

## Methodology

The analysis in this report is based on telephone interviews conducted Jan. 25-Feb. 8, 2021, 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 (300 respondents were interviewed on a landline telephone, and 1,202 were interviewed on a cellphone, including 845 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 Dynata according to Abt Associates specifications. 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. Detailed information about [our survey methodology](#) can be found here.

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 2019 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 2019 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	2.9 percentage points
Ages 18-29	220	7.3 percentage points
30-49	416	5.2 percentage points
50-64	382	5.8 percentage points
65+	429	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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## Topline questionnaire

### January 2021 Core Trends Survey

Topline

2/18/2021

Abt Associates for Pew Research Center

Sample: n=1,502 U.S. adults age 18 or older nationwide, including 1,202 cellphone interviews

Interviewing dates: January 25, 2021 – February 8, 2021

Margin of error: ± 2.9 percentage points for results based on Total [n=1,502]

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING. PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). IF NO ONE ANSWERED THE QUESTION, THE CELL CONTAINS ZERO (0). A DOUBLE HYPHEN (--) INDICATES THAT THE RESPONSE OPTION WAS NOT PRESENT IN THAT SURVEY.

#### **CABLE1** Do you currently receive television via cable or satellite at home, or not?

<u>CURRENT</u>		JULY 2015
56	Yes	76
44	No	24
*	(VOL.) Don't know	*
0	(VOL.) Refused	0

#### **CABLE2** Did you ever subscribe to a cable or satellite television package at home at some point in the past?

*Based on those who do not subscribe to cable or satellite TV at home/DK [N=583]*

<u>CURRENT</u>		JULY 2015
61	Yes, did subscribe	62
39	No, did not subscribe	38
*	(VOL.) Don't know	*
0	(VOL.) Refused	0

**CABLE3** Please tell me whether any of the following are reasons you do not currently have a cable or satellite television subscription at home. (First,/Next,) **[INSERT ITEMS; RANDOMIZE]? [READ FOR FIRST ITEM THEN IF NECESSARY:** Is this a reason why

*Based on those who do not subscribe to cable or satellite TV at home/DK [N=583]*

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. You do not often watch television				
Current	45	54	1	*
July 2015	46	51	2	1
b. The cost of cable or satellite service is too expensive				
Current	69	31	1	*
July 2015	71	28	*	1
c. You can access the content you want to watch online <sup>1</sup>				
Current	71	28	*	0
July 2015	64	33	2	1

<sup>1</sup> In the July 2015 survey, the wording for this response was "You can access the content you want to watch online, using a streaming TV or movie service, or using an over the air antenna." Starting in February 2021, the response was shortened to no longer include "using a streaming TV or movie service, or using an over the air antenna."