|  |  |  |
| --- | --- | --- |
| ] | | |
| July 2015 Tracking Survey | Final Topline | 7/13/2015 |
| Data for June 10-July 12, 2015 | | |
| Princeton Survey Research Associates International for  the Pew Research Center’s Internet, Science & Technology Project | |  |
| Sample: n=2,001 adults age 18 or older nationwide, including 1,300 cell phone interviews  Interviewing dates: 06.10.2015 – 07.12.2015  Margin of error: ± 2.5 percentage points for results based on Total [n=2,001]  Margin of error: ± 2.7 percentage points for results based on internet users [n=1,740]  Margin of error: ± 2.6 percentage points for results based on cell phone owners [n=1,903]  Margin of error: ± 3.6 percentage points for results based on Form A [n=971]  Margin of error: ± 3.5 percentage points for results based on Form B [n=1,030]  Margin of error: ± 3.1 percentage points for results based on smartphone owners [n=1,327]  Margin of error: ± 3.2 percentage points for results based on all social media users [n=1,223]  Margin of error: ± 3.3 percentage points for results based on those who are employed [n=1,100]  Margin of error: ± 4.5 percentage points for results based on non-broadband users [n=605]  Margin of error: ± 4.9 percentage points for results based on smartphone job seekers [n=487] | | |

**Q1** Overall, how would you rate your community as a place to live? Would you say it is excellent, good, only fair or poor?[[1]](#footnote-1)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Excellent | good | oNLY fair | poor | (VOL.) don't know[[2]](#footnote-2) | (VOL.) refused |
| Current | 38 | 43 | 15 | 4 | 1 | \* |
| April 2015[[3]](#endnote-1) | 35 | 44 | 16 | 4 | 1 | \* |
| September 2013[[4]](#endnote-2) | 38 | 43 | 14 | 4 | \* | \* |
| November 2012[[5]](#endnote-3) | 40 | 44 | 11 | 3 | 1 | 1 |
| August 2012[[6]](#endnote-4) | 39 | 43 | 13 | 4 | \* | \* |
| January 2011[[7]](#endnote-5) | 38 | 43 | 14 | 4 | \* | 1 |
| December 2010[[8]](#endnote-6) | 38 | 45 | 13 | 4 | 1 | \* |
| Knight 2002[[9]](#endnote-7) | 37 | 47 | 13 | 3 | \* | -- |
| Knight 1999[[10]](#endnote-8) | 36 | 46 | 15 | 3 | \* | -- |

*No question Q2*

**Q3** Overall, how would you rate the economy in your community today? [READ]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 8 | Excellent |
|  | 45 | Good |
|  | 32 | Only fair, OR |
|  | 13 | Poor? |
|  | 2 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

[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?[[11]](#footnote-3)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| Current | 87 | 13 |
| April 2015 | 85 | 15 |
| September 2013 | 86 | 14 |
| August 2013[[12]](#endnote-9) | 80 | 20 |
| May 2013[[13]](#endnote-10) | 85 | 15 |
| December 2012[[14]](#endnote-11) | 81 | 19 |
| November 2012 | 85 | 15 |
| September 2012[[15]](#endnote-12) | 81 | 19 |
| August 2012 | 85 | 15 |
| April 2012[[16]](#endnote-13) | 82 | 18 |
| February 2012[[17]](#endnote-14) | 80 | 20 |
| December 2011[[18]](#endnote-15) | 82 | 18 |
| August 2011[[19]](#endnote-16) | 78 | 22 |
| May 2011[[20]](#endnote-17) | 78 | 22 |
| January 2011 | 79 | 21 |
| December 2010 | 77 | 23 |
| November 2010[[21]](#endnote-18) | 74 | 26 |
| September 2010[[22]](#endnote-19) | 74 | 26 |
| May 2010[[23]](#endnote-20) | 79 | 21 |
| January 2010[[24]](#endnote-21) | 75 | 25 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2009[[25]](#endnote-22) | 74 | 26 |
| September 2009[[26]](#endnote-23) | 77 | 23 |
| April 2009[[27]](#endnote-24) | 79 | 21 |
| December 2008[[28]](#endnote-25) | 74 | 26 |
| November 2008[[29]](#endnote-26) | 74 | 26 |
| August 2008[[30]](#endnote-27) | 75 | 25 |
| July 2008[[31]](#endnote-28) | 77 | 23 |
| May 2008[[32]](#endnote-29) | 73 | 27 |
| April 2008[[33]](#endnote-30) | 73 | 27 |
| January 2008[[34]](#endnote-31) | 70 | 30 |
| December 2007[[35]](#endnote-32) | 75 | 25 |
| September 2007[[36]](#endnote-33) | 73 | 27 |
| February 2007[[37]](#endnote-34) | 71 | 29 |
| December 2006[[38]](#endnote-35) | 70 | 30 |
| November 2006[[39]](#endnote-36) | 68 | 32 |
| August 2006[[40]](#endnote-37) | 70 | 30 |
| April 2006[[41]](#endnote-38) | 73 | 27 |
| February 2006[[42]](#endnote-39) | 73 | 27 |
| December 2005[[43]](#endnote-40) | 66 | 34 |
| September 2005[[44]](#endnote-41) | 72 | 28 |
| June 2005[[45]](#endnote-42) | 68 | 32 |
| February 2005[[46]](#endnote-43) | 67 | 33 |
| January 2005[[47]](#endnote-44) | 66 | 34 |
| Nov 23-30, 2004[[48]](#endnote-45) | 59 | 41 |
| November 2004[[49]](#endnote-46) | 61 | 39 |
| July 2004[[50]](#endnote-47) | 67 | 33 |
| June 2004[[51]](#endnote-48) | 63 | 37 |
| March 2004[[52]](#endnote-49) | 69 | 31 |
| February 2004[[53]](#endnote-50) | 63 | 37 |
| November 2003[[54]](#endnote-51) | 64 | 36 |
| August 2003[[55]](#endnote-52) | 63 | 37 |
| June 2003[[56]](#endnote-53) | 62 | 38 |
| May 2003[[57]](#endnote-54) | 63 | 37 |
| March 3-11, 2003[[58]](#endnote-55) | 62 | 38 |
| February 2003[[59]](#endnote-56) | 64 | 36 |
| December 2002[[60]](#endnote-57) | 57 | 43 |
| November 2002[[61]](#endnote-58) | 61 | 39 |
| October 2002[[62]](#endnote-59) | 59 | 41 |
| September 2002[[63]](#endnote-60) | 61 | 39 |
| July 2002[[64]](#endnote-61) | 59 | 41 |
| March/May 2002[[65]](#endnote-62) | 58 | 42 |
| January 2002[[66]](#endnote-63) | 61 | 39 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2001[[67]](#endnote-64) | 58 | 42 |
| November 2001[[68]](#endnote-65) | 58 | 42 |
| October 2001[[69]](#endnote-66) | 56 | 44 |
| September 2001[[70]](#endnote-67) | 55 | 45 |
| August 2001[[71]](#endnote-68) | 59 | 41 |
| February 2001[[72]](#endnote-69) | 53 | 47 |
| December 2000[[73]](#endnote-70) | 59 | 41 |
| November 2000[[74]](#endnote-71) | 53 | 47 |
| October 2000[[75]](#endnote-72) | 52 | 48 |
| September 2000[[76]](#endnote-73) | 50 | 50 |
| August 2000[[77]](#endnote-74) | 49 | 51 |
| June 2000[[78]](#endnote-75) | 47 | 53 |
| May 2000[[79]](#endnote-76) | 48 | 52 |

