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Information Overload

Most Americans like their choices in today's information-saturated world, but 20% feel overloaded. Tensions occur when institutions place high information demands on people.

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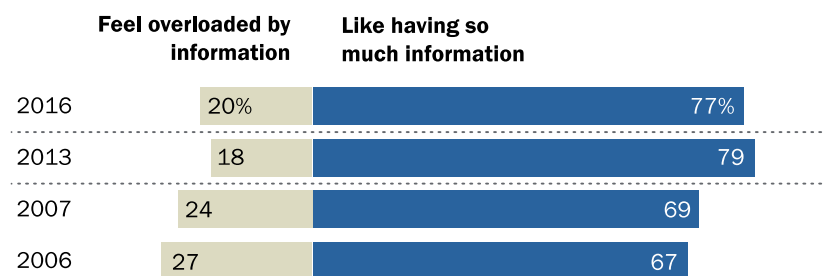
Information Overload

Most Americans like their choices in today's information-saturated world, but 20% feel overloaded. Tensions occur when institutions place high information demands on people.

Since the 1970s, the term "information overload" has captured society's anxiety about the growth in the production of information having potentially bad consequences for people as they struggle to cope with seemingly constant streams of messages and images. The advent of the internet, it was thought, would only exacerbate this, with the onset of ubiquitous connectivity turning information overload into something even more debilitating.

A new Pew Research Center survey finds that, for the most part, the large majority of Americans do not feel that information overload is a problem for them. Some 20% say they feel overloaded by information, a decline from the 27% figure from a decade ago, while 77% say they like having so much information at their fingertips. Two-thirds (67%) say that having more information at their disposals actually helps to simplify their lives.

Fewer Americans feel overloaded by information than did so a decade ago

% of U.S. adults who ...

	Feel overloaded by information	Like having so much information
2016	20%	77%
2013	18	79
2007	24	69
2006	27	67

Source: Survey conducted March 7-April 4, 2016.
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The survey shows that most Americans are comfortable with their abilities to cope with information flows in their day-to-day lives. Moreover, those who own more devices are also the ones who feel more on top of the data and media flows in their lives. Those who are more likely to feel information overload have less technology and are poorer, less well-educated and older.

The Pew Research Center survey in April 2016 of 1,520 Americans age 18 and older measures how they cope with information demands in their lives and how they feel about the volume of information they encounter. Generally, Americans appreciate lots of information and access to it.

- 81% of adults say this statement describes them "very well" (61%) or "somewhat well" (20%): "I feel confident in my ability to use the internet and other communications devices to keep up with information demands in my life."
- 80% say this statement describes them "very well" (41%) or "somewhat well" (40%): "Most of the time, it is easy for me to determine what information is trustworthy."
- 79% say this statement describes them "very well" (44%) or "somewhat well" (35%): "Having a lot of information makes me feel like I have more control over things in my life."

Still, even as many feel they have a relatively easy time handling information flows, there are two tensions around information that emerge in the survey results. First, those with fewer pathways to the internet are more likely to express concerns about information overload and to report difficulty in finding information they need. We
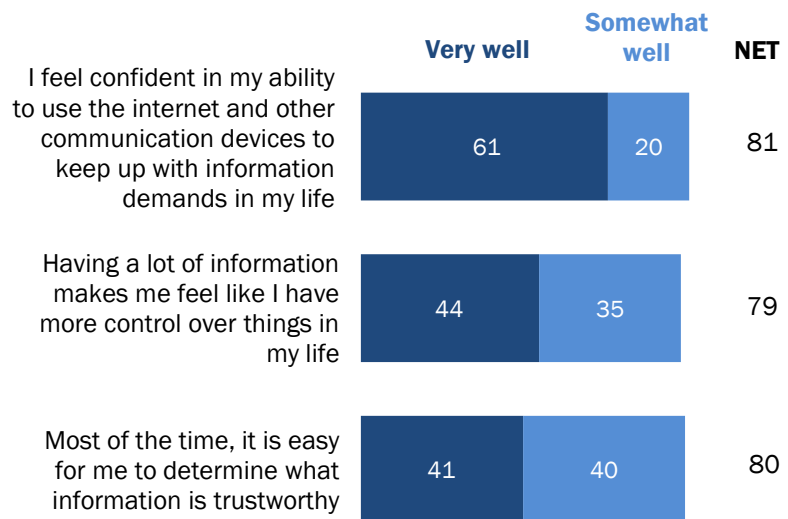
People are confident they can use digital gadgets to meet information demands

% of U.S. adults who say these statements describe them 'very well' or 'somewhat well'

Source: Survey conducted March 7-April 4, 2016.
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highlight three kinds of access pathways – home broadband, smartphone and tablet computer ownership – as a way to characterize people with "access abundance" (that is, they have all three) compared to those with relative "access scarcity" (that is, those with one or none of those access assets). Those with "access abundance" say they have easier times managing information than others. Just one quarter (24%) of these adults say they sometimes have difficulty finding information. By contrast, half (49%) of those with relative access scarcity say this.

Second, when institutions expect people to bring a lot of information with them to carry out tasks, some Americans find it can be burdensome to keep track of the volume of information needed. Nearly half (46%) of Americans say this statement describes them "very well" or "somewhat well":

"A lot of institutions I deal with – schools, banks or government agencies – expect me to do too much information gathering in order to deal with them." Those who feel this way are more likely than others also to say that keeping track of information is stressful for them (56% vs. 30%).

