|  |  |  |
| --- | --- | --- |
|  | | |
| Information Engaged and Wary Survey 2016 | Final Topline | 11/9/2016 |
| Data for September 29-November 6, 2016 | | |
| Princeton Survey Research Associates International for  the Pew Research Center’s Internet, Science & Technology Project | |  |
| Sample: n=3,015 adults age 18 or older nationwide, including 2,258 cell phone interviews  Interviewing dates: 09.29.2016 – 11.06.2016  Margin of error: ± 2.0 percentage points for results based on Total [n=3,015]  Margin of error: ± 2.1 percentage points for results based on internet users [n=2,749]  Margin of error: ± 2.0 percentage points for results based on all cell phone owners [n=2,926]  Margin of error: ± 2.8 percentage points for results based on Form A cell phone owners [n=1,476]  Margin of error: ± 2.8 percentage points for results based on Form B cell phone owners [n=1,450]  Margin of error: ± 2.2 percentage points for results based on those who use internet at home [n=2,564]  Margin of error: ± 2.4 percentage points for results based on social media users [n=2,051] | | |

Notes: Because percentages are rounded, they may not total 100%.

An asterisk (\*) indicates less than 0.5%.

**LIVE1** Which of the following BEST describes the place where you now live? [READ]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | A large city | A suburb near a large city | A small city or town | A rural area | (vol.) don’t know[[1]](#footnote-1) | (vol.) refused |
| November 2016 | 23 | 22 | 36 | 18 | 1 | \* |
| April 2016[[2]](#endnote-1) | 24 | 21 | 38 | 16 | 1 | \* |
| April 2015[[3]](#endnote-2) | 21 | 20 | 40 | 18 | \* | \* |
| September 2013[[4]](#endnote-3) | 20 | 22 | 39 | 18 | 1 | \* |
| January 2011[[5]](#endnote-4) | 22 | 21 | 37 | 20 | 1 | \* |
| Knight 2002[[6]](#endnote-5) | 22 | 21 | 39 | 17 | 1 | -- |
| Knight 1999[[7]](#endnote-6) | 23 | 21 | 36 | 19 | \* | -- |

**Q1** How interested are you in keeping up-to-date on the following topics? (First,/Next,) [INSERT ITEMS; RANDOMIZE]. [READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say you are very interested in keeping up-to-date on that, somewhat interested, not too interested, or not at all interested in it?]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | very interested | somewhat interested | not too interested | Not at all interested | (VOL.) DK[[8]](#footnote-2) | (vol.) ref.[[9]](#footnote-3) |
| 1. Business and Finance | 29 | 41 | 15 | 14 | \* | \* |
| 1. Government and politics | 44 | 33 | 10 | 13 | \* | \* |
| 1. Sports | 26 | 31 | 17 | 25 | \* | \* |
| 1. Events in your local community | 38 | 44 | 10 | 8 | \* | \* |
| 1. Schools or education | 48 | 32 | 10 | 9 | \* | \* |
| 1. Health or medical news | 44 | 39 | 9 | 8 | \* | \* |
| 1. Science and technology | 39 | 41 | 10 | 10 | \* | \* |
| 1. Arts or entertainment | 29 | 43 | 15 | 13 | \* | \* |
| 1. Foreign affairs or foreign policy | 34 | 37 | 13 | 16 | \* | \* |

**Q2** Now I'm going to read you some statements. Please tell me how well each statement describes your views on how people approach learning. (First,/Next,) [INSERT ITEMS; RANDOMIZE; ITEM e ALWAYS LAST]. [READ FOR FIRST ITEM, THEN AS NECESSARY: Does this statement describe your views very well, somewhat well, not too well, or not at all well?]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | very well | somewhat well | not too well | not at all well | (VOL.) DK | (vol.) ref. |
| 1. People can learn new things, but overall they cannot really change their basic level of intelligence. | 14 | 26 | 21 | 37 | 1 | \* |
| 1. Music talent can be developed by anyone. | 28 | 39 | 20 | 12 | 1 | \* |
| 1. The harder you work at something, the better you will be at it. | 76 | 20 | 2 | 2 | \* | \* |
| 1. Truly smart people do not need to try hard. | 10 | 17 | 23 | 49 | 1 | \* |
| 1. Each person is a certain kind of person and there is not much that can be done to really change that. | 14 | 27 | 22 | 36 | 1 | \* |

**Q3** Now I'm going to read you some more statements. Please tell me whether each statement describes you or not. (First,/Next,) [INSERT ITEMS; RANDOMIZE]. [READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say this describes you, or not?]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | YES | NO | (VOL.) DK | (vol.) ref. |
| 1. Trying new things is stressful for me. | 37 | 63 | \* | \* |
| 1. I appreciate when I get feedback about how I do things. | 93 | 7 | \* | \* |
| 1. I usually take into consideration evidence that goes against my views. | 83 | 16 | 1 | \* |
| 1. I make an effort to gather information on a regular basis on topics that matter to me. | 91 | 9 | \* | \* |
| 1. I will usually stick to my beliefs when they are challenged. | 83 | 15 | 1 | \* |
| 1. I adapt well when I find myself in a new or unfamiliar situation. | 78 | 21 | 1 | \* |