**INTFREQ** About how often do you use the internet? [READ]

Based on all internet users [N=1,740]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 24 | Almost constantly |
|  | 49 | Several times a day |
|  | 11 | About once a day |
|  | 7 | Several times a week, OR |
|  | 8 | Less often? |
|  | \* | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**HOME4NW** Do you currently subscribe to internet service at HOME?[[80]](#footnote-4)

Based on all internet users [N=1,740]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.)  Don’t know | (VOL.)  refused |
| Current | 84 | 16 | \* | 0 |
| April 2015 | 89 | 11 | \* | 0 |
| September 2013 | 90 | 10 | \* | \* |
| August 2013 | 89 | 11 | 0 | 0 |
| May 2013 | 90 | 10 | 0 | \* |
| December 2012 | 90 | 10 | 0 | 0 |
| November 2012 | 90 | 10 | 0 | \* |
| April 2012 | 89 | 11 | 0 | 0 |
| February 2012 | 90 | 10 | \* | \* |
| August 2011 | 90 | 10 | 0 | 0 |
| May 2011 | 88 | 12 | 0 | \* |
| January 2011 | 89 | 11 | \* | 0 |
| December 2010 | 95 | 4 | \* | \* |
| November 2010 | 95 | 4 | \* | \* |
| September 2010 | 95 | 5 | \* | \* |
| May 2010 | 94 | 6 | \* | \* |
| January 2010 | 94 | 6 | \* | \* |
| December 2009 | 93 | 6 | \* | \* |
| September 2009 | 92 | 6 | \* | \* |
| April 2009 | 91 | 8 | \* | \* |
| December 2008 | 92 | 6 | \* | \* |
| November 2008 | 93 | 7 | \* | \* |
| August 2008 | 93 | 7 | \* | -- |
| July 2008 | 93 | 7 | \* | -- |
| May 2008 | 95 | 6 | \* | -- |
| December 2007 | 94 | 7 | \* | -- |
| September 2007 | 93 | 6 | \* | -- |
| February 2007 | 95 | 5 | \* | -- |
| November 2006 | 93 | 7 | \* | -- |
| February 2006 | 94 | 6 | \* | -- |
| June 2005 | 90 | 10 | \* | -- |
| July 2004 | 94 | 7 | \* | -- |
| March 2004 | 92 | 8 | \* | -- |

**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?[[81]](#footnote-5)

**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

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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.)  none of the above[[82]](#footnote-6) | (VOL.) dk | (VOL.) ref. |
| Current [N=1,509] | 3 | 91 | 1 | \* | 1 | n/a | 4 | \* |
| April 2015 [N=1,544] | 6 | 85 | \* | 2 | 2 | n/a | 4 | 1 |
| Sept 2013 [N=4,875] | 3 | 91 | n/a | 3 | 1 | \* | 2 | \* |
| May 2013 [N=1,727] | 4 | 92 | n/a | 1 | 1 | \* | 2 | \* |
| Dec 2012 [N=1,645] | 4 | 90 | n/a | 2 | \* | \* | 3 | 1 |
| Nov 2012 [N=1,770] | 4 | 88 | n/a | 2 | \* | \* | 4 | \* |
| April 2012 [N=1,631] | 4 | 90 | n/a | 1 | \* | \* | 4 | \* |
| Feb 2012 [N=1,572] | 4 | 90 | n/a | 2 | \* | 1 | 3 | \* |
| Aug 2011 [N=1,565] | 5 | 89 | n/a | 1 | 1 | 1 | 3 | \* |
| May 2011 [N=1,518] | 6 | 88 | n/a | n/a | n/a | 1 | 3 | 1 |
| Jan 2011 [N=1,610] | 4 | 88 | n/a | n/a | n/a | 2 | 4 | 1 |
| Dec 2010 [N=1,731] | 6 | 85 | n/a | n/a | n/a | 2 | 6 | 2 |
| Nov 2010 [N=1,560] | 6 | 86 | n/a | n/a | n/a | 2 | 4 | 2 |
| Sept 2010 [N=1,947] | 7 | 86 | n/a | n/a | n/a | 2 | 4 | 1 |
| May 2010 [N=1,659] | 7 | 86 | n/a | n/a | n/a | 2 | 4 | 1 |
| Jan 2010 [N=1,573] | 7 | 88 | n/a | n/a | n/a | 1 | 3 | 1 |
| Dec 2009 [N=1,582] | 9 | 86 | n/a | n/a | n/a | 2 | 4 | 1 |
| Sept 2009 [N=1,584] | 7 | 87 | n/a | n/a | n/a | 2 | 3 | 2 |
| April 2009 [N=1,567] | 9 | 86 | n/a | n/a | n/a | 2 | 3 | 1 |
| Dec 2008 [N=1,538] | 13 | 80 | n/a | n/a | n/a | 1 | 5 | -- |
| Nov 2008 [N=1,481] | 12 | 82 | n/a | n/a | n/a | 1 | 5 | -- |
| Aug 2008 [N=1,543] | 13 | 81 | n/a | n/a | n/a | 1 | 5 | -- |
| July 2008 [N=1,797] | 14 | 81 | n/a | n/a | n/a | 1 | 4 | -- |
| May 2008 [N=1,463] | 15 | 79 | n/a | n/a | n/a | 1 | 5 | -- |
| Dec 2007 [N=1,483] | 18 | 77 | n/a | n/a | n/a | 1 | 3 | -- |
| Sept 2007 [N=1,575] | 20 | 73 | n/a | n/a | n/a | 1 | 6 | -- |
| Feb 2007 [N=1,406] | 23 | 70 | n/a | n/a | n/a | 1 | 6 | -- |
| Aug 2006 [N=1,787] | 28 | 68 | n/a | n/a | n/a | 1 | 3 | -- |
| Dec 2005 [N=1,715] | 35 | 61 | n/a | n/a | n/a | 1 | 3 | -- |
| June 2005 [N=1,204] | 44 | 53 | n/a | n/a | n/a | 1 | 1 | -- |
| Feb 2005 [N=1,287] | 47 | 50 | n/a | n/a | n/a | 1 | 3 | -- |
| Jan 2005 [N=1,261] | 48 | 50 | n/a | n/a | n/a | 1 | 1 | -- |
| Feb 2004 [N=1,241] | 55 | 42 | n/a | n/a | n/a | 1 | 2 | -- |
| Nov 2003 [N=1,199] | 62 | 35 | n/a | n/a | n/a | 1 | 2 | -- |

**SUMMARY OF HOME BROADBAND**

Based on home internet subscribers

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 92 | Home broadband users |
|  | 8 | No home broadband/DK |

Based on Total

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 67 | Home broadband users |
|  | 33 | No home broadband/DK |

**BBHOME3** Thinking about all of the different information sources available to people... [INSERT FOR FIRST TWO RANDOMIZED ITEMS: Do you think people who do NOT have high speed internet access at home are at a disadvantage when it comes to... [INSERT ITEMS; RANDOMIZE]?] [IF YES, ASK: Would you say it is a MAJOR disadvantage or a MINOR disadvantage?]

