|  |  |  |
| --- | --- | --- |
|  | | |
| January 2021 Core Trends Survey | Final Topline |  |
| Abt Associates for Pew Research Center | |  |
| Sample: n=1,502 U.S. adults age 18 or older nationwide, including 1,202 cell phone interviews  Interviewing dates: January 25, 2021 – February 8, 2021  Margin of error: ± 2.9 percentage points for results based on Total [n=1,502] | | |

**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-1)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| Current | 93 | 7 |
| February 2019 | 90 | 10 |
| January 2018 | 89 | 11 |
| November 2016 | 90 | 10 |
| May 2016 | 87 | 13 |
| April 2016\* | 86 | 14 |
| 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\* | 81 | 19 |
| August 2011 | 78 | 22 |
| May 2011 | 78 | 22 |
| January 2011 | 79 | 21 |
| December 2010 | 77 | 23 |
| November 2010 | 74 | 26 |
| September 2010 | 74 | 26 |
|  | USES INTERNET | DOES NOT USE  INTERNET |
| May 2010 | 79 | 21 |
| January 2010 | 75 | 25 |
| December 2009 | 74 | 26 |
| September 2009 | 77 | 23 |
| April 2009 | 79 | 21 |
| 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 |
| December 2001 | 58 | 42 |
| November 2001 | 58 | 42 |
| October 2001 | 56 | 44 |
| September 2001 | 55 | 45 |
|  | USES INTERNET | DOES NOT USE  INTERNET |
| 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?[[2]](#footnote-2)

*Based on internet users [N=1,413]*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Current |  | FEBRUARY 2019 | JANUARY 2018 | May 2016 | April 2016\* | July 2015 |
| 33 | Almost constantly | 31 | 30 | 25 | 28 | 24 |
| 51 | Several times a day | 49 | 49 | 50 | 49 | 49 |
| 6 | About once a day | 10 | 9 | 11 | 10 | 11 |
| 5 | Several times a week, OR | 5 | 7 | 7 | 7 | 7 |
| 4 | Less often? | 4 | 6 | 6 | 6 | 8 |
| \* | (VOL.) Don’t know | \* | \* | \* | \* | \* |
| \* | (VOL.) Refused | \* | \* | \* | \* | 1 |

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

|  |  |
| --- | --- |
| Current |  |
| 72 | Yes |
| 28 | No |
| 0 | (VOL.) Don’t know |
| 0 | (VOL.) Refused |

*Trend based on internet users[[3]](#footnote-3) [N=1,413]*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) Don’t know | (VOL.) Refused |
| Current | 77 | 23 | 0 | 0 |
| February 2019 | 78 | 22 | 0 | 0 |
| January 2018 | 77 | 23 | \* | 0 |
| November 2016 | 77 | 23 | \* | \* |
| May 2016 | 74 | 26 | 0 | \* |
| November 2015 | 74 | 26 | \* | \* |
| July 2015 | 76 | 23 | \* | 0 |
| September 2013\* | 73 | 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 | \* | 0 |
| November 2008 | 37 | 63 | 0 | 0 |
| August 2008 | 33 | 67 | \* | 0 |
| July 2008 | 34 | 66 | \* | 0 |
| May 2008 | 29 | 70 | \* | 0 |
| August 2006 | 16 | 84 | \* | 0 |
| September 2005 | 11 | 88 | 1 | 0 |
| February 2005 | 8 | 91 | 1 | 0 |

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

|  |  |
| --- | --- |
| Current |  |
| 82 | Yes |
| 18 | No |
| \* | (VOL.) Don’t know |
| 0 | (VOL.) Refused |

*Trend based on internet users [N=1,413]*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.)  Don’t know | (VOL.)  refused |
| Current | 86 | 14 | \* | 0 |
| February 2019 | 84 | 16 | \* | 0 |
| January 2018 | 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 home internet subscribers [N=1,288]*

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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 | 2 | 91 | 3 | 1 | \* | 4 | 0 |
| February 2019 | 2 | 92 | 3 | \* | \* | 2 | \* |
| January 2018 | 3 | 90 | 2 | \* | \* | 5 | \* |
| July 2015 | 3 | 91 | 1 | \* | 1 | 4 | \* |