[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?[[10]](#footnote-4)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| November 2016 | 90 | 10 |
| May 2016[[11]](#endnote-7) | 87 | 13 |
| April 2016 | 87 | 13 |
| November 2015[[12]](#endnote-8) | 87 | 13 |
| July 2015[[13]](#endnote-9) | 87 | 13 |
| April 2015 | 85 | 15 |
| September 2013 | 86 | 14 |
| August 2013[[14]](#endnote-10) | 80 | 20 |
| May 2013[[15]](#endnote-11) | 85 | 15 |
| December 2012[[16]](#endnote-12) | 81 | 19 |
| November 2012[[17]](#endnote-13) | 85 | 15 |
| September 2012[[18]](#endnote-14) | 81 | 19 |
| August 2012[[19]](#endnote-15) | 85 | 15 |
| April 2012[[20]](#endnote-16) | 82 | 18 |
| February 2012[[21]](#endnote-17) | 80 | 20 |
| December 2011[[22]](#endnote-18) | 82 | 18 |
| August 2011[[23]](#endnote-19) | 78 | 22 |
| May 2011[[24]](#endnote-20) | 78 | 22 |
| January 2011 | 79 | 21 |
| December 2010[[25]](#endnote-21) | 77 | 23 |
| November 2010[[26]](#endnote-22) | 74 | 26 |
| September 2010[[27]](#endnote-23) | 74 | 26 |
| May 2010[[28]](#endnote-24) | 79 | 21 |
| January 2010[[29]](#endnote-25) | 75 | 25 |
| December 2009[[30]](#endnote-26) | 74 | 26 |
| September 2009[[31]](#endnote-27) | 77 | 23 |
| April 2009[[32]](#endnote-28) | 79 | 21 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

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

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2001[[72]](#endnote-68) | 58 | 42 |
| November 2001[[73]](#endnote-69) | 58 | 42 |
| October 2001[[74]](#endnote-70) | 56 | 44 |
| September 2001[[75]](#endnote-71) | 55 | 45 |
| August 2001[[76]](#endnote-72) | 59 | 41 |
| February 2001[[77]](#endnote-73) | 53 | 47 |
| December 2000[[78]](#endnote-74) | 59 | 41 |
| November 2000[[79]](#endnote-75) | 53 | 47 |
| October 2000[[80]](#endnote-76) | 52 | 48 |
| September 2000[[81]](#endnote-77) | 50 | 50 |
| August 2000[[82]](#endnote-78) | 49 | 51 |
| June 2000[[83]](#endnote-79) | 47 | 53 |
| May 2000[[84]](#endnote-80) | 48 | 52 |

**HOME3NW** Do you ever use the internet or email at HOME?[[85]](#footnote-5)

Based on all internet users [N=2,749]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.)  Don’t know | (VOL.)  refused |
| November 2016 | 92 | 8 | 0 | \* |
| April 2016 | 90 | 10 | \* | 0 |
| November 2015 | 90 | 10 | 0 | \* |
| July 2015 | 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?[[86]](#footnote-6)

**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 those who use the internet at home

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | dial-up | Broadband | (VOL.) BOTH dial-up AND broadband | (vol.) access net on cell OR TABLET only | (vol.)  No home net access | (vol.)  none of the above[[87]](#footnote-7) | (VOL.) dk | (VOL.) ref. |
| Nov 2016 [N=2,564] | 3 | 88 | 1 | 3 | 2 | n/a | 3 | \* |
| April 2016 [N=672] | 3 | 86 | 1 | 4 | 3 | n/a | 3 | \* |
| Nov 2015 [N=2,217] | 3 | 84 | 1 | 4 | 3 | n/a | 5 | 1 |
| July 2015 [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 | -- |

**BBHOME1/BBHOME2 continued...**

**BBHOME1/BBHOME2 continued...**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | dial-up | Broadband | (VOL.) BOTH dial-up AND broadband | (vol.) access net on cell OR TABLET only | (vol.)  No home net access | (vol.)  none of the above | (VOL.) dk | (VOL.) ref. |
| 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 those who use the internet at home

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Nov 2016 |  | Nov 2015 | July 2015 |
| % | 88 | Home broadband users | 85 | 92 |
|  | 12 | No home broadband/DK | 15 | 8 |
|  | [N=2,564] |  | [N=2,217] | [N=1,509] |

Based on Total

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Nov 2016 |  | April 2016 | Nov 2015 | July 2015 |
| % | 73 | Home broadband users | 70 | 67 | 67 |
|  | 27 | No home broadband/DK | 30 | 33 | 33 |

**DEVICE1a** Next, do you have a cell phone, or not?[[88]](#footnote-8)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| November 2016 | 95 | 5 | 0 | 0 |
| May 2016 | 92 | 8 | 0 | 0 |
| April 2016 | 92 | 8 | 0 | 0 |
| November 2015 | 91 | 9 | 0 | 0 |
| July 2015 | 92 | 8 | \* | \* |
| April 2015 | 92 | 8 | \* | 0 |
| Sept 2013 | 91 | 9 | 0 | 0 |
| August 2013 | 89 | 11 | 0 | 0 |
| May 2013 | 91 | 9 | 0 | \* |
| December 2012 | 87 | 13 | \* | 0 |
| November 2012 | 85 | 15 | 0 | \* |
| Sept 2012 | 85 | 15 | \* | 0 |
| August 2012 | 89 | 10 | 0 | \* |
| April 2012 | 88 | 12 | \* | \* |
| February 2012 | 88 | 12 | 0 | \* |
| December 2011 | 87 | 13 | 0 | \* |
| August 2011 | 84 | 15 | \* | \* |
| May 2011 | 83 | 17 | \* | 0 |
| January 2011 | 84 | 16 | \* | \* |
| December 2010 | 81 | 19 | \* | \* |
| November 2010 | 82 | 18 | 0 | \* |
| September 2010 | 85 | 15 | \* | \* |
| May 2010 | 82 | 18 | \* | 0 |
| January 2010 | 80 | 20 | 0 | \* |
| December 2009 | 83 | 17 | 0 | \* |
| September 2009 | 84 | 15 | \* | \* |
| April 2009 | 85 | 15 | \* | \* |
| Dec 2008 | 84 | 16 | \* | \* |
| July 2008 | 82 | 18 | \* | -- |
| May 2008 | 78 | 22 | \* | 0 |
| April 2008 | 78 | 22 | \* | -- |
| January 2008 | 77 | 22 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| Sept 2007 | 78 | 22 | \* | -- |
| April 2006 | 73 | 27 | \* | -- |
| January 2005 | 66 | 34 | \* | -- |
| Nov. 23-30, 2004 | 65 | 35 | \* | -- |

