

Topline questionnaire

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 ANSWERED THE QUESTION, 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 cellphone 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	*

BBSMART2 Would you like to have high-speed internet at home, or is that not something you're interested in?*Based on non-broadband users [N=285]*

CURRENT		FEBRUARY 2019	JULY 2015
25	Yes, interested	18	25
71	No, not interested	80	70
3	(VOL.) Don't know	1	3
*	(VOL.) Refused	1	2

BBSMART3 Please tell me whether any of the following are reasons why you do not have high-speed internet at home. First, how about **[INSERT ITEMS; RANDOMIZE]**? Is this a reason why you do not have high-speed internet at home?
Next, what about **[INSERT NEXT ITEM]**? **[IF NECESSARY: Is this a reason why you do not have broadband service at home?]**

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item A: Based on non-broadband users</i>				
a. The monthly cost of a home broadband subscription is too expensive				
Current [N=285]	45	46	8	1
February 2019 [N=357]	50	42	7	1
July 2015 [N=605]	59	34	4	2
<i>Item B: Based on non-broadband users</i>				
b. The cost of a computer is too expensive				
Current [N=285]	37	60	2	1
February 2019 [N=357]	31	64	4	1
July 2015 [N=605]	45	50	3	2
<i>Item C: Based on non-broadband users who have a smartphone</i>				
c. Your smartphone lets you do everything online that you need to do				
Current [N=175]	72	27	*	*
February 2019 [N=208]	72	27	*	0
July 2015 [N=244]	65	29	4	3
<i>Item D: Based on non-broadband users</i>				
d. You have other options for internet access outside of your home				
Current [N=285]	46	52	1	1
February 2019 [N=357]	43	53	4	1
July 2015 [N=605]	46	50	2	2
<i>Item E: Based on non-broadband users</i>				
e. Broadband service is not available where you live, or is not available at an acceptable speed				
Current [N=285]	25	61	13	1
February 2019 [N=357]	22	61	16	1
July 2015 [N=605]	23	63	13	2
<i>Item F: Based on non-broadband users</i>				
f. Some other reason I haven't already mentioned (SPECIFY)				
Current [N=285]	27	70	2	1
February 2019 [N=357]	17	81	1	1
July 2015 [N=605]	25	69	5	2

BBSMART4 Thinking of the reasons why you do not have broadband service at home, which of them is the MOST important? Is it that **[READ; ONLY INCLUDE "YES" RESPONSES FROM BBSMART3; LIST RESPONSES IN SAME ORDER AS BBSMART3]**?³

Based on non-broadband users [N=285]

<u>CURRENT</u>		FEBRUARY 2012	JULY 2015
20	The monthly cost of a home subscription is too expensive	21	33
19	Your smartphone lets you do everything online that you need to do	23	12
9	Broadband service is not available where you live, or is not available at an acceptable speed	7	5
9	You have other options for internet access outside of your home	11	10
7	The cost of a computer is too expensive	6	10
22	Or some other reason	13	16
5	(VOL.) Don't know BBSMART4	4	3
*	(VOL.) Refused BBSMART4	2	3
10	None is a reason	12	9

PROB How often, if ever, do you experience problems connecting to the internet at home?

Based on internet users [N=1,413]

<u>CURRENT</u>	
10	Often
22	Sometimes
44	Rarely
23	Never
*	(VOL.) Don't know
*	(VOL.) Refused

Based on total

<u>CURRENT</u>	
9	Often
21	Sometimes
41	Rarely
21	Never
*	(VOL.) Don't know
*	(VOL.) Refused
7	Does not use the internet

³ Question was asked of respondents who gave two or more "Yes" responses in BBSMART3. Results shown here also include respondents who gave only one "Yes" response in BBSMART3.