How about...[INSERT NEXT ITEM]? [READ AS NECESSARY: Are people who do NOT have high speed internet access at home at a disadvantage when it comes to this?] [IF YES, ASK: Would you say it is a MAJOR disadvantage or a MINOR disadvantage?]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | major dis-advantage | minor dis-advantage | not at a dis-advantage | (VOL.) dk | (VOL.) ref. |
| 1. Keeping up with news and information |  |  |  |  |  |
| Current | 36 | 27 | 34 | 2 | \* |
| May 2010 | 23 | 27 | 47 | 3 | \* |
| 1. Finding out about job opportunities or gaining new career skills |  |  |  |  |  |
| Current | 52 | 19 | 25 | 4 | 1 |
| May 2010 | 43 | 23 | 28 | 5 | 1 |
| 1. Learning about or accessing government services[[83]](#footnote-7) |  |  |  |  |  |
| Current | 46 | 23 | 25 | 6 | 1 |
| May 2010 | 29 | 27 | 37 | 7 | \* |
| 1. Getting health information |  |  |  |  |  |
| Current | 43 | 23 | 30 | 3 | 1 |
| May 2010 | 34 | 28 | 35 | 3 | 1 |
| 1. Learning new things that might improve or enrich their lives |  |  |  |  |  |
| Current | 44 | 26 | 26 | 4 | 1 |
| May 2010 | 31 | 31 | 32 | 5 | 1 |

**DEVICE1a** Next, do you have a cell phone, or not?[[84]](#footnote-8)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| Current | 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 | \* | -- |

**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?[[85]](#footnote-9)

Based on cell phone owners

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | not sure/  don’t know | (vol.) refused |
| Current [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 | \* |

**Q4** What is the MAIN reason you don’t own a smartphone? [PRECODED OPEN-END; DO NOT READ]

Based on those whose cell phone is not a smartphone

|  |  |  |  |
| --- | --- | --- | --- |
|  | current |  | APRIL 2012 |
| % | 32 | Too expensive (general) | 29 |
|  | 26 | Don’t need one | 29 |
|  | 11 | Just not interested / Just don’t want one | 4 |
|  | 9 | Too complicated / Don’t know how to use it | 9 |
|  | 4 | No reason / Just haven’t gotten around to it | n/a |
|  | 3 | Phone is too expensive | 4 |
|  | 3 | Happy with current phone | 3 |
|  | 2 | Only use phone for calling/texting | 2 |
|  | 2 | Plan to get one / Waiting for current contract to expire / Waiting for discount or upgrade eligibility | 2 |
|  | 1 | Data plan is too expensive | 3 |
|  | 1 | Don’t know what it is / Don’t know how to get one | n/a |
|  | \* | Prefer to be less connected | 1 |
|  | \* | Worried about radiation or risk of cancer | 0 |
|  | \* | Worried about privacy/tracking | \* |
|  | n/a | Service not available where I live | \* |
|  | 5 | Other (SPECIFY) | 10 |
|  | 1 | Don’t know | 3 |
|  | 1 | Refused | 1 |
|  | [n=576] |  | [n=1,156] |

**BBSMART1** You said that you [IF SMART1=YES, SMARTPHONE, INSERT: have a smartphone, but] do not have a high-speed internet connection at home. Did you EVER at some point in the past have a broadband internet subscription at home?

Based on non-broadband users [N=605]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 36 | Yes, had broadband |
|  | 59 | No, did not have broadband |
|  | 4 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**BBSMART2** Would you like to have high-speed internet at home [IF BBSMART1=YES, HAD BROADBAND AT HOME IN THE PAST, INSERT: again], or is that not something you're interested in?

Based on non-broadband users [N=605]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 25 | Yes, interested |
|  | 70 | No, not interested |
|  | 3 | (VOL.) Don’t know |
|  | 2 | (VOL.) Refused |

**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; ITEM f ALWAYS LAST]? 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?]

Items A, B, D, E, F: Based on non-broadband users [N=605]

Item C: Based on non-broadband users who have a smartphone [N=244]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. The monthly cost of a home broadband subscription is too expensive | 59 | 34 | 4 | 2 |
| 1. The cost of a computer is too expensive | 45 | 50 | 3 | 2 |
| 1. Your smartphone lets you do everything online that you need to do | 65 | 29 | 4 | 3 |
| 1. You have other options for internet access outside of your home | 46 | 50 | 2 | 2 |
| 1. Broadband service is not available where you live, or is not available at an acceptable speed | 23 | 63 | 13 | 2 |
| 1. Some other reason I haven’t already mentioned (SPECIFY) | 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]?[[86]](#footnote-10)

Based on non-broadband users [N=605]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 33 | The monthly cost of a home subscription is too expensive |
|  | 12 | Your smartphone lets you do everything online that you need to do |
|  | 10 | The cost of a computer is too expensive |
|  | 10 | You have other options for internet access outside of your home |
|  | 5 | Broadband service is not available where you live, or is not available at an acceptable speed |
|  | 16 | Or some other reason |
|  | 3 | (VOL.) Don’t know BBSMART4 |
|  | 3 | (VOL.) Refused BBSMART4 |
|  | 9 | None is a reason |

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

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

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 76 | Yes |
|  | 24 | No |
|  | \* | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

**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=423]

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

**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=423]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. You do not often watch television | 46 | 51 | 2 | 1 |
| 1. The cost of cable or satellite service is too expensive | 71 | 28 | \* | 1 |
| 1. You can access the content you want to watch online, using a streaming TV or movie service, or using an over the air antenna | 64 | 33 | 2 | 1 |

**WEB1-A** Next... Please tell me if you ever use the internet to do any of the following things. Do you ever... [INSERT ITEMS; RANDOMIZE]?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | total have ever DONE THIS | ---------- DID YESTERDAY | have not done this | (VOL.) Don’t know | (VOL.) Refused |
| *Based on all internet users [N=1,740]* |  |  |  |  |  |
| Look online for information about a job[[87]](#footnote-11) |  |  |  |  |  |
| Current | 62 | n/a | 38 | \* | 0 |
| May 2011 | 56 | 11 | 43 | \* | 0 |
| May 2010 | 54 | 10 | 46 | 0 | 0 |
| April 2009 | 52 | 9 | 48 | 0 | 0 |
| May 2008 | 47 | 6 | 53 | \* | -- |
| August 2006 | 46 | 5 | 54 | 0 | -- |
| January 2005 | 44 | 7 | 56 | 0 | -- |
| June 2004 | 42 | 4 | 58 | \* | -- |
| May 2003 | 43 | 6 | 57 | 0 | -- |
| March 12-19, 2003 | 44 | 8 | 56 | 0 | -- |
| March/May 2002 | 47 | 4 | 53 | \* | -- |
| March 2000 | 38 | 5 | 62 | 0 | -- |