**SUMMARY OF HOME BROADBAND**

*Based on home internet subscribers [N=1,288]*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| current |  | February 2019 | january 2018 | July 2015 |
| 94 | Home broadband users | 94 | 91 | 92 |
| 6 | No home broadband/DK | 6 | 9 | 8 |

*Based on Total*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| current |  | February 2019 | january 2018 | July 2015 |
| 77 | Home broadband users | 73 | 65 | 67 |
| 23 | No home broadband/DK | 27 | 35 | 33 |

**DEVICE1a** Next, do you have a cell phone, or not?[[4]](#footnote-4)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| Current | 97 | 3 | 0 | 0 |
| February 2019 | 96 | 4 | 0 | 0 |
| January 2018 | 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\* | 84 | 16 | 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 | \* | -- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| Sept 2007 | 78 | 22 | \* | -- |
| April 2006 | 73 | 27 | \* | -- |
| January 2005 | 66 | 34 | \* | -- |

**SMART2** Is your cell phone a smartphone, or not?[[5]](#footnote-5)

*Based on cell phone owners [N=1,468]*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | (VOL.) don’t know | (VOL.) refused |
| Current [N=1,468] | 87 | 12 | 1 | \* |
| February 2019 [N=1,465] | 84 | 15 | 1 | 0 |
| January 2018 [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=1,457]\* | 78 | 16 | 6 | \* |
| November 2015 [N=2,606] | 76 | 17 | 7 | \* |
| July 2015 [N=1,903] | 73 | 20 | 7 | \* |
| April 2015 [N=1,832]\* | 73 | 22 | 5 | \* |
| September 2013 [N=5,565]\* | 60 | 33 | 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=1,896]\* | 55 | 39 | 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 | \* |

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

*Based on non-broadband users [N=285]*

|  |  |  |  |
| --- | --- | --- | --- |
| Current |  | February 2019 | JULY 2015 |
| 25 | Yes, interested | 18 | 25 |
| 71 | No, not interested | 80 | 70 |
| 3 | (VOL.) Don’t know | 1 | 3 |
| \* | (VOL.) Refused | 1 | 2 |

**BBSMART3** Please tell me whether any of the following are reasons why you do not have high- speed internet at home. First, how about **[INSERT ITEMS; RANDOMIZE]**? Is this a reason why you do not have high-speed internet at home?

Next, what about **[INSERT NEXT ITEM]**? **[IF NECESSARY:** Is this a reason why you do not have broadband service at home?**]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| *Item A: Based on non-broadband users*   1. The monthly cost of a home broadband subscription is too expensive |  |  |  |  |
| Current [N=285] | 45 | 46 | 8 | 1 |
| February 2019 [N=357] | 50 | 42 | 7 | 1 |
| July 2015 [N=605] | 59 | 34 | 4 | 2 |
| *Item B: Based on non-broadband users*   1. The cost of a computer is too expensive |  |  |  |  |
| Current [N=285] | 37 | 60 | 2 | 1 |
| February 2019 [N=357] | 31 | 64 | 4 | 1 |
| July 2015 [N=605] | 45 | 50 | 3 | 2 |
| *Item C: Based on non-broadband users who have a smartphone* |  |  |  |  |
| 1. Your smartphone lets you do everything online that you need to do |  |  |  |  |
| Current [N=175] | 72 | 27 | \* | \* |
| February 2019 [N=208] | 72 | 27 | \* | 0 |
| July 2015 [N=244] | 65 | 29 | 4 | 3 |
| *Item D: Based on non-broadband users* |  |  |  |  |
| 1. You have other options for internet access outside of your home |  |  |  |  |
| Current [N=285] | 46 | 52 | 1 | 1 |
| February 2019 [N=357] | 43 | 53 | 4 | 1 |
| July 2015 [N=605] | 46 | 50 | 2 | 2 |
| *Item E: Based on non-broadband users* |  |  |  |  |
| 1. Broadband service is not available where you live, or is not available at an acceptable speed |  |  |  |  |
| Current [N=285] | 25 | 61 | 13 | 1 |
| February 2019 [N=357] | 22 | 61 | 16 | 1 |
| July 2015 [N=605] | 23 | 63 | 13 | 2 |
| *Item F: Based on non-broadband users* |  |  |  |  |
| 1. Some other reason I haven’t already mentioned (SPECIFY) |  |  |  |  |
| Current [N=285] | 27 | 70 | 2 | 1 |
| February 2019 [N=357] | 17 | 81 | 1 | 1 |
| July 2015 [N=605] | 25 | 69 | 5 | 2 |

