

## Survey questions

**Q28** How much, if at all, have the internet and cell phones improved your ability to learn new things?

A lot	53%
Some	34%
Only a little	8%
Not at all	5%

**Q29** How much, if at all, have the internet and cell phones improved your ability to share your ideas and creations with others?

	Current	Oct. '07	April '06
A lot	38%	33%	28%
Some	34%	26%	27%
Only a little	15%	15%	16%
Not at all	12%	21%	27%
Refused/DK *		6%	1%

**Q32** How much, if at all, have the internet and cell phones improved your ability to find ways to get information about health and health care?

A lot	44%
Some	35%
Only a little	12%
Not at all	7%

**Q33** Some people say they feel overloaded with too much information these days. Others say they like having so much information available. Which best describes you?

	<u>Aug '14</u>	Aug '13	Dec '07	April '06
I feel overloaded	26%	18	24	27
I like having so much information	72%	79	69	67
Refused/DK	2%	3	7	7

Q34 We'd now like you to think about all the ways that the internet connects you to information. Compared with five years ago, would you say that you are better informed on the following topics because of your use of the internet and cell phones, or not?

	Better informed because of tech, compared w/ 5 yrs. ago	Not better informed	Ref/DK
a. local news	62%	36%	2%
b. national news	75	23	2
c. international news	74	23	3
d. your neighborhood and your neighbors	39	58	3
e. your family	60	37	2
f. your friends	67	31	3
g. the hobbies and personal interests you have	68	30	2
h. your health and fitness	65	32	3
g. civic life and government activities in your community	49	49	2
h. popular culture such as movies, music, and books	72	26	2
i. products and services to buy	81	17	2

Q35 Do you think access to the internet has made average Americans ...

Better informed	76%
Less well-informed	8%
Has not made much of a difference	15%
Refused/DK	1%

Q36 Thinking specifically about America's students: Has access to the internet made today's students:

Better informed	77%
Less well-informed	8%
Has not made much of a difference	12%
Refused/DK	2%

## About the Survey

The analysis in this report is based on an online probability survey conducted September 12-18, 2014 among a sample of 1,066 adult internet users, 18 years of age or older. The survey was conducted by the GfK Group using KnowledgePanel, its nationally representative online research panel. To qualify for the main survey, a panel member must be at least 18 years of age and meet one of the following two criteria:

- 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

The survey was conducted in English.

KnowledgePanel members are recruited through probability sampling methods and include both those with internet access and those without. KnowledgePanel provides internet access for those who do not have it and, if needed, a device to access the internet when they join the panel. A combination of random digit dialing (RDD) and address-based sampling (ABS) methodologies have been used to recruit panel members (in 2009 KnowledgePanel switched its sampling methodology for recruiting panel members from RDD to ABS). The panel comprises households with landlines and cellular phones, including those only with cell phones, and those without a phone. Both the RDD and ABS samples were provided by Marketing Systems Group (MSG). KnowledgePanel continually recruits new panel members throughout the year to offset panel attrition as people leave the panel. The survey was conducted in English. Respondents were selected randomly from eligible adult household members of the panel. All sampled members received an initial email September 12-13, 2014 to notify them of the survey and included a link to the survey questionnaire. One follow-up reminder was sent three days later to those who had not yet responded.

The final sample for this survey was weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, household income, metropolitan area or not, and region to parameters from the July 2013 Census Bureau's Current Population Survey (CPS). In addition, the sample is weighted to match current patterns of internet access from the July 2011 CPS survey. This weight is multiplied by an initial base or sampling weight that corrects for differences in the probability of selection of various segments of the sample and by a panel weight that adjusts for any biases due to nonresponse and noncoverage at the panel recruitment stage (using all of the parameters mentioned above as well home ownership status).

Sampling errors and statistical tests of significance take into account the effect of weighting at each of these stages. Sampling error for the total sample of 1,066 respondents is plus or minus 3.2 percentage points at the 95% level of confidence. 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.

