

Methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults recruited from landline and cellphone random-digit-dial surveys. Panelists participate via monthly self-administered web surveys. Panelists who do not have internet access are provided with a tablet and wireless internet connection. The panel is being managed by Abt SRBI.

Data in this report are drawn from the panel wave conducted March 13-27, 2017, among 4,151 respondents. The margin of sampling error for the full sample of 4,151 respondents is plus or minus 2.7 percentage points.

Members of the American Trends Panel were recruited from two large, national landline and cellphone random-digit-dial (RDD) surveys conducted in English and Spanish. At the end of each survey, respondents were invited to join the panel. The first group of panelists was recruited from the 2014 Political Polarization and Typology Survey, conducted Jan. 23 to March 16, 2014. Of the 10,013 adults interviewed, 9,809 were invited to take part in the panel and a total of 5,338 agreed to participate.¹ The second group of panelists was recruited from the 2015 Survey on Government, conducted Aug. 27 to Oct. 4, 2015. Of the 6,004 adults interviewed, all were invited to join the panel, and 2,976 agreed to participate.²

The ATP data were weighted in a multi-step process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that in 2014 some panelists were subsampled for invitation to the panel. Next, an adjustment was made for the fact that the propensity to join the panel and remain an active panelist varied across different groups in the sample. The final step in the weighting uses an iterative technique that aligns the sample to population benchmarks on a number of dimensions. Gender, age, education, race, Hispanic origin and region parameters come from the U.S. Census Bureau's 2015 American Community Survey. The county-level population density parameter (deciles) comes from the 2010 U.S. decennial census. The telephone service benchmark is comes from the January-June 2016 National Health Interview Survey and is projected to 2017. The volunteerism benchmark comes from the 2015 Current Population Survey Volunteer Supplement. The party affiliation benchmark is the average of the three most recent Pew Research Center general public telephone surveys. The internet

¹ When data collection for the 2014 Political Polarization and Typology Survey began, non-internet users were subsampled at a rate of 25%, but a decision was made shortly thereafter to invite all non-internet users to join. In total, 83% of non-internet users were invited to join the panel.

² Respondents to the 2014 Political Polarization and Typology Survey who indicated that they are internet users but refused to provide an email address were initially permitted to participate in the American Trends Panel by mail, but were no longer permitted to join the panel after Feb. 6, 2014. Internet users from the 2015 Survey on Government who refused to provide an email address were not permitted to join the panel.

access benchmark comes from the 2015 Pew Research Center Survey on Government. Respondents who did not previously have internet access are treated as not having internet access for weighting purposes. Sampling errors and statistical tests of significance take into account the effect of weighting. Interviews are conducted in both English and Spanish, but the Hispanic sample in the American Trends Panel is predominantly native born and English speaking.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

Group	Unweighted sample size	Plus or minus ...
Total sample	4,151	2.7
White	3,205	3.0
Black	320	9.6
Hispanic	317	9.7
Republican/Lean Republican	1,872	4.0
Democrat/Lean Democrat	2,197	3.7
Conservative Republican	750	6.3
Moderate/Liberal Republican	327	9.5
Conservative/Moderate Democrat	579	7.1
Liberal Democrat	892	5.8
\$75,000+	1,764	4.1
\$30,000-\$74,999	1,462	4.5
<\$30,000	857	5.9
Home broadband user	3,674	2.8
Not home broadband user	380	8.8

Sample sizes and sampling errors for other subgroups are available upon request.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The March 2017 wave had a response rate of 80% (4,151 responses among 5,177 individuals in the panel). Taking account of the combined, weighted response rate for the recruitment surveys (10.0%) and attrition from panel members who were removed at their request or for inactivity, the cumulative response rate for the wave is 2.6 %³.

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³ Approximately once per year, panelists who have not participated in multiple consecutive waves are removed from the panel. These cases are counted in the denominator of cumulative response rates.

Topline questionnaire

2017 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL

WAVE 25 MARCH

FINAL TOPLINE

March 13 – March 27, 2017

TOTAL N=4,151

ASK ALL:

BB1 Thinking about the internet...How important do you think it is for Americans today to have access to high-speed home internet service?

	MARCH 2017	
%	49	Essential
	41	Important, but not essential
	6	Not too important
	3	Not important at all
	*	Refused

ASK ALL:

BB2 What percentage of Americans would you guess have some type of high-speed internet service?