These findings suggest that information overload may not be the right way to frame anxieties about the volume of information in people's lives. Rather, information overload is more situational: Specific situations may arise, such as when institutions impose high information demands on people for transactions, which create a sense of information burden for some Americans.

1. Worries about information overload are not widespread

The advent of new communications and information media – the book, the printing press, the telegraph, the radio, the television, the computer – are reliably accompanied by apprehensions about how to handle the flow of information. The ancients worried that the book would supplant the oral tradition of exchanging information and ideas among the elite. The printing press brought worry over the quality of written materials as more were produced more easily – and perhaps by those with less important things to say.

In a mid-twentieth century world more connected by mass media, the proliferation of knowledge, it was feared, would overwhelm experts trying to keep up with developments in their fields. One proposed solution to organize all this information was the "memex" or, to use the term that caught on, the connected computer.

New digital tools seem only to have exacerbated worries about information overload, not soothe them. By the early 2000s, experts were already bemoaning how the volume of digitally driven information could undercut personal productivity, undermine social ties and foster distraction. The anxious social critic feared that constant flow of digital messages would result in shallow connections among people but not meaningful conversations. It might also create anxiety among people who fear they cannot keep up with information demands. In the workplace, these demands would create stress for workers and also inhibit creativity.

Notwithstanding these worries, there is a potential upside to the vast and rapid flow of information in society. The optimists noted that people's abilities to access information online can open new doors to knowledge, facilitate connections with friends and make all sorts of transactions more convenient. Those hoping for the best argued that in conjunction with effective use of filters, new tools to access information – smartphones, tablets and other computing devices – may help navigate the information landscape in ways that are satisfying and empowering.

A Pew Research Center survey shows that concerns about information overload are not widely shared by the public. The survey explored people's perceptions about information overload, whether information makes their lives seem more complex, and their attitudes about coping with information demands.

One measure of information overload came in response to the following question: "Some people say they feel overloaded with too much information these days. Others say they like having so much information available. How about you? Do you feel overloaded, or do you like having a lot of information available?" Some 20% of adults say they feel overloaded and 77% say they like having so much information. These figures are essentially unchanged since 2013 but the share of Americans who say they feel overloaded is lower than 10 years ago.

There are clear patterns in the types of Americans who feel overloaded by information, but in no major demographic group do more than a third say they are overwhelmed. Those whose annual household incomes are $30,000 or less are somewhat more likely to say they feel overloaded by information: 25% do, compared to 15% of those living in households whose annual incomes exceed

The demographics of Americans who feel information overload

% of U.S. adults who say these assertions describe them

	Feel overloaded by information	Information makes their lives more complex
All adults	20%	27%
Gender		
Male	17	24
Female	23	29
Race/Ethnicity		
White	19	28
Black	23	22
Hispanic	22	25
Age		
18-29	13	22
30-49	16	24
50-64	23	28
65+	31	34
Household income		
< $30,000	25	30
$30,000-$50,000	19	27
$50,000-$75,000	14	22
$75,000+	15	25
Educational attainment		
High school or less	24	29
Some college	18	25
College+	16	26
Community type		
Rural	21	28
Urban	20	27
Suburban	20	26

Source: Survey conducted March 7-April 4, 2016.
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$75,000. There are small differences, too, when it comes to educational attainment: 24% of those with high school diplomas or less feel information overload, compared with 16% of college

graduates. The sentiment is also most prominent among senior citizens: 31% of those ages 65 and older feel information overload, while just 13% of those ages 18 to 29 report that.

A second measure of information overload involved a question about the degree to which people felt information makes their lives complex. Some 27% say that the volume of information makes their lives seem more complex, while two-thirds (67%) say information helps to simplify their lives. There are not many demographic differences evident in these answers. Only older Americans (those ages 65 and older) and lower-income Americans (those in homes with annual incomes of $30,000 or less) show notable differences, with 34% and 30%, respectively, saying information makes their lives more complex.

2. People generally feel good about their abilities to deal with information, but stresses are real for some Americans

When asked how they feel about the volume of information in their lives, people for the most part see information as something that helps them manage their lives and are confident in their abilities to determine the trustworthiness of information.

- 81% of adults say this statement describes them "very well" (61%) or "somewhat well" (20%): "I feel confident in my ability to use the internet and other communication devices to keep up with information demands in my life."

- 79% say this statement describes them "very well" (44%) or "somewhat well" (35%): "Having a lot of information makes me feel like I have more control over things in my life."

- 80% say this statement describes them "very well" (41%) or "somewhat well" (40%): "Most of the time, it is easy for me to determine what information is trustworthy."

