | 19 |
| November 2012[[45]](#endnote-44) | 85 | 15 |
| September 2012 | 81 | 19 |
| August 2012[[46]](#endnote-45) | 85 | 15 |
| April 2012 | 82 | 18 |
| February 2012 | 80 | 20 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2011 | 82 | 18 |
| August 2011 | 78 | 22 |
| May 2011 | 78 | 22 |
| January 2011[[47]](#endnote-46) | 79 | 21 |
| December 2010[[48]](#endnote-47) | 77 | 23 |
| November 2010[[49]](#endnote-48) | 74 | 26 |
| September 2010 | 74 | 26 |
| May 2010 | 79 | 21 |
| January 2010[[50]](#endnote-49) | 75 | 25 |
| December 2009[[51]](#endnote-50) | 74 | 26 |
| September 2009 | 77 | 23 |
| April 2009 | 79 | 21 |
| December 2008 | 74 | 26 |
| November 2008[[52]](#endnote-51) | 74 | 26 |
| August 2008[[53]](#endnote-52) | 75 | 25 |
| July 2008[[54]](#endnote-53) | 77 | 23 |
| May 2008[[55]](#endnote-54) | 73 | 27 |
| April 2008[[56]](#endnote-55) | 73 | 27 |
| January 2008[[57]](#endnote-56) | 70 | 30 |
| December 2007[[58]](#endnote-57) | 75 | 25 |
| September 2007[[59]](#endnote-58) | 73 | 27 |
| February 2007[[60]](#endnote-59) | 71 | 29 |
| December 2006[[61]](#endnote-60) | 70 | 30 |
| November 2006[[62]](#endnote-61) | 68 | 32 |
| August 2006[[63]](#endnote-62) | 70 | 30 |
| April 2006[[64]](#endnote-63) | 73 | 27 |
| February 2006[[65]](#endnote-64) | 73 | 27 |
| December 2005[[66]](#endnote-65) | 66 | 34 |
| September 2005[[67]](#endnote-66) | 72 | 28 |
| June 2005[[68]](#endnote-67) | 68 | 32 |
| February 2005[[69]](#endnote-68) | 67 | 33 |
| January 2005[[70]](#endnote-69) | 66 | 34 |
| Nov 23-30, 2004[[71]](#endnote-70) | 59 | 41 |
| November 2004[[72]](#endnote-71) | 61 | 39 |
| July 2004[[73]](#endnote-72) | 67 | 33 |
| June 2004[[74]](#endnote-73) | 63 | 37 |
| March 2004[[75]](#endnote-74) | 69 | 31 |
| February 2004[[76]](#endnote-75) | 63 | 37 |
| November 2003[[77]](#endnote-76) | 64 | 36 |
| August 2003[[78]](#endnote-77) | 63 | 37 |
| June 2003[[79]](#endnote-78) | 62 | 38 |
| May 2003[[80]](#endnote-79) | 63 | 37 |
| March 3-11, 2003[[81]](#endnote-80) | 62 | 38 |
| February 2003[[82]](#endnote-81) | 64 | 36 |
| December 2002[[83]](#endnote-82) | 57 | 43 |
| November 2002[[84]](#endnote-83) | 61 | 39 |
| October 2002[[85]](#endnote-84) | 59 | 41 |
| September 2002[[86]](#endnote-85) | 61 | 39 |
| July 2002[[87]](#endnote-86) | 59 | 41 |
| March/May 2002[[88]](#endnote-87) | 58 | 42 |
| January 2002[[89]](#endnote-88) | 61 | 39 |
| December 2001[[90]](#endnote-89) | 58 | 42 |
| November 2001[[91]](#endnote-90) | 58 | 42 |
| October 2001[[92]](#endnote-91) | 56 | 44 |
| September 2001[[93]](#endnote-92) | 55 | 45 |
| August 2001[[94]](#endnote-93) | 59 | 41 |
| February 2001[[95]](#endnote-94) | 53 | 47 |
| December 2000[[96]](#endnote-95) | 59 | 41 |
| November 2000[[97]](#endnote-96) | 53 | 47 |
| October 2000[[98]](#endnote-97) | 52 | 48 |
| September 2000[[99]](#endnote-98) | 50 | 50 |
| August 2000[[100]](#endnote-99) | 49 | 51 |
| June 2000[[101]](#endnote-100) | 47 | 53 |
| May 2000[[102]](#endnote-101) | 48 | 52 |