**WEB1-A continued...**

**WEB1-A continued...**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | total have ever DONE THIS | ---------- DID YESTERDAY | have not done this | (VOL.) Don’t know | (VOL.) Refused |
| *Based on Form A internet users [N=827]* |  |  |  |  |  |
| Use a social networking site like Facebook, Twitter or LinkedIn[[88]](#footnote-12) |  |  |  |  |  |
| Current | 76 | n/a | 23 | \* | 0 |
| September 2013 | 74 | n/a | 26 | \* | 0 |
| May 2013 | 72 | n/a | 28 | 0 | \* |
| December 2012 | 67 | n/a | 33 | \* | \* |
| August 2012 | 69 | n/a | 31 | 0 | \* |
| February 2012 | 66 | 48 | 34 | \* | 0 |
| August 2011 | 64 | 43 | 35 | \* | 0 |
| May 2011 | 65 | 43 | 35 | \* | 0 |
| January 2011 | 61 | n/a | 39 | 0 | 0 |
| December 2010 | 62 | n/a | 38 | \* | 0 |
| November 2010 | 61 | 37 | 39 | \* | \* |
| September 2010 | 62 | 39 | 38 | \* | 0 |
| May 2010 | 61 | 38 | 39 | 0 | 0 |
| January 2010 | 57 | 32 | 43 | \* | 0 |
| December 2009 | 56 | 33 | 44 | 0 | \* |
| September 2009 | 47 | 27 | 52 | \* | \* |
| April 2009 | 46 | 27 | 54 | \* | \* |
| December 2008 | 35 | 19 | 65 | \* | -- |
| November 2008 | 37 | 19 | 63 | 0 | 0 |
| August 2008 | 33 | 17 | 67 | \* | -- |
| July 2008 | 34 | n/a | 66 | \* | -- |
| May 2008 | 29 | 13 | 70 | \* | -- |
| August 2006 | 16 | 9 | 84 | \* | -- |
| September 2005 | 11 | 3 | 88 | 1 | -- |
| February 2005 | 8 | 2 | 91 | 1 | -- |
| *Based on Form B internet users [N=913]* |  |  |  |  |  |
| Use social media |  |  |  |  |  |
| Current | 71 | n/a | 29 | \* | 0 |
| *Based on all internet users [N=1,740]* |  |  |  |  |  |
| Apply for a job online |  |  |  |  |  |
| Current | 52 | n/a | 48 | \* | 0 |

**Q5** Now thinking about your cell phone... Please tell me if you ever use your cell phone to do any of the following things. Do you ever use your cell phone to [INSERT ITEMS; RANDOMIZE]? What about using your cell phone to... [INSERT NEXT ITEM]?[[89]](#footnote-13)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| *Items A-C: Based on Form A cell phone owners* |  |  |  |  |
| 1. Participate in a video call or video chat[[90]](#footnote-14) |  |  |  |  |
| Current [N=933] | 35 | 65 | \* | 0 |
| May 2013 | 21 | 79 | \* | 0 |
| May 2011 | 6 | 94 | 0 | 0 |
| September 2010 | 7 | 93 | \* | \* |
| 1. Buy a product online, such as books, music, toys or clothing |  |  |  |  |
| Current | 48 | 52 | \* | 0 |
| 1. Get directions, recommendations, or other information related to your location[[91]](#footnote-15) |  |  |  |  |
| Current | 71 | 28 | \* | 0 |
| May 2013 | 49 | 51 | \* | 0 |
| Feb 2012 | 46 | 53 | \* | \* |
| May 2011 | 28 | 72 | 0 | 0 |
| April 2009 [N=1,818] | 18 | 82 | \* | \* |
| Dec 2007 [N=1,704] | 14 | 86 | \* | -- |

**Q5 continued...**

**Q5 continued...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| *Items D-F: Based on Form B cell phone owners* |  |  |  |  |
| 1. Get sports scores or analysis |  |  |  |  |
| Current [N=970] | 36 | 64 | 0 | 0 |
| 1. Watch movies or TV shows through a paid subscription service like NetFlix or Hulu Plus[[92]](#footnote-16) |  |  |  |  |
| Current | 27 | 73 | 0 | 0 |
| May 2012 | 14 | 85 | \* | 0 |
| 1. Listen to an online radio or music service, such as Pandora or Spotify[[93]](#footnote-17) |  |  |  |  |
| Current | 54 | 45 | 0 | \* |
| May 2012 | 51 | 49 | 0 | 0 |

[READ TO ALL:] Moving on...

**DATE1a** Have YOU, personally, ever used an online dating site such as Match.com, eHarmony, or OK Cupid?[[94]](#footnote-18)

Based on all internet users

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | current |  | May 2013 | Sept 2005B |
| % | 14 | Yes | 11 | 11 |
|  | 85 | No | 89 | 89 |
|  | \* | (VOL.) Don’t know | \* | \* |
|  | \* | (VOL.) Refused | \* | -- |
|  | [N=1,740] |  | [N=1,895] | [N=2,252] |

**DATE2a** Have you ever used a dating app on your cell phone?[[95]](#footnote-19)

Based on smartphone owners

|  |  |  |  |
| --- | --- | --- | --- |
|  | current |  | May 2013 |
| % | 13 | Yes | 7 |
|  | 87 | No | 93 |
|  | \* | (VOL.) Don’t know | \* |
|  | 0 | (VOL.) Refused | 0 |
|  | [N=1,327] |  | [N=934] |

**DATE3** [IF DATE1a=YES OR DATE2a=YES: ”Other than yourself,”] Do you personally know anyone who has... [INSERT ITEMS IN ORDER]?[[96]](#footnote-20)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. Used an online dating site or app[[97]](#footnote-21) |  |  |  |  |
| Current | 41 | 58 | 1 | \* |
| May 2013 | 42 | 56 | 1 | \* |
| September 2005B | 31 | 69 | 1 | -- |
| 1. Been in a long-term relationship with or married someone they met through an online dating site or app[[98]](#footnote-22) |  |  |  |  |
| Current | 29 | 69 | 1 | \* |
| May 2013 | 29 | 70 | 1 | \* |
| September 2005B | 15 | 85 | 1 | -- |

**DATE4** Many people have different opinions about online dating. Please tell me if you AGREE or DISAGREE with the following statements about online dating. [INSERT ITEMS; RANDOMIZE; ALWAYS ASK a-b TOGETHER, ALWAYS ASK c-d TOGETHER]. [READ FOR FIRST ITEM, THEN AS NECESSARY: Do you agree or disagree with this statement?][[99]](#footnote-23)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Agree | Disagree | (VOL.) Don’t know | (VOL.) Refused |
| 1. Online dating is a good way to meet people |  |  |  |  |
| Current Total [N=2,001] | 59 | 35 | 5 | 1 |
| Current Internet users [N=1,740] | 62 | 32 | 6 | 1 |
| May 2013 Total [N=2,252] | 56 | 36 | 6 | 2 |
| May 2013 Internet users [N=1,895] | 59 | 34 | 6 | 1 |
| September 2005B Internet users [N=2,252] | 44 | 44 | 11 | 1 |
| 1. Online dating allows people to find a better match for themselves because they can get to know a lot more people |  |  |  |  |
| Current Total | 51 | 41 | 6 | 1 |
| Current Internet users | 53 | 40 | 6 | 1 |
| May 2013 Total | 51 | 41 | 7 | 1 |
| May 2013 Internet users | 53 | 39 | 6 | 1 |
| September 2005B Internet users | 47 | 38 | 15 | 1 |