Americans are confident they can use digital gadgets to meet information demands

% of U.S. adults who say these statements describe them ...
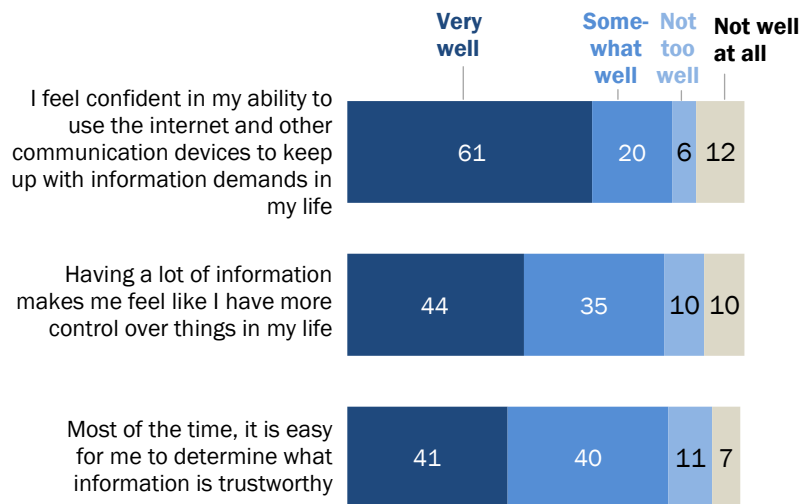
Source: Survey conducted March 7-April 4, 2016.
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Young adults and college graduates are especially likely to express positive feelings about navigating today's information-rich world.

Institutional expectations, information management and retrieval can be a burden for some

Even with people's general sense of confidence in dealing with information, the survey finds that noteworthy numbers have some level of unease with keeping up with information demands. When queried about statements about the possible burdens of information, substantial minorities say that such statements describe them at least somewhat well:

- 46% of Americans say this statement describes them "very well" or "somewhat well": "A lot of institutions I deal with – schools, banks or government agencies – expect me to do too much information gathering in order to deal with them."
- 42% say this statement describes them "very well" or "somewhat well": "I sometimes feel stressed about all the information I have to keep track of."
- 36% say this statement describes them "very well" or "somewhat well": "It is sometimes difficult for me to find the information I need."

Many feel burdened by institutional demands and the stresses of keeping track of information

% of U.S. adults who feel these statements describe them …

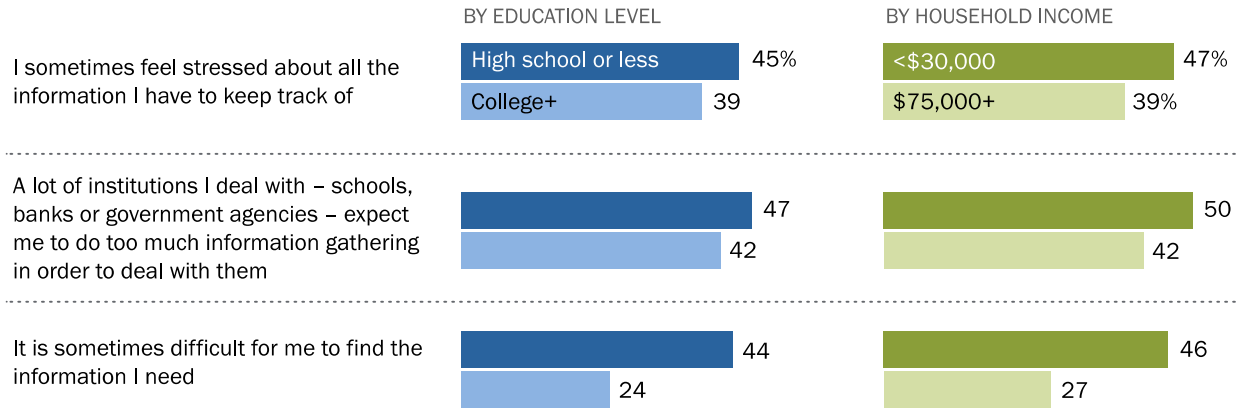|	Very well	Somewhat well	Not too well	Not well at all
A lot of institutions I deal with – schools, banks or government agencies – expect me to do too much information gathering in order to deal with them	17	29	21	31
I sometimes feel stressed about all the information I have to keep track of	17	25	20	37
It is sometimes difficult for me to find the information I need	12	24	24	39
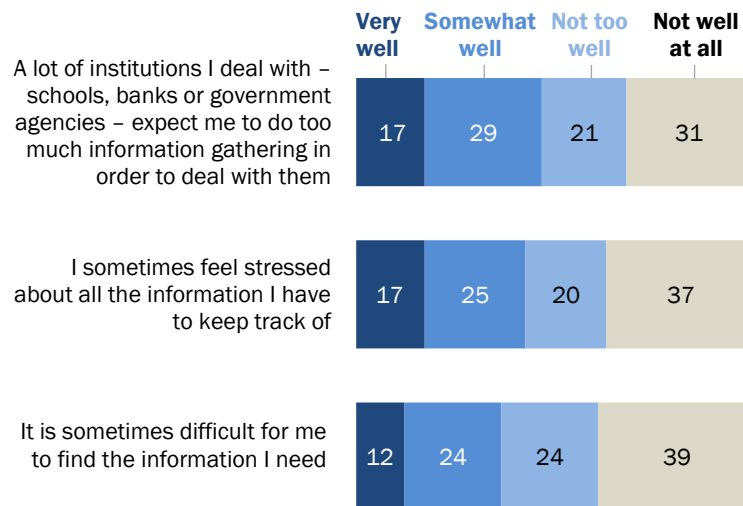
Source: Survey conducted March 7-April 4, 2016.
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Less educated and less well-off Americans are more likely to struggle with information demands

% of U.S. adults who say these statements describe them 'a lot' or 'somewhat well'

BY EDUCATION LEVEL

BY HOUSEHOLD INCOME

I sometimes feel stressed about all the information I have to keep track of

High school or less 45%
College+ 39

<$30,000 47%
$75,000+ 39%

A lot of institutions I deal with – schools, banks or government agencies – expect me to do too much information gathering in order to deal with them

47
42

50
42

It is sometimes difficult for me to find the information I need

44
24

46
27

Source: Survey conducted March 7-April 4, 2016.
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There are some demographic variations in people's responses on possible tensions that come with information gathering. One broad pattern is that those with lower levels of household income and lower levels of education say they are struggling more than those at the higher end of the socio-economic spectrum.