**QL1** Next... Do you have a cell phone, or not?[[103]](#footnote-2)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | Don’t know | Refused |
| Current (n=1,006) | 90 | 10 | \* | \* |
| Aug-Sept 2013 | 89 | 11 | 0 | 0 |
| May 2013 | 91 | 9 | 0 | \* |
| December 2012 | 87 | 13 | \* | 0 |
| November 2012 | 85 | 15 | 0 | \* |
| Sept 2012 | 85 | 15 | \* | 0 |
| August 2012 | 89 | 10 | 0 | \* |
| April 2012 | 88 | 12 | \* | \* |
| February 2012 | 88 | 12 | 0 | \* |
| December 2011 | 87 | 13 | 0 | \* |
| August 2011 | 84 | 15 | \* | \* |
| May 2011 | 83 | 17 | \* | 0 |
| January 2011 | 84 | 16 | \* | \* |
| December 2010 | 81 | 19 | \* | \* |
| November 2010 | 82 | 18 | 0 | \* |
| September 2010 | 85 | 15 | \* | \* |
| May 2010 | 82 | 18 | \* | 0 |
| January 2010 | 80 | 20 | 0 | \* |
| December 2009 | 83 | 17 | 0 | \* |
| September 2009 | 84 | 15 | \* | \* |
| April 2009 | 85 | 15 | \* | \* |
| Dec 2008 | 84 | 16 | \* | \* |
| July 2008 | 82 | 18 | \* | -- |
| May 2008 | 78 | 22 | \* | 0 |
| April 2008 | 78 | 22 | \* | -- |
| January 2008 | 77 | 22 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| Sept 2007 | 78 | 22 | \* | -- |
| April 2006 | 73 | 27 | \* | -- |
| January 2005 | 66 | 34 | \* | -- |
| Nov. 23-30, 2004 | 65 | 35 | \* | -- |

**SMART1** Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?[[104]](#footnote-3)

Based on cell phone owners (n=928)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | not sure/  don’t know | refused |
| Current | 65 | 30 | 5 | \* |
| Aug-Sept 2013 [N=1,636] | 60 | 33 | 6 | \* |
| May 2013 [N=2,076] | 55 | 39 | 5 | \* |
| December 2012 [N=1,954] | 52 | 41 | 6 | \* |
| November 2012 [N=1,992] | 55 | 38 | 6 | \* |
| September 2012 [N=2,581] | 53 | 40 | 6 | \* |
| April 2012 [N=1,954] | 46 | 44 | 10 | \* |
| February 2012 [N=1,961] | 45 | 46 | 8 | \* |
| May 2011 [N=1,914] | 33 | 53 | 14 | \* |

