|  |  |  |  |
| --- | --- | --- | --- |
|  | | | |
| January 2018 Core Trends Survey | Final Topline | | 2/9/2018 |
| Abt Associates for Pew Research Center | |  | |
| Sample: n=2,002 adults age 18 or older nationwide, including 1,502 cell phone interviews  Interviewing dates: 01.03.2018 – 01.10.2018  Margin of error: ± 2.4 percentage points for results based on Total [n=2,002] | | | |

**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?[[1]](#footnote-2)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| Current | 89 | 11 |
| November 2016 | 90 | 10 |
| May 2016 | 87 | 13 |
| April 2016 | 87 | 13 |
| November 2015 | 87 | 13 |
| July 2015 | 87 | 13 |
| April 2015 | 85 | 15 |
| September 2013 | 86 | 14 |
| August 2013 | 80 | 20 |
| May 2013 | 85 | 15 |
| December 2012 | 81 | 19 |
| November 2012 | 85 | 15 |
| September 2012 | 81 | 19 |
| August 2012 | 85 | 15 |
| April 2012 | 82 | 18 |
| February 2012 | 80 | 20 |
| December 2011 | 82 | 18 |
| August 2011 | 78 | 22 |
| May 2011 | 78 | 22 |
| January 2011 | 79 | 21 |
| December 2010 | 77 | 23 |
| November 2010 | 74 | 26 |
| September 2010 | 74 | 26 |
| May 2010 | 79 | 21 |
| January 2010 | 75 | 25 |
| December 2009 | 74 | 26 |
| September 2009 | 77 | 23 |
| April 2009 | 79 | 21 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2008 | 74 | 26 |
| November 2008 | 74 | 26 |
| August 2008 | 75 | 25 |
| July 2008 | 77 | 23 |
| May 2008 | 73 | 27 |
| April 2008 | 73 | 27 |
| January 2008 | 70 | 30 |
| December 2007 | 75 | 25 |
| September 2007 | 73 | 27 |
| February 2007 | 71 | 29 |
| December 2006 | 70 | 30 |
| November 2006 | 68 | 32 |
| August 2006 | 70 | 30 |
| April 2006 | 73 | 27 |
| February 2006 | 73 | 27 |
| December 2005 | 66 | 34 |
| September 2005 | 72 | 28 |
| June 2005 | 68 | 32 |
| February 2005 | 67 | 33 |
| January 2005 | 66 | 34 |
| Nov 23-30, 2004 | 59 | 41 |
| November 2004 | 61 | 39 |
| July 2004 | 67 | 33 |
| June 2004 | 63 | 37 |
| March 2004 | 69 | 31 |
| February 2004 | 63 | 37 |
| November 2003 | 64 | 36 |
| August 2003 | 63 | 37 |
| June 2003 | 62 | 38 |
| May 2003 | 63 | 37 |
| March 3-11, 2003 | 62 | 38 |
| February 2003 | 64 | 36 |
| December 2002 | 57 | 43 |
| November 2002 | 61 | 39 |
| October 2002 | 59 | 41 |
| September 2002 | 61 | 39 |
| July 2002 | 59 | 41 |
| March/May 2002 | 58 | 42 |
| January 2002 | 61 | 39 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2001 | 58 | 42 |
| November 2001 | 58 | 42 |
| October 2001 | 56 | 44 |
| September 2001 | 55 | 45 |
| August 2001 | 59 | 41 |
| February 2001 | 53 | 47 |
| December 2000 | 59 | 41 |
| November 2000 | 53 | 47 |
| October 2000 | 52 | 48 |
| September 2000 | 50 | 50 |
| August 2000 | 49 | 51 |
| June 2000 | 47 | 53 |
| May 2000 | 48 | 52 |

**INTFREQ** About how often do you use the internet?

Based on all internet users [N=1,785]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Current |  | May 2016 | April 2016 | July 2015 |
| % | 30 | Almost constantly | 25 | 28 | 24 |
|  | 49 | Several times a day | 50 | 49 | 49 |
|  | 9 | About once a day | 11 | 10 | 11 |
|  | 7 | Several times a week, OR | 7 | 7 | 7 |
|  | 6 | Less often? | 6 | 6 | 8 |
|  | \* | (VOL.) Don’t know | \* | \* | \* |
|  | \* | (VOL.) Refused | \* | \* | 1 |

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

Based on all internet users [N=1,785]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.)  Don’t know | (VOL.)  refused |
| Current | 80 | 20 | \* | 0 |
| July 2015 | 84 | 16 | \* | 0 |

**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?

**BBHOME2** [ASK IF BBHOME1=DIAL-UP:] Just to confirm, you use a dial-up connection to the internet at home, and not a higher-speed broadband connection?

