

Topline questionnaire

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]

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?²

	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	*	*

² 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?"

Continued from above

December 2010	81	19	*	*
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	*

Q20 Overall, when you use the internet, do you do that mostly using your cell phone or mostly using some other device like a desktop, laptop or tablet computer?³

Based on smartphone owners

	<u>CURRENT</u>		<u>MAY 2013</u>	<u>APRIL 2012</u>	<u>MAY 2011</u>
%	46	Mostly on cell phone	34	31	27
	30	Mostly on something else	53	60	62
	21	Both equally (VOL.)	11	7	10
	2	Depends (VOL.)	1	2	1
	1	Don't know	*	*	*
	1	Refused	*	*	*
	[n=1,219]		[n=1,185]	[n=929]	[n=746]

BBSMART1 You said that you **[IF SMART2=1, INSERT: have a smartphone, but]** do not have high-speed internet service at home. Did you EVER at some point in the past have a broadband internet subscription at home?

Based on non-broadband users [N=357]

	<u>CURRENT</u>		<u>JULY 2015</u>
%	33	Yes, had broadband	36
	60	No, did not have broadband	59
	7	(VOL.) Don't know	4
	*	(VOL.) Refused	1

BBSMART2 Would you like to have high-speed internet at home **[IF BBSMART1=1, INSERT: again]**, or is that not something you're interested in?

Based on non-broadband users [N=357]

	<u>CURRENT</u>		<u>JULY 2015</u>
%	18	Yes, interested	25
	80	No, not interested	70
	1	(VOL.) Don't know	3
	1	(VOL.) Refused	2

³ Prior to 2019, this question was asked of respondents who said they use the internet or email on their cellphone. In 2019, the question was posed to respondents who said they use a smartphone.

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=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=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=208]	72	27	*	0
July 2015 [N=244]	65	29	4	3
	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Item D: Based on non-broadband users</i>				
d. You have other options for internet access outside of your home				
Current [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=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=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]**?⁴

Based on non-broadband users [N=357]

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

⁴ 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.