	MARCH 2017	% of Americans who have broadband
%	1	0-5%
	1	6-10%
	*	11-15%
	1	16-20%
	1	21-25%
	3	26-30%
	1	31-35%
	4	36-40%
	3	41-45%
	11	46-50%
	1	51-55%
	11	56-60%
	6	61-65%
	10	66-70%
	14	71-75%
	12	76-80%
	5	81-85%
	8	86-90%
	3	91-95%
	4	96-100%
	1	Refused

RANDOMIZE ORDER OF BB3 AND BB4**ASK ALL:**

BB3 Which statement best describes your view, even if neither is exactly right?
[RANDOMIZE]

	MARCH 2017	
%	44	The government should provide subsidies to help low-income Americans purchase high-speed home internet service
	54	High-speed home internet service is affordable enough that nearly every household should be able to buy service on their own
	2	Refused

ASK ALL:

BB4 Which statement best describes your view even if neither is exactly right?
[RANDOMIZE]

	MARCH 2017	
%	70	Local governments should be able to build their own high-speed networks if the service in their area is too expensive or not good enough
	27	Local governments should not be allowed to build their own high-speed networks, regardless of the cost or quality of service in their area
	3	Refused

ASK IF HOME BROADBAND USER [N=3,647]:

BB5 What is the download speed for your own high-speed home internet service? **[SHOW ITEMS IN ORDER]**

	MARCH 2017	
%	5	10 megabits per second (Mbps) or less
	6	11-24 Mbps
	11	25-49 Mbps
	15	50-99 Mbps
	12	100 Mbps
	47	Not sure
	4	I do not have high-speed internet service
	*	Refused

Appendix A

Thinking about the internet ... How important do you think it is for Americans today to have access to high-speed home internet service?

% of U.S. adults who say ...

	Essential	Important, but not essential	Not too important	Not important at all
All adults	49%	41%	6%	3%
Gender				
Male	47	43	7	3
Female	52	39	5	3
Race/Ethnicity				
White	45	46	6	3
Black	55	30	5	10
Hispanic	61	28	8	3
Age				
18-29	54	37	5	4
30-49	55	38	4	2
50-64	45	41	10	4
65+	42	49	6	4
Household income				
< \$30,000	49	37	8	6
\$30,000-\$74,999	50	43	5	1
\$75,000+	50	42	5	2
Educational attainment				
High school or less	46	39	8	7
Some college	52	42	5	1
College+	52	42	5	1
Community type				
Rural	43	44	10	3
Urban	54	38	6	2
Suburban	48	42	5	5

Source: Survey conducted March 13-27, 2017.

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Which statement best describes your view, even if neither is exactly right?

% of U.S. adults who say ...

	The government should provide subsidies to help low-income Americans purchase high-speed home internet service	High-speed home internet service is affordable enough that nearly every household should be able to buy service on their own
All adults	44%	54%
Gender		
Male	41	58
Female	47	51
Race/Ethnicity		
White	37	61
Black	59	38
Hispanic	57	43
Age		
18-29	55	45
30-49	46	52
50-64	42	56
65+	33	65
Household income		
< \$30,000	55	44
\$30,000-\$74,999	41	57
\$75,000+	35	63
Educational attainment		
High school or less	43	56
Some college	46	53
College+	44	54
Community type		
Rural	36	63
Urban	50	48
Suburban	43	56

Source: Survey conducted March 13-27, 2017.

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Which statement best describes your view, even if neither is exactly right?

% of U.S. adults who say ...

	Local governments should be able to build their own high-speed networks if the service in their area is too expensive or not good enough	Local governments should not be allowed to build their own high-speed networks, regardless of the cost or quality of service in their area
All adults	70%	27%
Gender		
Male	72	26
Female	69	28
Race/Ethnicity		
White	72	25
Black	66	32
Hispanic	69	29
Age		
18-29	68	31
30-49	74	23
50-64	70	28
65+	68	27
Household income		
< \$30,000	65	32
\$30,000-\$74,999	73	25
\$75,000+	76	23
Educational attainment		
High school or less	64	32
Some college	70	28
College+	78	20
Community type		
Rural	69	27
Urban	72	25
Suburban	69	29

Source: Survey conducted March 13-27, 2017.

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What is the download speed for your own high-speed home internet service?

% of U.S. home broadband users who say their home internet connection speed is ...

	10 megabits per second (Mbps) or less	11-24 Mbps	25-49 Mbps	50-99 Mbps	100 Mbps or more	Does not have high- speed home internet service	Not sure
All adults	5%	6%	11%	15%	12%	4%	47%
Gender							
Male	6	7	13	19	16	3	36
Female	5	5	9	11	8	4	57
Race/Ethnicity							
White	5	7	11	14	12	3	47
Black	2	3	10	17	10	13	47
Hispanic	5	5	10	16	11	3	48
Age							
18-29	5	5	11	22	16	4	36
30-49	6	7	14	13	14	2	43
50-64	5	7	9	14	9	4	52
65+	5	5	7	10	7	6	60
Household income							
< \$30,000	4	6	11	11	9	7	51
\$30,000-\$74,999	8	5	10	18	11	3	45
\$75,000+	4	8	11	15	16	1	45
Educational attainment							
High school or less	6	5	9	16	7	6	50
Some college	5	7	11	13	15	4	45
College+	5	7	12	16	14	1	45
Community type							
Rural	8	8	6	14	10	7	47
Urban	5	6	14	16	13	3	43
Suburban	5	6	10	14	12	4	49

Source: Survey conducted March 13-27, 2017.

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