**PIAL2** Did you happen to use the internet or email YESTERDAY on a computer or mobile device?[[105]](#footnote-4)

Based on internet users [N=857]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, used internet yesterday | No, did not use internet yesterday | Don’t know | refused |
| Current | 82 | 18 | \* | \* |
| September 2009[[106]](#footnote-5) | 73 | 27 | \* | \* |
| April 2009 | 73 | 26 | 1 | \* |
| December 2008 | 72 | 28 | \* | -- |
| November 2008 | 72 | 27 | \* | -- |
| August 2008 | 72 | 27 | 1 | -- |
| July 2008 | 71 | 28 | 1 | -- |
| May 2008 | 70 | 30 | 1 | -- |
| April 2008 | 72 | 28 | \* | -- |
| December 2007 | 72 | 27 | \* | -- |
| September 2007 | 68 | 32 | \* | -- |
| February 2007 | 69 | 31 | \* | -- |
| December 2006 | 65 | 34 | \* | -- |
| November 2006 | 64 | 36 | \* | -- |
| August 2006 | 66 | 34 | \* | -- |
| April 2006 | 66 | 33 | \* | -- |
| December 2005 | 63 | 36 | \* | -- |
| September 2005 | 65 | 34 | \* | -- |
| February 2005 | 60 | 40 | \* | -- |
| January 2005 | 58 | 42 | \* | -- |
| November 2004 | 61 | 39 | \* | -- |
| June 2004 | 53 | 46 | 1 | -- |
| February 2004 | 55 | 44 | \* | -- |
| November 2003 | 54 | 45 | \* | -- |
| July 2003 | 52 | 47 | 1 | -- |
| June 2003 | 55 | 44 | \* | -- |
| May 2003 | 58 | 42 | \* | -- |
| March 3-11, 2003 | 60 | 40 | 0 | -- |
| February 2003 | 60 | 40 | \* | -- |
| December 2002 | 56 | 44 | \* | -- |
| November 2002 | 57 | 43 | \* | -- |
| October 2002 | 57 | 43 | 0 | -- |
| September 2002 | 58 | 42 | \* | -- |
| July 2002 | 53 | 47 | \* | -- |
| March/May 2002 | 57 | 43 | \* | -- |
| January 2002[[107]](#footnote-6) | 59 | 41 | \* | -- |
| Dec. 17-23, 2001 | 58 | 42 | \* | -- |
| Nov. 19-Dec. 16 2001 | 60 | 40 | \* | -- |
| Oct. 19-Nov. 18 2001 | 61 | 39 | \* | -- |
| Oct. 8-18 2001 | 51 | 49 | 1 | -- |
| October 2-7 2001 | 56 | 43 | 1 | -- |
| Sept 20-Oct 1 2001 | 57 | 42 | 1 | -- |
| Sept 12-19 2001 | 51 | 49 | \* | -- |
| August 2001 | 56 | 44 | \* | -- |
| February 2001[[108]](#footnote-7) | 59 | 41 | \* | -- |
| Fall 2000[[109]](#endnote-102) | 56 | 44 | \* | -- |
| August 2000 | 50 | 50 | \* | -- |
| June 2000 | 52 | 48 | \* | -- |
| April 2000 | 55 | 45 | 0 | -- |
| March 2000[[110]](#endnote-103) | 60 | 40 | \* | -- |

PIAL 3/4 When you went online yesterday, did you go online from **home**?

Did you go online from **work** yesterday?

**Based on users who went online yesterday [N=857]**

|  |  |  |
| --- | --- | --- |
|  | Online yesterday at home | Online yesterday at work |
| Current | 90 | 44 |
| September 2002[[111]](#footnote-8) | 79 | 39 |
| June 26-July 26, 2002 | 79 | 38 |
| March/May 2002 | 78 | 40 |
| January 2002 | 81 | 36 |
| Dec. 17-23, 2002 | 58 | 42 |
| Nov. 19-Dec. 16 2001 | 77 | 39 |
| Oct. 19-Nov. 18 2001 | 78 | 40 |
| Oct. 8-18 2001 | 74 | 46 |
| October 2-7 2001 | 78 | 43 |
| Sept 20-Oct 1 2001 | 75 | 36 |
| Sept 12-19 2001 | 74 | 42 |
| August 2001 | 75 | 41 |
| February 2001 | 80 | 38 |
| [Fall](file:///C:\Users\lrainie\Documents\Survey%20Data\30%20-%20Sept.%202002%20tracking%20(expectations)\FINAL%20Sept%20Tracking%20Topline%2010.09.02.doc#RANGE!A10) 2000 | 76 | 41 |
| July/August 2000 | 80 | 37 |
| April 2000 | 76 | 42 |
| March 2000 | 76 | 41 |
|  |  |  |  |  |

**PIAL5** How difficult would it be, if at all, to give up the following things in your life? If you do not use or have the item, just tell me. How hard would it be for you to give up (INSERT ITEM; ROTATE ITEMS)?