Based on all home internet subscribers [N=1,466]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | dial-up | higher speed | (VOL.) BOTH dial-up AND HIGHer SPEED | (vol.) access net on cell OR TABLET only | (vol.)  No home net access | (VOL.) dk | (VOL.) ref. |
| Current | 3 | 90 | 2 | \* | \* | 5 | \* |
| July 2015 | 3 | 91 | 1 | \* | 1 | 4 | \* |

**SUMMARY OF HOME BROADBAND**

Based on home internet subscribers [N=1,466]

|  |  |  |  |
| --- | --- | --- | --- |
|  | current |  | July 2015 |
| % | 91 | Home broadband users | 92 |
|  | 9 | No home broadband/DK | 8 |

Based on Total [N=2,002]

|  |  |  |  |
| --- | --- | --- | --- |
|  | current |  | July 2015 |
| % | 65 | Home broadband users | 67 |
|  | 35 | No home broadband/DK | 33 |

**DEVICE1a** Next, do you have a cell phone, or not?[[2]](#footnote-3)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| Current | 95 | 5 | 0 | 0 |
| November 2016 | 95 | 5 | 0 | 0 |
| May 2016 | 92 | 8 | 0 | 0 |
| April 2016 | 92 | 8 | 0 | 0 |
| November 2015 | 91 | 9 | 0 | 0 |
| July 2015 | 92 | 8 | \* | \* |
| April 2015 | 92 | 8 | \* | 0 |
| Sept 2013 | 91 | 9 | 0 | 0 |
| August 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 | \* | -- |

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

Based on cell phone owners

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | don’t know | refused |
| Current [N = 1,933] | 82 | 17 | 1 | \* |
| November 2016 [N=2,926] | 81 | 16 | 3 | \* |
| May 2016 [N=992] | 76 | 17 | 7 | 0 |
| April 2016 [N=1,535] | 78 | 16 | 6 | \* |
| November 2015 [N=2,606] | 76 | 17 | 7 | \* |
| July 2015 [N=1,903] | 73 | 20 | 7 | \* |
| April 2015 [N=1,900] | 73 | 21 | 5 | \* |
| September 2013 [N=5,763] | 61 | 32 | 7 | \* |
| August 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 | \* |

**SNSINT2**  Do you ever use social media sites like Facebook, Twitter or Instagram?[[3]](#footnote-4)

Based on internet users [N=1,785]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) Don’t know | (VOL.) Refused |
| Current | 77 | 23 | \* | 0 |
| November 2016 | 77 | 23 | \* | \* |
| May 2016 | 74 | 26 | 0 | \* |
| November 2015 | 74 | 26 | \* | \* |
| July 2015 | 76 | 23 | \* | 0 |
| September 2013 | 74 | 26 | \* | 0 |
| May 2013 | 72 | 28 | 0 | \* |
| December 2012 | 67 | 33 | \* | \* |
| August 2012 | 69 | 31 | 0 | \* |
| February 2012 | 66 | 34 | \* | 0 |
| August 2011 | 64 | 35 | \* | 0 |
| May 2011 | 65 | 35 | \* | 0 |
| January 2011 | 61 | 39 | 0 | 0 |
| December 2010 | 62 | 38 | \* | 0 |
| November 2010 | 61 | 39 | \* | \* |
| September 2010 | 62 | 38 | \* | 0 |
| May 2010 | 61 | 39 | 0 | 0 |
| January 2010 | 57 | 43 | \* | 0 |
| December 2009 | 56 | 44 | 0 | \* |
| September 2009 | 47 | 52 | \* | \* |
| April 2009 | 46 | 54 | \* | \* |
| December 2008 | 35 | 65 | \* | -- |
| November 2008 | 37 | 63 | 0 | 0 |
| August 2008 | 33 | 67 | \* | -- |
| July 2008 | 34 | 66 | \* | -- |
| May 2008 | 29 | 70 | \* | -- |
| August 2006 | 16 | 84 | \* | -- |
| September 2005 | 11 | 88 | 1 | -- |
| February 2005 | 8 | 91 | 1 | -- |

**DEVICE1** Please tell me if you happen to have each of the following items, or not. Do you have... [INSERT ITEMS RANDOMLY]?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. A tablet computer[[4]](#footnote-5) |  |  |  |  |
| Current | 53 | 46 | \* | \* |
| November 2016 | 51 | 49 | \* | 0 |
| April 2016 | 48 | 52 | \* | \* |
| April 2015 | 45 | 54 | \* | \* |
| September 2013 | 35 | 65 | \* | \* |
| May 2013 | 34 | 66 | \* | \* |
| November 2012 | 25 | 75 | \* | \* |
| August 2012 | 25 | 75 | \* | \* |
| April 2012 | 18 | 81 | \* | \* |
| February 2012 | 14 | 85 | \* | \* |
| December 2011 | 10 | 89 | 1 | \* |
| August 2011 | 10 | 90 | \* | \* |
| May 2011 | 8 | 92 | \* | 0 |
| January 2011 | 7 | 92 | \* | \* |
| November 2010 | 5 | 95 | \* | \* |
| September 2010 | 4 | 96 | \* | \* |
| May 2010 | 3 | 97 | \* | 0 |
| 1. A desktop or laptop computer[[5]](#footnote-6) |  |  |  |  |
| Current | 73 | 27 | \* | 0 |
| November 2016 | 78 | 22 | \* | \* |
| April 2016 | 74 | 26 | 0 | 0 |
| April 2015 | 73 | 27 | 0 | \* |
| November 2012 | 78 | 22 | \* | \* |
| April 2012 | 80 | 20 | \* | \* |
| December 2011 | 75 | 25 | \* | \* |
| August 2011 | 76 | 24 | \* | \* |
| May 2011 | 77 | 22 | \* | \* |
| November 2010 | 77 | 23 | 0 | \* |
| September 2010 | 76 | 24 | \* | \* |
| May 2010 | 79 | 21 | \* | 0 |
| January 2010 | 74 | 26 | 0 | \* |
| December 2009 | 73 | 27 | \* | \* |
| September 2009 | 75 | 25 | \* | \* |
| April 2009 | 78 | 22 | \* | \* |
| April 2008 | 74 | 26 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| April 2006 | 72 | 27 | \* | -- |