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

Based on Form A cell phone owners

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | not sure/  don’t know | (vol.) refused |
| November 2016 [N=1,476] | 79 | 16 | 5 | \* |
| May 2016 [N=992] | 76 | 17 | 7 | 0 |
| April 2016 [N=1,535] | 78 | 16 | 6 | \* |
| November 2015 [N=2,606] | 76 | 17 | 7 | \* |
| July 2015 [N=1,903] | 73 | 20 | 7 | \* |
| April 2015 [N=1,900] | 73 | 21 | 5 | \* |
| September 2013 [N=5,763] | 61 | 32 | 7 | \* |
| August 2013 [N=1,636] | 60 | 33 | 6 | \* |
| May 2013 [N=2,076] | 55 | 39 | 5 | \* |
| December 2012 [N=1,954] | 52 | 41 | 6 | \* |
| November 2012 [N=1,992] | 55 | 38 | 6 | \* |
| September 2012 [N=2,581] | 53 | 40 | 6 | \* |
| April 2012 [N=1,954] | 46 | 44 | 10 | \* |
| February 2012 [N=1,961] | 45 | 46 | 8 | \* |
| May 2011 [N=1,914] | 33 | 53 | 14 | \* |

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

Based on Form B cell phone owners [N=1,450]

|  |  |  |
| --- | --- | --- |
|  | Nov 2016 |  |
| % | 83 | Yes, smartphone |
|  | 17 | No, not a smartphone |
|  | 1 | (VOL.) Don’t know |
|  | 0 | (VOL.) Refused |

**SUMMARY OF SMARTPHONE OWNERSHIP**

**SMART1** [FORM A:] 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?

**SMART2** [FORM B:] Is your cell phone a smartphone, or not?

Based on all cell phone owners

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | don’t know | refused |
| November 2016 [N=2,926] | 81 | 16 | 3 | \* |
| May 2016 [N=992] | 76 | 17 | 7 | 0 |
| April 2016 [N=1,535] | 78 | 16 | 6 | \* |
| November 2015 [N=2,606] | 76 | 17 | 7 | \* |
| July 2015 [N=1,903] | 73 | 20 | 7 | \* |
| April 2015 [N=1,900] | 73 | 21 | 5 | \* |
| September 2013 [N=5,763] | 61 | 32 | 7 | \* |
| August 2013 [N=1,636] | 60 | 33 | 6 | \* |
| May 2013 [N=2,076] | 55 | 39 | 5 | \* |
| December 2012 [N=1,954] | 52 | 41 | 6 | \* |
| November 2012 [N=1,992] | 55 | 38 | 6 | \* |
| September 2012 [N=2,581] | 53 | 40 | 6 | \* |
| April 2012 [N=1,954] | 46 | 44 | 10 | \* |
| February 2012 [N=1,961] | 45 | 46 | 8 | \* |
| May 2011 [N=1,914] | 33 | 53 | 14 | \* |

**SNSINT2** Do you ever use social media sites like Facebook, Twitter or LinkedIn?[[90]](#footnote-10)

Based on all internet users [N=2,749]

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

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader but NOT the Amazon Fire[[91]](#footnote-11) |  |  |  |  |
| November 2016 | 22 | 78 | \* | \* |
| April 2016 | 17 | 82 | \* | 0 |
| April 2015 | 19 | 80 | 1 | \* |
| September 2013 | 24 | 75 | 1 | \* |
| November 2012 | 19 | 80 | \* | 0 |
| April 2012 | 18 | 81 | 1 | \* |
| February 2012 | 14 | 86 | \* | \* |
| December 2011 | 10 | 89 | 1 | \* |
| August 2011 | 9 | 90 | \* | \* |
| May 2011 | 12 | 88 | \* | 0 |
| November 2010 | 6 | 94 | \* | \* |
| September 2010 | 5 | 95 | \* | \* |
| May 2010 | 4 | 96 | \* | \* |
| September 2009 | 3 | 97 | \* | \* |
| April 2009 | 2 | 98 | \* | \* |

**DEVICE1 continued...**

**DEVICE1 continued...**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| 1. A tablet computer like an iPad, Samsung Galaxy Tab, Microsoft Surface Pro, or Amazon Fire[[92]](#footnote-12) |  |  |  |  |
| November 2016 | 51 | 49 | \* | 0 |
| April 2016 | 48 | 52 | \* | \* |
| April 2015 | 45 | 54 | \* | \* |
| September 2013 | 35 | 65 | \* | \* |
| May 2013 | 34 | 66 | \* | \* |
| November 2012 | 25 | 75 | \* | \* |
| August 2012 | 25 | 75 | \* | \* |
| April 2012 | 18 | 81 | \* | \* |
| February 2012 | 14 | 85 | \* | \* |
| December 2011 | 10 | 89 | 1 | \* |
| August 2011 | 10 | 90 | \* | \* |
| May 2011 | 8 | 92 | \* | 0 |
| January 2011 | 7 | 92 | \* | \* |
| November 2010 | 5 | 95 | \* | \* |
| September 2010 | 4 | 96 | \* | \* |
| May 2010 | 3 | 97 | \* | 0 |
| 1. A desktop or laptop computer[[93]](#footnote-13) |  |  |  |  |
| November 2016 | 78 | 22 | \* | \* |
| April 2016 | 74 | 26 | 0 | 0 |
| April 2015 | 73 | 27 | 0 | \* |
| November 2012 | 78 | 22 | \* | \* |
| April 2012 | 80 | 20 | \* | \* |
| December 2011 | 75 | 25 | \* | \* |
| August 2011 | 76 | 24 | \* | \* |
| May 2011 | 77 | 22 | \* | \* |
| November 2010 | 77 | 23 | 0 | \* |
| September 2010 | 76 | 24 | \* | \* |
| May 2010 | 79 | 21 | \* | 0 |
| January 2010 | 74 | 26 | 0 | \* |
| December 2009 | 73 | 27 | \* | \* |
| September 2009 | 75 | 25 | \* | \* |
| April 2009 | 78 | 22 | \* | \* |
| April 2008 | 74 | 26 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| April 2006 | 72 | 27 | \* | -- |

**DEVICEHH** Thinking about ALL OF the communication devices in your household, how many of the following does your household have? Please only include working devices. How many [INSERT ITEMS IN ORDER] does your household have?