**BBSMART4** Thinking of the reasons why you do not have broadband service at home, which of them is the MOST important? Is it that **[READ; ONLY INCLUDE “YES” RESPONSES FROM BBSMART3; LIST RESPONSES IN SAME ORDER AS BBSMART3]**?[[6]](#footnote-6)

*Based on non-broadband users [N=285]*

|  |  |  |  |
| --- | --- | --- | --- |
| current |  | FEBruary 2019 | July 2015 |
| 20 | The monthly cost of a home subscription is too expensive | 21 | 33 |
| 19 | Your smartphone lets you do everything online that you need to do | 23 | 12 |
| 9 | Broadband service is not available where you live, or is not available at an acceptable speed | 7 | 5 |
| 9 | You have other options for internet access outside of your home | 11 | 10 |
| 7 | The cost of a computer is too expensive | 6 | 10 |
| 22 | Or some other reason | 13 | 16 |
| 5 | (VOL.) Don’t know BBSMART4 | 4 | 3 |
| \* | (VOL.) Refused BBSMART4 | 2 | 3 |
| 10 | None is a reason | 12 | 9 |

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

|  |  |  |
| --- | --- | --- |
| current |  | JULY 2015 |
| 56 | Yes | 76 |
| 44 | No | 24 |
| \* | (VOL.) Don’t know | \* |
| 0 | (VOL.) Refused | 0 |

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

*Based on those who do not subscribe to cable or satellite TV at home/DK [N=583]*

|  |  |  |
| --- | --- | --- |
| current |  | JULY 2015 |
| 61 | Yes, did subscribe | 62 |
| 39 | No, did not subscribe | 38 |
| \* | (VOL.) Don’t know | \* |
| 0 | (VOL.) Refused | 0 |

**CABLE3** Please tell me whether any of the following are reasons you do not currently have a cable or satellite television subscription at home. (First,/Next,) **[INSERT ITEMS; RANDOMIZE]? [READ FOR FIRST ITEM THEN IF NECESSARY:** Is this a reason why you do not have a cable or satellite television subscription?**]**

*Based on those who do not subscribe to cable or satellite TV at home/DK [N=583]*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. You do not often watch television |  |  |  |  |
| Current | 45 | 54 | 1 | \* |
| July 2015 | 46 | 51 | 2 | 1 |
| 1. The cost of cable or satellite service is too expensive |  |  |  |  |
| Current | 69 | 31 | 1 | \* |
| July 2015 | 71 | 28 | \* | 1 |
| 1. You can access the content you want to watch online[[7]](#footnote-7) |  |  |  |  |
| Current | 71 | 28 | \* | 0 |
| July 2015 | 64 | 33 | 2 | 1 |

**WEB1** Please tell me if you ever use any of the following. Do you ever use... **[INSERT ITEMS; RANDOMIZE ITEM­S a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-k AS A BLOCK]**? [[8]](#footnote-8)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes, do this | no, do not do this | (VOL.) Don’t know | (VOL.) Refused |
| 1. Twitter | 23 | 76 | \* | \* |
| 1. Instagram | 40 | 60 | \* | \* |
| 1. Facebook | 69 | 31 | \* | \* |
| 1. Snapchat | 25 | 75 | 0 | \* |
| 1. YouTube | 81 | 19 | 0 | \* |
| 1. WhatsApp | 23 | 77 | \* | \* |
| 1. Pinterest | 31 | 69 | \* | \* |
| 1. LinkedIn | 28 | 71 | 1 | \* |
| 1. Reddit | 18 | 82 | \* | \* |
| 1. TikTok | 21 | 79 | 0 | \* |
| 1. Nextdoor | 13 | 86 | 1 | 0 |