**DEVICE1 continued...**

**DEVICE1 continued...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. A game console[[6]](#footnote-7) |  |  |  |  |
| Current | 39 | 61 | \* | \* |
| April 2015 | 41 | 59 | \* | \* |
| November 2010 | 38 | 62 | \* | \* |
| September 2010 | 42 | 57 | \* | \* |
| May 2010 | 42 | 58 | \* | \* |
| September 2009 | 37 | 63 | \* | \* |
| April 2009 | 41 | 59 | \* | \* |

**WEB1** Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... **[INSERT ITEMS; RANDOMIZE]**?[[7]](#footnote-8)

Based on internet users [N=1,785]; see last column for results based on total [N=2,002]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes, Do This | No, Do not Do This | (VOL.) Don’t know | (VOL.) Refused | Yes, Do This  *(Based on All Adults)* |
| Use Twitter |  |  |  |  |  |
| Current | 27 | 73 | \* | \* | 24 |
| April 2016 | 26 | 74 | 0 | \* | 21 |
| April 2015 | 24 | 76 | 0 | 0 | 20 |
| September 2014 | 23 | 77 | \* | 0 | 19 |
| September 2013 | 18 | 82 | \* | 0 | 14 |
| May 2013 | 18 | 82 | \* | \* | 15 |
| December 2012 | 16 | 84 | \* | \* | 13 |
| August 2012 | 16 | 84 | \* | 0 | 13 |
| Use Instagram |  |  |  |  |  |
| Current | 39 | 61 | \* | \* | 35 |
| April 2016 | 34 | 66 | \* | \* | 28 |
| April 2015 | 29 | 71 | \* | 0 | 24 |
| September 2014 | 26 | 74 | 0 | 0 | 21 |
| September 2013 | 17 | 82 | \* | 0 | 14 |
| December 2012 | 13 | 87 | \* | 0 | 11 |
| August 2012 | 12 | 88 | 1 | 0 | 9 |

**WEB1 continued...**

**WEB1 continued...**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes, Do This | No, Do not Do This | (VOL.) Don’t know | (VOL.) Refused | Yes, Do This  *(Based on All Adults)* |
| Use Pinterest |  |  |  |  |  |
| Current | 32 | 67 | \* | \* | 29 |
| April 2016 | 30 | 69 | \* | 0 | 26 |
| April 2015 | 30 | 69 | 1 | \* | 26 |
| September 2014 | 28 | 72 | \* | 0 | 22 |
| September 2013 | 21 | 77 | 2 | \* | 17 |
| December 2012 | 15 | 83 | 2 | 0 | 13 |
| August 2012 | 12 | 87 | 1 | \* | 10 |
| Use Facebook[[8]](#footnote-9) |  |  |  |  |  |
| Current | 76 | 24 | \* | \* | 68 |
| April 2016 | 79 | 21 | \* | \* | 68 |
| April 2015 | 72 | 28 | \* | 0 | 62 |
| September 2014 | 71 | 28 | 0 | 0 | 58 |
| September 2013 | 71 | 29 | \* | 0 | 57 |
| December 13-16, 2012 | 67 | 33 | \* | 0 | 57 |
| August 2012 | 66 | 34 | 1 | 0 | 54 |
| Use LinkedIn |  |  |  |  |  |
| Current | 28 | 71 | 1 | \* | 25 |
| April 2016 | 28 | 71 | 1 | 0 | 25 |
| April 2015 | 24 | 75 | 1 | 0 | 22 |
| September 2014 | 28 | 72 | \* | 0 | 23 |
| September 2013 | 22 | 77 | 1 | \* | 17 |
| August 2012 | 20 | 79 | 1 | \* | 16 |
| Use Snapchat |  |  |  |  |  |
| Current | 30 | 70 | \* | \* | 27 |
| Use YouTube |  |  |  |  |  |
| Current | 81 | 18 | \* | \* | 73 |
| Use WhatsApp |  |  |  |  |  |
| Current | 24 | 75 | \* | \* | 22 |