For instance, 45% with high school degrees or less sometimes feel stressed about the amount of information they have to follow, compared with 39% of those with college degrees or more. And half of lower income Americans (50%) say institutions expect them to do too much information gathering to deal with them, compared with 42% among those whose annual household incomes are $75,000 or more.
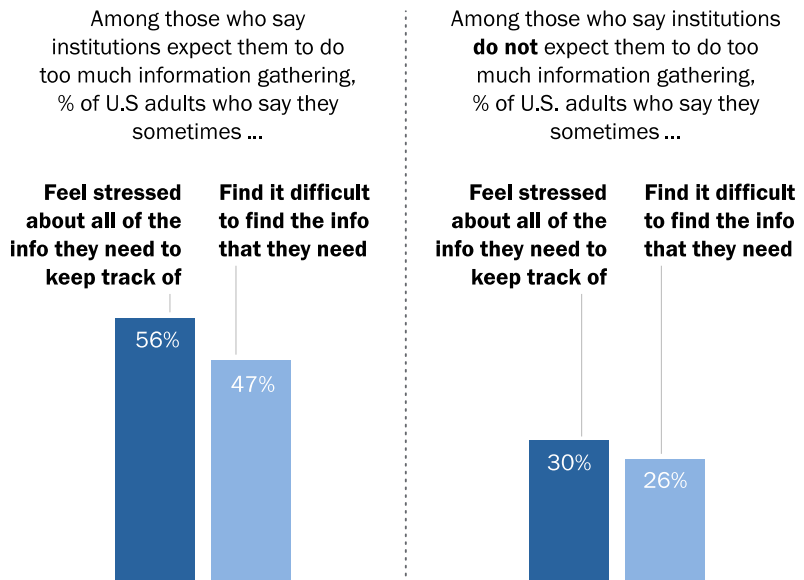
More stress about institutional demands ties to other information stress

As it turns out, the greater the feeling that institutions expect people to gather too much information to transact with them, the more likely people are to say they have problems with information in several ways. More than half (56%) of those who feel institutions like schools and banks expect them to do too much information gathering in order to deal with them say that they feel stressed about the information they have to keep track of. Some 30% of them say they do not feel that stress.

Similarly, 47% of those who feel information burdened by institutions say it is sometimes difficult for them to find the information they need, compared with 26% who say that does not fit their situations.

In other words, in general, people manage information demands fairly well when these demands come to them on their own terms. However, when outside entities, such as schools, banks and government agencies, expect too much from people when it comes to information gathering, some stresses are evident. For those people, the stress of having to keep track of information or difficulties in finding it makes information gathering something of a burden.

When Americans feel institutions expect them to gather too much information, they are more likely to feel other information stresses

Among those who say institutions expect them to do too much information gathering, % of U.S adults who say they sometimes ...

Feel stressed about all of the info they need to keep track of

Find it difficult to find the info that they need

56%

47%

Among those who say institutions **do not** expect them to do too much information gathering, % of U.S. adults who say they sometimes ...

Feel stressed about all of the info they need to keep track of

Find it difficult to find the info that they need

30%

26%

Source: Survey conducted March 7-April 4, 2016.
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3. The 'gadget poor' feel the stresses of information more than the 'gadget rich'

Those who have more pathways to access digital information express fewer concerns about information overload. The survey measured three key technological "access pathways" to information:

- 70% of U.S. adults have home broadband subscriptions.
- 72% have smartphones.
- 48% have tablet computers.

Overall, 39% of adults have all three access pathways; 28% have two of the three; 17% have one of the three; and 16% have none of them.

The key finding is that, perhaps contrary to conventional wisdom, it is those with more ways to access the internet that report being less overwhelmed by the amount of possible information in the modern technological world. Overall, 84% of those with all three
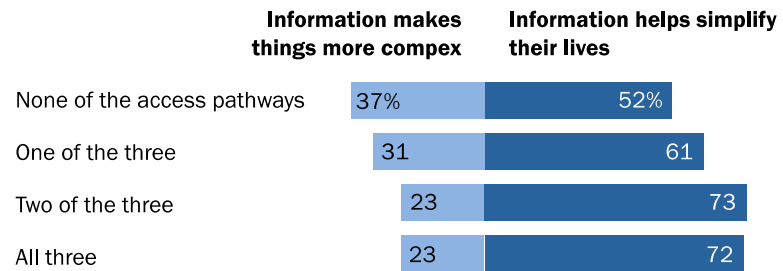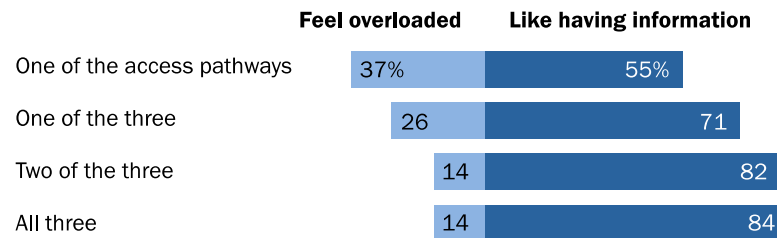
Americans with fewer digital gadgets are more likely to feel information overload