How many [INSERT NEXT ITEM]? [READ IF NECESSARY: Please only include working devices. A working device is one that can be powered on.]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | none | 1 | 2 | 3 or more | (VOL.)  DK | (vol.) ref. |
| 1. Smartphones | 15 | 20 | 31 | 33 | 1 | \* |
| 1. Tablet computers | 32 | 30 | 21 | 17 | \* | \* |
| 1. Desktop or laptop computers | 19 | 33 | 24 | 23 | \* | \* |
| 1. Streaming media devices such as Roku, Apple TV, Google Chromecast, or Amazon Fire TV | 59 | 22 | 10 | 7 | 2 | \* |

**Q4** Next, let’s think about ways to get information that might help you make decisions. How much, if at all, do you think the following would contribute to helping you make decisions? First, let’s think about [INSERT ITEMS; RANDOMIZE]. Do you think that would help you a lot, some, not too much, or not at all in making decisions?

Next, what about [INSERT NEXT ITEM]? [READ AS NECESSARY: Do you think that would help you a lot, some, not too much, or not at all in making decisions?]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | a lot | some | not too much | not at all | (VOL.)  DK | (vol.) ref. |
| 1. Training that would help you be more confident in using computers, smartphones, and the internet | 28 | 26 | 17 | 28 | \* | \* |
| 1. More people in your circle of family and friends who are knowledgeable about the issues you need to keep up with | 37 | 36 | 12 | 14 | \* | \* |
| *Item C: Based on those who use the internet at home [N=2,564]* |  |  |  |  |  |  |
| 1. More reliable home internet service | 48 | 25 | 11 | 15 | 1 | \* |
| *Item D: Based on all cell phone owners [N=2,926]* |  |  |  |  |  |  |
| 1. An unlimited data plan for your cell phone | 50 | 19 | 10 | 19 | 1 | 1 |
| 1. A public library closer to your home | 25 | 22 | 17 | 35 | 1 | \* |
| 1. Expanded hours of operation for your local public library | 22 | 20 | 21 | 36 | \* | \* |
| 1. Training on how to use online resources to find trustworthy information | 31 | 29 | 15 | 24 | \* | \* |

**Q5** Which of the following statements comes closest to describing you? [READ; RANDOMIZE HALF 1-3 / 3-1]

Based on all internet users [N=2,749]

|  |  |  |
| --- | --- | --- |
|  | Nov 2016 |  |
| % | 61 | I do NOT often need help finding the information I need online |
|  | 31 | I could occasionally use some help finding the information I need online |
|  | 8 | I frequently need help finding the information I need online |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**Q6** How much do you trust the following information sources when it comes to making decisions? Do you trust [INSERT ITEMS; RANDOMIZE] a lot, some, not too much, or not at all?

How about [INSERT NEXT ITEM]? [READ IF NECESSARY: Do you trust (ITEM) a lot, some, not too much, or not at all?]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | a lot | some | not too much | not at all | (VOL.)  DK | (vol.) ref. |
| 1. Information from national news organizations | 17 | 48 | 18 | 16 | \* | \* |
| *Item B: Based on social media users [N=2,051]* |  |  |  |  |  |  |
| 1. Information you see on social media, such as Facebook, Twitter or Instagram | 3 | 31 | 37 | 28 | \* | \* |
| 1. Information you get from family and friends | 24 | 58 | 12 | 6 | \* | \* |
| 1. Information you can get from the local public library or librarians | 40 | 38 | 8 | 13 | 1 | \* |
| 1. Information from local news organizations | 18 | 54 | 16 | 12 | \* | \* |
| 1. Information from government sources | 18 | 43 | 19 | 20 | \* | \* |
| 1. Information from health care providers | 39 | 44 | 10 | 6 | \* | \* |
| 1. Information from financial institutions | 14 | 54 | 17 | 14 | \* | \* |

[READ TO ALL:] Now, let’s talk about something a little different...

**Q7** How well do the following statements describe you? [INSERT ITEMS; RANDOMIZE]. Does this describe you very well, somewhat well, not too well, or not at all well?

How about: [INSERT NEXT ITEM]. [READ AS NECESSARY: Does this describe you very well, somewhat well, not too well, or not at all well?]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | very well | somewhat well | not too well | not at all well | (VOL.) DK | (vol.) ref. |
| 1. I’m usually trying to do two or more things at once. | 52 | 29 | 9 | 9 | \* | \* |
| 1. It is easy for me to sit down and relax. | 41 | 32 | 15 | 11 | \* | \* |
| 1. The fast pace of my life feels like it is harming my health. | 11 | 28 | 23 | 37 | \* | \* |
| 1. I am usually patient when I have to wait in line doing day-to-day errands. | 41 | 36 | 12 | 12 | \* | \* |

**Q8** Which of the following statements is closer to your view, even if you do not entirely agree with it? [READ AND RANDOMIZE]

|  |  |  |
| --- | --- | --- |
|  | Nov 2016 |  |
| % | 67 | The availability of so much information these days makes it easier for me to make decisions. |
|  | 30 | I often feel stressed by the amount of information I need to consider in making decisions. |
|  | 2 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**Q9** Given the things going on in your life, how often do you feel you do NOT have enough time to gather all the information you need for making important decisions? Do you feel this way frequently, sometimes, not too often, or never?