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | very hard | | some-what | | not too | | not at all | | do not use/  do not have | | don’t know/  refused | |
| Item A: Based on all Landline or Cell respondents who have a landline | | | | | | | | | | | | | |
| 1. Your landline telephone | |  | |  | |  | |  | |  | |  | |
| Current (n=717) | | 28 | | 19 | | 22 | | 29 | | 2 | | \* | |
| Oct-Dec 2007 [N=1,833] | | 40 | | 21 | | 17 | | 21 | | 1 | | \* | |
| Feb-April 2006 | | 48 | | 20 | | 12 | | 18 | | 1 | | 1 | |
| March/May 2002[[112]](#footnote-9) | | 60 | | 21 | | 7 | | 11 | | \* | | 1 | |
| 1. Your television | |  | |  | |  | |  | |  | |  | |
| Current (n=1006) | | 34 | | 23 | | 21 | | 20 | | \* | | 1 | |
| Oct-Dec 2007 | | 43 | | 24 | | 15 | | 16 | | 1 | | 1 | |
| Feb-April 2006 | | 44 | | 26 | | 14 | | 15 | | \* | | \* | |
| March/May 2002 | | 38 | | 31 | | 13 | | 17 | | 1 | | \* | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Item C: Based on those who have a cell phone or smartphone | | | | | | | ( VOL) Impossible |
| 1. Your cell phone or smartphone |  |  |  |  |  |  |  |
| Current[[113]](#footnote-10) (N=928) | 48 | 21 | 16 | 13 |  | \* | 1 |
| Oct-Dec 2007 [N=1,698] | 51 | 23 | 11 | 14 | \* | \* |  |
| Feb-April 2006 | 43 | 27 | 13 | 16 | \* | \* |  |
| Items D & E & F: Based on internet users | | | | | | |  |
| 1. The internet |  |  |  |  |  |  |  |
| Current (N=857) | 52 | 20 | 15 | 12 | 1 | \* | 1 |
| Oct-Dec 2007 [N=1,572] | 45 | 28 | 12 | 15 | 1 | \* |  |
| Feb-April 2006 [N=2,822] | 38 | 31 | 11 | 18 | 1 | \* |  |
| March/May 2002 [n= 2,259] | 31 | 32 | 16 | 19 | 2 | \* |  |
| 1. E-mail |  |  |  |  |  |  |  |
| Current (N=857) | 36 | 21 | 20 | 25 |  |  |  |
| Oct-Dec 2007 | 37 | 27 | 13 | 21 | 2 | \* |  |
| Feb-April 2006 | 34 | 26 | 14 | 25 | 1 | \* |  |
| March/May 2002 | 32 | 28 | 15 | 22 | 2 | \* |  |
| f. Social media such as Facebook or Twitter |  |  |  |  |  |  |  |
| Current (N=857) | 11 | 17 | 21 | 40 | 10 | \* |  |

**PIAL6.** Which ONE of these statements comes closest to the reason that you would find it hard to give up the internet, even if neither statement is exactly right?

Based on those who say giving up internet would be very/somewhat hard or impossible [n=633]

It would be very hard to give up the internet because

being online is ESSENTIAL to me because I NEED it for 61%

my job or for another reason

It would be hard to give up the internet because I really 30%

enjoy being online

Both equally (VOL.) 7%

Neither 1%

Refused \*

**PIAL7.** Thinking back...What YEAR did you first start using the internet?

Based on internet users [n=857]

1989 or earlier 6%

1990-1994 12%

1995-1999 28%

2000-2004 29%

2005-2009 12%

2010-2014 7%

For as long as I can remember (VOL) 1%

Don’t know 6%

Refused 1%

**PIAL8.** We’re interested in the different types of experiences people have when they use the internet. Have you ever experienced any of the following things online? Have you ever...

Based on internet users [n=857]

Yes No DK/Refused

a. Seen an online group come together to help a

person or a community solve a problem 56% 43% 1%

b. Left an online group because the interaction became

too heated or members were unpleasant to one 25% 73% 2$

another

c. Been treated unkindly or been attacked by someone online 25% 75% \*

d. Been treated kindly or generously by others online 70% 28% 2%

**PIAL9.** Thinking about your relationships in general... OVERALL, would you say that…

Based on internet users [n=857]

Communicating online with friends and family

Generally strengthens those relationships 67%

Communicating online with friends and family

Generally weakens those relationships 18%

Both equally (VOL) 4%

Don’t communicate with friends and family online (VOL) 3%

Don’t know/refused 4%

**PIAL10.** Based on all of your online experiences, would you say that people you have witnessed or encountered on the internet are [ROTATE: (mostly kind) or (mostly unkind)] to each other?

Based on internet users [n=857]

Mostly kind 76%

Mostly unkind 13%

Both equally (VOL) 6%

Neither (VOL) 1%

Don’t know 4%

Refused 1%

**PIAL11.** Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has mostly been [ROTATE: (a GOOD thing) or (a BAD thing)] for society?

Based on internet users [n=857]

Good thing 76%

Bad thing 15%

Some of both (VOL) 8%

Don’t know 1%

Refused \*

**PIAL12.** How about you, personally? Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has mostly been [ROTATE IN SAME ORDER AS PIAL11: (a GOOD thing) or (a BAD thing)] for you?