% of U.S. adults with ... of three technology access pathways

Three technology access pathways:

| Smart-phone | Tablet computer | Home broadband subscription |
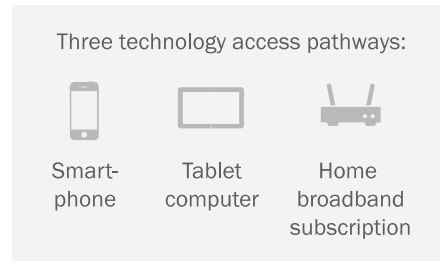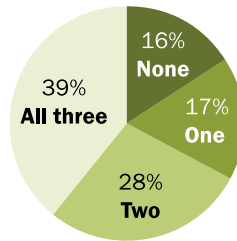
% of U.S. adults in each group who feel the following about information

	Feel overloaded	Like having information
One of the access pathways	37%	55%
One of the three	26	71
Two of the three	14	82
All three	14	84

	Information makes things more compex	Information helps simplify their lives
None of the access pathways	37%	52%
One of the three	31	61
Two of the three	23	73
All three	23	72

Source: Survey conducted March 7-April 4, 2016.
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access pathways say they like having so much information available, compared with 55% of those who have none of the three access pathways.
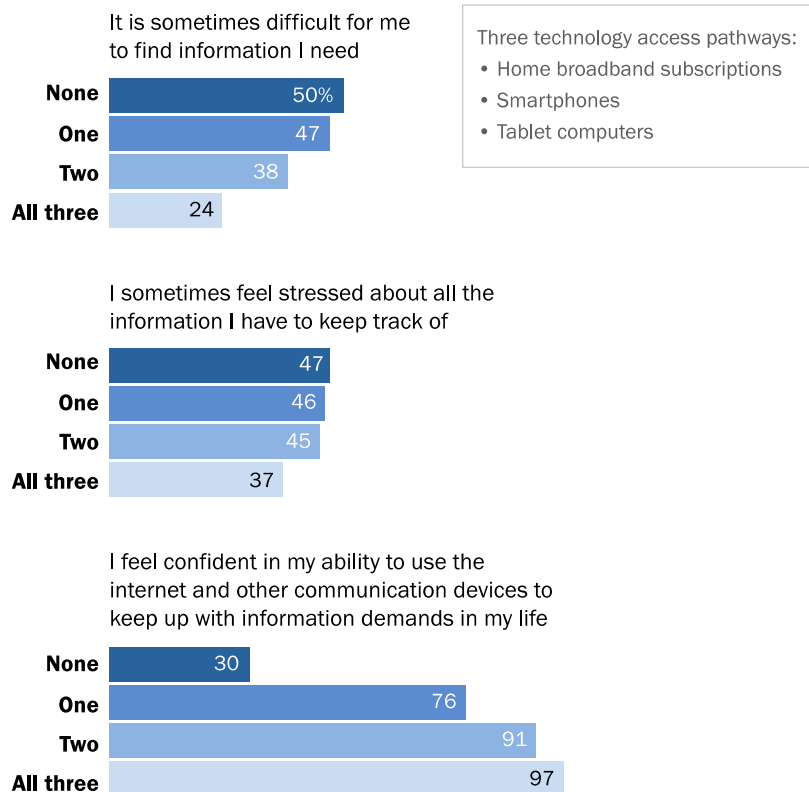
At the same time, those with fewer gadgets are more likely than others to say that information makes their lives more complex. Those with *none* of the three access pathways are significantly more likely than those with relative access abundance to feel information overload – by a 37% to 14% margin. The survey did not establish why this might be so, but one possible explanation is that people who are not comfortable with technology, and don't have a lot of technology options, also know there is a modern world of digital information available to those who are proficient with digital tools. They might suspect that it could take more effort on their part to get the information they need than it would take people who have lots of digital access.

Nearly half of those with no access tools have trouble finding information; they also feel more stress, less confidence

Among U.S. adults who own _____ of the three technology access pathways, % who say these statements describe them 'very well' or 'somewhat well'

It is sometimes difficult for me to find information I need

Three technology access pathways:
• Home broadband subscriptions
• Smartphones
• Tablet computers

None	50%
One	47
Two	38
All three	24

I sometimes feel stressed about all the information I have to keep track of

None	47
One	46
Two	45
All three	37

I feel confident in my ability to use the internet and other communication devices to keep up with information demands in my life

None	30
One	76
Two	91
All three	97

Source: Survey conducted March 7-April 4, 2016.
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Similarly, when asked to consider whether information simplifies their lives or makes it more complex, half of those with none of the three access tools (52%) say information helps simplify their lives. For those with either two or three access tools, more than seven-in-ten say information helps to simplify their lives.