|  |  |  |
| --- | --- | --- |
|  | Nov 2016 |  |
| % | 16 | Frequently |
|  | 39 | Sometimes |
|  | 33 | Not too often |
|  | 12 | Never |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**Q10** Now please tell me whether the following statements describe how you make MAJOR DECISIONS in your life. This could involve making major decisions about your job, education, or health, or how to spend or invest your money, or where you should live. (First,/Next,) [INSERT ITEMS; RANDOMIZE]. [READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say this describes how you make MAJOR life decisions, or not?]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes, describes me | no, does not | (VOL.)  DK | (vol.) ref. |
| 1. After I make a major life decision, I stick with it. | 83 | 16 | \* | \* |
| 1. I tend to have a strong "gut instinct", and I rely on it in decision-making. | 74 | 26 | \* | \* |
| 1. If I have doubts about a decision, I go back and recheck the steps I took to reach the decision. | 87 | 13 | \* | \* |
| 1. When communicating a decision to others, I explain my thought process and reasons. | 83 | 16 | \* | \* |
| 1. I consider a variety of potential solutions and outcomes before I make a decision. | 92 | 8 | \* | \* |
| 1. I determine what factors are most important to the decision, and consider them as I make my decision. | 93 | 6 | \* | \* |
| 1. I don’t find it necessary to do very extensive background research before I make a major decision. | 23 | 77 | \* | \* |

[READ TO ALL:] Now, switching gears...

**LIBUSE** Have you, personally, EVER...[INSERT ITEMS IN ORDER], or is this something you’ve never done? [IF YES: Have you done this in the past 12 months?][[94]](#footnote-14)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Total Yes, have done this | ---------- in the past 12 months | ---------- not in past 12 months | no, have never done this | (VOL.) Don’t know | (VOL.) Refused |
| 1. Visited a public library or used a public library bookmobile IN PERSON |  |  |  |  |  |  |
| November 2016 | 85 | 46 | 39 | 15 | \* | \* |
| April 2016 | 81 | 48 | 32 | 19 | 0 | 0 |
| November 2015 | 78 | 44 | 34 | 22 | \* | 0 |
| April 2015 | 82 | 46 | 36 | 18 | \* | \* |
| September 2013 | 81 | 48 | 33 | 19 | \* | \* |
| November 2012 | 84 | 53 | 30 | 16 | \* | 0 |
| 1. Used a public library WEBSITE[[95]](#footnote-15) |  |  |  |  |  |  |
| November 2016 | 48 | 31 | 17 | 52 | \* | \* |
| April 2016 | 39 | 27 | 12 | 61 | \* | \* |
| November 2015 | 46 | 31 | 15 | 54 | \* | \* |
| September 2013 | 44 | 30 | 14 | 56 | \* | \* |
| November 2012 | 39 | 25 | 14 | 61 | \* | \* |
| 1. Used a public library mobile APP |  |  |  |  |  |  |
| November 2016 | 11 | 8 | 3 | 88 | \* | \* |
| April 2016 | 8 | 7 | 2 | 91 | 1 | 0 |
| November 2015 | 12 | 9 | 3 | 87 | \* | \* |

**LIBMOB** Now thinking about cell phones and other handheld mobile devices... In the past 12 months, have you used a cell phone, e-reader or tablet computer to visit a public library’s website or access public library resources?[[96]](#footnote-16)

Based on those who used a public library website in the past 12 months

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Nov 2016 |  | April 2016 | April 2015 | Nov 2012 |
| % | 57 | Yes | 49 | 50 | 39 |
|  | 43 | No | 51 | 50 | 61 |
|  | 0 | (VOL.) Don’t know | \* | 0 | 0 |
|  | 0 | (VOL.) Refused | 0 | 0 | 0 |
|  | [N=911] |  | [N=455] | [N=454] | [N=587] |

**Q11** I’d like to know in what ways you think the public library contributes to how you handle various issues in your life. [READ FOR FIRST THREE RANDOMIZED ITEMS: (First,) do you think the public library helps you [INSERT ITEMS; RANDOMIZE]?]

[FOR REMAINING ITEMS: Does it help you [INSERT NEXT ITEM]? [READ IF NECESSARY: Do you think the public library helps you (ITEM)?]]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.)  DK | (vol.) ref. |
| 1. Find information that is trustworthy and reliable | 78 | 21 | 1 | \* |
| 1. Cope with a busy world | 43 | 56 | 1 | \* |
| 1. Focus on things that matter in your life | 49 | 50 | 1 | \* |
| 1. Get information that helps you with decisions you have to make | 56 | 43 | 1 | \* |
| 1. Cope with a world where it is hard to get ahead | 38 | 60 | 1 | \* |
| 1. Grow as a person | 65 | 34 | \* | \* |
| 1. Protect your personal data from online thieves | 27 | 68 | 5 | \* |
| 1. Learn new things | 76 | 23 | \* | \* |

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

**REG** Which of these statements best describes you? [INSTRUCTION: BE SURE TO CLARIFY WHETHER RESPONDENT IS ABSOLUTELY CERTAIN THEY ARE REGISTERED OR ONLY PROBABLY REGISTERED][[97]](#footnote-17)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Nov 2016 |  | April 2016 | Nov 2015 |
| % | 73 | Are you ABSOLUTELY CERTAIN that you are registered to vote at your current address, OR | 70 | 67 |
|  | 6 | Are you PROBABLY registered, but there is a chance your registration has lapsed, OR | 4 | 6 |
|  | 20 | Are you NOT registered to vote at your current address? | 24 | 26 |
|  | 1 | (VOL.) Don’t know | 1 | 1 |
|  | \* | (VOL.) Refused | 1 | \* |

