

## Methodology

The analysis in this blog post is based on two Pew Research Center surveys. The 2019 findings are from telephone interviews conducted Jan. 8-February 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 are 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 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:

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample	1,502	2.8 percentage points
Millennial	316	5.5 percentage points
Gen X	358	5.2 percentage points
Boomer	402	4.2 percentage points
Silent	139	8.3 percentage points

The 2018 analysis of this post is based on telephone interviews conducted Jan. 3-10, 2018, among a national sample of 2,002 adults, 18 years of age or older, living in all 50 U.S. states and the District of Columbia (500 respondents were interviewed on a landline telephone, and 1,502 were interviewed on a cellphone, including 1,071 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: <http://www.pewresearch.org/methodology/u-s-survey-research/>

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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:

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample	2,002	2.4 percentage points
Millennial	447	5.1 percentage points
Gen X	448	5.1 percentage points
Boomer	695	4.1 percentage points
Silent Generation	229	7.2 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]

**THE QUESTIONS PRESENTED BELOW ARE PART OF LARGER SURVEYS. OTHER QUESTIONS HAVE EITHER BEEN PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.****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?<sup>1</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	90	10
January 2018	89	11
November 2016	90	10
May 2016	87	13
April 2016	87	13
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
December 2011	82	18
August 2011	78	22
May 2011	78	22
January 2011	79	21
December 2010	77	23
November 2010	74	26

<sup>1</sup> The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to "Do you ever go online to access the Internet or World Wide Web or to send and receive email?" From January 2005 thru February 2012, an internet user is someone said yes to either "Do you use the internet, at least occasionally?" (INTUSE) OR "Do you send or receive email, at least occasionally?" (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or "Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?" (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined.

**EMINUSE/INTMOB continued...**

	USES INTERNET	DOES NOT USE INTERNET
September 2010	74	26
May 2010	79	21
January 2010	75	25
December 2009	74	26
September 2009	77	23
April 2009	79	21
December 2008	74	26
November 2008	74	26
August 2008	75	25
July 2008	77	23
May 2008	73	27
April 2008	73	27
January 2008	70	30
December 2007	75	25
September 2007	73	27
February 2007	71	29
December 2006	70	30
November 2006	68	32
August 2006	70	30
April 2006	73	27
February 2006	73	27
December 2005	66	34
September 2005	72	28
June 2005	68	32
February 2005	67	33
January 2005	66	34
Nov 23-30, 2004	59	41
November 2004	61	39
July 2004	67	33
June 2004	63	37
March 2004	69	31
February 2004	63	37
November 2003	64	36
August 2003	63	37
June 2003	62	38
May 2003	63	37
March 3-11, 2003	62	38
February 2003	64	36
December 2002	57	43
November 2002	61	39
October 2002	59	41
September 2002	61	39
July 2002	59	41
March/May 2002	58	42

**EMINUSE/INTMOB continued...**

	USES INTERNET	DOES NOT USE INTERNET
January 2002	61	39
December 2001	58	42
November 2001	58	42
October 2001	56	44
September 2001	55	45
August 2001	59	41
February 2001	53	47
December 2000	59	41
November 2000	53	47
October 2000	52	48
September 2000	50	50
August 2000	49	51
June 2000	47	53
May 2000	48	52

**HOME4NW** Do you currently subscribe to internet service at HOME?

	CURRENT	
%	78	Yes
	22	No
	*	(VOL.) Don't know
	0	(VOL.) Refused

Trend based on internet users [N=1,372]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	84	16	*	0
January 2018	80	20	*	0
July 2015	84	16	*	0

**BBHOME1** 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 BBHOME1=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 home internet subscribers [N=1,210]

	DIAL-UP	HIGHER SPEED	(VOL.) BOTH DIAL-UP AND HIGHER SPEED	(VOL.) ACCESS NET ON CELL OR TABLET ONLY	(VOL.) NO HOME NET ACCESS	(VOL.) DK	(VOL.) REF.
Current	2	92	3	*	*	2	*
January 2018	3	90	2	*	*	5	*
July 2015	3	91	1	*	1	4	*

**SUMMARY OF HOME BROADBAND**

Based on home internet subscribers

	<u>CURRENT</u>		JANUARY 2018	JULY 2015
%	94	Home broadband users	91	92
	6	No home broadband/DK	9	8

Based on Total

	<u>CURRENT</u>		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?<sup>2</sup>

	<u>YES</u>	<u>NO</u>	<u>(VOL.) DON'T KNOW</u>	<u>(VOL.) REFUSED</u>
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	*	*

<sup>2</sup> Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined landline and cell phone 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?"