**SNS2** Thinking about the social media sites you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? [READ AS NECESSARY: Several times a day, about once a day, a few times a week, every few weeks or less often?][[9]](#footnote-10)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | several times a day | about once a day | A few times a week | every few weeks | Less often | (VOL.) Don’t know | (VOL.) Refused |
| *Item A: Based on Twitter users* |  |  |  |  |  |  |  |
| 1. Twitter |  |  |  |  |  |  |  |
| Current [N=458] | 26 | 20 | 25 | 13 | 15 | \* | \* |
| April 2016 [N=183] | 24 | 20 | 23 | 14 | 18 | \* | \* |
| April 2015 [N=193] | 25 | 14 | 23 | 16 | 22 | 1 | \* |
| Sept 2014 [N=323] | 22 | 14 | 24 | 15 | 25 | \* | 0 |
| Sept 2013 [N=223] | 29 | 17 | 21 | 12 | 20 | 1 | 0 |
| *Item B: Based on Instagram users* |  |  |  |  |  |  |  |
| 1. Instagram |  |  |  |  |  |  |  |
| Current [N=627] | 38 | 22 | 21 | 8 | 9 | \* | \* |
| April 2016 [N=207] | 36 | 16 | 26 | 10 | 12 | 0 | 0 |
| April 2015 [N=219] | 35 | 24 | 18 | 10 | 12 | \* | \* |
| Sept 2014 [N=317] | 32 | 17 | 24 | 10 | 16 | 1 | 0 |
| Sept 2013 [N=196] | 35 | 22 | 21 | 6 | 15 | 1 | 0 |
| *Item C: Based on Facebook users* |  |  |  |  |  |  |  |
| 1. Facebook |  |  |  |  |  |  |  |
| Current [N=1,336] | 51 | 23 | 17 | 4 | 6 | \* | \* |
| April 2016 [N=556] | 55 | 21 | 16 | 3 | 4 | 1 | \* |
| April 2015 [N=600] | 42 | 27 | 22 | 4 | 5 | 0 | 0 |
| Sept 2014 [N=1,074] | 45 | 25 | 17 | 6 | 6 | \* | \* |
| Sept 2013 [N=960] | 40 | 24 | 23 | 6 | 8 | \* | 0 |
| *Item D: Based on Snapchat users* |  |  |  |  |  |  |  |
| 1. Snapchat |  |  |  |  |  |  |  |
| Current [N=451] | 49 | 14 | 21 | 5 | 10 | 1 | \* |
| *Item E: Based on YouTube users* |  |  |  |  |  |  |  |
| 1. YouTube |  |  |  |  |  |  |  |
| Current [N=1,450] | 29 | 17 | 34 | 12 | 9 | \* | \* |

**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; RANDOMIZE]?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | very hard | somewhat Hard | not too Hard | not Hard at all | Other | don’t know/  refused |
| 1. Your television |  |  |  |  |  |  |
| Current [N=2,002] | 31 | 25 | 17 | 23 | 4 | \* |
| January 2014 [N=1,006] | 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 B: Based on those who have a cell phone or smartphone* |  |  |  |  |  |  |
| 1. Your cell phone or smartphone |  |  |  |  |  |  |
| Current [N=1,933] | 52 | 22 | 10 | 12 | 4 | 1 |
| January 2014[[10]](#footnote-11) [N=928] | 48 | 21 | 16 | 13 |  | \* |
| Oct-Dec 2007 [N=1,698] | 51 | 23 | 11 | 14 | \* | \* |
| Feb-April 2006 | 43 | 27 | 13 | 16 | \* | \* |
| *Items C: Based on internet users* |  |  |  |  |  |  |
| 1. The internet |  |  |  |  |  |  |
| Current [N=1,785] | 50 | 23 | 11 | 13 | 3 | \* |
| January 2014 [N=857] | 52 | 20 | 15 | 12 | 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 | \* |
| *Item D: Based on social media users* |  |  |  |  |  |  |
| 1. Social media[[11]](#footnote-12) |  |  |  |  |  |  |
| Current [N=1,343] | 14 | 26 | 30 | 29 | \* | \* |
| January 2014 [N=857] | 11 | 17 | 21 | 40 | 10 | \* |

**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?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Current  (Based on All Adults] |  | Current  (Based on Internet Users) | January 2014 (Based on Internet Users) |
| % | 65 | Good thing | 70 | 76 |
|  | 16 | Bad thing | 14 | 15 |
|  | 14 | Some of both (VOL.) | 14 | 8 |
|  | 4 | Don’t know | 1 | 1 |
|  | 1 | Refused | \* | \* |

**PIAL11a** What is the main reason you think the internet has been a [IF PIAL11=1 “good”; IF PIAL11=2 “bad”] thing for society?