Those with fewer online access pathways are also more likely to report issues over managing the flow information in their lives. Among Americans with no digital access paths, 47% say they feel

stressed about the information they have to follow. And half (50%) say they sometimes have difficulty finding the information they need. Those with no internet access devices are far less confident in their abilities to use internet-connected devices to keep up with information demands than those with one or more gadgets.
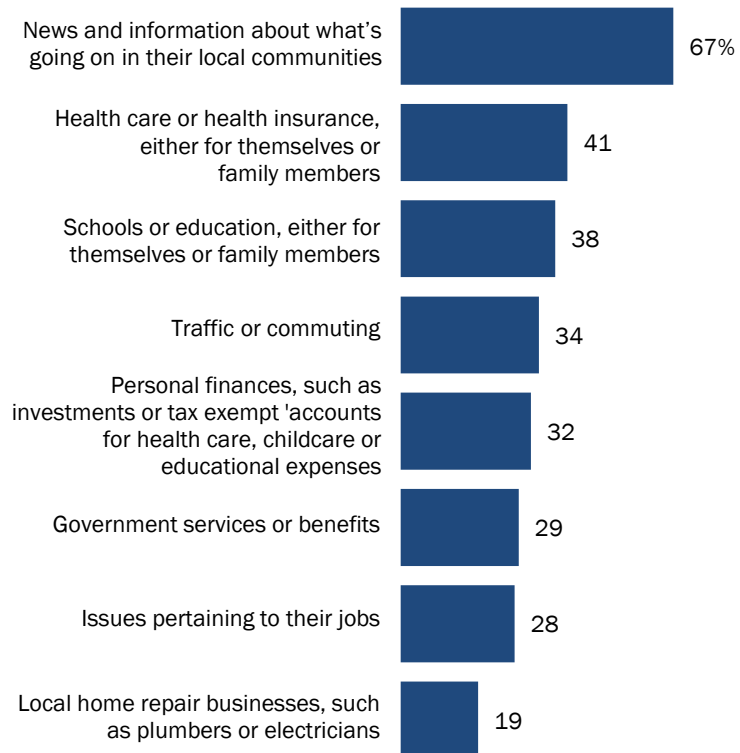
And the flip side is true, too: Those with more gadgets pursue more kinds of information

Beyond questions about information overload and the stresses that might be associated with it, the survey also explored the information needs and yearnings of Americans. We asked people if, in the prior 30 days, they had searched for information about eight different topics. Note that the question was framed about searching for information and did not cast the query in terms of tools people might use to gather information, such as the internet, print media, other people or libraries.

Some of the findings: 67% of adults said in the past month they had gotten information about what's going in their communities; 41% got some kind of health-related information; 38% got material about schools or education; and 28% got information pertaining to their jobs. The nearby chart covers all eight of the subjects queried.

Americans' information searches extend beyond local news and include health care, schools, commuting and personal finance

% of U.S. adults who have gotten information on these subjects in the past 30 days

News and information about what's going on in their local communities	67%
Health care or health insurance, either for themselves or family members	41
Schools or education, either for themselves or family members	38
Traffic or commuting	34
Personal finances, such as investments or tax exempt 'accounts for health care, childcare or educational expenses	32
Government services or benefits	29
Issues pertaining to their jobs	28
Local home repair businesses, such as plumbers or electricians	19

Note: Average number of searches is 2.88 out of 8.
Source: Survey conducted March 7-April 4, 2016.
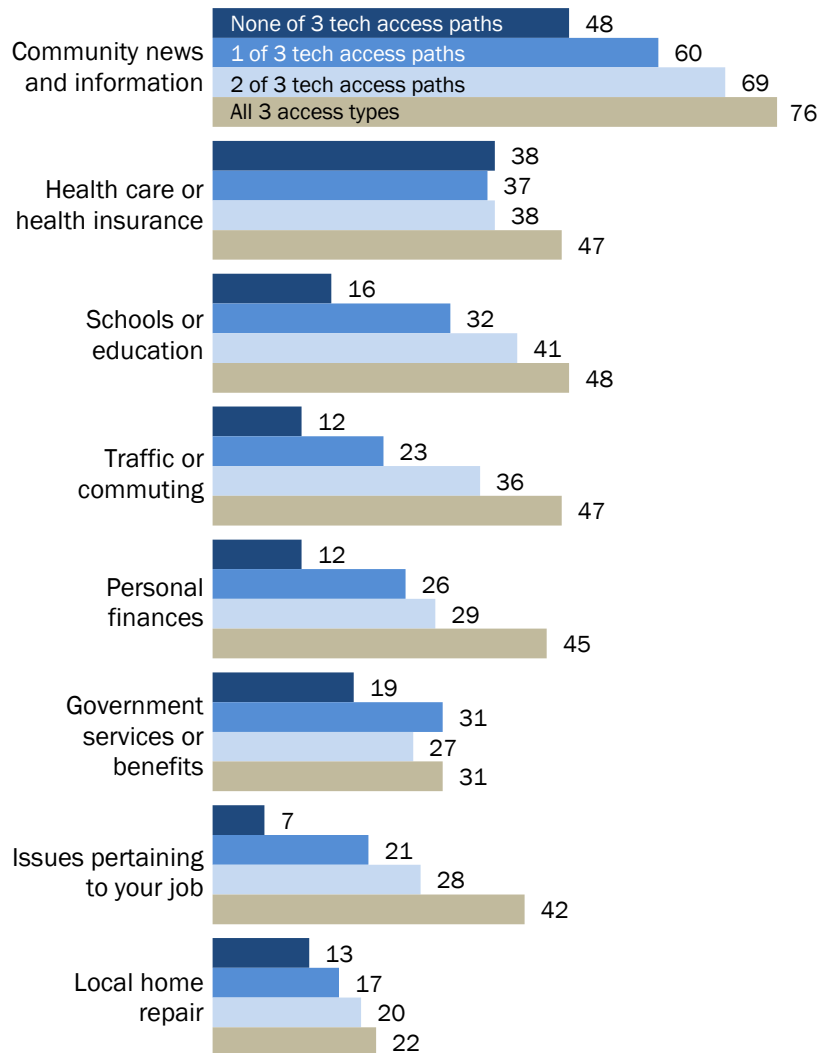"Information Overload"

