

Methodology

The analysis in this report is based on telephone interviews conducted Jan. 8-Feb. 7, 2019, among a national sample of 1,502 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (302 respondents were interviewed on a landline telephone, and 1,200 were interviewed on a cellphone, including 779 who had no landline telephone). The survey was conducted by interviewers under the direction of Abt Associates. 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 is now at home. Interviews in the cell sample were conducted with the person who answered the phone, if that person was an adult 18 years of age or older. For detailed information about our survey methodology, see: <https://www.pewresearch.org/methodology/u-s-survey-research/>

The combined landline and cellphone sample is weighted using an iterative technique that matches gender, age, education, race, Hispanic origin and nativity and region to parameters from the 2017 Census Bureau’s American Community Survey one-year estimates and population density to parameters from the 2010 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 2018 National Health Interview Survey. The weighting procedure also accounts for the fact that respondents with both landline and cellphones have a greater probability of being included in the combined sample and adjusts for household size among respondents with a landline phone. 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 ...
Total sample	1,502	2.8 percentage points
Less than \$30K	348	5.9 percentage points
\$30K-\$99,999	561	4.7 percentage points
\$100K or more	365	5.8 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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January 2019 Core Trends Survey

Final Topline

3/8/2019

Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults age 18 or older nationwide, including 1,200 cell phone interviews

Interviewing dates: January 8, 2019 – February 7, 2019

Margin of error: ± 2.85 percentage points for results based on total [n=1,502]

SUMMARY OF HOME BROADBAND

Based on Total

	CURRENT		JANUARY 2018	JULY 2015
%	73	Home broadband users	65	67
	27	No home broadband/DK	35	33

DEVICE1a Next, do you have a cell phone, or not?¹

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	96	4	0	0
January 2018	95	5	0	0
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	*

¹ Question was asked of landline sample only. Results shown here have been recalculated to include cellphone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cellphone sample, but trend results shown here reflect total combined landline and cellphone 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?"

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	*	--

SMART2 Is your cell phone a smartphone, or not?

Based on cell phone owners [N=1,465]

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	DON'T KNOW	REFUSED
Current [N=1,465]	84	15	1	0
January 2018 [N = 1,933]	82	17	1	*
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	*

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

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
b. A tablet computer ²				
Current	52	48	*	0
January 2018	53	46	*	*
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

² November 2016 item wording was "A tablet computer like an iPad, Samsung Galaxy Tab, Microsoft Surface Pro, or Amazon Fire." 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."

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
c. A desktop or laptop computer ³				
Current	74	26	*	0
January 2018	73	27	*	0
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	*	--

³ April 2015 item was asked of a half sample A. Prior to December 2011, "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.