Based on those who say internet has been a good thing for society [N=1,338]

|  |  |  |
| --- | --- | --- |
|  | Current |  |
| % | 62 | Makes accessing information easier |
|  | 23 | Helps people connect |
|  | 6 | Other |
|  | 9 | Don’t know/Refused |

Based on those who say internet has been a bad thing for society [N=294]

|  |  |  |
| --- | --- | --- |
|  | Current |  |
| % | 25 | Isolates people |
|  | 16 | Fake news, misinformation |
|  | 14 | Bad for children |
|  | 13 | Criminal activities |
|  | 5 | Personal information/Privacy |
|  | 19 | Other |
|  | 7 | Don’t Know/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=1,785]

|  |  |  |  |
| --- | --- | --- | --- |
|  | Current |  | January 2014 |
| % | 88 | Good thing | 90 |
|  | 5 | Bad thing | 6 |
|  | 5 | Some of both (VOL.) | 3 |
|  | 2 | Don’t know | 1 |
|  | 1 | Refused | \* |

**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.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | None | 1 book | 2-3 books | 4-5 books | 6-10 books | 11-20 books | More than 20 books | (VOL.) Don’t know | (VOL.) Refused |
| Current | 24 | 5 | 15 | 12 | 16 | 12 | 14 | 2 | 1 |
| April 2016 | 25 | 7 | 16 | 12 | 13 | 11 | 15 | 1 | 1 |
| April 2015 | 26 | 6 | 16 | 11 | 14 | 12 | 14 | 1 | \* |
| January 2-5, 2014 | 23 | 5 | 14 | 12 | 17 | 13 | 15 | 2 | \* |
| September 2013 | 16 | 6 | 16 | 12 | 17 | 14 | 16 | 2 | 1 |
| November 2012 | 23 | 7 | 14 | 12 | 15 | 13 | 14 | 1 | 1 |
| February 2012 | 23 | 6 | 17 | 13 | 14 | 11 | 13 | 2 | 1 |
| December 2011 | 18 | 6 | 13 | 12 | 15 | 14 | 17 | 3 | 1 |

**BOOKS2** Thinking about all of the books you have read in the past 12 months, were any of those... **[INSERT ITEMS IN ORDER]**? Were any of those ... **[INSERT NEXT ITEM]**?

Based on those who read any books in the past 12 months [N=1,555]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. Printed books |  |  |  |  |
| Current [N=1,555] | 89 | 11 | \* | \* |
| April 2016 [N=1,214] | 90 | 9 | \* | \* |
| April 2015 [N=1,493] | 87 | 12 | 1 | \* |
| January 2014 [N=780] | 91 | 8 | \* | \* |
| November 2012 [N=1,754] | 89 | 10 | 1 | \* |
| February 2012 [N=1,377][[12]](#footnote-13) | 90 | 10 | \* | \* |
| December 2011 [N=2,474] | 93 | 7 | \* | \* |
| 1. Audiobooks |  |  |  |  |
| Current [N=1,555] | 24 | 76 | \* | \* |
| April 2016 [N=1,214] | 20 | 80 | \* | \* |
| April 2015 [N=1,493] | 17 | 83 | \* | 0 |
| January 2014 [N=780] | 19 | 81 | \* | 0 |
| November 2012 [N=1,754] | 17 | 83 | \* | 0 |
| February 2012 [N=1,377] | 15 | 85 | \* | \* |
| December 2011 [N=2,474] | 14 | 86 | \* | 0 |
| 1. E-books[[13]](#footnote-14) |  |  |  |  |
| Current [N=1,555] | 34 | 65 | 1 | \* |
| April 2016 [N=1,214] | 38 | 61 | \* | \* |
| April 2015 [N=1,493] | 37 | 63 | \* | \* |
| January 2014 [N=780] | 37 | 63 | \* | 0 |
| November 2012 [N=1,754] | 30 | 69 | \* | \* |
| February 2012 [N=1,377] | 29 | 71 | \* | \* |
| December 2011 [N=2,474] | 21 | 78 | \* | \* |

# Methods

**January 2018 Internet Core Trends Survey**

Prepared by Abt Associates

**I. SUMMARY**

The January 2018 Internet Core Trends Survey, fielded for the Pew Research Center by Abt Associates, obtained telephone interviews with a representative sample of 2,002 adults living in the United States (500 respondents were interviewed on a landline telephone and 1,502 were interviewed on a cell phone; 46 respondents were landline-only, 1000 were dual users and 1,071 were cell-only). Interviewing was conducted from January 3 to January 10, 2018 in English and Spanish. Samples were drawn from both the landline and cell phone RDD frames. Persons with residential landlines were not screened out of the cell phone sample. Both the landline and cell phone samples were provided by Survey Sampling International. The combined sample is weighted to match demographic parameters from the American Community Survey and telephone status parameters from the National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both a landline and cell phone had a greater probability of selection. The margin of sampling error for weighted estimates based on the full sample is ± 2.43 percentage points.

**II. SAMPLE DESIGN**

The target population for the study is non-institutionalized persons age 18 and over, living in the US. Samples were drawn from both the landline and cellular random digit dial (RDD) frames to represent people with access to either a landline or cell phone. Both samples were provided by Survey Sampling International, LLC according to Abt Associates specifications.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained one or more residential directory listings. The cellular sample was drawn by Survey Sampling International through a systematic sampling from 1000‐blocks dedicated to cellular service according to the Telcordia database.