**OFTVOTE** How often would you say you vote? [READ][[98]](#footnote-18)

Based on all registered voters

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Always | Nearly always | Part of the time | seldom | (vol.) never | (vol.) other | (vol.)  dK | (vol.) ref |
| Nov 2016 [N=2,332] | 61 | 22 | 8 | 5 | 2 | 1 | 0 | \* |
| April 2016 [N=1,149] | 52 | 28 | 10 | 6 | 2 | 1 | \* | \* |
| Nov 2015 [N=2,000] | 54 | 28 | 9 | 6 | 2 | 1 | \* | \* |
| April 2015 [N=1,487] | 50 | 28 | 11 | 7 | 3 | \* | \* | \* |
| Nov 2002 [N=2,048] | 56 | 28 | 8 | 6 | 2 | \* | \* | -- |
| Nov 2-5, 2000 [N=1,829][[99]](#endnote-81) | 57 | 26 | 8 | 6 | 2 | 1 | \* | -- |
| Oct 28-31, 1998 [N=1,714][[100]](#endnote-82) | 56 | 28 | 10 | 5 | 1 | \* | \* | -- |

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

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

THANK RESPONDENT: Thank you very much for your time. This survey is being conducted by the Pew Research Center, which will be issuing a report on the results of this survey on their website, pewresearch dot ORG, in the coming weeks. THANK YOU again for your help! Have a nice (day/evening).

**Methods**

Information Engaged and Wary Survey 2016

Prepared by Princeton Survey Research Associates International  
for the Pew Research Center’s Internet, Science & Technology Project

November 2016

**SUMMARY**

The Information Engaged and Wary Survey 2016, sponsored by the Pew Research Center, obtained telephone interviews with a nationally representative sample of 3,015 adults, age 18 or older, living in the United States. Interviews were conducted via landline (nLL=757) and cell phone (nC=2,258; including 1,342 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). The interviews were administered in English and Spanish by Princeton Data Source from September 29 to November 6, 2016. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±2.0 percentage points. Results based on the 2,749 internet users[[101]](#footnote-19) have a margin of sampling error of ±2.1 percentage points.

Details on the design, execution and analysis of the survey are discussed below.

# Design AND Data Collection Procedures

#### Sample Design

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.

**Contact Procedures**

Interviews were conducted from September 29 to November 6, 2016. As many as 7 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Interviewing was spread as evenly as possible across the days in field. When necessary, each telephone number was called at least one time during the day in an attempt to complete an interview.

For the landline sample, interviewers asked to speak with the youngest 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. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell interviewing. Prior to dialing, the landline sample was scrubbed of numbers that have been ported to wireless service by comparing the sample file to the most recently available Intermodal Ported Telephone Number Identification Service database.

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 respondents were offered a post-paid cash reimbursement for their participation.

# Weighting and analysis

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. The sample was weighted to match national adult general population parameters. A two-stage weighting procedure was used to weight this dual-frame sample.

The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent’s telephone usage patterns.[[102]](#footnote-20) This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The first-stage weight for the ith case can be expressed as:

Where SLL = the size of the landline sample

FLL = the size of the landline sample frame

SCP = the size of the cell sample

FCP = the size of the cell sample frame

ADi = Number of adults in household i

LLi=1 if respondent has a landline phone, otherwise LL=0.

CPi=1 if respondent has a cell phone, otherwise CP=0.

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 2014 American Community Survey (ACS) data.[[103]](#footnote-21) The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2015 National Health Interview Survey.[[104]](#footnote-22)

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 1: Sample Demographics** | |  |  |
|  | Parameter | Unweighted | Weighted |
| Gender |  |  |  |
| Male | 48.3% | 50.7% | 49.1% |
| Female | 51.7% | 49.3% | 50.9% |
|  |  |  |  |
| Age |  |  |  |
| 18-24 | 12.9% | 9.5% | 13.2% |
| 25-34 | 17.6% | 14.2% | 17.4% |
| 35-44 | 16.7% | 15.0% | 16.7% |
| 45-54 | 17.8% | 16.8% | 18.4% |
| 55-64 | 16.4% | 19.6% | 16.3% |
| 65+ | 18.6% | 24.9% | 18.0% |
|  |  |  |  |
| Education |  |  |  |
| HS Graduate or Less | 40.7% | 31.3% | 40.4% |
| Some College/Assoc Degree | 31.5% | 24.0% | 30.8% |
| College Graduate | 27.8% | 44.7% | 28.8% |
|  |  |  |  |
| Race/Ethnicity |  |  |  |
| White/not Hispanic | 65.1% | 70.5% | 65.3% |
| Black/not Hispanic | 11.7% | 9.1% | 11.4% |
| Hisp - US born | 7.8% | 6.5% | 7.7% |
| Hisp - born outside | 7.5% | 6.9% | 7.7% |
| Other/not Hispanic | 7.9% | 7.0% | 8.0% |
|  |  |  |  |
| Region |  |  |  |
| Northeast | 18.0% | 16.6% | 17.6% |
| Midwest | 21.2% | 22.0% | 21.6% |
| South | 37.3% | 38.0% | 37.7% |
| West | 23.5% | 23.4% | 23.1% |
|  |  |  |  |
| County Pop. Density |  |  |  |
| 1 - Lowest | 19.9% | 21.3% | 20.1% |
| 2 | 20.0% | 20.2% | 20.2% |
| 3 | 20.1% | 20.3% | 19.9% |
| 4 | 20.0% | 19.4% | 20.0% |
| 5 - Highest | 20.0% | 18.7% | 19.9% |
|  |  |  |  |
| Household Phone Use |  |  |  |
| LLO | 5.5% | 2.1% | 3.6% |
| Dual | 43.8% | 53.4% | 44.9% |
| CPO | 50.7% | 44.5% | 51.5% |

# Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.24.