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The differences in the incidence of information searching are stark when comparing those with "access abundance" (that is, each of the three pathways) to those with "access scarcity" (those with none of the access tools). In most cases, those with access abundance were substantially more likely to have done each of these searches than those with access scarcity. For instance, 76% of those with all three access pathways had searched for community news and information in the past month, compared with 48% of those with none of the pathways. Those with access abundance were three times more likely to seek information about schools or education as those without any of the access paths, and they were four times more likely to have searched for information about traffic and commuting and personal finances.

We are not able to determine causality here – that is, whether the availability of more access pathways makes people search for more information or *vice versa*.

Some people may purchase more tech gadgets because they have high levels of demand for

Those with more digital gadgets are more active information searchers

Among adults who own the following numbers of technology access paths (home broadband access, smartphones, and tablet computers), % who got these kinds of information in the past 30 days

Community news and information
- None of 3 tech access paths: 48
- 1 of 3 tech access paths: 60
- 2 of 3 tech access paths: 69
- All 3 access types: 76

Health care or health insurance
- 38
- 37
- 38
- 47

Schools or education
- 16
- 32
- 41
- 48

Traffic or commuting
- 12
- 23
- 36
- 47

Personal finances
- 12
- 26
- 29
- 45

Government services or benefits
- 19
- 31
- 27
- 31

Issues pertaining to your job
- 7
- 21
- 28
- 42

Local home repair
- 13
- 17
- 20
- 22

Note: Average number of searches is 1.65 out of 8 for no digital pathways; 2.46 for those with one pathway; 2.89 for those with two pathways; and 3.58 for those with all three pathways.
Source: Survey conducted March 7-April 4, 2016.
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information or desire lots of information – and, thus, they show higher incidence of information searching.

At the same time, the availability of tech gadgets may also draw people to satisfying their information needs by using those resources. The size of the differences are such that it is likely that some of both is going on, i.e., those with high information demands buy more gadgets *and* the availability of information tools and information institutions stimulates the frequency of information searching. In any case, these associations are significant when holding other socio-economic and demographic factors constant.[1]

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[1] Regression analysis shows that having three access paths is a large and statistically significant predictor of the number of information searches a person has conducted. Education, income, age and having smartphones have negative (and significant) impacts on the incidence of information searches. Blacks are also significantly more likely than whites to conduct wider ranges of searches on the topics listed.

Acknowledgments

Methodology

The analysis in this report is based on a Pew Research Center survey conducted March 7-April 4, 2016, among a national sample of 1,520 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia. Fully 381 respondents were interviewed on landline telephones, and 1,139 were interviewed on cellphones, including 636 who had no landline telephones. The survey was conducted by interviewers at Princeton Data Source under the direction of Princeton Survey Research Associates International. A combination of landline and cellphone random-digit-dial samples were used; both samples were provided by Survey Sampling International. Interviews were conducted in English and Spanish. Respondents in the landline sample were selected by randomly asking for the youngest adult male or female who was at home. Interviews in the cellphone sample were conducted with the person who answered the phone, if that person was 18 years of age or older. For detailed information about our survey methodology, visit: http://www.pewresearch.org/methodology/u-s-survey-research/

The combined landline and cellphone samples are weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity, and region to parameters from the 2013 Census Bureau's American Community Survey and population density to parameters from the Decennial Census. The sample also is weighted to match current patterns of telephone status (landline only, cellphone only or both landline and cellphone) based on extrapolations from the 2014 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landlines and cellphones have a greater probability of being included in the combined sample and adjusts for household size among respondents with landline phones. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

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 ...
All adults 18+	1,520	2.9 percentage points
Men	785	4.0 percentage points
Women	735	4.1 percentage points
White	1,053	3.4 percentage points
Black	165	8.7 percentage points
Hispanic	179	8.3 percentage points
18-29	269	6.8 percentage points
30-49	401	5.6 percentage points
50-64	481	5.1 percentage points
65+	369	5.8 percentage points
High school or less	496	5.0 percentage points
Some college	385	5.7 percentage points
College+	634	4.4 percentage points
<$30,000	382	5.7 percentage points
$30,000-$49,999	249	7.1 percentage points
$50,000-$74,999	238	7.2 percentage points
$75,000+	481	5.1 percentage points
Used library/bookmobile in past 12 months	739	4.1 percentage points
Never used a library	272	6.7 percentage points

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. Pew Research Center undertakes all polling activity, including calls to mobile telephone numbers, in compliance with the Telephone Consumer Protection Act and other applicable laws.