**III. QUESTIONNAIRE DEVELOPMENT AND TESTING**

The questionnaire was developed by the Pew Research Center in consultation with Abt Associates. In order to improve the quality of the data, the questionnaire was pretested with a small number of respondents using landline RDD telephone numbers. The pretest interviews were conducted using experienced interviewers who could best judge the quality of the answers given and the degree to which respondents understood the questions. Some final changes were made to the questionnaire based on the recorded pretest interviews.

**IV. CALLING PROTOCOL**

Landline numbers were called as many as 7 times, and cell phone numbers were called as many as 7 times. Up to 3 additional call attempts were made for Spanish language callbacks. Refusal conversion was attempted on soft refusal cases. Interviews were conducted from January 3 to January 10, 2018. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Each number received at least one daytime call. The sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample.

For the landline sample, interviewers asked to speak with either the youngest male or youngest female at home right now. For the cell sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cell sample respondents were offered a post-paid cash incentive of $5 for their participation.

**V. WEIGHTING**

Two weights were created for this survey. The specification for each weight follows the Weighting Protocol for Pew Research Center RDD Surveys (Williams and Kennedy, October 2017). The design of the full sample weight recommended for analysis is described first. Description of the other weight is provided at the end of this section.

***First Stage Weighting***

The first stage of weighting corrected for different probabilities of selection associated with the number of adults in the household and the respondent’s telephone usage (landline only, cell phone only or has both kinds of phones). This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

This first-stage weight, labeled WT, can be expressed as:

𝑊𝑇=1/(𝑆𝑙𝑙𝑈𝑙𝑙×𝐿𝐿𝐴𝐷)+(𝑆𝑐𝑝𝑈𝑐𝑝×𝐶𝑃)−(𝑆𝑙𝑙𝑈𝑙𝑙×𝐿𝐿𝐴𝐷×𝑆𝑐𝑝𝑈𝑐𝑝×𝐶𝑃)

Where:

LL =1 if respondent has a landline phone

=0 if respondent has no landline phone

(OR number of landlines on which the respondent could have been reached)

CP =1 if respondent has a cell phone

=0 if respondent has no cell phone

(OR number of cell phones on which the respondent could have been reached)

Sll= size of the landline sample drawn across all released replicates (# of landline numbers dialed)

Scp=size of the cell phone sample drawn across all released replicates (# of cell phone numbers dialed)

Ull=size of the landline RDD frame (according to SSI)

Ucp=size of the cell RDD frame (according to SSI)

AD=number of adults in the household (1, 2, 3 or more)[[14]](#footnote-15)

The first-stage weight is then adjusted so the sum of the weight across all cases equals the total number of interviews:

𝑁𝐸𝑊𝑊𝑇1=𝑊𝑇×𝑛Σ𝑊𝑇

***Second Stage Weighting***

The second stage of weighting balances sample demographics to estimated population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was broken out based on nativity: U.S born and non-U.S. born. The white, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from an analysis of the Census Bureau’s 2016 American Community Survey (ACS) one-year estimates. The ACS parameters were calculated for adults aged 18 years and older residing in households, excluding those living in institutionalized group quarters. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2016 National Health Interview Survey[[15]](#footnote-16) and was based on all adults living in households with a phone (either landline or cell phone) in the U.S., including Alaska and Hawaii.

The second stage weighting uses an iterative technique that simultaneously balances the distributions of all weighting parameters. Weights were trimmed at the 5th and 95th percentiles

to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. In the survey dataset, this full sample weight is labeled *WEIGHT*. Table 1 compares weighted and unweighted sample distributions to population parameters.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 1. Weighted and Unweighted Estimates Along with Benchmarks** | | | | | |
| **Benchmark** | | **Weighted** | | **Unweighted** | |
| 18-24 | 12.5% | | 12.4% | | 10.0% |
| 25-34 | 17.7% | | 17.6% | | 14.6% |
| 35-44 | 16.4% | | 16.5% | | 12.4% |
| 45-54 | 17.2% | | 17.5% | | 15.4% |
| 55-64 | 16.7% | | 16.6% | | 19.9% |
| 65+ | 19.5% | | 19.5% | | 27.6% |
| High School Graduate or less | 39.8% | | 38.7% | | 31.2% |
| Some College | 31.1% | | 31.0% | | 26.4% |
| College Graduate | 29.1% | | 30.2% | | 42.5% |
| Northeast | 17.8% | | 17.4% | | 17.3% |
| Midwest | 21.0% | | 21.0% | | 20.9% |
| South | 37.6% | | 37.8% | | 38.5% |
| West | 23.6% | | 23.8% | | 23.3% |
| White Non-Hispanic | 64.3% | | 63.8% | | 64.2% |
| Black Non-Hispanic | 11.7% | | 12.0% | | 12.7% |
| Hispanic, Native Born | 8.2% | | 8.2% | | 6.9% |
| Hispanic, Foreign Born | 7.5% | | 7.8% | | 9.3% |
| Other, Non-Hispanic | 8.3% | | 8.2% | | 6.8% |
| 1 Lowest | 19.9% | | 19.8% | | 19.6% |
| 2 | 20.0% | | 19.5% | | 18.8% |
| 3 | 20.1% | | 20.1% | | 19.2% |
| 4 | 20.0% | | 20.3% | | 22.0% |
| 5 Highest | 20.0% | | 20.4% | | 20.3% |
| Landline Only | 5.3% | | 4.0% | | 2.3% |
| Dual | 41.2% | | 41.7% | | 50.0% |
| Cell Phone Only | 53.4% | | 54.3% | | 47.8% |

***Design of CELLWEIGHT***

This weight was computed for respondents from the cell sample using the same procedures as above except there is no first stage weighting adjustment because only one sampling frame is used and within-household selection is not conducted during cell phone interviews. Also, a phone use parameter is *not* included in the second stage weighting. This weight was trimmed at the 5th and 95th percentiles.