**DEVICE1A continued...**

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
November 2010	82	18	0	*
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	*



**SNSINT2** Do you ever use social media sites like Facebook, Twitter or Instagram?

	CURRENT	
%	72	Yes
	28	No
	*	(VOL.) Don't know
	0	(VOL.) Refused

Trend based on internet users<sup>3</sup> [N=1,372]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current	78	22	0	0
January 2018	77	23	*	0
November 2016	77	23	*	*
May 2016	74	26	0	*
November 2015	74	26	*	*
July 2015	76	23	*	0
September 2013	74	26	*	0
May 2013	72	28	0	*
December 2012	67	33	*	*
August 2012	69	31	0	*
February 2012	66	34	*	0
August 2011	64	35	*	0
May 2011	65	35	*	0
January 2011	61	39	0	0
December 2010	62	38	*	0
November 2010	61	39	*	*
September 2010	62	38	*	0
May 2010	61	39	0	0
January 2010	57	43	*	0
December 2009	56	44	0	*
September 2009	47	52	*	*
April 2009	46	54	*	*
December 2008	35	65	*	0
November 2008	37	63	0	0
August 2008	33	67	*	0
July 2008	34	66	*	0

<sup>3</sup> November 2016 question wording was "Do you ever use social media sites like Facebook, Twitter or LinkedIn?" May 2016 question wording was "Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?" November 2015 question wording was "Do you ever use a social networking site like Facebook, Twitter or LinkedIn?" July 2015 trends and earlier were asked as an item within a list question. Wording may vary from survey to survey and question may be asked of all internet users or form split. From 2012 to 2013, item wording was "Use a social networking site like Facebook, LinkedIn or Google Plus." From April 2009 thru August 2011, item wording was "Use a social networking site like MySpace, Facebook or LinkedIn." In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster." Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn."

**SNSINT2 continued...**

May 2008	29	70	*	0
August 2006	16	84	*	0
September 2005	11	88	1	0
February 2005	8	91	1	0

**WEB1** Please tell me if you ever use any of the following social media sites. Do you ever use...  
**[INSERT ITEMS; RANDOMIZE ITEMS a-e FIRST AS A BLOCK, THEN RANDOMIZE ITEMS f-i AS A BLOCK]?<sup>4</sup>**

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
c. Facebook	69	31	0	0

Trend based on internet users [N=1,372]; see last column for trend based on total

	YES, DO THIS	NO, DO NOT DO THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED	YES, DO THIS (Based on All Adults)
Use Facebook <sup>5</sup>					
Current	75	25	0	0	69
January 2018	76	24	*	*	68
April 2016	79	21	*	*	68
April 2015	72	28	*	0	62
September 2014	71	28	0	0	58
September 2013	71	29	*	0	57
December 13-16, 2012	67	33	*	0	57
August 2012	66	34	1	0	54

<sup>4</sup> The wording in January 2018 was "Please tell me if you ever use any of the following social media sites online or on your cell phone. Do you ever use... [INSERT ITEMS; RANDOMIZE]?" May 2013 wording was "Do you ever use the internet to... [INSERT ITEM; RANDOMIZE]?" August and December 2012, as well as September 2013 through September 2014 wording was "Please tell me if you ever use the internet to do any of the following things. Do you ever... [INSERT ITEM; RANDOMIZE]?" April 2015 through April 2016 question wording was "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]?"

<sup>5</sup> December 13-16, 2012 trend was asked of all internet users as a standalone question: "Do you ever use Facebook?"

**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 <sup>6</sup>				
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

<sup>6</sup> 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"

**January 2018 Core Trends Survey**

Final Topline

2/9/2018

Abt Associates for Pew Research Center

Sample: n=2,002 adults age 18 or older nationwide, including 1,502 cell phone interviews

Interviewing dates: 01.03.2018 – 01.10.2018

Margin of error: ± 2.4 percentage points for results based on Total [n=2,002]

**PIAL11** Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has mostly been [ROTATE: (a GOOD thing) or (a BAD thing)] for society?

	CURRENT (BASED ON ALL ADULTS]		CURRENT (BASED ON INTERNET USERS)	JANUARY 2014 (BASED ON INTERNET USERS)
%	65	Good thing	70	76
	16	Bad thing	14	15
	14	Some of both (VOL.)	14	8
	4	Don't know	1	1
	1	Refused	*	*

**PIAL12** How about you, personally? Overall, when you add up all the advantages and disadvantages of the internet, would you say the internet has mostly been [ROTATE IN SAME ORDER AS PIAL11: (a GOOD thing) or (a BAD thing)] for you?

Based on internet users [N=1,785]

	CURRENT		JANUARY 2014
%	88	Good thing	90
	5	Bad thing	6
	5	Some of both (VOL.)	3
	2	Don't know	1
	1	Refused	*