

---

**Spring Change Assessment Survey 2010**

Final Topline

6/4/10

Data for April 29 – May 30, 2010

Princeton Survey Research Associates International  
for the Pew Research Center's Internet & American Life ProjectSample: n= 2,252 national adults, age 18 and older, including 744 cell phone interviews  
Interviewing dates: 04.29.10 – 05.30.10

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,252]

Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,756]

Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,917]

---

**Q5** Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

	YES	NO	DON'T KNOW	REFUSED
Current	77	23	0	*
September 2009	76	24	*	*

**Q6a** Do you use the internet, at least occasionally?**Q6b** Do you send or receive email, at least occasionally?<sup>1</sup>

	USES INTERNET	DOES NOT USE INTERNET
Current	79	21
January 2010 <sup>i</sup>	75	25
December 2009 <sup>ii</sup>	74	26
September 2009	77	23

---

<sup>1</sup> Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

**Q7** Did you happen to use the internet YESTERDAY?<sup>2</sup>

Based on all internet users [N=1,756]

	YES, USED INTERNET YESTERDAY	NO, DID NOT USE INTERNET YESTERDAY	DON'T KNOW	REFUSED
Current	78	22	*	0
January 2010	72	27	*	0
December 2009	71	28	1	*
September 2009	73	27	*	*

**Q8** About how often do you use the internet or email from ... [INSERT IN ORDER] – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?<sup>3</sup>

Based on all internet users [N=1,756]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	NEVER	DON'T KNOW	REFUSED
a. Home									
Current	43	21	12	11	4	3	6	*	*
January 2010	40	22	14	11	3	4	6	*	*
December 2009	38	21	13	13	4	4	6	*	*
September 2009	37	21	13	13	4	4	6	*	*
b. Work									
Current	37	8	5	4	1	2	43	*	*
January 2010	35	6	3	4	1	1	48	*	*
December 2009	33	6	4	3	1	2	49	*	*
September 2009	34	7	4	4	2	3	46	*	*

**Q9** Does ANYONE in your household use the internet from home or send and receive email from home?<sup>4</sup>

Based on non-internet users [N=496]

	YES	NO	DON'T KNOW	REFUSED
Current	16	82	2	0

**Q9c** Did you EVER at some point use the internet or email, but have since stopped for some reason?

Based on non-internet users [N=496]

	YES	NO	DON'T KNOW	REFUSED
Current	22	78	*	0

<sup>2</sup> Prior to January 2005, question wording was "Did you happen to go online or check your email **yesterday**?"<sup>3</sup> Beginning in July 2008, "Never" is offered as an explicitly read category. Prior to July 2008, it was a volunteered category.<sup>4</sup> Prior to January 2005, question wording was "Does anyone in your household go online from home to access the Internet or World Wide Web or to send and receive e-mail?"

**Q9d** Would you like to start using the internet and email (again), or isn't that something you're interested in?

Based on non-internet users [N=496]

	<u>CURRENT</u>		<u>APRIL 2009</u>	<u>DECEMBER 2007<sup>5</sup></u>	<u>MARCH/MAY 2002</u>
%	10	Yes, interested	11	10	14
	89	No, not interested	86	89	84
	1	Don't know	2	1	2
	0	Refused	1	--	--

**Q9e** What is the MAIN reason you don't use the internet or email? [PRECODED OPEN-END]

Based on non-internet users [N=496]

	<u>CURRENT</u>		<u>APRIL 2009</u>	<u>DECEMBER 2007<sup>6</sup></u>	<u>JUNE 2005</u>
%	31	I'm just not interested	22	33	32
	12	Don't have a computer	5	4	n/a
	10	It's too expensive	10	7	5
	9	It is too difficult/frustrating	7	9	6
	7	I think it's a waste of time	4	7	3
	6	Don't have access	16	12	31
	6	I'm too busy/Just don't have the time	4	6	4
	4	Don't need it / Don't want it	6	n/a	n/a
	4	Too old to learn	2	3	n/a
	2	Just don't know how	2	2	n/a
	2	Physically unable (e.g. poor eyesight or disabled)	1	3	n/a
	1	Worried about computer viruses	1	1	*
	*	Worried about spam	0	*	n/a
	*	Worried about spyware	0	*	*
	0	Worried about adware	0	0	*
	5	Other (SPECIFY)	13	9	14
	1	Don't know	2	2	4
	*	Refused	4	--	--

<sup>5</sup> In December 2007, question was asked only of landline non-internet users [n=409].

<sup>6</sup> In December 2007, question was asked only of landline non-internet users [n=409].

**Q9f** If you wanted to start using the internet and email (again), do you feel that you know enough about computers and technology to be able to do that on your own, or would you need someone to help you?