*Trend based on internet users [N=1,413]; see last column for trend based on total [[9]](#footnote-9)*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes, Do This | No, Do not Do This | (VOL.) Don’t know | (VOL.) Refused | Yes, Do This  *(Based on All Adults)* |
| Use Twitter |  |  |  |  |  |
| Current | 25 | 75 | \* | \* | 23 |
| February 2019 | 24 | 76 | 0 | 0 | 22 |
| January 2018 | 27 | 73 | \* | \* | 24 |
| April 2016\* | 24 | 75 | 0 | \* | 21 |
| April 2015\* | 23 | 77 | 0 | 0 | 19 |
| 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 | 43 | 57 | \* | \* | 40 |
| February 2019 | 41 | 59 | \* | 0 | 37 |
| January 2018 | 39 | 61 | \* | \* | 35 |
| April 2016\* | 32 | 67 | \* | \* | 28 |
| April 2015\* | 27 | 72 | \* | 0 | 23 |
| 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 |
| Use Facebook[[10]](#footnote-10) |  |  |  |  |  |
| Current | 73 | 27 | \* | \* | 69 |
| February 2019 | 75 | 25 | 0 | 0 | 69 |
| January 2018 | 76 | 24 | \* | \* | 68 |
| April 2016\* | 79 | 21 | 0 | 0 | 68 |
| April 2015\* | 72 | 28 | 0 | 0 | 61 |
| 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 |
|  |  |  |  |  |  |
|  | YES, DO THIS | NO, DO NOT DO THIS | (VOL.) DON’T KNOW | (VOL.)  REFUSED | YES, DO THIS *(BASED ON ALL ADULTS)* |
| Use Snapchat |  |  |  |  |  |
| Current | 27 | 73 | 0 | \* | 25 |
| February 2019 | 26 | 74 | \* | 0 | 24 |
| January 2018 | 30 | 70 | \* | \* | 27 |
| Use YouTube |  |  |  |  |  |
| Current | 86 | 14 | 0 | \* | 81 |
| February 2019 | 79 | 20 | \* | 0 | 73 |
| January 2018 | 81 | 18 | \* | \* | 73 |
| Use WhatsApp |  |  |  |  |  |
| Current | 24 | 75 | \* | \* | 23 |
| February 2019 | 21 | 78 | 1 | 0 | 20 |
| January 2018 | 24 | 75 | \* | \* | 22 |
| Use Pinterest |  |  |  |  |  |
| Current | 33 | 67 | \* | \* | 31 |
| February 2019 | 31 | 68 | \* | \* | 28 |
| January 2018 | 32 | 67 | \* | \* | 29 |
| April 2016\*[[11]](#footnote-11) | 31 | 69 | \* | 0 | 26 |
| April 2015\* | 31 | 68 | 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 LinkedIn |  |  |  |  |  |
| Current | 30 | 69 | 1 | \* | 28 |
| February 2019 | 29 | 71 | \* | 0 | 27 |
| January 2018 | 28 | 71 | 1 | \* | 25 |
| April 2016\* | 29 | 70 | 1 | 0 | 25 |
| April 2015\* | 26 | 73 | 1 | 0 | 22 |
| September 2014 | 28 | 72 | \* | 0 | 23 |
| September 2013 | 22 | 77 | 1 | \* | 17 |
| August 2012 | 20 | 79 | 1 | \* | 16 |
| Use Reddit |  |  |  |  |  |
| Current | 19 | 81 | \* | \* | 18 |
| February 2019 | 12 | 87 | 1 | 0 | 11 |
| Use TikTok |  |  |  |  |  |
| Current | 23 | 77 | 0 | \* | 21 |
| Use Nextdoor |  |  |  |  |  |
| Current | 14 | 85 | 1 | 0 | 13 |