PSRAI calculates the composite design effect for a sample of size *n*, with each case having a weight, *wi* as:



*formula 1*

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (√*deff* ). Thus, the formula for computing the 95% confidence interval around a percentage is:



*formula 2*

where  is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey’s *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±2.0 percentage points. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than two percentage points away from their true values in the population. The margin of error for estimates based on form 1 or form 2 respondents is ±2.8 percentage points. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

**Response Rate**

Table 2 reports the disposition of 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.[[105]](#footnote-23) Thus the response rate for the landline samples was 9 percent. The response rate for the cellular samples was 8 percent.

|  |  |  |
| --- | --- | --- |
| **Table 2. Sample Disposition** | | |
| Landline | Cell |  |
| 1,966 | 838 | Non-residential/Business (4.500) |
| 1,299 | ---- | Ported numbers identified before dialing (4.420) |
| 10 | ---- | Cell in landline frame (4.420) |
| 3,275 | 838 | OF = Out of Frame |
|  |  |  |
| 32,373 | 14,515 | Not working (4.300) |
| 1,286 | 33 | Computer/fax/modem (4.200) |
| 33,659 | 14,548 | NWC = Not working/computer |
|  |  |  |
| 2,280 | 890 | NA/Busy all attempts (3.120, 3.130) |
| 0 | 11,062 | VM not set up/caller out of range (3.100) |
| 11 | 23 | On DNC list - not dialed (3.90) |
| 2,291 | 11,975 | UHUONC = Non-contact, unknown if household/unknown other |
|  |  |  |
| 2,747 | 9,961 | Voice mail (3.140) |
| 38 | 46 | Other non-contact (deaf/disabled/deceased) (3.211) |
| 2,785 | 10,007 | UONC = Non-contact, unknown eligibility |
|  |  |  |
| 4,023 | 14,094 | Refusals (3.211) |
| 208 | 1,256 | Callbacks (INCLUDE Spanish CBs) (3.211) |
| 4,231 | 15,350 | UOR = Refusal, unknown if eligible |
|  |  |  |
| 33 | 183 | O = Other (language) (3.211) |
|  |  |  |
| ---- | 1,078 | Child's cell phone (4.700) |
| ---- | 1,078 | SO = Screen out |
|  |  |  |
| 281 | 762 | R = Refusal, known eligible (breakoffs and qualified CBs) (2.100) |
|  |  |  |
| 757 | 2,258 | I = Completed interviews (1.0) |
|  |  |  |
| 47,312 | 56,999 | T = Total numbers sampled |
|  |  |  |
| 18.0% | 65.8% | e1 = (I+R+SO+O+UOR+UONC)/(I+R+SO+O+UOR+UONC+OF+NWC) - Est. frame eligibility of non-contacts |
| 100.0% | 73.7% | e2 = (I+R)/(I+R+SO) - Est. screening eligibility of unscreened contacts |
|  |  |  |
| 62.4% | 52.3% | CON = [I + R + (e2\*[O + UOR])]/[I + R + (e2\*[O + UOR + UONC]) + (e1\*e2\*UHUONC)] |
| 14.3% | 15.6% | COOP = I/[I + R + (e2\*[O + UOR])] |
| **8.9%** | **8.2%** | **AAPOR RR3=I/[I+R+[e2\*(UOR+UONC+O)]+[e1\*e2\*UHUONC]] = CON\*COOP** |