Based on non-internet users [N=496]

	<u>CURRENT</u>	
%	21	Know enough to go online (again) on my own
	61	Would need someone to help me
	14	Would not want to start using internet (VOL.)
	3	Don't know
	1	Refused

**MODEMA** At home, do you connect to the internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS or a T-1?<sup>7</sup>

Based on those who use the internet from home

	<u>DIAL-UP</u>	<u>TOTAL HIGH SPEED</u>	<u>DSL</u>	<u>CABLE MODEM</u>	<u>WIRELESS</u>	<u>FIBER OPTIC<sup>8</sup></u>	<u>T-1</u>	<u>OTHER</u>	<u>DK</u>	<u>REF.</u>
Current [N=1,659]	7	86	27	33	20	5	1	2	4	1
Jan 2010 [N=1,573]	7	88	29	38	18	4	*	1	3	1
Dec 2009 [N=1,582]	9	86	28	37	17	3	1	2	4	1
Sept 2009 [N=1,584]	7	87	30	37	15	4	*	2	3	2

**Q30** Thinking about your high-speed internet service at home, do you subscribe to a basic broadband service, or do you pay extra for a premium service that promises faster speed?

Based on internet users who have high-speed internet at home

	<u>CURRENT</u>		<u>JAN 2010</u>	<u>APRIL 2009</u>	<u>MAY 2008</u>
%	51	Subscribe to basic service	49	53	54
	36	Subscribe to premium service at higher price	39	34	29
	12	Don't know	9	10	16
	1	Refused	2	2	*
	[n=1,413]		[n=1,376]	[n=681]	[n=1,119]

<sup>7</sup> From September 2009 thru January 2010, the question asking about type of home internet connection (MODEM) was form split. MODEMA was asked of Form A respondents who use the internet from home. MODEMB was asked of Form B respondents who use the internet from home. Trend results shown here reflect combined MODEMA and MODEMB percentages. Form B respondents who answered "satellite," "fixed wireless provider," or "other wireless such as an Aircard or cell phone" have been combined in the "Wireless" column in the table.

<sup>8</sup> In Sept. 2007 and before, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

- Q31** To the nearest dollar, about how much do you pay each month for internet access at home? If your internet access is combined with television or other services, I would like to know just the amount you pay for internet service.

Based on those who use the internet from home

	CURRENT		APRIL 2009 <sup>9</sup>	MAY 2008	DEC 2005 <sup>10</sup>	FEB 2004	OCT 2002
%	9	\$20 or less	12	18	28	29	31
	35	\$21-\$40	38	40	33	40	37
	20	\$41-\$60	19	14	13	14	8
	3	\$61-\$80	3	1	1	1	*
	2	Over \$80	3	*	1	3	*
	4	Nothing/Do not pay/Get access through work or school	3	3	6	2	9
	25	Don't know	20	24	18	11	14
	3	Refused	2	--	--	--	--
	[n=1,659]		[n=817]	[n=1,463]	[n=1,715]	[n=1,241]	[n=912]

- Q32** Would you LIKE to have a faster, "broadband" connection, or isn't that something you're interested in?

Based on those who have dial-up at home

	CURRENT		APRIL 2009 <sup>11</sup>	MAY 2008	DECEMBER 2005	FEBRUARY 2004	OCTOBER 2002
%	40	Yes, interested	38	36	39	40	38
	58	No, not interested	58	62	60	58	57
	2	Don't know	2	1	1	2	5
	0	Refused	1	--	--	--	--
	[n=140]		[n=92]	[n=249]	[n=633]	[n=689]	[n=661]

- Q33** Do you think that expanding affordable high-speed internet access to everyone in the country should be a top priority for the federal government, important but a lower priority, not too important, or should it not be done?

	CURRENT	
%	11	A top priority
	30	Important, but a lower priority
	27	Not too important
	26	Should not be done
	6	Don't know
	1	Refused

<sup>9</sup> In April 2009, question was asked only of Form B who use internet from home [N=817].

<sup>10</sup> In December 2005, the question was based on all internet users [N=1,931]. Results shown here are recalculated to reflect just those who use the internet from home [N=1,715].

<sup>11</sup> In April 2009, question was asked only of Form B who have dial-up at home [N=92].

**Q34** Thinking about all of the different information sources available to people... Do you think people who do NOT have high speed internet access at home are at a disadvantage when it comes to... [INSERT ITEM; ALWAYS ASK a FIRST; RANDOMIZE b-f]? How about...[INSERT NEXT ITEM]? [READ AS NECESSARY: Are people who do NOT have high speed internet access at home at a disadvantage when it comes to this?] [IF YES, ASK: Would you say it is a MAJOR disadvantage or a MINOR disadvantage?]

	MAJOR DIS- ADVANTAGE	MINOR DIS- ADVANTAGE	NOT AT A DIS- ADVANTAGE	DON'T KNOW	REFUSED
a. Keeping up with news and information	23	27	47	3	*
b. Finding out about job opportunities or gaining new career skills	43	23	28	5	1
c. Using government services	29	27	37	7	*
d. Getting health information	34	28	35	3	1
e. Keeping up with what is happening in their local community	19	32	45	4	1
f. Learning new things that might improve or enrich their lives	31	31	32	5	1

<sup>i</sup> January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

<sup>ii</sup> December 2009 trends based on the Fall Tracking "E-Government" survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].