**SNS2** Thinking about the social media sites you use... About how often do you visit or use

**[INSERT ITEMS; RANDOMIZE]**? **[READ CATEGORIES AS NECESSARY]**[[12]](#footnote-12)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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=346] | 30 | 16 | 27 | 10 | 16 | \* | 0 |
| February 2019 [N=327] | 25 | 17 | 29 | 10 | 18 | 0 | \* |
| January 2018 [N=458] | 26 | 20 | 25 | 13 | 15 | \* | \* |
| April 2016 [N=166]\* | 23 | 19 | 24 | 16 | 17 | 1 | \* |
| April 2015 [N=175]\* | 25 | 13 | 21 | 16 | 24 | \* | \* |
| 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=530] | 38 | 21 | 21 | 8 | 12 | 0 | 0 |
| February 2019 [N=493] | 42 | 21 | 21 | 6 | 11 | 0 | 0 |
| January 2018 [N=627] | 38 | 22 | 21 | 8 | 9 | \* | \* |
| April 2016 [N=192]\* | 35 | 16 | 26 | 10 | 12 | 0 | 0 |
| April 2015 [N=197]\* | 35 | 24 | 17 | 10 | 13 | \* | \* |
| 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=988] | 49 | 22 | 17 | 5 | 7 | \* | \* |
| February 2019 [N=1,005] | 51 | 23 | 17 | 3 | 6 | \* | \* |
| January 2018 [N=1,336] | 51 | 23 | 17 | 4 | 6 | \* | \* |
| April 2016 [N=530]\* | 55 | 22 | 15 | 3 | 4 | 1 | \* |
| April 2015 [N=577]\* | 43 | 27 | 21 | 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=307] | 45 | 14 | 21 | 8 | 11 | 1 | \* |
| February 2019 [N=285] | 46 | 15 | 17 | 8 | 15 | 0 | 0 |
| January 2018 [N=451] | 49 | 14 | 21 | 5 | 10 | 1 | \* |
|  |  |  |  |  |  |  |  |
|  | 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 E: Based on YouTube users* |  |  |  |  |  |  |  |
| 1. YouTube |  |  |  |  |  |  |  |
| Current [N=1,203] | 36 | 18 | 29 | 9 | 7 | \* | \* |
| February 2019 [N=1,071] | 32 | 19 | 32 | 9 | 8 | \* | 0 |
| January 2018 [N=1,450] | 29 | 17 | 34 | 12 | 9 | \* | \* |

**PAY** During the coronavirus outbreak, have you had trouble paying for the following? **[INSERT**

**ITEMS; RANDOMIZE]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, have had trouble | No, have not had trouble | (VOL.) don’t know | (VOL.) REFUSED |
| *Item A: Based on Cell Phone Owners* |  |  |  |  |
| 1. Your cell phone service |  |  |  |  |
| Current [N=1,468] | 16 | 84 | 0 | \* |
| *Item B: Based on Home Broadband Users* |  |  |  |  |
| 1. Your high-speed internet service at home |  |  |  |  |
| Current [N=1,217] | 15 | 85 | 0 | \* |
| *Item C: Based on Cable Subscribers* |  |  |  |  |
| 1. Your cable or satellite television subscription |  |  |  |  |
| Current [N=919] | 16 | 83 | \* | \* |

**PROB** How often, if ever, do you experience problems connecting to the internet at home?

*Based on internet users [N=1,413]*

|  |  |
| --- | --- |
| current |  |
| 10 | Often |
| 22 | Sometimes |
| 44 | Rarely |
| 23 | Never |
| \* | (VOL.) Don’t know |
| \* | (VOL.) Refused |

**COVIDDIS** 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… **[RANDOMLY REVERSE ORDER:** at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage**]** when it comes to… **[INSERT ITEM; RANDOMIZE]**?

How about...**[INSERT NEXT ITEM]**? **[READ AS NECESSARY:** Are people who do NOT have high-speed internet access at home **[RANDOMLY REVERSE ORDER:** at a MAJOR disadvantage, at a MINOR disadvantage, or NOT at a disadvantage?**]]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | At a major disadvantage | at a minor disadvantage | not at a disadvantage | (VOL.) Don’t know | (VOL.) Refused |
| 1. Keeping up with the latest information about COVID-19 | 43 | 33 | 20 | 3 | \* |
| 1. Staying in contact with friends and family | 45 | 34 | 18 | 3 | \* |
| 1. Looking for jobs | 66 | 19 | 10 | 5 | \* |
| 1. Getting schoolwork done | 77 | 12 | 5 | 5 | \* |
| 1. Connecting with doctors or other medical professionals | 52 | 29 | 16 | 3 | \* |