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Survey questionnaire and topline

PEW RESEARCH CENTER
2015 EDUCATIONAL ECOSYSTEM SURVEY
FINAL TOPLINE
MARCH 7-APRIL 4, 2016
TOTAL N=1,520 ADULTS

[READ TO ALL:] Now, we have a few questions about the role of information in your life.

Q1 At various times, people may need to get information about issues that are going on in their lives. [FOR FIRST TWO RANDOMIZED ITEMS: In the past 30 days, have you gotten any information about... [INSERT ITEMS; RANDOMIZE]?]

[FOR REMAINING ITEMS: How about...[INSERT NEXT ITEM]? [READ AS NECESSARY: Have you gotten any information in the past 30 days about this?]]

		YES	NO	(VOL.) NO JOB	(VOL.) DK	(VOL.) REF.
a.	Schools or education, either for yourself or a family member	38	62	n/a	*	0
b.	Personal finances, such as investments or tax exempt accounts for health care, childcare, or educational expenses	32	67	n/a	*	*
c.	Government services or benefits	28	71	n/a	1	*
d.	Health care or health insurance, either for yourself or a family member	41	58	n/a	*	*
e.	Issues pertaining to your job	29	58	13	1	*
f.	News and information about what's going on in your local community	67	33	n/a	*	*
g.	Local home repair businesses, such as plumbers or electricians	19	81	n/a	*	0
h.	Traffic or commuting	34	65	n/a	*	*

Q2 Please tell me how well each of the following statements describes you. [INSERT ITEMS; RANDOMIZE]. Would you say that this statement describes you very well, somewhat well, not too well, or not at all well?

Next... [INSERT NEXT ITEM]. [READ AS NECESSARY: Would you say this statement describes 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.) REFUSED
a. I sometimes feel stressed about all the information I have to keep track of	17	25	20	37	*	*
b. Most of the time, it is easy for me to determine what information is trustworthy	41	40	11	7	1	1
c. A lot of institutions I deal with – schools, banks, or government agencies – expect me to do too much information-gathering in order to deal with them	17	29	21	31	1	*
d. Having a lot of information makes me feel like I have more control over things in my life	44	35	10	10	*	1
e. I feel confident in my ability to use the internet and other communication devices to keep up with information demands in my life	61	20	6	12	*	1
f. It is sometimes difficult for me to find the information I need	12	24	24	39	1	1

[RANDOMIZE Q3 AND Q4]

Q3 Some people say they feel overloaded with too much information these days. Others say they like having so much information available. How about you? Do you feel overloaded, or do you like having a lot of information available?[2]

	Current		Sept 2013	Dec 2007	April 2006
%	20	Feel overloaded	18	24	27
	77	Like having so much information	79	69	67
	2	Don't know	2	7	7
	2	Refused	1	--	--

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[2] December 2007 question wording was: "Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and the internet. Others say they like having so much information to choose from. How about you … do you feel overloaded, or do you like having so much information available?" April 2006 question wording was: "Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and computer information services. Others say they like having so much information to choose from. How about you … do you feel overloaded, or do you like having so much information available?"

Q4   Which of the following best describes you – even if neither is exactly right? [READ AND RANDOMIZE]

	current	
%	67	Having a lot of information available helps simplify my life
	27	The volume of information available makes my life seem more complex
	3	(VOL.) Some of both
	2	(VOL.) Don't know
	1	(VOL.) Refused

BBHOME1F2   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?

BBHOME2   [ASK IF BBHOME1F2=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 Form B internet users [N=646]

	Current	
%	4	Dial-up
	81	Broadband
	1	(VOL.) Both Slow-speed/Dial-up and Higher-speed/Broadband
	4	(VOL.) Access internet only using cell phone or tablet
	5	(VOL.) No home internet access
	3	(VOL.) Don't know
	*	(VOL.) Refused

SUMMARY OF HOME INTERNET SERVICE

HOME3NW   Do you ever use the internet or email at HOME?

BBHOME1F1   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?

BBHOME1F2   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?

BBHOME2   [ASK IF BBHOME1F1 OR BBHOME1F2=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 all internet users [N=1,342]

	current	
%	3	Dial-up
	80	Broadband
	1	(VOL.) Both Slow-speed/Dial-up and Higher-speed/Broadband
	4	(VOL.) Access internet only using cell phone or tablet
	9	(VOL.) No home internet access[3]
	2	(VOL.) Don't know
	*	(VOL.) Refused

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[3] For the April 2016 summary table, results for the volunteered category "No home internet access" reflect those who said they do use the internet or email at home/DK/Refused in question HOME3NW.

SUMMARY OF HOME BROADBAND

Based on all internet users [N=1,342]

	current	
%	80	Home broadband users
	20	No home broadband/DK

Based on Total

	current		Nov 2015	July 2015
%	70	Home broadband users	67	67
	30	No home broadband/DK	33	33

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?[4]

Based on Total

	Yes, smartphone	Cell, not smartphone	No cell	(vol.) refused
Current [N=1,520]	72	20	8	*

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[4] Wording may vary from survey to survey. Wording variations include: "Some cellphones are called "smartphones" because of certain features they have. Is your cellphone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?"; "Some cellphones are called "smartphones" because of certain features they have. Is your cellphone a smartphone or not, or are you not sure?"