**DATE4 continued...**

**DATE4 continued...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Agree | Disagree | (VOL.) Don’t know | (VOL.) Refused |
| 1. People who use online dating sites are desperate[[100]](#footnote-24) |  |  |  |  |
| Current Total | 23 | 71 | 5 | 1 |
| Current Internet users | 19 | 74 | 5 | 1 |
| May 2013 Total | 23 | 70 | 6 | 1 |
| May 2013 Internet users | 21 | 73 | 4 | 1 |
| September 2005B Internet users | 29 | 61 | 9 | 1 |
| 1. Online dating keeps people from settling down because they always have options for people to date |  |  |  |  |
| Current Total | 32 | 59 | 8 | 1 |
| Current Internet users | 30 | 61 | 7 | 1 |
| May 2013 Total | 33 | 57 | 9 | 2 |
| May 2013 Internet users | 32 | 59 | 8 | 1 |
| 1. Online dating is easier and more efficient than other ways of meeting people |  |  |  |  |
| Current Total | 47 | 45 | 7 | 1 |
| Current Internet users | 48 | 44 | 7 | 1 |
| September 2005B Internet users | 33 | 53 | 13 | 1 |
| 1. Online dating is more dangerous than other ways of meeting people |  |  |  |  |
| Current Total | 58 | 36 | 5 | 1 |
| Current Internet users | 56 | 38 | 5 | 1 |

[READ TO ALL:] Next...

**GAME1** Do you ever play video games on a computer, TV, game console, or portable device like a cell phone?

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 49 | Yes |
|  | 51 | No |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**GAME2** Many people have different opinions about video and online games. For each of the following statements about video games, please tell me if you think it’s generally true for MOST games, true for some games but not others, generally NOT true for most games, or if you are not sure. (First,/Next,) [INSERT ITEMS; RANDOMIZE]. [READ FOR FIRST ITEM THEN AS NECESSARY: Do you think this is true for most video games, true for some games but not others, NOT true for most video games, or are you not sure?]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | True for MOST games | True for some but not others | NOT true for most games | NOT SURE | (vol.) refused |
| 1. Video games help develop good problem solving and strategic thinking skills | 17 | 47 | 16 | 20 | 1 |
| 1. Video games are a waste of time | 26 | 33 | 24 | 16 | 2 |
| 1. Video games portray women poorly | 14 | 27 | 18 | 40 | 1 |
| 1. Video games promote teamwork and communication | 10 | 37 | 23 | 28 | 1 |
| 1. Video games portray minority groups poorly | 9 | 20 | 23 | 47 | 1 |
| 1. Video games are a better form of entertainment than watching TV | 11 | 34 | 30 | 24 | 1 |

**GAME3** Next, based on what you know about video games, please tell me if you agree or disagree with the following statements. (First,/Next,) [INSERT ITEMS; RANDOMIZE]. Do you agree or disagree?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Agree | Disagree | (VOL.) Don’t know | (VOL.) Refused |
| 1. Most people who play video games are men | 60 | 31 | 9 | 1 |
| 1. People who play violent video games are more likely to be violent themselves | 40 | 53 | 7 | 1 |

**GAME4** Some people use the term “gamer” to describe themselves as a fan of gaming or a frequent game player. Do you think the term “gamer” describes you well, or not?

Based on those who play video games [N=925]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 20 | Yes, gamer |
|  | 77 | No, not gamer |
|  | 2 | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

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

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

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 45 | Employed full-time |
|  | 13 | Employed part-time |
|  | 23 | Retired |
|  | 15 | Not employed for pay |
|  | 1 | (VOL.) Have own business/self-employed |
|  | 3 | (VOL.) Disabled |
|  | \* | (VOL.) Student |
|  | 1 | (VOL.) Other |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**EMPTYPE1** How would you describe the place where you work? [READ]

Based on those who are employed [N=1,100]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 32 | A large corporation |
|  | 16 | A medium-size company |
|  | 25 | A small business |
|  | 7 | A part of the federal, state or local government |
|  | 8 | A school or educational institution, OR |
|  | 7 | A non-profit organization? |
|  | 2 | (VOL.) Other |
|  | 2 | (VOL.) Self-employed/work at home |
|  | 1 | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

**EMPTYPE2** Would you say that the type of work you do primarily involves manual and physical labor, or not?

Based on those who are employed [N=1,100]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 48 | Yes, involves manual and physical labor |
|  | 52 | No, does not |
|  | \* | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

**EMPTYPE3** Which of the following best describes the type of work that you do? [READ]

Based on those whose job does not primarily involve manual or physical labor/DK [N=654]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 49 | Professional |
|  | 17 | Manager or executive |
|  | 2 | Government official |
|  | 11 | Administrative or clerical, OR |
|  | 17 | Customer service? |
|  | 3 | (VOL.) Other (SPECIFY) |
|  | 1 | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

**STUD** Are you a full- or part-time student?[[101]](#footnote-25)

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 9 | Yes, full-time |
|  | 6 | Yes, part-time |
|  | 85 | No |
|  | 0 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**JOB1** These days, many resources for job seekers are posted online and employers often expect applicants to find and apply for jobs using the internet, email, or mobile apps. If you needed to look for a new job, how easy would it be for you to [INSERT ITEMS; RANDOMIZE] if you needed to do so ... very easy, somewhat easy, not too easy, or not at all easy?

Next, how easy would it be to [INSERT ITEM]? [IF NECESSARY: Very easy, somewhat easy, not too easy, or not at all easy?]

Based on those who are employed, not employed, students, other, DK or Refused [N=1,369]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Very easy | Somewhat easy | Not too easy | Not at all easy | (VOL.) Don't use internet or mobile apps | (VOL.) DK | (vol.) refused |
| 1. Create a professional resume | 54 | 26 | 9 | 8 | \* | 2 | \* |
| 1. Use email to contact and follow up with potential employers | 70 | 16 | 5 | 7 | 1 | 1 | \* |
| 1. Go online to find a list of available jobs in your area | 63 | 22 | 7 | 5 | \* | 2 | \* |
| 1. Fill out a job application online | 65 | 21 | 6 | 6 | \* | 1 | 1 |
| 1. Use a social media profile or personal website to highlight your employment skills | 45 | 29 | 12 | 9 | 1 | 3 | 1 |
| 1. Go online to look up services and programs that are available to help job seekers | 58 | 29 | 5 | 5 | 1 | 2 | \* |

**JOB2** In the last two years have you looked for a new job, or have you not done this?

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 34 | Yes |
|  | 65 | No |
|  | \* | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

**JOB3** People may use many different resources when looking for a job. Thinking of your MOST RECENT job search, please tell me if you used any of the following resources. (First,/Next,) what about [INSERT ITEMS; RANDOMIZE; ASK a,b,c TOGETHER AND IN ORDER; ITEM h ALWAYS LAST]? [READ FOR FIRST ITEM, THEN AS NECESSARY: Did you use this in your most recent job search?]