**DEVICE1** Please tell me if you happen to have each of the following items, or not. Do you have... **[INSERT ITEMS; RANDOMIZE]**?[[13]](#footnote-13)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. A tablet computer[[14]](#footnote-14) |  |  |  |  |
| Current | 53 | 47 | \* | \* |
| February 2019 | 52 | 48 | \* | 0 |
| January 2018 | 53 | 46 | \* | \* |
| November 2016 | 51 | 49 | \* | 0 |
| April 2016\* | 48 | 52 | \* | \* |
| April 2015\* | 45 | 55 | \* | \* |
| September 2013\* | 34 | 65 | \* | \* |
| May 2013 | 34 | 66 | \* | \* |
| November 2012\* | 24 | 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[[15]](#footnote-15) |  |  |  |  |
| Current | 77 | 23 | \* | 0 |
| February 2019 | 74 | 26 | \* | 0 |
| January 2018 | 73 | 27 | \* | 0 |
| November 2016 | 78 | 22 | \* | \* |
| April 2016\* | 74 | 26 | 0 | 0 |
| April 2015\* | 73 | 27 | 0 | \* |
| November 2012\* | 77 | 23 | \* | \* |
| April 2012 | 80 | 20 | \* | \* |
| December 2011\* | 75 | 25 | \* | \* |
| August 2011 | 76 | 24 | \* | \* |
| May 2011 | 77 | 22 | \* | \* |
|  | YES | NO | (VOL.) DON’T KNOW | (VOL.) REFUSED |
| 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 | \* | -- |
| 1. A game console[[16]](#footnote-16) |  |  |  |  |
| Current | 42 | 58 | \* | \* |
| February 2019 | 38 | 62 | \* | 0 |
| January 2018 | 39 | 61 | \* | \* |
| April 2015\* | 40 | 60 | \* | \* |
| November 2010 | 38 | 62 | \* | \* |
| September 2010 | 42 | 57 | \* | \* |
| May 2010 | 42 | 58 | \* | \* |
| September 2009 | 37 | 63 | \* | \* |
| April 2009 | 41 | 59 | \* | \* |

**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.[[17]](#footnote-17)

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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 | 23 | 5 | 16 | 9 | 15 | 11 | 18 | 1 | \* |
| February 2019 | 27 | 6 | 14 | 9 | 14 | 13 | 15 | 1 | \* |
| January 2018 | 24 | 5 | 15 | 12 | 16 | 12 | 14 | 2 | 1 |
| April 2016\* | 26 | 7 | 16 | 12 | 13 | 10 | 15 | 1 | 1 |
| April 2015\* | 27 | 6 | 16 | 11 | 14 | 12 | 14 | 1 | \* |
| January 2-5, 2014 | 23 | 5 | 14 | 12 | 17 | 13 | 15 | 2 | \* |
| November 2012\* | 24 | 7 | 15 | 11 | 15 | 13 | 14 | 1 | 1 |
| February 2012 | 23 | 6 | 17 | 13 | 14 | 11 | 13 | 2 | 1 |
| December 2011\* | 19 | 6 | 13 | 12 | 15 | 14 | 17 | 2 | 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]**?[[18]](#footnote-18)