**Endnotes**

1. 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-1)
2. April 2016 trends based on the Libraries Survey 2016, conducted March 7 – April 4, 2016 among those age **16 or older** [N=1,601, including 1,200 cell phone interviews]. [↑](#endnote-ref-1)
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-2)
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-3)
5. 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-4)
6. 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-5)
7. 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-6)
8. The abbreviation DK stands for “Don’t know” [↑](#footnote-ref-2)
9. The abbreviation REF stands for “Refused” [↑](#footnote-ref-3)
10. 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-4)
11. May 2016 trends based on the Cybersecurity Survey 2016, conducted March 30 - May 3, 2016 [N=1,040, including 778 cell phone interviews]. [↑](#endnote-ref-7)
12. November 2015 trends based on the Educational Ecosystem Survey 2015, conducted October 13 - November 15, 2015 [N=2,752, including 1,789 cell phone interviews]. [↑](#endnote-ref-8)
13. July 2015 trends based on the July 2015 Tracking Survey, conducted June 10 – July 12, 2015 [N=2,001, including 1,300 cell phone interviews]. [↑](#endnote-ref-9)
14. 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-10)
15. 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-11)
16. 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-12)
17. 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-13)
18. 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-14)
19. 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-15)
20. 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-16)
21. 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-17)
22. 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-18)
23. 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-19)
24. 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-20)
25. 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-21)
26. 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-22)
27. 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-23)
28. 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-24)
29. 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-25)
30. 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-26)
31. 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-27)
32. 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-28)
33. 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-29)
34. November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254]. [↑](#endnote-ref-30)
35. August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251]. [↑](#endnote-ref-31)
36. 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-32)
37. May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251]. [↑](#endnote-ref-33)
38. 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-34)
39. January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252]. [↑](#endnote-ref-35)
40. 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-36)
41. 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-37)
42. February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200]. [↑](#endnote-ref-38)
43. December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373]. [↑](#endnote-ref-39)
44. 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-40)
45. August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928]. [↑](#endnote-ref-41)
46. April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001]. [↑](#endnote-ref-42)
47. February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000]. [↑](#endnote-ref-43)
48. December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011]. [↑](#endnote-ref-44)
49. September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251]. [↑](#endnote-ref-45)
50. June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001]. [↑](#endnote-ref-46)
51. February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201]. [↑](#endnote-ref-47)
52. January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201]. [↑](#endnote-ref-48)
53. November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914]. [↑](#endnote-ref-49)
54. November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200]. [↑](#endnote-ref-50)
55. July 2004 trends based on the “Selective Exposure” survey, conducted June 14-July 3, 2004 [N=1,510]. [↑](#endnote-ref-51)
56. June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200]. [↑](#endnote-ref-52)
57. March 2004 trends based on “Weak Ties” survey conducted February 17-March 17, 2004 [N=2,200]. [↑](#endnote-ref-53)
58. February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204]. [↑](#endnote-ref-54)
59. November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013]. [↑](#endnote-ref-55)
60. August 2003 trends based on ‘E-Government’ survey conducted June 25-August 3, 2003 [N=2,925]. [↑](#endnote-ref-56)
61. June 2003 trends based on ‘Internet Spam’ survey conducted June 10-24, 2003 [N=2,200]. [↑](#endnote-ref-57)
62. May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632]. [↑](#endnote-ref-58)
63. March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743]. [↑](#endnote-ref-59)
64. February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611]. [↑](#endnote-ref-60)
65. December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038]. [↑](#endnote-ref-61)
66. November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745]. [↑](#endnote-ref-62)
67. October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677]. [↑](#endnote-ref-63)
68. September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092]. [↑](#endnote-ref-64)
69. July 2002 trends based on ‘Sept. 11th-The Impact Online’ survey conducted June 26-July 26, 2002 [N=2,501]. [↑](#endnote-ref-65)
70. March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002. [↑](#endnote-ref-66)
71. January 2002 trends based on a daily tracking survey conducted January 3-31, 2002. [↑](#endnote-ref-67)
72. 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-68)
73. 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-69)
74. 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-70)
75. 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-71)
76. 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-72)
77. February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096]. [↑](#endnote-ref-73)
78. December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383]. [↑](#endnote-ref-74)
79. November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321]. [↑](#endnote-ref-75)
80. October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336]. [↑](#endnote-ref-76)
81. September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302]. [↑](#endnote-ref-77)
82. August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109]. [↑](#endnote-ref-78)
83. June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606]. [↑](#endnote-ref-79)
84. May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036]. [↑](#endnote-ref-80)
85. April 2016 was asked of half sample A internet users [N=731]. 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?” July 2015 question wording was: “Do you currently subscribe to internet service at HOME?” December 2012 question wording was: “Do you ever use the internet AT HOME?” 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 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-5)
86. April 2016 question was asked of half sample A who use the internet at home. In July 2015, question was asked of 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-6)
87. May 2011 and earlier trend percentages for “None of the above” reflect “Other (SPECIFY)” responses. [↑](#footnote-ref-7)
88. 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)
89. Trends are based on all cell phone owners. 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)
90. May 2016 question wording was "Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?" November 2015 question wording was "Do you ever use a social networking site like Facebook, Twitter or LinkedIn?" July 2015 trends and earlier were asked as an item within a list question. Wording may vary from survey to survey and question may be asked of all internet users or form split. From 2012 to 2013, item wording was “Use a social networking site like Facebook, LinkedIn or Google Plus.” From April 2009 thru August 2011, item wording was “Use a social networking site like MySpace, Facebook or LinkedIn.” In December 2008, item wording was “Use a social networking site like MySpace or Facebook.” In August 2006, item wording was “Use an online social networking site like MySpace, Facebook or Friendster.” Prior to August 2006, item wording was “Use online social or professional networking sites like Friendster or LinkedIn.” [↑](#footnote-ref-10)
91. From 2015 to April 2016, item wording was "A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader but NOT a Kindle Fire". April 2015 item was asked of a half sample A. From 2012-2013, item wording was “A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader”. In 2011, item wording was “An electronic Book device or e-Book reader, such as a Kindle or Nook.” Through November 2010, item wording was “An electronic book device or e-Book reader, such as a Kindle or Sony Digital Book”. [↑](#footnote-ref-11)
92. 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-12)
93. April 2015 item was asked of a half sample A. In past polls, “A desktop computer” and “A laptop computer or netbook” were asked as separate items in the list. Results shown here have been recalculated to combine responses for trend purposes. [↑](#footnote-ref-13)
94. In November 2012, follow-ups about the past 12 months were asked as separate questions later in the interview, rather than as immediate follow-up probes, as done for the September 2013 poll. Trend results shown here have been recalculated based on Total respondents. [↑](#footnote-ref-14)
95. In November 2012, item wording was “Gone on a public library WEBSITE.” [↑](#footnote-ref-15)
96. In April 2015, respondents were asked about their use of a public library website or mobile app as a single item in LIBUSE. In April 2015, this question was asked of those who used a public library website or mobile app in the past 12 months. November 2012 trend was asked of all respondents. Results shown here are based on those who have gone on a public library website in the past 12 months. [↑](#footnote-ref-16)
97. In April 2016, question was asked of all respondents. Results shown here reflect adults ages 18 or older [N=1,520]. [↑](#footnote-ref-17)
98. In April 2016, question was asked of all registered voters. Results shown here reflect registered voters ages 18 or older [N=1,149]. [↑](#footnote-ref-18)
99. November 2-5, 2000 trends based on the Pew Research Center for People and the Press November 2000 Election Weekend Survey conducted by Princeton Survey Research Associates. International [N=1,829 registered voters]. Interview dates: November 2-5, 2000. [↑](#endnote-ref-81)
100. October 28-31, 1998 trends based on the Pew Research Center for People and the Press 1998 Election Weekend Survey conducted by Princeton Survey Research Associates International. [N=1,714 registered voters]. Interview dates: October 28-31, 1998. [↑](#endnote-ref-82)
101. Internet user is defined as those who access the internet or email at least occasionally, or those who access the internet on a cell phone, tablet, or other mobile handheld device at least occasionally. [↑](#footnote-ref-19)
102. i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone. [↑](#footnote-ref-20)
103. ACS analysis was based on all adults excluding those living in institutional group quarters. [↑](#footnote-ref-21)
104. Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, July-December, 2015. National Center for Health Statistics. May 2016. [↑](#footnote-ref-22)
105. The American Association for Public Opinion Research. 2016. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 9th edition. AAPOR. [↑](#footnote-ref-23)