

Topline Questionnaire

**PEW RESEARCH CENTER
2016 LIBRARIES SURVEY
FINAL TOPLINE
MARCH 7-APRIL 4, 2016
N=1,520**

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?

	USES INTERNET	DOES NOT USE INTERNET
Current	86	14
November 2015	87	13
July 2015	87	13
April 2015	85	15
September 2013	86	14
August 2013	80	20
May 2013	85	15
December 2012	81	19
November 2012	85	15
September 2012	81	19
August 2012	85	15
April 2012	82	18
February 2012	80	20

WEB1-A Please tell me if you ever use the internet or a mobile app to do any of the following things. Do you ever use the internet or a mobile app to...[INSERT ITEM; RANDOMIZE]?³

Based on Form A internet users [N=696]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Use Twitter					
Current	24	n/a	75	0	*
April 2015	24	n/a	76	0	0
September 2014 ⁱ	23	n/a	77	*	0
September 2013	20	n/a	80	*	*
August 2013	18	n/a	82	*	0
May 2013	18	n/a	82	*	*
December 2012	16	n/a	84	*	*
August 2012	16	n/a	84	*	0
August 2-5, 2012 ⁱⁱ	16	n/a	84	0	0
February 2012	15	8	85	*	0
August 2011	12	5	88	*	0
May 2011	13	4	87	*	0
January 2011	10	n/a	90	*	*
December 2010	12	n/a	88	*	0
November 2010	8	2	92	0	*
Use Instagram					
Current	32	n/a	67	*	*
April 2015	29	n/a	71	*	0
September 2014	26	n/a	74	0	0
August 2013	17	n/a	82	*	0
December 2012	13	n/a	87	*	0
August 2-5, 2012	12	n/a	88	1	0
Use Pinterest					
Current	31	n/a	69	*	0
April 2015	30	n/a	69	1	*
September 2014	28	n/a	72	*	0
August 2013	21	n/a	77	2	*
December 2012	15	n/a	83	2	0
August 2-5, 2012	12	n/a	87	1	*

WEB1-A continued...

³ April 2015 items were each asked of a half sample of internet users, including those who use a social networking site or app (SNSINT). From January 2005 through 2013, question wording was: "Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[ITEM]?" Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online. Do you ever...[ITEM]?" Unless otherwise noted, trends are based on all internet users for that survey.

WEB1-A continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Use Facebook⁴					
Current	79	n/a	21	0	0
April 2015	72	n/a	28	0	0
September 2014	71	n/a	28	0	*
August 2013	71	n/a	29	0	0
December 13-16, 2012 ⁱⁱⁱ	67	n/a	33	0	*
August 2-5, 2012	66	n/a	34	*	0
Use LinkedIn					
Current	29	n/a	70	1	0
April 2015	24	n/a	75	1	0
September 2014	28	n/a	72	*	0
August 2013	22	n/a	77	1	*
August 2-5, 2012	20	n/a	79	1	*

Based on Form B internet users [N=646]

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
Use messaging apps like WhatsApp or Kik⁵					
Current	26	n/a	74	*	*
April 2015	31	n/a	69	*	*
Use an app that automatically deletes the messages you send like Snapchat or Wickr					
Current	21	n/a	78	1	0
April 2015	16	n/a	83	1	*
Use anonymous social media apps like YikYak, Whisper, After School or Rumr					
Current	6	n/a	94	0	*

⁴ December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

⁵ April 2015 item wording was "Use messaging apps like WhatsApp or Kik or iMessage"

SNS2 Thinking about the social media sites or mobile apps you use... About how often do you visit or use [INSERT ITEMS; RANDOMIZE]? [READ AS NECESSARY: Several times a day, about once a day, a few times a week, every few weeks or less often?]⁶

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	A FEW TIMES A WEEK	EVERY FEW WEEKS	LESS OFTEN	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item A: Based on Twitter users</i>							
a. Twitter							
Current [N=166]	23	19	24	16	17	1	*
April 2015 [N=193]	25	14	23	16	22	1	*
Sept 2014 [N=323]	22	14	24	15	25	*	0
Sept 2013 [N=223]	29	17	21	12	20	1	0
<i>Item B: Based on Instagram users</i>							
b. Instagram							
Current [N=192]	35	16	26	10	12	0	0
April 2015 [N=219]	35	24	18	10	12	*	*
Sept 2014 [N=317]	32	17	24	10	16	1	0
Sept 2013 [N=196]	35	22	21	6	15	1	0
<i>Item C: Based on Pinterest users</i>							
c. Pinterest							
Current [N=200]	11	13	31	28	16	1	*
April 2015 [N=234]	16	12	27	17	26	*	1
Sept 2014 [N=398]	9	8	29	25	26	1	1
Sept 2013 [N=272]	11	13	30	21	24	1	1
<i>Item D: Based on LinkedIn users</i>							
d. LinkedIn							
Current [N=222]	8	10	31	26	26	*	0
April 2015 [N=212]	9	13	30	25	22	1	1
Sept 2014 [N=463]	7	6	25	31	30	1	*
Sept 2013 [N=341]	5	8	34	27	25	*	*

⁶ April 2015 items were each asked of a half sample of respondents who use that specific type of social media. September 2013 trend categories were several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks or less often. Results shown here for "a few times a week" combine "3-5 days a week" and "1-2 days a week".

Item E: Based on Facebook users

e. Facebook

Current [N=530]	55	22	15	3	4	1	*
April 2015 [N=600]	42	27	22	4	5	0	0
Sept 2014 [N=1,074]	45	25	17	6	6	*	*
Sept 2013 [N=960]	40	24	23	6	8	*	0

ⁱ September 2014 trends based on two omnibus surveys, conducted September 11-14, 2014 and September 18-21, 2014 [N=2,003, including 1,001 cell phone interviews]. Omnibus surveys not conducted as tracking surveys.

ⁱⁱ August 2-5, 2012 trends based on an omnibus survey conducted August 2-5, 2012 [N=1,005, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.

ⁱⁱⁱ December 13-16, 2012 trends based on an omnibus survey conducted December 13-16, 2012 [N=1,006, including 405 cell phone interviews]. Omnibus survey not conducted as a tracking survey.