**VI. DESIGN EFFECT AND MARGIN OF ERROR**

Weighting and survey design features that depart from simple random sampling tend to result in an increase in the variance of survey estimates. This increase, known as the design effect or *deff*, should be incorporated into the margin of error, standard errors, and tests of statistical significance. The overall design effect for a survey is commonly approximated as the 1 plus the squared coefficient of variation of the weights. For this survey, the margin of error (half-width of the 95% confidence interval) incorporating the design effect for full-sample estimates at 50% is ± 2.43 percentage points. Estimates based on subgroups will have larger margins of error. It is important to remember that random sampling error is only one possible source of error in a survey estimate. Other sources, such as question wording and reporting inaccuracy, may contribute additional error. A summary of the weights and their associated design effect is reported in Table 2 below.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 2. Design Effect and Effective Sample Size Weight Variable** | **Number of cases (n)** | **Minimum weight** | **Maximum weight** | **Design effect** | **Effective n** |
| WEIGHT | 2,002 | 0.3762 | 2.1130 | 1.23 | 1,622 |
| CELLWEIGHT | 1,502 | 0.4333 | 2.0429 | 1.21 | 1,245 |

**VII. DISPOSITIONS**

Table 3 reports the disposition of all sampled telephone numbers dialed for the survey. Abt Associates calculates three component rates: Response rate, Cooperation rate, and Contact rate[[16]](#footnote-17):

o Response rate – the number of complete interviews with reporting units divided by the number of eligible reporting units in the sample.

o Cooperation rate – the proportion of all cases interviewed of all eligible units ever contacted.

o Contact rate – measures the proportion of all cases in which some responsible member of a housing unit was reached by the survey

Overall, the response rate (AAPOR RR3) was 10.2% for the RDD landline sample and 8.2% for the RDD cell sample

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Table 3. Final Dispositions and Rates, by Sample** | | | | | |
| **Landline Sample** | | | **Cell Sample** | | |
| **Interview (Category 1)** | | | | | |
| Complete | 1.000 | | 500 | | 1,502 |
| Partial | 1.200 | | 6 | | 71 |
| **Eligible, non-interview (Category 2)** | | | | | |
| Refusal and breakoff | 2.100 | | 40 | | 67 |
| Refusal | 2.110 | | 1,915 | | 0 |
| Respondent never available | 2.210 | | 11 | | 0 |
| Answering machine household-no message left | 2.221 | | 1,818 | | 0 |
| Physically or mentally unable/incompetent | 2.320 | | 75 | | 0 |
| Household-level language problem | 2.331 | | 42 | | 0 |
| **Unknown eligibility, non-interview (Category 3)** | | | | | |
| Always busy | 3.120 | | 490 | | 1,823 |
| No answer | 3.130 | | 2,354 | | 2,997 |
| Call blocking | 3.150 | | 41 | | 182 |
| No screener completed: No live contact made | 3.210 | | 0 | | 10,182 |
| No screener completed: Live contact made | 3.210 | | 0 | | 8,912 |
| Other: Cell case physically or mentally unable/incompetent | 3.920 | | 0 | | 84 |
| Other: Cell case language problem | 3.930 | | 0 | | 414 |
| **Not eligible (Category 4)** | | | | | |
| Fax/data line | 4.200 | | 476 | | 23 |
| Non-working/disconnect | 4.300 | | 18,564 | | 10,662 |
| Temporarily out of service | 4.330 | | 501 | | 1,459 |
| Business, government office, other organizations | 4.510 | | 1,260 | | 976 |
| No eligible respondent (e.g., child phone) | 4.700 | | 0 | | 584 |
| Other | 4.900 | | 0 | | 0 |
| **Total phone numbers used** | | 28,093 | | 39,938 | |
| Completes (1.0) | I | | 500 | | 1,502 |
| Partial Interviews (1.2) | P | | 6 | | 71 |
| Eligible Non-Interview: Refusal (2.1) | R | | 1,955 | | 67 |
| Eligible Non-Interview: Non-Contact (2.2) | NC | | 1,829 | | 0 |
| Eligible Non-Interview: Other (2.3) | O | | 117 | | 0 |
| Undetermined If Working and Residential (3.1) | UH | | 2,885 | | 5,002 |
| Working and Residential But Undetermined Eligibility (3.2,3.9) | | | | | |
| Live contact was made | UOC | | 0 | | 9,410 |
| Live contact not made | UONC | | 0 | | 10,182 |
| Not Eligible: Nonworking, Nonresidential, or Ported (4.1-4.5,4.9) | NWC | | 20,801 | | 13,120 |
| Screen Out: Working and Residential but Not Eligible (4.7) | SO | | 0 | | 584 |
| **TOTAL** | | 28,093 | | 39,938 | |
| **e1**=(I+P+R+NC+O+UOC+OUNC+SO)/(I+P+R+NC+O+UOC+OUNC+SO+NWC) | | 17.5% | | 62.4% | |
| **e2=(I+P+R)/(I+P+R+SO)** | | 100.0% | | 73.7% | |
| **AAPOR RR3** = I / (I+P+R+NC+O+[e1\*e2\*UH]+[e2\*(UOC +UONC)]) | | 10.18% | | 8.17% | |
| **AAPOR CON2** = (I+P+R+O+[e2\*UOC]) / (I+P+R+NC+O+[e1\*e2\*UH]+[e2\*(UOC+UONC)]) | | 52.49% | | 46.65% | |
| **AAPOR COOP1** = I / (I+P+R+O+[e2\*UOC]) | | 19.39% | | 17.51% | |
| **AAPOR REF2** = R / (I+P+R+NC+O+[e1\*e2\*UH]+[e2\*(UOC +UONC)]) | | 39.81% | | 0.36% | |
| CONTACT x COOP | | 10.18% | | 8.17% | |