Based on those who have looked for a job in the last two years [N=605]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) DK | (vol.) refused |
| 1. Personal connections with close friends or family members | 66 | 34 | 0 | 0 |
| 1. Personal connections with acquaintances or friends of friends | 55 | 45 | \* | 0 |
| 1. Connections with people you know from a professional or work setting | 63 | 37 | \* | 0 |
| 1. Resources or information you found online | 79 | 21 | \* | 0 |
| 1. Government or private employment agencies | 32 | 68 | \* | 0 |
| 1. Ads in print publications | 32 | 67 | \* | 0 |
| 1. Job fairs, conferences, or other events | 28 | 72 | \* | 0 |
| 1. Some other resource I haven’t already mentioned (SPECIFY) | 11 | 86 | 3 | \* |

**JOB4** Thinking of the resources that you used in your last job search, which of them was the MOST important? [READ OPTIONS IF NECESSARY: Was it [READ; ONLY INCLUDE “YES” RESPONSES FROM JOB3; LIST RESPONSES IN SAME ORDER AS JOB3]][[102]](#footnote-26)

Based on those who have looked for a job in the last two years [N=605]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 34 | Resources or information you found online |
|  | 20 | Personal connections with close friends or family member |
|  | 17 | Connections with people you know from a professional or work setting |
|  | 7 | Personal connections with acquaintances or friends of friends |
|  | 5 | Government or private employment agencies |
|  | 5 | Job fairs, conferences, or other events |
|  | 4 | Ads in print publications |
|  | 4 | Or some other resource |
|  | 1 | (VOL.) Don’t know JOB4 |
|  | 1 | (VOL.) Refused JOB4 |
|  | 2 | None is a resource |

**SMJOB1** Have you ever used your smartphone as part of a job search in any way?

Based on all smartphone owners [N=1,327]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 41 | Yes |
|  | 59 | No |
|  | 0 | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

**SMJOB2** Thinking about some specific ways you might have used your smartphone as part of a job search, have you used a smartphone to...[INSERT ITEMS; RANDOMIZE]? Have you ever used your smartphone to [INSERT NEXT ITEM]?

Based on smartphone job seekers [N=487]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) DK | (vol.) refused |
| 1. Browse or research jobs online | 94 | 6 | 0 | 0 |
| 1. Email someone about a job you were applying for | 74 | 26 | \* | 0 |
| 1. Fill out an online job application | 50 | 50 | 0 | 0 |
| 1. Create a resume or cover letter | 23 | 77 | 0 | 0 |
| 1. Call a potential employer on the phone | 87 | 13 | 0 | 0 |

**SMJOB3** Overall, how important is your smartphone when it comes to looking for job and career resources? Is it [READ]

Based on smartphone job seekers [N=487]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 47 | Very important |
|  | 37 | Somewhat important |
|  | 13 | Not too important, OR |
|  | 3 | Not at all important? |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**SMJOB4** Thinking about some problems you might have experienced while using your smartphone in a job search, have you ever experienced problems...[INSERT ITEMS; RANDOMIZE]? Next, have you ever had problems [INSERT NEXT ITEM]?

Based on smartphone job seekers [N=487]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) DK | (vol.) refused |
| 1. Entering a large amount of text on your smartphone while searching for a job | 38 | 61 | \* | \* |
| 1. Accessing job-related content because it wasn’t displaying properly on your phone | 47 | 52 | \* | \* |
| 1. Submitting files or supporting documents that were required for a job application | 37 | 61 | 2 | \* |
| 1. Saving or book marking jobs on your phone that you were interested in so you could apply to them later | 23 | 76 | 1 | \* |
| 1. Reading the text in a job posting or application because it was not designed for a mobile device | 47 | 52 | 1 | \* |

**SNSJOB1** Thinking about social media sites like Facebook, Twitter or LinkedIn… Have you ever...[INSERT ITEMS; RANDOMIZE]?

Based on social media users [N=1,223]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) DK | (vol.) refused |
| 1. Used social media to look for or research a job | 35 | 65 | 0 | \* |
| 1. Applied for a job that you found out about on social media | 21 | 79 | 0 | \* |
| 1. Used social media to let your friends know about a job that was available at your place of employment | 34 | 66 | \* | \* |

**SNSJOB2** Has information that you’ve posted on social media ever...[INSERT ITEMS; RANDOMIZE]?

Based on social media users [N=1,223]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) DK | (vol.) refused |
| 1. Helped you get a job | 13 | 86 | 1 | \* |
| 1. Caused you to lose a job, or not get hired for a job you were applying for | 2 | 97 | \* | \* |

**JOB5** Now I’m going to read you some statements that might describe your current job. (First,) would you say that...[INSERT ITEMS; RANDOMIZE]? [IF R HAS MORE THAN ONE JOB: Please think about your MAIN job, or the one where you spend the most amount of time.]

Based on those who are employed [N=1,100]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) DK | (vol.) refused |
| 1. Your job involves a great deal of personal interaction with customers or clients | 76 | 24 | \* | \* |
| 1. Your job requires specialized technical knowledge | 69 | 30 | \* | \* |
| 1. Your job requires creativity | 73 | 26 | \* | \* |
| 1. Your job requires that you do the same things over and over | 67 | 32 | 1 | \* |

**AUTO1** Next, I’m going to read some reasons why people might worry about losing a job. For each one, please tell me how concerned, if at all, you are about potentially losing your job for this reason. (First/Next), how concerned are you about losing your job because [INSERT ITEMS; RANDOMIZE]? [READ FOR FIRST ITEM THEN AS NECESSARY: Are you very concerned, somewhat concerned, not too concerned or not concerned at all about losing your job for this reason?]

Based on those who are employed [N=1,100]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Very concerned | Some-what concerned | Not too concerned | Not concerned at all | (VOL.) DK | (vol.) ref |
| 1. Your employer finds someone who is willing to do your job for less money | 8 | 11 | 16 | 63 | \* | \* |
| 1. You aren’t able to keep up with the technical skills required to do your job | 6 | 7 | 16 | 71 | \* | \* |
| 1. Your employer uses machines or computer programs to replace human workers | 6 | 4 | 14 | 75 | \* | \* |
| 1. Your overall industry is shrinking | 9 | 14 | 16 | 61 | 1 | \* |
| 1. The company that you work for is poorly managed | 11 | 16 | 16 | 57 | \* | \* |

**AUTO2** Thinking about the job or occupation that you work in now, how likely do you think it is that job will exist in its current form in 50 years? Do you think it will definitely exist, probably exist, probably NOT exist, or definitely will NOT exist?

Based on those who are employed [N=1,100]

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 36 | Definitely will exist |
|  | 44 | Probably will exist |
|  | 12 | Probably will NOT exist |
|  | 6 | Definitely will NOT exist |
|  | 2 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**AUTO3** Overall, how likely do you think it is that in the next 50 years, robots and computers will do much of the work currently done by humans? Do you think this will definitely happen, will probably happen, will probably NOT happen, or will definitely not happen?

|  |  |  |
| --- | --- | --- |
|  | current |  |
| % | 15 | Definitely happen |
|  | 50 | Probably happen |
|  | 25 | Probably NOT happen |
|  | 7 | Definitely NOT happen |
|  | 3 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

[READ TO ALL:] A few last questions for statistical purposes only...

*The demographic questions are not reported in this topline.*

THANK RESPONDENT: That concludes our interview. The results of this survey are going to be used by a non-profit research organization called the Pew Research Center’s Internet, Science & Technology Project, which is looking at the impact of the internet on people's lives. A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is www.pewinternet.org. Thanks again for your time. Have a nice (day/evening).