Based on internet users [n=857]

Good thing 90%

Bad thing 6%

Some of both (VOL) 3%

Don’t know 1%

Refused \*

1. November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254]. [↑](#endnote-ref-1)
2. August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251]. [↑](#endnote-ref-2)
3. May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251]. [↑](#endnote-ref-3)
4. December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews]. [↑](#endnote-ref-4)
5. September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews]. [↑](#endnote-ref-5)
6. February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200]. [↑](#endnote-ref-6)
7. December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373]. [↑](#endnote-ref-7)
8. November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable. [↑](#endnote-ref-8)
9. August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928]. [↑](#endnote-ref-9)
10. February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000]. [↑](#endnote-ref-10)
11. December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011]. [↑](#endnote-ref-11)
12. September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251]. [↑](#endnote-ref-12)
13. February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201]. [↑](#endnote-ref-13)
14. January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201]. [↑](#endnote-ref-14)
15. November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914]. [↑](#endnote-ref-15)
16. November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200]. [↑](#endnote-ref-16)
17. June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200]. [↑](#endnote-ref-17)
18. February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204]. [↑](#endnote-ref-18)
19. November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013]. [↑](#endnote-ref-19)
20. August 2003 trends based on ‘E-Government’ survey conducted June 25-August 3, 2003 [N=2,925]. [↑](#endnote-ref-20)
21. May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632]. [↑](#endnote-ref-21)
22. March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743]. [↑](#endnote-ref-22)
23. February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611]. [↑](#endnote-ref-23)
24. December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038]. [↑](#endnote-ref-24)
25. November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745]. [↑](#endnote-ref-25)
26. October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677]. [↑](#endnote-ref-26)
27. September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092]. [↑](#endnote-ref-27)
28. July 2002 trends based on ‘Sept. 11th-The Impact Online’ survey conducted June 26-July 26, 2002 [N=2,501]. [↑](#endnote-ref-28)
29. January 2002 trends based on a daily tracking survey conducted January 3-31, 2002. [↑](#endnote-ref-29)
30. December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001. [↑](#endnote-ref-30)
31. November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001. [↑](#endnote-ref-31)
32. October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001. [↑](#endnote-ref-32)
33. September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001. [↑](#endnote-ref-33)
34. August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001. [↑](#endnote-ref-34)
35. February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096]. [↑](#endnote-ref-35)
36. December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383]. [↑](#endnote-ref-36)
37. November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322]. [↑](#endnote-ref-37)
38. October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336]. [↑](#endnote-ref-38)
39. September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302]. [↑](#endnote-ref-39)
40. August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109]. [↑](#endnote-ref-40)
41. June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606]. [↑](#endnote-ref-41)
42. April 2000 figures based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503]. [↑](#endnote-ref-42)
43. The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to “Do you ever go online to access the Internet or World Wide Web or to send and receive email?” From January 2005 thru February 2012, an internet user is someone said yes to either “Do you use the internet, at least occasionally?” (INTUSE) OR “Do you send or receive email, at least occasionally?” (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or “Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?” (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined. [↑](#footnote-ref-1)
44. December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews]. [↑](#endnote-ref-43)
45. November 2012 trends based on the Gates Library Services Survey, conducted October 15 – November 10, 2012 among those age **16 or older** [N=2,252, including 1,125 cell phone interviews]. [↑](#endnote-ref-44)
46. August 2012 trends based on the “Civic Engagement Tracking Survey” conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews]. [↑](#endnote-ref-45)
47. January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews]. [↑](#endnote-ref-46)
48. December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews]. [↑](#endnote-ref-47)
49. November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews]. [↑](#endnote-ref-48)
50. January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews]. [↑](#endnote-ref-49)
51. December 2009 trends based on the Fall Tracking “E-Government” survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews]. [↑](#endnote-ref-50)
52. November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254]. [↑](#endnote-ref-51)
53. August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251]. [↑](#endnote-ref-52)
54. July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews] [↑](#endnote-ref-53)
55. May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251]. [↑](#endnote-ref-54)
56. April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134]. [↑](#endnote-ref-55)