1. 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-2)
2. 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-3)
3. November 2016 question wording was “Do you ever use social media sites like Facebook, Twitter or LinkedIn?” May 2016 question wording was "Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?" November 2015 question wording was "Do you ever use a social networking site like Facebook, Twitter or LinkedIn?" July 2015 trends and earlier were asked as an item within a list question. Wording may vary from survey to survey and question may be asked of all internet users or form split. From 2012 to 2013, item wording was “Use a social networking site like Facebook, LinkedIn or Google Plus.” From April 2009 thru August 2011, item wording was “Use a social networking site like MySpace, Facebook or LinkedIn.” In December 2008, item wording was “Use a social networking site like MySpace or Facebook.” In August 2006, item wording was “Use an online social networking site like MySpace, Facebook or Friendster.” Prior to August 2006, item wording was “Use online social or professional networking sites like Friendster or LinkedIn.” [↑](#footnote-ref-4)
4. November 2016 item wording was “A tablet computer like an iPad, Samsung Galaxy Tab, Microsoft Surface Pro, or Amazon Fire.” May 2013 through April 2016, item wording was "A tablet computer like an iPad, Samsung Galaxy Tab, Google Nexus, or Kindle Fire." April 2015 item was asked of a half sample A. December 2011 through November 2012, item wording was “A tablet computer like an iPad, Samsung Galaxy, Motorola Xoom, or Kindle Fire.” In May 2011 and August 2011, item wording was “A tablet computer like an iPad, Samsung Galaxy or Motorola Xoom.” January 2011 and earlier, item wording was “A tablet computer like an iPad” [↑](#footnote-ref-5)
5. April 2015 item was asked of a half sample A. In past polls, “A desktop computer” and “A laptop computer or netbook” were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes. [↑](#footnote-ref-6)
6. April 2009 through April 2015 item wording was “A game console like Xbox or Play Station.” [↑](#footnote-ref-7)
7. May 2013 wording was “Do you ever use the internet to…[INSERT ITEM; RANDOMIZE]?” August and December 2012, as well as September 2013 through September 2014 wording was “Please tell me if you ever use the internet to do any of the following things. Do you ever…[INSERT ITEM; RANDOMIZE]?” April 2015 through April 2016 question wording was “Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to...[INSERT ITEM; RANDOMIZE]?” [↑](#footnote-ref-8)
8. December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?" [↑](#footnote-ref-9)
9. April 2016 question wording was “Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]?” April 2015 items were each asked of a half sample of respondents who use that specific type of social media. September 2013 trend categories were several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often. Results shown here for “a few times a week” combine “3-5 days a week” and “1-2 days a week”. [↑](#footnote-ref-10)
10. In previous surveys, question only referred to “cell phone” [↑](#footnote-ref-11)
11. January 2014 item wording was “Social media such as Facebook or Twitter.” January 2014 item was based on internet users. [↑](#footnote-ref-12)
12. In February 2012, the question was added after interviewing began and trend results are based on respondents who were asked the question and who read any books in the past 12 months. [↑](#footnote-ref-13)
13. December 2011 through April 2016, item wording was “Electronic books, also called e-books.” [↑](#footnote-ref-14)
14. Number of adults was capped at 3 to avoid extreme weights. [↑](#footnote-ref-15)
15. Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July–December 2016. National Center for Health Statistics. May 2017. Available from: http://www.cdc.gov/nchs/nhis.htm. [↑](#footnote-ref-16)
16. Abt Associates’ disposition codes and reporting are consistent with the American Association for Public Opinion Research standards [↑](#footnote-ref-17)