

## 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. 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 U.S. Census Bureau's 2019 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
Less than \$30,000	279	6.6 percentage points
\$30,000 – \$99,999	584	4.6 percentage points
\$100,000 or more	410	5.5 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.

Pew Research Center is a nonprofit, tax-exempt 501(c)(3) organization and a subsidiary of The Pew Charitable Trusts, its primary funder.

## January 2021 Core Trends Survey

Topline

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 CHOSE THE RESPONSE OPTION, THE CELL CONTAINS ZERO (0). A DOUBLE HYPHEN (--) INDICATES THAT THE RESPONSE OPTION WAS NOT PRESENT IN THAT SURVEY.

OTHER QUESTIONS ON THIS SURVEY HAVE BEEN PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

**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=1,288]

	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	91	3	1	*	4	0
February 2019	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 [N=1,288]

CURRENT		FEBRUARY 2019	JANUARY 2018	JULY 2015
94	Home broadband users	94	91	92
6	No home broadband/DK	6	9	8

Based on total

CURRENT		FEBRUARY 2019	JANUARY 2018	JULY 2015
77	Home broadband users	73	65	67
23	No home broadband/DK	27	35	33

**SMART2** Is your cell phone a smartphone, or not?*Based on cellphone owners [N=1,468]*

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	(VOL.) DON'T KNOW	(VOL.) REFUSED
Current [N=1,468]	87	12	1	*
February 2019 [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 <sup>1</sup>				
Current	53	47	*	*
February 2019	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>1</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."

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
c. A desktop or laptop computer <sup>2</sup>				
Current	77	23	*	0
February 2019	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	*	--

<sup>2</sup> 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.