57. January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252]. [↑](#endnote-ref-56)
58. December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews]. [↑](#endnote-ref-57)
59. September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users]. [↑](#endnote-ref-58)
60. February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200]. [↑](#endnote-ref-59)
61. December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373]. [↑](#endnote-ref-60)
62. November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable. [↑](#endnote-ref-61)
63. August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928]. [↑](#endnote-ref-62)
64. April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001]. [↑](#endnote-ref-63)
65. February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000]. [↑](#endnote-ref-64)
66. December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011]. [↑](#endnote-ref-65)
67. September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251]. [↑](#endnote-ref-66)
68. June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001]. [↑](#endnote-ref-67)
69. February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201]. [↑](#endnote-ref-68)
70. January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201]. [↑](#endnote-ref-69)
71. November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914]. [↑](#endnote-ref-70)
72. November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200]. [↑](#endnote-ref-71)
73. July 2004 trends based on the “Selective Exposure” survey, conducted June 14-July 3, 2004 [N=1,510]. [↑](#endnote-ref-72)
74. June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200]. [↑](#endnote-ref-73)
75. March 2004 trends based on “Weak Ties” survey conducted February 17-March 17, 2004 [N=2,200]. [↑](#endnote-ref-74)
76. February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204]. [↑](#endnote-ref-75)
77. November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013]. [↑](#endnote-ref-76)
78. August 2003 trends based on ‘E-Government’ survey conducted June 25-August 3, 2003 [N=2,925]. [↑](#endnote-ref-77)
79. June 2003 trends based on ‘Internet Spam’ survey conducted June 10-24, 2003 [N=2,200]. [↑](#endnote-ref-78)
80. May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632]. [↑](#endnote-ref-79)
81. March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743]. [↑](#endnote-ref-80)
82. February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611]. [↑](#endnote-ref-81)
83. December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038]. [↑](#endnote-ref-82)
84. November 2002 trends based on daily tracking survey conducted October 28-November 24, 2002 [N=2,745]. [↑](#endnote-ref-83)
85. October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677]. [↑](#endnote-ref-84)
86. September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092]. [↑](#endnote-ref-85)
87. July 2002 trends based on ‘Sept. 11th-The Impact Online’ survey conducted June 26-July 26, 2002 [N=2,501]. [↑](#endnote-ref-86)
88. March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002. [↑](#endnote-ref-87)
89. January 2002 trends based on a daily tracking survey conducted January 3-31, 2002. [↑](#endnote-ref-88)
90. December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001. [↑](#endnote-ref-89)
91. November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001. [↑](#endnote-ref-90)
92. October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001. [↑](#endnote-ref-91)
93. September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001. [↑](#endnote-ref-92)
94. August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001. [↑](#endnote-ref-93)
95. February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096]. [↑](#endnote-ref-94)
96. December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383]. [↑](#endnote-ref-95)
97. November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321]. [↑](#endnote-ref-96)
98. October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336]. [↑](#endnote-ref-97)
99. September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302]. [↑](#endnote-ref-98)
100. August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109]. [↑](#endnote-ref-99)
101. June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606]. [↑](#endnote-ref-100)
102. May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036]. [↑](#endnote-ref-101)
103. Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined Landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: “Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?”; “Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?”; Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; " “Do you have a cell phone?” [↑](#footnote-ref-2)
104. Wording may vary from survey to survey. Wording variations include: “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?”; "Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?" [↑](#footnote-ref-3)
105. Wording in current survey was changed add “mobile device.” [↑](#footnote-ref-4)
106. Prior to January 2005, question wording was “Did you happen to go online or check your email **yesterday**?” [↑](#footnote-ref-5)
107. Internet user defined as Q5=1 and Q6=1 from Aug. 2001 until Jan 2002. [↑](#footnote-ref-6)
108. Internet user for Feb. 2001 defined as Q5=1 and (Q6=1 or Q6A=1-7). [↑](#footnote-ref-7)
109. Fall 2000 figures based on a daily tracking survey conducted September 15 – December 22, 2000 [N=13,342]. [↑](#endnote-ref-102)
110. March 2000 figures based on a daily tracking survey conducted March 1 – March 31, 2000 [N=3,533]. [↑](#endnote-ref-103)
111. Previous question wording was, “When you went online yesterday, did you go online from home/work?” [↑](#footnote-ref-8)
112. March/May 2002 trend asked about “your telephone.” For all March/May trends cited in GAD8, “Do not use/Do not have” was a volunteered response category. [↑](#footnote-ref-9)
113. In previous surveys, question only referred to “cell phone” [↑](#footnote-ref-10)