*Based on those who read any books in the past 12 months/DK [N=1,201]*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. Printed books |  |  |  |  |
| Current [N=1,201] | 85 | 15 | \* | \* |
| February 2019 [N=1,144] | 89 | 11 | \* | 0 |
| January 2018 [N=1,555] | 89 | 11 | \* | \* |
| April 2016 [N=1,142]\* | 90 | 9 | \* | \* |
| April 2015 [N=1,403]\* | 87 | 13 | \* | 0 |
| January 2014 [N=780] | 91 | 8 | \* | \* |
| November 2012 [N=1,663]\* | 89 | 10 | 1 | \* |
| February 2012 [N=1,377][[19]](#footnote-19) | 90 | 10 | \* | \* |
| December 2011 [N=2,345]\* | 93 | 7 | \* | \* |
| 1. Audiobooks |  |  |  |  |
| Current [N=1,201] | 31 | 69 | \* | 0 |
| February 2019 [N=1,144] | 27 | 73 | \* | 0 |
| January 2018 [N=1,555] | 24 | 76 | \* | \* |
| April 2016 [N=1,142]\* | 20 | 80 | \* | \* |
| April 2015 [N=1,403]\* | 17 | 83 | \* | 0 |
| January 2014 [N=780] | 19 | 81 | \* | 0 |
| November 2012 [N=1,663]\* | 17 | 83 | \* | 0 |
| February 2012 [N=1,377] | 15 | 85 | \* | \* |
| December 2011 [N=2,345]\* | 14 | 86 | \* | 0 |
| 1. E-books[[20]](#footnote-20) |  |  |  |  |
| Current [N=1,201] | 39 | 60 | 1 | 0 |
| February 2019 [N=1,144] | 35 | 65 | \* | 0 |
| January 2018 [N=1,555] | 34 | 65 | 1 | \* |
| April 2016 [N=1,142]\* | 39 | 61 | \* | \* |
| April 2015 [N=1,403]\* | 38 | 62 | \* | 0 |
| January 2014 [N=780] | 37 | 63 | \* | 0 |
| November 2012 [N=1,663]\* | 31 | 69 | \* | \* |
| February 2012 [N=1,377] | 29 | 71 | \* | \* |
| December 2011 [N=2,345]\* | 22 | 78 | \* | \* |

**PARTY** In politics TODAY, do you consider yourself a Republican, Democrat, or independent?

**PARTYLN** *[ASK IF Independent/No Pref/Other/DK/Ref (PARTY=3,4,5,8,9)]* As of today, do you lean more to the Republican Party or more to the Democratic Party?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | REPUBLICAN | DEMOCRAT | INDEPENDENT | NO  PREFERENCE | OTHER  PARTY | DON’T KNOW/  REFUSED | LEAN  REP | LEAN  DEM |
| Current | 22 | 32 | 33 | 6 | 1 | 6 | 11 | 14 |

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 through 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. Since then, anyone who responds “yes” to EMINUSE or INTMOB is considered an internet user.

   The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-1)
2. The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-2)
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.”

   The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-3)
4. 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?"

   The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-4)
5. The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-5)
6. Question was asked of respondents who gave two or more “Yes” responses in BBSMART3. Results shown here also include respondents who gave only one “Yes” response in BBSMART3. [↑](#footnote-ref-6)
7. In the July 2015 survey, the wording for this response was “You can access the content you want to watch online, using a streaming TV or movie service, or using an over the air antenna”. Starting in February 2021, the response was shortened to no longer include “using a streaming TV or movie service, or using an over the air antenna”. [↑](#footnote-ref-7)
8. Wording in February 2019 was “Please tell me if you ever use any of the following social media sites. Do you ever use... [INSERT ITEMS; RANDOMIZE]?” “January 2018 was “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]?”. 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)
9. The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-9)
10. December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?" [↑](#footnote-ref-10)
11. The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-11)
12. 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”.

    The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-12)
13. The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-13)
14. 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-14)
15. April 2015 item was asked of a half sample A. Prior to December 2011, “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-15)
16. April 2009 through April 2015 item wording was “A game console like Xbox or Play Station.” [↑](#footnote-ref-16)
17. The surveys with an asterisk (\*) included 16- and 17-year-olds and surveys without an asterisk were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, we listed the findings from the asterisked surveys for all respondents, including those under age 18. In this table, we report only on the findings for those 18 and older in every one of the surveys. [↑](#footnote-ref-17)
18. The surveys with an asterisk (\*) originally included 16-and 17-year-olds in their samples, while all other surveys were exclusively conducted among adults ages 18 and older. In some prior Pew Research Center publications, findings from the asterisked surveys included those under age 18. In this table, results have been recalculated to only include adults ages 18 and older on all surveys to enable comparisons. [↑](#footnote-ref-18)
19. 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-19)
20. December 2011 through April 2016, item wording was “Electronic books, also called e-books.” [↑](#footnote-ref-20)