Methods

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from June 10 to July 12, 2015, among a sample of 2,001 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (701) and cell phone (1300, including 749 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.5 percentage points. For results based on Internet users[[103]](#footnote-27) (n=1,740), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI 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 not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least seven days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular 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. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent’s telephone usage patterns.[[104]](#footnote-28) This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced by form 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 split out based on nativity; U.S. born and non-U.S. born. The White, non-Hispanic subgroup was also balanced on age, education and region. The basic weighting parameters came from the U.S. Census Bureau’s 2013 American Community Survey data.[[105]](#footnote-29) The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2014 National Health Interview Survey.[[106]](#footnote-30)

Following is the full disposition of all sampled telephone numbers:

|  |  |  |
| --- | --- | --- |
| **Sample Disposition** | | |
| Landline | Cell |  |
| 1,589 | 396 | OF = Out of Frame |
| 1,579 | 396 | Non-residential/Business |
| 10 | ---- | Cell in landline frame |
|  |  |  |
| 25,853 | 11,475 | NWC = Not working/computer |
| 24,719 | 11,434 | Not working |
| 1,134 | 41 | Computer/fax/modem |
|  |  |  |
| 2,390 | 709 | UHUONC = Non-contact, unknown if household/unknown other |
|  |  |  |
| 2,692 | 4,305 | UONC = Non-contact, unknown eligibility |
| 2,665 | 4,298 | Voice mail |
| 27 | 7 | Other non-contact |
|  |  |  |
| 4,453 | 9,302 | UOR = Refusal, unknown if eligible |
| 4,236 | 7,655 | Refusals |
| 217 | 1,647 | Callbacks |
|  |  |  |
| 53 | 96 | O = Other |
|  |  |  |
| ---- | 668 | SO = Screen out |
| ---- | 668 | Child's cell phone |
|  |  |  |
| 250 | 442 | R = Refusal, known eligible |
|  |  |  |
| 701 | 1,300 | I = Completed interviews |
| 37,981 | 28,693 | T = Total numbers dialed |
|  |  |  |
| 22.9% | 57.6% | e1 = (I+R+SO+O+UOR+UONC)/(I+R+SO+O+UOR+UONC+OF+NWC) - Est. frame eligibility of non-contacts |
| 100.0% | 72.3% | e2 = (I+R)/(I+R+SO) - Est. screening eligibility of unscreened contacts |
|  |  |  |
| 62.8% | 71.5% | CON = [I + R + (e2\*[O + UOR])]/[I + R + (e2\*[O + UOR + UONC]) + (e1\*e2\*UHUONC)] |
| 12.8% | 15.2% | COOP = I/[I + R + (e2\*[O + UOR])] |
| **8.1%** | **10.9%** | **AAPOR RR3=I/[I+R+[e2\*(UOR+UONC+O)]+[e1\*e2\*UHUONC]] = CON\*COOP** |

The disposition reports all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible sample that was ultimately interviewed. Response rates are computed according to American Association for Public Opinion Research standards.[[107]](#footnote-31) Thus the response rate for the landline samples was 8 percent. The response rate for the cellular samples was 11 percent.

**Endnotes**

1. Knight trend question wording was: “Overall, how would you rate your (city/suburb/town/area) as a place to live? Would you say it is excellent, good, only fair or poor?” [↑](#footnote-ref-1)
2. For this question and many others throughout the topline, results for “Don’t know” often reflect combined “Don’t know” and “Refused” percentages. DK and REF are reported separately where available. [↑](#footnote-ref-2)
3. April 2015 trends based on the Libraries Survey 2015, conducted March 17 – April 12, 2015 among those age **16 or older** [N=2,004, including 1,300 cell phone interviews]. [↑](#endnote-ref-1)
4. September 2013 trends based on the Libraries Typology Survey, conducted July 18 – September 30, 2013 among those age **16 or older** [N=6,224, including 3,102 cell phone interviews]. [↑](#endnote-ref-2)
5. November 2012 trends based on the 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-3)
6. 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-4)
7. 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-5)
8. 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-6)
9. Knight 2002 trends based on a John S. and James L. Knight Foundation “Community Indicators - National” survey, conducted January 2-27, 2002 [n=1,211 adults 18+]. [↑](#endnote-ref-7)
10. Knight 1999 trends based on a John S. and James L. Knight Foundation “Community Indicators – National” survey, conducted October 11-November 14, 1999 [n=1,206 adults 18+]. [↑](#endnote-ref-8)
11. 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-3)
12. August 2013 trends based on the August Tracking 2013/Facebook Survey, conducted August 7–September 16, 2013 [N=1,801, including 900 cell phone interviews]. [↑](#endnote-ref-9)
13. May 2013 trends based on the Spring Tracking Survey 2013, conducted April 17-May 19, 2013 [N=2,252, including 1,127 cell phone interviews]. [↑](#endnote-ref-10)
14. 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-11)
15. September 2012 trends based on the Health Tracking Survey 2012, conducted August 7–September 6, 2012 [N=3,014, including 1,206 cell phone interviews]. [↑](#endnote-ref-12)
16. April 2012 trends based on the Spring Tracking Survey 2012, conducted March 15–April 3, 2012 [N=2,254, including 903 cell phone interviews]. [↑](#endnote-ref-13)
17. February 2012 trends based on the Winter Tracking Survey 2012, conducted January 20–February 19, 2012 [N=2,253, including 901 cell phone interviews]. [↑](#endnote-ref-14)
18. December 2011 trends based on the Reading Habits Survey 2011, conducted November 16–December 21, 2011 among those age **16 or older** [n=2,986 people age 16+, including an oversample of 317 e-Reader only owners, 300 tablet computer only owners and 119 e-Reader/tablet computer owners]. [↑](#endnote-ref-15)
19. August 2011 trends based on the August Tracking Survey 2011, conducted July 25 – August 26, 2011 [n=2,260, including 916 cell phone interviews]. [↑](#endnote-ref-16)
20. May 2011 trends based on the Spring Tracking Survey 2011, conducted April 26 – May 22, 2011 [N=2,277, including 755 cell phone interviews]. [↑](#endnote-ref-17)
21. 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-18)
22. September 2010 trends based on the September Health Tracking Survey 2010, conducted August 9 – September 13, 2010 [N=3,001, including 1,000 cell phone interviews]. [↑](#endnote-ref-19)
23. May 2010 trends based on the Spring Change Assessment 2010 survey, conducted April 29 – May 30, 2010 [N=2,252, including 744 cell phone interviews]. [↑](#endnote-ref-20)
24. 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-21)
25. 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-22)
26. September 2009 trends based on the September Tracking 2009 survey, conducted August 18 – September 14, 2009 [N=2,253, including 560 cell phone interviews]. [↑](#endnote-ref-23)
27. April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews]. [↑](#endnote-ref-24)
28. December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample. [↑](#endnote-ref-25)
29. November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254]. [↑](#endnote-ref-26)
30. August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251]. [↑](#endnote-ref-27)
31. 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-28)
32. May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251]. [↑](#endnote-ref-29)
33. 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-30)
34. January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252]. [↑](#endnote-ref-31)
35. 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-32)
36. 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-33)
37. February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200]. [↑](#endnote-ref-34)
38. December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373]. [↑](#endnote-ref-35)
39. 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-36)
40. August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928]. [↑](#endnote-ref-37)
41. April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001]. [↑](#endnote-ref-38)
42. February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000]. [↑](#endnote-ref-39)
43. December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011]. [↑](#endnote-ref-40)
44. September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251]. [↑](#endnote-ref-41)
45. June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001]. [↑](#endnote-ref-42)
46. February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201]. [↑](#endnote-ref-43)
47. January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201]. [↑](#endnote-ref-44)
48. November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914]. [↑](#endnote-ref-45)
49. November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200]. [↑](#endnote-ref-46)
50. July 2004 trends based on the “Selective Exposure” survey, conducted June 14-July 3, 2004 [N=1,510]. [↑](#endnote-ref-47)
51. June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200]. [↑](#endnote-ref-48)
52. March 2004 trends based on “Weak Ties” survey conducted February 17-March 17, 2004 [N=2,200]. [↑](#endnote-ref-49)
53. February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204]. [↑](#endnote-ref-50)
54. November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013]. [↑](#endnote-ref-51)
55. August 2003 trends based on ‘E-Government’ survey conducted June 25-August 3, 2003 [N=2,925]. [↑](#endnote-ref-52)
56. June 2003 trends based on ‘Internet Spam’ survey conducted June 10-24, 2003 [N=2,200]. [↑](#endnote-ref-53)
57. May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632]. [↑](#endnote-ref-54)
58. March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743]. [↑](#endnote-ref-55)
59. February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611]. [↑](#endnote-ref-56)
60. December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038]. [↑](#endnote-ref-57)
61. November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745]. [↑](#endnote-ref-58)
62. October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677]. [↑](#endnote-ref-59)
63. September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092]. [↑](#endnote-ref-60)
64. July 2002 trends based on ‘Sept. 11th-The Impact Online’ survey conducted June 26-July 26, 2002 [N=2,501]. [↑](#endnote-ref-61)
65. March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002. [↑](#endnote-ref-62)
66. January 2002 trends based on a daily tracking survey conducted January 3-31, 2002. [↑](#endnote-ref-63)
67. 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-64)
68. 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-65)
69. 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-66)
70. 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-67)
71. 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-68)
72. February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096]. [↑](#endnote-ref-69)
73. December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383]. [↑](#endnote-ref-70)
74. November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321]. [↑](#endnote-ref-71)
75. October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336]. [↑](#endnote-ref-72)
76. September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302]. [↑](#endnote-ref-73)
77. August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109]. [↑](#endnote-ref-74)
78. June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606]. [↑](#endnote-ref-75)
79. May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036]. [↑](#endnote-ref-76)
80. April 2015 trend includes respondents who use a social networking site or app. Unless otherwise indicated, question wording was: “Do you ever use the internet or email at HOME?” In December 2012, question wording was: “Do you ever use the internet AT HOME?” In January 2011 and May 2011, question wording was: “Do you ever use the internet or email from home?” December 2010 and earlier trend wording was as follows: “About how often do you use the internet or email from... HOME – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?” Results shown here for “YES” reflect combined “Several times a day,” “About once a day,” “3-5 days a week,” “1-2 days a week,” “Every few weeks,” and “Less often” responses. Results shown here for “NO” reflect “Never” responses. [↑](#footnote-ref-4)
81. Prior to June 2015, question was asked of home internet users, rather than home internet subscribers. In April 2015, question wording was: “Is your internet connection AT HOME through a slow-speed link such as dial-up... OR do you have a high-speed, broadband link” Prior to April 2015, trends asked about specific types of home broadband connections such as DSL, cable modem, wireless broadband/satellite, fiber optic, T-1 or other high-speed access. [↑](#footnote-ref-5)
82. May 2011 and earlier trend percentages for “None of the above” reflect “Other (SPECIFY)” responses. [↑](#footnote-ref-6)
83. May 2010 trend item wording was “Using government services” [↑](#footnote-ref-7)
84. 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-8)
85. 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-9)
86. 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-10)
87. In January 2005, item wording was “Look for information about a job online”. Prior to January 2005, item wording was “Look for information about a job” [↑](#footnote-ref-11)
88. 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-12)
89. In May 2011, the question was asked of all Form B cell phone owners and Form A cell phone owners who said in CELL7 that they do more than make calls on their phone. The percentages shown here are based on all cell phone users, counting as “no” Form A cell phone owners who said in CELL7 they use their phones only for making calls. Prior to May 2011, question was asked of all cell phone owners. Prior to January 2010, question wording was “Please tell me if you ever use your cell phone or Blackberry or other device to do any of the following things. Do you ever use it to [INSERT ITEM]?” In January 2010, question wording was “Please tell me if you ever use your cell phone or Blackberry or other handheld device to do any of the following things. Do you ever use it to [INSERT ITEMS]?” For January 2010, December 2009, and September 2009, an answer category “Cell phone can’t do this” was available as a volunteered option; “No” percentages for those trends reflect combined “No” and “Cell phone can’t do this” results. [↑](#footnote-ref-13)
90. September 2010 item wording was “Participate in a video call, video chat or teleconference” [↑](#footnote-ref-14)
91. May 2013 item wording was “Get directions, recommendations, or other information related to a location where you happen to be.” Feb 2012 item wording was “Get directions or other information related to a location where you happen to be.” May 2011 item wording was “Get directions, recommendations, or other information related to your present location.” April 2009 and December 2007 item wording was “Get a map or directions to another location” [↑](#footnote-ref-15)
92. May 2012 item was asked of Form B who use the internet or email on their cell phone or download apps to their cell phone [N=464]. [↑](#footnote-ref-16)
93. May 2012 item was asked of Form B who use the internet or email on their cell phone or download apps to their cell phone [N=464]. [↑](#footnote-ref-17)
94. For the Sept 2005B trend, from September 14 to September 29, question wording was “Do you ever use an online dating website?” Wording was slightly altered during the field period to ensure that all online daters were being captured by the survey, not just those who were currently using online dating websites. Modified wording was: “Have you ever gone to an online dating website or other site where you can meet people online?” Results shown here combine responses to both forms of the question. [↑](#footnote-ref-18)
95. May 2013 trend was asked of those who download apps to their cell phone [N=934]. [↑](#footnote-ref-19)
96. Sept 2005B question wording was: “(Aside from yourself,) Do you know anyone who has...[INSERT ITEMS IN ORDER]?” [↑](#footnote-ref-20)
97. Sept 2005B item wording was: “Used an online dating website” [↑](#footnote-ref-21)
98. Sept 2005B item wording was: “Been in a long-term relationship with or married someone they met through a dating website” [↑](#footnote-ref-22)
99. Sept 2005B question was asked only of internet users [↑](#footnote-ref-23)
100. Sept 2005B item wording was: “People who use online dating are desperate” [↑](#footnote-ref-24)
101. Question was asked of all respondents except those who volunteered in EMPLNW that they are students. Results are calculated based on Total respondents. [↑](#footnote-ref-25)
102. Question was asked of respondents who gave two or more “Yes” responses in JOB3. Results shown here also include respondents who gave only one “Yes” response in JOB3. [↑](#footnote-ref-26)
103. Internet user definition includes those who use the internet or email at least occasionally or access the internet on a cell phone, tablet, or other mobile handheld device at least occasionally. [↑](#footnote-ref-27)
104. i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone. [↑](#footnote-ref-28)
105. ACS analysis was based on all adults excluding those living in institutional group quarters (GCs). [↑](#footnote-ref-29)
106. Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June, 2014. National Center for Health Statistics. Dec 2014. [↑](#footnote-ref-30)
107. The American Association for Public Opinion Research. 2011. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 7th edition. AAPOR. [↑](#footnote-ref-31)